

REVISED

Wednesday, October 10, 2012

5:01-6:33 PM

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# Minutes

WESTSIDE/CENTRAL  
SERVICE COUNCIL

Regular Meeting

Beverly Hills Tennis Center  
325 S. La Cienega Blvd.  
Los Angeles, CA 90211

Called to Order at 5:01 p.m.

Council Members Present:

Jeffrey Jacobberger, Chair  
Elliot Petty, Vice Chair  
Peter Capone-Newton  
Perri Sloane Goodman  
Glenn Rosten  
Joe Stitcher  
George Taule  
Jerard Wright

Officers:

Jon Hillmer, Regional Councils Director  
Jody Litvak, Community Relations Mgr  
Henry Gonzalez, Council Comm. Rel. Mgr.  
Dolores Ramos, Council Admin Analyst



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

**1. ROLL Call**

**2. APPROVED Minutes of September 12, 2012 meeting**

Minutes approved with abstention of Council Members Petty and Rosten.

**3. RECEIVED Public Comment for items not on the agenda**

Ken Rubin shared that he was interviewed at Union Station by Channel 11 reporter Tony Valdez regarding a story on old-time passenger trains and that he will attend the LOSSAN meeting next Monday, which coincides with his 70<sup>th</sup> birthday.

Wayne Wright shared concerns regarding Line 81. The Target store at 7<sup>th</sup> and Figueroa is schedule to open on Sunday, October 14. He asked that staff consider rerouting the line to use 5<sup>th</sup> and 6<sup>th</sup> streets, rather than 8<sup>th</sup> and 9<sup>th</sup>. Such rerouting would better serve the store as well as the Central Library. He also asked that a reroute of Line 200 be considered, particularly its southern layover, as the current layover routing is too complicated and too long.

**4. CONSIDERED Motion Regarding Study of Proposed Metro Express Service to Westwood, Jerard Wright and Council Members**

Council Member Wright introduced Kymberleigh Richards, Chair of the San Fernando Valley Service Council, to present a joint motion between the two councils. The proposal recommends directing staff to conduct the preliminary evaluation and research necessary to establish the proposed express line with closed door service from the San Fernando Valley to the Westside.

Council Member Sloane Goodman expressed concerns regarding users of Line 761 stops by the Galleria, along Moorpark and Magnolia, those passengers may not want to travel north in order to connect to southbound service. Ms. Richards responded that none of the streets between the Orange Line and Ventura Blvd. that operate east-west have significant ridership in total, that they are all Tier 2 service. There would still be connectivity at Sepulveda and Ventura.

Council Member Stitcher expressed concerns regarding use of Manning. Currently Santa Monica Line 13, a low-volume service, runs down that street. Additional buses added down that street may destroy the neighborhood support for bus service to continue to use that street. Ms. Richards replied that the service does not necessarily have to run down Manning.

On the Westside the service would continue through Westwood, making stop at Wilshire and Westwood, into Ackerman Plaza during midday peak, to connect with other municipal services, continue south to meet up with the Expo line, closed door service to respect Culver City bus routes. The core service would operate between the San Fernando Valley to Culver City Station. Additional service at peak hour would be branch trips that go to UCLA. Along Westwood, it would operate as close door service only.

Discussion ensued regarding lacks sufficient bus space at Expo/Robertson. To add service to the station may result of two to three buses stacking per hour. Expanded use of the Westwood bus stop also presents neighborhood concerns. Santa Monica is considering adding service. If Metro does the same, it may ruin the relationship Santa Monica has with residents.

~~Council Member Capone-Newton expressed concerns regarding the costliness of the proposed service.~~ Ms. Richards suggested that the motion to give staff direction to pursue this option as the earliest could happen the December 2013 shakeup with the HOV project completion in late fall. She expressed her opinion that if Westside and San Fernando Valley Councils support the motion now, they may be able to get additional resources from the Board of Directors to make the plan work by working through Chair Antonovich's office. She suggested that support of the motion would give staff support in starting this service. The staff response to the motion was provided to Council members.

Motion was passed with one abstention.

#### **5. DISCUSSED Santa Monica Blvd. Bus Lines 4 and 704 for Corridor Study, Jon Hillmer and Council Members**

Local Line 4 is 20.7 miles long and has 111 stops in each direction, operates most of the day from Westwood/Santa Monica to downtown by way of Hill/Broadway. During off-peak hours goes into downtown Santa Monica to replace owl service. Rapid Line 704 travels 19.7 miles and has 33 stops in each direction. It operates from Santa Monica Blvd. in Santa Monica to Union Station. Line 316 starts in Century City, goes up Santa Monica blvd, then to Third Street to downtown, veers to Fourth and Fifth, ending near Main Street. Mr. Hillmer shared data on August average ridership, boarding and alighting patterns, and service statistics. Next steps are:

- a) Complete line rides in early November
- b) Review of service levels and ridership on Limited and Rapid lines compared to Local service,
- c) Consider conversion of Rapid trips to Local when Rapid service is less frequent than 15 min.
- d) Explore impacts of cancellation of Limited 316
- e) Evaluate modifications to Rapid bus stops

Council was asked to decide whether to hold a special separate meeting for the corridor workshop or to hold as part of a special agenda of a regular meeting. Council opted to hold as special agenda of December regular meeting date, and to report back at November meeting to confirm the date. If the location is not available for the December meeting, the alternate will be the regular January meeting date.

