

Metro

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



Agenda - Final

Thursday, March 15, 2018

11:30 AM

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

Executive Management Committee

Eric Garcetti, Chair

Sheila Kuehl, Vice Chair

James Butts, 2nd Vice Chair

Jacquelyn Dupont-Walker

John Fasana

Mark Ridley-Thomas

Carrie Bowen, non-voting member

Phillip A. Washington, Chief Executive Officer

METROPOLITAN TRANSPORTATION AUTHORITY BOARD 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 should be submitted in person at the meeting to the Board Secretary. Individuals requesting to speak on more than three (3) agenda items will be allowed to speak up to a maximum of three (3) minutes per meeting. For individuals requiring translation service, time allowed will be doubled.

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.

The public may also address the Board on non-agenda items within the subject matter jurisdiction of the Board during the public comment period, which will be held at the beginning and/or end of each meeting. Each person will be allowed to speak for up to three (3) minutes per meeting and may speak no more than once during the Public Comment period. Speakers will be called according to the order in which the speaker request forms are received. Elected officials, not their staff or deputies, may be called out of order and prior to the Board's consideration of the relevant 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.

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- 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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NOTE: ACTION MAY BE TAKEN ON ANY ITEM IDENTIFIED ON THE AGENDA

CALL TO ORDER**ROLL CALL****APPROVE Consent Calendar Item(s): 22**

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

CONSENT CALENDAR**22. SUBJECT: METRO TALENT DEVELOPMENT BENCH**[2018-0025](#)**RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to:

- A. AWARD four-year, fixed rate task order based bench Contract Nos. PS45898000 through PS45898010, with the following firms: Grawbowski Collaborative Consulting, Insight Strategies, Inc., Kaygen Inc., Lopez and Company, LLP., MilliMicro Systems Inc., Newleaf Training and Development, OGX Consulting, Organic Communications, LLC., PROTRANS, Cynthia M. Ruiz & Associates, and The Greg Group, for Talent Development Services, for a not-to-exceed amount of \$931,054 for the two-year base term effective April 1, 2018 through March 31, 2020, plus \$465,526 for each of the two, one-year options, for a combined total amount not-to-exceed \$1,862,106, subject to resolution of protest(s) if any; and
- B. EXECUTE Task Orders under these Contracts for Talent Development services in a total amount not-to-exceed \$1,862,106.

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

NON-CONSENT**23. SUBJECT: STATE AND FEDERAL REPORT**[2018-0050](#)**RECOMMENDATION**

RECEIVE AND FILE State and Federal Legislative Report.

24. SUBJECT: FEDERAL LEGISLATION[2018-0002](#)**RECOMMENDATION**

ADOPT staff recommended positions:

A. S.B. 2320 (Cornyn) - Building United States Infrastructure and Leveraging Development Act or the BUILD Act - **SUPPORT**

B. H.R. 1458 (Blumenauer) - Raise And Index to Sustainably and Efficiently Invest in Transportation Act of 2017 or the RAISE IT Act - **SUPPORT**

Attachments: [Federal Legislation - Attachment A - S 2320 \(Cornyn-Warner\)](#)
[Federal Legislation - Attachment B - HR1458 \(Blumenauer\)](#)

25. **SUBJECT: OFFICE OF THE INSPECTOR GENERAL REPORT ON INCREASING PUBLIC TRANSIT AND RIDESHARE USE STUDY** [2017-0923](#)

RECOMMENDATION

RECEIVE AND FILE Report on Increasing Public Transit and Rideshare Use Study.

Attachments: [Attachment A - Executive Summary Presentation](#)

(ALSO ON AD-HOC CUSTOMER EXPERIENCE COMMITTEE)

26. **SUBJECT: UCLA/SCAG STUDY ON FALLING TRANSIT RIDERSHIP IN SOUTHERN CALIFORNIA** [2018-0071](#)

RECOMMENDATION

RECEIVE oral report on the UCLA/SCAG Study on Falling Transit Ridership in Southern California.

