

# Minutes

Wednesday, March 11, 2015  
5:00PM

WESTSIDE/CENTRAL  
SERVICE COUNCIL  
Regular Meeting

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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

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### Council Representatives:

Dr. Randal Henry, Chair  
David Feinberg, Vice Chair  
Perri Sloane Goodman  
Jeffrey Jacobberger  
Glenn Rosten  
Maria Sipin  
George Taule

### Officers:

Jon Hillmer, Director  
Jody Litvak, Community Relations Director  
Dolores Ramos, Council Admin Analyst  
Carol Silver, Transportation Planning Mgr.  
Deanna Phillips, Office of the Board Secretary  
Mike Brown, Metro Trainee

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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

Metroに関する日本語での情報は、以下の電話番号でお問い合わせください : 323-466-3876

สำหรับข้อมูลเกี่ยวกับรถโดยสารเมโทรเป็นภาษาไทย กรุณาติดต่อที่หมายเลขโทรศัพท์ด้านล่าง: 323-466-3876

ដើម្បីនិយាយជាមួយអ្នកបម្រើ Metro ម្នាក់ សូមទូរស័ព្ទតាមលេខ 323.466.3876។

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

Để biết thông tin về Metro bằng tiếng Việt, vui lòng gọi số điện thoại dưới đây: 323-466-3876



Los Angeles County  
Metropolitan Transportation Authority

**Metro**

1. ROLL Called
2. APPROVED Minutes of February 11, 2015 Meeting
3. RECEIVED Presentation on Metro Parking Ordinance, Frank Ching, Parking Management Director

Metro does not currently have a parking ordinance in place that allows it to properly monitor parking. A parking ordinance is being brought before the Metro Board for approval. It would allow Metro to adopt policies and regulation to manage parking, develop enforcement tools, confer with California Vehicle Code Section 21113, promote safety and enhance patron experience, and provide a structure for pricing, setting limits on changes Metro makes to parking fees.

The objective is to formalize enforcement practices with all enforcement agencies - Metro Transit Security, the Sheriff's Department, and the Transit Court. To inform and enforce the new parking ordinance rules and regulations, there will be new, consistent official signage developed. The Metro Board will consider adoption of the ordinance in April. Should the ordinance be adopted, site notification and community outreach would occur in July, and the ordinance would become effective in August.

Councilmember Sloane-Goodman asked if Metro lots are considered private property and how they are currently enforced; she was once issued a ticket at the NoHo station for an expired tag by City of L.A. Parking Enforcement. Mr. Ching replied that it's typically done by Metro Transit Security and the County Sheriff's Department. In terms of future enforcement structure, staff is working with a comprehensive supportive transit parking program master plan where this issue will be addressed.

Chair Henry commented that pedestrian citations are sometimes issued where there may be code violations that impede pedestrian safety. He asked if they have accounted for pathways to allow pedestrians to safely travel once parked. Mr. Ching replied that the Parking Master Plan's first state is facility assessment, which will address pathways. The second portion will address bicycles, pedestrians, and loitering safety issues. The third part will address signage of rules and regulations.

4. RECEIVE Presentation on Big Blue Bus Expo Integration Plan Service Changes, Timothy McCormick, Transit Planning Administrator

Big Blue Bus (BBB) started an Expo Integration Plan to look at how system can be adjusted to better integrate with the opportunities provided by the Expo Line. In doing so, they decided to take a comprehensive look at all of their lines in the whole system. Every single route BBB route has been touched and they completed an extensive public process. The process started in September 2013. On March 24th, a public hearing will be held on the final plan.

As a result of the draft plan presented in July 2014, BBB is committing to an 11% increase in revenue service hours in order to provide a much more of a dense grid of north-south services. The changes to be adopted also include removal of service duplication, stop consolidation to improve speed and reliability, increased service on major ridership corridors and last mile service to regional

destinations. The plan was created with public input of 12,300 written and verbal comments and 4,600 survey responses. Respondents were not required to provide demographic information.

A revised plan was presented in December. It included 7 new Expo connectivity corridors facilitating bus-to-rail transfers. It improves Big Blue Bus schedule reliability and reduces downtown bus traffic by 42,000 miles of travel per year. Metro agreed to a 15% reduction of duplicative service which preserves current ridership and opens up opportunity for new riders with a projected increase in ridership of 9,000 weekday riders (14% increase). These are the most significant changes made to the Big Blue Bus system in its 80-year history.

The next steps include a public hearing on the plan in Feb/March 2015, and public outreach on new routes for Summer 2015. Bus stop installation is planned for Aug-Dec 2015. Initial route changes will begin in August and remaining route changes will be implemented between Feb-June 2016. Expo Phase II will begin operating in Spring 2016 and a follow-up study will be conducted in 2017.

