File #: 2020-0089, **File Type:** Appointment **Agenda Number:** 16.

OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
JUNE 18, 2020

SUBJECT: MEMBERSHIP ON METRO'S REGIONAL SERVICE COUNCILS

ACTION: APPROVE NOMINATIONS

RECOMMENDATION

APPROVE nominees for membership on Metro's Gateway Cities, San Fernando Valley, San Gabriel Valley, South Bay Cities and Westside Central Service Councils

ISSUE

Each Metro Service Council is comprised of nine Representatives that serve a term of three years; terms are staggered so that the terms of three of each Council's nine members expire annually on June 30. Incumbent Representatives can serve additional terms if re-nominated by the nominating authority and confirmed by the Metro Board.

DISCUSSION

The individuals listed below have been nominated to serve by the Councils' appointing authorities. If approved by the Board, these appointments will serve a three-year term or the remainder of the three -year term for a vacant seat. A brief listing of qualifications for the new nominees and the nomination letters from the nominating authorities are provided.

Metro seeks to appoint Service Council members reflective of the demographics of each respective region. Demographics of each Service Council region where these appointments are to be made is also provided with a comparison to the demographics of each Council's members, should these appointments be approved is also provided.

Gateway Cities

The 2016 American Community Survey demographics of the Gateway Cities (GWC) Service Council region where these appointments are to be made as compared to the demographics of the membership of the Council with these appointments is as follows:

Race	Hispanic	White	Asian	Black	Other
GWC Membership	55%	45%	0%	0%	0%

Region Demographics	65.20%	15.20%	9.00%	8.30%	2.3%

The demographic makeup of the Gateway Cities Service Council with the appointment of these nominees will consist of five (5) Hispanic members and four (4) White members as self-identified by the members in terms of racial/ethnic identity. The gender breakdown of the Council will be five (5) men and four (4) women.

A. Maria Davila, Gateway Cities Service Council, Re-Appointment
Nominated by: Gateway Cities Council of Governments
Term Ending: June 30, 2023

B. Samuel Peña, Gateway Cities Service Council, Re-Appointment
Nominated by: Gateway Cities Council of Governments
Term Ending: June 30, 2023

C. Sean Ashton, Gateway Cities Service Council, New Appointment
Nominated by: Gateway Cities Council of Governments
Term Ending: June 30, 2023

San Fernando Valley

The 2016 American Community Survey demographics of the San Fernando Valley (SFV) Service Council region where these appointments are to be made as compared to the demographics of the membership of the Council with these appointments is as follows:

Race	**Hispanic**	**White**	**Asian**	**Black**	**Other**
SFV Membership	55%	45%	0%	0%	0%
Region Demographics	41.70%	40.90%	11.00%	3.50%	3.00%

Two members of the San Fernando Valley Service Council submitted their resignations effective December 11, 2020. One of the seats was filled on April 23, 2020 with an appointment to complete the remainder of the seat's term and to the subsequent term of July 1, 2020 - June 30 2023.

The demographic makeup of the San Fernando Valley Service Council with the appointment of these nominees will consist of five (5) Hispanic members and four (4) White members in terms of racial/ethnic identity. The gender breakdown of the Council will be five (5) men and four (4) women.

D. Yvette Lopez-Ledesma, San Fernando Valley Service Council, Re-Appointment
Nominated by: Los Angeles Mayor Eric Garcetti
Term Ending: June 30, 2023

F. Robert Gonzales, San Fernando Valley Service Council, Re-Appointment
Nominated by: City of San Fernando
Term Ending: June 30, 2023

San Gabriel Valley

The 2016 American Community Survey demographics of the San Gabriel Valley (SGV) Service Council region where these appointments are to be made as compared to the demographics of the membership of the Council with these appointments is as follows:

Race	Hispanic	White	Asian	Black	Other
SGV Membership	33%	44%	22%	0	0
Region Demographics	49.90%	18.30%	26.20%	3.30%	2.3%

The demographic makeup of the San Gabriel Valley Service Council with the appointment of these nominees will consist of four (4) White members, three (3) Hispanic members, and two (2) Asian member as self-identified by the members in terms of racial/ethnic identity. The gender breakdown of the Council will be eight (8) men and one (1) woman.