(ALSO ON AD-HOC CUSTOMER EXPERIENCE COMMITTEE)

27. **SUBJECT: QUARTERLY ORAL REPORT OF THE CHIEF COMMUNICATIONS OFFICER** [2018-0043](#)

RECOMMENDATION

RECEIVE oral update from the Chief Communications Officer.

Attachments: [Presentation](#)

29. **SUBJECT: ORAL REPORT ON MARKETING EFFORTS - FY19** [2018-0077](#)

RECOMMENDATION

RECEIVE oral report on Marketing Efforts - FY19.

Attachments: [Presentation](#)

(ALSO ON AD-HOC CUSTOMER EXPERIENCE COMMITTEE)

34. SUBJECT: SB1 STATUS AND IMPLEMENTATION[2018-0090](#)**RECOMMENDATION**

RECEIVE oral update on SB1 Status and Implementation.

Attachments: [Presentation](#)

Adjournment**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.



Board Report

File #: 2018-0025, File Type: Contract

Agenda Number: 23.

EXECUTIVE MANAGEMENT COMMITTEE MARCH 15, 2018

SUBJECT: METRO TALENT DEVELOPMENT BENCH

ACTION: AWARD BENCH CONTRACTS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

- A. AWARD four-year, fixed rate task order based bench Contract Nos. PS45898000 through PS45898010, with the following firms: Grawbowski Collaborative Consulting, Insight Strategies, Inc., Kaygen Inc., Lopez and Company, LLP., MilliMicro Systems Inc., Newleaf Training and Development, OGX Consulting, Organic Communications, LLC., PROTRANS, Cynthia M. Ruiz & Associates, and The Greg Group, for Talent Development Services, for a not-to-exceed amount of \$931,054 for the two-year base term effective April 1, 2018 through March 31, 2020, plus \$465,526 for each of the two, one-year options, for a combined total amount not-to-exceed \$1,862,106, subject to resolution of protest(s) if any; and
- B. EXECUTE Task Orders under these Contracts for Talent Development services in a total amount not-to-exceed \$1,862,106.

ISSUE

Metro's Talent Development department leads employee development programs that include professional skills development and leadership development programs. The award of these bench contracts will serve to complement existing in-house staff in providing specialized training as needed.

DISCUSSION

The Talent Development bench contracts (bench) permit Metro to supplement internal resources by having available consulting firms with a wide range of specialized training and development services.

The bench will provide expertise and resources to support and enhance employee development opportunities. The bench will also support existing leadership development programs and provide a breadth of training opportunities for Metro's 10,000 plus employees.

Metro Talent Development continues to have requests for specialized training offerings and utilizing

this bench will enable staff to honor all requests.

FINANCIAL IMPACT

The funding of \$50,000 for this service is included in the FY18 budget in cost center 6220, Talent Development, under project number 100001, General Overhead.

Since this is a multi-year contract the cost center manager and SBU Chief of Human Capital & Development will be accountable for budgeting the cost in future years, including any option(s) exercised.

Impact to Budget

The source of funds for Project 100001 is General Overhead funds, comprised of federal, state and local funds. These funds are eligible for bus and rail operating costs.

ALTERNATIVES CONSIDERED

Staff has considered using in-house Metro resources to perform this work; however, this approach is not recommended as Metro does not have sufficient resources and subject matter experts available to perform this work.

The Board of Directors may choose not to authorize the contract award for this project; however, this alternative is not recommended as this bench contract is critical to the development and training of Metro's growing workforce.

NEXT STEPS

Upon Board approval, staff will establish and execute the Talent Development bench contracts for specialized training and development services, effective April 1, 2018, and will competitively award individual task orders, on an as-needed basis.