Wayne Wright commented that when he first heard about the study, he was surprised and shocked that it cuts some BBB routes. He suggested that BBB work with Metro to replace Marina Del Rey Service, west of Lincoln so that Line 108 can be cut down. With the Rapid 5, it doesn't make sense to cut the service on two ends, if you're traveling from Pico Blvd to Century City; Rapid 5 was the only option to use. Coming from the east or west, it doesn't make sense. He suggested having some Rapid 7 service go to Century City seven days a week. Line 14 stops at Playa Vista and doesn't connect with the Culver City Bus 6 or the Big Blue Bus 3; he suggests making this connections. He suggested that Line 15 connect to Valley routes such as Metro Rapid 734, and Local 234. For Line 17, it couldn't run on Palms 10 years ago because there were issues with the City of L.A. Line 18 should replace the Line 1 service from California to Lincoln.

Eugene Salinsky thinks that ridership both on the Expo Line will be coming from the people currently ride Downtown to Santa Monica on the 720. Unless there's a mutual fare structure that allows people, without extra charge, to transfer between the Expo Line and the Big Blue Bus and vice versa, it's not going to work. A lot of people are not going to try if they have to pay extra fares.

Councilmember Sipin expressed her preference for the Rapid 10 Freeway Express, especially on weekends or after-dark. It's a simple way to get to Downtown Santa Monica especially for a woman who travels with a bicycle. Riding Expo on off-peak times or after-dark presents some safety concerns. She's harassed more on the Expo Line than when riding the Rapid 10 Express.

Councilmember Feinberg asked Mr. McCormick to explain the Metro agreement to a 15% reduction of duplicative service. Mr. McCormick replied that they noticed that some of the Metro overnight service started 5 or 6 hours before BBB was shutting down. They wrote a letter suggesting that Metro should either start overnight service later or Big Blue Bus should shut down earlier. In January, the Santa Monica local started 6 hours later so there was no more duplication of service.

5. RECEIVED Presentation on City of West Hollywood's "Aging in Place" Planning Process, Perri Sloane Goodman, Council Member

The City of West Hollywood is engaged in a strategic planning process to help the City improve the experience of older adults who want to age safely in the community. A key component is safe and

accessible transit services that address the needs of a wide range of functional abilities. As part of the planning process, the City is seeking input on a series of questions that were discussed by the Council:

*What do you think are some of the most significant transit needs of older adults who want to age in their community? What should the City of West Hollywood (and LA Metro) consider in their planning?* Councilmember Rosten thinks that one of the most important things for aging people is how to get to the medical centers. Some type of transportation from the bus stop to the medical centers to shorten walking as much as possible would be helpful. Councilmember Sipin thinks that planning for multi-modal ways to get around the city would be helpful. She also added the importance of safe-crossings, well-maintained sidewalks, way finding signage and simpler access to health facilities,

Councilmember Taule commented that Westside has a Dial-a-Ride program and that feedback be gathered from the seniors on how to improve it. Councilmember Sloane Goodman responded that the City received funding from Metro a year and a half ago. They're currently doing a door-to-door survey and will be applying for more funding to expand this service.

Councilmember Rosten responded that one of the things that West Hollywood has done a terrific job on, and should serve as a model for other cities is their crosswalk enhancements.

Chair Henry commented that ADA compliance is a significant aspect of the transit needs of older adults. A comprehensive assessment of ADA compliance, as well as opportunities to exceed ADA recommendations wherever feasible would be warranted for seniors. People are living longer so we need to plan for a larger population of elderly people in every city, not just in West Hollywood.

*What transportation and transit services can increase quality of life for older adults across the aging spectrum (i.e. active older adults to the very frail)?* Councilmember Feinberg commented that in Santa Monica, they have a program called WISE that trains for seniors and disabled riders to help them understand how the system works. Councilmember Henry asked how the seniors respond to the program. Councilmember Feinberg stated they've received very positive feedback on it.

Councilmember Taule thinks that the type of bus or transportation that's being used should be considered. He thinks that buses that do not require users to step up to board should be used. Chairman Henry agreed, adding that this was very helpful when he was recovering from an injury and stepping up was an issue; being able to walk onto the bus at level made a big difference. He added that people that use active transportation are physically capable while some do have different mobility issues. He's doesn't know what the solution is to accommodate those older people who are not fast enough to get a spot in the bus or train.

*What can you say about how the transit needs of older adults are being successfully addressed right now?* Councilmember Rosten mentioned Dial-a-Ride. Chair Henry mentioned that Metro's On the Move Club exists for seniors but other people are also transitioning to using transit. A lot of people are leaving the workforce or starting to work from home. There's a large group of 55-60 year olds who work from home but do not know how to use the system. He suggested ambassador programs would be a great way to help people who are new to transit to make the transitioning from driving.

*What can be done to increase the awareness of the general public with regard to the special needs of older passengers?* Councilmember Sipin agreed with Chair Henry that more guidance for people that are transitioning from driving to using the transit is needed. She suggested a model that mimics social service case management where older transit users are actively engaged in planning trips, emphasizing on including both walking and riding the bicycle to the bus or rail. Chair Henry commented that his parents are an example of elderly that are active. They want to know where they can go and be comfortable while avoiding driving too much.

