

Minutes

Wednesday, January 13, 2016
5:00PM

WESTSIDE/CENTRAL
SERVICE COUNCIL
Regular Meeting

Metro Headquarters Building
1 Gateway Plaza
3rd 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 5:09 p.m.

Council Representatives Present:
Dr. Randal Henry, Chair
David Feinberg, Vice Chair
Martha Eros
Perri Sloane Goodman
Jeremiah LaRose
Jeffrey Jacobberger
Maria Sipin
George Taule

Officers:
Jon Hillmer, Executive Director
Gary Spivack, Deputy Executive Officer
Eric Geier, Community Relations Manager
Carol Silver, Transportation Planning Mgr.
Dolores Ramos, Council Admin Analyst
Henry Gonzalez, Council Comm. Rel. Mgr.
Deanna Phillips, Office of the Board Secretary

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สำหรับข้อมูลเกี่ยวกับรถโดยสารเมโทรเป็นภาษาไทย กรุณาติดต่อที่หมายเลขโทรศัพท์ด้านล่าง: 323-466-3876

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Los Angeles County
Metropolitan Transportation Authority

Metro

1. ROLL Called.
2. APPROVED Minutes of December 9, 2015 Meeting
3. CARRIED OVER Presentation on Griffith Park Traffic Mobility Plan, Joe Salaices, Griffith Park Superintendent, Tracy James, Assistant to the Superintendent
4. RECEIVED Quarterly Station Cleanliness Report, Henry Gonzalez, Community Relations Manager

Twenty-six stations throughout the system were evaluated using 33 measures of performance. Performance ratings are based on a scale from 0 to 10 and assigned ratings of good to very good, marginal, or unsatisfactory. Scoring of station conditions is performed by a small group of Metro staff to maintain consistency. Twenty-five out of 26 stations rated “Good to Very Good” and the evaluation scores of 10 stations improved. Eleven stations showed no change, and Harbor Green Line was the station with the largest decline in overall score. Four stations experienced a minor decrease but remain in the same rating categories.

Staff will continue to perform station evaluations and report findings to Facilities Maintenance Management for action and Council Members will continue to be notified each time staff conducts station evaluations.

Councilmember David Feinberg commended staff on the maintained or improved station ratings in the Westside area.

5. CONDUCTED Service Planning Workshop, Gary Spivack, Deputy Executive Officer

Metro Service Planning is beginning a process to implement the recommendations made by the APTA Peer Review and Peer Review Committee. A Comprehensive Operations analysis is being conducted with the intent of generating concepts for service modifications to improve connectivity, network speed, and achieve a peak 15-minute network. This work will establish a framework for service changes to be implemented over the next 2-3 years which will reinvest service hours from poor or marginally performing lines into the core network.

Lines with proposed changes in the Westside/Central region over the next few years include:

- The opening of Expo Phase II will require monitoring parallel Lines 33/733 for potential reductions and reinvestment in other Westside services.
- Cancel Line 740 when Crenshaw Rail is opened and consider a new La Brea Ave. Rapid service ending at the Hawthorne Blvd. Green Line Station. Starting at Hollywood/Vine Station, this Rapid would serve the Purple Line extension (in eight years) and Metro Red, Expo, Crenshaw and Green Lines. The Crenshaw Line opening will also prompt the extension of Line 45 (Broadway) to Rose Hills Station (Monterey Road/Huntington Dr.)

Chair Henry asked what percentage of ridership has transferred to branch lines operated by other transit providers, and if programs to feed ridership between Metro and other operators have changed over time. He asked if Metro’s programs to target large employers have continued

to grow. Mr. Hillmer replied that ridership declines are occurring across the region including at other local transit operators as well as across the country. Metro works with other transit providers to encourage connectivity and most of the local operators have adopted Metro's TAP system to enhance connections for their customers. Metro has a "B-TAP" program for employers to obtain transit passes for their employees.

Councilmember Sloane Goodman asked if both bus and rail ridership is declining. Mr. Hillmer confirmed that they are and noted that Green, Expo, and Gold Line ridership remains steady. Metro Rail ridership decline is mostly on the Blue Line due to major station refurbishment projects that caused several closures and bus bridges. Councilmember Sloane Goodman asked what the universal cost per hour is for providing service. Mr. Hillmer replied that the fully loaded directly operated service cost per hour is approximately \$153/hour; the contracted service cost varies between \$100-\$200/hour.

