



*One Gateway Plaza, Los Angeles, CA 90012,  
3rd Floor, Metro Board Room*

**Agenda - Final**

**Thursday, June 20, 2024**

**12:00 PM**

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**Executive Management Committee**

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*Hilda Solis*

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## **METROPOLITAN TRANSPORTATION AUTHORITY BOARD AGENDA RULES**

### **(ALSO APPLIES TO BOARD COMMITTEES)**

#### **PUBLIC INPUT**

A member of the public may address the Board on agenda items, before or during the Board or Committee's consideration of the item for one (1) minute per item, or at the discretion of the Chair. A request to address the Board must be submitted electronically using the tablets available in the Board Room lobby. Individuals requesting to speak will be allowed to speak for a total of three (3) minutes per meeting on agenda items in one minute increments per item. For individuals requiring translation service, time allowed will be doubled. The Board shall reserve the right to limit redundant or repetitive comment.

The public may also address the Board on non-agenda items within the subject matter jurisdiction of the Board during the general public comment period, which will be held at the beginning and /or end of each meeting. Each person will be allowed to speak for one (1) minute during this General Public Comment period or at the discretion of the Chair. Speakers will be called according to the order in which their requests are submitted. Elected officials, not their staff or deputies, may be called out of order and prior to the Board's consideration of the relevant item.

Notwithstanding the foregoing, and in accordance with the Brown Act, this agenda does not provide an opportunity for members of the public to address the Board on any Consent Calendar agenda item that has already been considered by a Committee, composed exclusively of members of the Board, at a public meeting wherein all interested members of the public were afforded the opportunity to address the Committee on the item, before or during the Committee's consideration of the item, and which has not been substantially changed since the Committee heard the item.

In accordance with State Law (Brown Act), all matters to be acted on by the MTA Board must be posted at least 72 hours prior to the Board meeting. In case of emergency, or when a subject matter arises subsequent to the posting of the agenda, upon making certain findings, the Board may act on an item that is not on the posted agenda.

**CONDUCT IN THE BOARD ROOM** - The following rules pertain to conduct at Metropolitan Transportation Authority meetings:

**REMOVAL FROM THE BOARD ROOM** - The Chair shall order removed from the Board Room any person who commits the following acts with respect to any meeting of the MTA Board:

- a. Disorderly behavior toward the Board or any member of the staff thereof, tending to interrupt the due and orderly course of said meeting.
- b. A breach of the peace, boisterous conduct or violent disturbance, tending to interrupt the due and orderly course of said meeting.
- c. Disobedience of any lawful order of the Chair, which shall include an order to be seated or to refrain from addressing the Board; and
- d. Any other unlawful interference with the due and orderly course of said meeting.

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The State Political Reform Act (Government Code Section 84308) requires that a party to a proceeding before an agency involving a license, permit, or other entitlement for use, including all contracts (other than competitively bid, labor, or personal employment contracts), shall disclose on the record of the proceeding any contributions in an amount of more than \$250 made within the preceding 12 months by the party, or his or her agent, to any officer of the agency, additionally PUC Code Sec. 130051.20 requires that no member accept a contribution of over ten dollars (\$10) in value or amount from a construction company, engineering firm, consultant, legal firm, or any company, vendor, or business entity that has contracted with the authority in the preceding four years. Persons required to make this disclosure shall do so by filling out a "Disclosure of Contribution" form which is available at the LACMTA Board and Committee Meetings. Failure to comply with this requirement may result in the assessment of civil or criminal penalties.

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Live public comment can be given by telephone or in-person.

The Meeting begins at 12:00 PM Pacific Time on June 20, 2024; you may join the call 5 minutes prior to the start of the meeting.

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**Instrucciones para comentarios publicos en vivo:**

Los comentarios publicos en vivo se pueden dar por telefono o en persona.

La Reunion de la Junta comienza a las 12:00 PM, hora del Pacifico, el 20 de Junio de 2024. Puedes unirte a la llamada 5 minutos antes del comienso de la junta.

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**Written Public Comment Instruction:**

Written public comments must be received by 5PM the day before the meeting.  
Please include the Item # in your comment and your position of "FOR," "AGAINST," "GENERAL COMMENT," or "ITEM NEEDS MORE CONSIDERATION."

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**CALL TO ORDER****ROLL CALL**

APPROVE Consent Calendar Item: 18.

Consent Calendar items are approved by one motion unless held by a Director for discussion and/or separate action.

**CONSENT CALENDAR**

- 18. SUBJECT: ACQUISITION OF COMPUTER HARDWARE, SOFTWARE  
AND SERVICES**

[2024-0310](#)

**RECOMMENDATION**

AUTHORIZE the Chief Executive Officer (CEO) to utilize the National Association of State Procurement Officials (NASPO) cooperative purchase program's Master Price Agreement to purchase computer and network equipment, peripherals, and related software and services, for a five-year period for a total expenditure not-to-exceed \$90 million, subject to funding availability effective September 1, 2024. This request is not for a budget increase but is a request to utilize the NASPO cooperative agreement.

**Attachments:**      [Attachment A - Procurement Summary](#)  
                                 [Attachment B - DEOD Summary](#)

**NON-CONSENT**

- 19. SUBJECT: STATE AND FEDERAL REPORT**

[2024-0391](#)

**RECOMMENDATION**

RECEIVE AND FILE June 2024 State and Federal Legislative Report.

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**20. SUBJECT: FEDERAL TRANSIT ADMINISTRATION OVERALL  
DISADVANTAGED BUSINESS ENTERPRISE GOAL**

[2024-0326](#)

**RECOMMENDATION**

CONSIDER:

- A. APPROVING 31% Overall Disadvantaged Business Enterprise (DBE) goal for Federal Fiscal Years (FFY) 2025 - 2027 for contracts funded, in whole or in part, with Federal Transit Administration (FTA) funds; and
- B. RECEIVING and FILING an update on the new modernized DBE Program certification and implementation requirements.

**Attachments:** [Attachment A - Overall DBE Goal and Goal Methodology Report FY 2025-2027](#)

**21. SUBJECT: UNSOLICITED PROPOSALS POLICY UPDATE**

[2024-0247](#)

**RECOMMENDATION**

CONSIDER:

- A. RECEIVING AND FILING the status update on the recommendations from the Unsolicited Proposals Five Year Review; and
- B. ADOPTING the Unsolicited Proposals (UP) Policy Staff Recommendations (Attachment A) in response to Board Motion 39.

**Attachments:** [Attachment A - Unsolicited Proposals Policy Staff Recommendations](#)  
[Attachment B - Unsolicited Proposals Policy](#)  
[Attachment C - Board Motion 39](#)  
[Presentation](#)

**22. SUBJECT: CUSTOMER EXPERIENCE MARKETING AND  
COMMUNICATIONS QUARTERLY UPDATE**

[2024-0265](#)

**RECOMMENDATION**

RECEIVE oral report on marketing and public relations activities to tell the Metro story, with a focus on earned media, as well as social media and partnerships.

**SUBJECT: GENERAL PUBLIC COMMENT**

[2024-0420](#)

RECEIVE General Public Comment

Consideration of items not on the posted agenda, including: items to be presented and (if requested) referred to staff; items to be placed on the agenda for action at a future meeting of the Committee or Board; and/or items requiring immediate action because of an emergency situation or where the need to take immediate action came to the attention of the Committee subsequent to the posting of the agenda.

COMMENTS FROM THE PUBLIC ON ITEMS OF PUBLIC INTEREST WITHIN COMMITTEE'S  
SUBJECT MATTER JURISDICTION

**Adjournment**



Metro

## Board Report

Los Angeles County  
Metropolitan Transportation  
Authority  
One Gateway Plaza  
3rd Floor Board Room  
Los Angeles, CA

File #: 2024-0310, File Type: Contract

Agenda Number: 18.

### EXECUTIVE MANAGEMENT COMMITTEE JUNE 20, 2024

**SUBJECT: ACQUISITION OF COMPUTER HARDWARE, SOFTWARE AND SERVICES**

**ACTION: APPROVE RECOMMENDATION**

#### **RECOMMENDATION**

AUTHORIZE the Chief Executive Officer (CEO) to utilize the National Association of State Procurement Officials (NASPO) cooperative purchase program's Master Price Agreement to purchase computer and network equipment, peripherals, and related software and services, for a five-year period for a total expenditure not-to-exceed \$90 million, subject to funding availability effective September 1, 2024. This request is not for a budget increase but is a request to utilize the NASPO cooperative agreement.

#### **ISSUE**

In January 2020, the Board of Directors approved the acquisition of computer hardware, software, and services through the National Association of State Procurement Officials (NASPO), for a five-year period in an amount not to exceed \$30,000,000. In October 2022, the Board of Directors approved an increase in the expenditure limit authority from \$30M to \$60M.

This procurement method has been very successful. As of March 2024, 116 awards were executed for a total of \$39.1M, and several major technology procurements, estimated at \$16M, are in process and scheduled for award by August 2024. At that point, it is forecast that \$55M of the \$60M spending authority (91%) will have been utilized in the first 4.4 years (out of 5 years). To continue the ability to utilize NASPO, the spending authority needs to be renewed to meet the technology expenditure needs of the Agency.

The need for Metro's technology infrastructure, including computer & server processing equipment, network & data telecommunications equipment, electronic file storage systems, audio visual & security systems, cybersecurity and business application software/licenses and services, continues to grow.

Metro's construction programs have increased the Agency's size and technology infrastructure footprint, as well as Metro's operational and state of good repair programs, which maintain existing technology infrastructure. These factors drive the growing need for technological equipment and

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services. Current active programs and projects that have major plans for technology infrastructure investments include Transit Rail (Purple and Gold Line Extensions), Transit Facility (Airport Connector), Highway and Regional Rail Programs, Metro Center Project, Agency Wi-Fi Project, Security Video Monitor Projects, and Cybersecurity improvement projects.

## **BACKGROUND**

The National Association of State Procurement Officials (NASPO) is a non-profit association dedicated to advancing public procurement through leadership, excellence, and integrity. It is made up of the directors of the central purchasing offices in each of the 50 states, the District of Columbia, and the territories of the United States. NASPO ValuePoint is the contracting arm of "NASPO", a unified, nationally focused cooperative alliance aggregating the demand of all 50 states, the District of Columbia, and the US Territories. By leveraging their national negotiation and buying power (over \$12 billion in sales annually), NASPO delivers the highest valued, reliable, and competitively sourced contracts offering public entities outstanding prices.

They work directly with the original equipment manufacturers (OEM) to negotiate the best competitive pricing. Working through the NASPO program provides the best overall value for prices, terms, and conditions (including quality, delivery, return policy, insurance, performance, and warranty) exceeding those possible for any single state.

In addition to cooperative contracts and collective buying power, Metro receives other benefits. These include participating in NASPO training, education, professional development, research, innovative procurement strategies, conferences, procurement best practices, and collaboration with other members to achieve success as public procurement leaders.

With their vast years of experience and no membership or administrative application of fees, NASPO has become the nation's premier public purchasing cooperative and the largest public purchasing cooperative in the country.

## **DISCUSSION**

The use of NASPO has shown to be effective in streamlining technology infrastructure, equipment, product, and service acquisitions by leveraging buying power to obtain lower pricing and lower administrative costs through shortened processing time. For example, by leveraging the competitive process that NASPO has already gone through, purchasing equipment through the NASPO Master Price Agreement can be accomplished in approximately 1-2 weeks versus the 6-8 weeks or longer for the Metro bid process. Through NASPO's competitive buying power, Metro has experienced savings of up to 30% through the agreement.

It is forecast that \$55M of the \$60M spending authority (91%) will have been utilized in the first 4.4 years (out of 5 years) by August 2024. To continue the ability to utilize NASPO, the funding authority needs to be renewed to meet the technology expenditure needs of the Agency. Based on the reduced administrative time savings, more timely purchasing cycle time, and competitive volume pricing achieved, staff is recommending continued use of this procurement vehicle to sustain these objectives.

Metro has significantly increased its use of technology to streamline and automate many of its business processes and functions to increase efficiency and reduce cycle time. Due to the dependence on computer technology to support its business operations, a replenishment process has been established to optimize and maintain the effective operation of Metro's inventory of computers, servers, network equipment, and related software applications. Non-replacement of aging computer hardware and software systems will ultimately result in increased system unavailability affecting the ability of Metro to efficiently support its daily business operations, such as transit operations, vehicle maintenance, inventory management, human resources, and procurement. Items typically purchased under NASPO are Metro ITS standard equipment and licensing, such as Dell computers, IBM servers, Cisco network devices and services, Motorola radios, Bosch security cameras, Salesforce CRM systems, and others.

### **DETERMINATION OF SAFETY IMPACT**

Procurement is a critical component for project delivery success. Technology supports all areas of communications, day-to-day business operations, and security. The ability to grow, enhance, and maintain the state of good repair of our technology equipment and services is critical to ensuring the confidentiality, integrity, and availability of Metro's information systems, data, and safety to our patrons.

### **FINANCIAL IMPACT**

This request is not for a budget increase but is a request to utilize the NASPO cooperative agreement. However, Metro should realize a decrease in costs for utilizing this agreement. NASPO streamlines procurement and administration processes, saving Metro time and money. Metro still does competitive bidding when there are multiple NASPO resellers that are authorized to sell the same product.

### **Impact to Budget**

Funding, for these services, is included under the Information Technology and Services, Security, Bus and Rail, Construction and Planning departmental budgets through various preapproved operating and capital budgets sourcing from a combination of local operating, state, and federal funding sources.

### **EQUITY PLATFORM**

Purchasing of technology infrastructure equipment and services are required through virtually every major Metro mission critical project. Technology services support Metro's diverse workforce by providing equipment and resources to streamline operations and work from different locations. ITS

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seeks approval to use NASPO Master Price Agreement for computer and software purchases for five years or \$90M total. This report does not seek approval for any specific purchase. Per NASPO, there are opportunities for small businesses to participate as a direct awarded supplier, or an authorized reseller, distributor, or partner of an awarded supplier.

### **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

The recommendation supports **Metro Vision 2028 Strategic Goal 5** - Provide responsive, accountable, and trustworthy governance within the Metro organization.

### **ALTERNATIVES CONSIDERED**

The alternative is to formally compete individual procurements via bids or Requests for Proposals (RFPs). This process is more time consuming and expensive when compared to the benefits of utilizing vendors already selected under a competitive contracting process conducted by the National Association of State Procurement Officials (NASPO).

### **NEXT STEPS**

Upon Board approval, staff will utilize NASPO, when appropriate, to purchase technology infrastructure equipment.

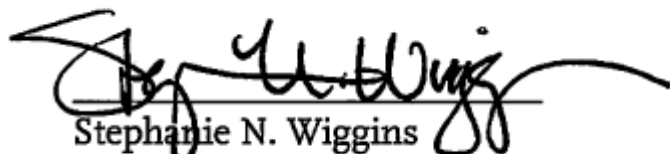
### **ATTACHMENTS**

Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by: William Balter, Deputy Executive Officer, ITS (213) 922-4511  
Bryan Sastokas, Deputy Chief Information Technology Officer, ITS (213) 922-4510  
Carolina Coppolo, Deputy Chief Vendor/Contract Management Officer (Interim)  
(213) 922-4471

Reviewed by: Ilyssa Decasperis, Chief People Officer (213) 922-3048



Stephanie N. Wiggins  
Chief Executive Officer



## PROCUREMENT SUMMARY

## NATIONAL ASSOCIATION OF STATE PROCUREMENT OFFICIALS (NASPO)

1.	Contract Number: N/A	
2.	Recommended Vendor: National Association of State Procurement Officials	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: N/A	
	B. Advertised/Publicized: N/A	
	C. Pre-Proposal Conference: N/A	
	D. Proposals Due: N/A	
	E. Pre-Qualification Completed: N/A	
	F. Ethics Declaration Forms submitted to Ethics: N/A	
	G. Protest Period End Date: N/A	
5.	Solicitations Picked up/Downloaded: N/A	Bids/Proposals Received: N/A
6.	Contract Administrator: Mark Lu	Telephone Number: 213-922-4689
7.	Project Manager: Bill Balter	Telephone Number: 213-922-4511

**A. Procurement Background**

This Board action is to utilize the National Association of State Procurement Officials (NASPO) cooperative purchase program's Master Price Agreement for a five-year period for a total expenditure not to exceed \$90,000,000. NASPO is a non-profit organization formed in 1947, comprised of the Chief Procurement Officials of all fifty states, Washington D.C. and the U.S. Territories to promote public procurement throughout the country. The NASPO Master Price Agreements are competitively solicited using a Lead State™ model, supported by a Sourcing Team™ comprised of multiple state procurement representatives and subject matter experts leveraging the expertise and buying power of the states and other participating entities.

**B. Evaluation of Proposals**

Proposal evaluations are performed for each procurement in accordance with the technical requirements listed for the projects.

**C. Cost/Price Analysis**

Most favorable pricing is obtained through competition performed by NASPO, and prices are considered fair and reasonable.

**D. Background on Recommended Contractor**

NASPO Master Agreements are utilized by participating states and local governmental agencies. Master Agreements have been negotiated with all major IT related equipment and service providers.

**DEOD SUMMARY**

**NATIONAL ASSOCIATION OF STATE PROCUREMENT OFFICIALS (NASPO)**

**A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) did not establish a Disadvantaged Business Enterprise (DBE)/Small Business Enterprise (SBE) goals for the National Association of State Procurement Officials (NASPO) ValuePoint cooperative purchasing program. Only NASPO approved contractors and suppliers can bid on solicitations.

**B. Living Wage and Service Contract Worker Retention Policy Applicability**

The Living Wage and Service Contract Worker Retention Policy (LW/SCWRP) is not applicable to this contract.

**C. Prevailing Wage Applicability**

Prevailing Wage is not applicable to this contract.

**D. Project Labor Agreement/Construction Careers Policy**

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of \$2.5 million.



## Board Report

File #: 2024-0326, File Type: Program

Agenda Number: 20.

**REVISED**  
**EXECUTIVE MANAGEMENT COMMITTEE**  
**JUNE 20, 2024**

**SUBJECT: FEDERAL TRANSIT ADMINISTRATION OVERALL DISADVANTAGED BUSINESS ENTERPRISE GOAL**

**ACTION: APPROVE RECOMMENDATION**

**RECOMMENDATION**

CONSIDER:

- A. APPROVING 31% Overall Disadvantaged Business Enterprise (DBE) goal for Federal Fiscal Years (FFY) 2025 - 2027 for contracts funded, in whole or in part, with Federal Transit Administration (FTA) funds; and
- B. RECEIVING and FILING an update on the new modernized DBE Program certification and implementation requirements.

**ISSUE**

The United States Department of Transportation's (USDOT) Disadvantaged Business Enterprise (DBE) Program regulations (49 Code of Federal Regulations (CFR) Section 26.21) require FTA grantees who can reasonably anticipate awarding \$670,000 or more in prime contracts to submit an overall goal to FTA for the participation of DBE firms every three years.

USDOT issued its final ruling on the DBE program changes, effective May 9, 2024. The 2024 DBE program changes significantly modernize the DBE program rules to provide greater clarity and flexibility to DOT recipients and enhance the ability of DBEs to compete on a level playing field for federally funded contracting opportunities.

**BACKGROUND**

The Disadvantaged Business Enterprise (DBE) program is designed to remedy ongoing discrimination and the continuing effects of past discrimination in federally assisted contracting. The primary remedial goal and objective is to level the playing field by providing small businesses owned and controlled by socially and economically disadvantaged individuals a fair opportunity to compete for federally funded transportation contracts.

**DISCUSSION**

The proposed overall DBE goal of 31% for FFY 2025 - 2027 is a 3-percentage point increase from the current FFY 2022 - 2024 goal of 28%. The proposed overall goal was established by using the two-step goal-setting process prescribed in 49 CFR § 26.45. Metro's base figure for establishing the relative availability of DBEs follows the method suggested in 49 CFR § 26.45(c)(3) and the use of availability and disparity study data from Metro's 2023 disparity study (Study), posted at: <https://www.metro.net/about/metro-disparity-study/>.

#### Overall DBE Goal Calculation Methodology

##### Base Figure

The Overall DBE Goal and Goal Methodology Report (GGMR) FFY 2025 - 2027(Attachment A), Step 1 establishes a base figure of relative DBE availability. This was done by utilizing quantifiable evidence to determine the relative availability of minority and woman-owned businesses that are ready, willing, and able to perform transportation-related work. Metro expects to award nearly \$4.7 billion worth of FTA-assisted construction, professional services, and non-professional services and goods contracts in FFY 2025 through FFY 2027.

As part of its Step 1 analysis, Metro only counted the contract dollars on those mega projects that Metro expects to award during the new goal-setting period. Metro also projected the amount of anticipated subcontracting associated with future projects based on information from previously awarded similar Metro projects. Metro evaluated each anticipated project and assigned it a specific work type (i.e., *sub-industry*) based on the 2023 Disparity Study. For a full list of the work types included in the Step 1 analysis, see Appendix E of the 2023 Disparity Study report.

Metro used information from the Study to calculate a weighted base figure from the availability analysis in the disparity study and the anticipated contracts Metro expects to award in the upcoming goal period. As such, staff recommends the Study base figure of 25.5 percent, see Figure 1 of Attachment A.

A Step 2 Adjustment is to be considered once the base figure has been calculated. Step 2 of the process requires Metro to consider other known factors to determine what additional adjustments, if any, are needed. Metro considered the current capacity of DBEs to perform work on USDOT-assisted contracting, information related to employment, self-employment, education, training, and unions, any disparities in the ability of DBEs to get financing, bonding, and insurance, and other relevant data.

Metro made an upward adjustment that specifically accounts for barriers that people of color (POC) and woman-owned businesses face related to business ownership in the local marketplace. This factor has clear, direct, and quantifiable effect on the availability of minority- and woman-owned businesses for Metro work, and making an upward adjustment reflects Metro's commitment to remedying the continuing effects of past race- and gender-based discrimination in the marketplace. As such, the adjustment uses potential DBE availability that has been adjusted for disparities in business ownership rates. Doing so yields an overall DBE goal of 30.5 percent, rounded up to 31%.

##### Race-Conscious Application

DBE contract-specific goals can be set higher or lower than the overall goal based on the scope of work of the contract and the identified subcontracting opportunities. Guidance issued by the USDOT

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and FTA as a result of the decision of the Ninth Circuit Federal Court in the *Western States Paving Co., Inc. v. Washington State Department of Transportation* mandates that race-conscious measures used to remedy effects of discrimination must be “narrowly tailored” to those groups where there is sufficient demonstrable evidence of discrimination.

As such, federal recipients in the Ninth Circuit cannot consider the use of a race-conscious goal unless a finding of disparity has been made for the ethnic and gender groups to be included in the application. The Study found all groups showed substantial disparities on contracts without DBE goals.

A disparity index of 100 indicates parity between participation and the availability for a particular group for a specific set of contracts. A disparity less than 80 has been deemed by several courts to be a “substantial” disparity between participation and availability. The Study disparity indices showed substantial disparity for groups on contracts with no goals as follows: White Women (69), Asian-Pacific American (52), Hispanic American (48), Black American (42), Subcontinent Asian American (28), Native American (17), supporting the continued use of narrowly tailored DBE contract goals for all groups.

#### Public Participation

Public participation is a key component of Metro’s process for setting its overall DBE goal. The Overall DBE GGMR and Public Notice was posted on the Metro Vendor Portal on April 19, 2024. The 30-day Public Comment period began on April 19, 2024, and ended on May 20, 2024. As part of the public consultation, Metro presented the proposed Overall DBE GGMR at the Transportation Business Advisory Council (TBAC) General Meeting on May 2, 2024. Two public hearings were held, one in-person on May 3, 2024, with one attendee, and another virtually on May 6, 2024, with eight participants. Staff also issued e-blasts to inform POC- and woman-owned businesses, and the business community at large of the public notice, public meetings, and ways to submit written or verbal comments.

The public notice was also posted on Metro’s social media accounts, advertised in the following publications: Los Angeles Daily News, Los Angeles Times, L.A. Watts Times, L.A. Sentinel, Southwest Wave, \*LA Opinion, India Post, Asbarez Daily Newspaper, Tho Luan News, \*Asian Journal, \*Chinese Daily/World, \*Rafu Shimpo, \*Korea Times, and the Saigon Times, and translated (\*) in five different languages.

Metro received positive feedback during the public comment period. From the public consultation with TBAC, Metro received one general comment of support from the Chair. Overall, Metro received one written comment and two comments during the public hearings, all supportive of the goal and the DBE program. Metro responded to questions raised at each meeting and received all feedback for consideration to inform improvements to Metro’s DBE program. Based on a review of comments, Metro determined no quantitative evidence relevant to the determination of availability or utilization warranted a change to the overall DBE goal.

#### Comparison of Other Agency Overall Goals

Metro staff surveyed other transportation agencies to determine the level of overall goals in

comparison to Metro's Overall DBE Goal. The results are summarized below:

Agency Name	Overall DBE Goal	Goal Period
Los Angeles County Metropolitan Transportation Authority	31%	FFY 2025 - 2027
Maryland Transit Administration	30%	FFY 2023 - 2025
Dallas Area Rapid Transit	29%	FFY 2023 - 2025
Chicago Transit Authority	26%	FFY 2022 - 2024
Metropolitan Atlanta Rapid Transit Authority	24%	FFY 2024 - 2026
San Francisco Bay Area Rapid Transit	23%	FFY 2023 - 2025
San Francisco Municipal Railway	21%	FFY 2023 - 2025
Washington Metropolitan Area Transit Authority	21%	FFY 2023 - 2025
Denver Regional Transportation District	14.50%	FFY 2023 - 2025
Metrolink (SCRRA)	14%	FFY 2022 - 2024
Santa Clara Valley Transportation Authority	13%	FFY 2023 - 2025
Orange County Transportation Authority	11%	FFY 2022 - 2024
New York City Transit	7%	FFY 2022 - 2024
Caltrans	6.30%	FFY 2023 - 2025

### 2024 DBE Program Updates

The DBE Program Final Rule changes offers a new modernized DBE Program geared towards improving certification and implementation requirements. The major objectives include improving provisions for the benefit of program participants, reducing burdens on firms and recipients, growing firm capacity and owner wealth, and improving program integrity, visibility, and data collected by the DOT. The DBE program updates impact both FTA-funded and FHWA-funded contracts going forward from the effective date.

