

REVISED

Minutes

Wednesday, July 9, 2014
5:00PM

WESTSIDE/CENTRAL
SERVICE COUNCIL
Regular Meeting

La Cienega Tennis Center
325 S. La Cienega Blvd.
Beverly Hills, CA 90211

All Metro meetings are held in ADA accessible facilities. Meeting location served by Metro Local Lines: 20, 28, 105 and Metro Rapid Lines: 705, 720, 728.

Call to Order at 5:01 p.m.

Council Representatives:
Jeffrey Jacobberger, Chair
Elliott Petty, Vice Chair
David Feinberg
Perri Sloane Goodman
Art Ida
Glenn Rosten
George Taule

Officers:
Jon Hillmer, Director
Jody Litvak, Community Relations Director
Dolores Ramos, Council Admin Analyst
Henry Gonzalez, Council Comm. Rel. Mgr.
Carol Silver, Transportation Planning Mgr.
Deanna Phillips, Office of the Board Secretary

For Metro information in English, please call the following phone number: 213-922-1282.

Para más información de Metro en español, por favor llame al número que aparece a continuación: 213-922-1282.

Մետրոյի մասին հայերեն լեզվով տեղեկություններ ստանալու համար, խնդրում ենք զանգահարել այս հեռախոսահամարով՝ 323-466-3876

Для получения информации о Metro на русском языке, пожалуйста, позвоните по указанному ниже телефонному номеру: 323-466-3876

需要都会运输局的（语言名称）资料, 请拨打以下电话号码: 323-466-3876

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ដើម្បីទិញធានារ៉ាប់រងមុកកម្ពុជា Metro ម្នាក់ សូមទូរស័ព្ទតាមលេខ 323.466.3876។

메트로(Metro) 정보를 [한국어]로 알아보시려면, 아래 번호로 전화하십시오: 323-466-3876

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Los Angeles County
Metropolitan Transportation Authority

Metro

1. ROLL Called.
2. APPROVED Minutes of June 9, 2014 Meeting
3. RECEIVED PUBLIC Comment for items not on the agenda

Ken Ruben shared that he saw an article that said that Expo Line parking at Culver City Station is going to be removed; the matter will be discussed at the July 14th Culver City Council. Culver City's City Council is also reconsidering free fares for the blind. Currently, Culver City, Long Beach, Torrance and Gardena bus services are free to them. He added that there was a letter in the Santa Monica Daily Press about the small size of the seats in the Blue Big buses.

Wayne Coombs rode 4 lines on Saturday from one end to the other: Lines 28, 40, 45 and 81. He thought it was incredible to see the number of people who did not pay to ride; he estimates that it was at least 25-35% of the riders. Some people got on the bus without attempting to pay; some only paid a portion of their fare. On his way to the Council meeting, a senior put in a quarter when the fare cost is \$0.55 and another senior boarded without paying. Out of the 8 operators on Saturday, not one operator confronted any of the non-paying passengers. There are also problems with the fare boxes. Some fare boxes will not accept wrinkled bills and some boxes do not accept coins. He suggests that instead of increasing fare that Metro place 20-30 non-uniformed sheriffs on the buses on a regular basis.

Wayne Wright commented that as of last month, Nix Check Cashing no longer has an agreement with Metro to sell Metro passes. This is an insult to Metro pass holders who need a place to get a pass near where they live. There are only 4-5 Metro customer service centers in the Baldwin Hills/Crenshaw Plaza area. The Metro Customer service center is only accessible Tuesday through-Saturday and the building is closed after 6:00 p.m. Also, schedules cannot be accessed when the customer service center is closed. Metro needs to do more to provide access after hours and increase the number of outside vendors.

Councilmember Rosten asked what the instructions are for the drivers when patrons do not pay. Mr. Hillmer replied that bus operators are required to quote the fare amount one time to the patron and are instructed not to get into any arguments. They are also required to push the "no fare" button allowing for the system to record the date, time and location of the occurrence. Councilmember Rosten continued to ask if the non-paying patrons receive citations and Mr. Hillmer confirmed that if their fare is checked and they have not paid that they will be issued a citation. He added that in May 2014, operators pushed the button to indicate non-payment over 230,000 times. He believes the number is undercounted. Metro is looking at placing cameras and screens on buses, and placing more TVMs into the community to encourage TAP card use and reduce the amount of time it takes to load the bus.

