

COUNCIL MEETING
February 28, 2012

SUPPLEMENTAL MATERIAL

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

**SUBJECT: Supplemental Material to Council Item No. 12A Consider City of
Torrance participation in the Municipal Area Express (MAX) program.**

Subsequent to the posting of the agenda the attached public comments have
been received for your review and consideration.

Respectfully submitted,



Kim Turner
Transit Director

CONCUR:



LeRoy J. Jackson
City Manager

Turner, Kim

From: Rhilinger, Susan
Sent: Saturday, February 18, 2012 8:05 PM
To: Turner, Kim
Subject: FW: Maxbus alternatives to achieve a viable bus line

Info Only.

Sent from my Windows Phone

From: Clark Mitchell
Sent: 2/18/2012 7:05 PM
To: Rhilinger, Susan; Brewer, Tom; Numark, Cliff
Subject: Maxbus alternatives to achieve a viable bus line

To Whom It May Concern:

I have been a Maxbus #3 and Torrance Transit #8 customer for the past 4 years. I commute to El Segundo for work and take the bus ~90 percent of the time. I prefer riding Maxbus over Torrance Transit, but typically ride Torrance Transit since it better accommodates my schedule. I offer the following suggestions to improve the profitability and ridership of Maxbus:

1. Consider adjusting the scheduled shifts for Maxbus to accommodate later departures. El Segundo manufacturing is in decline and the majority of those using Maxbus today are professional white collar engineers (i.e., riders are now working later shifts). Having the first south bound #3 bus depart at 3:30p ensures low ridership; consider shifting the entire #3 schedule by ½ hour so the last bus departs at 5:30p (vs 5p) or even 6p. This simple change would enable me to significantly increase my Maxbus usage; I am sure there are many others in my position.
2. The withdrawal of Rancho Palos Verdes from the Maxbus resulted in a truncated #2 route. Recommend you consider combining #2 and #3 bus lines and evaluate a new route (perhaps Hawthorne or Madrona as the primary north-south conduit vs the current Anza for #2 and Crenshaw for #3) but maintain the San Pedro terminus; take into consideration connections with other major bus lines.
3. The #3 and 3X lines are very long compared to other bus transit lines. Consider implementing a mid-point additional fare similar to Torrance #1 line.
4. Most of the riders commuting to El Segundo are provided subsidized purchases by their employers (some at 100%); survey your riders to establish the demand versus bus fare, and increase the fare accordingly.
5. Increase the price of transfers to current market value or even somewhat higher (currently charge just \$0.25 vs. Torrance Transit charge of \$0.40).
6. The Maxbus busses are still in excellent condition. Do not consider replacement buses or upgrading until the overall system proves it is viable.

The above approaches are standard mainstream approaches. I also offer the more radical approach of “on demand” pricing. Simply put if the bus is empty, then have the electronic banner advertised a discounted bus fare. However, if the bus is nearing capacity, increase the bus fare to standard rates. This would require a “smart” system to be installed on each bus.

Please feel free to contact me if you desire further information on the above recommendations. I appreciate your effort to maintain the Maxbus system.

Regards,

Clark Mitchell
2933 Sonoma St
Torrance, CA 90503
424-558-8203

Mills, Jim

From: Herbers, Sue
Sent: Tuesday, February 28, 2012 10:30 AM
To: Mills, Jim
Subject: FW: MAX Bus Service Extension Request-San Pedro MAX3

For the record.

From: Scotto, Frank
Sent: Monday, February 27, 2012 8:02 PM
To: Herbers, Sue
Subject: Fw: MAX Bus Service Extension Request-San Pedro MAX3
Sent from my Verizon Wireless Droid

-----Original message-----

From: Rose Heckard <rheckard@ebSCO.com>
To: "Scotto, Frank" <FScotto@TorranceCA.gov>
Cc: "Barnett, Gene" <GBARNETT@TorranceCA.gov>, "Brewer, Tom" <TBrewer@TorranceCA.gov>, "Furey, Pat" <PFurey@TorranceCA.gov>, "Numark, Cliff" <CNumark@TorranceCA.gov>, "Sutherland, Bill" <BSutherland@TorranceCA.gov>
Sent: Tue, Feb 28, 2012 00:44:02 GMT+00:00
Subject: MAX Bus Service Extension Request-San Pedro MAX3

Dear Mayer Scotto,

Ridership service is used by private companies as well. Please keep service line Max 3 for at least another year.
Other riders: Zoila Guzman, Ann Payne, sometimes Lolly Pearson-Brigett Garibay, -all cash fares.

