



Board Report

File #: 2022-0196, File Type: Appointment

Agenda Number: 26.

**OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
JUNE 16, 2022**

SUBJECT: MEMBERSHIP ON METRO'S REGIONAL SERVICE COUNCILS

ACTION: APPROVE NOMINATIONS

RECOMMENDATION

APPROVE nominees for membership on Metro's Gateway Cities, San Fernando Valley, San Gabriel Valley, South Bay Cities and Westside Central Service Councils.

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.

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 is 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 the MSC approves 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 individuals listed below have been nominated to serve by the Councils' appointing authorities. If approved by the Board, these appointments will serve for the three-year term of July 1, 2022, through June 30, 2025. A brief listing of qualifications for the new nominees and the nomination letters from

the nominating authorities are provided in Attachments A and B.

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

Gateway Cities

- A. Karina Macias, Gateway Cities Service Council, Re-Appointment
Nominated by: Gateway Cities Council of Governments
- B. Denise Diaz, Gateway Cities Service Council, New Appointment
Nominated by: Gateway Cities Council of Governments
- C. Marisela Santana, Gateway Cities Service Council, New Appointment
Nominated by: Gateway Cities Council of Governments

Should these nominees be appointed, the Gateway Cities (GWC) Service Council membership will compare to the region and the region’s ridership as follows:

Region Demographics	Hispanic	White	Asian	Black	Native Amer	Other
GWC Council Region	65.5%	14.9%	9.1%	8.0%	0.2%	2.2%
GWC Region Ridership	66%	6%	3%%	21%	0%	4%
GWC Membership/No.	55.5% / 5	33.33% / 3	11% / 1	0% / 0	0% / 0	0% / 0

The gender makeup of the GWC Service Council will be as follows:

Gender	GWC Membership/No.	Los Angeles County
Male	55.5% / 5	49.7%
Female	44.4% / 4	50.3%

San Fernando Valley

- D. Carla Canales Cortez, San Fernando Valley Service Council, Re-Appointment
Nominated by: Los Angeles County Third District Supervisor Sheila Kuehl
- E. Dennis Washburn, San Fernando Valley Service Council, Re-Appointment
Nominated by: Las Virgenes Malibu Council of Governments

Should these nominees be appointed, the San Fernando Valley (SFV) Service Council membership will compare to the region and the region’s ridership as follows:

Region Demographics	Hispanic	White	Asian	Black	Native Amer	Other
SFV Council Region	41.0%	41.1%	11.2%	3.7%	0.1%	2.9%

SFV Region Ridership	63%	13%	9%	9%	1%	5%
SFV Membership/No.*	50% / 4	37.5% / 3	0% / 0	12.5% / 1	0% / 0	0% / 0

The gender makeup of the SFV Service Council will be as follows:

Gender	SFV Membership/No.*	Los Angeles County
Male	50.0% / 4	49.7%
Female	50.0% / 4	50.3%

One seat remains vacant on the Council, to be filled by the Office of Mayor Eric Garcetti. Membership race/ethnicity and gender demographic information reflects the makeup of the Council effective July 1, 2022

San Gabriel Valley

- F. Peter Amundson Sr., San Gabriel Valley Service Council, New Appointment
Nominated by: Los Angeles County Fifth District Supervisor Kathryn Barger
- G. Diane Velez, San Gabriel Valley Service Council, Re-Appointment
Nominated by: San Gabriel Valley Council of Governments

Should these nominees be appointed, the San Gabriel Valley (SGV) Service Council membership will compare to the region and the region’s ridership as follows:

Race	Hispanic	White	Asian	Black	Native Amer	Other
SGV Council Region	49.90%	17.40%	27.2%	3.2%	0.2%	2.1%
SGV Region Ridership	67%	8%	13%	8%	1%	4%
SGV Membership/ No.	50% / 4	37.5% / 3	12.5% / 1	0% / 0	0% / 0	0% / 0

The gender makeup of the SGV Council will be as follows:

Gender	SGV Membership/No.	Los Angeles County
Male	75% / 6	49.7%
Female	25% / 2	50.3%

