

# South Bay Cities Council of Governments

## FOR IMMEDIATE ATTENTION

March 7, 2014

## Call for Nominations for Metro South Bay Service Council

The South Bay Service Council has been in existence since 2003 and has been extremely successful. The dedicated people on our council have worked with Metro staff to make changes in service to improve efficiency and coordination of transit services provided by the Metro.

Service Council terms are staggered with 3 of the 9 positions expiring June 30 every year. The 3 members whose terms are expiring this June are: Inglewood Councilman and Service Council Board Chair Ralph Franklin; Lawndale Councilman Robert Pullen-Miles and Devon Deming, Los Angeles World Airports Rideshare Coordinator. Additionally, there is a vacancy for another seat whose term expires in 2015 which was held by a transit rider representative.

With this memo, the SBCCOG is opening nominations to fill the 3 expiring seats and the one vacant seat. A term on the Council is for 3 years and the vacant seat will be for 1 years. Those members whose terms are expiring can be nominated again. There are no term limits. The boundaries of the South Bay region include the SBCCOG cities with the addition of the Watts/Willowbrook and LAX areas of L.A. City. The nominees must either live or work within the South Bay region boundaries.

The remainder of this memo outlines the issues related to how the SBCCOG will nominate and recommend Service Council members to the Metro Board with the assistance of each of our member cities and the county. **This memo also initiates the nomination period for you to send the names of prospective candidates to the SBCCOG with a short bio and reason why they should be selected. The deadline for nominations is Friday, April 25 @ 5:00 pm.**

### PURPOSE OF THE METRO SERVICE SECTORS

To improve bus service; increase agency accessibility and responsiveness; promote greater coordination; maintain an employee supportive work environment and create a more efficient and customer focused management structure for the delivery of bus service. Key principles are to localize control; maintain a single point of contact for route level service issues; balance responsibility with authority; streamline the decision making process; and support agency policies, plans and safety initiatives.

### RESPONSIBILITIES OF THE SERVICE COUNCIL MEMBERS

The Service Councils shall oversee the planning and implementation of service within their area. Their responsibilities include: meeting attendance as well as responding to meeting notices to ensure quorums, calling and conducting public hearings for sector bus lines within our region; approval and evaluation of Service Council programs; implementing service changes; reviewing and developing policy recommendations for Metro Board approval; ensuring compliance with all Metro policies and procedures and legal agreements (e.g. collective bargaining agreements, Consent Decree); providing input into the Service Council Director performance review; and participating in quarterly meetings with the Metro chief Executive Officer, Deputy Chief Executive Officer, the other Service Councils Representatives. In the South Bay, there is also a requirement that members of the council ride transit each month and report their experiences.

## MEMBERSHIP REQUIREMENTS

Members of the Councils may be elected officials and/or private citizens. The members of the Councils should reflect a broad spectrum of interests and geographic areas of the Service Council region. Metro has set a requirement that at least 50% of the Council members must be consumers of transit service. They are interpreting this broadly to include not only transit users, but also businesses that have an employee transportation program, transit operator representatives, cities which have bus stops, etc. Members of the Council must reside or work within the Service Council boundaries. Membership is not transferable or assignable and is for a 3 year staggered term. Service Councils can have up to 9 members and as few as 5 members. There is a \$100 meeting stipend for members with a maximum of \$200 per month.

## CODE OF CONDUCT

Metro has an extremely restrictive code of conduct compared to other public agencies and Service Council members will be required to comply with it. For example, any one doing business with the Metro must register as a lobbyist and Council members may not accept gifts aggregating more than \$10 in a calendar month from an Metro registered lobbyist, lobbying firm or lobbyist employer. The full text of the Code of Conduct is available upon request.

## SBCCOG TIMETABLE

With the distribution of this memo, the SBCCOG nomination process for South Bay Service Council is started. The schedule for nominations is as follows:

Friday, April 25	Nomination deadline
Monday, May 12	Steering Committee will review nominations and forward their recommendations to the SBCCOG Board
Thursday, May 22	SBCCOG Board will approve nominations to send to Metro Board
Thursday, June 26	Metro Board ratifies South Bay Service Council members
July, 2014	South Bay Service Council members are sworn in

## SPECIFIC CONSIDERATIONS FOR THE SOUTH BAY SERVICE COUNCIL COMPOSITION

The SBCCOG Board of Directors has previously stated a strong preference that transit users or those familiar with the South Bay transit services be council members and in no case shall elected officials represent a majority of the Board. Since other service councils have elected officials on their boards, the South Bay Service Council should include at least some elected officials in order to have the same 'status' before the Metro Board as the other service councils. Some other factors that were previously discussed for inclusion are the participation of:

- Our municipal operators – Gardena, Torrance, Redondo Beach & L.A. City
- Our community operators – Carson, PV Transit, Lawndale, Municipal Area Express
- Community members (Metro South Bay Citizens' Advisory Committee representatives? members from the Metro or municipal operators' Passenger Advisory Committees?)
- Cities with the most transit riders – Inglewood, L.A. City
- Employers in the South Bay who have transportation programs
- A City Manager, the COG, etc.
- A city Public Works Director/Transportation staff
- A senior transit user
- A School District Transportation person

An example:

1. Elected official from Northern South Bay
2. Elected official from Southern South Bay
3. User (senior? business? school?)

4. User
5. Municipal Operator
6. Community Operator
7. City Public Works Director
8. City Transportation Director from a city with high transit use
9. Metro CAC member from the South Bay

**TERMS EXPIRING FOR THE FOLLOWING:**

- Ralph Franklin
  - Inglewood Councilman
  - Chair since 2009
- Devon Deming
  - Los Angeles World Airports Rideshare Coordinator
- Robert Pullen-Miles
  - Lawndale Councilman
  - Member of staff of State Senator Ted Lieu
  - Representative of Municipal Operators

**CURRENT MEMBERS ON THE COUNCIL**

- James Goodhart
  - Palos Verdes Estates Councilmember
  - Member of the PV Transit Board of Directors
- Roye Love
  - Carson resident & senior
  - Member of several community organizations
  - Transit user
- Jack Gabig
  - Gardena Transit Manager
- John Addleman – submitted by PV Transit, S.B. Community Operator
  - Rolling Hills Estates Councilmember
  - Member of the PV Transit Board of Directors
- Don Szerlip
  - Redondo Beach businessman

**REACHING CONSENSUS**

Our Service Council has been a representative group of user-oriented problem solvers who devote the time to really understanding transit service in general and the needs of the South Bay in particular.

Our goal is to continue that representation by looking for nominees in the categories outlined above with diverse geographic representation from all parts of the South Bay.

**INFORMATION REQUESTED**

**No later than Friday, April 25 @ 5 pm, please submit your nominees with a short bio for each, and a short explanation as to why they should be selected. Self-nominations are acceptable as is submitting via e-mail.**

For further information or documents from Metro, please contact Jacki Bacharach @ 310-377-8987 or @ [jacki@southbaycities.org](mailto:jacki@southbaycities.org)