Key changes made to the DBE program include several provisions that will have a direct impact on eligible firms and the contractors that hire them, such as:

- Streamlined the DBE certification and eligibility process, including expediting the inter-state certification process to less burdensome procedures.
- Adjusted the personal net worth (PNW) cap for inflation for small business owners from \$1.32M to \$2.047M, excluding retirement assets from the calculation. The DOT will make future adjustments to the PNW cap every three years.
- Formalized guidance establishing successful COVID-19 flexibilities such as virtual on-site visits, to conserve certification and firm resources.
- Modernized the rules for counting forty percent participation of DBE material suppliers by creating a new distributor category to address drop-shipped goods.
- Expanded reporting requirements to gain greater knowledge of DBE characteristics, bidding/solicitation practices and utilization and overall program impact.
- Clarified and reinforced how to count DBE participation after decertification or other loss of

eligibility.

- Strengthened monitoring and prompt payment requirements.

Metro presented the DBE program changes to TBAC during the May 2, 2024, monthly meeting, and also conducted two MetroConnect workshops on May 30, 2024, and June 25, 2024, to inform the small business and contracting communities of the new changes.

Metro's SBE Program mirrors the DBE program and will be modified to align with the 2024 DBE program changes by July 30, 2024.

### **DETERMINATION OF SAFETY IMPACT**

This board action will not have an impact on safety standards for Metro.

### **FINANCIAL IMPACT**

Funding to support the DBE Program is included in the FY25 budget for multiple capital and non-capital projects.

### **EQUITY PLATFORM**

Metro establishes a triennial overall DBE goal for DBE participation of African Americans, Asian Pacific Americans, Native Americans, Hispanic Americans, Subcontinent Asian Americans, and Women owned firms. Outreach is paramount to maximize opportunities for small and disadvantaged businesses on Metro contracting. Outreach events like "How To Do Business With Metro" and "Meet the Primes," along with other contract-specific targeted workshops and events, not only provides training and relationship-building, but also leads to increased awareness of and participation in Metro contracting.

### **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

This report supports strategic plan Goal 5.5, "Expanding opportunities for businesses and external organizations to work with Metro."

### **ALTERNATIVES CONSIDERED**

The triennial overall DBE goal is a requirement under the DBE program and a condition of receiving FTA funds, and as such, staff does not recommend an alternative.

### **NEXT STEPS**

- Submit Overall DBE GGMR to FTA by the August 1, 2024, deadline.
- Overall DBE goal will be effective October 1, 2024, through September 30, 2027.

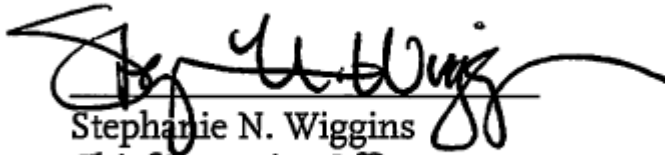
### **ATTACHMENTS**



Attachment A - Overall DBE Goal and Goal Methodology Report FFY 2025 - 2027

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## ATTACHMENT A

**DISADVANTAGED BUSINESS ENTERPRISE PROGRAM  
PROPOSED THREE-YEAR OVERALL GOAL & METHODOLOGY  
FOR FEDERAL TRANSPORTATION ADMINISTRATION-FUNDED  
FEDERAL FISCAL YEARS 2025 THROUGH 2027**

In accordance with 49 Code of Federal Regulations (CFR) Part 26, the United States Department of Transportation's (USDOT's) "Tips for Goal-Setting," and other official USDOT guidance, the Los Angeles County Metropolitan Transportation Authority (Metro) proposes a new three-year overall Disadvantaged Business Enterprise (DBE) goal for the Federal Transit Administration (FTA)-funded projects it anticipates awarding in federal fiscal year (FFY) 2025 through FFY 2027, October 1, 2024 through September 30, 2027. To determine its new overall DBE goal, Metro followed the two-step goal-setting methodology set forth in 49 CFR Section 26.45. Based on a disparity study that BBC Research & Consulting (BBC) completed in December 2023 (referred to herein as the 2023 Metro Disparity Study) as well as on other relevant information, Metro proposes an overall DBE goal for FFY 2025 through FFY 2027 of **31 percent**, which represents an increase from the agency's current goal of 28.0 percent.

**A. Determining a Base Figure – 49 CFR Section 26.45(c)**

Metro began the process of determining its new overall DBE goal by establishing a *base figure* for the goal. Consistent with USDOT guidance, Metro established a base figure based on FTA-funded projects that the agency anticipates awarding in FFY 2025 through FFY 2027, October 1, 2024, through September 30, 2027. Metro projects that it anticipates awarding represent nearly \$4.7 billion worth of FTA-funded construction, professional services, and non-professional services and goods projects in FFY 2025 through FFY 2027. Metro also projected the amount of anticipated subcontracting associated with future projects based on information about similar projects that the agency previously awarded.

Metro evaluated each anticipated project and assigned it a specific work type (i.e., *subindustry*) based on its 2023 Metro Disparity Study. After assigning subindustries, Metro used data from a *custom census* availability analysis that BBC conducted as part of the 2023 Metro Disparity Study to determine the availability of relevant person of color (POC)- and woman-owned businesses for each anticipated prime contract and subcontract. For the purposes of establishing a base figure, the availability analysis was limited to the availability of *potential DBEs*—POC- and woman-owned businesses that are DBE-certified or appear they could be DBE-certified based on revenue requirements described in 49 CFR Section 26.65—for the FTA-funded projects Metro awards.<sup>1,2</sup>

**1. Methodology for the availability analysis.** The availability analysis focused on specific subindustries related to the types of FTA-funded projects Metro awarded between January 1, 2016, and December 31, 2021, which were a proxy for the FTA-funded projects the agency anticipates awarding in FFY 2025 through FFY 2027. Metro used a database of potentially available businesses that BBC

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<sup>1</sup> "Woman-owned businesses" refers to white woman-owned businesses. Information and results for businesses owned by women of color are included along with those of businesses owned by men of color according to their corresponding racial/ethnic groups.

<sup>2</sup> Consistent with USDOT guidance, Metro considers any contract or procurement with at least \$1 of FTA funding as an *FTA-funded project* and includes the total value of those projects in its pool of total FTA-funded contracting dollars.

developed through surveys with business establishments that are located in Metro's relevant geographic market area (RGMA) and that work in relevant subindustries.<sup>3</sup>

**a. Overview of availability surveys.** As part of the 2023 Metro Disparity Study, BBC conducted telephone and online surveys with business owners and managers to identify businesses that are potentially available for Metro's FTA-assisted prime contracts and subcontracts.<sup>4</sup> BBC began the availability survey process by collecting information from Dun & Bradstreet (D&B) Marketplace listings about all the businesses listed under 8-digit work specialization codes (as developed by D&B) that were most relevant to the subindustries that account for the vast majority of Metro's FTA-funded work and that had locations in the RGMA.

**b. Information collected in availability surveys.** The BBC study team conducted surveys with the owners or managers of the identified businesses to collect detailed information about each business, including:

- Status as a private business (as opposed to a public agency or nonprofit organization);
- Status as a subsidiary or branch of another company;
- Primary lines of work;
- Interest in performing work for Metro or other local government agencies;
- Interest in performing work as a prime contractor, subcontractor, or both;
- Largest prime contract or subcontract the business is able to perform (to assess the *relative capacity* of each business);
- Ability to perform work in Los Angeles County;
- Company size in terms of revenues and number of employees; and
- Race/ethnicity and gender of the business' owner(s).

**c. Potentially available businesses.** BBC considered businesses to be potentially available for Metro's FTA-funded prime contracts or subcontracts if they reported possessing *all* the following characteristics, regardless of the race/ethnicity or gender of business owners:

- Being a private sector business (as opposed to a nonprofit organization);
- Having performed work relevant to Metro's FTA-funded contracting;
- Having bid on or performed public or private sector work in the past five years;
- Being interested in work for Metro or other local government agencies;<sup>5</sup> and
- Having the ability to work in Los Angeles County.

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<sup>3</sup> The disparity study analyses indicated that Metro's RGMA is Los Angeles County.

<sup>4</sup> BBC offered business representatives the option of completing surveys via fax or e-mail if they preferred not to complete surveys via telephone.

<sup>5</sup> BBC gathered that information separately for prime contract and subcontract work.

BBC also considered the largest project each business is able to perform to determine if it is potentially available for specific projects Metro anticipates awarding in FFY 2025 through FFY 2027.

**2. Steps to calculating availability.** As part of the availability analysis, BBC collected and analyzed relevant information to develop dollar-weighted availability estimates to help Metro set its overall DBE goal. BBC used the availability database from the 2023 Metro Disparity Study to determine availability on the FTA-funded prime contracts and subcontracts that Metro anticipates awarding in FFY 2025 through FFY 2027. Dollar-weighted availability estimates represent the percentage of contracting dollars that one would expect Metro to award to potential DBEs based on their availability for the specific FTA-funded projects that Metro anticipates awarding in FFY 2025 through FFY 2027. Only a subset of businesses in the availability database was considered potentially available for any particular project based on the type, size, and work type of the opportunity. BBC identified the specific characteristics of each FTA-funded contract opportunity that Metro anticipates awarding in FFY 2025 through FFY 2027 and then, for the purposes of helping Metro establish a base figure, took the following steps to calculate the availability of potential DBEs for each contract element (i.e., prime contract or subcontract):

1. BBC identified businesses in the availability database that reported they:
  - Are interested in performing related work in that particular role (i.e., prime contract or subcontract) for that specific type of work for Metro or other local government agencies;
  - Can serve customers in Los Angeles County; and
  - Are able to perform work of that size.
2. BBC then counted the number of potential DBEs (by the race and gender of business owners) relative to all businesses in the availability database that met the above criteria.
3. BBC translated the numeric availability of potential DBEs for the contract element into proportional availability.

BBC repeated those steps for each FTA-funded contract opportunity that Metro anticipates awarding in FFY 2025 through FFY 2027. The firm then multiplied proportional availability for each contract element by the dollars associated with it, added results across all contract elements, and divided by the total dollars for all contract elements. The result was a dollar-weighted estimate of the overall availability of potential DBEs for the FTA-funded work Metro anticipates awarding in FFY 2025 through FFY 2027 as well as separate availability estimates for each relevant racial/ethnic and gender group.

Figure 1 presents detailed information about the base figure for Metro’s overall DBE goal:

- Column (a) presents the groups of potential DBEs that BBC considered as part of the base figure analysis;
- Column (b) presents the availability percentage for each group for anticipated FTA-funded *construction* contract opportunities;
- Column (c) presents the availability percentage for each group for anticipated FTA-funded *professional services* contract opportunities;
- Column (d) presents the availability percentage for each group for anticipated FTA-funded *non-professional services and goods* contract opportunities; and

- Column (e) presents the availability percentage for each group for *all* anticipated FTA-funded contract opportunities considered together (i.e., construction; professional services; and non-professional services and goods contracts).

As presented at the bottom of column (e), the availability analysis shows that potential DBEs could be considered available for 25.5 percent of the FTA-funded projects that Metro anticipates awarding in FFY 2025 through FFY 2027. Thus, Metro considers **25.5 percent as its base figure**. As presented in the last row of Figure 1, the overall base figure reflects a weight of 95.2 percent for construction contracts; 0.05 percent for professional services contracts; and 4.8 percent for non-professional services and goods contracts, based on the volume of FTA-funded project dollars that Metro anticipates awarding related to each industry in FFY 2025 through FFY 2027.

**Figure 1.**  
**Availability components of the base figure**  
**(based on availability of potential DBEs for anticipated FTA-funded contracts)**

a. Potential DBEs	Availability Percentage			
	b. Construction	c. Professional Services	Non-professional services and goods	e. Weighted Average
Asian Pacific American-owned	16.8 %	8.3 %	0.2 %	16.0 %
Black American-owned	2.8	13.5	0.2	2.7
Hispanic American-owned	3.7	21.1	1.4	3.6
Subcontinent Asian American-owned				
Native American-owned	0.1	0.0	0.0	0.1
Hispanic American-owned				
Subcontinent Asian American-owned	1.2	11.5	0.5	1.2
Native American-owned				
White woman-owned	2.0	10.3	0.3	2.0
<b>Total potential DBEs</b>	<b>26.6 %</b>	<b>64.8 %</b>	<b>2.6 %</b>	<b>25.5 %</b>
<b>Industry weight</b>	<b>95.2 %</b>	<b>0.05 %</b>	<b>4.8 %</b>	

Note: Numbers rounded to nearest tenth of 1 percent. Numbers may not add to totals due to rounding.

Source: BBC availability analysis and Metro data.

## B. Determining if an Adjustment is Needed – 49 CFR Section 26.45(d)

After establishing the base figure, Metro considered relevant information to determine whether any adjustment was needed to the base figure as part of determining the overall DBE goal and to make it as precise as possible. In considering an adjustment to the base figure, Metro evaluated information about:

- Current capacity of DBEs to perform agency work;
- Information related to employment, self-employment, education, training, and unions;
- Disparities in the ability of DBEs to access financing, bonding, or insurance; and
- Other relevant factors.<sup>6</sup>

**1. Current capacity of DBEs to perform agency work.** USDOT’s “Tips for Goal-Setting” suggests that agencies should examine data on past DBE participation in their USDOT-funded projects as an

<sup>6</sup> 49 CFR Section 26.45.

indication of the current capacity of DBEs to perform recent work in recent years. Figure 2 presents past DBE participation based on Metro’s Uniform Reports. Based on information from Metro’s Uniform Reports, the median participation of certified DBEs in the USDOT-funded projects Metro awarded in FFYs 2016 through 2023 was 19.2 percent. That information supports a downward adjustment to Metro’s base figure.

**Figure 2.**  
**Past DBE participation in**  
**FTA-funded projects,**  
**FFY 2016-2023**

Source:  
Metro’s Uniform Reports.

Federal Fiscal Year	DBE Attainment	Neutral Attainment	Conscious Attainment
2016	13.8%	1.7%	12.1%
2017	9.5%	0.9%	8.6%
2018	23.5%	3.6%	20.0%
2019	24.6%	1.0%	23.6%
2020	24.5%	4.9%	19.6%
2021	13.2%	3.3%	9.8%
2022	24.4%	3.1%	21.3%
2023	14.8%	5.4%	9.4%
<b>Median past DBE participation</b>	<b>19.2%</b>	<b>3.2%</b>	<b>15.8%</b>

## 2. Information related to employment, self-employment, education, training, and unions.

BBC’s analyses of barriers in the local marketplace indicate barriers that certain POC groups and women face related to human capital, financial capital, business ownership, and business success. Such barriers may decrease the availability of POC- and woman-owned businesses for the USDOT-funded projects Metro awards. For example, BBC used regression analyses to investigate whether race/ethnicity and gender are related to business ownership in relevant industries among workers in the Los Angeles marketplace, independent of various other personal characteristics, including familial status, education, and age (see Chapter 3 and Appendix C of the disparity study report). The regression analyses revealed that, even after accounting for various personal characteristics:

- Black Americans, Hispanic Americans, Subcontinent Asian Americans, and women are significantly less likely than non-Hispanic whites and men to own construction businesses;
- Asian Pacific Americans, Black Americans, Hispanic Americans, and Subcontinent Asian Americans are significantly less likely than non-Hispanic whites to own professional services businesses; and
- Asian Pacific Americans, Black Americans, Hispanic Americans, Subcontinent Asian Americans, and women are significantly less likely than non-Hispanic whites and men to own non-professional services and goods businesses.

BBC then analyzed the specific impact that barriers to business ownership have on the base figure. That is, BBC estimated the availability of potential DBEs if POCs and women owned businesses at the same rate as non-Hispanic white men who shared similar personal characteristics. BBC took the following steps to complete the analysis:

1. BBC adjusted availability percentages for construction; professional services; and non-professional services and goods projects based on observed disparities in business ownership rates for POCs

and women. BBC only adjusted availability percentages for those groups that exhibited statistically significant disparities in business ownership rates compared to non-Hispanic whites and men.

2. BBC then combined adjusted availability percentages for construction projects; professional services projects; and non-professional services and goods projects in a dollar-weighted fashion.

Figure 3 presents the results of the analysis, which is referred to as a *but for* analysis, because it estimates the availability of potential DBEs but for the effects of past race- and gender-based barriers. The rows and columns of Figure 3 present the following information from the *but for* analysis:

- a. **Current availability.** Column (a) presents the availability of potential DBEs by group and industry. Each row presents the availability for each group for Metro's FTA-funded work. Before any adjustment, the availability of potential DBEs for the FTA-assisted contracts that Metro anticipates awarding in FFY 2025 through FFY 2027 is 25.5 percent, as shown in row (28) of column (a).
- b. **Disparity indices for self-employment.** For each group that is significantly less likely than non-Hispanic white men to own construction; professional services; and non-professional services and goods businesses, BBC estimated business ownership rates if those groups owned businesses at the same rate as non-Hispanic white men who share the same personal characteristics. BBC then calculated a business ownership disparity index for each group by dividing the observed business ownership rate by the simulated business ownership rate and then multiplying the result by 100. Values of less than 100 indicate that, in reality, the group is less likely to own businesses than what would be expected for non-Hispanic white men who share similar personal characteristics. Column (b) presents disparity indices related to self-employment for the different racial/ethnic and gender groups. For example, as shown in row (2) of column (b), Black Americans own construction businesses at 60 percent of the rate that one might expect based on the estimated business ownership rates of non-Hispanic white men who share similar personal characteristics.
- c. **Availability after initial adjustment.** Column (c) presents availability estimates by group and by industry after initially adjusting for statistically significant disparities in business ownership rates. BBC calculated those estimates by dividing the current availability in column (a) by the disparity index for business ownership in column (b) and then multiplying by 100. BBC only adjusted availability for those groups that are significantly less likely than similarly situated non-Hispanic white men to own businesses.
- d. **Availability after scaling to 100 percent.** Column (d) shows adjusted availability estimates that BBC rescaled so that the sum of the availability estimates equaled 100 percent for each industry. BBC rescaled the adjusted availability estimates by taking each group's adjusted availability estimate in column (c) and dividing it by the sum of availability estimates shown under "Total businesses" in column (c)—in row (9) for construction, in row (18) for professional services, and in row (27) for non-professional services and goods—and multiplying by 100. For example, the rescaled adjusted availability estimate for Black American-owned construction businesses shown in row (2) of column (d) was calculated in the following way:  $(4.6\% \div 107.6\%) \times 100 = 4.3\%$ .
- e. **Components of goal.** Column (e) shows the component of the total base figure attributed to the adjusted POC- and woman-owned availability for each industry. BBC calculated each component by taking the total availability estimate shown under "Potential DBEs" in column (d)—in row (7) for construction, in row (16) for professional services, and in row (25) for non-professional services and—and multiplying it by the proportion of total anticipated FTA-funded contract dollars for

which each industry accounts: 0.9515 for construction, 0.0005 for professional services, and 0.0480 for non-professional services and goods. For example, BBC used the 31.8 percent shown in row (7) of column (d) for construction and multiplied it by 0.95 for a result of 30.3 percent (see row (7) of column (e)). The values in column (e) were then summed to equal the base figure adjusted for barriers in business ownership—30.5 percent—as shown in the bottom row of column (e).

**Figure 3.**  
**Adjustment to base figure to account for disparities in business ownership rates**

Industry and group		a. Current availability	b. Disparity index for business ownership	c. Availability after initial adjustment*	d. Availability after scaling to 100%	e. Components of base figure**
<b>Construction</b>						
(1)	Asian Pacific American	16.8 %	n/a	16.8 %	15.6 %	
(2)	Black American	2.8	60	4.6	4.3	
(3)	Hispanic American	3.7	75	4.9	4.5	
(4)	Native American	0.1	n/a	0.1	0.1	
(5)	Subcontinent Asian American	1.2	36	3.3	3.1	
(6)	White woman	2.0	46	4.5	4.1	
(7)	Potential DBEs	26.6 %	n/a	34.2 %	31.8 %	30.3 %
(8)	All other businesses ***	73.4	n/a	73.4	68.2	
(9)	<b>Total</b>	<b>100.0 %</b>	<b>n/a</b>	<b>107.6 %</b>	<b>100.0 %</b>	
<b>Professional services</b>						
(10)	Asian Pacific American	8.3 %	60	13.9 %	10.6 %	
(11)	Black American	13.5	77	17.6	13.5	
(12)	Hispanic American	21.1	67	31.5	24.1	
(13)	Native American	0.0	n/a	0.0	0.0	
(14)	Subcontinent Asian American	11.5	52	22.1	16.9	
(15)	White woman	10.3	n/a	10.3	7.9	
(16)	Potential DBEs	64.8 %	n/a	95.4 %	73.0 %	0.03 %
(17)	All other businesses	35.2	n/a	35.2	27.0	
(18)	<b>Total</b>	<b>100.0 %</b>	<b>n/a</b>	<b>130.6 %</b>	<b>100.0 %</b>	
<b>Non-professional services and goods</b>						
(19)	Asian Pacific American	0.2 %	70	0.3 %	0.3 %	
(20)	Black American	0.2	27	0.9	0.9	
(21)	Hispanic American	1.4	58	2.5	2.4	
(22)	Native American	0.0	n/a	0.0	0.0	
(23)	Subcontinent Asian American	0.5	41	1.2	1.2	
(24)	White woman	0.3	62	0.4	0.4	
(25)	Potential DBEs	2.6 %	n/a	5.3 %	5.2 %	0.25 %
(26)	All other businesses	97.4	n/a	97.4	94.8	
(27)	<b>Total</b>	<b>100.0 %</b>	<b>n/a</b>	<b>102.7 %</b>	<b>100.0 %</b>	
(28)	<b>TOTAL</b>	<b>25.5 %</b>	<b>n/a</b>		<b>n/a</b>	<b>30.5 %</b>

Note: Numbers rounded to nearest tenth of 1%. Numbers may not add to totals due to rounding.

\* Initial adjustment is calculated as current availability divided by the disparity index.

\*\* Components of base figure calculated as value after adjustment and scaling to 100% multiplied by percentage of total FTA-funded contract dollars in that category (construction is 89.7%; professional services is 0.1%; non-professional services and goods is 10.3%).

\*\*\* All other businesses included businesses owned by non-Hispanic white men and POC- and woman-owned businesses that were not potential DBEs.

Source: BBC Research & Consulting and Metro data.



**3. Any disparities in the ability of DBEs to get financing, bonding, or insurance.** BBC's analysis of access to financing, bonding, and insurance also revealed quantitative and qualitative evidence that POCs, women, and POC- and woman-owned businesses in the region do not have the same access to those business inputs as non-Hispanic white men and businesses owned by non-Hispanic white men. Any barriers to obtaining financing, bonding, or insurance might limit opportunities for POCs and women to successfully form and operate businesses in the RGMA and would also place those businesses at a disadvantage in competing for Metro's USDOT-funded projects. Thus, those results also support an upward adjustment to Metro's base figure.

**4. Other relevant data.** The Federal DBE Program suggests that USDOT fund recipients also examine "other factors" when determining whether to make any adjustments to their base figures.<sup>7</sup>

**a. Success of businesses.** There is quantitative evidence that certain groups of POC- and woman-owned businesses are less successful in terms of business closures, business receipts, business owner earnings, and other metrics than businesses owned by non-Hispanic white men and face greater barriers in the marketplace, even after accounting for race- and gender-neutral factors (for details, see Chapter 3 and Appendix C of the disparity study report). Barriers in business success among POC- and woman-owned businesses can limit their growth, which may depress their availability for Metro's USDOT-funded work. There is also qualitative evidence of barriers to the success of POC- and woman-owned businesses. Some of that information suggests that discrimination on the basis of race/ethnicity and gender adversely affects POC- and woman-owned businesses in the local contracting industry (for details, see Appendix D of the disparity study report). Thus, information about the success of businesses also supports an upward adjustment to Metro's base figure.

**b. Evidence from disparity studies conducted within the jurisdiction.** USDOT suggests that federal fund recipients also examine evidence from disparity studies conducted within their jurisdictions when determining whether to adjust their base figures. There have been several other disparity studies conducted for transportation agencies in California in recent years [e.g., the California Department of Transportation, the San Francisco Municipal Transportation Agency, and the San Diego Association of Governments]. However, those agencies' projects differ substantially in terms of size and type from the FTA-funded projects that Metro awards. Therefore, the results from other disparity studies are of limited use to Metro in determining whether to adjust its base figure.

**5. Adjustment.** Metro considered all of the above information regarding whether to make an adjustment to the base figure and has decided to make an upward adjustment to its base figure that specifically accounts for barriers that POCs and women face related to business ownership in the local marketplace. Metro has decided to base its adjustment specifically on that factor, because it has clear, direct, and quantifiable effects on the availability of POC- and woman-owned businesses for Metro work, and making an upward adjustment reflects Metro's commitment to remedying the continuing effects of past race- and gender-based discrimination in the marketplace. Metro has decided to use potential DBE availability that has been adjusted for disparities in business ownership rates yielding a **new overall DBE goal of 31 percent, after rounding, for FFYs 2025, 2026, and 2027.**

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<sup>7</sup> 49 CFR Section 26.45.