One seat remains vacant on the Council, to be filled by the Cities of Montebello, Monterey Park, and Rosemead. Membership race/ethnicity and gender demographic information reflects the makeup of the Council effective July 1, 2022

South Bay Cities

- H. Adolfo (Ernie) Crespo, South Bay Service Council, Re-Appointment
Nominated by: South Bay Council of Governments

- I. Roye Love, South Bay Service Council, Re-Appointment
Nominated by: South Bay Council of Governments
- J. Gabriela Segovia, South Bay Valley Service Council, New Appointment
Nominated by: South Bay Council of Governments

Should these nominees be appointed, the South Bay Cities (SBC) Service Council membership will compare to the region and the region’s ridership as follows:

Region Demographics	Hispanic	White	Asian	Black	Native Amer	Other
SBC Region	44.6%	21.6%	13%	17%	0.2%	3.7%
SBC Region Ridership	64%	5%	6%	22%	1%	3.7%
SBC Membership/No.	33% / 3	33% / 3	11% / 1	22% / 2	0% / 0	0% / 0

The gender makeup of the South Bay Cities Service Council will be is as follows:

Gender	SBC Membership/No.	Los Angeles County
Male	66.6% / 6	49.7%
Female	33.3% / 3	50.3%

Westside Centra

- K. Ernesto Hidalgo, Westside Central Service Council, Re-Appointment
Nominated by: Los Angeles Mayor Eric Garcetti
- L. Francisco Gomez, Westside Central Service Council, Re-Appointment
Nominated by: Westside Cities Council of Governments

Should these nominees be appointed, the Westside Central Cities (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 Council Region	42.8%	31.1%	13.3%	9.3%	0.2%	3.3%
WSC Region Ridership	66%	7%	7%	16%	1%	4%
WSC Membership/No.	62.5% / 5	12.5% / 1	0 / 0	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	37.5% / 3	49.7%
Female	62.5% / 5	50.3%

One seat remains vacant on the Council, to be filled by the Office of Mayor Eric Garcetti. Membership race/ethnicity and gender demographic information reflects the makeup of the Council effective July 1, 2022.

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 the safe operation of transit service and the 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 these nominees 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 work to finalize nominations to fill the outstanding vacancies.

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

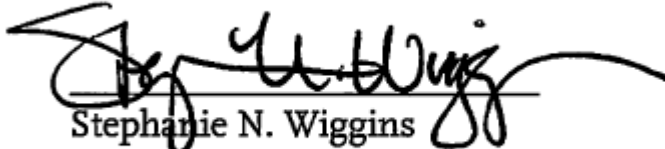
Attachment A - Nominees Listing of Qualifications

Attachment B - Nomination Letters

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

9715

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



Stephanie N. Wiggins
Chief Executive Officer

NEW APPOINTEE BIOGRAPHY AND QUALIFICATIONS

Denise Diaz, Nominee to Gateway Cities Service Council



Denise Diaz was elected to her first four-year term on the South Gate City Council on April 11, 2017. Denise was born and raised in the City of South Gate. She has a Bachelor of Arts Degree in Communication from California State University, Long Beach and a post-graduate certificate in International Business from Monterrey Institute of Technology and Higher Education in Guadalajara, Mexico. She worked at the Inter-American Development Bank in Washington, D.C. for several years while she served a four-year term on the advisory board for the Secretary of External Relations for Mexicans Abroad - a branch of the Mexican government. She is a past member of the Tweedy Merchant Association, and a current member of the South Gate Women's Club and South Gate Rotary. She is also the founding member of the City's Environmental Action Team and an executive board member of the East LA Classic Theatre, a theatre arts program in elementary and high schools across Los Angeles. Ms. Diaz currently works as the Director of the non-profit Institute for the Attention of Immigrants, originating from the State of Jalisco, Mexico, where she provides a wide range of services to Mexican nationals throughout the greater Los Angeles area.

Marisela Santana, Nominee to Gateway Cities Service Council



Marisela Santana was elected to the Lynwood City Council in 2018. In that role, she has also served as a member of the Gateway Cities Council of Governments, where she is currently 2nd Vice President, a member of the Homeless Committee and the Transportation Committee, and the Vice Chair for the I-710 Ad Hoc Committee.

