

Monday, October 10, 2011 5:00 PM

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MINUTES

San Gabriel Valley Governance Council

El Monte City Hall East
11133 Valley Blvd.,
Council Chambers
El Monte, CA 91731

Called to Order at: 5:00 p.m.

Council Members Present:

Rosie Vasquez, Chair
Steven Ly, Vice Chair
Roger Chandler
Harry Baldwin
Alex Gonzalez
Dave Spence

Officers:

Jon Hillmer, Director Governance
Council
David Hershenson, Comm. Rel. Mgr
Michele Chau, Council Secretary



Metropolitan Transportation Authority

1. Pledge of Allegiance.
2. Roll Called.
3. **APPROVED Minutes of Meeting held September 12, 2011.**
4. Public Comment – None.
5. **RECEIVED presentation on Rosemead Transit.**

Representative Ly announced that there were two major changes to Rosemead Transit's system. Chris Marcarello, City of Rosemead, will provide details.

Mr. Marcarello reported that Rosemead Transit re-branded its transit system to "Rosemead Explorer." The previous system used to be called the "Shopper Shuttle." City officials want the system to be used for purposes other than shopping. A transportation working group was formed in summer 2010 to review routes and services, ensure regional participation, and identify program enhancements. Mr. Marcarello reviewed eligibility, hours, scope of service and fare for Rosemead Dial-A-Ride and Rosemead Explorer. He compared productivity and cost for both types of service.

Roy Glauthier, consultant, reviewed operational transit improvements. These include: 1) extending Rosemead Explorer service hours, 2) implementing commuter connection to El Monte Metrolink and Metro stations, and 3) initiating marketing program for operational improvements. A map was shown of the commuter connection route.

Infrastructure-related transit improvements include: 1) regular cleaning and maintenance of bus shelters, 2) installation of shelter at Rosemead Place terminal, 3) installation of transit drop-off area at Rosemead Community Recreation Center, and 4) installation of schedule information at key bus stops. A slide was shown of the new bus shelter.

Representative Spence asked why service is being provided to the Montebello Town Center.

Representative Ly pointed out that one-quarter of the mall is technically in the city of Rosemead. A portion of sales tax revenue generated by the mall goes to the city of Rosemead.

Chair Vasquez asked if the service improvements are already in place.

Mr. Marcarello responded that enhancements to fixed route service have already been implemented.

Chair Vasquez inquired about the hours of operation for service between El Monte and Target (Rosemead Place) via the busway.

Mr. Marcarello responded that the hours of operation are from 6:00 a.m. to 9:00 a.m. and from 4:00 p.m. to 7:00 p.m.

Representative Gonzalez stated that MTA will be forming an advisory committee for the TAP program. He indicated that MTA would like to have representation from Rosemead for this local transit subcommittee.

6. **RECEIVED ridership data on Line 256.**

Carl Torres, Service Development and Planning, presented a map of Line 256. He stated that there was a route modification in the Pasadena/Altadena area. He reviewed daily ridership figures for Line 256. In October 2010, there were 1,828 daily riders; in July 2011, there were 1,599 daily riders; in August 2011 there were 1,649 daily riders; and in September 2011 there were 1,900 daily riders. Ridership usually increases in September due to the start of school. Mr. Torres presented a ridership comparison chart showing ons vs. offs and ridership before and after the route modification. July and August 2011 data was shown for comparison.

Representative Gonzalez noted that the ons before were 63 and ons now are 120.

Mr. Torres confirmed that this was correct. He stated that there are a large number of ons and offs at Lake/Mendocino and Lake/Washington.

Representative Baldwin stated that the route map shows the route of Line 256 going down Allen Avenue toward Walnut Street. He asked why the route doesn't go straight to Colorado Boulevard instead.

Mr. Hillmer responded that the route was modified when the Gold Line began service in Pasadena. The route was changed to provide increased service on Allen Avenue to accommodate riders using the Allen Station.

7. **RECEIVED Director's Report.**

Jon Hillmer, Director of Governance Councils, presented the August 2011 performance report. On-Time Performance (OTP): System-wide OTP was 78.5% and San Gabriel Valley (SGV) OTP was 80.5% for August. The August OTP rating in the SGV was the highest of the five regions. The system-wide and regional target is 82%. This is an ambitious goal. Complaints per 100,000 Passengers: System-wide Complaints totaled 3.04 and SGV Complaints totaled 3.51 per 100,000 passengers. The SGV figure is above target. Miles Between Mechanical Road Calls: The system-wide figure was 3,368 and the SGV figure was 3,490 for August. Preliminary data for September indicates that the SGV figure has increased to 4,000. Bus Cleanliness: The system-wide rating was 8.33 and the SGV rating was 8.26 for August. The system-wide and regional target is 8. There are challenges with bus cleanliness at Division 9 as many buses in the fleet are over eight years old. CEO Arthur Leahy is initiating a program to paint buses every four years as opposed to painting buses once every eight years. This is an aggressive target. Accidents per 100,000 Miles: The system-wide figure was 2.78 and the SGV figure was 2.60 for August.

Representative Baldwin asked if the data is based on a calendar year or fiscal year.

Mr. Hillmer responded that the data is based on the fiscal year.