### C. Race-/Gender-Neutral and Race/Gender-Conscious Split – 49 CFR Section 26.51 (c)

In accordance with federal regulations and USDOT guidance, Metro will attempt to meet the maximum feasible portion of its proposed 31 percent overall DBE goal through using race- and gender-neutral measures. Metro uses a broad range of such measures to encourage the participation of all small businesses—including DBEs—in its FTA-funded projects and plans on continuing to use those measures in the future. Metro considered the race- and gender-neutral program measures that it currently implements and its DBE participation as the result of those measures during FFY 2016 through FFY 2021. Based on Metro’s Uniform Reports, median DBE participation as the result of race- and gender-neutral efforts for FFY 2016 through FFY 2021 was 2.5 percent (see Figure 2). Based on that information, Metro projects that it will be able to meet 2.5 percent, **after rounding, 3.0 percent** of its proposed DBE goal for FFY 2025 through FFY 2027 through the use of race- and gender-neutral measures. Metro projects that it will meet the remainder of its proposed 31.0 percent overall DBE goal—**28.0 percent**—through the use of race- and gender-conscious measures (i.e., DBE contract goals).

Metro is prohibited from using race- and gender-conscious measures to award non-FTA funded projects due to Proposition 209. Metro used race- and gender-conscious DBE subcontracting goals on the FTA-funded projects it awarded during the study period to encourage the participation of DBEs in that work. The disparity study compared disparity analysis results between projects that Metro awarded with the use of FTA funding (i.e., goals projects) and projects that Metro awarded without the use of FTA funding (i.e., no goals projects). Examining disparities for no goals projects provides useful information about outcomes for POC- and woman-owned businesses on projects that Metro awarded in a race-neutral and gender-neutral environment and whether there is evidence that certain groups face any discrimination or barriers as part of Metro’s contracting.<sup>8, 9, 10</sup> Figure 4 presents 2023 disparity analysis results separately for goals and no goals projects that Metro awarded during the study period. As shown in Figure 4, overall, POC- and woman-owned businesses exhibited substantial disparities for goals and no goals projects. Results for individual businesses groups indicated that:

- All groups except white woman-owned businesses (disparity index of 132) and Black American-owned business (disparity index of 86) showed substantial disparities on goals projects.
- All relevant business groups showed substantial disparities on no goals projects.

The results presented in Figure 4 indicate that Metro’s use of DBE goals is effective in encouraging the participation of POC- and woman-owned businesses in its FTA-funded projects. Moreover, those results indicate that when Metro does not use race- and gender-conscious measures, all relevant business groups suffer from substantial underutilization in Metro contracting.

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<sup>8</sup> Associated General Contractors of America, San Diego Chapter, Inc. v. California Department of Transportation, et al., 713 F.3d 1187, 1192, 1196 (9th Cir. 2013).

<sup>9</sup> *Concrete Works of Colorado, Inc. v. City and County of Denver*, 321 F.3d 950, 985, 987-88 (10<sup>th</sup> Cir. 2003), *cert. denied*, 540 U.S. 1027, 124 S. Ct. 556 (2003).

<sup>10</sup> *H. B. Rowe Co., Inc. v. W. Lyndo Tippet, NCDOT, et al.*, 615 F.3d 233,246 (4th Cir. 2010).

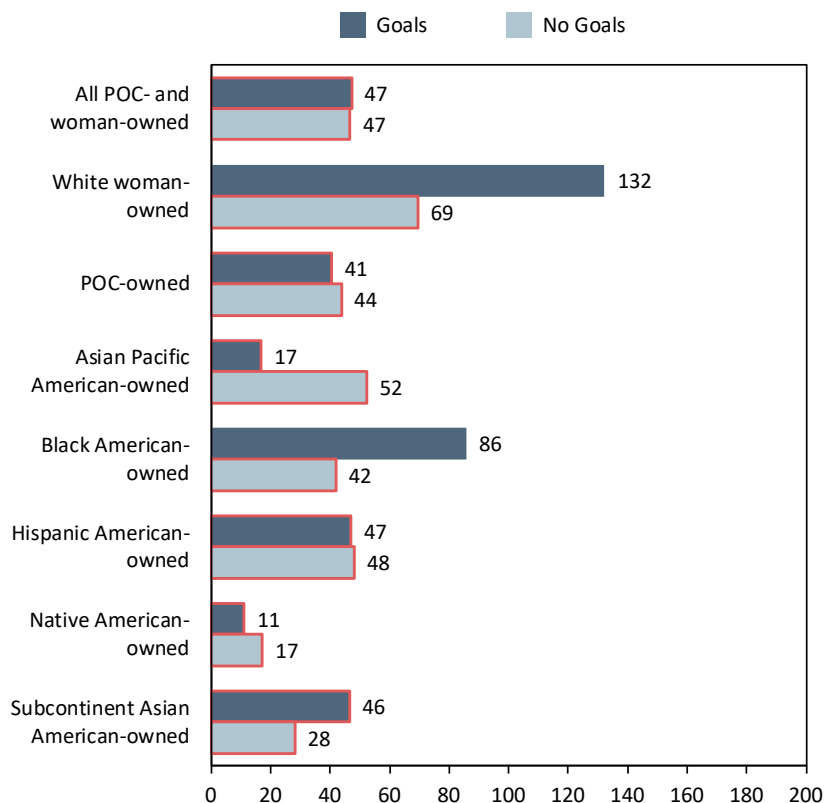
**Figure 4.**  
**Disparity analysis**  
**results for goals and**  
**non-goals projects**

Note:

Numbers rounded to nearest  
tenth of 1 percent and thus may  
not sum exactly to totals.

Source:

BBC disparity analysis.



## D. Public Participation – 49 CFR Section 26.45(g)

Public participation is a key component of Metro’s process for setting its overall DBE goal. Metro made information about the proposed goal available to the public on its website and Vendor Portal on April 19, 2024 beginning a 30-day comment period that ended on May 20, 2024. Metro held two public hearings on May 3, 2024 (in-person) and May 5, 2024 (virtual). Metro will accept public comments for a 30-day period beginning April 19, 2024 and ending May 20, 2024. Additionally, as part of the public consultation, Metro presented the goal and goal methodology at the Transportation Business Advisory Council’s (TBAC) monthly meeting on May 2, 2024. Public comments were accepted via email at: [LAMetroGandM@bbcresearch.com](mailto:LAMetroGandM@bbcresearch.com) or [GoalComment@metro.net](mailto:GoalComment@metro.net); via U.S. Mail at Metro, Diversity & Economic Opportunity Department (DEOD), Attn: Public Comment Overall DBE Goal, One Gateway Plaza, 99-8-4, Los Angeles, CA 90012.

Metro issued a Public Notice in the following newspapers: Los Angeles Daily News, Los Angeles Times, L.A. Watts Times, L.A. Sentinel, Southwest Wave, LA Opinion, India Post, Asbarez Daily Newspaper, Tho Luan News, Asian Journal, Chinese Daily/World, Rafu Shimpo, Korea Times and the Saigon Times. Metro also issued e-blasts to inform the business community of the public notice, public meetings, and ways to submit written or verbal comments.

Metro received positive feedback during the public comment period. From the public consultation with TBAC, Metro received one general comment of support from the Chair. Overall, Metro received one written comment and two comments during the public hearings, all supportive of the goal and the DBE program. Metro responded to questions raised at each meeting and received all feedback for consideration to inform improvements to Metro’s DBE program. Based on a review of comments, Metro

determined no quantitative evidence relevant to the determination of availability or utilization warranted a change to the overall DBE goal.



REVISED

# FFY2025-2027 OVERALL DBE GOAL AND GOAL METHODOLOGY

*Executive Management Committee  
Item #20*

## RECOMMENDATIONS/BACKGROUND

- A. APPROVE proposed 31% Overall Disadvantaged Business Enterprise (DBE) goal for Federal Fiscal Years (FFY) 2025 – 2027 for contracts funded, in whole or in part, with Federal Transit Administration (FTA) funds, and
  - B. RECEIVE and FILE an update on the new modernized DBE Program certification and implementation requirements.
- 
- Metro is required to implement the DBE program and every three years, establish an overall goal for DBE participation, in accordance with 49 Code of Federal Regulations (CFR) Section 26.21).
  - Effective May 9, 2024, USDOT issued its final ruling modernizing the DBE program rules to provide greater clarity and flexibility and enhance the ability of DBEs to compete on a level playing field for federally funded contracting opportunities.

## SETTING OVERALL DBE GOAL

### BASE FIGURE

- Information from Disparity Study
- Availability analysis
- Potential DBEs

### STEP 2 ADJUSTMENT

- Current DBE capacity
- Marketplace barriers
- Other relevant factors



**Metro**



# CALCULATING THE BASE FIGURE

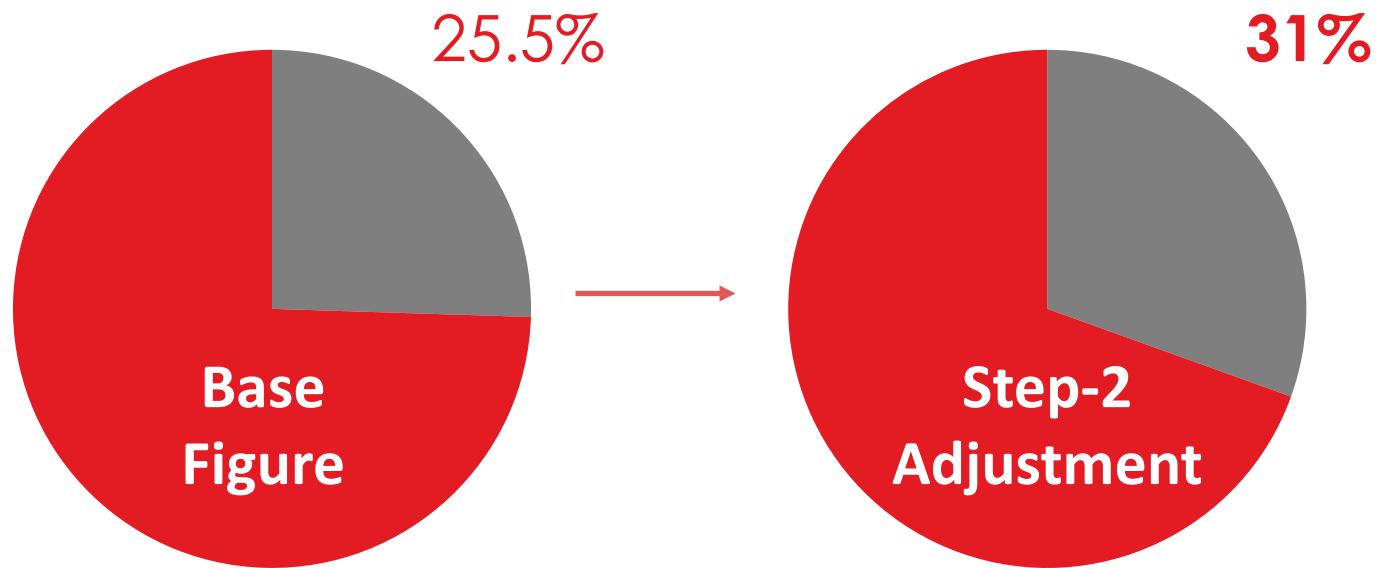
Base figure is calculated using a dollar-weighted calculation by industry based on contracts expected for Metro during the next three Federal Fiscal Years

a. Potential DBEs	Availability Percentage			e. Weighted Average
	b. Construction	c. Professional Services	Non-professional services and goods	
Asian Pacific American-owned	16.8 %	8.3 %	0.2 %	16.0 %
Black American-owned	2.8	13.5	0.2	2.7
Hispanic American-owned	3.7	21.1	1.4	3.6
Subcontinent Asian American-owned				
Native American-owned	0.1	0.0	0.0	0.1
Hispanic American-owned				
Subcontinent Asian American-owned	1.2	11.5	0.5	1.2
Native American-owned				
White woman-owned	2.0	10.3	0.3	2.0
<b>Total potential DBEs</b>	<b>26.6 %</b>	<b>64.8 %</b>	<b>2.6 %</b>	<b>25.5 %</b>
<b>Industry weight</b>	<b>95.2 %</b>	<b>0.05 %</b>	<b>4.8 %</b>	



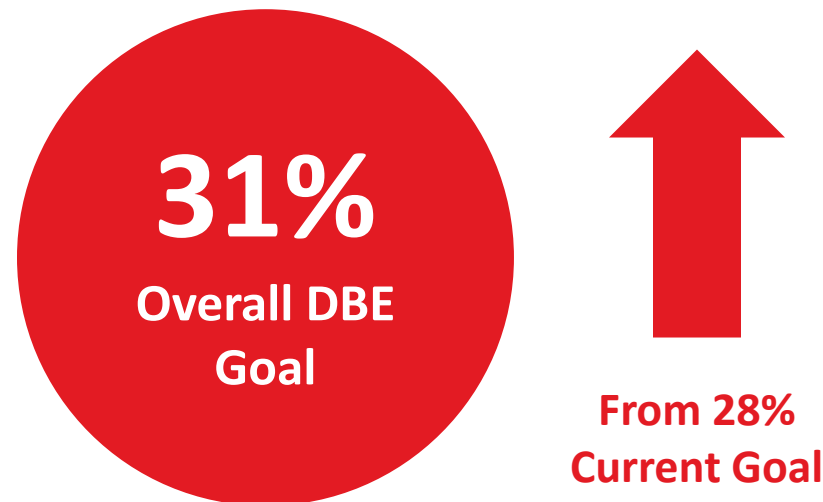
## CALCULATING THE GOAL

Projected availability if minorities and women owned businesses at same rate as similarly situated white men—supports upward adjustment to base figure



## CALCULATING THE GOAL

Given marketplace barriers, Metro determined that it was appropriate to adjust the base figure upward.



# RACE-/GENDER-CONSCIOUS MEASURES

## Substantial Disparities\*

- Asian-Pacific American-owned businesses
- Black American-owned businesses
- Hispanic American-owned businesses
- Native American-owned businesses
- Subcontinent Asian American-owned businesses\*\*
- White women-owned businesses

## Next Steps:

- Upon Board Approval:
  - Submit proposed goal to FTA BY August 1, 2024
  - Overall DBE goal effective October 1, 2024

\*Based on disparity analysis

\*\*Subcontinent Asian Americans are persons whose origins are from India, Pakistan, Bangladesh, Bhutan, the Maldives Islands, Nepal or Sri Lanka



**Metro**

# 2024 DBE PROGRAM UPDATES

Key changes that modernized the DBE Program and improved certification include:

- Streamlined the DBE certification and eligibility process, including expediting the inter-state certification process to less burdensome procedures.
- Adjusted the personal net worth (PNW) cap for inflation for small business owners from \$1.32M to \$2.047M, excluding retirement assets from the calculation. The DOT will make future adjustments to the PNW cap every three years.
- Formalized guidance establishing successful COVID-19 flexibilities such as virtual on-site visits, to conserve certification and firm resources.
- Modernized the rules for counting forty percent participation of DBE material suppliers by creating a new distributor category to address drop-shipped goods.
- Expanded reporting requirements to gain greater knowledge of DBE characteristics, bidding/solicitation practices and utilization and overall program impact.
- Clarified and reinforced how to count DBE participation after decertification or other loss of eligibility.
- Strengthened monitoring and prompt payment requirements.

The program changes were effective May 9, 2024, on Metro FTA and FHWA-funded contracts. Metro's SBE Program mirrors the DBE program and will be modified to align with the program changes by July 30, 2024.



Thank you



Metro



## Board Report

**File #:** 2024-0247, **File Type:** Motion / Motion Response

**Agenda Number:** 21.

### EXECUTIVE MANAGEMENT COMMITTEE JUNE 20, 2024

**SUBJECT: UNSOLICITED PROPOSALS POLICY UPDATE**

**ACTION: APPROVE RECOMMENDATION**

#### **RECOMMENDATION**

CONSIDER:

- A. RECEIVING AND FILING the status update on the recommendations from the Unsolicited Proposals Five Year Review; and
- B. ADOPTING the Unsolicited Proposals (UP) Policy Staff Recommendations (Attachment A) in response to Board Motion 39.

#### **ISSUE**

Since inception in February 2016, the Unsolicited Proposals (UP) Policy (Attachment B) has led to 286 Unsolicited Proposals - a substantial volume of submissions. Of those 286 Unsolicited Proposals, 34 proposals have advanced to implementation, leading to 22 unique projects and 13 no-cost-to-Metro Proofs of Concept as of May 2024. Projects and approaches that originated as an Unsolicited Proposal include Metro Micro, Camera Bus Lane Enforcement, and Smart Mobile Bathroom Pilot.

At its March 2024 meeting, the Board approved Motion 39 (Attachment C) by Directors Yaroslavsky, Bass, Krekorian, Najarian, and Horvath, directing the CEO to provide a comprehensive review and recommend updates to the UP Policy related to key focus areas. This report addresses Board Motion 39 including a status update on the recommendations from the Unsolicited Proposals Five Year Review completed in 2021.

#### **BACKGROUND**

Established in February 2016, Metro's UP Policy allows any external party (such as a company, non-profit, or private citizen) or Metro employee to submit conceptual project proposals for formal evaluation. The UP Policy is a nimble, industry-accepted procurement tool managed by the Office of Strategic Innovation (OSI) and Vendor/Contract Management (V/CM) that provides an avenue for new ideas to be received, explored, and implemented to advance Metro's mission and priorities.



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Unsolicited Proposals are evaluated by a Review Team, composed of Metro staff from the following Departments: OSI, at least one subject matter expert from outside OSI, and V/CM. Unsolicited Proposals can result in one of four outcomes:

1. Decline Proposal: Metro does not seek additional information or proceed with a proposal.
2. Additional Fact-Finding (referred to as “Phase II” in the UP Policy): Metro requests more detailed technical and financial information to fully understand and evaluate the proposal.
3. Proof of Concept: a no-cost-to-Metro pilot of the proposal with limited scope and duration to demonstrate product viability.
4. Advance to Implementation: Review Team gives a recommendation for a proposal to proceed to competitive solicitation. In three circumstances, and in adherence to V/CM rules and guidelines, a proposal can qualify to advance to a sole source solicitation. Advancing a proposal to implementation does not compel Metro to enter into a contract. Metro, at its sole discretion, may return and/or decline to proceed with an Unsolicited Proposal at any time during the process. All proposals advanced to implementation must adhere to Federal, State, and Board mandated procurement guidelines.

Once the Review Team makes a recommendation, staff crafts a Decision Letter with the outcome and reasoning outlined for the proposer. A Decision Letter is not binding; it is intended to inform the proposer of Metro’s intent. The intent given can change at Metro’s sole discretion.

In February 2021, Metro staff issued a Five Year Review of the UP Policy, which assessed whether the Policy had worked as intended, led to high-value projects, and made Metro more innovative. The Five Year Review concluded that the UP Policy had provided a steady flow of ideas, helped to drive decision-making, and established a process for developing meritorious ideas into Metro projects. The assessment also produced eight recommendations to update and improve the Policy. In 2021, the Metro Board also adopted the Joint Development (JD) Policy, which spoke to the treatment of Unsolicited Proposals for prospective Joint Development sites. Within the Policy, staff may consider unsolicited proposals that seek the right to develop or improve Metro property by bringing unique benefits to a Metro site such as adjacent property.

## **DISCUSSION**

### **Integration of Metro’s Core Mission, Goals and Priorities**

The UP Policy exists to widen the portal for ideas on the ways in which Metro delivers its core mission of getting people where they need to go in a safe, efficient, affordable, and reliable manner. Ensuring that proposals advance Metro’s goals and align with the agency’s priorities are critical to the success of any Unsolicited Proposal that is eventually implemented. Metro staff recommend the following adjustments that strengthen the review process and prioritize proposals that best meet Metro’s priorities:

1. *Incorporate equity and sustainability components in the Unsolicited Proposal review process:* staff recommends adding questions in the Exhibit C intake form that ask proposers to directly state how the project will advance Metro’s Equity and Sustainability values. Once an Unsolicited Proposal is received, staff use a series of six criteria to evaluate a proposal. Staff

recommends including equity as a seventh evaluation criterion. Staff will also include these recommendations when using the Rapid Screening Tool, which will include equity as a criterion. The Rapid Screening Tool rates proposals on a 0-3 scale for each criterion and is used during high intake periods for Unsolicited Proposal. Equity will be measured based on the extent to which the proposal presents an “equity opportunity.” Metro defines an equity opportunity as “a decision that is designed to provide benefits or reduce or not perpetuate disparities for historically marginalized communities or others facing disparities in access to opportunities.” Unsolicited Proposals may warrant further review through Metro’s Rapid Equity Assessment (REA) if the proposal does not present a strong equity opportunity. For example, an Unsolicited Proposal that scores well in the areas of technical and financial merit but has the potential to result in negative impacts to marginalized and vulnerable groups may require a REA.

An equivalent screening tool for sustainability does not currently exist at the agency. However, staff recommends including consideration for sustainability in the formal evaluation that must be developed for all Unsolicited Proposals to ensure thorough internal review. This requirement will be stated as follows: “Describe and quantify, if possible, how the proposal advances (or does not hinder) Metro’s commitment to environmental sustainability and/or climate resiliency.” Staff will also post additional guidance on Metro’s equity and sustainability goals on the Partnerships webpage to direct interested parties to pertinent resources.

2. *Prioritize Unsolicited Proposals in support of the 2028 Olympic/Paralympic Games and Measure R & M Expenditure Plans:* Staff recommend additional informational requirements in Exhibit C of the Policy that indicate how the proposal supports projects outlined in the Measure R and Measure M Expenditure Plans, as well as, whether the submitted Unsolicited Proposal supports the 2028 Mobility Concept Plan or Olympics preparation and to identify the specific project within the plan. Unsolicited Proposals that clearly demonstrate alignment will be prioritized for review.

### Phased Review Process and Regularity of Board Consultation

#### *Blackout Period*

Staff continue to adhere to all policies, State/Federal laws, and internal ethics standards surrounding procurements and specific projects with information not yet publicly available. Federal and state rules mandate a “blackout period” during the procurement process, in which the proposer cannot engage in any advocacy while the proposal is being evaluated. The Board is prohibited from seeking information from Metro staff during review. While these rules, outlined in California Public Utilities Commission Sections 130680 and 130685, were adopted prior to the establishment of the Unsolicited Proposals process, staff have maintained a consistent standard of the application of procurement rules and guidelines to maintain the integrity of the review and evaluation of Unsolicited Proposals. As such, staff do not inform the Board, public, or any non-Review Team members of



ongoing Unsolicited Proposal reviews for the following reasons:

- To maintain the impartiality of Metro's Board during ongoing procurement efforts.
- To maintain the impartiality of Metro's Review Team by prohibiting industry stakeholders from communicating with staff and influencing evaluation efforts.
- To maintain trust and confidentiality with proposers and protect proprietary information and/or technologies.
- To allow for a nimble and streamlined review process. Staff have 120 days to respond to Unsolicited Proposals. Creating a Board review process for active Unsolicited Proposals would lead to increased demand for staff time on each Unsolicited Proposal to meet these deadlines.
- To ensure the competitiveness of a future solicitation resulting from a successful Unsolicited Proposal review.

Metro staff currently maintain a blackout period for all Unsolicited Proposals submitted until a Decision Letter is signed and sent to the proposer. However, staff recommend quarterly reports to the Board on the Decision Letters issued related to Phase 1 and Phase 2 milestones, except for "landmark Unsolicited Proposals." "Landmark" is defined as Unsolicited Proposals, such as major capital projects or new transit service, that proceed through initial review (Phase 1), or proposals that require Metro to allocate more than \$10 million. "Landmark" proposals would require Board approval based on the following threshold:

- Any Unsolicited Proposal recommended to "Advance to Implementation" that introduces a new mode of mobility and/or transit guideway systems that require Metro funding, project management, call for Metro to serve as lead agency in the development of an EIR/EIS, and/or falls under a project subject to CPUC Code 130252, and/or;
- Any Unsolicited Proposal recommended to "Advance to Implementation" that would require Metro to allocate more than \$10 million to fulfill a solicitation.

Note: An "advance to implementation" recommendation is not a legally binding commitment from Metro to undertake a project or the scope proposed therein. As stated on page seven of the UP Policy, "Nothing in this policy or otherwise requires Metro to act or enter into a contract based on an Unsolicited Proposal."Strengthened Community-Focused Transparency and Engagement

The UP Policy is a medium for stakeholders to present ideas beyond the normal avenues of internal project generation. While the blackout period prevents staff from engaging with the public regarding the details of an Unsolicited Proposal during the review process, staff have identified opportunities that enhance the community engagement process once the blackout period is lifted. These opportunities are described below.

#### *Prioritize Proposals that Promote Community-Informed Projects*

The UP Policy works to move Metro's mission, goals, and values forward. An enhancement to the Policy, as discussed in this Report, is to prioritize proposals that support projects listed in the 2028 Mobility Concept Plan, Measure R/M Expenditure Plans, and/or plans published by Metro that set agency and department priorities. The priorities in these plans have been vetted by the public and will

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continue to follow Metro's standards for community engagement as they progress through planning and implementation.

### *Early Community Engagement Planning for Landmark Unsolicited Proposals*

When proposals meet the above thresholds for Board consultation, staff will consult with Metro's Community Relations team during the review period for guidance on how to seek input from community stakeholders as the project develops. If a proposal is advanced to implementation, staff would include this information when seeking Board approval. This information serves to prompt conversations on community engagement and informs the Board of staff's recommendations. All community engagement activities would occur after the proposal outcome has been determined, and the Board has approved Metro's recommended course of action.

### *Community Outreach for Joint Development Unsolicited Proposals*

Language within the Joint Development UP Policy supports the framework for community outreach. Community outreach would occur prior to the proposed project being submitted to the Board for consideration. Promoting community-focused transparency and engagement would occur through the creation of a developer-led community outreach plan, canvassing of local stakeholders in proximity to the project, presentations to interested parties, and direct communications to the Board of Directors and affected locally elected officials. Any major project that proceeds through the Joint Development Unsolicited Proposals process to environmental review would be subject to the engagement best practices.

### *Industry Outreach*

Staff have also engaged in industry outreach. In December 2018, the Office of Strategic Innovation hosted an Unsolicited Proposal forum with the theme "Think You Can Solve Traffic," which allowed interested partners and community members the opportunity to learn about Metro's current efforts, hear from industry professionals and researchers, as well as discuss their ideas with Metro. Staff received 43 proposals following the forum. These outreach efforts are under consideration for the future, particularly for projects that serve the 2028 Games.

