



Board Report

File #: 2020-0409, File Type: Appointment

Agenda Number: 16.

OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
SEPTEMBER 17, 2020

SUBJECT: MEMBERSHIP ON METRO’S WESTSIDE CENTRAL SERVICE COUNCILS

ACTION: APPROVE NOMINATION

RECOMMENDATION

APPROVE Cynthia Rose for membership on Metro’s Westside Central Service Council.

ISSUE

Each Metro Service Council is comprised of nine Representatives that serve a term 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.

DISCUSSION

The individual listed below has been nominated to serve by the Westside Central Service Council’s appointing authority for this currently vacant seat. If approved by the Board, this appointment will serve the remainder of the seat’s three-year term. A brief listing of qualifications for the new nominee and the nomination letter from the nominating authority is provided:

- A. Cynthia Rose, Westside Central Service Council, New Appointment
Nominated by: Third District Supervisor Sheila Kuehl
Term Ending: June 30, 2023

Metro seeks to appoint Service Council members reflective of the demographics of each respective region. Demographics of the Service Council region and ridership where this appointment is to be made are provided with a comparison to the demographic composition of the Council, should this appointment be approved.

Westside Central

The demographics of the Westside Central Cities (WSC) Service Council with this appointment are compared below to the demographics of the region as detailed in the 2018 American Community

Survey, and the ridership within the region as reflected in Metro’s 2019 Metro Patrons survey:

Race	Hispanic	White	Asian	Black	Native	Other
WSC Membership	44% (4)	11% (1)	11% (1)	33% (3)	(0)	(0)
WSC Region	43%	31%	13%	9%	.02%	3%
WSC Ridership	66%	7%	7%	16%	1%	4

The demographic makeup of the Westside Central Service Council with the appointment of this nominee will consist of four (4) Hispanic members, one (1) White members, three (3) Black members, and one (1) Asian member as self-identified by the members in terms of racial/ethnic identity.

The gender breakdown of the Council will be six (6) men and three (3) women.

Gender	Male	Female	Non-Binary
WSC Membership	6 (66%)	3 (33%)	0%
WSC Ridership	45%	54%	1%

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.

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.

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 Listing of Qualifications
- Attachment B - Nomination Letter

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