

Wednesday, June 10, 2009

5:00-7:00 PM

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Minutes

Westside/Central Service Sector  
Governance Council

Regular Meeting

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

Called to Order at 5:00 p.m.

Council Members present were:

Glenn Rosten, Chair  
Art Ida, Vice Chair  
Catherine Bator  
Peter Capone-Newton  
Terri Slimmer  
Joe Stitcher  
Jerard Wright  
Officers:

Mark Maloney, General Manager  
Raynard Price, Council Secretary

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1. RECEIVED public comment.

Ken Ruben. Mr. Ruben expressed a concern that his photo on his two month old TAP card is fading. He displayed a TAP card of a friend that is also fading. He questioned what will Metro do about the fading pictures and if this is happening to him it may be happening to others. He said the photo was taken by a professional photographer. Additionally, Mr. Ruben thanked the General Manager, Mark Maloney, for fixing a “pass-up” problem he brought to Mr. Maloney’s attention.

Zackary Strom. Mr. Strom spoke of the 45 footers (buses) westbound toward the beach on weekends. He said with the summer coming more people will be boarding Line 333 on Saturdays. He added he would like to start promoting lines such as Line 534. Mr. Strom announced he did an unofficial promotion of Line 534 on the social network You Tube. He would like to continue the promotion of the line. He thanked the Sector Council for their work and dedication and said the system is working. It was suggested that Mr. Strom speak to Jody Litvak, Operations Community Relations Manager, regarding future video tapping.

2. APPROVED minutes of May 13, 2009 with the correction of Representative Catherine Bator’s name.

3. RECEIVED General Managers Report, Mark Maloney, General Manager, Westside/Central Service Sector. Mr. Maloney said April was a nice month in the area of On-Time-Performance. He noted that implementation of a task force to improve On-Time-Performance has resulted in great returns. On-Time-Performance has grown to 67%. Mr. Maloney said he is looking forward to the May data. Representative Newton asked if other Sectors are trending upwards. Mr. Maloney said information is being shared between Sectors to get everyone onboard with what works best. Representative Stitcher spoke of the President’s recent visit which affected traffic. He said these kinds of events will skew the data.

Continuing his report the General Manager noted that Mean-Miles-Between Mechanical-Failures is trending up but falling short from the earlier part of the year. Collision Accidents per 100,000 miles is at 3.94 which suggests the target of 4.0 will be met. The number is encouraging. Complaints per 100,000 Boardings is 2.91 overall and Workers Comp Claims is doing well

Mr. Maloney reviewed the Car Card Program with the Sector. He noted that some of the comments from patrons are from those traveling in other Sectors. Mr. Maloney

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informed the Sector Council that this information is shared with the other Sectors. Representative Ida asked about the TAP card issues which he noted are minor (7 comments) if they are broken down to what the issues are such as the Day Pass and the transition of it to TAP. Representative Bator asked if there is a backlog with Senior TAP card. A public member responded that he is aware that Metro is 6 – 8 weeks behind in issuing Senior TAP cards. Representative Rosten suggested that an email or some kind of communication be given to Sector Representative regarding the TAP issues.

Mr. Maloney advised that proposed Service changes of 120 hours are being pulled. The Metro Board voted to not to reduce service so any changes will be minor which will not require public hearing which is required if it affected 25% of the ridership. Mr. Maloney said the tweaking of the Westside service will be so minor it will not require discussion. Mr. Wright asked if Westside is the only sector not having a public hearing. Mr. Maloney said no Sector will be required to hold a public hearing. Representative Bator wanted to know if there will be notices on the buses of any changes to which Mr. Maloney responded in the affirmative.

4. RECEIVED report on Information at Bus Stops and Inside Buses presentation, Catherine Bator, Westside Governance Council Member. Representative Bator presented a well receive presentation on her personal use of public transportation in her travels to other cities. Representative Bator said she uses public transportation to reduce her carbon footprint. She provided a Power Point presentation and photographs of her experience with other transportation systems.

Representative Bator noted car cards on the Portland, Oregon system that displayed the “Rules for Riding.” She suggested Metro would benefit from this kind of display. She displayed Portland’s “Trip Tools” and what one needs to have in riding the system which included safety tips. She compared her experience in Portland with Los Angeles Metro. Representative Bator noted that Metro promotes the use of public transportation “on its systems” to people already using Metro as opposed to promoting it to those who are not.

She also compared the bus stops in Portland which have panels with maps and schedules and safety tips to Metro bus stops lacking in similar information. She noted the same is true with Metro shelters. Another Portland photograph demonstrated downtown area maps promoting tourism which she inferred is an idea that would serve Los Angeles’ tourist industry. In Portland, service change proposals are posted on the bus stops that include public meetings. She said New York operates similarly to Portland and includes route maps that display the part of the city

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being served. She said there are also compact schedules available that are easy to read that she has not seen anywhere else.

She said in Chicago (CTA) there is a bus sign similar to Metro's but has phone numbers, a website address and line schedule. The CTA has transit card dispensers in places like museums and other tourist locations. In comparison, she said that Metro bus signs are poorly maintained with some lacking bus line number. She displayed a picture of a sign in which someone handwrote and posted the line number and bus destination. She said Los Angeles Metro provides minimal information, particularly at the downtown locations which should offer more for tourist.

Representative Bator said Metro's "Go Metro" is a waste of space that could be used to display route maps and schedules. She said bus riders are frustrated because of lack of information. In conclusion, Representative Bator provided suggestions of what the Westside can do to improve the communications for riders. The council members shared their appreciation with her presentation and discussed its virtues.