### Workstream Delegation to Reduce Metro Staff Time

Staff have access to a financial advisory bench of consultants that can be activated for additional support in evaluating the financial viability of Public-Private Partnerships. When Metro receives an Unsolicited Proposal that presents a Public-Private Partnership opportunity, staff can solicit support from this bench to augment Metro staff capacity and expertise and reduce staff time needed to conduct an extensive financial evaluation. Staff have used these resources in the past and will continue to do so when necessary. Additionally, the Rapid Screening Tool allows staff to more effectively and efficiently identify proposals that do not align with Metro's mission and values.

Staff capacity is a factor as a part of the Feasibility criteria for proposal evaluation. For Landmark Unsolicited Proposals that meet the above threshold, Metro staff will incorporate initial findings on how the proposal will impact staff time as part of the subsequent Receive and File to the Board.

### Status of Five Year Review Recommendations

---

In the Five Year Review, staff introduced eight recommendations to update and improve the Policy. The recommendations were:

1. Expand FAQ documents to include a discussion of proposal success factors;
2. Formalize pre-proposal briefings;
3. Apply an equity lens to proposals;
4. Employ the Rapid Screening Tool to assess a proposal's chance of success;
5. Extend the review period;
6. Finalize and disseminate Policy operating procedures to clarify the process for participants;
7. Establish a Proof of Concept best practices guide and library resource;
8. Write the next Innovation Portfolio;

Recommendations 1, 2, 5, and 6 have been fully adopted.

While equity was established as an evaluation consideration in the Phase I evaluation form following the release of the Five Year Review, staff have now memorialized equity criterion in the Rapid Screening Tool as well. As mentioned above, Unsolicited Proposals that represent an equity opportunity, whether by enhancing positive impacts or reducing negative impacts for historically marginalized communities or others likely to be impacted by the proposal, may warrant further review through Metro's Office of Equity and Race Rapid Equity Assessment (REA).

The Rapid Screening Tool is not currently outlined in the UP Policy and, therefore, is not universally applied to incoming Unsolicited Proposals as such a grading mechanism is not readily available to proposers. Metro staff recommends updating the UP Policy to include the Rapid Screening Tool. The adoption of these changes will mean Five Year Review Recommendations 3 and 4 will be fully adopted. Recommendations 7 and 8 will be completed before the end of 2024 when staff publishes the Innovation Portfolio and Proof of Concept best practices guide.

## **FINANCIAL IMPACT**

Approval of the recommendations does not result in a financial impact to Metro.

## **EQUITY PLATFORM**

Staff are taking additional steps, as outlined in the recommendations above, to incorporate equity as part of the Unsolicited Proposal review and evaluation process. This includes codifying equity as a core consideration in the Exhibit C intake form.

## **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

The UP Policy is a flexible tool that can be adapted to advance many of Metro's strategic goals. The Policy supports the implementation of Goal 1: Provide high-quality mobility options that enable people to spend less time traveling; Goal 2: Deliver outstanding trip experiences for all users of the transportation system; Goal 3: Enhance communities and lives through mobility and access to

opportunity.

### **ALTERNATIVES CONSIDERED**

The Board could elect not to approve recommendations set forth in this report and maintain status quo operating procedures for proposal intake and review. However, this is not recommended as including equity and sustainability considerations in reviews, reporting thresholds for Board review, and Olympic/Paralympic MCP, as well as Measure R and M Expenditure Plan prioritization during intake, can help the UP Policy and staff facilitate more effective reviews. Not taking these actions can reduce Metro's ability to address mobility issues nimbly and equitably through new ideas.

### **NEXT STEPS**

Upon Board approval, staff will incorporate the recommendations outlined in this Board Report, publish the revised UP Policy on Metro's website, and update the website and FAQ document to reflect current information.

### **ATTACHMENTS**

Attachment A - Unsolicited Proposals Policy Staff Recommendations

Attachment B - Unsolicited Proposals Policy

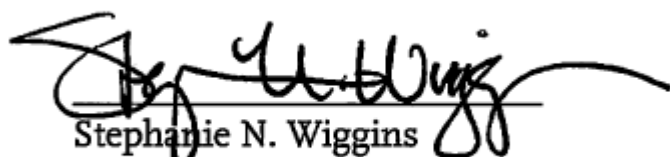
Attachment C - Board Motion 39

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## Attachment A – Staff Recommendations

Staff recommend implementing the following changes to the UP Policy upon approval of Board Action 2024-0247:

- Add fields on the Exhibit C intake form that asks proposers to demonstrate how the proposal intersects with Metro's Equity and Sustainability values; the Olympics/Paralympics Mobility Concept Plan; Measure R and M Expenditure Plans; and/or plans published by Metro that set agency and department priorities. Proposals that address projects listed in the Mobility Concept Plan, Measure R and/or M Expenditure Plans, or identified as a priority in published departmental plans will be prioritized in the Unsolicited Proposal review queue.
- Include Equity as an evaluation criteria, including as a scored consideration in the Rapid Scoring Tool and staff evaluation form. Include Sustainability as a consideration in the evaluation form for an Unsolicited Proposal;
- Provide quarterly updates to the Board on Decision Letters issued on Phase 1 and Phase 2 milestones that are out of the blackout period.
- Formalize process to receive Board approval on "Landmark" Unsolicited Proposals after a proposal is Advanced to Implementation and meet or exceed at least one of the following thresholds:
  - introduces a new mode of mobility and/or transit guideway systems that require Metro funding, project management, call for Metro to serve as lead agency in the development of an EIR/EIS, and/or falls under a project subject to CPUC Code 130252, and/or;
  - A proposal recommended for approval that would require Metro allocate more than \$10 million to fulfill a solicitation.
- Include staff from Metro's Community Relations team on landmark proposal reviews and notify Metro Board on engagement best practices to inform approval.



FEBRUARY 2016  
LAST REVISED MAY 2018

# UNSOLICITED PROPOSALS POLICY



**Metro**

# Unsolicited Proposals & Public/Private Sector Engagement Policy

<b>Metro Agency-Wide Unsolicited Proposals Policy</b>	2
Unsolicited Proposals Process Flow Chart (Exhibit A)	9
Proposal Cover Page (Exhibit B)	10
Conceptual Proposal Form (Exhibit C)	11
Contractor Pre-Qualification Application for Construction (Exhibit D)	13
Contractor Pre-Qualification Application (Exhibit E)	25
Metro Joint Development Unsolicited Proposals Policy	36
Unsolicited Joint Development Proposals Process Flow Chart (Exhibit 1)	45
Conceptual Joint Development Proposal Form (Exhibit 2)	46

## Overview

### Applicability

This policy and procedure applies to Unsolicited Proposals received by Metro. The Joint Development section of this policy is designed to address unsolicited proposals regarding the acquisition, lease, sale or shared use of Metro real property. Persons interested in submitting an unsolicited proposal for shared use and/or development on Metro-owned property should review that section of this policy, which provides specific details on submitting an Unsolicited Proposal for Joint Development (JD) sites.

### What is an Unsolicited Proposal?

A written proposal that is submitted to Metro on the initiative of the submitter for the purpose of developing a partnership that is not in response to a formal or informal request issued by Metro.

### What distinguishes an Unsolicited Proposal?

It should be:

- > Innovative and pragmatic;
- > Independently originated and developed by the proposer;
- > If submitted by parties external to Metro, prepared without Metro's supervision, endorsement, direction, or direct involvement; and
- > Sufficiently detailed that its benefits in support of Metro's mission and responsibilities are readily apparent.

An Unsolicited Proposal is distinguishable from a project already part of Metro's long-term budget planning process and plan if it uses innovative but pragmatic solutions that offer added value, such as enhanced financing options, improved customer service outcomes or advanced delivery dates. Sales tax bonds and certificates of participation are not unique and innovative financing tools.

### Should proposers interested in a published solicitation submit an Unsolicited Proposal?

No. An Unsolicited Proposal is not any of the following:

- > An offer responding to Metro's previously published expression of need or request for proposals;
- > An advance proposal for property or services that Metro could acquire through competitive methods (submitted within the budget year before release of a published request for proposal); or
- > A replacement for an existing contract that is already in effect; or
- > An opportunity to stipulate the means and methods of an existing contractual relationship.

## Unsolicited Proposals Process Overview

All Unsolicited Proposals shall be submitted to the Metro Vendor / Contract Management (V/CM) office, which will log the proposal and within three business days, then officially transfer it to the Office of Extraordinary Innovation (OEI) for evaluation of technical and/or financial merit. Joint Development Unsolicited Proposals will be transferred to the Joint Development Team.

Metro receives and evaluates Unsolicited Proposals using a two-phased approach, as described below. All Unsolicited Proposals, both in general and for Joint Development, will be evaluated using the two-phased approach, however, the JD process is defined in a separate section of this policy. In Phase One, we evaluate conceptual proposals. Conceptual proposals will be reviewed within 90 days of receipt, at which time a determination will be made as to whether to review additional and detailed information in Phase Two. If there is interest in a conceptual proposal, the proposer may be asked to submit a detailed proposal for



evaluation in Phase Two. In the event that the project proceeds beyond Phase Two or otherwise involves a competitive procurement or sole source procurement, Metro's procurement policies and procedures will apply. Metro may, at any time, choose not to proceed further with any Unsolicited Proposal.

## **Phase One – Conceptual Proposal**

The purpose of Phase One is for Metro to receive written, concept-level proposals and to screen those proposals to determine whether to request additional and detailed information in Phase Two.

### **Threshold Review and Process Overview**

Upon receipt of a conceptual proposal, Metro V/CM staff will take the following steps:

- i. Promptly acknowledge receipt of the proposal (letter to proposer); and
- ii. Determine whether the proposal meets the threshold requirements of an Unsolicited Proposal.

Before initiating a Phase One evaluation, the OEI, in cooperation with V/CM staff, will determine if the conceptual proposal meets the following threshold requirements:

- > Satisfies the definition of an Unsolicited Proposal;
- > Includes all required content and attachments;
- > Contains sufficient detail to enable Metro to perform an adequate evaluation;
- > If submitted by parties external to Metro, has been approved by a responsible official or other representative authorized to contractually obligate the proposer;
- > Complies with the marking requirements for use and disclosure of data;
- > If submitted by parties within Metro, has been approved with signature by a departmental Chief.

If the proposal meets the threshold requirements, Metro V/CM and OEI staff will take the following steps:

- i. V/CM: Log the proposal and assign it a number;
- ii. V/CM: Officially transfer the proposal to OEI staff;
- iii. OEI: Assemble an evaluation team as well as technical and financial subject-matter experts related to the Unsolicited Proposal with the oversight of Vendor/Contract Management;
- iv. OEI: Facilitate the evaluation process as needed; and
- v. OEI: Notify the proposer of Metro's decision. The possible outcomes may be to discontinue the process, proceed to Phase Two, or pursue a competitive procurement. OEI will provide a general explanation of the reasons for the decision, communicate regularly with the Office of the CEO, and seek CEO's approval of recommendations related to implementation.

### **Content – Conceptual Proposal**

Conceptual proposals should include the information identified in the Conceptual Proposal Form (Exhibit C to this policy).

### **Evaluation – Conceptual Proposal**

Conceptual proposals will be evaluated promptly in accordance with the criteria set out in this section. At Phase One, the evaluation process will include the following:

- > If a financial evaluation team has been assembled, that team will have access to the technical proposal for purposes of determining the proposed project scope;
- > The proposer(s) will have no interaction with the evaluation team, except at Metro's sole discretion.

## **Evaluation Criteria – Conceptual Proposal**

If the proposal meets the threshold requirements, the evaluation team, including at least one (1) review team member outside of OEI and V/CM, will determine the evaluation criteria, as necessary, to reflect the specific proposal, but generally will consider the following factors:

- i. The proposal offers direct or anticipated benefits to Metro, its passengers and the community;
- ii. The proposal is consistent with Metro's objectives and goals;
- iii. The proposal satisfies a need for Metro that can be reasonably accommodated in Metro's annual long-term capital and operating budgets without displacing other planned expenditures, without placing other committed projects at risk, and without significantly increasing the cost of the proposed items;
- iv. The proposal offers goods or services that Metro may not have intended to procure or provide through the normal Metro contract process;
- v. If the proposal contains significant financial, technical and legal components, those disciplines have approved an action that proceeds to Phase Two; and
- vi. Are within Metro's jurisdiction or control; and
- vii. Other factors appropriate for the particular proposal.

## **Phase Two – Detailed Proposal**

The purpose of Phase Two is for Metro to receive more detailed technical and financial information to fully understand and evaluate the proposal. At the conclusion of this phase, Metro will decide whether to forego the proposal, to proceed to a sole source agreement, or to pursue a competitive solicitation.

### **Process – Request for Detailed Proposal**

If Metro desires to proceed to Phase Two, OEI will issue a Request for a Detailed Proposal that, in coordination with V/CM, formally tells the proposer to proceed to Phase Two. Depending on the circumstances, the request may include the following:

- > A summary of Phase I Project Evaluation;
- > A description of the request for additional information process and purpose;
- > A description of the problem or opportunity being addressed;
- > Relevant background, context, parameters and policies;
- > Functional, technical and legal requirements;
- > Requests for other project related information related to scope, budget, schedule, personnel, risks, data, performance measurement, potential impacts, etc.;
- > Requests for specific modifications or clarifications to the scope of the original proposal.

Metro may, at its sole discretion and with the participation of V/CM, may invite the proposer(s) to present to the review team, ask and answer questions of the review team, and discuss the proposal and context with the review team.

### **Processing**

Once the detailed proposal is received, the OEI staff will keep and share with V/CM, a record of the persons on the evaluation team and record the final disposition of the proposal. Outside advisors will be consulted only if the Metro evaluation team deems it necessary and beneficial.

### **Content – Detailed Proposal**

In addition to the information provided in Phase One, a detailed proposal must, at a minimum, include the following information.

*Technical information:*

- i. Names and professional information of the proposer's key personnel who would be committed to the project;
- ii. Type of support needed from Metro; e.g., facilities, equipment, materials, or personnel resources; and
- iii. Type of support being provided by the proposer;
- iv. A sufficiently detailed description of the scope of work being offered to allow Metro to evaluate the value received for the price proposed;
- v. Proposed price or total estimated cost for the effort and/or the revenue generated in sufficient detail for meaningful evaluation and cost analysis, including an annual cash flow for the project and annual or future costs to operate and maintain;
- vi. A schedule for the implementation, including specific details for any property and/or services to be provided by Metro; and
- vii. Proposed duration of effort.

*Supporting information:*

- i. Type of contract being sought by the proposer (the final determination on type of contract shall be made by Metro, should Metro decide to proceed with a contract);
- ii. Description of the proposer's organization, previous experience in the field, and facilities to be used;
- iii. Required statements and disclosures, if applicable, about organizational conflicts of interest and environmental impacts; and
- iv. Information, in the form of Metro's Pre-Qualification Application (see Exhibits D & E) demonstrating to Metro that the proposer has the necessary financial resources to complete the project, as determined by Metro and OEI staff. Such information may include (i) financial statements, including an Auditor's Report Letter or an Accountant's Review Letter, Balance Sheets, Statements of Income and Stockholder's Equity, and a Statement of Change in Financial Position; (ii) un-audited balance sheets; (iii) names of banks or other financial institutions with which the proposer conducts business; and (iv) letter of credit commitments.

## **Evaluation – Detailed Proposal**

Detailed proposals will be evaluated promptly, at a minimum in accordance with the criteria set out in this section, as well as any other evaluation criteria identified in the Request for Detailed Proposal.

*Threshold Review:* Before initiating a comprehensive evaluation, the Metro V/CM staff in coordination with OEI, will determine if the detailed proposal continues to meet the threshold requirements set out in Phase One and the requirements specifically set out in the Request for Detailed Proposal.

*Evaluation Criteria:* At Phase Two, the evaluation team will confirm the proposal meets the same evaluation criteria set forth in Phase One, in addition to the following minimum factors, and any additional criteria set out in the Request for Detailed Proposal:

- i. The proposer's capabilities, related experience, facilities, techniques, or unique combinations of these which are integral factors for achieving the proposal objectives;
- ii. The proposer's financial capacity to deliver the goods or services defined in the proposal;
- iii. Viability of the proposed schedule and Metro's ability to meet activities required;
- iv. Metro's capacity to enter into a contract under its current debt authorization;
- v. The qualifications, capabilities and experience of key personnel who are critical in achieving the proposal objectives;
- vi. The relative costs and benefits of the proposal with respect to improving mobility and accessibility in LA County;
- vii. The specific details of the cost/revenue generated; and
- viii. Any other factors appropriate for the particular proposal.

## **Recommendation**

The evaluation team will make a recommendation on the disposition of the detailed proposal to Metro's Chief Executive Officer for review and approval. If the Board of Directors' approval is required, the proposer will be notified of the date of the meeting when the proposal will be discussed.

## **Full and Open Competition Requirements**

Metro's receipt of an Unsolicited Proposal does not, by itself, justify a contract award without full and open competition. If the Unsolicited Proposal offers a proprietary concept that is essential to contract performance, it may be deemed a Sole Source (see section below). If not, Metro will pursue a competitive procurement, either through a formal solicitation or by the process outlined below. *See Unsolicited Proposal – Competitive Solicitation Process.*

## **Proof of Concept**

Metro may, at its sole discretion, choose to work with an outside party to prove a concept as a means of better understanding an offering and its application and value to Metro, provided that the work is done at the expense of the outside party, and that the work is mutually agreed upon by Metro and the outside party.

## **Unsolicited Proposal – Sole Source Award**

If it is impossible to describe the property or services offered without revealing proprietary information or disclosing the originality of thought or innovativeness of the property or services sought, as determined by Metro, Metro may make a sole source award, as provided in Metro's Sole Source Award Policy. A sole source award may not be based solely on the unique capability of the proposer to provide the specific property or services proposed.

## **Unsolicited Proposal – Competitive Solicitation Process**

If the Unsolicited Proposal does not meet the criteria of a sole source award, before entering into a contract resulting from an Unsolicited Proposal, Metro will take the following steps. These steps could occur at any phase of the evaluation process, to be determined by the Metro V/CM and OEI staff.

- a. *Receipt:* Metro will publicize its receipt of the Unsolicited Proposal by posting on Metro's website for purchasing opportunities and advertise in the appropriate publications with general circulation, and in any other relevant trade publications that advertise contracting solicitations.
- b. *Adequate Description:* Metro's publication of its receipt of the Unsolicited Proposal will include an adequate description of the property or services offered without improperly disclosing proprietary information or disclosing the originality of thought or innovativeness of the property or services sought.
- c. *Interest in the Property or Services:* Metro also will publicize its interest in acquiring the property or services described in the proposal using the same or similar methods provided above.
- d. *Adequate Opportunity to Compete:* Metro will provide an adequate opportunity for interested parties to comment or submit competing proposals, and/or requests for an opportunity to respond within a time frame (minimum of 21 days) specified by Metro's V/CM staff.
- e. *Contract Award Based on Proposals Received:* Finally, Metro will publicize its intention to award a contract based on the Unsolicited Proposal or another proposal submitted in response to the publication using the same or similar methods provided above.

## **Contract Resulting from an Unsolicited Proposal**

Nothing in this policy or otherwise requires Metro to act or enter into a contract based on an Unsolicited Proposal. Metro, at its sole discretion, may return and/or reject an Unsolicited Proposal at any time during the process.

## **Prerequisites to Contract Negotiation**

The Metro Contracting Officer or other duly authorized Metro representative(s) may commence negotiations only after the following prerequisites have been met.

- i. An Unsolicited Proposal has received a favorable comprehensive evaluation, including in comparison to any proposals received following publication as provided in this policy;
- ii. The Metro technical office sponsoring the contract supports its recommendation, furnishes the necessary funds and provides a sole-source justification (if applicable); and
- iii. Metro CEO or Metro Board of Directors approves (if required).

## **General Proposal Requirements**

### **Prohibition of Use of Confidential Information**

If Metro's decision is to pursue a competitive procurement, Metro personnel shall not use any data, or any confidential patented, trademarked or copyrighted part of an Unsolicited Proposal, or confidential technical or financial proprietary information as the basis, or part of the basis, for a solicitation or in negotiations with any other firm, unless the proposer is notified of and agrees to the intended use. Concepts or ideas are not considered proprietary by Metro but specific implementing methodologies that are unique to the proposer will be recognized.

The V/CM staff shall place a cover sheet (attached as Exhibit B) on the proposal, unless the proposer clearly states in writing that no restrictions are imposed on the disclosure or use of the data contained in the proposal.

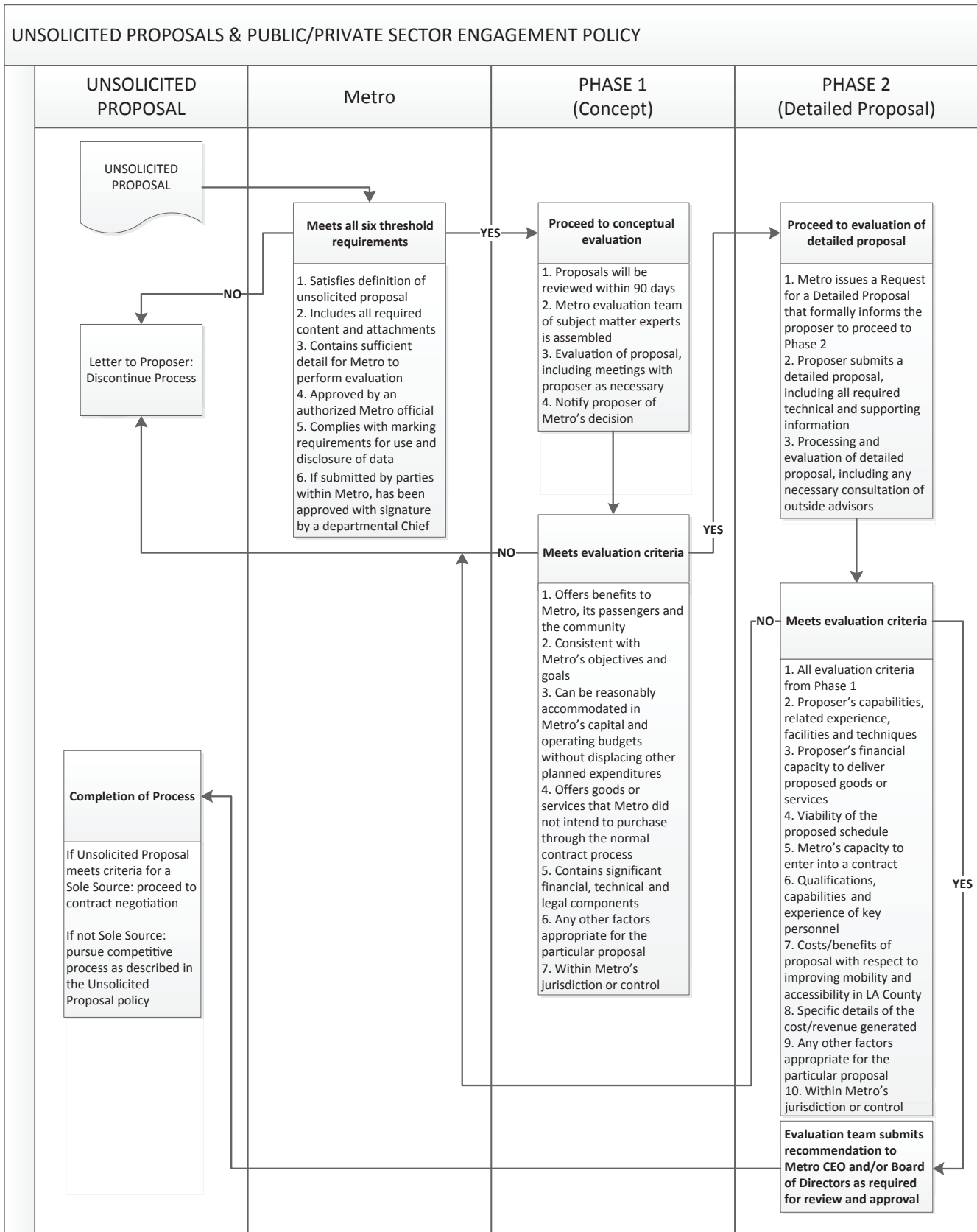
### **Public Records Act**

Unsolicited Proposals are subject to the provisions of the California Public Records Act (California Code Government Code §6250 et seq.).

Public Contract Code Section 22164 provides that: information that is not otherwise a public record pursuant to the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title I of the Government Code) shall not be open to public inspection. Any documents provided by the proposer to Metro marked "Trade Secret," "Confidential" or "Proprietary," or any financial records provided by the proposer to Metro, shall be clearly marked with the proposer's name. Metro will use its best efforts to inform the proposer of any request for any financial records or documents marked "Trade Secret," "Confidential" or "Proprietary" provided by proposers to Metro. Metro will not advise as to the nature or content of documents entitled to protection from disclosure under the California Public Records Act.

In the event of litigation concerning the disclosure of any records, Metro's sole involvement will be as a stakeholder, retaining the records until otherwise ordered by a court. The proposer, at its sole expense and risk, shall be fully responsible for any and all fees for prosecuting or defending any action concerning the records and shall indemnify and hold Metro harmless from all costs and expenses, including attorney's fees in connection with any such action.

# Exhibit A



## **Exhibit B**

### **UNSOLICITED PROPOSAL USE OF DATA PRIOR TO CONTRACT IS PROHIBITED**

All Metro personnel must exercise extreme care to ensure that the information in this proposal is not disclosed to an individual who has not been authorized access to such data and is not duplicated, used, or disclosed in whole or in part for any purpose other than evaluation of the proposal.

## Exhibit C

### UNSOLICITED PROPOSALS SUBMITTED TO METRO PHASE ONE: CONCEPTUAL PROPOSAL FORM

Phase One of Metro's Unsolicited Proposal process involves submitting this form. Submit only the information required by this form. If Metro determines that the proposal should proceed to Phase Two, Metro will issue a Request for Detailed Proposal.