In 1998, Marisela began working for the Los Angeles Wave Newspaper Group - which led to her covering news, features and politics for all of the newspapers under the Wave, which heralded over 13 publications covering cities from Carson to Pico Rivera, Downey, Southgate, Huntington Park, to East Los Angeles, Culver City, Hawthorne, South L.A., Compton and Lynwood. She also served as the City of Lynwood's public information officer from 2012-2016.

San Gabriel Valley Service Council

Peter Amundson Sr., Nominee to San Gabriel Valley Service Council



Born and raised in the San Gabriel Valley, Mr. Amundson graduated from UCLA with a degree in Political Science, then earned a commercial truck driving license and private pilot's license. In 1985, he formed a refrigerated transportation and warehouse company, of which he is still President and CEO. He obtained a commercial school bus certificate to help transport children from school to sports programs, leveraged his business to help feed families of the Pacific Southwest, and is active with the Foothill Unity Food Bank in Monrovia. Mr. Amundson served 12 years on the Arcadia City Council including two terms as Mayor, and served two terms representing the city on the San Gabriel Valley Council of Governments. He was instrumental in establishing the Arcadia Downtown Business Association, worked with the Foothill Gold Line Authority on station development, and participated in the establishment of the SGVCOG Capital Projects and Construction Committee as the successor agency to the Alameda Corridor East Construction Authority. Mr. Amundson is a member of the Los Angeles County Airport Commission and is a past board member of the Los Angeles/Orange County Unit of the California Trucking Association.

Dora Gabriela “Gaby” Segovia, Nominee to South Bay Cities Service Council

Gabriela Segovia or “Gaby” as she likes to be called, is originally from the state of Durango, MX. A mother of four, Gaby and her four children reside in Wilmington. She trained and graduated as a promotora and facilitator, and now works to educate, inform and empower her community. She is a member of the Best Start Wilmington group, and is part of a group of neighbors in action, “Wilmington Without Borders.” She also works with LA Walks as an Educator Promotora to advance safe walking and transit access for all residents. In addition, she works with Best Start Wilmington, a First 5 LA initiative working to develop healthier communities for young children and their families. In her spare time, she enjoys cooking, singing, and dancing.



APPOINTING AUTHORITY NOMINATION LETTERS

Gateway Cities Service Council

SOUTHEAST LOS ANGELES COUNTY

- Artesia
- Avalon
- Bell
- Bellflower
- Bell Gardens
- Cerritos
- Commerce
- Compton
- Cudahy
- Dawney
- Hawaiian Gardens
- Huntington Park
- Industry
- La Habra Heights
- La Mirada
- Lakewood
- Long Beach
- Lynwood
- Maywood
- Montebello
- 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

April 8, 2022

Ms. Stephanie Wiggins, CEO
Los Angeles County Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012

Dear Ms. Wiggins:

Nominees 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 three elected officials to fill 3 seats expiring on June 30, 2022.

At its regularly scheduled meeting of April 6, 2022, the Gateway Cities Council of Governments Board of Directors nominated Council Member Karina Macias, a current member of the Council, Council Member Marisela Santana, City of Lynwood, a new applicant, and Council Member Denise Diaz, City of South Gate, also a new applicant, to fill the seats expiring June 30, 2022. A copy of the nominee's applications is enclosed.

We would appreciate your assistance in agendizing the nominations 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

San Fernando Valley Service Council



**BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES**

KENNETH HAHN HALL OF ADMINISTRATION
500 W. TEMPLE ST. SUITE 821, LOS ANGELES, CALIFORNIA 90012

SHEILA KUEHL
SUPERVISOR, THIRD DISTRICT

April 28, 2022

Ms. Dolores Ramos
Manager, Transportation Planning
Metro Regional Service Councils
One Gateway Plaza MS 99-7-1
Los Angeles, CA 90012

Dear Ms. Ramos,

This letter serves as the recommendation to appoint Carla Canales Cortez to serve as the Third District representative on the San Fernando Valley Service Council for the term of July 1, 2022 - June 30, 2025.