Councilmember Feinberg recalled at the last Meet and Confer meeting with Art Leahy, a sheriff said that they use the data from operators pushing the button on the fare box for

non-payment determine which bus lines they should focusing on to address fare evasion. Mr. Hillmer said that it's harder to monitor fare evasion on the buses than on rail because patrons need to TAP at most stations to enter the system. On the bus, they can still enter without tapping or paying.

Councilmember Ida commented that all transit agencies face this problem, not just Metro. He added that transit providers have agreed to a procedure of quoting the fare because 80% of the time when an operator has been assaulted, it's after a confrontation over fare payment.

Councilmember Feinberg commented that Nix Check Cashing no longer sells Metro passes is due to a change in corporate policy. They were sold to a larger company which has a different policy. They no longer want to deal with public transit fare media. Metro is seeking other partners to sell fare media and at different locations to install ticket vending machines.

4. RECEIVED Update on New Flyaway Service, Pat Tomcheck, Los Angeles World Airports

Since 2013, ridership for Van Nuys and Union Station Flyaway have increased 5.5% and 6.2% which matches the increase in LAX passengers. Westwood is still doing relatively well but not doing as well as it did last year.

Union Station had higher contractual costs during the last two years and has in turn increased the fare from \$7.00 to \$8.00. There was a 3% reduction in ridership during March and April 2014 as compared to last year after the fare increase. Expo ridership at LaBrea station has been extremely low. The projected number of passengers was about 1,200 annually; about a quarter of a million dollars was spent on this line which calculates to a subsidy of \$203.59/passenger. If ridership does not improve, decisions will need to be made on next steps. The Van Nuys location was slightly profitable, and from a financial standpoint the Westwood location is doing best. Financially, the organization has become more self-supporting and changes have resulted in ridership increases. However, there is still an expected \$300,000 loss for this fiscal year. Over a 5-year span, LAWA spent a total of approximately \$12.5 million on the FlyAway network.

LAX Passenger Survey data was used to determine highest percentages of originating passengers. Passengers interviews are conducted every 5 years at the airport that ask mode of transportation, freeway(s) and off-ramp used to get to LAX which gives an idea of where passengers originate from. This information is used to try to determine the best locations for future FlyAways. At this time, Santa Monica is #2 and Hollywood is #3.

Santa Monica FlyAway service will begin operating on July 15, 2014. It will be located on Main St., a short walking distance to City Hall, Santa Monica Place, Third Street Promenade, area hotels and major office buildings. It will depart LAX hourly between 6:45 a.m. and 11:45 p.m. and depart Santa Monica hourly between 5:45 a.m. and 10:45 p.m. The one-way fare is \$8.00.

Hollywood FlyAway service begins September 3, 2014. The stop will be located one block from Hollywood/Vine Metro Red Line station, across Vine St. from LADOT parking structure. It will depart LAX hourly between 5:15 a.m. and 10:15 p.m. and depart Hollywood hourly between 5:15 a.m. and 9:15 p.m. The one-way fare is \$8.00.

The Expo/La Brea Flyaway connects directly to Metro Rail Expo line at La Brea Station. The bus departs LAX hourly at 5:15 a.m., 6:15 a.m. and between 8:15 a.m. and 7:15 p.m. The bus at Expo departs at 5:45 a.m., 6:45 a.m. and between 8:45 a.m. and 7:45 p.m. The one-way fare is \$8.00. On September 3, 2014, the La Brea/Expo schedule and stop locations will change to coordinate with the Hollywood service using the same buses. This change will impact stop locations for the La Brea/Expo service.

In 2015, FlyAway sites 7 and 8 will begin service at the Orange Line and from Torrance, which will complete the FlyAway mitigation pursuant to LAX Settlement Agreement. Ongoing marketing of the new services is conducted through transit advertising, brochures, presentations, the LAWA webpage, community events and trade and tourism shows.

Councilmember Rosten asked why the fare is the same from all origins considering the distances that the bus travels from the various sites to LAX. Mr. Tomcheck responded that this is an attempt to break even. For example, on the Westwood location in fiscal year 2009/2010, this location had a loss of \$1.2 million. Service reductions were done and brought the loss down to about \$800,000. This number was still unacceptable to the Board and the only way to get close to breaking it even was to increase the fare to \$8.00.

Wayne Wright uses the La Brea/Expo station a lot and the FlyAway pick up area could've been better located. The FlyAway does not accept cash, only debit/credit cards which can cause problems for potential users. He suggested that LAWA invest in ticket vending machines for cash holders especially at Union Station.

Ken Ruben echoed Mr. Wright's comments regarding the problems that current policy can cause and providing an option of being able to purchase a FlyAway ticket using cash or debit/credit.