#### PART 1: BASIC INFORMATION

Proposer Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Further contact information: \_\_\_\_\_

Type of organization: \_\_\_\_\_

Technical personnel names & contact information:

\_\_\_\_\_

Business personnel names & contact information:

\_\_\_\_\_

*These individuals should be responsible for answering Metro's technical or business questions concerning the proposal or any subsequent agreement concerning the proposal.*

#### PART 2: TECHNICAL INFORMATION

Title of the proposal: \_\_\_\_\_

☐ Abstract of the proposal is attached

*To move forward in the Unsolicited Proposal process, the abstract must include a brief – but complete – discussion of the following:*

1. Objectives
2. Method of approach
3. Nature and extent of anticipated results; and
4. Manner in which the work will help support accomplishment of Metro's mission.

Technical expertise the proposer needs from Metro: \_\_\_\_\_

#### PART 3: FINANCIAL INFORMATION

Proposed price or total estimated cost: \_\_\_\_\_

Revenue: \_\_\_\_\_

\_\_\_\_\_

*Be concise but provide sufficient detail for Metro to meaningfully evaluate the proposal.*

Financial information the proposer needs from Metro: \_\_\_\_\_

\_\_\_\_\_



PART 4: PROCEDURAL INFORMATION

Period of time for which the proposal is valid: \_\_\_\_\_

- 
- ☐ Proprietary data has been submitted with this proposal and is deemed confidential by the proposer in the event of a request submitted to Metro under the California Open Records Act. *Any proprietary data must be clearly designated.*
  - ☐ Other government entities or private parties have received this proposal.  
Please explain: \_\_\_\_\_
  - ☐ Other government entities or private parties may provide funding for this proposal.  
Please explain: \_\_\_\_\_
  - ☐ There are patents, copyrights and/or trademarks applicable to the goods or services proposed.  
Please explain: \_\_\_\_\_
  - ☐ There is additional information not requested in this form that would allow Metro to evaluate this proposal at this conceptual phase.  
Describe: \_\_\_\_\_

PART 5: SIGNATURE

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

*The individual who signs this form must be authorized to represent and contractually obligate the Proposer.*

## Exhibit D



### **Los Angeles County Metropolitan Transportation Authority CONTRACTOR PRE-QUALIFICATION APPLICATION**

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#### **Construction Related Projects**

If this Application is being submitted in response to a Request For Proposal (RFP), Invitation For Bid (IFB), or other procurement action, please reference the RFP or IFB name and number in the spaces provided below.

If this Application is not in response to a specific contracting action and is being submitted for general purposes, please write "GENERAL" in the "Name of Procurement" space.

**Name of Procurement:** \_\_\_\_\_

**RFP or IFB Number:** \_\_\_\_\_

**Name of Applicant Firm:** \_\_\_\_\_

**Date Submitted:** \_\_\_\_\_

**Preparer's Name:** \_\_\_\_\_

**THIS PAGE MUST BE COMPLETED AND INCLUDED WITH THE APPLICATION**

**READ THE INSTRUCTIONS  
BEFORE FILLING OUT THE QUESTIONNAIRE**

## PRE-QUALIFICATION APPLICATION INSTRUCTIONS

1. This is a Pre-Qualification Application for the Los Angeles County Metropolitan Transportation Authority (LACMTA). There are two different applications to be used for firms seeking contracts of \$100,000 or greater with the LACMTA.
2. **Which application should you use?** Use the Construction Related Projects application if you are a construction company that will be bidding on any type of construction work. Use the Other than Construction Projects application if you are an engineering firm, consultant, legal firm, product vendor, or other business entity seeking a contract with the LACMTA for the furnishing of goods or services.
3. The application should be completed by a person in the firm who is knowledgeable of and duly authorized to attest to the past and present operations of the firm and its policies. A corporate officer of the firm, owner or partner, as appropriate, must sign the Pre-Qualification Certification form (or Validation form if the firm is already approved).
4. All questions must be answered completely and any Yes answers must be fully explained. Disclaimers, general statements with global qualifications, or notations of Not Applicable (N/A) are not acceptable. Please note that a Yes answer to any question does not automatically result in denial of pre-qualification for a particular procurement.

## DEFINITIONS

1. **Affiliate** is defined as any one of the following: (1) any Firm other than Applicant Firm which owns 25% or more of Applicant Firm, such as parent companies or holding companies; (2) a subsidiary or a Firm in which Applicant Firm owns 25% or more; (3) a Firm in which a major stockholder or owner of Applicant Firm owns controlling interest; (4) a Firm with which Applicant Firm has or has had an unseverable business or professional identity, and (5) any permanent or temporary common business enterprise relationship in which the parties share operating responsibility and profits such as joint ventures.
2. **Key Person** – For purposes of pre-qualification a key person is (1) any person in Applicant Firm who owns 10% or more of the Firm and/or those who make decisions with respect to its operations, finances, or policies, such as the President, CEO, CFO, COO, and, in the case of partnerships, the General Partner(s); (2) Corporate Secretaries and Treasurers, as well as Directors, if they meet criteria #1, above; (3) Division or Regional Business Managers who operate away and independently from the Applicant Firm, but only if the division or regional office is bidding directly with the LACMTA.

## APPLICATION SUBMITTAL

Do not submit applications with bid or proposal, mail or deliver them to:

LACMTA Pre-Qualification Office  
Mail Stop 99-9-1  
One Gateway Plaza  
Los Angeles, CA 90012-2952

**If you have questions, call the Pre-Qualification Office at (213) 922-4130.**

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

## SECTION I: IDENTIFICATION

### 1. Identification Of Applicant Firm

A. \_\_\_\_\_  
Name of Applicant Firm

B. \_\_\_\_\_  
Address City State Zip Code

C. \_\_\_\_\_  
(Mailing Address, if different from above)

D. \_\_\_\_\_  
(If doing business with the LACMTA under a DBA or other name, include legal name of the company and Tax ID No., if different)

E. Primary Company Telephone No. ( ) \_\_\_\_\_ Fax No. ( ) \_\_\_\_\_

F. Applicant Firm's Contact Person for Pre-Qualification Office follow-up:

Print or Type Name	Position	E-Mail	Telephone Number
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G. Has the Applicant Firm changed its address or has the Firm or its owner operated under any other name(s) including other DBAs in the past five years? If yes, explain fully on a separate sheet of paper.

☐ No ☐ Yes

H. Type of business organization: \_\_\_\_\_

YEAR organization established: \_\_\_\_\_ NUMBER of current employees: \_\_\_\_\_

☐ Sole Proprietor ☐ Corporation  
[Date and State of Incorporation \_\_\_\_\_]

☐ Limited Liability Corporation (LLC)  
[Date and State of Incorporation \_\_\_\_\_]

☐ Limited Partnership (LP) ☐ Limited Liability Partnership (LLP)

☐ General Partnership (GP)

[Date and State of Partnership filing \_\_\_\_\_]

☐ Other (describe) \_\_\_\_\_

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

- I. List general type of business in which Applicant Firm is engaged (may include more than one).  
Attach copies of business licenses, if appropriate:

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- J. List type of product or service to be provided to the LACMTA.

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## SECTION II: OWNERSHIP/MANAGEMENT, PROJECT TEAM MEMBERS, AND RELATED ENTITIES

### 1. Owners/Key Persons

List Owners and Key Persons of Applicant Firm. For large publicly traded companies, list only Key Persons. (See DEFINITIONS for clarification if necessary.)

Full Legal Name	Title	Social Security No. (last four digits only)	% Of Ownership

[Use additional sheets if necessary]

### 2. Related Entities (Affiliates/Subsidiaries/Joint Ventures)

- A. List affiliates, subsidiaries, holding companies, joint ventures, etc., of Applicant Firm. If no affiliates, state NONE. N/A is not an acceptable answer. Provide organizational, geographical or functional chart, if it would assist in clarifying the line(s) of authority. (See DEFINITIONS for clarification if necessary.)

Affiliate Name & Address	Tel. #	% Owned	Top Executive's Name	*Type of Relation

\*Type of Relationship: 1. Joint Venture (JV), 2. Parent Co (PC), 3. Holding Co (HC), 4. Subsidiary (S), 5. Other (O), please explain.

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

- B. At any time during the past five years have any Owners or Key Persons of Applicant Firm (if yes, explain fully):
1. Served as Key Person, Officer or Director, in any other Firm not affiliated with Applicant Firm?  
If so, please explain in a separate sheet.  
☐ No ☐ Yes
  2. Had any ownership interest in any other Firm other than shares of publicly owned companies? If so, please explain in a separate sheet.  
☐ No ☐ Yes

### SECTION III: CONTRACTING HISTORY

#### 1. Contracting History

- A. List the applicant Firm's three largest government contracts, subcontracts, or sales. If none, list the three largest contracts with non-governmental entities.

	Contract #1	Contract #2	Contract #3
Agency/Owner			
Contract No.			
Name/Location			
Describe Goods or Services Furnished			
Were you a Prime or Subcontractor?			
Start Date/Complete Date			
Contract Amount			
Agency/Owner Contact to Verify (Name/Telephone No.)			

NOTE: ANY "YES" ANSWERS BELOW MUST BE FULLY EXPLAINED ON A SEPARATE SHEET OF PAPER AND ATTACHED TO THIS APPLICATION.

- B. Is the Applicant Firm currently certified by the LACMTA or other public agency as a disadvantaged business entity, minority-, or woman-owned business?  
☐ No ☐ Yes
- C. During the past five years, has Applicant Firm or any of its Key Persons had any certificates or certifications revoked or suspended, including disadvantaged-, minority-, or woman-owned business certifications?  
☐ No ☐ Yes

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

In the past five years has the Applicant Firm or any Affiliate been the subject of any of the following actions?

- D. Been suspended, debarred, disqualified, or otherwise declared ineligible to bid?  
☐ No ☐ Yes
- E. Failed to complete a contract for a commercial or private owner?  
☐ No ☐ Yes
- F. Been denied a low-bid contract in spite of being the low bidder?  
☐ No ☐ Yes
- G. Had a contract terminated for any reason, including default?  
☐ No ☐ Yes
- H. Had liquidated damages assessed against it during or after completion of a contract?  
☐ No ☐ Yes

#### SECTION IV: CIVIL ACTIONS

**If "Yes" to Sections IV, V or VI, provide details including a brief summary of cause(s) of action, indicate if Applicant Firm, Key Person or Affiliate Firms were plaintiffs (P) or defendants (D); define charges explicitly, by what authority, court or jurisdiction, etc. In the case of tax liens, please indicate whether the liens were resolved with the tax authorities. Please submit proof of payment or agreements to pay the liens.**

**Complete details are required!**

**1. Violations Of Civil Law**

In the past five years has Applicant Firm, any of its Key Persons, or any Affiliate been the subject of an investigation of any alleged violation of a civil antitrust law, or other federal, state or local civil law?

☐ No ☐ Yes

**2. Lawsuits With Public Agencies**

At the present time is, or during the past five years has, the Applicant Firm, any of its Key Persons, or any Affiliate been a plaintiff or defendant in any lawsuit regarding services or goods provided to the LACMTA or to a public agency?

☐ No ☐ Yes

**3. Bankruptcy**

During the past five years, has the Applicant Firm or any Affiliate filed for bankruptcy or reorganization under the bankruptcy laws?

☐ No ☐ Yes

**4. Judgments, Liens And Claims**

During the past five years, has the Applicant Firm been the subject of a judgment, lien or claim of \$25,000 or more by a subcontractor or supplier?

☐ No ☐ Yes

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

**5. Tax Liens**

During the past five years, has the Applicant Firm been the subject of a tax lien by federal, state or any other tax authority?

☐ No

☐ Yes

**SECTION V: COMPLIANCE WITH LAWS AND OTHER REGULATIONS**

**1. Criminal**

In the past five years has the Applicant Firm, any of its principals, officers, or Affiliates been convicted or currently charged with any of the following:

A. Fraud in connection with obtaining, attempting to obtain, or performing a public contract, agreement or transaction?

☐ No

☐ Yes

B. Federal or state antitrust statutes, including price fixing collusion and bid rigging?

☐ No

☐ Yes

C. Embezzlement, theft, forgery, bribery, making false statements, submitting false information, receiving stolen property, or making false claims to any public agency?

☐ No

☐ Yes

D. Misrepresenting minority or disadvantaged business entity status with regard to itself or one of its subcontractors?

☐ No

☐ Yes

E. Non-compliance with the prevailing wage requirements of California or similar laws of any other state?

☐ No

☐ Yes

F. Violation of any law, regulation or agreement relating to a conflict of interest with respect to a government funded procurement?

☐ No

☐ Yes

G. Falsification, concealment, withholding and/or destruction of records relating to a public agreement or transaction?

☐ No

☐ Yes

H. Violation of a statutory or regulatory provision or requirement applicable to a public or private agreement or transaction?

☐ No

☐ Yes

I. Do any Key Persons in Applicant Firm have any felony charges pending against them that were filed either before, during, or after their employment with the Applicant Firm?

☐ No

☐ Yes



Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

## 2. Regulatory Compliance

In the past five years, has Applicant Firm, any of its Key Persons, or Affiliates:

- A. Been cited for a violation of any labor law or regulation, including, but not limited to, child labor violations, failure to pay wages, failure to pay into a trust account, failure to remit or pay withheld taxes to tax authorities or unemployment insurance tax delinquencies?  
☐ No ☐ Yes
- B. Been cited for an OSHA or Cal/OSHA "serious violation"?  
☐ No ☐ Yes
- C. Been cited for a violation of federal, state or local environmental laws or regulations?  
☐ No ☐ Yes
- D. Failed to comply with California corporate registration, federal, state or local licensing requirements?  
☐ No ☐ Yes
- E. Had its corporate status, business entity's license or any professional certification, suspended, revoked, or had otherwise been prohibited from doing business in the State of California, in the last three years?  
☐ No ☐ Yes

## SECTION VI: ETHICS

### 1. Conflict Of Interest

- A. Does the Applicant Firm or any of its Key Persons have any existing relationships that could be construed as either personal or organizational conflicts of interest, or which would give rise to a conflict if Applicant Firm should be a recipient of a contract with the LACMTA?  
☐ No ☐ Yes
- B. Has any Owner, Key Person or Project Team member of Applicant Firm ever (if yes, explain fully):
1. Been an employee of the LACMTA, or served as a member of the LACMTA Board of Directors or as an Alternate?  
☐ No ☐ Yes
  2. Been related by blood or marriage to an LACMTA employee, LACMTA Board member or Alternate?  
☐ No ☐ Yes

### 2. Political, Charitable, And Other Contributions

Has the Applicant Firm, any of its Key Persons, or Affiliates ever, regardless of amount:

- A. Given (directly or indirectly), or offered to give on behalf of another or through another person, money, contributions (including political contributions), or other benefits, to any current LACMTA Board Member or Alternate?  
☐ No ☐ Yes

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

- B. Given, or offered to give on behalf of another, money, contributions, or other benefits, directly or indirectly, to any current or former LACMTA employee?  
☐ No ☐ Yes
- C. Been directed by any LACMTA employee, Board member or Alternate Board member, or contractor to offer or give money, contributions or other benefits, directly or indirectly, to any current or former LACMTA employee, Board member or alternate Board member?  
☐ No ☐ Yes
- D. Directed any person, including employees or subcontractors, to give money, contributions or other benefits, directly or indirectly, to any current or former LACMTA employee, Board member, Alternate Board member, or to someone else in order to benefit an LACMTA employee, Board member, or Alternate Board member?  
☐ No ☐ Yes
- E. Been solicited by any LACMTA employee, Board member, or Alternate Board member to make a contribution to any charitable nonprofit organization?  
☐ No ☐ Yes

IF YES TO ANY OF THE ABOVE, SUBMIT LIST OF CONTRIBUTIONS AND FULL DETAILS.

## **SECTION VII: ADDITIONAL DOCUMENTATION REQUIRED**

### **Copies of the following documents are to be submitted with this application:**

1. Applicant Firm's Current Local Business Licenses, if required by city, county or state, and
2. Applicant Firm's Financial Statements (see specific requirements below):
  - A. PUBLICLY TRADED COMPANIES: Financial information will be accessed on-line. However, if additional information is needed, it will be specifically requested from the firm.
  - B. NON-PUBLICLY TRADED COMPANIES WITH AUDITED OR REVIEWED FINANCIAL STATEMENTS: Statements, including balance sheet, statement of earnings and retained income, with footnotes, for the most recent three years.
  - C. NON-PUBLICLY TRADED COMPANIES WITHOUT AUDITED OR REVIEWED FINANCIAL STATEMENTS: Company generated financial statements, including balance sheet, statement of earnings and retained income for the most recent three years. The Chief Financial Officer of the corporation, a partner, or owner, as appropriate, must certify these financial statements.
  - D. SOLE PROPRIETORSHIPS: Refer to C. If financial statements are not generated, please fill out and sign the Financial Statement form (page 10). Submit one form for each of the most recent three years.

**NOTE: The LACMTA reserves the right to ask for additional documentation if it is reasonably required to make a determination of integrity and responsibility relevant to the goods or services the Applicant Firm will provide to the LACMTA if awarded a contract.**

## Financial Statement

To be completed by Applicant Firms that do not produce company generated financial statements, including balance sheet, statement of earnings and retained income for the most recent three years (one sheet per year.)

### ASSETS

Cash on Hand and in Banks .....\$ \_\_\_\_\_  
Account and Notes Receivable .....\$ \_\_\_\_\_  
Fixed Assets (net of depreciation).....\$ \_\_\_\_\_  
Other Assets .....\$ \_\_\_\_\_  
  
Total Assets .....\$ \_\_\_\_\_

### LIABILITIES

Accounts Payable .....\$ \_\_\_\_\_  
Notes Payable to Banks (in next 12 months).....\$ \_\_\_\_\_  
Notes Payable to Others .....\$ \_\_\_\_\_  
Taxes Payable.....\$ \_\_\_\_\_

Long Term Liabilities (more than 12 months).....\$ \_\_\_\_\_

Other Liabilities .....\$ \_\_\_\_\_

Total Liabilities .....\$ \_\_\_\_\_

Net Worth .....\$ \_\_\_\_\_

### INCOME FROM OPERATIONS

Revenue .....\$ \_\_\_\_\_

Interest from Bank Accounts .....\$ \_\_\_\_\_

Cost of Goods Sold (if appropriate) .....\$ \_\_\_\_\_

Gross Profit.....\$ \_\_\_\_\_

General & Administrative Expenses.....\$ \_\_\_\_\_

Depreciation.....\$ \_\_\_\_\_

Interest Paid.....\$ \_\_\_\_\_

Net Gain or Loss.....\$ \_\_\_\_\_

This information is provided for pre-qualification purposes only. It is considered a confidential document not subject to public disclosure under California law.

I hereby certify that the above information is true and accurate to the best of my knowledge and belief. I understand false statements may result in denial of pre-qualification, and possible debarment for a period of five years.

\_\_\_\_\_  
Signature of Owner or Officer

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
For the Year Ended

\_\_\_\_\_  
Federal ID #

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

**PRE-QUALIFICATION CERTIFICATION**

A COPY OF THIS CERTIFICATION MUST BE COMPLETED AND SIGNED BY A GENERAL PARTNER, OWNER, PRINCIPAL OR CORPORATE OFFICER AUTHORIZED TO LEGALLY COMMIT THE APPLICANT FIRM, AND SUBMITTED WITH THE APPLICATION.

The signer of this declaration recognizes that the information submitted in the questionnaire herein is for the express purpose of inducing the LACMTA to award a contract, or to allow the Applicant to participate in LACMTA projects as contractor, subcontractor, vendor, supplier, or consultant. The signer has read and understands the requirements of the program, and has read and understands the instructions for completing this form.

**DECLARATION**

State of: \_\_\_\_\_  
County of: \_\_\_\_\_

I, (printed name) \_\_\_\_\_, Social Security Number (last four digits) \_\_\_\_\_, being first duly sworn, state that I am the (title) \_\_\_\_\_ of Applicant Firm. I certify that I have read and understood the questions contained in the attached Application, and that to the best of my knowledge and belief all information contained herein and submitted concurrently or in supplemental documents with this Application is complete, current, and true. I further acknowledge that any false, deceptive or fraudulent statements on the Application will result in denial of pre-qualification.

I authorize the LACMTA to contact any entity named herein, or any other internal or outside resource, for the purpose of verifying information provided in the questionnaire or to develop other information deemed relevant by the LACMTA.

\_\_\_\_\_  
Signature of Certifying Individual Date

~~~~~  
Subscribed and sworn to (or affirmed) before me this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_  
Date Month Year  
by \_\_\_\_\_ ☐ Personally known to me, or ☐ Proved to me on the basis of  
Name of Signer  
satisfactory evidence to be the person who appeared before me.

\_\_\_\_\_  
Signature of Notary Public  
Place Notary Seal Above  
~~~~~

**NOTICE TO APPLICANTS**

A material false statement, omission or fraudulent inducement made in connection with this pre-qualification application is sufficient cause for denial of the application or revocation of a prior approval, thereby precluding the Applicant Firm from doing business with, or performing work for, the LACMTA, either as a vendor, prime contractor, subcontractor, consultant or subconsultant for a period of five years. In addition, such false submission may subject the person and/or entity making the false statement to criminal charges. (Title 18 USC 1001, false statements; California Penal Code Section 132, offering altered or antedated or forged documents or records; and Section 134, preparing false documentary evidence).

NOTE: Applicant information submitted to the LACMTA in connection with pre-qualification is considered confidential. All such applicant information is confidential business information and will be afforded protection to the fullest extent permitted by law.

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

### LACMTA PRE-QUALIFICATION VALIDATION

A copy of this VALIDATION must be completed and signed by at least one General Partner, Owner, Principal or Officer authorized to legally commit the Applicant Firm.

RFP or IFB Name and Number: \_\_\_\_\_

#### DECLARATION

I, (printed full name) \_\_\_\_\_, Social Security Number \_\_\_\_\_ being first duly sworn, hereby declare that I am the (position or title) \_\_\_\_\_ of (firm name) \_\_\_\_\_, and that I am duly authorized to execute this Validation Statement on behalf of this entity. I acknowledge that any false, deceptive or fraudulent statements on this validation will result in denial of pre-qualification. I hereby state:

☐ the Pre-Qualification Application dated \_\_\_\_\_ on file with LACMTA is correct and current as submitted.

OR

☐ the Pre-Qualification Application dated \_\_\_\_\_ on file with LACMTA is correct and current as submitted, except as modified by the attached changed pages and/or attachments to said Application. (Applicant may attach additional sheets to describe changes). Attach recent financial statements if previous are more than one year old.

