



Board Report

File #: 2019-0802, **File Type:** Appointment

Agenda Number: 20.

**OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
JANUARY 16, 2020**

SUBJECT: MEMBERSHIP ON METRO’S REGIONAL SERVICE COUNCILS

ACTION: APPROVE NOMINATIONS

RECOMMENDATION

APPROVE nominees for membership on Metro’s San Gabriel Valley and Westside Central Service Councils.

ISSUE

A member of the San Gabriel Valley Service Council submitted her resignation effective October 24, 2020. The term of that now-vacant seat is July 1, 2018 - June 30, 2021.

A member of the Westside Central Service Council submitted her resignation effective December 11, 2020. The term of that now-vacant seat is July 1, 2019 - June 30, 2022.

DISCUSSION

Metro seeks to appoint Service Council members reflective of the demographics of each respective region. The 2016 American Community Survey demographics of the Service Council regions where these appointments are to be made as compared to the demographics of the membership of those Councils with these appointments is as follows:

Region	San Gabriel Valley		Westside Central	
	Membership	Actual	Membership	Actual
Hispanic	33.3 %	49.9%	44.4%	43.2%
White	44.4%	18.3%	22.0%	31.0%
Asian	22.2%	26.2%	11.1%	13.3%
Black	0%	3.3%	22.2%	9.3%
Other	0%	2.3%	0%	3.1%

The following individuals have been nominated to serve by the nominating authorities of the vacant seats. If approved by the Board, these appointments will serve the remainder of the seats’ three-year terms. A brief listing of the nominees qualifications and the nomination letters are provided.

San Gabriel Valley

- A. Ben Wong, San Gabriel Valley Service Council, New Appointment
Nominated by: San Gabriel Valley Council of Governments
Term Ending: June 30, 2021

The demographic makeup of the San Gabriel Valley Service Council with the appointment of this nominee will consist of three (3) Hispanic members, four (4) White members, and two (2) Asian members as self-identified by the members in terms of racial/ethnic identity. The gender breakdown of the Council will be eight (8) men and one (1) woman.

Westside Central

- A. Francisco Gomez, Westside Central Service Council, New Appointment
Nominated by: Westside Cities Council of Governments
Term Ending: June 30, 2022

The demographic makeup of the Westside Central Service Council with the appointment of this nominee will consist of four (4) Hispanic members, two (2) White members, one (1) Asian member, and two (2) Black members 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.

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

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.

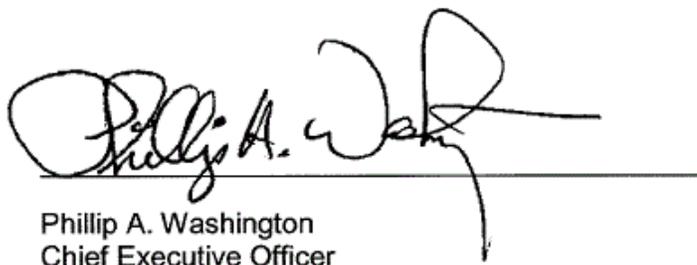
ATTACHMENTS

Attachment A - Nominees Listing of Qualifications

Attachment B - Nomination Letters

Prepared by: Conan Cheung, Sr. 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 LISTING OF QUALIFICATIONS

Ben Wong, Nominee for San Gabriel Valley Service Council



Ben Wong is a former Mayor and West Covina Councilmember. A longtime West Covina resident, Mr. Wong is the past president of the West Covina Chamber of Commerce and Executive Board president of Foothill Transit. He has also served on the boards of directors of numerous community and nonprofit organizations including West Covina Lions Club, Citrus Valley Medical Center Foundation, Mt. San Antonio College Foundation, San Gabriel Valley Economic Partnership, CAUSE (Center for Asian Americans United for Self-Empowerment), and the Institute for Local Government.

Mr. Wong currently works as a Board Consultant to a Southern California Air Quality Management District (SCAQMD) Board member, where he plans, organizing, develops, and evaluates a variety of programs, and assists stakeholders with SCAQMD grant/permit processes. His past experience includes: Executive Director for the Industry Manufacturers Council (2016-2018), Local Public Affairs Officer for Southern California Edison (2013-2015), Regional Public Affairs Manager for the League of California Cities (2006 – 2007), and Executive Director of the League of California Cities' Los Angeles County Division (2007 2010). For more than 20 years before that, Ben managed The Great Wall Restaurant, a West Covina family-owned business founded by Ben's immigrant parents in 1955. Mr. Wong is a graduate of Covina High School, and holds a Bachelor of Science degree in Biology and a Doctorate in Biochemistry from the University of Southern California (USC).

Francisco Gomez, Nominee for Westside Central Service Council



Francisco Gomez has served as a Transportation Program Administrator for the City of West Hollywood Lines since 2014. Prior to holding that position, he worked as an Administrative Specialist in the Social Services Division where he drafted a Title VI Program for the City's transportation programs. Mr. Gomez has also experience as a Planning Commissioner and Citizen's Advisory Committee Commissioner with the City of South Gate. Mr. Gomez holds a Bachelor of Arts degree in Political Science from University of California, Merced and a Master of Science in Public Administration from Cal State Los Angeles.