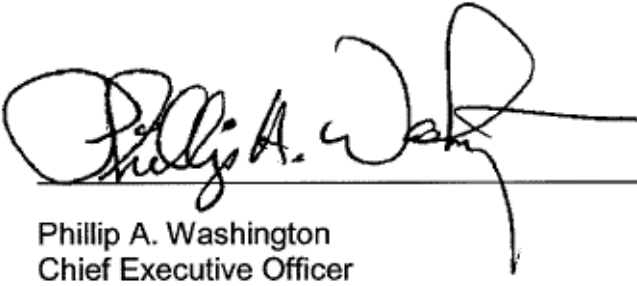
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by: Patrice McElroy, Executive Officer, Talent Management,
(213) 418-3171

Reviewed by: Joanne Peterson, Chief Human Capital & Development Officer
(213) 922-8891
Debra Avila, Chief Vendor/Contract Management Officer
(213) 418-3051



Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

METRO TALENT DEVELOPMENT BENCH / PS45898000 – PS45898010

1.	Contract Numbers: PS45898000 through PS45898010	
2.	Recommended Vendors: See Below	
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: August 28, 2017	
	B. Advertised/Publicized: August 29, 2017	
	C. Pre-Proposal Conference: September 13, 2017	
	D. Proposals Due: October 6, 2017	
	E. Pre-Qualification Completed: January 23, 2018	
	F. Conflict of Interest Form Submitted to Ethics: December 28, 2017	
	G. Protest Period End Date: March 20, 2018	
5.	Solicitations Picked up/Downloaded: 48	Bids/Proposals Received: 13
6.	Contract Administrator: Marc Margoni	Telephone Number: (213) 922-1304
7.	Project Manager: Stephanie Burke	Telephone Number: (213) 418-3105

A. Procurement Background

This Board Action is to approve the award of bench Contract Nos. PS45898000 through PS45898010, in support of Metro's Talent Development Department. The contracts will be for a four-year term, effective April 1, 2018, inclusive of two, one-year options, for a cumulative total amount not-to-exceed \$1,862,106. The purpose of these contracts is to provide professional skills and leadership development in support of Metro's Talent Development Department on an as-needed basis for which task-orders will be competed and issued. Board approval of these contract awards are subject to resolution of any properly submitted protest(s).

Request for Proposal (RFP) No. PS45898 was issued in accordance with Metro's Acquisition Policy, and the contract type is task-order based. The RFP was issued as a small business prime and was open to Metro's SBE certified firms only.

On September 13, 2017, a pre-proposal conference was held with representatives from 24 firms in attendance.

On September 20, 2017, 53 questions were received. Responses to those questions were provided in writing the following week.

No amendments were issued during the solicitation phase of this RFP.

A total of 13 proposals were received on the due date of October 6, 2017 from the firms listed below in alphabetical order:

1. Backstrom Leadership Strategies
2. Cynthia M. Ruiz & Associates
3. Grabowski Collaborative Consulting
4. Insight Strategies, Inc.
5. Kaygen, Inc.
6. Lopez and Company, Inc.
7. MilliMicro Systems, Inc.
8. Newleaf Training and Development
9. OGX Consulting
10. Organic Communications, LLC
11. PROTRANS
12. Skillsoft Corporation
13. The Greg Group, Inc.

B. Evaluation of Proposals

The Proposal Evaluation Team (PET) consisting of staff from Metro’s Workforce Services, Talent Development, and Diversity and Economic Opportunity Department was convened and conducted a comprehensive technical evaluation of the proposals received.

Two of the 13 proposers were found ineligible as they are not Metro certified Small Business firms and were removed from consideration, as specified in the RFP. The remaining 11 proposers were identified as Metro Small Business Enterprises (SBE) and/or Disadvantaged Business Enterprises (DBE).