G. Gary Floyd, San Gabriel Valley Service Council, New Appointment
Nominated by: The City of Pasadena
Term Ending: June 30, 2023

H. John Harrington, San Gabriel Valley Service Council, Re-Appointment
Nominated by: The City of San Gabriel
Term Ending: June 30, 2023

I. Alex Gonzalez, San Gabriel Valley Service Council, Re-Appointment
Nominated by: San Gabriel Valley Council of Governments
Term Ending: June 30, 2023

South Bay Cities

The 2016 American Community Survey demographics of the South Bay Cities (SBC) Service Council region where these appointments are to be made as compared to the demographics of the membership of the Council with these appointments is as follows:

Race	Hispanic	White	Asian	Black	Other
SBC Membership	33%	22%	22%	22%	0
Region Demographics	43.70%	22.80%	12.30%	17.20%	4%

An elected official previously appointed to the South Bay Service Council has termed out of elected office; the nominating authority has opted to nominate a replacement to fill the seat through the end of its term. This additional seat has a term of July 1, 2018 - June 30, 2021.

The demographic makeup of the South Bay Service Council with the appointment of these nominees will consist of three (3) Hispanic members, two (2) White members, two (2) Asian members, and two (2) Black members as self-identified by the members in terms of racial/ethnic identity. The gender

breakdown of the Council will be six (6) men and three (3) women.

J. Luis Duran, South Bay Service Council, Re-Appointment
Nominated by: South Bay Council of Governments
Term Ending: June 30, 2023

K. David Mach, South Bay Service Council, Re-/New Appointment
Nominated by: South Bay Council of Governments
Term Ending: June 30, 2023

L. Rochelle Mackabee, South Bay Valley Service Council, New Appointment
Nominated by: South Bay Council of Governments
Term Ending: June 30, 2021

M. Glenda Silva, South Bay Valley Service Council, New Appointment
Nominated by: South Bay Council of Governments
Term Ending: June 30, 2023

Westside Central

The 2016 American Community Survey demographics of the Westside Central Cities (WSC) Service Council region where these appointments are to be made as compared to the demographics of the membership of the Council with these appointments is as follows:

Race	Hispanic	White	Asian	Black	Other
WSC Membership	50%	12%	12%	25%	0
Region Demographics	43.20%	31.00%	13.30%	9.30%	3.1%

The demographic makeup of the Westside Central Service Council with the appointment of these nominees will consist of four (4) Hispanic members, one (1) White members, two (2) Black members, and one (1) Asian member as self-identified by the members in terms of racial/ethnic identity. The gender breakdown of the Council will be six (6) men and two (2) women. A nomination for additional seat on this Council with a term of July 1, 2020 through June 30, 2023 will be submitted by the nominating authority at a later date.

N. Desa Philadelphia, Westside Central Service Council, Re-Appointment
Nominated by: Los Angeles Mayor Eric Garcetti
Term Ending: June 30, 2023

O. David Feinberg, Westside Central Service Council, Re-Appointment
Nominated by: Westside Central Council of Governments
Term Ending: June 30, 2023

DETERMINATION OF SAFETY IMPACT

Maintaining the full complement of representatives on each Service Council to represent each service area is important. As each representative is to be a regular user of public transit, and each Council is composed of people from diverse areas and backgrounds, this enables each Council to better understand the needs of transit consumers including the need for safe operation of transit service and safe location of bus stops.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Approval of this recommendation supports the following Metro Strategic Plan Goal: 30 Enhance communities and lives through mobility and access to opportunity

ALTERNATIVES CONSIDERED

The alternative to approving these appointments would be for these nominees to not be approved for appointment. To do so would result in reduced effectiveness of the Service Councils, as it would increase the difficulty of obtaining the quorum necessary to allow the Service Councils to formulate and submit their recommendations to the Board. It would also result in the Service Councils having less diverse representation of their respective service areas.

