

# Minutes

Wednesday, April 8, 2015  
5:00PM

WESTSIDE/CENTRAL  
SERVICE COUNCIL  
Regular Meeting

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Metro Headquarters Building  
1 Gateway Plaza  
3<sup>rd</sup> Floor Union Station Conference Room  
Los Angeles, CA 90012

All Metro meetings are held in ADA accessible facilities. Meeting location served by Metro Rail Red, Purple and Gold Lines; Metro Local Lines 40, 68, 70, 71, 76, 78, 79, 378, 485, and 489; Metro Rapid Lines 704, 728, 733, 745, 770 and Metro Silver Line. Also served by LADOT, Foothill Transit, Santa Monica Big Blue Bus, Orange County Transportation Authority, Torrance Transit, Santa Clarita Transit and Antelope Valley Transit.

Called to Order at: 5:05 p.m.

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**Council Representatives:**

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

**Officers:**

Jon Hillmer, Executive 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

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

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ដើម្បីនិយាយជាមួយអ្នកបកប្រែ 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 March 11, 2015 Meeting
3. RECOGNIZED Westside Central Service Council Member Glenn Rosten, Jon Hillmer, Executive Director and Service Council Members
4. DISCUSSED Metro Parking Ordinance, Frank Ching, Parking Management Director

The parking ordinance is scheduled to be heard by the Board in April. Procurement of a parking study consultant is in process, and the study should begin later this year. The parking email address [parking@metro.net](mailto:parking@metro.net) has been reactivated. Any questions or comments regarding the proposed ordinance or parking policies can be directed to that email.

Chair Henry commented that he walks by the Culver City Station frequently and has noticed that there are some access points where people can park and cross National Blvd. There are no stop signs there. When drivers see that they can turn there, they do so without slowing down and it's dangerous for the pedestrians. Marked crossings for pedestrians are needed for public safety. There's no indication that the drivers are about to enter an area with pedestrians and this needs to be changed. Mr. Ching replied that Parking Management is in the process of bringing a consultant on board to do a comprehensive study. Site assessment is part of the study and he will ensure that Chair Henry's concerns are addressed. He encouraged everyone to e-mail him with any other concerns/suggestions about parking.

Councilmember Sipin asked how the TAP card is used to validate transit usage to give parking incentives to transit users. Mr. Ching replied that enforcement currently does visual checks to determine whether people parking at a location are transit users. The study will include potential technology enhancements that may use TAP as the identifier for transit riders.

Councilmember Sloane-Goodman commented that there is a shuttle that takes patrons to Universal Studios from the Red Line Universal City Station. There must be people who park there for free to go to Universal Studios. She asked if the site would be reviewed during the implementation of the new Parking Ordinance. Mr. Ching replied that the study is the first step; if security is able to confirm that a person is doing this, they will be given a citation. If a person can verify that they've used a TAP card to ride the system, then they can appeal the citation.

5. RECEIVED Presentation on Metro Letter Designation Project, Cory Zelmer, Transportation Planning Manager, Rachelle Andrews, Transportation Planner,

Metro rail and BRT lines are currently identified mostly by color, but also by name (Expo). As new lines are completed, Metro is facing challenges to keep the naming system consistent and identifying new distinct color names. Metro is proposing to rename the rail lines with letters in order of the line's opening date. Letters were proposed to distinguish between local bus lines. Color would remain as a secondary identifier, and would be added to the color identifying dots that currently exist. This transition is proposed to begin implementation in the near future in order to

avoid reinforcing rail line names that would change in the future, as will occur with the completion of the Regional Connector project. The changes to maps, customer information, audio announcements and signage will occur incrementally in order to leverage capital project funding, simplify adjustments when new routes come on line, and reduce the need for signage retrofitting. Focus groups were held in English and Spanish. Overall, there was support for the changes.

Since there are so many signs that would need to be changed, the work will be accomplished in 3 phases. Staff is working to ensure that the size of letter and the contrast will exceed minimum ADA requirements for visibility. Phase I implementation will begin on the Blue, Green, and Expo Lines. Phase 2 will address the Orange, Red, Purple, and Silver lines. The final phase will include the Regional Connector and Crenshaw/LAX lines (includes Gold, blue, Expo, Green).

Perias Pillay has been a rider of rail since 1990 and a member of Southern California Transit Advocates since 1998. He doesn't think that we have a problem that needs this solution because we have enough colors, even with all the future lines. He thinks letters could be used as a second identifier, and that Metro should just stick with the colors. When New York used letters for their lines, they did not start with colors. Boston, Washington DC, and Chicago use color names and they have more lines than Los Angeles. The only problem is the Blue and Expo Line having very similar colors but this problem will disappear when the Regional Connector opens and when Expo Line becomes Gold Line. He added that we will have a problem with people using different pronunciations of the letters, particularly in English compared to Spanish.

Councilmember Goodman asked how the implementation plan was created. Mr. Zelmer replied that the plan was that as the Blue Line was going through major station refurbishment, including signage, they were trying to incorporate the addition of a letter when changing the signage. The Blue Line is also one of the oldest lines. As Green Line is a connection to the Blue Line it was grouped in Phase I of the project with Phase I Expo Line.

Chair Henry commented that this provides an opportunity for placemaking, to elevate and identify distinct areas as desired destinations for visitors which Los Angeles needs. Mr. Zelmer acknowledged the need for placemaking and said that stations sometimes go through a series of names. It starts with one name and eventually rolls over to a totally different name. This relates more to the naming of the station within the line and identifying station names according to where they are within the urban environment.

