



Board Report

File #: 2022-0395, File Type: Appointment

Agenda Number: 35.

OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE AUGUST 18, 2022

SUBJECT: MEMBERSHIP ON METRO'S SAN FERNANDO VALLEY AND WESTSIDE CENTRAL SERVICE COUNCILS

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

APPROVE nominees for membership on Metro's San Fernando Valley and Westside Central 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.

The San Fernando Valley and Westside Central Service Councils each have one vacancy that was not filled when the seats' terms expired on June 30, 2022. The term of these now-vacant seats is July 1, 2022 - June 30, 2025.

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 have an understanding of 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 are approved by the MSC 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 fill vacant seats on the San Fernando Valley and Westside Central Service Councils by the seats’ nominating authority. If approved by the Board, these appointments will serve out the remainder of the vacant seats’ three-year term. A brief listing of the nominees’ qualifications and the nomination letters from the nominating authority are provided in Attachments A and B.

For reference, the 2020 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. Louis Herrera, San Fernando Valley Service Council, New Appointment
 Nominated by: Los Angeles Mayor Eric Garcetti
 Term: July 1, 2022 - June 30, 2025

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

SFV Region Demographics	Hispanic	White	Asian/ Pacific Isl	Black	American Ind/ Alaska Native	Other
Council Region	40.0%	41.7%	11.2%	3.7%	0.1%	3.3%
Region Ridership	63%	13%	9%	9%	1%	5%
Membership/No.	5 (55%)	3 (33%)	0 (0%)	1 (11%)	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	49.7%
Female	33% / 3	50.3%

Westside Central

- B. Jessica Jinn, Westside Central Service Council, New Appointment
 Nominated by: Los Angeles Mayor Eric Garcetti
 Term: July 1, 2022 - June 30, 2025

Should this nominee be appointed, the Westside Central Service Council membership will compare to the region and the region’s ridership as follows:

WSC Region Demographics	Hispanic	White	Asian/ Pacific Isl	Black	American Ind/ Alaska Native	Other
Council Region	42.4%	30.8%	13.5%	9.5%	0.2%	3.6%
Region Ridership	66%	7%	7%	16%	1%	4%
Membership/No.	5 (55%)	1 (11%)	1 (11%)	2 (22%)	0 (0%)	0 (0%)

The gender makeup of the Westside Central Cities Service Council will be as follows:

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

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 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 this appointment would be for this nominee to not be approved for an 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 a less diverse representation of their respective service areas.

NEXT STEPS

There is one remaining vacancy on the San Gabriel Valley Service Council. Staff will continue to work with the Cities of Montebello, Monterey Park, and Rosemead to identify a candidate to fill the vacant seat. When this seat is filled, Metro’s Service Councils will be fully appointed.

Staff will continue to monitor 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 implement and improve bus service in their areas and the customer experience.

ATTACHMENTS

Attachment A - Listing of Nominees' Qualifications

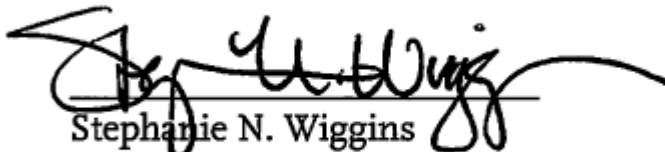
Attachment B - Nomination Letters

Prepared by:

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

Reviewed by: Conan Cheung, Chief Operations Officer

(213) 418-3034



Stephanie N. Wiggins
Chief Executive Officer

NEW APPOINTEE BIOGRAPHY AND QUALIFICATIONS



Louis Herrera, Nominee to San Fernando Valley Service Council

Louis Herrera is a Customer Programs Outreach Specialist for the Southern California Gas Company where he provides underserved communities, persons with disabilities, disabled Veterans and senior citizens with California Alternate Rates for Energy (CARE) Program and the Energy Savings Assistance Program information. Accompanied by Hugo, his guide dog, Mr. Herrera is a great ambassador in the community. Mr. Herrera is a native of the San Fernando Valley. He served as Commissioner for the City of Los Angeles Department on Disabilities for over eight years. In 2010, he was appointed by former President Barak