Mr. Tomcheck responded that when FlyAway accepted cash, they were some problems with theft so they stopped accepting cash. LAWA has an agreement with MetroLink allowing people at the Union Station to purchase tickets using cash at the MetroLink vending machine; but he understands that this only helps at the Union Station pick up area. He added that Metrolink pass holders can ride the FlyAway for free.

Councilmember Feinberg asked if money set aside to help operate FlyAway service as part of the settlement. Mr. Tomcheck replied that the service is paid from the airport's general funds, which are generated through landing fees, parking, and concessions through their tenant lease holds.

Chair Jacobberger commented that it would be more efficient to not have to collect fares on the bus as it would reduce the patrons wait to board while the operator collects fares

as well as idle time. He has noticed that the bus is full by the time it gets to the United terminal so he doesn't rely on the FlyAway when he flies United.

5. RECEIVED Presentation on Metro's Annual On-Board Survey, Jeff Boberg and Matthew Kridler, Regional Rideshare Research and Development

Metro's Annual On-Board Survey is used to obtain information on Metro's diverse ridership and how to improve efficiency and better serve riders. Similar to previous years, 20,000 total surveys were collected in Winter 2013 from patrons on all Metro rail and most bus lines. Consistent with previous years, riders who ride frequently – 5 or more times per week, or riders who have been riding for a long time – 5 or more years, tend to have similar overall feelings compared to non-frequent riders or riders who have not been riding that long. Frequent and long-time riders are more likely to “strongly agree” that they are proud to travel with Metro.

Over the past ten years, both buses and rail, there's been a consistent downward trend in terms of how many people had to transfer while riding with Metro. Perception of on-time bus and rail performance have consistent upward trends. Overall satisfaction with Metro has moved consistently upward since 2004.

Ridership tends to go down during June and July which is consistent with school being out. There has been a slight increase in patron household income. Westside patrons who are satisfied and proud to ride Metro declined slightly, similar to the systemwide trends. Gender differences include a tendency for females to be more likely to need to transfer and more likely to not have a car available for the trip. Comparing car availability of Westside patrons to the entire system, it can be seen that 40% of all surveys were completed on lines serving the Westside.

Councilmember Sloane-Goodman recalled a similar presentation made around a year ago and noted that the data presentation seemed different. She asked if the survey consistently uses the questions or if the questions are changed each year. Mr. Kridler responded that the surveys are usually slightly different. They normally have 24-26 questions. About 10 of those questions never change, the remainder are largely the same with some slight changes.

Chair Jacobberger asked if there are more choice riders using bus or rail. Mr. Kridler replied that it's slightly higher on the ~~bus~~ rail but it's not as pronounced as what would be expected. He offered to provide additional information to the Council.

6. RECEIVED Director's Report on Westside/Central Performance, Jon Hillmer, Director
- On-time Performance: :75.1% Goal: 80%, System: 75.8%
 - Complaints Per 100,000 Passengers: 2.79, Goal: 2.20, System 3.74
 - Miles Between Mechanical Road Calls: 3,206, Goal: 4,000, System: 3,535
 - Metro Bus Cleanliness Ratings: 8.38, Goal: 9.0, System: 8.51
 - Accidents per 100,000 miles: 4.39, Goal: 3.10, System: 3.17
 - Metro Bus Station Cleanliness: 8.03, Goal: 8.5, System: 7.97

- Average Weekday Ridership: 635,930, (1.0% decrease from May 2013 to May 2014)
- Rapid Line 720 Ridership Trends: Weekday: 40,257, Saturday: 28,663, Sunday: 23,095
- Metro Rail Ridership Trends: Red: 146,299, Blue: 86,065, Green: 40,768, Gold: 41,196, Expo: 30,404.

Wayne Coombs commented that Metro's policy that buses can't arrive at a bus stop more than one minute early makes buses run late. Drivers intentionally hang back several minutes to make sure they don't get in trouble for arriving more than one minute early at a time point. If drivers were able to arrive at time points up to 3 minutes early, they could load and unload all passengers and leave the time point on time. There's a good chance that they can't leave on time because they're forced to arrive at the time point late or get written up for early arrival. He asked that something be done to change the policy, as he feels 3 minutes is not unreasonable.

7. CHAIR and Council Member Comments

Councilmember Feinberg shared that on Sunday, he rode the Gold, Red and Expo Lines. While he was impressed with the timing, he was disappointed with the amount of trash on the Gold Line cars. He liked the service overall and thought that the new Expo head signs were more visible than the previous ones.

ADJOURNED AT 6:06 p.m.