NEXT STEPS

Staff will continue to monitor the major contributors to the quality of bus service from the customer's perspective, and share that information with the Service Councils for use in their work to plan and to implement and improve bus service in their areas and the customer experience using our bus service.

ATTACHMENTS

Attachment A - Nominees Listing of Qualifications
Attachment B - Nomination Letters

Prepared by: Conan Cheung, Sr. Executive Officer, Service Development, Scheduling and Analysis, (213) 418-3034
Dolores Ramos, Chief Administrative Analyst, Regional Service Councils, (213) 922-1210

Reviewed by: James T. Gallagher, Chief Operations Officer, (213) 418-3108

Phillip A. Washington
Chief Executive Officer

ATTACHMENT A

NEW APPOINTEES BIOGRAPHIES AND QUALIFICATIONS

Sean Ashton, Nominee for Gateway Cities Service Council

Sean Ashton was elected to the City of Downey's City Council in November 2014. Prior to being elected, Councilmember Ashton served as a commissioner on Downey's Green Task Force from 2011 to 2014, where he was twice elected as chairperson by the other commissioners.

Mr. Ashton has been a teacher at Heliotrope Elementary School in the Los Angeles Unified School District for the past 20 years. In that role, he has represented the teachers at Heliotrope as either the chapter chair or vice chair for United Teachers of Los Angeles since 2001.

Gary Floyd, Nominee for San Gabriel Valley Service Council

Gary Floyd is the Principal and Owner of Gary Floyd & Associates, a computer and construction consulting firm. He has served as a project manager, coordinator, and designer for multiple public agencies and events, such as the San Bernardino County Fire Department, Smithsonian Institution National Folklife Festivals, North Carolina's 400th Anniversary celebration.

Mr. Floyd is a longtime resident of Pasadena and has served as the Neighborhood Representative for North Pasadena Heights. He has previously served on the City of Pasadena's Historical Preservation Commission and is a current member of the Transportation Advisory Commission. He is also a longtime volunteer for the Tournament of Roses and the Topanga Banjo Fiddle Contest and Folk Festival.

David Mach, Nominee for South Bay Cities Service Council

David Mach is currently employed as a Senior Analyst in the City of Torrance's Transportation Department, which operates the City's municipal transit service, Torrance Transit. In that role, he is responsible for implementing and maintaining compliance with Federal, State and local mandates regarding Title VI, Limited English Proficiency, and Disadvantage Business Enterprises programs. He also deals with the details of transit planning such as route planning, network redesign, public outreach, data analysis, and route scheduling. Prior to joining the City of Torrance, he worked with OCBS Inc., a general contractor firm, where he managed contracts with cities and private firms for construction and construction defect related projects.

Mr. Mach holds a Bachelor of Science (BS) in Anthropology from University of California, Riverside, and completed a Master of Urban and Regional Planning/ Transportation/Mobility Management from California State Polytechnic University-Pomona.

Rochelle Mackabee, Nominee for South Bay Cities Service Council

Rochelle Mackabee is a longtime resident of the Watts/Willowbrook community of South Los Angeles. She is employed as an Employment Training Specialist Case Manager for SER Jobs for Progress; a training program for seniors 55 years and older who are interested in returning to the workplace, based at the Inglewood One Stop Center.

Ms. Mackabee is an avid user of public transit. As a daily consumer of public transit, Metro services are of great interest and value to her both personally and as a community stakeholder.

Glenda Silva, Nominee for South Bay Cities Service Council

Glenda Silva serves as a Legislative Representative for Los Angeles World Airports (LAWA). She is involved in LAWA's Mobility Working Group, which is responsible for leading key mobility initiatives including the future ground transportation vision at Los Angeles International Airport (LAX). Ms. Silva also serves on Metro's Policy Advisory Council as LAWA's representative, providing input on Metro projects and policies considered by the Metro Board of Directors.

