



Board Report

File #: 2018-0788, File Type: Appointment

Agenda Number: 19.

**OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
APRIL 18, 2019**

SUBJECT: MEMBERSHIP ON METRO SERVICE COUNCILS

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

APPROVE Nominees for membership on Metro’s Service Councils.

ISSUE

A member of the Gateway Cities Service Council was removed on December 11, 2018 by the nominating authority, the Gateway Cities Council of Governments, following the loss of his reelection campaign to his City Council. The term of the now-vacant seat is July 1, 2017 - June 30, 2020.

The nominating authority for four of the nine seats on the Westside Central Service Council has opted to replace one of their appointees currently serving the term a term from July 1, 2017 - June 30, 2020.

DISCUSSION

Metro seeks to appoint Service Council members reflective of the demographics of each respective region. The 2010 Census demographics of each of the Service Council regions are as follows:

| % Sector Total | Hispanic | White | Asian | Black | Other | Total Pop |
|---------------------|----------|-------|-------|-------|-------|-----------|
| San Fernando Valley | 41.0% | 42.0% | 10.7% | 3.4% | 2.9% | 100.0% |
| South Bay | 42.5% | 23.8% | 12.0% | 18.3% | 3.4% | 100.0% |
| Westside/Central | 43.5% | 30.7% | 13.0% | 10.0% | 2.8% | 100.0% |
| Gateway Cities | 63.9% | 16.7% | 8.5% | 8.6% | 2.3% | 100.0% |
| Service Area Total | 48.5% | 26.8% | 14.0% | 8.2% | 2.6% | 100.0% |

The individuals listed below have been nominated to serve by the Council’s nominating authority. If approved by the Board, these appointments will serve the remainder of the seats’ three-year term. A brief listing of qualifications for each new nominee is provided along with the nomination letters from the nominating authorities.

Gateway Cities

The demographic makeup of the Gateway Cities Service Council with the appointment of this nominee will consist of four (4) White members and five (5) Hispanic 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, New Appointment
Nominated by: Gateway Cities Council of Governments
Term Ending: June 30, 2020

Westside Central Cities

The demographic makeup of the Westside Central Service Council with the appointment of this nominee will consist of three (3) White members, four (4) Hispanic members, and two Black members as self-identified by the members in terms of racial/ethnic identity. The gender breakdown of the Council will be five (5) women and four (4) men.

- B. Desa Philadelphia, Westside Central Service Council, New Appointment
Nominated by: City of Los Angeles Mayor Eric Garcetti
Term Ending: June 30, 2020

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: 3) 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 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 area.

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

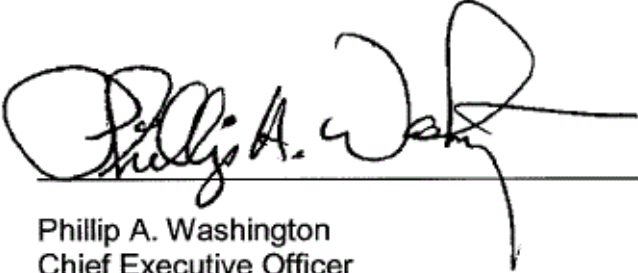
Attachment A - Nominees Listing of Qualifications

Attachment B - Nomination Letters

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

Gary Spivack, DEO, Regional Service Councils, (213) 418-3234

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



Phillip A. Washington
Chief Executive Officer

NEW APPOINTEE BIOGRAPHY AND QUALIFICATIONS

Maria Davila

Nominee for Gateway Cities Service Council



Maria Davila is a member of the South Gate City Council; she was first elected to the Council in January 2003 and was re-elected for additional four-year terms in 2003, 2007, 2011, and 2015. During that time, she has served one-year terms as Mayor in 2006, 2011, and 2017.

Ms. Davila was born in Michoacán, Mexico and immigrated to the United States when she was a child. She has been a resident of South Gate for the past 35 years. She is a proud mother of four children and has served as a parent volunteer since 1994 in her children’s previous schools as well as on various education-related boards and committees. Ms. Davila has also served as a member of the ECO-Rapid Transportation (OLDA) Joint Powers since 2004, the Southeast Water Coalition since 2008, and previously served on the Greater Los Angeles County Vector Control Board of Directors from 2004 – 2017.

Desa Philadelphia

Nominee for Westside Central Service Council



Desa Philadelphia, MPD currently works as a Communication and Development Writer and Editor at USC School of Cinematic Arts. She has worked as a journalist for many years, in staff positions at *The PBS NewsHour* and *Time Magazine*, as a contributor to CNN, and as a freelance writer, covering politics, culture and entertainment. She has also provided analysis on politics and entertainment for regional and national television and radio programs, on networks that include NPR, PBS and MSNBC. Prior to joining USC’s School of Cinematic Arts, Ms. Philadelphia was a founding partner of Language Fish LLC, a communications consulting and translation services firm.

Ms. Philadelphia is a graduate of City College of New York (CUNY), where she earned a Bachelor of Arts degree in English Literature; and the University of Southern California, where she earned a Master’s in Public Diplomacy, a joint degree from the Annenberg School for Communication & Journalism, and the School of International Relations. She is the author of *111 Shops in Los Angeles That You Must Not Miss*—an exploration of the city’s history and personality through the lens of its retail culture.

APPOINTING AUTHORITY NOMINATION LETTER

SOUTHEAST LOS ANGELES COUNTY

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



GATEWAY CITIES
COUNCIL OF GOVERNMENTS

March 12, 2019

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

Dear Mr. Washington:

Nominee for the Metro Gateway Cities Service Council

Acting in its capacity as the convening coalition of the Metro Gateway Cities Service Council, the Board of Directors of the Gateway Cities Council of Governments has nominated one member, an elected official, to fill a seat expiring on June 30, 2020, replacing David Armenta.

At its regularly scheduled meeting of March 6, 2019, the Gateway Cities Council of Governments Board of Directors nominated Council Member Maria Davila, City of South Gate, an elected official, to fill the seat expiring June 30, 2020. A copy of the nominee's application is enclosed.

We would appreciate your assistance in agendaing the nomination 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



ERIC GARCETTI
MAYOR

March 13, 2019

Mr. Gary Spivack
Deputy Executive Officer
Metro Regional Service Councils
One Gateway Plaza
Los Angeles, CA 90012

Mr. Spivack,

I hereby submit the nomination of Ms. Desa Philadelphia to be appointed as a representative on the Westside/Central Service Council, for term ending on June 30, 2020. Ms. Philadelphia will fill the vacancy created by Malcolm Harris.

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,

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

ERIC GARCETTI
Mayor

EG:cl