Councilmember Sloane Goodman suggested that creating connections between the South Bay Galleria and the Hollywood Blvd. Red Line Station might also be a good

Chair Henry expressed concerns regarding potential changes to Venice Blvd. service; it serves a lot of schools and facilities. Mr. Page replied that staff is reviewing Line 33/733 ridership. Line 733 doesn't operate as early or late as Line 33 does, but carries a thousand more people per day. Peak ridership is around Normandie, and its best ridership is between the Expo Line and downtown. He thinks building Line 733 service and shortlining Line 33 may be an option. Councilmember Jacobberger suggested that it may be a good idea based on ridership to split Lines 33/733 at Culver City Station. Mr. Page replied that staff will monitor ridership once the Expo extension opens, as ridership patterns will change. Ms. Silver added that when a line is split, there are issues in finding sufficient and appropriate places for buses to layover.

Chair Henry commented that to attract riders, bus shelters, benches, and other attractive amenities are needed. Mr. Page replied that the local cities contract for those amenities with advertisers, and it's hard to add additional amenities as cities are frequently bound by the terms and length of those contracts. At the new Expo Line, staff was able to work with the team redeveloping the site to provide better amenities. Councilmember Sloane Goodman shared that she read a study that found that planting trees is another way to make riding transit more appealing. Mr. Page replied that the City of Los Angeles has a tree planting program. Chair Henry commented that across Culver City Station, there is an area called "The Platform," with about 18 benches. It's really attractive and inviting to transit users.

Councilmember Jacobberger asked if the intent is to review entire lines or just portions of the lines. For example, Line 156 which goes through the Cahuenga Pass has value regardless of how poor performing it is. Ms. Silver replied that there are no changes being considered on that line due to the destinations that it serves.

Councilmember Jacobberger added that east-west transit service is pretty good. Service is better on Santa Monica Blvd, Beverly, Blvd, and Pico than it is on 3rd St. and Olympic. He wondered if making every other of those streets into really great service would be an option. Mr. Hillmer replied that it is a good concept.

Councilmember LaRose asked what the intentions are for further analysis, if origin destination surveys would be conducted. Mr. Page responded that once the Expo Line opens, staff will not

be looking at getting rid of Line 733, if anything, they will improve it more. Origin and destination data is now available through TAP.

Councilmember Sloane Goodman suggested that with Orange Line service and the Line 96 route through Burbank, maybe Line 167 could be merged with Line 156 to extend it. Mr. Spivack replied that Line 156 currently terminates a block from the Orange Line at Van Nuys. Line 167 goes all over the Valley and ends at the Chatsworth Station.

Councilmember Sloane Goodman added that apps and technology are game changers, especially for the casual rider that's not aware that these tools are available. Investing in educating the public about the existence of the tools could really help improve ridership.

Wayne Wright recommended the following changes:

- Line 83 – tie it in with the Line 685 shuttle, have it run down Eagle Rock to Verdugo Rd, run weekend service on Verdugo and provide a Monday to Friday connection from Glendale College to the Gold Line station.
- Line 102 – break up the line between Jefferson and Grand. Re-number it as Line 42 and run it up with Line 38 up Grand Ave. to Venice and Broadway. This would service LA Department of Social Services, Trade Tech College as well as the Blue Line station on Washington/Grand. The existing Line 102 to east of Grand Ave. could be retained but should be split into two branch Lines 102 and 103 to replace the 611 circularly Gateway Cities area.
- Line 209 – needs headways improved to 30-minute service Monday - Friday and Saturday service. The South Bay portion needs to be restructured because it duplicates with Torrance Transit mainly along 135th and Venice.
- Line 733 – he suggests moving the line east of Figueroa and have it run on up from Figueroa to Pico, to Main St. The section of Venice Blvd between Figueroa and Main St. is narrow and it gets traffic jams.

Chair Henry asked if can look at incentivizing ridership by students by allowing children to ride for free during school hours. He used a subsidized pass as a student and it created a lifelong transit user.