Ms. Silva has over 14 years of experience in public relations and stakeholder outreach on public works and transportation projects in diverse communities. She has assisted in the design, implementation and management of aggressive outreach and education strategies targeted at policymakers and stakeholders for various public and private projects. Before joining LAWA, she spent over six years as the Government and Community Relations Representative supporting the construction of the Exposition Metro Line with the Exposition Construction Authority. In 2014, she was appointed by Los Angeles Mayor Eric Garcetti to serve on the Los Angeles Department of Transportation Commission. During her time as commissioner, she served as President and Vice President, focusing on bringing innovative traffic solutions to the city. Ms. Silva is a resident of Playa Vista and holds a Bachelor of Arts in Legal Studies from the University of California, Santa Cruz.

ATTACHMENT B

APPOINTING AUTHORITY NOMINATION LETTERS

Gateway Cities Service Council

SOUTHEAST LOS ANGELES COUNTY

GATEWAY CITIES
COUNCIL OF GOVERNMENTS

Artesia
Avalon
Bell
Bellflower
Bell Gardens
Cerritos
Commerce
Compton
Cudahy
Downey
Hawaiian Gardens
Huntington Park
Industry
La Habra Heights
La Mirada
Lakewood
Long Beach
Lynwood
Maywood
Montebello
Norwalk
Paramount
Pico Rivera
Santa Fe Springs
Signal Hill
South Gate
Vernon
Whittier
County of Los Angeles
Port of Long Beach

May 7, 2020

Mr. Phillip A. Washington, CEO
Los Angeles County Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012

Dear Mr. Washington:

Nominees for the Metro Gateway Cities Service Council

Acting in its capacity as the convening coalition of the Metro Gateway Cities Service Council, the Executive Committee of the Board of Directors of the Gateway Cities Council of Governments has nominated three members, two elected officials and one community member, to fill 3 seats expiring on June 30, 2020.

At its regularly scheduled meeting of May 6, 2020, the Gateway Cities Council of Governments Executive Committee of the Board of Directors nominated Council Member Maria Davila, City of South Gate, an elected official, Council Member Sean Ashton, City of Downey, and elected official, and Mr. Samuel Pena, a community member to fill the seats expiring June 30, 2020. A copy of the nominee's applications are enclosed.

We would appreciate your assistance in agendizing the nominations for confirmation by the MTA Board of Directors at the next regularly scheduled meeting.

Sincerely,

Nancy Pfeffer
Executive Director

Enclosure

Cc: Ms. Dolores Ramos, Sr. Administrative Analyst, Regional Service Councils

16401 Paramount Boulevard ▪ Paramount, California 90723 ▪ phone (562) 663-6850 fax (562) 634-8216
www.gatewaycog.org

San Fernando Valley Service Council

ERIC GARCETTI
MAYOR

March 12, 2020

Ms. Dolores Ramos
Chief Administrative Analyst
One Gateway Plaza
Los Angeles, CA 90012

Ms. Ramos,

I hereby reappoint Ms. Yvette Lopez-Ledesma to serve as a representative on the San Fernando Valley Council, for a three year term ending on June 30, 2023. Ms. Lopez-Ledesma's current term will expire on June 30, 2020

I certify that in my opinion Ms. Yvette Lopez-Ledesma is qualified for the work that will devolve upon her, and that I make this appointment solely in the interest of the City.

Please let me know if you need any additional information.

Sincerely,

ERIC GARCETTI
Mayor

EG:cl

THE CITY OF
SAN FERNANDO

CITY COUNCIL

MAYOR
JOEL FAJARDO

VICE MAYOR
HECTOR A. PACHECO

COUNCILMEMBER
SYLVIA BALLIN

COUNCILMEMBER
ROBERT C. GONZALES

COUNCILMEMBER
MARY MENDOZA

May 1, 2020

Ms. Dolores Ramos
Chief Administrative Analyst
Metro Regional Service Councils
One Gateway Plaza MS 99-7-1
Los Angeles, CA 90012

Dear Ms. Spivack,

On behalf of the East Cluster Cities of Burbank, Glendale and San Fernando, I submit the re-nomination of City of San Fernando Council Member Robert C. Gonzales to serve on the San Fernando Service Council for the term of July 1, 2020 - June 30, 2023.