Obama to serve on the 21st Century Accessible Communications Federal Communications Commission (FCC) Committee focusing on functional user accessibility interface design. Mr. Herrera currently serves as President of Fiesta Educativa, an organization dedicated to serving the needs of Hispanic families with children with various disabilities, and President of Southern California Resource Services for Independent Living (SCRS-IL), an independent living center that serves individuals with disabilities throughout Southern California. Mr. Herrera earned a Master's degree in Assistive Technology and Rehabilitation Engineering from Cal State University, Northridge and a Bachelor of Science in Business Management from the University of Arizona. He enjoys spending time with his wife Marie of 25 years, family and friends. His hobbies include woodworking, leather crafting, and solving puzzles.

Jessica Jinn, Nominee to Westside Central Service Council

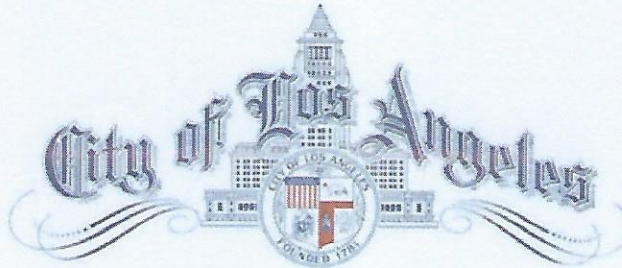


Jessica Jinn currently works as a climate advisor with the Natural Resources Defense Council, where she and works intimately with the City of Los Angeles on vehicle electrification and mobility projects. Prior to this, she was Communications Director at Asian Americans Advancing Justice – Los Angeles where she was in charge of developing advocacy and awareness-raising campaigns for issues relating to social justice and immigration. She previously worked extensively on electric vehicle planning and equity in roles with Renovate America and the Center for Sustainable Energy. Ms. Jinn graduated from NYU with a BS in Media, Culture, and

Communication, and received a Master's in economics and environmental policy from UC San Diego. She also serves as an Advisory Board Member for the Asian Pacific Islander Forward Movement.

APPOINTING AUTHORITY NOMINATION LETTERS

San Fernando Valley Service Council



ERIC GARCETTI
MAYOR

June 14, 2022

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

Dear Ms. Ramos:

This letter serves as my recommendation to appoint Louis Herrera to serve as a representative on the San Fernando Valley Service Council for the term of July 1, 2022 - June 30, 2025. Mr. Herrera will fill the vacancy that will be created by Donald Weissman, who will be stepping down at the end of his term this month.

I certify that in my opinion, Mr. Herrera is qualified for the work that will devolve upon him, and that I make this nomination solely in the interest of the Los Angeles County Metropolitan Transportation Authority.

Please let me know if you need any additional information.

Sincerely,

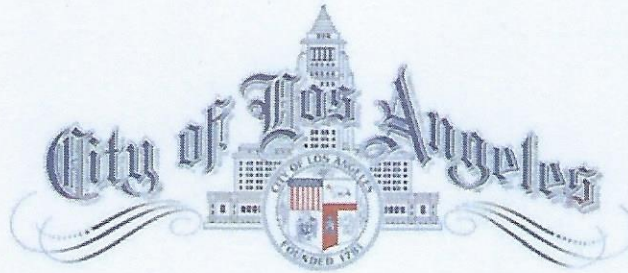
ERIC GARCETTI
Mayor

EG:tga

Attachment



Westside Central Service Council



ERIC GARCETTI
MAYOR

July 6, 2022

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

Dear Ms. Ramos:

This letter serves as my recommendation to appoint Jessica Jinn to serve as a representative on the Westside-Central Service Council for the term of July 1, 2022 - June 30, 2025. Ms. Jinn will fill the vacancy that was created by Alfonso Directo, who stepped down at the end of his term on June 30, 2022.

I certify that in my opinion, Ms. Jinn is qualified for the work that will devolve upon her, and that I make this nomination solely in the interest of the Los Angeles County Metropolitan Transportation Authority.

Please let me know if you need any additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti'.

ERIC GARCETTI
Mayor

EG:tga

Attachment

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MAYOR.LACITY.ORG