Monthly Ridership: The system-wide figure was 30.3 million and the SGV figure was 4.6 million boardings for the month of August. There was a slight decline in rail ridership in August compared with the previous month. Mr. Hillmer reviewed average weekday ridership in August. The system average declined slightly. He reviewed Silver Line and Gold Line ridership trends. The Silver Line will become the backbone of the system. Staff envisions that Silver Line ridership will continue to increase. Gold Line ridership dipped slightly in August.

Mr. Hillmer mentioned that both CEO Arthur Leahy and Deputy CEO Paul Taylor were absent at the September Service Council Meet and Confer. Mr. Leahy was in Cuba on a state-sponsored mission, and Mr. Taylor was in Sacramento. There were a number of staff presentations covering topics such as LOSSAN, Union Station Master Plan, Exposition Line update, late night rail service, TAP program update, and station name changes.

Staff recently provided a tour of Bus Operations Control Center, Service Planning and Scheduling Department, and Rail Operations Control Center. Four Service Council representatives participated in the tour. There will be a tour of the Exposition Line in November.

Mr. Hillmer stated that Chair Villaraigosa's motion regarding bus service quality monitoring was approved at the August Board meeting. Elements include existing performance measures which are routinely presented to Service Councils: on-time performance, complaints, clean bus rating, accidents, miles between mechanical failures, and ridership. Additional performance measures which will be presented to Councils include number of ADA complaints, bus station cleanliness, percentage of passenger standee miles, and percentage of bus trips overloading standard. There will be a customer survey to estimate average walking distance to bus stop, wait time at the stop, and customer perception of bus service quality. In addition, a clean station evaluation program is pending. A slide was presented showing 25 bus stations to be monitored, 5 of which are alternate stations. The goal is to evaluate 20 bus stations once per month. Staff will ask volunteers from the five Service Councils and Citizens' Advisory Council to participate in the program. Each participant, who will adopt a station, will be paired with a staff member trained in conducting the evaluations. Mr. Hillmer will send an email asking for volunteers next week. There will be a training program on how to evaluate the stations.

Representative Baldwin asked why two stations are listed for Cal State University, Los Angeles (CSULA).

Mr. Hillmer responded that the upper deck of the station is identified as the CSULA bus center, whereas the lower deck of the station is identified as the CSULA busway station.

Representative Gonzalez stated that he recently received a cleanliness report for the Metrolink Covina Station.

Mr. Hillmer stated that staff can contact Metrolink officials to obtain information on how Metrolink evaluates station cleanliness.

Mr. Hillmer announced that there will be a special San Gabriel Valley Service Council meeting next week, Monday, October 17, 2011 at 5:00 p.m. The meeting will be held at the East Los Angeles Civic Center Public Library. Staff will provide a presentation on the proposed new bus service on East First Street. The Council will receive feedback from residents and transit users. A revised service plan will be presented to the Council at the November 14 Council meeting.

Representative Spence inquired about the length of the meeting.

Mr. Hillmer responded that there will be a 15-minute presentation followed by public comment. A quorum is not necessary as there are no action items.

Representative Baldwin asked if Montebello Bus Lines (MBL) will make service adjustments.

Mr. Hillmer responded that MBL will wait until MTA's service plan is finalized in order to adapt to MTA's service and avoid duplication.

8. **RECEIVED update on Metrolink Express and other specials introduced by Metrolink.**

Sherita Coffelt, Metrolink representative, stated that overall ridership is up about 6-7%. The average daily ridership dipped slightly in July then increased in August. The ridership growth is due in part to the implementation of the new express trains. The San Bernardino Line has shown the strongest growth. Ms. Coffelt presented a slide showing express train average weekday ridership and annual revenue estimate. She reviewed new initiatives, including bicycle cars and quiet cars. Ten new bike cars were introduced into regular service. Each bike car accommodates approximately 25 bikes. Metrolink staff is working to implement the quiet car by the end of the month.

Ms. Coffelt provided an overview of destination-based second and third tier markets. These include: 1) Del Mar trains – This is the first time Metrolink is offering service into San Diego County; 2) LA County Fair – There was a 50% increase in passenger trips compared with last year; and 3) Weekend Pass – A \$10 Weekend Pass was launched in July 2011. There was a 20% increase in weekend ridership as a result of the new program.

Metrolink held an annual Board workshop at the end of July. Metrolink Board members and staff identified the need to better coordinate the customer experience across the region. This includes coordinating Metrolink's schedule with the schedules of other transit providers. There will be a meeting of various transit CEO's to coordinate connectivity efforts. In addition, field service representatives will assist with the coordination plan.

9. **RECEIVED Chair and Council Member Comments.**

Representative Gonzalez stated that CicLAvia was a great event. He rode the Gold Line to reach the event in downtown Los Angeles and rode the Red Line at the conclusion of the event. He suggested that Metro representatives be present at key station platforms next year. This would greatly assist with crowd control and to regulate the number of bikes on the rail cars. He had observed safety issues with the large number of bikes on the trains.

Mr. Hillmer noted that the popularity of this event has increased this year. There were 130,000 participants, many of whom rode on bikes.

Representative Ly stated that he took the Silver Line to downtown during the last few weekends. He did not realize that the CicLAvia event was planned for this past weekend. He noted that he rode the Silver, Blue and Red Lines while traveling through downtown, and that it was a great experience.

Adjourned at 6:00 p.m.



Michele Chau, Council Secretary