JK Drummond asked how the other big cities like London, New York, Chicago and some of the eastern cities named their lines and how many of them used letters. He thinks that when someone is going to use the Red Line, the first letter that will pop into their head will be R. Mr. Zelmer replied that they looked at other cities like London, New York, Chicago, Seattle, San Francisco, and Washington DC; 70% use letters as identifiers, some use destinations. JK Drummond replied that using letters associated with the line colors might work for the Red and Blue Lines but would be a problem with having 2 lines that start with the same letter such as Gold and Green.

## 6. RECEIVED Director's Report, Jon Hillmer, Director

On-time Performance: Westside/Central: 71.6% Goal: 80%, System: 73.7%  
Complaints Per 100,000 Passengers: Westside/Central: 3.39%, Goal: 3.46%, System 3.90%  
Miles Between Mechanical Road Calls: Westside/Central: 4,109, Goal: 4,169, System: 4,944

Bus Traffic Accidents per 100,000 Miles: Westside/Central: 4.99, Goal: 3.38, System: 3.91  
Metro Bus Cleanliness Ratings: Westside/Central: 8.53%, Goal: 8.5%, System: 8.58%  
Bus Average Weekday Ridership: Westside/Central: 654,554 System: 1,109,880

JK Drummond commented that Pat Mosier was the father of the Gold Line. When the Silver Line came into existence, it stole service from Palos Verdes, Torrance, San Pedro and Wilmington. Residents were forced to change from a limited stop bus to a local stop bus but Torrance Transit would not give Metro back the local bus stop Line 344. There's going to be re-alignment particularly on Hawthorne Blvd. He asked if the local stop bus service could be reinstated. Mr. Hillmer replied that a Metro board report is currently being drafted regarding Silver Line service that includes that discussion. The report will be brought to the Service Councils, particularly the South Bay Council.

Councilmember Feinberg asked if the Peer Review results had been presented to the Board yet and what the feedback was. Mr. Hillmer replied that the results were shared with the Board last month. The feedback from the Board and the public was that they recognize the need to improve our fare box return ratio. Currently it's down below 25% and it needs to get up to 33% in order for us to continue to qualify for many of the federal funds that we have. The Board would also like to review operating costs but they haven't committed to a particular fare structure.

Eugene Salinsky suggested changing the meeting time to 6 p.m. to allow more time for members of the public to arrive. He thinks that the ridership figures are inflated because people are learning about the transfers; people that previously made round trips are now making circle trips so they can make 3-4 boardings within 2 hours. He doesn't think Metro will ever get to its fare box recovery goal. He asked who pays for the owl service to Santa Monica on Lines 3 and 60. He thinks Metro providing the service is a direct subsidy of Big Blue Bus, as Santa Monica already has its Line 22. Mr. Hillmer replied that the service is provided as a convenience to riders.

#### 7. RECEIVED Public Comment for items not on the agenda

JK Drummond commented that tomorrow is Stand Up for Transportation Day, which was created to lobby for more public transportation funding. He's amazed that it's not on the agenda or that Mr. Hillmer didn't announce it. Mayor Garcetti will be in this building tomorrow morning; Assembly member Donald of Long Beach and San Pedro will be at the Queen Mary at 10 a.m. tomorrow morning with the Mayor Garcia of Long Beach. Many South Bay transit providers are participating. There will be a celebration at the Long Beach Transit Mall at 11am. These events have been incredibly under-publicized.

Wayne Wright commented that the construction recently was started to replace the gas line on Slauson Av between Overhill Av and Grand is causing havoc with southbound Lines 212, 312, 108 and 102. People cannot catch the bus at the location. There are signs to tell you where to catch the bus but sometimes it's confusing. He asked for something to be done to change this.

#### 8. RECEIVED Chair and Council Member Comments

Councilmember Feinberg asked if the Council could have a presentation by the LA County Sheriff's about the security on the rail lines. They had a really good discussion at the Meet and Confer meeting several months ago and to have something similar at the Council meeting will be great.

Councilmember Sipin commended Metro on the recent launch of the sexual harassment on transit awareness campaign; she thinks it is a good starting point. She encourages people to report incidents when they experience or witnessing the harassment. Reports can be submitted through the Transit Watch smart phone app or by calling (888)-950-SAFE number. After the last Service Council meeting, she was waiting at La Cienega and Olympic to take Line 28 eastbound. While waiting, someone was acting out, making gestures of pointing an invisible or concealed weapon at her and other riders; she made a report at 6:57 p.m. on her app. She boarded the bus and commended Operator #83988 because he was very supportive and responsive. She quietly whispered to him what happened and asked if she could stay in front with him. He said not a problem and to let him know if the passenger did anything. The passenger calmed down but as she neared her stop, he began making comments about her appearance. At this point she felt safe because of the support of the driver. Passengers can be alert and reactive and operators can be responsive to rider concerns. Before she knew how to submit reports through Transit Watch and the awareness campaign launch, she felt that if she reported incidents of harassment to an operator that she would be told not to worry about it and that it happens all the time. She doesn't think that's an adequate response. She encourages everyone to report and added that it's unfortunate that phones don't work Red Line; when incidents occur in that setting, passengers have to rely on other people to step in. Unwanted remarks and gestures are unacceptable, and sometimes in a car full of people, no one steps in.

Chair Henry commented that in the South Los Angeles Alliance to Support Mobility, they met to discuss how to make Crenshaw a great street against the backdrop of environmental and social justice issues. One of the frequently raised topics was how people in a female body experience being in public. They have a profoundly different experience than those with a male perspective. The difference was so striking that the group is organizing a forum, "Race, Gender and Mobility" on June 18, 2015 to address why the gender of your body determines your safety on the street, which they find unacceptable.

**ADJOURNED at 6:31 p.m. in the memory of Ken Ruben.**