I have been using this service for 3years*
Thank you.

Sincerely,
Rose Heckard
Customer Service Representative
EBSCO Information Services
898 N Sepulveda Blvd Ste 800
El Segundo CA 90245
Tel: 888-251-6993
Fax: 310-322-2558
rheckard@ebSCO.com
www.ebSCO.com

Mills, Jim

Subject: FW: Please vote to continue MAX one more year

-----Original Message-----

From: abjenkin@aol.com [mailto:abjenkin@aol.com]

Sent: Monday, February 27, 2012 5:06 PM

To: Scotto, Frank; Barnett, Gene; Brewer, Tom; Furey, Pat; Numark, Cliff; Sutherland, Bill; Herbers, Sue; Cortez, Dana

Subject: Please vote to continue MAX one more year

Honorable Mayor and Torrance City Council members,

I would like to respectfully request that you vote yes on agenda item 12A at the City Council meeting on February 28, 2012. I have been a MAX commuter since 1997 and have continued to connect to the MAX this year even after last year's pullout of Rancho Palos Verdes. I am sympathetic with the fiscal constraints of the City of Torrance, but if the MAX can continue to operate for one more year on accumulated MAX reserves at minimal additional cost to Torrance, then it would be much appreciated to maintain that service for one additional year. This will allow the remaining cities that have a vested interest in MAX, especially El Segundo and Los Angeles (including San Pedro) time to explore the possibility of establishing a replacement commuter service. Thank you for your consideration of this matter.

Very respectfully,

Alan Jenkin
5458 Eau Claire Dr.
RPV, CA 90275

Mills, Jim

From: Herbers, Sue
Sent: Tuesday, February 28, 2012 10:28 AM
To: Mills, Jim
Subject: FW: Extend MAX bus service through June 30, 2013

For the record.

From: Scotto, Frank
Sent: Monday, February 27, 2012 8:03 PM
To: Herbers, Sue
Subject: Fw: Extend MAX bus service through June 30, 2013

Sent from my Verizon Wireless Droid

-----Original message-----

From: Mike <mikey_100usa@yahoo.com>
To: "Scotto, Frank" <FScotto@TorranceCA.gov>
Cc: "Barnett, Gene" <GBARNETT@TorranceCA.gov>, "Brewer, Tom" <TBrewer@TorranceCA.gov>, "Furey, Pat" <PFurey@TorranceCA.gov>, "Numark, Cliff" <CNumark@TorranceCA.gov>, "Sutherland, Bill" <BSutherland@TorranceCA.gov>, "Rhilinger, Susan" <SRhilinger@TorranceCA.gov>
Sent: Mon, Feb 27, 2012 02:02:04 GMT+00:00
Subject: Extend MAX bus service through June 30, 2013

TO: Mayor Frank Scotto and Members of the Torrance City Council

FROM: Mike Semos
 mikey_100usa@yahoo.com

SUBJECT: Extend MAX bus service through June 30, 2013

Dear Honorable Council Members:

I have been riding MAX buses for over 3 years (first MAX 2 and presently MAX 3). Normally I ride 4-5 days a week from Torrance to El Segundo. The MAX bus service provides a vital form of public transportation. I have helped get new riders that are now regulars using the MAX buses.

I encourage the entire honorable body of the Torrance City Council to accept the recommendation of the Transportation Committee to extend to the MAX bus service through June 30, 2013.

Please consider the idea of El Segundo City Councilmen Carl Jacobson, who sits on the MAX board, to use the money in reserves (some of which was set aside for future upgrades of buses) to keep the MAX bus running through June 30, 2013.

If MAX service is discontinued as of June 30, 2012, myself and others are expecting the Torrance to buy back our unused tickets at the current fare prices.

Currently I continue to plan riding MAX 3 and encourage others to use this excellent bus service to help reduce traffic congestion and promote less air pollution.

Sincerely,
 Mike Semos

Mills, Jim

From: Herbers, Sue
Sent: Tuesday, February 28, 2012 10:30 AM
To: Mills, Jim
Subject: FW: Please vote YES to extend MAX service until June 2013

For the record.

