



## Board Report

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### OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE APRIL 21, 2022

**SUBJECT: MEMBERSHIP ON METRO'S WESTSIDE CENTRAL SERVICE COUNCIL**

**ACTION: APPROVE RECOMMENDATION**

#### **RECOMMENDATION**

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

#### **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 Westside Central Service Council has a vacancy created by the resignation of member George Taule in May 2021. The term of the now-vacant seat is July 1, 2021 - June 30, 2024.

#### **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 MSC are 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 individual listed below has been nominated to fill a vacant seat on the Westside Central Service Council by the seat’s respective nominating authority. If approved by the Board, this appointment will serve out the remainder of the vacant seat’s three-year term. The nominee’s qualifications and the nomination letter from the nominating authority are provided in Attachments A and B.

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

Westside Central

- A. Margarita Alvarez Gomez, Westside Central Service Council, New Appointment  
 Nominated by: Los Angeles Mayor Eric Garcetti  
 Term: July 1, 2021 - June 30, 2024

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

% Region Total	Hispanic	White	Asian	Black	Native Amer	Other
WSC Membership/No.	5 (55.5%)	1 (11%)	1 (11%)	2 (22%)	0 (0%)	0 (0%)
WSC Council Region	42.8%	31.1%	13.3%	9.3%	0.2%	3.3%
WSC Region Ridership	66%	7%	7%	16%	1%	4%

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

Gender	WSC Membership/No.	Los Angeles County
Male	44.4 % / 4	49.7%
Female	55.5% / 5	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 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 these appointments 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 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**

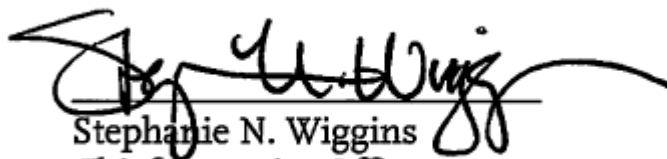
Staff will continue to monitor the major contributors to the quality of bus service from the customer's perspective, and share that information with the Service Councils for use in their work to plan and to implement and improve bus service in their areas and the customer experience using our bus service.

### **ATTACHMENTS**

Attachment A - Nominee's Listing of Qualifications  
Attachment B - Nomination Letter

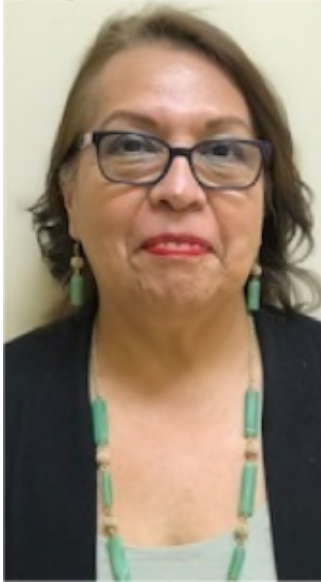
Prepared by:  
Dolores Ramos, Manager, Regional Service Councils, (213) 598-9715

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

  
Stephanie N. Wiggins  
Chief Executive Officer

**NEW APPOINTEE BIOGRAPHY AND QUALIFICATIONS**

**Margarita Alvarez Gomez, Nominee for Westside Central Service Council**



Margarita Alvarez Gomez is the Executive Director of Central City Neighborhood Partners (CCNP). CCNP is a non-profit organization that connects families in the City of Los Angeles with key public services to meet urgent needs such as food insecurity, counsels families to meet longer term goals like budget planning, and runs annual college tours for rising seniors who are seeking higher education. Ms. Alvarez Gomez also founded an annual conference that focuses on female empowerment, education, and leadership development across neighborhoods and generations. Prior to joining CCNP, she served as the director of the Family Development Network.

Ms. Alvarez Gomez holds a bachelor's degree in human resource management from the University of Phoenix, and has completed the Whitecap foundation's Executive Management Academy. She also serves as a Board Member on the Westlake North Neighborhood Council.

APPOINTING AUTHORITY NOMINATION LETTER

Westside Central Service Council



ERIC GARCETTI  
MAYOR

April 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 Margarita Alvarez to serve as a representative on the Westside/Central Service Council for the term of July 1, 2021 - June 30, 2024. Ms. Alvarez will fill the vacancy created by George Taule.

I certify that in my opinion, Ms. Alvarez 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 blue ink, appearing to read 'E. Garcetti'.

ERIC GARCETTI  
Mayor

EG:tga

Attachment