I am confident that Ms. Carla Canales Cortez's knowledge and experience of the San Fernando Valley's transportation will serve the Council well.

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

Sincerely,

A handwritten signature in cursive script that reads "Sheila Kuehl".

Sheila Kuehl
Supervisor, Third District

Ramos, Dolores

From: Terry Dipple <tdipple@msn.com>
Sent: Tuesday, April 19, 2022 3:43 PM
To: Ramos, Dolores
Cc: Dennis Washburn (washburnd1@aol.com)
Subject: Nomination to SFV Service Council

Hi Dolores,

The Las Virgenes-Malibu COG Governing Board voted unanimously today to nominate Dennis Washburn to continue to serve as our representative to the Metro SFV Service Council. Please let me know if you need any further information.

Thanks,
Terry

Terry Dipple

Executive Director

Las Virgenes-Malibu Council of Governments

6165 Spring Valley Road

Hidden Hills, CA 91302

(818) 968-9088

<http://lvmcog.org>

San Gabriel Valley Service Council



March 29, 2022

OFFICERS

President
Becky Shevlin

1st Vice President
Tim Hepburn

2nd Vice President
Ed Reece

3rd Vice President
April Veriato

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

Pasadena

Pomona

Rosemead

San Dimas

San Gabriel

San Marino

Sierra Madre

South El Monte

South Pasadena

Temple City

Walnut

West Covina

First District, LA County
Unincorporated Communities

Fourth District, LA County
Unincorporated Communities

Fifth District, LA County
Unincorporated Communities

SGV Water Districts

Ms. Dolores Ramos
Manager, Regional Service Councils
1 Gateway Plaza, MS 99-7-2
Los Angeles, CA 90012

RE: Metro's San Gabriel Valley Service Council Representatives

Dear Ms. Ramos:

At their February 17, 2022 meeting, the San Gabriel Valley Council of Governments' Governing Board appointed Diane Velez to serve on the San Gabriel Valley Metro Service Council. The effective term will be July 1, 2022 – June 30, 2025.

Should you have any questions, please feel free to contact me mcreter@sgvcog.org.

Sincerely,

Marisa Creter
Executive Director
San Gabriel Valley Council of Governments

cc: Diane Velez

San Gabriel Valley Council of Governments
1000 South Fremont Avenue, Unit #42 ♦ Alhambra, California 91803



BOARD OF SUPERVISORS COUNTY OF LOS ANGELES

869 KENNETH HAHN HALL OF ADMINISTRATION / LOS ANGELES, CALIFORNIA 90012
Tel: 213-974-5555 Fax: 213-974-1010

KATHRYN BARGER
SUPERVISOR, FIFTH DISTRICT

May 4, 2022

Ms. Dolores Ramos
Manager, Regional Service Councils
Los Angeles Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012

RE: NOMINATION TO SAN GABRIEL VALLEY SERVICE COUNCIL

Dear Ms. Ramos:

This letter shall serve as my official nomination of Peter Amundson Sr. to serve as the Fifth District appointee to Metro's San Gabriel Valley Service Council. Given his 30 plus years in service to the community, his prior experience in local governance, and his understanding of the importance of mobility through his extensive history in surface, air, and rail transportation: I believe that Mr. Amundson will be a valuable member of the Service Council.

Born and raised in the San Gabriel Valley, Mr. Amundson graduated from UCLA with a degree in Political Science, specializing in State and Local government, then earned a commercial truck driving license and private pilot's license. In 1985 he formed his own refrigerated transportation and warehouse company, of which he is still President and CEO, and this spawned a 30-year passion of service to his community.

His community service has focused on San Gabriel Valley youth and providing food for the needy. He obtained a commercial school bus certificate so that he could help transport children from school to sports programs, leveraged his business to help feed families of the Pacific Southwest, and is active with the Foothill Unity Food Bank in Monrovia.