APPOINTING AUTHORITY NOMINATION LETTERS



November 27, 2019

OFFICERS

- President*
Cynthia Sternquist
- 1st Vice President*
Margaret Clark
- 2nd Vice President*
Brecky Shelvin
- 3rd Vice President*
Tim Hepburn

Ms. Dolores Ramos
Chief Administrative Analyst
1 Gateway Plaza, MS 99-7-2
Los Angeles, CA 90012

RE: Metro’s San Gabriel Valley Service Council Representative

MEMBERS

- Alhambra*
- Arcadia*
- Azusa*
- Baldwin Park*
- Bradbury*
- Claremont*
- Covina*
- Diamond Bar*
- Duarte*
- El Monte*
- Glendora*
- Industry*
- Irwindale*
- La Cañada Flintridge*
- La Puente*
- La Verne*
- Monrovia*
- Montebello*
- Monterey Park*
- Pomona*
- Rosemead*
- San Dimas*
- San Gabriel*
- San Marino*
- Sierra Madre*
- South El Monte*
- South Pasadena*
- Temple City*
- Walnut*
- West Covina*
- First District, L.A. County*
Unincorporated Communities
- Fourth District, L.A. County*
Unincorporated Communities
- Fifth District, L.A. County*
Unincorporated Communities
- SGV Water Districts*

Dear Ms. Ramos:

At their November 21, 2019 meeting, the San Gabriel Valley Council of Governments’ Governing Board appointed Ben Wong as the replacement for Valerie Gibson and will be the new representative for the San Gabriel Valley Metro Service Council position. Mr. Wong will complete the remainder of the July 1, 2018-June 30, 2021 term. Should you have any questions, please feel free to contact me at (626) 457-1800.

Sincerely,

Marisa Creter
Executive Director
San Gabriel Valley Council of Governments

cc: Ben Wong



Date: December 13, 2019

To: Dolores Ramos, Chief Administrative Analyst, Metro

From: Cecilia Estolano, WSCCOG Executive Director
Winnie Fong, WSCCOG Project Director

CC: Francisco Gomez, Transit Program Administrator, City of West Hollywood

Subject: **Westside Cities COG Re-Appointment to the Metro Westside/Central Service Council**

On November 19, 2019, the Westside Cities Council of Governments (WSCCOG) received correspondence from our Metro Westside/Central Service Council Representative Perri Sloane Goodman announcing her retirement at the City of West Hollywood at the end of this year and will be resigning from her position as the Service Council member (refer to [Attachment A](#)). This will vacate the position for a Service Council member to serve the remainder of Ms. Goodman's term from January 2020 until June 2022. In the letter, Ms. Goodman recommended Francisco Gomez, Transit Program Administrator (City of West Hollywood) to cover the remainder of her term. Mr. Gomez meets Metro's requirements for the position as a regular transit user working and/or residing in the Westside subregion. Refer to [Attachment B](#) for Mr. Gomez's letter of interest.

On December 12, 2019, the WSCCOG Board voted unanimously to appoint Mr. Gomez to serve as the WSCCOG representative to the Metro Westside/Central Service Council beginning January 2020 until June 2020.

Please accept this appointment on behalf of the WSCCOG Board. Should you have any questions regarding this matter, please contact the WSCCOG Project Director Winnie Fong at winnie@estolanoadvisors.com or at (213) 612-4545.

Service Councils Overview

Background

2003 – Established by the Metro Board to provide budgetary and operational oversight and collect community input on proposed bus service changes

2011 – Centralized and retained responsibility for conducting public hearings, and approving all changes to modify, add, and remove Metro bus service routes

Membership

- Nominated by appointing authorities and confirmed by the Metro Board (Slide 4)
- Each Council has 9 members; Members serve 3-year terms, which are staggered among members. Members can serve more than one 3-year term if reappointed by the nominating authority and confirmed by the Board
- Members must live, represent, or work in the communities within the boundaries of a designated region; should use public transit within the region they represent
- May be elected official and/or private citizen; at least 50% of each Council's members shall be regular users of public transit services

By Laws

Roles and Responsibilities

- Provide locally accessible public forums (monthly meetings & public hearings)
- Identify issues related to transit user experience, such as customer information and wayfinding, fare collection, safety, and cleanliness of vehicles and facilities
- Monitor KPIs and provide feedback for improvement
- Call and conduct public hearings for all major bus service changes
- Quarterly meetings with the Metro Chief Executive Officer and other executive staff
- Review route planning studies to improve Metro services routes and schedules
- Promote coordination of transit services (Metro, Municipal, and Local Return)

Structure

Region	Nominating Authorities
Gateway Cities	Gateway Cities Council of Governments (9)
San Fernando Valley	Cities of Burbank, Glendale, San Fernando (2) City of Los Angeles Mayor (4) LA County 3 rd District Supervisor (1) LA County 5 th District Supervisor (1) Las Virgenes-Malibu Council of Governments (1)
San Gabriel Valley	LA County 1 st District Supervisor (1) LA County 5 th District Supervisor (1) Cities of Alhambra, South Pasadena, San Gabriel, San Marino (1) Cities of Arcadia, El Monte, Temple City (1) Cities of Montebello, Monterey Park, Rosemead (1) Cities of Pasadena, Sierra Madre, La Canada Flintridge (1) San Gabriel Valley Council of Governments (3)
South Bay Cities	South Bay Cities Council of Governments (9)
Westside Central	City of Los Angeles Mayor (4) LA County 2 nd District Supervisor (1) LA County 3 rd District Supervisor (1) Westside Cities Council of Governments (3)

Composition

	LA County 2019	All Councils Avg 2019	All Councils Avg 2013
Hispanic	48.7%	42.2%	27.8%
White	25.6%	37.8%	52.2%
Asian	14.4%	8.9%	6.7%
Black	8.3%	8.9%	8.9%
Other Race	2.9%	0%	2.2%
Male	49.7%	68.89%	74.17%
Female	50.3%	31.11%	25.83%
Age	36 yrs	52.91 yrs	55.30 yrs