\_\_\_\_\_  
Signature of Person Certifying for Applicant Firm

\_\_\_\_\_  
Date

~~~~~  
Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_,

(Notary Seal or Stamp)

\_\_\_\_\_  
Notary Public Signature

My Commission expires \_\_\_\_\_

#### NOTICE TO APPLICANTS

A material false statement, omission or fraudulent inducement made in connection with this pre-qualification application is sufficient cause for denial of the application or revocation of a prior approval, thereby precluding the Applicant Firm from doing business with, or performing work for, the LACMTA, either as a vendor, prime contractor, subcontractor, consultant or sub-consultant for a period of three years. In addition, such false submission may subject the person and/or entity making the false statement to criminal charges. (Title 18 USC 1001, false statements; California Penal Code Section 132, offering altered or antedated or forged documents or records; and Section 134, preparing false documentary evidence).

NOTE: Applicant information submitted to the LACMTA in connection with pre-qualification is considered confidential. All such applicant information is confidential business information and will be afforded protection to the fullest extent permitted by law.

#### Validation Submittal

**Do not submit validations with bid or proposal, mail or deliver them to:**

LACMTA Pre-Qualification Office  
Mail Stop 99-9-1  
One Gateway Plaza  
Los Angeles, CA 90012-2952



**Los Angeles County  
Metropolitan Transportation Authority  
CONTRACTOR PRE-QUALIFICATION APPLICATION**

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**Other Than Construction Projects**

If this Application is being submitted in response to a Request For Proposal (RFP), Invitation For Bid (IFB), or other procurement action, please reference the RFP or IFB name and number in the spaces provided below.

If this Application is not in response to a specific contracting action and is being submitted for general purposes, please write "GENERAL" in the "Name of Procurement" space.

**Name of Procurement:** \_\_\_\_\_

**RFP or IFB Number:** \_\_\_\_\_

**Name of Applicant Firm:** \_\_\_\_\_

**Date Submitted:** \_\_\_\_\_

**Preparer's Name:** \_\_\_\_\_

**THIS PAGE MUST BE COMPLETED AND INCLUDED WITH THE APPLICATION**

**READ THE INSTRUCTIONS  
BEFORE FILLING OUT THE QUESTIONNAIRE**

## PRE-QUALIFICATION APPLICATION INSTRUCTIONS

1. This is a Pre-Qualification Application for the Los Angeles County Metropolitan Transportation Authority (LACMTA). There are two different applications to be used for firms seeking contracts of \$100,000 or greater with the LACMTA.
2. **Which application should you use?** Use the Construction Related Projects application if you are a construction company that will be bidding on any type of construction work. Use the Other than Construction Projects application if you are an engineering firm, consultant, legal firm, product vendor, or other business entity seeking a contract with LACMTA for the furnishing of goods or services.
3. The application should be completed by a person in the firm who is knowledgeable of and duly authorized to attest to the past and present operations of the firm and its policies. A corporate officer of the firm, owner or partner, as appropriate, must sign the Pre-Qualification Certification form (or Validation form if the firm is already approved).
4. All questions must be answered completely and any Yes answers must be fully explained. Disclaimers, general statements with global qualifications, or notations of Not Applicable (N/A) are not acceptable. Please note that a Yes answer to any question does not automatically result in denial of pre-qualification for a particular procurement.

## DEFINITIONS

1. **Affiliate** is defined as any one of the following: (1) any Firm other than Applicant Firm which owns 25% or more of Applicant Firm, such as parent companies or holding companies; (2) a subsidiary or a Firm in which Applicant Firm owns 25% or more; (3) a Firm in which a major stockholder or owner of Applicant Firm owns controlling interest; (4) a Firm with which Applicant Firm has or has had an unseverable business or professional identity, and (5) any permanent or temporary common business enterprise relationship in which the parties share operating responsibility and profits such as joint ventures.
2. **Key Person** – For purposes of pre-qualification a key person is (1) any person in Applicant Firm who owns 10% or more of the Firm and/or those who make decisions with respect to its operations, finances, or policies, such as the President, CEO, CFO, COO, and, in the case of partnerships, the General Partner(s); (2) Corporate Secretaries and Treasurers, as well as Directors, if they meet criteria #1, above; (3) Division or Regional Business Managers who operate away and independently from the Applicant Firm, but only if the division or regional office is bidding directly with the LACMTA.

## APPLICATION SUBMITTAL

Do not submit applications with bid or proposal, mail or deliver them to:

LACMTA Pre-Qualification Office  
Mail Stop 99-9-1  
One Gateway Plaza  
Los Angeles, CA 90012-2952

**If you have questions, call the Pre-Qualification Office at (213) 922-4130.**

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

## SECTION I: IDENTIFICATION

### 1. Identification Of Applicant Firm

A. \_\_\_\_\_  
Name of Applicant Firm

B. \_\_\_\_\_  
Address City State Zip Code

C. \_\_\_\_\_  
(Mailing Address, if different from above)

D. \_\_\_\_\_  
(If doing business with the LACMTA under a DBA or other name, include legal name of the company and Tax ID No., if different)

E. Primary Company Telephone No. ( ) \_\_\_\_\_ Fax No. ( ) \_\_\_\_\_

F. Applicant Firm's Contact Person for Pre-Qualification Office follow-up:

| Print or Type Name | Position | E-Mail | Telephone Number |
|--------------------|----------|--------|------------------|
|--------------------|----------|--------|------------------|

G. Has the Applicant Firm changed its address or has the Firm or its owner operated under any other name(s) including other DBAs in the past five years? If yes, explain fully on a separate sheet of paper.

☐ No ☐ Yes

H. Type of business organization: \_\_\_\_\_

YEAR organization established: \_\_\_\_\_ NUMBER of current employees: \_\_\_\_\_

☐ Sole Proprietor ☐ Corporation  
[Date and State of Incorporation \_\_\_\_\_]

☐ Limited Liability Corporation (LLC)  
(Date and State of Incorporation \_\_\_\_\_)

☐ Limited Partnership (LP) ☐ Limited Liability Partnership (LLP)

☐ General Partnership (GP)

[Date and State of Partnership filing \_\_\_\_\_]

☐ Other (describe) \_\_\_\_\_



Applicant Firm: \_\_\_\_\_  
 Tax ID No. or SSN: \_\_\_\_\_

- I. List general type of business in which Applicant Firm is engaged (may include more than one).  
 Attach copies of business licenses, if appropriate:

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- J. List type of product or service to be provided to the LACMTA.

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## SECTION II: OWNERSHIP/MANAGEMENT, PROJECT TEAM MEMBERS, AND RELATED ENTITIES

### 1. Owners/Key Persons (Pres, CEO, COO, CFO, etc)

List Owners and Key Persons of Applicant Firm. For large publicly traded companies, list only Key Persons. (See DEFINITIONS for clarification if necessary.)

| Full Legal Name | Title | Social Security<br>No. (last four digits<br>only) | % Of<br>Ownership |
|-----------------|-------|---------------------------------------------------|-------------------|
|                 |       |                                                   |                   |
|                 |       |                                                   |                   |
|                 |       |                                                   |                   |
|                 |       |                                                   |                   |

[Use additional sheets if necessary]

### 2. Affiliations

- A. List Affiliates, subsidiaries, holding companies, joint ventures, etc., of Applicant Firm. If no affiliates, state NONE. N/A is not an acceptable answer. Provide organizational, geographical or functional chart, if it would assist in clarifying the line(s) of authority. (See DEFINITIONS for clarification if necessary.)

| Affiliate Name & Address | Tel. # | % Owned | Top Executive's Name | *Type of<br>Relation |
|--------------------------|--------|---------|----------------------|----------------------|
|                          |        |         |                      |                      |
|                          |        |         |                      |                      |
|                          |        |         |                      |                      |
|                          |        |         |                      |                      |

\*Type of Relationship: 1. Joint Venture (JV), 2. Parent Co (PC), 3. Holding Co (HC), 4. Subsidiary (S), 5. Other (O), please explain.

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

- B. At any time during the past five years have any Owners or Key Persons of Applicant Firm (if yes, explain fully):
1. Served as Key Person, Officer or Director, in any other Firm not affiliated with Applicant Firm?  
If so, please explain in a separate sheet.  
☐ No ☐ Yes
  2. Had any ownership interest in any other Firm other than shares of publicly owned companies? If so, please explain in a separate sheet.  
☐ No ☐ Yes

### SECTION III: CIVIL ACTIONS

**If "Yes" to Sections III, IV, or V, provide details including a brief summary of cause(s) of action, indicate if Applicant Firm, Key Person or Affiliate Firms were plaintiffs (P) or defendants (D); define charges explicitly, by what authority, court or jurisdiction, etc. In the case of tax liens, please indicate whether the liens were resolved with the tax authorities. Please submit proof of payment or agreements to pay the liens.**

**Complete details are required.**

**1. Violations Of Civil Law**

In the past five years has Applicant Firm, any of its Key Persons, or any Affiliate been the subject of an investigation of any alleged violation of a civil antitrust law, or other federal, state or local civil law?

☐ No

☐ Yes

**2. Lawsuits With Public Agencies**

At the present time is, or during the past five years has, the Applicant Firm, any of its Key Persons, or any Affiliate been a plaintiff or defendant in any lawsuit regarding services or goods provided to the LACMTA or to a public agency?

☐ No

☐ Yes

**3. Bankruptcy**

During the past five years, has the Applicant Firm or any Affiliate filed for bankruptcy or reorganization under the bankruptcy laws?

☐ No

☐ Yes

**4. Tax Liens**

During the past five years, has the Applicant Firm been the subject of a tax lien by federal, state or any other tax authority?

☐ No

☐ Yes

## SECTION IV: COMPLIANCE WITH LAWS AND OTHER REGULATIONS

### 1. Criminal

In the past five years has the Applicant Firm, any of its principals, officers, or Affiliates been convicted or currently charged with any of the following:

- A. Fraud in connection with obtaining, attempting to obtain, or performing a public contract, agreement or transaction?  
☐ No ☐ Yes
- B. Federal or state antitrust statutes, including price fixing collusion and bid rigging?  
☐ No ☐ Yes
- C. Embezzlement, theft, forgery, bribery, making false statements, submitting false information, receiving stolen property, or making false claims to any public agency?  
☐ No ☐ Yes
- D. Misrepresenting minority or disadvantaged business entity status with regard to itself or one of its subcontractors?  
☐ No ☐ Yes
- E. Non-compliance with the prevailing wage requirements of the California or similar laws of any other state?  
☐ No ☐ Yes
- F. Violation of any law, regulation or agreement relating to a conflict of interest with respect to a government funded procurement?  
☐ No ☐ Yes
- G. Falsification, concealment, withholding and/or destruction of records relating to a public agreement or transaction?  
☐ No ☐ Yes
- H. Violation of a statutory or regulatory provision or requirement applicable to a public or private agreement or transaction?  
☐ No ☐ Yes
- I. Do any Key Persons in Applicant Firm have any felony charges pending against them that were filed either before, during, or after their employment with the Applicant Firm?  
☐ No ☐ Yes

### 2. Regulatory Compliance

In the past five years, has Applicant Firm, any of its Key Persons, or Affiliates:

- A. Been cited for a violation of any labor law or regulation, including, but not limited to, child labor violations, failure to pay wages, failure to pay into a trust account, failure to remit or pay withheld taxes to tax authorities or unemployment insurance tax delinquencies?  
☐ No ☐ Yes

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

- B. Failed to comply with California corporate registration, federal, state or local licensing requirements?  
☐ No ☐ Yes
- C. Had its corporate status, business entity's license or any professional certification, suspended, revoked, or had otherwise been prohibited from doing business in the State of California, in the last three years?  
☐ No ☐ Yes
- D. During the past five years, has Applicant Firm or any of its Key Persons had any certificates or certifications revoked or suspended, including disadvantaged-, minority-, or woman-owned business certifications?  
☐ No ☐ Yes
- E. Been suspended, debarred, disqualified, or otherwise declared ineligible to bid?  
☐ No ☐ Yes

## SECTION V: ETHICS

### 1. Conflict Of Interest

- A. Does the Applicant Firm or any of its Key Persons have any existing relationships that could be construed as either personal or organizational conflicts of interest, or which would give rise to a conflict if Applicant Firm should be a recipient of a contract with the LACMTA?  
☐ No ☐ Yes
- B. Has any Owner, Key Person or Project Team member of Applicant Firm ever (if yes explain fully):
1. Been an employee of the LACMTA, or served as a member of the LACMTA Board of Directors or as an Alternate?  
☐ No ☐ Yes
  2. Been related by blood or marriage to an LACMTA employee, LACMTA Board member or Alternate?  
☐ No ☐ Yes

### 2. Political, Charitable, And Other Contributions

Has the Applicant Firm, any of its Key Persons, or Affiliates ever, regardless of amount:

- A. Given (directly or indirectly), or offered to give on behalf of another or through another person, money, contributions (including political contributions), or other benefits, to any current LACMTA Board member or Alternate?  
☐ No ☐ Yes
- B. Given, or offered to give on behalf of another, money, contributions, or other benefits, directly or indirectly, to any current or former LACMTA employee?  
☐ No ☐ Yes

Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

- C. Been directed by any LACMTA employee, Board member or Alternate Board member, or contractor to offer or give money, contributions or other benefits, directly or indirectly, to any current or former LACMTA employee, Board member or alternate Board member?  
☐ No ☐ Yes
- D. Directed any person, including employees or subcontractors, to give money, contributions or other benefits, directly or indirectly, to any current or former LACMTA employee, Board member, Alternate Board member, or to someone else in order to benefit an LACMTA employee, Board member, or Alternate Board member?  
☐ No ☐ Yes
- E. Been solicited by any LACMTA employee, Board member, or Alternate Board member to make a contribution to any charitable nonprofit organization?  
☐ No ☐ Yes

IF YES TO ANY OF THE ABOVE, SUBMIT LIST OF CONTRIBUTIONS AND FULL DETAILS.

## SECTION VI: ADDITIONAL DOCUMENTATION REQUIRED

**Copies of the following documents are to be submitted with this application:**

1. Applicant Firm's Current Local Business Licenses, if required by city, county or state, and
2. Applicant Firm's Financial Statements (see specific requirements below):
  - A. PUBLICLY TRADED COMPANIES: Financial information will be accessed on-line. However, if additional information is needed, it will be specifically requested from the firm.
  - B. NON-PUBLICLY TRADED COMPANIES WITH AUDITED OR REVIEWED FINANCIAL STATEMENTS: Statements, including balance sheet, statement of earnings and retained income, with footnotes, for the most recent three years.
  - C. NON-PUBLICLY TRADED COMPANIES WITHOUT AUDITED OR REVIEWED FINANCIAL STATEMENTS: Company generated financial statements, including balance sheet, statement of earnings and retained income for the most recent three years. The Chief Financial Officer of the corporation, a partner, or owner, as appropriate, must certify these financial statements.
  - D. SOLE PROPRIETORSHIPS: Refer to C. If financial statements are not generated, please fill out and sign the Financial Statement form (page 9). Submit one form for each of the most recent three years.

**NOTE: The LACMTA reserves the right to ask for additional documentation if it is reasonably required to make a determination of integrity and responsibility relevant to the goods or services the Applicant Firm will provide to the LACMTA if awarded a contract.**

## Financial Statement

To be completed by Applicant Firms that do not produce company generated financial statements, including balance sheet, statement of earnings and retained income for the most recent three years (one sheet per year.)

### ASSETS

Cash on Hand and in Banks .....\$  
Account and Notes Receivable .....\$  
Fixed Assets (net of depreciation).....\$  
Other Assets .....\$  
  
Total Assets.....\$

### LIABILITIES

Accounts Payable .....\$  
Notes Payable to Banks (in next 12 months) .....\$  
Notes Payable to Others .....\$  
Taxes Payable.....\$

Long Term Liabilities (more than 12 months).....\$

Other Liabilities.....\$

Total Liabilities.....\$

Net Worth.....\$

### INCOME FROM OPERATIONS

Revenue.....\$

Interest from Bank Accounts.....\$

Cost of Goods Sold (if appropriate).....\$

Gross Profit.....\$

General & Administrative Expenses .....\$

Depreciation.....\$

Interest Paid.....\$

Net Gain or Loss.....\$

This information is provided for pre-qualification purposes only. It is considered a confidential document not subject to public disclosure under California law.

I hereby certify that the above information is true and accurate to the best of my knowledge and belief. I understand false statements may result in denial of pre-qualification, and possible debarment for a period of five years.

\_\_\_\_\_  
Signature of Owner or Officer

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
For the Year Ended

\_\_\_\_\_  
Federal ID #



Applicant Firm: \_\_\_\_\_  
Tax ID No. or SSN: \_\_\_\_\_

### LACMTA PRE-QUALIFICATION VALIDATION

A copy of this VALIDATION must be completed and signed by at least one General Partner, Owner, Principal or Officer authorized to legally commit the Applicant Firm.

RFP or IFB Name and Number: \_\_\_\_\_

#### DECLARATION

I, (printed full name) \_\_\_\_\_, Social Security Number \_\_\_\_\_ being first duly sworn, hereby declare that I am the (position or title) \_\_\_\_\_ of (firm name) \_\_\_\_\_, and that I am duly authorized to execute this Validation Statement on behalf of this entity. I acknowledge that any false, deceptive or fraudulent statements on this validation will result in denial of pre-qualification. I hereby state:

☐ the Pre-Qualification Application dated \_\_\_\_\_ on file with LACMTA is correct and current as submitted.

OR

☐ the Pre-Qualification Application dated \_\_\_\_\_ on file with LACMTA is correct and current as submitted, except as modified by the attached changed pages and/or attachments to said Application. (Applicant may attach additional sheets to describe changes). Attach recent financial statements if previous are more than one year old.

\_\_\_\_\_  
Signature of Person Certifying for Applicant Firm

\_\_\_\_\_  
Date

~~~~~  
Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_,

(Notary Seal or Stamp)

\_\_\_\_\_  
Notary Public Signature

My Commission expires \_\_\_\_\_

#### NOTICE TO APPLICANTS

A material false statement, omission or fraudulent inducement made in connection with this pre-qualification application is sufficient cause for denial of the application or revocation of a prior approval, thereby precluding the Applicant Firm from doing business with, or performing work for, the LACMTA, either as a vendor, prime contractor, subcontractor, consultant or sub-consultant for a period of three years. In addition, such false submission may subject the person and/or entity making the false statement to criminal charges. (Title 18 USC 1001, false statements; California Penal Code Section 132, offering altered or antedated or forged documents or records; and Section 134, preparing false documentary evidence).

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#### Validation Submittal

**Do not submit validations with bid or proposal, mail or deliver them to:**

LACMTA Pre-Qualification Office  
Mail Stop 99-9-1  
One Gateway Plaza  
Los Angeles, CA 90012-2952



## 1. Definition of Unsolicited Proposal for Joint Development

An unsolicited proposal (“Unsolicited Proposal” or “proposal”) is a written proposal that is submitted to Metro on the initiative of a prospective offeror (organizations or individuals) (“Offeror”) for the purpose of developing a partnership that is not in response to a formal or informal request issued by Metro. For the purposes of the Unsolicited Proposals & Public/Private Sector Engagement Policy (“UP Policy”), as well as the Metro Joint Development Program: Policies and Process document (“JD Policy”), a Joint Development (“JD”) Unsolicited Proposal would seek the right to develop or improve property owned by Metro.

A valid Unsolicited Proposal must:

- a. Be innovative and unique, offering a development proposal with unique characteristics or benefits;
- b. Be independently originated and developed by the Offeror;
- c. Be prepared without Metro’s supervision, endorsement, direction, or direct involvement;
- d. Be sufficiently detailed that its benefits in support of Metro’s mission and responsibilities are apparent;
- e. Not be an advance proposal for property development that Metro could acquire through competitive methods;
- f. Not be an offer responding to Metro’s previously published expression of need or request for Joint Development proposals.

The Unsolicited Proposal is submitted by the Offeror with the objective of obtaining an Exclusive Negotiation Agreement and Planning Document (ENA) with Metro. (See Section 2 of this JD UP Policy for expected contents of Unsolicited Proposals).

Note that Unsolicited Proposals for all other Metro services, programs or efforts should follow the guidance in Metro’s Unsolicited Proposals & Public/Private Sector Engagement Policy (as opposed to this JD UP Policy).

## 2. Submission Process and Evaluation

Similar to the UP Policy, all JD Unsolicited Proposals shall be submitted to the Metro Vendor / Contract Management (V/CM) office, which will log the proposal and within three business days, officially transfer it to the Joint Development Team for evaluation of technical and/or financial merit.

Metro receives and evaluates Unsolicited Proposals using a two-phased approach, followed by any publication requirements as described below. Phase One includes a basic threshold review and evaluation of conceptual proposals. Conceptual proposals will be reviewed within 60 days of receipt, at which time a determination will be made as to whether to request additional and detailed information in Phase Two. If a Proposer is requested to submit information for Phase Two and the project proceeds beyond Phase Two, Metro’s procurement policies and procedures will apply. This process is described further below. Metro may, at any time, choose not to proceed further with any Unsolicited Proposal.

### A. Phase One – Conceptual Proposal

The purpose of Phase One is for Metro to receive written, concept-level proposals and to screen those proposals to determine whether to request additional and detailed information in Phase Two.

1) *Threshold Review*

Upon receipt of a conceptual proposal, Metro V/CM staff will take the following steps:

- a. Promptly acknowledge receipt of the proposal (letter to Offeror); and
- b. Determine whether the proposal meets the threshold requirements of a JD Unsolicited Proposal.

Before initiating a Phase One evaluation, the Metro JD Team, in cooperation with V/CM staff, will determine if the conceptual proposal meets the following threshold requirements:

- a. Satisfies and meets the elements of a JD Unsolicited Proposal as defined in Section 1 of this JD UP Policy;
- b. Contains sufficient technical and cost information to permit a meaningful evaluation (see Conceptual Proposal Requirements below);
- c. Has been approved by an authorized representative of the Offeror or a person authorized to contractually obligate the Offeror;
- d. Includes a general project concept that meets Metro and JD objectives as stated in the JD Policy; and
- e. Complies with the marking requirements for use and disclosure of data.

If the JD Conceptual Proposal does not meet the preliminary requirements above, the Offeror may be given the opportunity to provide the required data and/or may be advised that Metro is not interested in pursuing further action with respect to the proposal.

If the proposal meets the threshold requirements, Metro V/CM and JD staff will take the following steps:

- a. V/CM: Log the proposal and assign it a number;
- b. V/CM: Officially transfer the proposal to JD staff;
- c. JD and V/CM: Set and notify the Offeror of the schedule for internal evaluation;
- d. JD: Assemble an evaluation team that includes a V/CM staff member, as well as technical and financial subject-matter experts related to the JD Unsolicited Proposal;
- e. JD: Facilitate the evaluation process as needed;
- f. V/CM: If the evaluation team deems necessary, V/CM will issue a written request for clarification to the Offeror;
- g. JD: Conduct outreach to impacted stakeholders as needed; and
- h. JD and V/CM: Notify the Office of the CEO and then the Offeror of Metro's decision. The possible outcomes may be to discontinue the process, proceed to Phase Two, or pursue a competitive procurement. JD staff will provide a general explanation of the reasons for the decision.

2) *Content – Conceptual Proposal*

Conceptual proposals should include the information identified in the Conceptual Proposal Form (Exhibit 2 to this JD UP Policy).

3) *Evaluation – Conceptual Proposal*

Once it is determined that the JD Conceptual Proposal is complete and is determined to be a project of interest to Metro, the proposal will be evaluated promptly in accordance with the criteria set out in this section.

4) *Consideration of an Unsolicited Conceptual Proposal* – An Unsolicited Proposal is more likely to be considered for further action if the Unsolicited Proposal is (1) adjacent to a Metro property that is small or constrained by transit infrastructure or other nearby development; and/or (2) from an adjacent landowner(s) (or Offeror with site control of adjacent properties) that make the Metro site feasible for development or better able to achieve Metro's Transit Oriented Communities objectives. Other criteria for consideration of the proposal will include but is not limited to:

- a. It offers an added benefit, beyond the proposed development, that Metro had either not planned for or had considered but had not budgeted for, such as a transit improvement or an expansion of transit services;
- b. It provides public improvements that support active transportation (beyond what would be required in a regular development process);
- c. The Offeror is, or has partnered with, a community-based organization with a track record of community engagement, investment and provision of services within the community where the proposed project is located;
- d. It includes uses that provide significant community benefit or meet desired community uses. The proposed benefit or uses should be documented by a recent (within five years) plan – a land use plan, vision plan, or other study or report that cites the need for the proposed use;
- e. The Offeror (and/or Offeror's development team) shows a clear commitment to a robust community engagement process in the further development of their project plans; and
- f. It includes unique or innovative methods, approaches, financing mechanism or an idea that have originated with or are assembled by the Offeror.

During this Phase One evaluation, the process may include review of the technical proposal by a financial consultant, as well as an urban design/architectural consultant. During the evaluation process, the Offeror(s) will have no interaction with the evaluation team. If Metro desires to proceed to Phase Two, Metro V/CM will issue a Request for a Detailed Proposal that formally invites the Offeror to submit a Phase Two proposal. This request will include expected timelines for submission and evaluation, and offer the opportunity to request a meeting with Metro staff. A copy of Metro's standard Exclusive Negotiation Agreement and Planning Document (ENA) will also be provided.

5) *Rejection of an Unsolicited Conceptual Proposal* – Metro shall return an Unsolicited Proposal to an Offeror, citing reasons, when its substance meets any of the following criteria:

- a. It is available to Metro without restriction from another source;
- b. It closely resembles a pending competitive requirement; or
- c. It does not demonstrate an innovative and unique method, approach, or concept, or if it does, another method, approach, or concept may be available to Metro on the basis of competitive proposals.

If it is determined that the proposal is unacceptable, the proposal shall be returned to the Offeror together with the reasons for the return.

#### *B. Phase Two – Detailed Proposal*

The purpose of Phase Two is for Metro to receive more detailed technical and financial information to fully understand and evaluate the proposal. At the conclusion of this phase, Metro will decide whether to forego the proposal, to proceed to a sole source agreement, or to pursue a competitive solicitation.

##### *1) Content – Detailed Proposal*

Phase Two of the JD Unsolicited Proposal should contain the following information in order to permit consideration in an objective and timely manner.

- a. Basic Information. Identify the legal entity that would serve as the principal in the proposed development and indicate the type of entity (e.g. for-profit, non-profit, LLC, etc.); provide names, telephone numbers and email addresses of the Offeror's technical and business personnel whom Metro may contact for evaluation or negotiation purposes; indicate the date of submission and the period of time for which the proposal is valid (a minimum of six months is suggested); ensure the proposal is signed by a responsible official or representative of the Offeror, or a person authorized to contractually obligate the Offeror.
- b. Project Description and Development Program. This includes a concise title and description of the proposed project (approximately 200 words); a clear description of the proposed development program (square footage for each use, including open space and parking); description of community benefits associated with the project, such as affordable housing, open space or plazas, new community-serving amenities, etc.; description of how the proposed project interfaces with the transit facility (if applicable) and the active transportation environment within the community.
- c. Development Team. Include a list of key team members and their particular role in the project. Provide a brief history of the experience of key team members, focused only on related project work.
- d. Preliminary Design Concept. Include site plans, site sections, circulation/public realm plan, program/use diagrams and renderings consistent with the project description and development program.
- e. Community Engagement. Describe the proposed community engagement process for the project, and any community engagement that may have occurred leading up to the Unsolicited Proposal.
- f. Development Proforma. Provide a predevelopment budget, development budget, 15-year operating proforma and capital structure. Provide a financing plan that clearly indicates anticipated funding sources, both debt and equity. Describe proposed funding of transit improvements as may be contemplated in the Offeror's plans.

- g. **Offeror's Financing Capacity.** Submit information that fully demonstrates the team's financial capacity and readiness to develop the proposed project. This includes a demonstrated track record in structuring public/private partnerships (if this model is applicable to the proposal), relationships with financial institutions and access to predevelopment funding. To demonstrate this capacity, provide three examples of transactions the team has completed in the last 10 years that are similar/relevant to the proposed project. For these examples: (1) Indicate the sources and uses of both debt and equity financing for each component of the project; (2) Describe experience with public financing sources (if applicable to the proposed project), such as the Economic Development Administration, New Markets Tax Credits, US Department of Housing and Urban Development Financing, etc; and (3) Provide any other relevant information that demonstrates capacity to structure and finance the proposed project.
- h. **Development Timeline.** Provide a timeline for the entitlement and completion of development, noting community engagement efforts. If applicable, note how access to transit facilities would be maintained during construction.
- i. **Financial Offer to Metro.** It is in the best interest of Offerors to submit their best financial offer. Describe areas to be ground-leased and associated square footages; include length of lease, base and percentage rents and the basis of periodic escalations and adjustments. Regardless of the proposed ground lease structure, Metro expects to receive a fair market value (FMV) rent for the project site. To the extent that a discounted FMV is being requested, pursuant to the JD Policy's allowance for affordable housing, the discount must be to reduce a justified financial "gap" in the overall project pro forma. State any offer of participation in a percentage rent of gross revenue from all income-producing land uses. Metro requires a \$50,000 ENA Fee. Annual holding rent as a percent of annual base rent for each development phase according to a predetermined schedule, until the start of construction is also required. Metro requires an annual construction rent as a percent of annual base rent for the period of time that the project is under construction until such time as the permanent base rent commences. State any offer of participation in sale or refinancing proceeds.
- j. **ENA.** If the Offeror desires any modifications to the standard ENA, this request should be included in the Phase Two submission.
- k. **Proprietary Data.** Identify any proprietary data which the Offeror intends to be used by Metro only for evaluation purposes (see Section 5 below).

