



## Board Report

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**File #:** 2023-0533, **File Type:** Informational Report

**Agenda Number:** 28.

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### EXECUTIVE MANAGEMENT COMMITTEE OCTOBER 19, 2023

**SUBJECT: COMMUNITY ADVISORY COUNCIL (CAC) QUARTERLY UPDATE**  
**ACTION: RECEIVE AND FILE**

#### **RECOMMENDATION**

RECEIVE AND FILE quarterly status report on the Community Advisory Council (CAC).

#### **ISSUE**

This receive and file report is the Board-directed quarterly update on Community Advisory Council (CAC) activities from July 21 through September 26, 2023.

#### **BACKGROUND**

Per state statute, Metro is required to appoint a citizens' advisory committee, whose membership "shall reflect a broad spectrum of interests and all geographic areas of the county." The CAC prefers to be referred to as the Community Advisory Council as it better reflects their constituency.

Per the bylaws adopted by the CAC, the group is to consult, obtain, and collect public input on matters of interest and concern to the community and will communicate the CAC's recommendations concerning such issues to Metro. Issues may also be assigned to the CAC by Metro for its review, comment, and recommendation.

The CAC meets in General Assembly monthly on the Wednesday evening before the Metro Board of Directors Meeting. The CAC's elected officers meet as an Executive Committee on the first Friday of each month to lead the overall coordination, administration, and future planning for the Council. The Council and its subcommittees are subject to Brown Act policies and regulations.

The CAC is currently comprised of a total of 23 active/voting Members. CAC Members are directly appointed by the Metro Board of Directors and serve at the pleasure of their appointing Director.

#### **DISCUSSION**

Since the July 2023 update to the Board, the CAC General Assembly convened two times to discuss matters related to Metro business directly with key agency staff working on critical programs, projects, operations, and agency initiatives. The Executive Committee convened once to lead the overall coordination, future planning/visioning, and overall administration of the Council.

See “Attachment A” for a listing of CAC Members’ inputs on requested Metro topics from this reporting period.

During this reporting period, CAC Members attended the State of the Agency event, and member Elena Garza joined the CAC as a new appointee of Director Sandoval. Additionally, members Marianne Davis, Marco Santana, and John Seifert joined the CAC as the newest appointees of Director Horvath. Also, a new CAC Chair is anticipated to be elected at the September General Assembly Meeting following the departure of former Chair Fung from the CAC.

### **EQUITY PLATFORM**

CAC Members represent diverse ethnic and socio-economic backgrounds, viewpoints, perspectives, and priorities. Collectively, the Members highlight the demographics and realities facing our Metro riders and customers from across the County. Over recent years, the CAC has increasingly become more diverse in terms of race/ethnicity and gender and is comprised of several Members that utilize Metro services, (such as Access Services, local municipal operators’ services), and/or regularly ride our transit system. Additionally, some of the CAC Members are differently abled. Increasing greater equity of representation further. At present, there are eight women out of 23 total Members serving on the CAC, with the most recent two women appointed during this reporting period.

### **NEXT STEPS**

Metro staff will continue to support the CAC and keep the Metro Board apprised of their activities, as desired by the Metro Board]

### **ATTACHMENTS**

Attachment A - CAC Inputs on Agency Presentations

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## Attachment A

Below is a robust listing of CAC Members' inputs on their requested Metro topics from this CAC reporting period, July 21 through September 26, 2023:

- **July:**
  - Received an update and provided inputs on the proposed “In-House Community Safety Department Feasibility Study:” and information about the Transit Watch App and bus operator safety:
    - **Highlights of Inputs Received:**
      - Expressed interest in:
        - The differences in job duties entailed with each public safety / Customer Experience role utilized and deployed on the Metro system and stations.
        - How the agency will attract adequate numbers of qualified staff to create a potential in-house community safety department.
        - The financial analysis of costs of police officers as compared to in-house transit security.
        - Understanding and addressing any perceived or real weaknesses with establishing a potential in-house POST certification and maintenance program.
        - Learning how a potential future fare-free transit system model would get handled under an in-house community safety department.
        - Receiving current and timely data to know which lines and stations have the highest incidences of assaults.
        - Ensuring working operation of all fare boxes and all emergency call boxes (call boxes are particularly critical for transit riders without their own phones).
      - Suggestions:
        - Spend more dollars on Transit Ambassadors and towards in-house transit safety and potentially less on large law enforcement contracts.
        - Link CCTV cameras to arrival time prediction display screens at BRT and rail stations to further make customers aware of their surroundings.
        - Use uniformed and plain-clothed police throughout the system and have them regularly perambulate from one end of the train set to the other.
        - Deploy Transit Ambassadors uniformly throughout the system.
        - Use high entrance and exit turnstiles to discourage fare evasion.
      - Concerns Expressed:
        - Traditional large and expensive law enforcement

contracts may not deliver effective and rapid response times.

- Potential mission creep with a proposed in-house transit security compared to what can/should get outsourced.
- Fare evasion-related ticketing and arrests targeting more black people and minorities.

