



Board Report

File #: 2021-0399, File Type: Appointment

Agenda Number: 19.

OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE SEPTEMBER 16, 2021

**SUBJECT: MEMBERSHIP ON METRO'S SAN FERNANDO VALLEY AND SOUTH BAY CITIES
SERVICE COUNCILS**

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

APPROVE nominees for membership on Metro's San Fernando Valley and South Bay Cities Service Councils.

ISSUE

Each Metro Service Council (MSC) is comprised of nine Representatives that serve terms 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.

BACKGROUND

Metro Service Councils were created in 2002 as community-based bodies tasked with improving bus service and promoting service coordination with municipal and local transit providers. The MSC bylaws specify that Representatives should live in, work in, or represent the region; have a basic working knowledge of public transit service within their region, and understand passenger transit needs. To do so, each representative is expected to ride at least one transit service per month.

The MSC is responsible for convening public hearings to receive community input on proposed service modifications and rendering decisions on proposed bus route changes considering staff's recommendations and public comments. All route and major service changes that the MSC approves will be brought to the Metro Board of Directors as an information item. Should the Metro Board decide to move an MSC-approved service change to an Action Item, the MSC will be notified of this change prior to the next Service Council monthly meeting.

DISCUSSION

The individuals listed below have been nominated to serve the remainder of the terms of their Councils' vacant seats by the Councils' appointing authority. If approved by the Board, these

appointments will serve out the remainder of the seat’s three-year term. A brief listing of qualifications for the new nominees and the nomination letters from the nominating authorities is provided in Attachments A and B.

For reference, the 2019 American Community Survey demographics and 2019 Metro Ridership Survey demographics for each region are compared to the membership, should these nominees be appointed.

San Fernando Valley

- A. Felipe Escobar, San Fernando Valley Service Council, New Appointment
Nominated by: Los Angeles Mayor Eric Garcetti
Term: July 1, 2021 - June 30, 2024

Should this nominee be appointed, the San Fernando Valley (SFV) Service Council membership will compare to the region and the region’s ridership as follows:

% Region Total	Hispanic	White	Asian	Black	Native Amer	Other
SFV Council Region	41.0%	41.1%	11.2%	3.7%	0.1%	2.9%
SFV Region Ridership	63%	13%	9%	9%	1%	5%
SFV Membership/No.	44% / 4	44% / 4	0% / 0	11% / 1	0% / 0	0% / 0

The gender makeup of the SFV Service Council will be as follows:

Gender	SFV Membership/No.*	Los Angeles County
Male	66.6% / 6	49.7%
Female	33.3% / 3	50.3%

South Bay Cities

- B. Charles Michel Deemer, South Bay Cities Service Council, New Appointment
Nominated by: South Bay Cities Council of Governments
Term: July 1, 2021 - June 30, 2024
- C. Bob Wolfe, South Bay Cities Service Council, New Appointment
Nominated by: South Bay Cities Council of Governments
Term: July 1, 2020 - June 30, 2023

Should these nominees be appointed, the South Bay Cities (SBC) Service Council membership will compare to the region and the region’s ridership as follows:

% Region Total	Hispanic	White	Asian	Black	Native Amer	Other
SBC Region	44.6%	21.6%	13%	17%	0.2%	3.7%

SBC Region Ridership	64%	5%	6%	22%	1%	3.7%
SBC Membership/No.	22% / 2	33% / 3	22% / 2	22% / 2	0% / 0	0% / 0

The gender makeup of the South Bay Cities Service Council will be is as follows:

Gender	SBC Membership/No.	Los Angeles County
Men	66.6% / 6	49.7%
Women	33.3% / 3	50.3%

DETERMINATION OF SAFETY IMPACT

Maintaining the full complement of representatives on each Service Council to represent each service area is essential. 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 the safe operation of transit service and safe location of bus stops.

EQUITY PLATFORM

Metro seeks to appoint Service Council members that represent the diverse needs and priorities reflective of the demographics of each respective region.

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 not to 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 Council to formulate and submit recommendations to the Board. It would also result in the Service Council having less diverse representation of their respective service areas.

NEXT STEPS

A Westside Central Service Council member resigned effective May 12, 2021, which created one (1) vacancy on this Council. Staff is working with the nominating authority to identify a replacement candidate and will submit the nomination for Board approval in the near future.