From: Scotto, Frank
Sent: Monday, February 27, 2012 8:03 PM
To: Herbers, Sue
Subject: Fw: Please vote YES to extend MAX service until June 2013

Sent from my Verizon Wireless Droid

-----Original message-----

From: "Honnard, Glenda @ El Segundo" <Glenda.Honnard@cbre.com>
To: "Scotto, Frank" <FScotto@TorranceCA.gov>, "gbarnett@torranceca.go" <gbarnett@torranceca.go>, "Brewer, Tom" <TBrewer@TorranceCA.gov>, "Furey, Pat" <PFurey@TorranceCA.gov>, "Numark, Cliff" <CNumark@TorranceCA.gov>, "BSutherland@torranceca.go" <BSutherland@torranceca.go>, "sherbers@torranceca.go" <sherbers@torranceca.go>, "Cortez, Dana" <dcortez@TorranceCA.gov>
Sent: Tue, Feb 28, 2012 00:13:16 GMT+00:00
Subject: Please vote YES to extend MAX service until June 2013

I am a Torrance resident and aMAX rider.. I take the MAX bus from Crenshaw and Sepulveda in Torrance up to Grand and Sepulveda in El Segundo. This mode of transportation has been helpful to make my daily commute more efficient and to do my share in helping the environment. Please vote YES on this matter.

Thanks.

Glenda Honnard

Glenda Honnard | Financial Systems Analyst
 Global Finance | Financial Reporting Systems
 CB Richard Ellis
 100 N. Sepulveda, Suite 1100 | El Segundo, CA 90245
 Tel- 1 310-606-5043 Fax-1 310-606-5180 Cell-1 310-291-9892
glenda.honnard@cbre.com | www.cbre.com

Please consider the environment before printing this email

This email may contain information that is confidential or attorney-client privileged and may constitute inside information. The contents of this email are intended only for the recipient(s) listed above. If you are not the intended recipient, you are directed not to read, disclose, distribute or otherwise use this transmission. If you have received this email in error, please notify the sender immediately and delete the transmission. Delivery of this message is not intended to waive any applicable privileges.

Mills, Jim

From: Herbers, Sue
Sent: Tuesday, February 28, 2012 10:29 AM
To: Mills, Jim
Subject: FW: Max
Attachments: Picture (Metafile) 1.jpg; Picture (Metafile) 2.jpg; Picture (Metafile) 3.jpg

For the record.

-----Original Message-----

From: Wei, Thomas S [mailto:thomas.s.wei@boeing.com]
Sent: Tuesday, February 28, 2012 9:47 AM
To: Scotto, Frank
Cc: Barnett, Gene; Brewer, Tom; Furey, Pat; Numark, Cliff; Sutherland, Bill; Herbers, Sue; Cortez, Dana
Subject: Max

Dear Honorable Member of Torrance City Council

12. ADMINISTRATIVE MATTERS

12A. City Council Transportation Committee - Consider City of Torrance participation in the Municipal Area Express (MAX) program.

Recommendation of the City Council Transportation Committee that City Council concur with the City of Torrance withdrawing from the Municipal Area Express (MAX) service effective July 1, 2013 and encourage the MAX Policy Steering Committee to approve the use of reserves to fund the 2012-2013 operating budget, otherwise, the City of Torrance will withdraw effective July 1, 2012.

Recommendation of Transit Director that City Council concur with City of Torrance withdrawing from the Municipal Area Express effective June 30, 2012 in order to preserve the City of Torrance's rights and direct the Transit Director to give notice of the termination to the Policy Steering Committee. The Transit Director further recommends that if the Policy Steering Committee decides to fund the operating budget Municipal Area Express with reserves for the period of July 1, 2012 through June 30, 2013 with no contributions from any member agencies or the lead agency, the City of Torrance do the following:

- 1) Withdraw its notice of termination effective June 30, 2012,
- 2) Participate in the Municipal Area Express for one final year from July 1, 2012 to June 30, 2013, and
- 3) Give notice to the Policy Steering Committee that the City of Torrance will terminate its participation in the Municipal Area Express effective June 30, 2013

Please vote yes on the above agenda. I've been riding MAX-2 regular for over 10 years. Having one more year of service would help me to reach my retirement with Boeing.

Sincerely,

Thomas

Mills, Jim

From: Herbers, Sue
Sent: Tuesday, February 28, 2012 10:28 AM
To: Mills, Jim
Subject: FW: MAX

For the record.