Councilmember Sipin agreed with creating more incentives for people to ride transit at different time points of their lives as well as increasing amenities to make transit more comfortable for people. There is research that aims to explore some of the transit dynamics such as the increasing housing costs in city centers or metropolitan areas and people moving out of the city and deciding that car is the way to commute back and forth to work. She thinks there are forces outside of transit itself that also explain why transit ridership is being affected.

Chair Henry asked that future reports on potential changes include information on access and equity, and which communities will be affected by any proposed changes.

6. RECEIVED Report on Regional Service Performance, Gary Spivack, Deputy Executive Officer

- Metro Bus Cleanliness Ratings: Westside/Central: 8.64, Goal: 8.0
- Complaints Per 100,000 Boardings: Westside/Central:3.52, Goal: 3.91, System 3.85
- Bus Traffic Accidents per 100,000 Miles: Westside/Central: 5.31, Goal: 3.69; System: 4.03

- Mean Miles Bet. Mechanical Road Calls: Westside/Central: 4,378, Goal: 4,529; System: 4,876
- Average Weekday Bus Ridership: Westside/Central: 601,611, System: 1,019,437

7. RECEIVED PUBLIC Comment for items not on the agenda

John Fennel thinks it's time for Los Angeles to look into implementing 24-hour rail service. Los Angeles is a 24-hour city and it would help with the economy. Businesses want to run but their employees might not be able to afford car.

Chair Henry commented that 24-hour service would be great for people coming in from red-eye flights, especially once the LAX connection is open.

Andrew Wang of the Bicycle Coalition spoke about Line 120 duplicating the Green Line from the Norwalk station the Aviation Station. He suggested eliminating the portion that is duplicated. Mr. Spivack replied that they are talking about extending the Green Line but not eliminating the bus line because it serves Kaiser Hospital as an example.

Wayne Wright expressed concern that he is the only person that attends the Westside Service Council meeting. He suggested holding some meetings at alternate locations to draw more people and conducting an outreach campaign to make the public more aware of the Council.

Chair Henry replied that the Council also can contribute to public awareness of the Service Council and their meetings by sharing information and promoting events and meetings. He regularly distributes e-blasts to various groups he's involved with about Council activities. He suggested using technological approaches to gathering live input at the meetings via Twitter or other social media platforms.

Councilmember Sipin appreciates Mr. Wright's regular attendance at Service Council meetings. She thinks that the meeting structure is not really attractive to people; and she understands that agenda items drive attendance and that the structure has to be followed. The meetings are very formal and people don't always feel comfortable speaking up or have the time to sit through the presentations to be able to comment. If there are opportunities to explore different formats and engage people, she thinks the Council should explore them.

Councilmember LaRose understands that the formal meeting needs to be held according to certain rules. He added that there are also opportunities for Service Council members to go outside the box to engage public in a less formal setting, which he supports.

Councilmember Taule commented that he hasn't noted any difference in attendance since the meeting location changed to downtown. He advised that frequent changes in regular meeting location could confuse people, but he would support holding separate quarterly meetings. Chair Henry offered his office space which has a capacity for 60 people, should the Council wish to hold a separate event.

Ms. Ramos mentioned that an e-mail list of previous meeting attendees is maintained for each Service Council. Information is sent out to the lists and Councils to share with other stakeholders. Members of the public frequently engage with Service Council staff as a result, but it is not always apparent to the Council as their concerns are relayed to the appropriate department or staff provides responses to their questions. She suggested that were the Council

to hold a meeting with an alternate format to engage the community, that it be done on a separate date and location so as not to confuse expectations.

8. RECEIVED CHAIR and Council Member Comments

Councilmember Sloane Goodman announced that West Hollywood just launched CityLine, a new free shuttle service to the Red Line's Hollywood/Vine Station. Service will operate during weekday peak hours and is free.

Councilmember Sipin asked about the status of her request to reinstate the bus line stop at Alexandria that was taken out of service with the bus stop consolidation project. The stop served Children's Hospital and other nearby facilities and she has received complaints from clients. Also, when it rained, the sign washed away and riders are confused. She suggested reviewing data regarding deployment of the ramp by buses when the stop was in service to demonstrate the need for the stop to be reinstated. Ms. Silver replied that the issue is complex but that Service Planning is reviewing the request. She had noted that the bus stop sign alerting riders to use other nearby stops had washed away and is working with Stops and Zone to get it replaced.

ADJOURNED AT 7:10 p.m.