The cities of Burbank, Glendale and San Fernando are all in agreement regarding the nomination of Council Member Gonzales to continue to fill this seat allocated to the Cities of Burbank, Glendale, and San Fernando.

Please let me know if you need any additional information.

Sincerely,

Nick Kimball
City Manager

cc: Justin Hess, City Manager, City of Burbank
Yasmin Beers, City Manager, City of Glendale

ADMINISTRATION
DEPARTMENT

117 MACNEIL STREET
SAN FERNANDO
CALIFORNIA
91340

OFFICE OF THE
CITY MANAGER
(818) 898-1202

PERSONNEL DIVISION
(818) 898-1220

WWW.SFCITY.ORG

San Gabriel Valley Service Council

City of San Marino

January 13, 2020

Metro San Gabriel Valley Service Council
One Gateway Plaza
Los Angeles, CA 90012-2952

RECEIVED
JAN 22 2020
LEGAL SERVICES

Re: City of San Marino Delegate and Alternate

To Whom It May Concern:

Enclosed is a certification of the appointment of Mayor John Harrington (City of San Gabriel) who will serve as the Delegate and Mayor Gretchen Shepherd Romey who will serve as the Alternate to the Metro San Gabriel Valley Service Council in the absence of Mayor Harrington.

Please advise if you require anything further. Thank you.

Sincerely,

Eva Heter
City Clerk

NMH/s
Enclosures

2200 Huntington Drive, San Marino, CA 91108 • (626) 300-0700 • cityofsanmarino.org

SGVCOG

May 26, 2020

OFFICERS

President
Cynthia Sternquist

1st Vice President
Margaret Clark

2nd Vice President
Becky Shevlin

3rd Vice President
Tim Hepburn

MEMBERS
Alhambra
Arcadia
Azusa
Baldwin Park
Bradbury
Claremont
Covina
Diamond Bar
Duarte
El Monte
Glendora
Industry
Irwindale
La Cañada Flintridge
La Puente
La Verne
Monrovia
Montebello
Monterey Park
Pomona
Rosemead
San Dimas
San Gabriel
San Marino
Sierra Madre
South El Monte
South Pasadena
Temple City
Walnut
West Covina
First District, LA County
Unincorporated Communities
Fourth District, LA County
Unincorporated Communities
Fifth District, LA County
Unincorporated Communities
SGV Water Districts

Ms. Dolores Ramos
Metro Service Councils
1 Gateway Plaza, MS 99-7-1
Los Angeles, CA 90012

RE: Metro's San Gabriel Valley Service Council Representative

Dear Ms. Ramos:

At their May 21, 2020 meeting, the San Gabriel Valley Council of Governments' Governing Board appointed Alex Gonzalez to serve on the San Gabriel Valley Metro Service Council. The effective term will be July 1, 2020 – June 30, 2023. Should you have any questions, please feel free to contact me at (626) 457-1800.

Sincerely,

Marisa Creter

Marisa Creter
Executive Director
San Gabriel Valley Council of Governments

cc: Alex Gonzalez

San Gabriel Valley Council of Governments
1000 South Fremont Avenue, Unit #42 ♦ Alhambra, California 91803

OFFICE OF THE CITY MANAGER

May 26, 2020

Ms. Dolores Ramos
Chief Administrative Analyst
Metro Regional Service Councils
One Gateway Plaza MS 99-7-1
Los Angeles, CA 90012

Dear Ms. Ramos,

This letter serves as the nomination to appoint Gary Floyd to serve as the representative for the Cities of La Cañada Flintridge, Pasadena, and Sierra Madre on the San Gabriel Valley Service Council for the term of July 1, 2020 - June 30, 2023.