From: Lance A Fujimoto [mailto:Lance_A_Fujimoto@raytheon.com]
Sent: Tuesday, February 28, 2012 8:06 AM
To: Scotto, Frank; Barnett, Gene; Brewer, Tom; Furey, Pat; Numark, Cliff; Sutherland, Bill; Herbers, Sue; Cortez, Dana
Cc: Gail T Brierley; Velma Senaga; Maria V Carnovale; Alan B Jenkin; Jeffrey M Michlitsch; Joy M Caldwell; rmbennett@raytheon.com; erna.a.crawford@boeing.com; Kendricks A Behring; Ramunas J Skrinska; Jeffrey M Remington; TurleyCJ@losangeles.af.mil; Benjamin.Smalley@losangeles.af.mil; Jeanna N Harkenrider; Damon C Perry; Jean.M.Ghianuly@aero.org; Lance_A_Fujimoto@raytheon.com; Robin L Morelock; John Stammreich; Jean.M.Ghianuly@aero.org
Subject: MAX

To Mayor Scott and the Torrance City Council,

In regards to the cancellation of the MAX Bus line I hope the Torrance City Council and MAX Steering Committee heed Torrance City Councilman Numark, who wisely asked that they first explore other options before killing the MAX. One option proposed was to seek additional funding by actively engaging the Los Angeles Air Force Base, The Aerospace Corp., Boeing, Northrop, and Raytheon who benefit the most from the MAX Service. Their employees account for the majority of ridership and these organizations receive valuable credits from the South Coast Air Quality Management District and the City of El Segundo for keeping their Average Vehicle Ridership low. These credits translate into dollars and it is in their best interest to keep the MAX operating and therefore continuing to receive their valuable credits, while at the same time promoting their commitment to the quality work life benefits of their employees, the local Southbay communities and the environment.

I respectfully request that the City of Torrance does not withdraw from the Municipal Area Express (MAX) service effective July 1, 2013 and encourage the MAX Policy Steering Committee to approve the use of reserves to fund the 2012-2013 operating budget.

Respectfully,

Lance Fujimoto
 San Pedro, CA
 Raytheon Employee and 10 + years MAX Rider

Lance Fujimoto
 Sr. Industrial Security Specialist
 DoD, Information Security
 310.647.4565 office
 310.261.8252 cell
 310.647.9526 fax
 310.769.8472 pager

This message contains information that may be confidential and privileged. Unless you are the addressee (or authorized to receive mail for the addressee), you should not use, copy or disclose to anyone this message or any information contained in this message. If you have received this message in error, please so advise the sender by reply e-mail and delete this message. Thank you for your cooperation.

Mills, Jim

From: Herbers, Sue
Sent: Tuesday, February 28, 2012 10:27 AM
To: Mills, Jim
Subject: FW: MAX Service - Vital to San Pedro Aerospace Employees !

For the record.

From: Scotto, Frank
Sent: Tuesday, February 28, 2012 10:09 AM
To: Herbers, Sue
Subject: FW: MAX Service - Vital to San Pedro Aerospace Employees !

Regards,

Frank Scotto

Mayor
 City of Torrance
 3031 Torrance Boulevard
 Torrance, CA 90503
 Phone: 310-618-2801
 FAX: 310-618-5841
 E-mail: fscotto@torranceca.gov

NOTICE: Effective July 1, 2009, my new email address will be fscotto@torranceca.gov

From: Dumas, Robert J [robert.j.dumas@boeing.com]
Sent: Tuesday, February 28, 2012 10:06 AM
To: Scotto, Frank
Cc: Barnett, Gene; Brewer, Tom; Furey, Pat; Numark, Cliff; BSutherland@torrancca.gov; Williams, Francine R; Crawford, Erna A
Subject: MAX Service - Vital to San Pedro Aerospace Employees !

To Frank Scotto,

Please reconsider the proposed cancellation of MAX service. More time is needed to mass public support to recommend a continuation of service to June 30, 2013.

I have been a rider of the MAX 3X Express for over 10 years, and embark from San Pedro (25th & Western Ave.) to El Segundo (Walnut & Sepulveda Blvd.). This is my prime method of transportation, using my company subsidized funds to pay the bus fare. With increased gas prices and jammed traffic on the 405 freeway, the MAX bus provides a great solution that should be expanded and not cancelled!

I am confused at why our elected officials would rather cancel effective, helpful services (like the MAX) and have their constituents get back into their cars and contribute to the already congested freeways and streets.

I have personally garnered support for the MAX bus by getting my coworkers to join in on the bus, and exit their cars to commute to and from work. We are encouraged to find alternate methods of commuting, and many of us have tickets books that will go unused with this short notice of cancellation.

Robert J. Dumas, Senior Manager
 TDRS/GPS Integrated Scheduling Teams
 The Boeing Company, El Segundo
 Satellite Development Center, S30/E0910C
 310-529-9865 c
 310-364-5856 w