Mr. Amundson's call to local service ultimately led him to the Arcadia City Council, where he spent 12 years, including two terms as Mayor, and served two terms representing the city on the San Gabriel Valley Council of Governments. He was instrumental in establishing the Arcadia Downtown Business Association, worked closely with the Foothill Gold Line Authority on station development, and participated in the establishment of the SGVCOG Capital Projects and Construction Committee as the successor agency to the Alameda Corridor East Construction Authority.

ANTELOPE VALLEY
42455 10th Street West, Suite 104
Lancaster, CA 93534
(661) 726-3600

EAST SAN GABRIEL VALLEY
615 East Foothill Boulevard, Suite A
San Dimas, CA 91773
(909) 394-2264

SAN FERNANDO VALLEY
21943 Plummer Street
Chatsworth, CA 91311
(818) 993-5170

SAN GABRIEL VALLEY
215 N. Marengo Avenue, Suite 120
Pasadena, CA 91101
(626) 356-5407

SANTA CLARITA VALLEY
27441 Tourney Road, Suite 180
Santa Clarita, CA 91355
(661) 287-3657

Ms. Dolores Ramos
May 4, 2022
Page 2

Mr. Amundson is a member of the Los Angeles County Airport Commission and is a past board member of the Los Angeles/Orange County Unit of the California Trucking Association.

If you have any questions about this nomination, please do not hesitate to contact me or my transportation policy deputy, David Perry at (213) 974-5555 or dperry@bos.lacounty.gov.

Sincerely,



KATHRYN BARGER
Supervisor, Fifth District

KB:dps

South Bay Cities Service Council



SOUTH BAY CITIES
COUNCIL OF GOVERNMENTS

2355 Crenshaw Blvd., #125
Torrance, CA 90501
(310) 371-7222
sbccog@southbaycities.org
www.southbaycities.org

April 29, 2022

Ms. Dolores Ramos
Chief Administrative Analyst
Metro Regional Service Councils
One Gateway Plaza MS 99-7-1
Los Angeles, CA 90012

Dear Ms. Ramos:

This letter serves as the South Bay Cities Council of Governments (SBCCOG) recommendation to nominate representatives to serve on the South Bay Metro Service Council.

At their April 28 Board of Directors meeting, the SBCCOG Board approved the following nominees:

- Ernie Crespo (incumbent)
- Roye Love (incumbent)
- Gabriela Segovia (new appointee) – community worker, Wilmington resident, Spanish speaker (will need interpreter) gaby@losangeleswalks.org

These candidates are nominated to serve three-year terms to commence on July 1, 2022 through June 30, 2025.

We respectfully request that the Metro Board appoint these nominees at the May or June Metro Board meeting so that they can be seated in July 2022.

Thank you for your attention to this matter.

Sincerely,

Drew Boyles, SBCCOG Chair
Mayor, El Segundo

LOCAL GOVERNMENTS IN ACTION

Carson El Segundo Gardena Hawthorne Hermosa Beach Inglewood Lawndale Lomita
Manhattan Beach Palos Verdes Estates Rancho Palos Verdes Redondo Beach Rolling Hills
Rolling Hills Estates Torrance Los Angeles District #15 Los Angeles County

Westside Central Service Council



Date: April 15, 2022
To: Dolores Ramos, Metro Administrator Regional Service Council
From: Cecilia Estolano, WSCCOG Executive Director
CC: Francisco Gomez, City of West Hollywood Transportation Program Administrator
Winnie Fong, WSCCOG Project Director
Subject: Westside Cities COG Nomination to the Metro Westside/Central Service Council
for Francisco Gomez (July 1, 2022 – June 30, 2025)

On April 14, 2022, the Westside Cities Council of Governments (WSCCOG) Board nominated Francisco Gomez, Transportation Program Administrator of City of West Hollywood, to continue serving another 3-year term as the WSCCOG representative to the Metro Westside/Central Service Council beginning July 1, 2022 and ending June 30, 2025. The WSCCOG Board voted unanimously to approve Mr. Gomez's nomination.

Attached, please find the agenda item with Gomez's letter of interest and qualifications. Please contact the WSCCOG Project Director Winnie Fong if you have any questions at winnie@estolanoadvisors.com or 213-612-4545.