The Cities of La Cañada Flintridge and Sierra Madre have neither recommended an alternate nominee nor voiced objections to our nomination of Gary Floyd, and we are confident that Mr. Floyd's knowledge and experience will serve the San Gabriel Valley Service Council well.

Please let me know if you need any additional information. Thank you for your consideration.

Sincerely,

Steve Mermell
City Manager

City Hall · 100 North Garfield Avenue, Room S228 · Pasadena, CA 91101
(626) 744-4333 · Fax (626) 744-4774

South Bay Cities Service Council

SOUTH BAY CITIES
COUNCIL OF GOVERNMENTS

2355 Crenshaw Blvd., #125
Torrance, CA 90501
(310) 371-7222
sbccog@southbaycities.org
www.southbaycities.org

May 28, 2020

Ms. Dolores Ramos
Chief Administrative Analyst
Metro Regional Service Councils
One Gateway Plaza MS 99-7-1
Los Angeles, CA 90012

Dear Ms. Ramos,

This letter serves as the South Bay Cities Council of Governments (SBCCOG) recommendation to nominate representatives to serve on the South Bay Metro Service Council.

At their May 28, 2020 Board of Directors meeting, the SBCCOG Board approved the following nominees:

- Luis Duran (incumbent)
- Glenda Silva (new appointee)
- David Mach (new appointee)

These candidates are nominated to serve three-year terms to commence on July 1, 2020 through June 30, 2023.

An additional vacancy on the South Bay Service Council was created when current Councilmember Dan Medina termed out of office from the Gardena City Council. To fill his seat for the remainder of the July 2018 - June 30, 2021 term, the SBCCOG Board of Directors has approved the nomination of Rochelle Mackabee.

We respectfully request that the Metro Board appoint these nominees at the June 25, 2020 Metro Board meeting so that they can be seated in July 2020.

Thank you for your attention to this matter.

With gratitude,

Christian Horvath, Chair
South Bay Cities Council of Governments

LOCAL GOVERNMENTS IN ACTION

Carson El Segundo Gardena Hawthorne Hermosa Beach Inglewood Lawndale Lomita
Manhattan Beach Palos Verdes Estates Rancho Palos Verdes Redondo Beach Rolling Hills
Rolling Hills Estates Torrance Los Angeles District #15 Los Angeles County

Westside Central Service Council

ERIC GARCETTI
MAYOR

March 12, 2020

Ms. Dolores Ramos
Chief Administrative Analyst
One Gateway Plaza
Los Angeles, CA 90012

Ms. Ramos,

I hereby reappoint Ms. Desa Philadelphia to serve as a representative on the Westside/Central Service Council, for a three year term ending on June 30, 2023. Ms. Philadelphia's current term will expire on June 30, 2020

I certify that in my opinion Ms. Philadelphia is qualified for the work that will devolve upon her, and that I make this appointment solely in the interest of the City.

Please let me know if you need any additional information.

Sincerely,

ERIC GARCETTI
Mayor

EG:cl

WESTSIDE CITIES
COUNCIL OF GOVERNMENTS

Date: April 16, 2020

To: Dolores Ramos, Chief Administrative Analyst, Metro

From: Cecilia Estolano, WSCCOG Executive Director
Winnie Fong, WSCCOG Project Director

CC: David Feinberg, Transit Government Relations Officer, Santa Monica Big Blue Bus

Subject: **Westside Cities COG Nomination to the Metro Westside/Central Service Council**

On Thursday, April 16, 2020 the WSCCOG Board voted unanimously to nominate Mr. David Feinberg, Transit Government Relations Officer of Santa Monica Big Blue Bus to continue serving another term as the WSCCOG representative to the Metro Westside/Central Service Council beginning July 1, 2020 through June 30, 2023.

Please accept this appointment on behalf of the WSCCOG Board. Should you have any questions regarding this matter, please contact the WSCCOG Project Director Winnie Fong at winnie@estolanoadvisors.com or at (213) 612-4545.