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

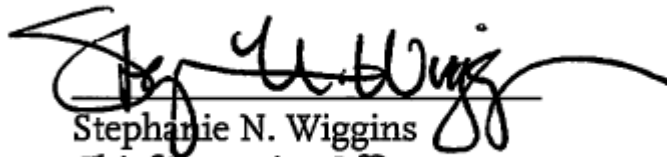
Attachment A - Nominee Listing of Qualifications

Attachment B - Nomination Letters

Prepared by: Conan Cheung, Sr. Executive Officer, Service Development, Scheduling
and Analysis, (213) 418-3034

Dolores Ramos, Manager, Regional Service Councils, (213) 598-9715

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



Stephanie N. Wiggins
Chief Executive Officer

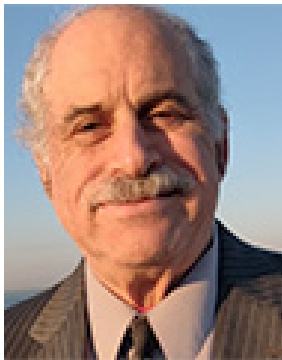
NEW APPOINTEE BIOGRAPHY AND QUALIFICATIONS

Charles M. Deemer, Nominee for South Bay Cities Service Council



Charles Deemer is resident of Torrance and works as a self-employed bookkeeper and tax preparer. Mr. Deemer previously served two consecutive terms on the South Bay Cities Service Council from July 2015 through June 2021. Mr. Deemer has also served on the City of Torrance's Environmental Quality & Energy Conservation Commission since 2013. Prior to that, he served on the City's Water Commission from 2004- 2013. Mr. Deemer is a graduate of California State University Long Beach and holds a degree in Finance and Accounting.

Bob Wolfe, Nominee for South Bay Cities Service Council



Bob Wolfe is a resident of Hermosa Beach and a pro bono appellate attorney. He currently serves as a commissioner on the Hermosa Beach Civil Service Board and as one of Supervisor Janice Hahn's four appointees on Metro's Community Advisory Council, Mr. Wolfe grew up in the area and attended Inglewood High School.

Mr. Wolfe holds a BA from University of California, Santa Cruz in Politics, and a Juris Doctorate from University of California, Davis School of Law. He also volunteers as a Member of the Board of Directors of the California Supreme Court Historical Society, and of Hillel Council UCLA.

Felipe Escobar, Nominee for San Fernando Valley Service Council



Felipe Escobar is the Organizing Director for Pacoima Beautiful, a grassroots environmental justice organization that provides education, impacts local policy, and supports local arts and culture to promote a healthy and sustainable San Fernando Valley. In this role, he works to elevate residents' lived experiences in frontline communities most impacted by climate change to ensure that they are the nearest to power and can inform and drive policies that will impact the community. Felipe also serves as a Board member for CHIRLA where he pursues his passion to achieve justice for immigrant communities. Felipe Escobar attended Los Angeles Valley College, where he was recruited to run for the school's cross-country team. Felipe graduated from California State University, Northridge (CSUN) with a degree in Political Science. In his free time, he enjoys running and occasionally participates in marathons such as the prestigious Boston Marathon.

APPOINTING AUTHORITY NOMINATION LETTERS

San Fernando Valley Service Council



ERIC GARCETTI
MAYOR

August 20, 2021

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

Ms. Ramos,

I hereby submit the nomination of Mr. Felipe Escobar to be appointed as a representative on the San Fernando Valley Service Council, for term ending on June 30, 2024.

I certify that in my opinion Mr. Escobar 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,

A handwritten signature in black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:cl

South Bay Cities Service Council



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

July 23, 2021

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 July 22, 2021 Board of Directors meeting, the SBCCOG Board approved the following nominees:

- Re-appoint **Charles Michel Deemer** for a 3 year term. This nominee is to replace the position not assumed by Hon. Richard Montgomery.
- Appoint **Bob Wolfe** to fill the two-year unexpired term of Luis Duran. Mr. Wolfe is an avid transit rider, Hermosa Beach resident and Civil Service Board Commissioner, and a member of the Metro Community Advisory Council. Mr. Wolfe can be reached at Bob.Wolfe@outlook.com

We respectfully request that the Metro Board appoint these nominees at its earliest convenience.

Thank you for your attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Drew Boyles", written in a cursive style.

Drew Boyles, 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