Alexander Friedman commented on the corridor study presentation. He stated that Line 304 used to operate in mornings and evening, and its popularity led to creation of Line 704. Ridership was high, frequency was great, but under budget cuts, Line 704's route was shortened to end at Sepulveda/Westwood, which caused ridership to plummet. Remaining service is unreliable. Weekend ridership is high because it's much more

frequent service. Service on Wilshire runs every few minutes, very inconsistent that service on Santa Monica is only every 40 minutes. Mr. Friedman suggested bringing back more frequent Rapid service and to have the original route reinstated so that they start and end at downtown Santa Monica, and requested increased mid-day service on 704 from 20 minute frequency to 15 minutes at most.

**6. RECEIVED Metro Customer Survey Results Presentation, Marie Sullivan, Metro Research and Development.**

Ms. Sullivan shared the results from the 2012 customer satisfaction survey and trend reports incorporating data from previous years. Every year Metro does an on-board survey and collects about 20,000 bus and train rider responses. The survey compares bus rider and train rider perceptions and experiences.

Train riders are more likely to drive to the station or stop; perception of wait time plus travel to station/stop time is about equal between bus and train riders. The Westside has about 1 minute shorter travel and wait times compared to the rest of the county. Timeliness has been going up over the past 10 years for both bus and trains; ability to find a seat has declined slightly for train riders, and risen for bus riders. The perception of safety and cleanliness while waiting and riding is slightly higher for train than for bus, as it's harder to control the safety and cleanliness of a bus stop, while Metro has more control over a train station. The number of transfers needed over the course of the last 10 years has declined for both bus and train riders. Ethnicity of bus and train riders are somewhat similar, as is the split by gender. Median income of riders is higher for train riders, but both are below median household income of LA County. As income rises, more of riders tend to be male. Train riders tend to be slightly older, as students tend to use the bus more frequently for their transit needs. Customer satisfaction for train and bus riders are very high and consistent. The survey changes a little every year, but the majority of questions are the same, in order to track responses over time. Results are posted on the Metro website.

**7. RECEIVED Measure J Informational Presentation, Jon Hillmer, Director**

Passage of Measure J would extend the Measure R sales tax approved in 2008 for 30 years without increase. It would provide additional funds to sell bonds to be used for accelerating 7 transit capital projects and up to 8 highway capital projects. As written, it continues funding categories & oversight from existing sales tax, and eases restrictions on shifting project funding between transit and highway projects. Funds must remain within same subregion and changes would require 2/3 Board vote. LAEDC studies estimate passage would accelerate creation of 250,000 jobs (direct, indirect & induced). Mr. Hillmer reviewed the expenditure plan, transit and highway projects to be accelerated, and the acceleration timetable that passage would permit as shown in the Measure J informational materials. Measure J has potential to raise an additional \$22.2 billion for rail and bus operations, and \$13.3 for local return improvements.

Council member Capone Newton asked if the ability to move funds is primarily designed to function in one direction over the other. Mr. Hillmer stated that it allows transfers both ways.

#### **8. RECEIVED Director's Report on August 2012 Service, Jon Hillmer**

Mr Hillmer reviewed the definitions of the performance markers, then shared the following data:

- On-time performance trends: 75.5% compared to 79.1% July 2012 and 75.6% June 2012, as compared to 80% FY13 goal.
- Customer Complaint per 100,000 passengers: 2.81 compared to 2.56 July 2012 and 2.50 June 2012, as compared to FY13 goal of 2.20.
- Miles between Mechanical Road Calls: 2,736 compared to 3,017 July 2012 and 3,142 June 2012, as compared to FY13 goal of 3,900.
- Clean Bus Ratings: 8.15 compared to 8.26 July 2012 and 8.14 June 2012, as compared to goal of 8.0.
- Accidents per 100,000 miles: 3.96 compared to 3.51 July 2012 and 4.46 for June 2012, as compared to FY13 goal of 3.10.
- Average Weekday Ridership: 645,991 compared to 614,739 July 2012, 671,917 June, 674,368 May 2012.
- Line 720 Ridership: 42,819 weekdays (an all time high), 29,747 Saturdays, 23,647 Sundays.
- Rail Weekday Ridership: Red 154,025, Blue 92,006 (all-time high); Green 45,536; and Expo 19,776.
- Bus Station Cleanliness Evaluation on 20 bus stations: No "D's" this month. Culver City went down by 0.1 to a C; Patsaouras Plaza down by 0.9 to a C; Pico Rimpau Bus Center up by 0.2 to C+. Average August bus station cleanliness score was 7.86 (C+ grade), an improvement of 0.30 since December 2011. .

#### **9. CHAIR and Council Member Comments**

Council Member Wright asked how the rerouting of buses around the transportation of the Space Shuttle Endeavor from LAX to Exposition Park is going, as he has not seen any notifications posted on the bus routes. Mr. Hillmer responded that the Bus Operations and Control that handles rerouting around special events. All of their staff will be working the weekend of the move in order to minimize issues.

Meeting Adjourned at 6:40pm

A handwritten signature in black ink, appearing to read "M. Hillmer", is written over a horizontal line.