



Board Report

File #: 2023-0455, File Type: Appointment

Agenda Number: 39.

OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE SEPTEMBER 21, 2023

SUBJECT: MEMBERSHIP ON METRO'S WESTSIDE CENTRAL SERVICE COUNCIL

ACTION: APPROVE NOMINATION

RECOMMENDATION

APPROVE nominee for membership on Metro's Westside Central Service Council.

ISSUE

Each Metro Service Council (MSC) is comprised of nine Representatives who 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 Westside Central Service Council has vacancies created by Councilmembers who have recently resigned.

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 an understanding of passenger transit needs. To do so, each Representative is expected to ride at least one transit service per month.

The MSCs are responsible for convening public hearings to receive community input on proposed service modifications, rendering decisions on proposed bus route changes, and 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 before the next Service Council monthly meeting.

DISCUSSION

The individual listed below has been nominated to serve on the Westside Central Service Council by the vacant seat’s nominating authority. If approved by the Board, this appointment will serve for the remainder of the three-year terms specified below. A brief listing of qualifications and the nomination letter for the new nominee are provided in Attachments A and B.

For your reference, the 2021 American Community Survey demographics and 2019 Metro Ridership Survey demographics for each region are compared to the membership, should this nominee be appointed.

Westside Central Service Council Nominee

- A. Pamela Sparrow, New Appointment
 Nominated by: Second District Supervisor Holly J. Mitchell
 Term: July 1, 2021 - June 30, 2024

% Region Total	Hispanic	White	Asian & PI	Black	Native Amer	Other
WSC Council Region	42.4%	30.7%	13.7%	9.1%	0.2%	3.9%
WSC Region Ridership	66%	7%	7%	16%	1%	4%
WSC Membership/No.*	37.5% / 3	25% / 2	12.5% / 1	25% / 2	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	50% / 4	49.7%
Female	50% / 4	50.3%

*There is one remaining vacancy on this Service Council. A fully appointed Council consists of 9 members. The remaining vacancy will be appointed by Mayor Karen Bass.

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 required to regularly use 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.

EQUITY PLATFORM

Metro seeks to appoint Service Council members who represent the diverse needs and priorities reflective of the demographics of each respective region. To encourage nominating authorities to nominate individuals who will closely reflect the region and its ridership, staff shares regional ridership, resident, and Service Council membership race/ethnicity, and gender demographics with

each nomination request. This practice has resulted in the Service Councils becoming much more diverse in terms of both race/ethnicity and gender over the last several years. However, approximately half of LA County residents and Metro riders are women, and there is still work that needs to be done to achieve gender equity on some of the Service Councils. Staff will continue to share demographic information and encourage nominating authorities to give weight to gender equity when considering individuals for nomination.

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 the recommendation would be for this nominee 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 a 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, implement, and improve bus service and the customer experience in their areas. Staff will also continue to work with the nominating authority for the remaining vacant seat to identify potential nominees.

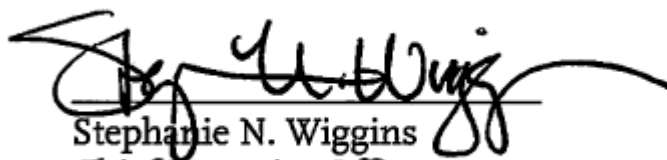
ATTACHMENTS

Attachment A - New Appointee Nomination Letter

Attachment B - New Appointee Biography and Qualifications

Prepared by: Dolores Ramos, Senior Manager, Regional Service Councils, (213) 922-1210

Reviewed by: Conan Cheung, Chief Operations Officer, (213) 418-3034



Stephanie N. Wiggins
Chief Executive Officer

NEW APPOINTEE NOMINATION LETTER



**BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES**

KENNETH HAHN HALL OF ADMINISTRATION
500 W. TEMPLE STREET, STE. 866, LOS ANGELES, CALIFORNIA 90012
PHONE: 213-974-2222 | FAX: 213-680-3283

HOLLY J. MITCHELL
SUPERVISOR, SECOND DISTRICT

August 2, 2023

Ms. Dolores Ramos
Los Angeles County Metropolitan Transportation Authority
Regional Service Councils
One Gateway Plaza
Mail Stop: 99-7-1
Los Angeles, CA 90012

Dear Ms. Ramos:

As the Supervisor for the Second Supervisorial District (Second District) of Los Angeles County, I would like to nominate Ms. Pamela Sparrow to the Westside Central Service Council (Council) to serve as the Second District's representative for the term of July 1, 2021 - June 30, 2024.

I am confident that Ms. Sparrow's knowledge and experience will serve the Council well. She understands the needs of transit riders as someone who is fully transit dependent due to a visual impairment and will advocate for more reliable, safe, affordable, and accessible service. She travels regularly by transit to her job as an Office Technician for the California Department of Veterans Affairs.

Ms. Sparrow has a long history of living and working in the Second District. She is a strong leader and a perfect fit for this role.

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

Sincerely,

A handwritten signature in blue ink that reads "H. Mitchell".

Holly J. Mitchell
Supervisor, Second District
Los Angeles County Board of Supervisors

(TJ/KaS:sw)

EXPOSITION PARK OFFICE
900 EXPOSITION BOULEVARD
LOS ANGELES, CA 90007

LENNOX OFFICE
4343 LENNOX BOULEVARD
LENNOX, CA 90304

MARINA DEL REY OFFICE
13640 MINDANAO WAY, ROOM 2C
MARINA DEL REY, CA 90292

VERMONT CORRIDOR OFFICE
510 S. VERMONT AVENUE, STE G-100
LOS ANGELES, CA 90020

NEW APPOINTEE BIOGRAPHY AND QUALIFICATIONS

Pamela R. Sparrow, Nominee to Westside Central Service Council



Pamela Sparrow has lived and worked in the 2nd Supervisorial District for nearly 22 years. She resides in the Pico/Fairfax district and regularly rides Metro Lines 20/720, 28, 33, the E Line, as well as Santa Monica Big Blue Bus Lines 7/R7, 14, and 17. Ms. Sparrow currently works as an office technician for the California Department of Veterans Affairs.

Ms. Sparrow has also served as a Field Organizer for Hillary for America, a Delegation Liason to South Africa for the Special Olympics World Games (2015), on the 57th Presidential Inauguration Committee of President Barack Obama as a Finance Marketing Fellow, and as Deputy Travel Director for the Democratic National Committee/Obama For America. She is also a longtime volunteer for the Foundation Fighting Blindness and a member of the First African Methodist Episcopal Church of Los Angeles.

Ms. Sparrow has bachelor's degree in business administration, management and marketing from the University of Redlands, a Certificate in Professional Project Managment from the AAA Institute, and has completed the Human Resources Certificate Program in Human Resources Management/Personnel Administration at Loyola Marymount University.