2) *Evaluation Criteria – Detailed Proposal*

Before initiating a comprehensive evaluation, Metro V/CM staff in coordination with JD staff, will determine if the detailed proposal continues to meet the threshold requirements set out in Phase One and the requirements specifically set out in the Request for Detailed Proposal. In addition the following minimum factors will be considered:

- a. Qualifications, related experience or unique combination of those, of the Offeror;
- b. The qualifications, capabilities and experience of the proposal team leader or key personnel who are critical to achieving the proposal objectives;
- c. Integration with transit facilities and active transportation infrastructure;
- d. Opportunity for transit improvements associated with the proposal;

- e. Economic and regulatory feasibility of the proposed project;
- f. Quality of design;
- g. Provision of community benefits;
- h. Inclusion of SBE/DBE/DVBE and CBOs on project team;
- i. The proposal offers innovative and unique characteristics;
- j. Financial offer; and
- k. Any other factors appropriate for the particular proposal.

3) *Evaluation Process – Detailed Proposal*

Detailed proposals will be evaluated promptly, at a minimum in accordance with the criteria set out in this section, as well as any other evaluation criteria identified in the Request for Detailed Proposal. Outside advisors will be consulted if the Metro evaluation team deems it necessary and beneficial. The evaluation team may also request clarification, which V/CM will submit in writing to the Offeror.

Upon completion of the Phase Two evaluation, JD staff will keep and share with V/CM, a record of the persons on the evaluation team and record the final recommendation for the proposal. If the evaluation team determines that the Phase Two proposal is unacceptable, the proposal shall be returned to the Offeror together with the reasons for the return. If Metro determines that the Phase Two proposal should continue in the process, JD staff will prepare a memo to the CEO summarizing the evaluation results and recommending the appropriate further action. Section 3 below describes the next steps.

### **3. Full and Open Competition / Stakeholder Outreach / Final Recommendations**

A. *Full and Open Competition*

Metro's receipt of an Unsolicited Proposal does not, by itself, justify a contract award without full and open competition. If the Unsolicited Proposal offers a proprietary concept that is essential to contract performance, it will be deemed a Sole Source (see section below). If not, Metro will respond to the Unsolicited Proposal by following federal procurement guidelines for competitive procurement. In addition, Metro is committed to engaging stakeholders in the JD Process. For JD Unsolicited Proposals that have been recommended to move beyond Phase Two, Metro will take the following steps.

- 1) *Unsolicited Proposal – Sole Source Award*: If it is impossible to describe the property or services offered without revealing proprietary information or disclosing the originality of thought or innovativeness of the property or services sought, as determined by Metro, Metro may make a sole source award, as provided in Metro's Sole Source Award Policy. A sole source award may not be based solely on the unique capability of the Offeror to provide the specific property or services proposed.
- 2) *Unsolicited Proposal – Competitive Solicitation Process*: If the Unsolicited Proposal is not determined to be a sole source, Metro staff will notify the Board of Directors and the Offeror before publishing the Unsolicited Proposal in accordance with guidance from FTA Circular 4220.1.F, as it may be amended from time to time:
  - a. Publicize the Unsolicited Proposal. The publication shall follow Metro's standard procurement practices (as established by Metro Vendor/Contract Management

Department) and shall clearly state that Metro received the Unsolicited Proposal, and provide an adequate description of the proposal, without improperly disclosing proprietary information or disclosing the originality of thought or innovation of the proposal.

- b. Interest in the Property or Services. The publication shall make clear Metro's interest in the specifics of the proposed project.
- c. Adequate Opportunity to Compete and/or Submit Comments. Provide an adequate opportunity for interested parties to comment or submit competing proposals. In most instances, the Unsolicited Proposal will be posted for 30 days.
- d. Contract Award Based on Proposals Received. Publicize its intention to award a contract based on the Unsolicited Proposal or another proposal submitted in response to the publication (provided that Metro reserves its right to take any of the actions set forth in Section 3C below).

The purpose of this publication process is to ascertain whether other parties may desire and be able to offer a project within a scope that is similar to that contemplated within the original Unsolicited Proposal. Metro's publication will give notice of the basic business elements of the original Unsolicited Proposal and inform interested parties that they may provide comment on the proposal or submit competing proposals within the comment/submission dates provided. The publication shall not disclose proprietary information as defined in Section 3A. The publication will instruct parties to follow the Phase One submission instructions and requirements.

Any proposals received, including the original Unsolicited Proposal, shall be evaluated based on the criteria listed in Section 2B above, as well as the objectives listed in the JD Policy. Metro will make clear the evaluation criteria prior to publicizing the Unsolicited Proposal.

There are four potential outcomes for this publication. These are described below in Section 3C.

#### B. *Stakeholder Outreach*

If Metro intends to move forward with the Unsolicited Proposal after the Phase Two evaluation, JD staff will conduct preliminary outreach to targeted stakeholders, including local elected officials, staff of municipalities where the subject property is located, and key community and business stakeholder groups. This outreach will be focused on informing stakeholders of the Unsolicited Proposal received and Metro's intended next steps – whether it is a Sole Source or the Competitive Procurement process.

#### C. *Final Review and Recommendation*

After posting ends, Metro staff will negotiate and make recommendations based on one of four scenarios:

- 1) *Metro receives no additional proposals and decides to pursue the original Unsolicited Proposal.* In this case, Metro may conduct a secondary review of the original Unsolicited Proposal and reserves the right to request additional material that will assist Metro in determining that the Offeror has the technical capability and financial resources to perform the contract and meet Metro's requirements for negotiating and executing an ENA. Once all evaluation is complete and ENA terms are negotiated, Metro staff may bring a recommendation forward to the Board of Directors to authorize execution of the ENA.
- 2) *Metro receives additional proposals and desires to further evaluate and negotiate with one of the Offerors, be it the original Offeror or one of the new proposals received as a result of the publication.*



New proposals will be evaluated in accordance with the Phase One evaluation process described in Section 2A. If a new Offeror is invited to submit a Phase Two proposal, they shall be granted the same period of time given to the original Offeror to submit a Phase Two proposal. The new Offeror shall be provided with the same information if any, as the original Offeror. Metro may also conduct a secondary review of the original proposal and reserves the right to request additional material that will assist Metro in determining that the Offeror has the technical capability and financial resources to perform the contract and meet Metro's requirements for negotiating and executing an ENA. Once all evaluation is complete Metro staff may proceed with negotiations with one of the new Offerors or the original Offeror and bring a recommendation forward to the Board of Directors to authorize execution of the ENA. Offerors will be notified of such decision and proposal materials returned.

- 3) *Metro receives additional proposals and, based on this evidence of interest, determines that it is in Metro's best interest to conduct a full competitive procurement.* In this case, all proposals received under this policy would be rejected and returned to the submitting parties and Metro shall inform all Offerors (including the original Offeror) of its intentions regarding a subsequent competitive solicitation process. The new solicitation process shall be conducted in accordance with the process set forth in the JD Policy.
- 4) *Regardless of the number of proposals received, Metro may determine that it is in its best interests not to move forward with any proposal.* All Offerors will be notified of such decision and proposal materials returned.

#### **4. Submission Instructions and Time for Submission**

JD Unsolicited Proposals shall be submitted to:  
Vendor/Contract Management  
Los Angeles County Metropolitan Transportation Authority  
One Gateway Plaza, 99-9-55  
Los Angeles, CA 90012

Offeror shall submit four (4) hard copies of the proposal, along with an unalterable electronic version on CD or flash drive. Phase One proposals shall not exceed 15 pages. There are no page requirements on Phase Two submissions, but proposals should be reasonable in length to allow for a meaningful evaluation. Vendor / Contract Management shall log in receipt of the Unsolicited Proposal and provide written confirmation of receipt to the Offeror.

JD Unsolicited Proposals should be submitted well in advance of the Offeror's desired commencement of the proposed effort or activity in order to allow Metro sufficient time to evaluate the proposal, publicize it, and negotiate a contract if the proposal is accepted. Anticipate at least six months before any negotiation could begin.

#### **5. General Requirements**

##### **A. Prohibition of Use of Confidential Information**

If Metro's decision is to pursue a competitive procurement, Metro personnel shall not use any data, or any confidential patented, trademarked, or copyrighted part of an Unsolicited Proposal or confidential technical or financial proprietary information as the basis, or part of the basis, for a solicitation or in negotiations with any other firm, unless the Offeror is notified of and agrees to the intended use.

Concepts or ideas are not considered proprietary by Metro but specific implementing methodologies that are unique to the Offeror will be recognized.



V/CM staff shall place a cover sheet (attached as Exhibit 2) on the proposal, unless the Offeror clearly states in writing that no restrictions are imposed on the disclosure or use of the data contained in the proposal.

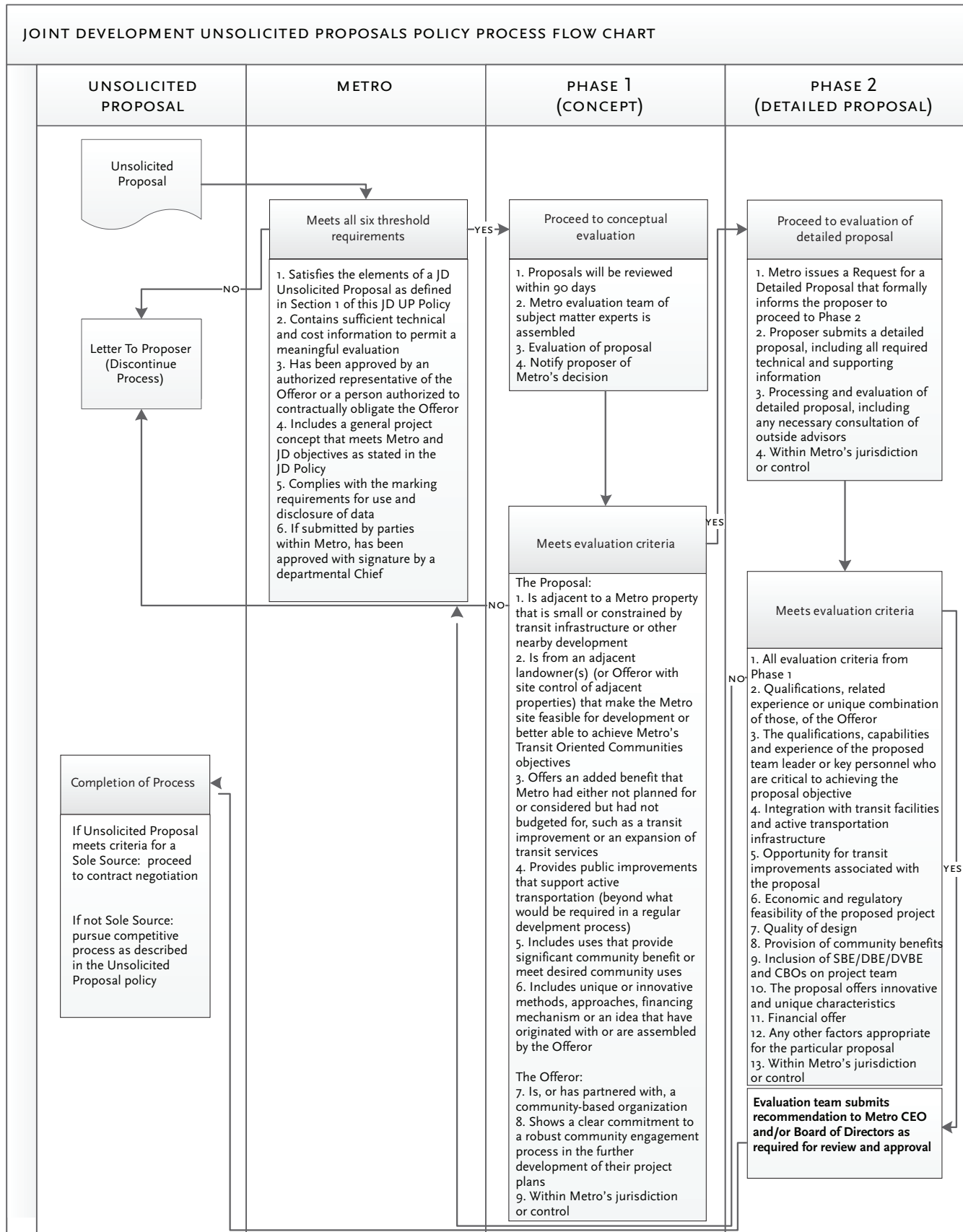
**B. Public Records Act**

Unsolicited Proposals are subject to the provisions of the California Public Records Act (California Code Government Code §6250 et seq.).

Public Contract Code Section 22164 provides that: information that is not otherwise a public record pursuant to the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title I of the Government Code) shall not be open to public inspection. Any documents provided by the Offeror to Metro marked "Trade Secret," "Confidential" or "Proprietary," or any financial records provided by the Offeror to Metro, shall be clearly marked with the Offeror name. Metro will use its best efforts to inform the Offeror of any request for any financial records or documents marked "Trade Secret," "Confidential" or "Proprietary" provided by Offeror to Metro. Metro will not advise as to the nature or content of documents entitled to protection from disclosure under the California Public Records Act.

In the event of litigation concerning the disclosure of any records, Metro's sole involvement will be as a stakeholder, retaining the records until otherwise ordered by a court. The Offeror, at its sole expense and risk, shall be fully responsible for any and all fees for prosecuting or defending any action concerning the records and shall indemnify and hold Metro harmless from all costs and expenses including attorney's fees in connection with any such action.

# Exhibit 1



## Exhibit 2

### JOINT DEVELOPMENT UNSOLICITED PROPOSALS SUBMITTED TO METRO PHASE ONE: CONCEPTUAL PROPOSAL FORM

Phase One of Metro's JD Unsolicited Proposal process involves submitting this form. Submit only the information required by this form. If Metro determines that the proposal should proceed to Phase Two, Metro will issue a Request for Detailed Proposal.

#### PART 1: BASIC INFORMATION

Proposer Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Type of organization: \_\_\_\_\_

Primary contact for the proposal: \_\_\_\_\_

Names of additional firms/partners in the proposal:

\_\_\_\_\_

Technical personnel names & contact information for each firm involved\*:

\_\_\_\_\_

\* These individuals should be responsible for answering Metro's technical or business questions concerning the proposal or any subsequent agreement concerning the proposal.

#### PART 2: TECHNICAL INFORMATION

Title of the proposal: \_\_\_\_\_

☐ Abstract of the proposal is attached

To move forward in the Unsolicited Proposal process, the Abstract must include a brief – but complete – discussion of the following:

1. Proposal summary, including:
  - a. Vision for the project
  - b. Program for proposed project and proposed uses of Metro-owned property
2. Brief summary of the experience of the proposal team with similar/relevant projects
3. A justification for the Unsolicited Proposal Approach (see Section 2A of the JD UP Policy)
4. Manner in which the work will help support accomplishment of Metro's TOC mission.
5. Specific Access/Property Rights the Offeror needs from Metro (i.e. Long Term Ground Lease, sale of property, etc.). Note if there are several options.

#### PART 3: FINANCIAL INFORMATION

Proposed price or total estimated cost, in the form of a Sources and Uses Table: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Public funding anticipated for the project, if any: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Description of financing capacity – briefly describe current relationships with debt and equity providers that demonstrate the team’s capacity to finance the proposed project: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Be concise but provide sufficient detail for Metro to meaningfully evaluate the proposal.*

**PART 4: PROCEDURAL INFORMATION**

Period of time for which the proposal is valid: \_\_\_\_\_  
\_\_\_\_\_

- ☐ Proprietary data has been submitted with this proposal and is deemed confidential by the Offeror in the event of a request submitted to Metro under the California Open Records Act. Any proprietary data must be clearly designated.
- ☐ Other government entities or private parties have received this proposal.  
Please explain: \_\_\_\_\_
- ☐ There are patents, copyrights and/or trademarks applicable to the project or services proposed.  
Please explain: \_\_\_\_\_
- ☐ There is additional information not requested in this form that would allow Metro to evaluate this proposal at this conceptual phase.  
Describe: \_\_\_\_\_  
\_\_\_\_\_

**PART 5: SIGNATURE**

Name: \_\_\_\_\_  
Date: \_\_\_\_\_  
Title: \_\_\_\_\_

*The individual who signs this form must be authorized to represent and contractually obligate the Offereror.*



Metro

## Board Report

Los Angeles County  
Metropolitan Transportation  
Authority  
One Gateway Plaza  
3rd Floor Board Room  
Los Angeles, CA

File #: 2024-0208, File Type: Motion / Motion Response

Agenda Number: 39.

**REVISED**  
**REGULAR BOARD MEETING**  
**MARCH 28, 2024**

### Motion by:

**DIRECTORS YAROSLAVSKY, BASS, KREKORIAN, NAJARIAN, AND HORVATH**

#### Unsolicited Proposals Policy Motion

In 2015, as part of the duties of the recently created Office of Extraordinary Innovation, currently known as the Office of Strategic Innovation, Metro initiated an Unsolicited Proposal Policy, described at the time as the centerpiece of the Office of Extraordinary Innovation's work program. It was intended to catalyze ideas to accelerate the expected future Measure M projects by bringing forward financing strategies, alternative approaches, and superior technical concepts.

Since its inception, Metro has received dozens of unsolicited proposals, with successful proposals influencing \$15 billion worth of Metro projects. A set of staff-level revisions have been made to improve the process for both internal and external parties.

In the nine years since the development of the Unsolicited Proposal Policy, Metro has established the Office of Equity and Race, substantially increased its climate and sustainability ambitions, and experienced major impacts to its normal course of conducting business. Additionally, there is a need to determine if the public interest and Metro's core mission and priorities are being served by individual proposals and develop metrics to that effect. Given Metro's recently adopted policy and operational shifts and the upcoming 2028 Olympics and Paralympic Games, the Unsolicited Proposal Policy should be revisited and updated.

**SUBJECT: UNSOLICITED PROPOSALS POLICY MOTION**

### **RECOMMENDATION**

APPROVE Motion by Directors Yaroslavsky, Bass, Krekorian, Najarian, and Horvath that the Board direct the Chief Executive Officer to:

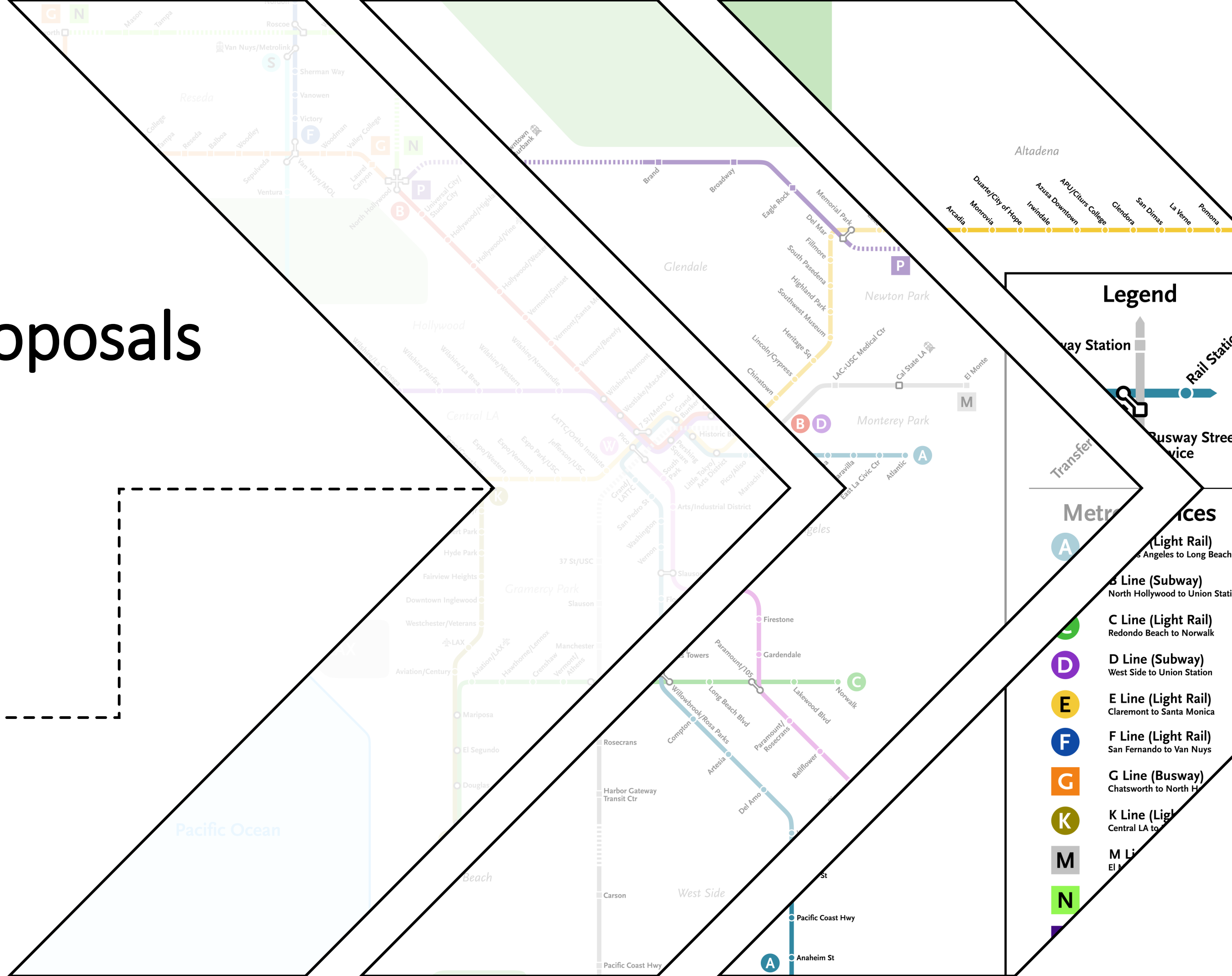
Report back to the Board by June 2024 with a comprehensive review of the Unsolicited Proposal Policy and recommendations for changes to the Policy that include, but are not limited to:

A. More direct integration of Metro's core mission and priorities;

- B. The advancement of Metro's sustainability and equity goals;
- C. Establishment of a phased review process for Board consideration of unsolicited proposals including the establishment of a timeline review and approval process for Board consideration prior to the execution of a contract, regardless of whether Metro capital or operational funding is proposed to be utilized;
- D. Strengthened community-focused transparency and engagement;
- E. Identify work streams that could be better suited to be accomplished by third-parties to reduce Metro staff time;
- F. A status on the implementation and effectiveness of the previously developed recommendations from Metro's September 2021 Unsolicited Proposal Five Year Review; and
- G. The feasibility of prioritizing proposals that accelerate Metro's ability to deliver transit and mobility projects and programs for the 2028 Olympic and Paralympic Games as well as the projects included in the Measure R and Measure M Expenditure Plans.

