



Board Report

File #: 2020-0201, File Type: Appointment

Agenda Number: 19.

OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE  
APRIL 16, 2020

SUBJECT: MEMBERSHIP ON METRO'S SAN FERNANDO VALLEY SERVICE COUNCIL

ACTION: APPROVE NOMINATION

**RECOMMENDATION**

APPROVE Perri Sloane Goodman for membership on Metro's San Fernando Valley Service Council.

**ISSUE**

Two members of the San Fernando Valley Service Council submitted their resignations effective December 11, 2020. The terms of those now-vacant seats are July 1, 2017 - June 30, 2020 and July 1, 2018 - June 30, 2021.

**DISCUSSION**

Metro seeks to appoint Service Council members reflective of the demographics of each respective region. The 2016 American Community Survey demographics of the San Fernando Valley Service Council region where this appointment is to be made as compared to the demographics of the membership of the Council with this appointment is as follows:

Race	Hispanic	White	Asian	Black	Other
Membership	50%	50%	0%	0%	0%
Actual	41.7%	40.9%	11.0%	3.5%	3.0%

The following individual has been nominated to serve by the nominating authority of the vacant seats. If approved by the Board, this appointment will serve the remainder of the July 1, 2017 - June 30, 2020 term and the subsequent term of July 1, 2020 - June 30, 2023. A brief listing of the nominee's qualifications and the nomination letter are provided.

**San Fernando Valley**

- A. Perri Sloane Goodman, San Fernando Valley Service Council, New Appointment  
Nominated by: Los Angeles Mayor Eric Garcetti  
Term Ending: June 30, 2023

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The demographic makeup of the San Fernando Valley Service Council with the appointment of this nominee will consist of four (4) Hispanic members and four (4) White 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 three (3) women. There remains one additional vacant seat on this Service Council which the nominating authority is working to fill.

### **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.

### **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

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



Phillip A. Washington  
Chief Executive Officer

## ATTACHMENT A

### NEW APPOINTEE BIOGRAPHY AND LISTING OF QUALIFICATIONS

#### **Perri Sloane Goodman, Nominee for San Fernando Valley Service Council**



Perri Sloane Goodman is a 20-year resident of Sherman Oaks and a regular transit user. Ms. Sloane Goodman has an extensive background in transit design and implementation, policy development, and community engagement as the former Transit Program Administrator for the City of West Hollywood, a position she held for nine years. Prior to that, she worked as a Director of Long Term Care Services and State Programs for Jewish Family Service of Los Angeles, and a Senior Services Program Specialist for the City of West Hollywood.

Ms Sloane Goodman holds a bachelor of arts in anthropology from the University of California Santa Cruz and a master of public administration from the University of Southern California.

APPOINTING AUTHORITY NOMINATION LETTERS



ERIC GARCETTI  
MAYOR

March 10, 2020

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. Perri Sloane Goodman to serve as a representative on the San Fernando Valley Council, for term ending on June 30, 2020 and for the subsequent term ending June 30, 2023.

I certify that in my opinion Ms. Sloane Goodman 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 blue ink, appearing to read 'E. Garcetti', is positioned above the printed name.

ERIC GARCETTI  
Mayor

EG:cl