Councilmember Rosten agreed and commented that he hikes 2-3 times a week at Runyon Canyon. As the baby boomers get older, they're going to be much more active. Some of the older people aren't familiar with technology and applications such as Google Maps, so making guidance or a concierge service available would be great. Councilmember Sipin thinks that there are also cultural norms in some communities where riding transit is unacceptable. She encourage trying to appeal on a wider cultural spectrum as a very acceptable way to travel regardless of age. Councilmember Taule thinks that the image problem of public transit will eventually fix itself as younger riders start using it, they'll get used to it and they will become the future older riders.

Councilmember Perri Sloane Goodman commented that the information she gathered would be very valuable and thanked everyone for participating in the conversation. Any additional thoughts can be sent to her via e-mail.

6. RECEIVED Presentation on Outreach Plan for Westside/Central Service Council Meeting Relocation, Jody Litvak, Community Relations Director

The change in the Service Council location gives us an opportunity to go out and have general promotion of this and all Service Councils. The venue change will be highlighted in April on Metro's blog, The Source. Later in the month, the website information will be updated and the new location will be highlighted. It will also be added to the front page of the website and to our various social media outlets. An e-blast will also be sent out a week before the April meeting and notices will be published in general circulation papers where the Metro Briefs are posted. Take-ones will also be available before the end of the month.

Councilmember Rosten asked for clarification on when the meetings would be moved to Downtown. Ms. Litvak responded that the Council voted to move with the April meeting.

Councilmember Sipin asked how they can help to get the word out. Ms. Litvak encouraged Council members to share notices through use their own professional, social, and social media networks.

Chair Henry asked if embedded links to facilitate sharing would be provided. Ms. Litvak replied that Metro's posts on Facebook and The Source can be "liked" or "shared" through various social media platforms.

7. RECEIVED Director's Report on Westside/Central Performance, Jon Hillmer, Director

On-time Performance: Westside/Central: 74.3%; Goal: 80%, System: 76.9%  
Complaints Per 100,000 Passengers: Westside/Central: 3.08%, Goal: 3.46%, System 3.60%

Miles Between Mechanical Road Calls: Westside/Central: 4,163, Goal: 4,169, System: 4,714  
Bus Traffic Accidents per 100,000 Miles: Westside/Central: 4.50, Goal: 3.38, System: 3.46  
Metro Bus Cleanliness Ratings: Westside/Central: 8.55%, Goal: 8.5%, System: 8.58%  
Bus Average Weekday Ridership: Westside/Central: 616,695 System: 1,041,098

#### 8. PUBLIC Comment for items not on the agenda

Wayne Wright commented that there are problems at the downtown rail stations, particularly 7th and Metro. Last Monday, he went to the 7th and Metro station to catch the Expo Line and he came across a naked man lying down on the floor of the station behind the turnstiles. The 7th and Metro Station has become a cesspool of homeless people who sleep there and use the bathroom there. The Sheriff's Department presence is non-existent in the stations after dark. The same problem exists at the Pershing Square Station. Problems are also starting at the Expo and Blue Line Stations, particularly Chick Hearn Station with fans of Kings, Clippers, Lakers but the hockey fans in particular start getting rowdy. At the La Brea Expo Station, people are loitering in the ground level area. He would like to ask staff to ask the Sheriff to start patrolling the stations after dark.

Councilmember Feinberg asked that the LA County Sheriffs attend a future meeting to provide an update on system security. Chair Henry endorsed this idea. Councilmember Taule commented that when he leaves work and transfers from the Red Line to the Gold Line at Union Station he sees Sheriffs present, but not at 7th and Metro. Chair Henry commented that he travels and goes through 7th and Metro frequently and he shares the same sentiments. He has witnessed the takeover of bus and rail stops by people who have no other place to live. It's a complex problem and it's beyond Metro's purview to resolve. At King and Coliseum, a man has taken over the bus stop. The bus stop was even moved, possibly to address the issue, but it allowed this man an even greater opportunity to takeover. It's not only a Metro problem but it is a real local issue.

#### 9. CHAIR and Council Member Comments

Councilmember Feinberg announced that at the end of February, BBB became a partner of the TAP system. TAP cards can now be used in The Big Blue Bus system. Mr. McCormick added that the official launch was March 1<sup>st</sup>, and that BBB got 43,000 taps before the program officially launched, so it is being considered a great success.

Councilmember Sipin mentioned a recent LA Times article about harassment on transit. She recommended that all incidents be reported through the Transit Watch App or to contact LASD directly. She attended a "Women in Car Free LA" panel on March 2<sup>nd</sup>. LA Sheriffs Chief De Anda spoke about how enforcement is very data driven on how the Sheriffs address these issues on transit. If not frequently reported using the app or by calling LASD, they can't shift resources to take care of the reports.

**ADJOURNED at 6:41 p.m.**