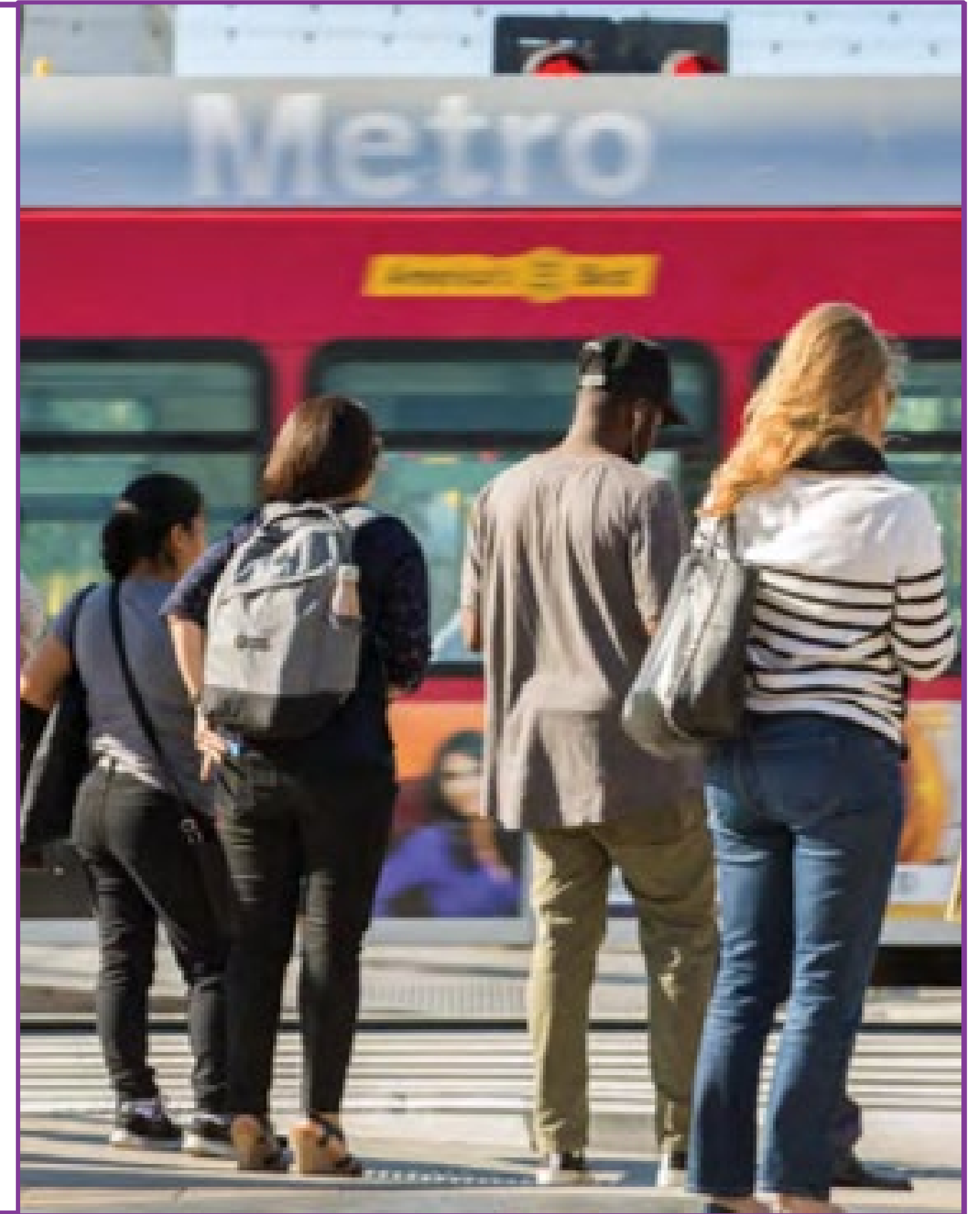
# ◆ Unsolicited Proposals (UP)

June 2024



# Background

- Active Policy since 2016
- 286 Proposals received to date
  - 34 proposals advanced to implementation
  - 22 unique projects
  - 13 no-cost-to-Metro Proofs of Concept
- Five Year Review of UPs released in 2021 with eight recommendations for the future of UPs
- UP Policy does not obligate Metro to act on proposals





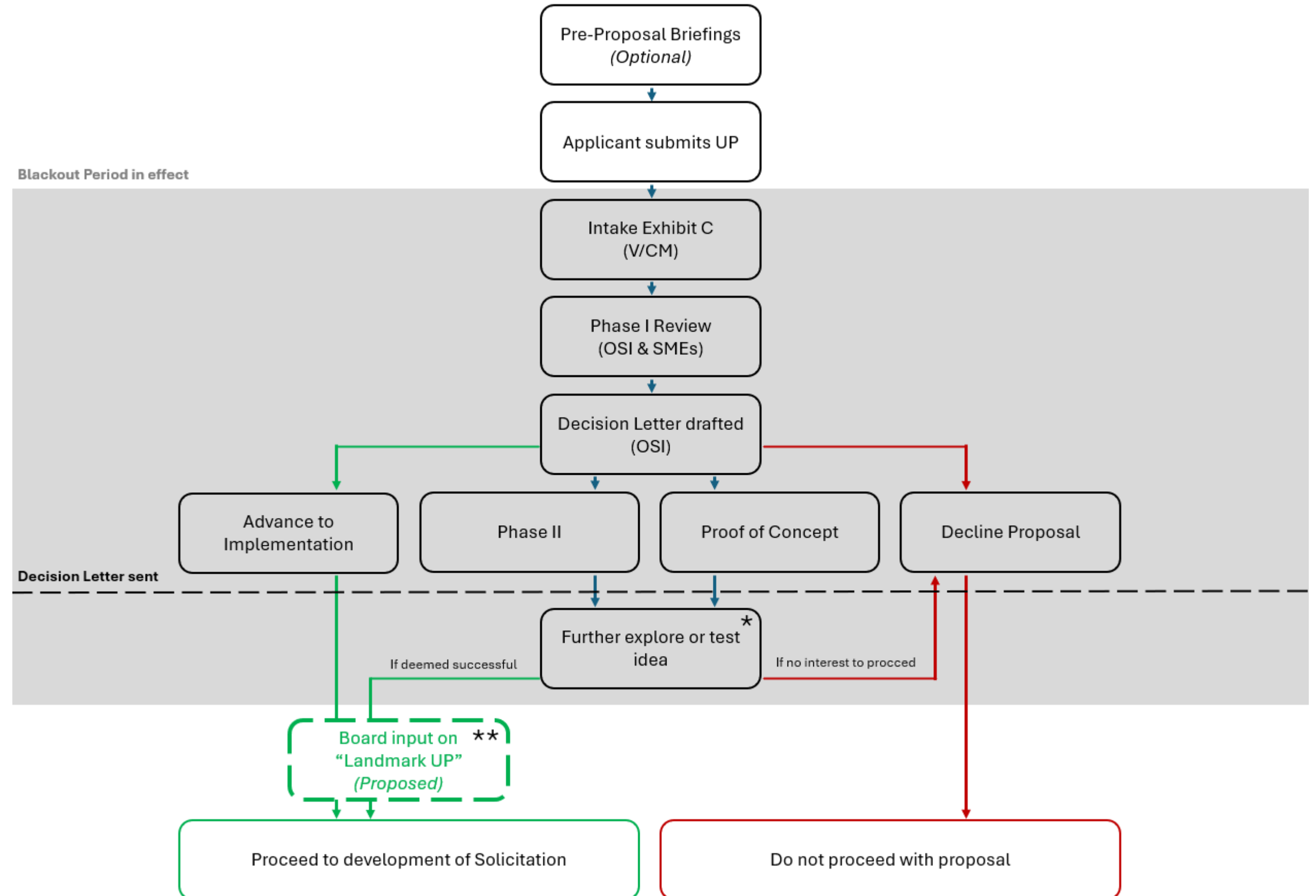
# Staff Recommendations

- Add the following fields on the Exhibit C intake form for proposers to give the following information:
  - How the proposal intersects with Metro’s Equity and Sustainability values;
  - How the proposal intersects with the 2028 Games Mobility Concept Plan;
  - How the proposal intersects with Measure R and M Expenditure Plans;
  - How the proposal intersects with plans published by Metro that set agency and department priorities.
- Proposals that address projects listed in the 2028 Mobility Concept Plan, Measure R and/or M Expenditure Plans, or identified as a priority in published departmental plans will be prioritized in the Unsolicited Proposal review queue.
- Include Equity as an evaluation criteria, including as a consideration in the Rapid Scoring Tool and staff evaluation form. Include Sustainability as a consideration in the evaluation form for an Unsolicited Proposal;
- Provide quarterly updates to the Board on Decision Letters issued on Phase 1 and Phase 2 milestones that are out of the blackout period;
- Formalize process to receive Board approval on “Landmark” Unsolicited Proposals after a proposal is advanced to implementation and meet or exceed at least one of the following thresholds:
  - Introduces a new mode of mobility and requires Metro funding, project management, and/or calls for Metro to serve as lead agency in the development of an EIR/EIS; and/or
  - Requires Metro to allocate more than \$10 million to fulfill a solicitation
- Include staff from Metro’s Community Relations team on landmark proposal reviews and notify Metro Board on engagement best practices to inform approval.



# Proposed Process

## Process Flowchart with Option

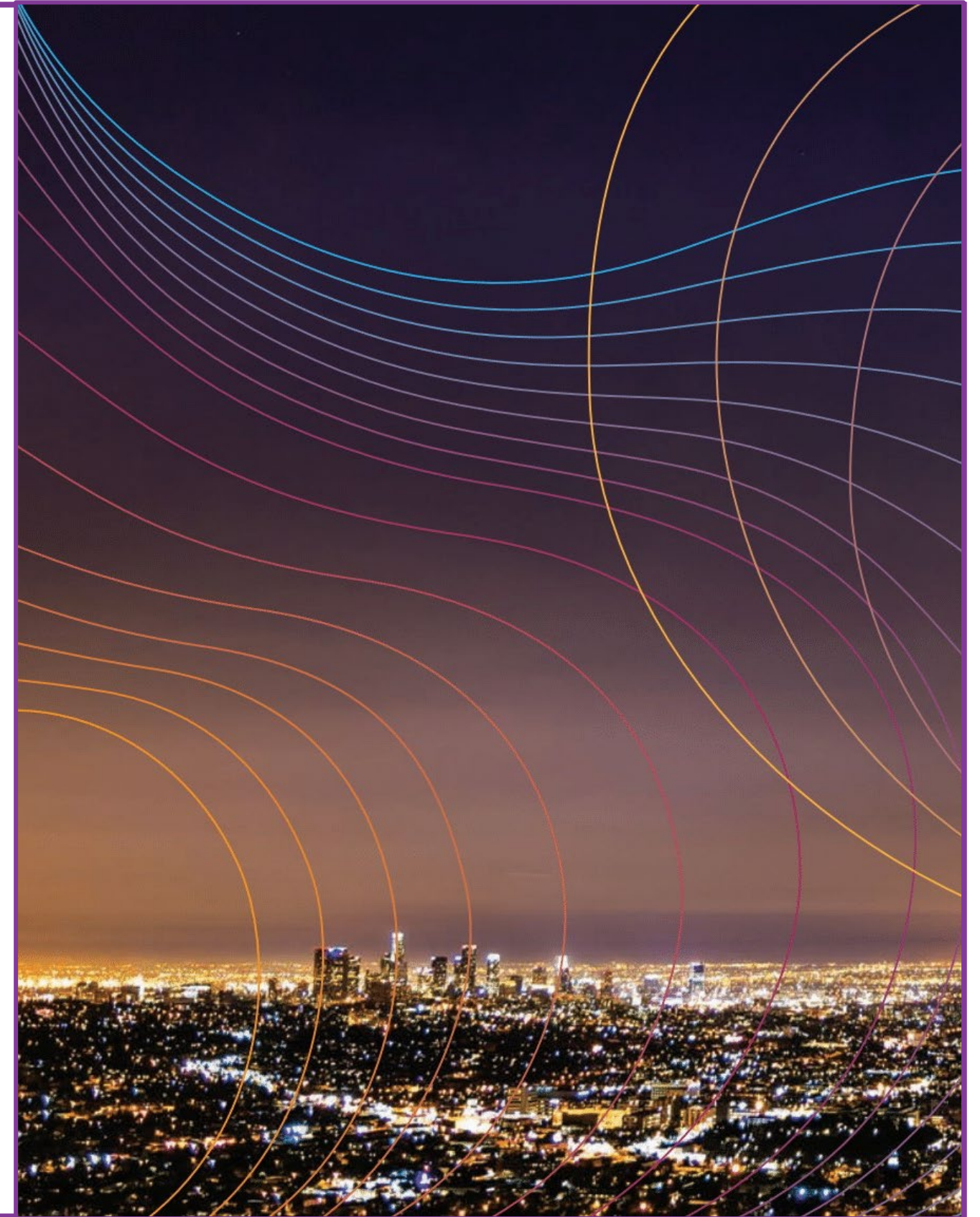


★ Phase II and Proof of Concepts (PoC) Decision Letters do not end a review blackout. PoC blackout ends at execution of PoC Agreement, and Phase II blackout ends at decision to reject or advance to implementation

★★ PROPOSED STEP. Board will give input only in Advance to Implementation cases where proposals meet the Project Type & Cost threshold criteria outlined in Discussion section of Board Report 2024-0247 for "Landmark" Unsolicited Proposals

# Maintaining the Blackout Period

- Metro staff currently maintain a blackout period during a review
- UP Policy maintains consistent standard with CPUC mandated procurement blackout rules
  - CPUC Sections 130680 and 130685
- Recommended Board proposal approval process (if applicable) would apply after a review



## Next Steps

- Incorporate Recommendations in Board Report (upon approval)
- Publish revised Unsolicited Proposals Policy on Metro's website
- Update website and FAQ document
- Draft Innovation Portfolio and Proof of Concept Best Practices Guide





Metro

Los Angeles County  
Metropolitan Transportation  
Authority  
One Gateway Plaza  
3rd Floor Board Room  
Los Angeles, CA

## Board Report

File #: 2024-0265, File Type: Informational Report

Agenda Number: 22.

### EXECUTIVE MANAGEMENT COMMITTEE JUNE 20, 2024

**SUBJECT: CUSTOMER EXPERIENCE MARKETING AND COMMUNICATIONS QUARTERLY  
UPDATE**

**ACTION: RECEIVE ORAL REPORT**

#### **RECOMMENDATION**

RECEIVE oral report on marketing and public relations activities to tell the Metro story, with a focus on earned media, as well as social media and partnerships.

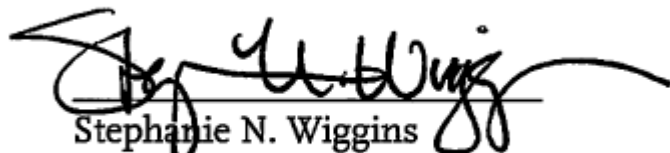
#### **EQUITY PLATFORM**

Metro is proud to serve a diverse region with a commitment to inclusion on our system and providing equitable mobility options. The activities shared in the report focus on generating awareness and favorability for Metro. Overall customer experience goals include growing and retaining diverse customers across Metro's portfolio of mobility options, generating awareness and excitement for Metro's transportation vision and projects, and engaging existing Metro customers in marginalized and underserved communities in shaping the future of Metro's network and service. Story placement and event news was covered by ethnic media outlets including Telemundo, La Opinion, Univision, Rafu Shimpō, and Korean Times.

With Metro's goal of providing more and better public transit and other transportation improvements, Metro's CX team recognizes the importance of including diverse riders in the process to plan and design these future products and services, to create an attractive transportation option with a good customer experience for all riders, regardless of background.

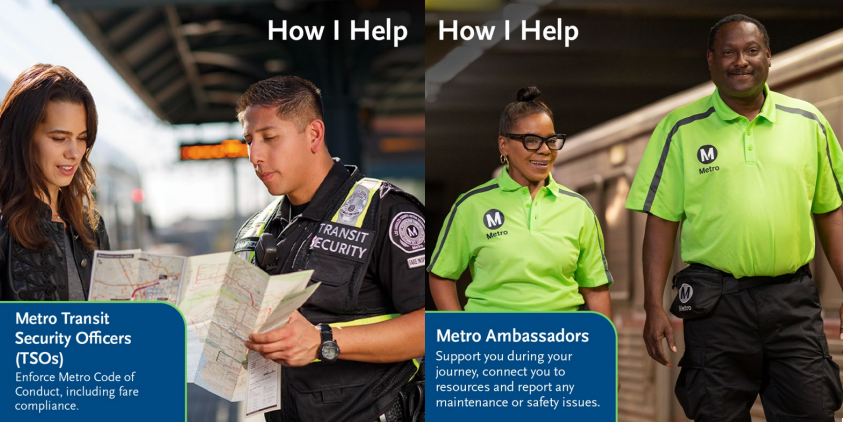
Monica Bouldin, Deputy Chief, Customer Experience, (213) 431-4918  
Maya Emsden, Executive Officer, Communications, Art Asset Management & Cultural  
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Stephanie N. Wiggins  
Chief Executive Officer





How I Help

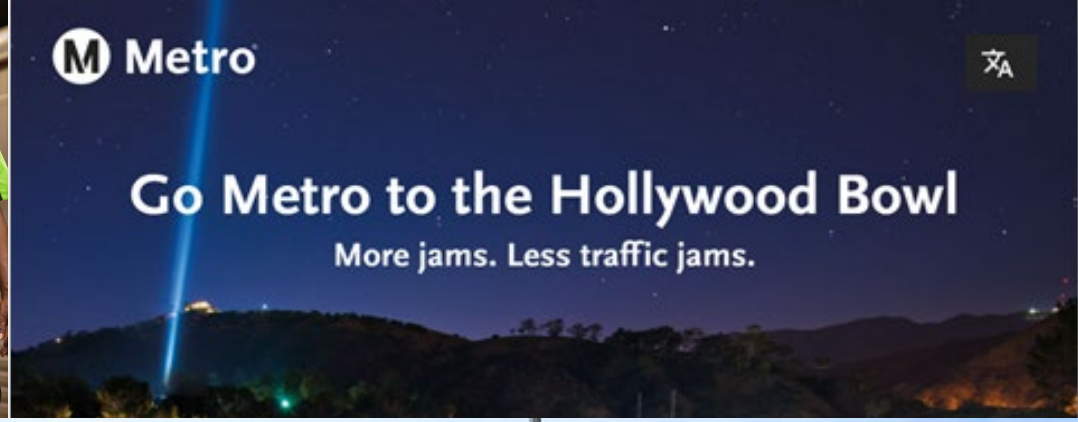
How I Help

#### Metro Transit Security Officers (TSOs)

Enforce Metro Code of Conduct, including fare compliance.

#### Metro Ambassadors

Support you during your journey, connect you to resources and report any maintenance or safety issues.



How I Help

#### HOME Teams

Multidisciplinary Homeless Outreach and Engagement teams link unhoused riders to social services and housing solutions.



# Customer Experience Ridership Growth Efforts Update

June 2024

# EARTH DAY, April 22, 2024

## TARGET: Environmentally conscious customers

- Promoted that Metro offered systemwide free transit on Earth Day, Monday, April 22.
- Metro also partnered with KBLA in a joint Climate Justice townhall event that was broadcast live on C-SPAN.

## Promotion:

- Distributed press release:
    - Mentions: **64**
    - Print, Online & Broadcast Impressions: **341M**
    - Added Value: **3.16M**
    - Sentiment: **100% positive or neutral**
  - Published 33 social media posts:
    - Posts: Reach of 522,042
    - Videos: 744,258 views/plays and total engagement was 48,642.
  - Deployed emails to more than 600,000 subscribers with an average open rate of 37.31% Industry standard is 21.33%.
- Ridership:
- **April saw 7.4 million rides, with bus up 9% and rail up 8.7% over April 2023.**



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Metro Los Ángeles ofrece viajes gratuitos este lunes por celebración del Día de la Tierra #FVDigital


Por Redacción · April 21, 2024

f


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in



Introducing our first-ever bamboo TAP card!





SPECTRUM NEWS IN 30  
LA METRO OFFERING FREE RIDES ON MONDAY  
IN CELEBRATION OF EARTH DAY

Join us for a historic national townhall on Climate Justice and the Black community.  
Seating is limited and admission is FREE, but you must register @kbla1580.com!

Tuesday JUNE 18 2024

CARING ABOUT THE CLIMATE. CARING ABOUT THE COMMUNITY.

LEWIST PARR KBLA TALK 1580 EST. 2021

4-7PM PT @ California State Center

Featuring an All-Star panel moderated by Tavis Smiley

LIVE BROADCAST ON C-SPAN!

\*Guests are encouraged to take Metro or rideshare. On-site parking is available for a fee.



# OLDER ADULT TRANSPORTATION EXPO, MAY 7, 2024

## TARGET: Older adults

Metro's 8<sup>th</sup> Annual Older Adult Transportation Expo provided older adults with the knowledge, motivation and resources essential for utilizing public transportation effectively.

The event was attended by 500 participants and centered on empowering older adults' access to transportation services.

Actress and Metro rider Beth Broderick was keynote speaker and captivated the audience with her personal story and highlighted the significance of accessible transportation for older adults.

## Promotion:

- Story published on The Source on May 3
- Distributed a media advisory and conducted targeted outreach to secure media attendance.
- Worked with media on-site and facilitated interviews with Metro spokespeople.

## Media Results:

Total Stories: **12**

Print, Online & Broadcast Impressions: **102M**

Ad Value: **940K**

LA  
Times

52  
TELEMUNDO

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KNBC-TV  
Los Angeles

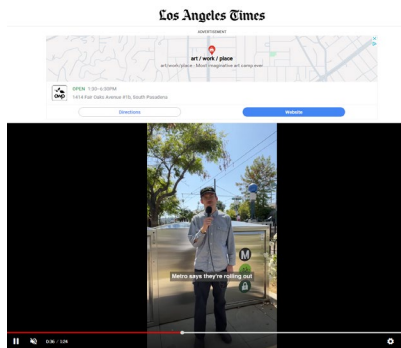
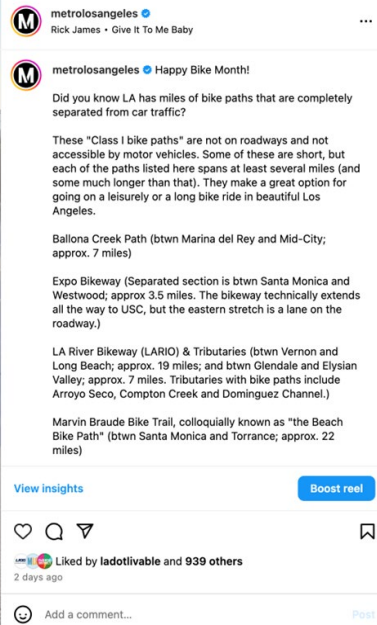
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# BIKE MONTH, May 2024



## Los Angeles Metro relaunches its bike locker program

Metro's revamp of its bike locker program allows for short-term, flexible rentals starting at \$0.75 for the first 12 hours.

By Nick Carroll  
May 9, 2024 2:52 PM PT



## TARGET: Metro Bike riders, young, active adults

Metro offered month-long bike promotions and free rides on Bike day, plus rolled out new bike locker systems in May

### Promotion:

- Issued press release and published blog post on The Source, securing 11 stories with more than 198M print, online and broadcast impressions. Total advertising value is \$1.8M.
- Published 28 paid and organic social media posts that reached 561,000 followers
- Deployed eight emails to more than 66,000 riders, partners and employees

### Bike Share Promotion: **\$1 for 30-day Pass**

- Goal: **3,000**; Sold: **3,452**

### Flash Sale **50% off Annual Pass**

- Goal: **50**; Sold: **72**

# AEG/AXS Brookside Park Music Festivals

**TARGET:** Leisure travelers, music lovers

## Cruel World Music Festival May 11, 2024 (35,000 attendees)



AEG/AXS at Brookside Park, Rose Bowl in Pasadena hosted the Cruel World and Just Like Heaven music festivals produced by the same event creator as Coachella and Stagecoach.

### Promotion and Activation

- Go Metro info on music festival website
- Social media promotion by festival
- Rail system TPIS screens were co-branded with festival logos and provided transfer information to Memorial Park Station
- Ambassadors, Security, and TAP Blue Shirts provided customer service at transfer hubs and servicing stations
- Metro staff was on festival grounds handing out TAP wearables and providing Go Metro information all day

- *Memorial Park Station saw **94% increase** in ridership on Saturday compared to previous Saturday.*

## Just Like Heaven Music Festival May 18, 2024 (35,000 attendees)



- *Memorial Park Station saw **27% increased** ridership compared to the Cruel World event the previous Saturday*
- ***145% increase** in Saturday ridership compared to non-event weekend.*



# Long Beach Pride Parade & Festival, May 18-19, 2024

Marina Greens Park in Long Beach

**TARGET:** Long Beach residents, LA County residents

For the first time, Metro participated in the 41<sup>st</sup> Annual Long Beach Pride Parade & Festival with attendance estimated at **48,000** people for the Parade and **32,000** for the festival. Metro was recognized on Long Beach Pride website, email, and social.

## Promotion and Activation:

- Out@Metro members, friends, and advocates walked in the parade with Metro Ambassadors, Rude Dude, and Metro's Ride with Pride bus.
- Pride TAP cards and Metro information were handed out to parade attendees.
- Metro table with LIFE registration – 32 applicants registered
- Go Pass program information and outreach with LB Transit to LB Unified School District.
- Gateway Cities community outreach.

*The system did not receive significant ridership gains as this event attracted local LB residents and not a lot of travelers from other cities within LA County.*



# LA Pride Parade & Festival, June 8-9, 2024

LA State Historic Park and Hollywood

**TARGET:** Los Angeles County residents and visitors

- Metro again sponsored LA Pride in the Park and concert (20K attendees); the 54<sup>th</sup> Annual LA Pride Parade (100K attendees) and the Parade Block Party on Hollywood Boulevard (40K attendees)

## Promotion and Activation:

- Metro booth and Pride Bus at the Pride Festival.
- Metro's bus at the Pride Parade
- Published Pride Month post on The Source with video of Metro's Pride bus and commemorative TAP card, highlighting various Pride celebrations throughout the month.
- Social media posts promoting the event garnered over 9,788 engagements, 45,950 video views and a total reach of 69,647.
- *Saturday Chinatown Station ridership increased **197%** compared to the previous Saturday.*
- *On Sunday, Hollywood/Highland Station ridership increased **73%** over the previous Sunday and Hollywood/Vine ridership increased by **188%** over the previous Sunday.*





# Hollywood Bowl Integrated Ticketing Goes Live, May 2024

**TARGET:** Hollywood Bowl attendees, Music lovers of all ages

Metro has partnered with LA Phil to designate Metro as the Official Public Transportation Partner for the 2024 Hollywood Bowl season – over 73 concerts from June 15 – September 28, 2024.

**Initial promotions launched on May 14 (continues throughout the season):**

- Press release announcing integrated ticketing resulted in 5 stories with 1.7M impressions and 100% positive or neutral sentiment
- *The Source* and *El Pasajero* blog posts
- Metro landing page: [metro.net/hollywoodbowl](https://metro.net/hollywoodbowl)
- Hollywood Bowl landing page: [hollywoodbowl.com/metro](https://hollywoodbowl.com/metro)
- Metro x Hollywood Bowl promo video: [instagram.com/p/C69oS5eSzq3/](https://www.instagram.com/p/C69oS5eSzq3/)
- GoMetro Round-Trip Pass and Metro information on Hollywood Bowl app
- 120 Know-Before-You-Go Emails will be sent to ticketholders two weeks and two days before each show to remind them to GoMetro

## Integrated ticketing:

- Single sale Hollywood Bowl tickets enabled the purchase of Metro passes went live on the Hollywood Bowl website May 7, 2024.
- As of June 10, 85 tickets have been sold before the start of the season.



**Social media metrics (sizzle reel):**

- 21,411 - Reach
- 29,569 - Views
- 2,036 - Engagements

# PROACTIVE PUBLIC SAFETY COMMUNICATIONS

**TARGET:** Riders, Employees, Los Angeles County residents and visitors

- Fine-tuned messaging to focus on three actions:
  1. Improve safety through personnel surge
  2. Ensuring system is being used for transit
  3. Partnering to address societal issues
- Began self-publishing the work we are doing on the Source, El Pasajero, Social channels:
  - You deserve a safe ride. This is what we are doing.
  - How we work with the unhoused on our system
  - Why our Metro Ambassadors do what they do
  - Improving safety on the system (Tap to Exit)
- Continuing proactive media outreach to make sure Metro's story is heard.
- The PR team has managed nearly 2,000 stories about Metro public safety since April, garnering more than 3.99B media impressions.
- Media coverage includes incidents coverage and increased security on the system, specifically more TSOs, Ambassadors and law enforcement.

**Media Coverage Sentiment Report from Meltwater: April 15 - June 10**