- **August:**

- Received updates on Metro Youth Council.
  - Expressed interest in:
    - Metro staff's application and selection process for Youth Council Members.
    - How Metro advertises the opportunity.
    - If the Youth Council's inputs are shared with the Metro Board and if they have provided inputs on the Traffic Reduction Study.
  - Suggestions:
    - Longer service terms for Youth Council Members and/or additional efforts to keep Members in contact with one another and with Metro beyond the 1 year of service.
    - Familiarize Youth Council Members with the CAC as a potential avenue to continue their leadership development and engagement with Metro.
    - Strengthen partnerships with universities; ensure Youth Council Members gain life-long skills for college and beyond their Council service.
    - Present an overview to the Youth Council of the many career paths at L.A. Metro.
- Received updates on Metro's efforts to improve the mobile customer experience for riders.
  - Expressed interest in:
    - Ease of access to reliable and accurate real-time data across all platforms to improve the Customer Experience.
    - Simplifying and streamlining the number of Metro-related Apps.
    - Greater promotion, advertising, and marketing of the Metro Swiftly App. It is a great resource for transit riders if more riders are made aware of it.
    - Understanding Metro's unsolicited proposals initiatives aimed at capturing new ideas to improve the mobile customer experience.
    - Learning about the development of independent Apps, if they are Java or React Native, if they are the same or different; and if there is a place to integrate them so that they can be downloaded as one native application or

- mobile device.
  - Understanding which Metro-related Apps were first run through the Metro IT before implementation.
  - Exploring the potential commoditization of cell phone data for offsetting costs of a potential free transit system in the future and consideration of related privacy considerations.
  - Exploring the role of Artificial Intelligence in public transit.
- Suggestions:
  - Make the Metro Swiftly live tracker on the agency website more prominent, more heavily marketed, and easier to identify on the Metro website. Label it “Tracker” instead of the current placement under the “Arrivals” heading.
  - Provide more in-person customer service operators on the telephone lines for extended hours.
  - Provide more TOS staff so Metro Operators can get real-time information for changes to bus schedules.
- Concerns:
  - The TAP App and other Apps are not consistently functioning at optimal levels.
  - One Member misses the NextBus App. He appreciated this App for its simplicity, ease of use, and fewer Ads than other similar Apps.
- **September and October Meetings (anticipated):**
  - Expressed interest in:
    - Information on how the agency prepares for emergencies such as natural disasters and potential terror threats.
    - How Metro prepares for mega-events such as concerts, sporting events, and other large-scale events that generate more crowds onto the system.
    - Latest updates on Metro’s efforts towards addressing people experiencing homelessness sheltering on the system.
    - Update on Traffic Reduction Study.
    - Update on Women and Girls Governing Council.



## ***Community Advisory Council (CAC) Update***

***Executive Committee Meeting***

***October 19, 2023***



# Membership Updates

- Since the July 20, 2023 update to the Metro Board Executive Management Committee, the CAC has:
  - Gained four new CAC Appointees: Elena Garza (Director Sandoval appointee), Marianne Davis, Marco Santana, John Seifert (Director Horvath appointees).
  - In October will vote to fill the Chair position following departure of Chair Fung from CAC in Sept. 2023.





# CAC Highlights & Activities: July Meeting

- Received an update and provided inputs on proposed in-house community safety department feasibility study and information about the Transit Watch App and bus operator safety:
  - ❖ **Suggestions & Expressed Interest In:**
    - Spend more dollars on Transit Ambassadors and towards in-house transit safety and potentially less on large law enforcement contracts; link CCTV cameras to arrival time prediction display screens at BRT and rail stations to further enable customers to be aware of their surroundings; use uniformed and plain-clothed police throughout the system; ensuring working operation of all fare boxes and all emergency call boxes; how to attract adequate numbers of qualified staff for creating a potential in-house community safety department; understanding the differences in job duties entailed with each public safety / Customer Experience role utilized and deployed on the Metro system and stations.
  - ❖ **Concerns Expressed:**
    - Large and expensive law enforcement contracts may not be delivering effective and rapid response times; potential mission creep with proposed in-house transit security as compared to what can/should get outsourced; fare evasion-related ticketing and arrests targeting black people and minorities.



# CAC Highlights & Activities: August Meeting

- Received updates on Metro Youth Council.
  - ❖ **Suggestions:**
    - Familiarize Youth Council Members with the CAC as a potential avenue to continue their leadership development and engagement with Metro.
    - Present an overview to Youth Council of the many career paths at L.A. Metro.
- Received updates on Metro's efforts to improve the mobile customer experience for riders.
  - ❖ **Suggestions:**
    - Make the Metro Swiftly live tracker on agency website more prominent, more heavily marketed, easier to identify on Metro website. Label it "Tracker" instead of current placement under "Arrivals" heading.
    - Ensure ease of access to reliable and accurate real-time data across all platforms to improve the Customer Experience..
  - ❖ **Concerns:**
    - TAP App and other Apps are not consistently functioning at optimal levels.



## Up Next:

### September and October Meetings (anticipated):

- How Metro prepares for emergencies such as natural disasters and potential terror threats.
- How Metro prepares for mega-events such as concerts and sporting events that generate more crowds onto the system.
- Updates on Metro's efforts to address people experiencing homelessness sheltering on the system.
- Update on Traffic Reduction Study.
- Update on Women and Girls Governing Council.



**Metro**



# Next Steps

- CAC will continue to refine their Work Plan and priority topic areas under the leadership of a new Chair.
- CAC is eager to:
  - Incorporate Metro Board and CEO's priorities
  - Add value and provide meaningful and timely advice to Metro
  - Secure additional CAC Members via direct Metro Board Director appointments to ensure representation from all geographies of L.A. County.
- Metro staff will continue to:
  - Support the CAC
  - Keep the Board apprised of their activities, as desired by the Metro Board



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