



Board Report

File #: 2020-0409, **File Type:** Appointment

Agenda Number: 16.

**OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
SEPTEMBER 17, 2020**

SUBJECT: MEMBERSHIP ON METRO’S WESTSIDE CENTRAL SERVICE COUNCILS

ACTION: APPROVE NOMINATION

RECOMMENDATION

APPROVE Cynthia Rose for membership on Metro’s Westside Central Service Council.

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 individual listed below has been nominated to serve by the Westside Central Service Council’s appointing authority for this currently vacant seat. If approved by the Board, this appointment will serve the remainder of the seat’s three-year term. A brief listing of qualifications for the new nominee and the nomination letter from the nominating authority is provided:

- A. Cynthia Rose, Westside Central Service Council, New Appointment
Nominated by: Third District Supervisor Sheila Kuehl
Term Ending: June 30, 2023

Metro seeks to appoint Service Council members reflective of the demographics of each respective region. Demographics of the Service Council region and ridership where this appointment is to be made are provided with a comparison to the demographic composition of the Council, should this appointment be approved.

Westside Central

The demographics of the Westside Central Cities (WSC) Service Council with this appointment are compared below to the demographics of the region as detailed in the 2018 American Community

Survey, and the ridership within the region as reflected in Metro’s 2019 Metro Patrons survey:

| Race | Hispanic | White | Asian | Black | Native | Other |
|----------------|----------|---------|---------|---------|--------|-------|
| WSC Membership | 44% (4) | 11% (1) | 11% (1) | 33% (3) | (0) | (0) |
| WSC Region | 43% | 31% | 13% | 9% | .02% | 3% |
| WSC Ridership | 66% | 7% | 7% | 16% | 1% | 4 |

The demographic makeup of the Westside Central Service Council with the appointment of this nominee will consist of four (4) Hispanic members, one (1) White members, three (3) 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 three (3) women.

| Gender | Male | Female | Non-Binary |
|----------------|---------|---------|------------|
| WSC Membership | 6 (66%) | 3 (33%) | 0% |
| WSC Ridership | 45% | 54% | 1% |

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.

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 - Nominee Listing of Qualifications
- Attachment B - Nomination Letter

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

NEW APPOINTEE BIOGRAPHY AND QUALIFICATIONS

Cynthia Rose, Nominee for Westside Central Cities Service Council



Cynthia Rose is a long-time Santa Monica resident, safe-streets advocate, and director of the Santa Monica chapter of the L.A. County Bicycle Coalition, Santa Monica SPOKE. In 2016, she was awarded the Alliance for Biking & Walking Susie Stephens Joyful Enthusiasm Award at the National Bike Summit. She was instrumental in establishing the first public bike-share program in Los Angeles County, Breeze Bike Share. She is a strong advocate for the implementation of Complete Streets Policies, which support and protect all users (pedestrians & people on bikes) and the use of public transit for a healthier, safer, more sustainable environment for the community at large.

In addition to her local advocacy, Ms. Rose is currently Board Chair of the California Bicycle Coalition and previous board member of the Los Angeles County Bicycle Coalition and Sustainable Streets. Cynthia is a certified cycling instructor with the League of American Bicyclists.

APPOINTING AUTHORITY NOMINATION LETTERS

Westside Central Service Council



**BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES**

KENNETH HAHN HALL OF ADMINISTRATION
500 W. TEMPLE ST. SUITE 821, LOS ANGELES, CALIFORNIA 90012

SHEILA KUEHL
SUPERVISOR, THIRD DISTRICT

August 24, 2020

Ms. Doiores 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 recommendation to appoint Cynthia Rose to serve as the Third District representative on the Westside Central Service Council for the term of July 1, 2020 - June 30, 2023.

I am confident that Ms. Rose's knowledge, advocacy, and experience in the fields of transportation infrastructure and cycling will serve the Westside Central Service Council well.

Please let me know if you need any additional information. Thank you for your attention to this matter.

Sincerely,

A handwritten signature in cursive script that reads "Sheila Kuehl".

Sheila Kuehl
Supervisor, Third District