Representative Wright noted that in Chicago maps and schedules can be placed at bus stops because they make very little changes but Ms. Bator countered they were making changes during her visit. Public member Zackary Strom said that Ms. Bator's comments make very good points. Mr. Strom said the appearance of the bus helps riders in making a decision about boarding. He discussed "transit shock" which is when gas prices are high and people take public transit but are not sure how to do so. He said this is when it would be helpful to have as much information for riders as possible.

Public member Mr. Ken Ruben discussed helping a rider ride the bus. He said Representative Bator's report was one of the best reports he has seen on the Westside. He thanked her for her report. Public member Mr. Wayne Combs suggested taking the changed schedules to put into display. The Sector Council members thanked Representative Bator for her report and slide presentation and congratulated her on her informative report.

5. RECEIVED report on Sector Marketing Program for FY 10, Jody Litvak, Community Relations Manager. Ms. Litvak informed the Sector Council money was put aside and budgeted for a Sector directed marketing program. Ms. Litvak said previous Sector promotions included the Night Owl Line, Line 534, and Line 714 Rapid in addition to "How we are doing?" car cards placed on the buses. Staff is currently seeking input for upcoming promotions. Ms. Litvak said the Chief Operation Officer, Carolyn

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Flowers, suggested stories on, “Where Metro is improving,” and other service changes. The Sector could also promote destinations. She said Representative Bator’s presentation is timely. Representative Rosten suggested money not be used to promote “feel good” campaigns to people who already ride transit. Ms. Litvak clarified that the Sector budget will be targeted toward the general public. Ms. Bator suggested starting with car cards with Metro website and phone numbers and “Rules for Riding.” Mr. Maloney said that Metro Ethics Officer has put together, “Rules for Riding,” that may be going to the Board in August should there be an August meeting. Representative Stitcher asked how much money will be available. Ms. Litvak responded \$500,000. She said she is also working with Metro Marketing. Representative Rosten suggested Metro Marketing make a presentation of their plans and efforts. Representative Bator recommended panels be designed and installed downtown as a pilot to see what the reactions will be. Chair Rosten suggested this should be done with the marketing money and recommended Representative Bator as the liaison with Metro Marketing from the Sector Council. Chair Rosten requested information from the meeting be given to Metro to establish a dialogue to invest the money that may lead to something more. Mr. Maloney suggested emailing suggestions to Ms. Litvak.

6. RECEIVED report on 3rd Quarter Performance Indicators, Stephen Fox, Transportation Planning Manager IV. Mr. Fox presented performance indicators. He said feedback from Sectors recommended the continued use of the Route Performance Index (RPI). He said Line 220 is the worst performing Westside Sector Line and the best performing is Line 603 with an index of 1.43. Mr. Fox reviewed past indicators and presented the definition of the new indicators. He elaborated on the indicators “accessibility” and “connectivity.” He noted improvements on the issue of bus bunching from the Second Quarter. He said system wide there are 97 time periods above the threshold and 29 time periods below. He recognized that all Westside Lines are meeting the standards. Representative Newton asked if .6 of the old measure is an absolute cut-off. Mr. Fox said the lines are segregated by service type (i.e. Rapid, local...) and the .6 is the average. Mr. Fox concluded his report.
7. RECEIVED motion for appointment of Chair and Vice Chair for FY09-FY10 Election of officers. Representative Glenn Rosten was nominated and unanimously voted to continue as Chair. Representative Catherine Bator was nominated and unanimously voted to serve as Vice Chair.
8. RECEIVED report from council members on their line rides.

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Representative Ida rode Metro rail from the Delamo station to downtown Los Angeles and observed a person selling fare media at .75 cents at the Delamo station. It was not clear if the person was selling more than one fare or a used day pass. He also said he noticed that ridership is down. He was able to get a seat and did not have to stand and that parking was available. Mr. Fox confirmed that ridership is down.

Representative Wright rode Lines 33, 333 and 335 and noted that the changes to the lines were good changes even though they were tough decisions to make. He also noticed that Line 333 at 11:30 carried a good load in both directions.

Representative Newton also rode Line 33 and 333 and observed that operators tended to pair up. Mr. Maloney said there is a point in the schedule when they are side by side. Representative Newton said that while waiting for Line 33 he noticed that a 45 bus was coming so he decided to wait for the clean bus. (Public member Zackary Strom discussed earlier that patrons are more willing to ride and wait for a clean or newer bus.)

Representative Bator said she noticed on several buses the automated audio system is wrong a lot of the time. It announces the station stops too soon. She said she only saw one, "How are we doing?" sign. She said most Sector buses do not have the signs up. Mr. Maloney said the signs should be up. He rode a few of the buses and noticed the signs. Representative Bator said she cannot understand why someone would design bus stops with glass roofs in Glendale. Mr. Maloney said it is a City of Glendale issue. Mr. Maloney explained that some business owners requested that kind of design to keep views from being blocked.

Chair Rosten said one of the reasons people do not ride the bus in Los Angeles is because they grew up with cars, which gives them the freedom of instant mobility. In some cases cars provide a superficial extension of "who they are." Chair Rosten suggested Metro spend more of its advertising dollars appealing to young people. This in turn would help society by reducing traffic pollution. Public member Zackary Strom said the reason he takes transportation is because he sees what happens when people don't take public transportation. He agrees that there are ways to attract more people to take the bus. He said print is not the answer but electronic media. Ms. Litvak said she strongly believes in new media (Twitter, YouTube, Facebook). Mr. Rosten said others coming from metropolitan cities like New York or Chicago where one does not have problems taking public transportation.

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Representative Bator said Silver Lake is going to have a transit booth at the opening of its Library. Ms. Litvak said there are Metro volunteers who can assist who are committed to doing this kind of thing on their own time and do so often.

9. RECEIVED Chair's remarks. None.

Adjourned. 7:40pm

Prepared by

Raynard V. Price