The remaining proposals were evaluated based on the following evaluation criteria and weights:

- Contractor’s Business Profile 10 percent
- Qualifications of Proposed Personnel 20 percent
- Consultant’s Proposed Process and Approach 20 percent
- Technical Discipline Qualification 25 percent
- Technical Discipline Expertise 25 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar services. During the week of December 11, 2017, the PET met and conducted an independent technical evaluation. All 11 firms were recommended by the PET to be qualified and included in the bench. These firms are listed below:

No.	CONTRACT NO.	FIRM
1	PS45898000	Grawbowski Collaborative Consulting
2	PS45898001	Insight Strategies, Inc.
3	PS45898002	Kaygen, Inc.
4	PS45898003	Lopez and Company, LLP.
5	PS45898004	MilliMicro Systems, Inc.

6	PS45898005	Newleaf Training and Development
7	PS45898006	OGX Consulting
8	PS45898007	Organic Communications, LLC.
9	PS45898008	PROTRANS
10	PS45898009	Cynthia M. Ruiz & Associates
11	PS45898010	The Greg Group

Grabowski Collaborative Consulting

Grabowski Collaborative Consulting (GCC) was founded in 2016, located in Trabuco Canyon, California. GCC's primary services include team building workshops, executive coaching, conflict resolution, and professional facilitator services. Gregory R. Grabowski, President, has over 30 years of experience in various leadership roles.

Insight Strategies, Inc.

Insight Strategies, Inc. (ISI), founded in 1994, is located in Torrance, California. ISI's primary services include administrative and general management consulting, professional and management development training, public speaking training, customer service and human resource consulting services. Ms. Teri Fisher, CEO and Managing Partner, has performed over 23 years in various capacities: facilitator, executive coaching, training and keynote speaker. This firm has performed satisfactory work for Metro.

Kaygen, Inc.

Kaygen, Inc. (KI), founded in 2003, is located in Irvine, California. KI is specialized in Enterprise Information Management, delivering fit-for-purpose solutions, Training and Talent Development services for over a decade with a strong roster of satisfied customers. KI's team includes senior resources that have extensive experience in executive leadership trainings, technical trainings, and soft skills trainings along with a broad spectrum of technology subject matter experts. This firm has performed satisfactory work for Metro.

Lopez and Company, LLP

Lopez and Company, LLP (L&C), founded in 1996, is located in Temecula, California. L&C's primary services include professional and management development and administrative and general consulting services. L&C is currently on Metro's Audit Bench and has, for the past 20 years, been providing financial, performance, attestation, staff augmentation and consulting services. This firm has performed satisfactory work for Metro.

MilliMicro Systems Inc.

MilliMicro Systems Inc. (MMSI), founded in 1998, is located in Northridge, California. MMSI's primary services include professional and management development training, IT, and cyber security. Mr. Singh has developed training projects for the

Department of Homeland Security, Metropolitan Water District, U.S Navy, US Marine Corps, US Air Force, US Army, and Fox Channel Group.

Newleaf Training and Development

Newleaf Training and Development (NT&D), founded in 2006, is located in Valencia, California. NT&D's primary services include change management, conflict resolution, leadership communications, team building and stress reduction consultations. Paul Butler, Project Manager, has over 20 years' experience in project management development for corporate, educational, non-profit, and government entities.

OGX Consulting

OGX Consulting (OGX), founded in 2008, is located in Aurora, Colorado. OGX's primary services include administrative and general management consulting, human resource consulting, custom computer and data processing related services. Alvin McBorrough, Managing Partner and Principal Consultant, has over 20 years of experience serving clients in government, technology, media, telecommunications, and financial industries. Mr. McBorrough's expertise spans the areas of operational strategy, technology development, advanced analytics, and operations Management. This firm has performed satisfactory work for Metro.

Organic Communications, LLC

Organic Communications, LLC (OC), founded in 2004, is located in Bel Air, California. OC's primary services include administrative and general management consulting, human resource, public relations, professional and management development training and motivational speaking consulting. Lee Broekman, Principal, has provided communication, management and leadership guidance to professionals and organizations for the past 15 years. Ms. Broekman, a communication lecturer, has taught courses at USC, UCLA School of Law, and has developed the communication and media curriculum at the American Jewish University's College of Arts and Sciences. This firm has performed satisfactory work for Metro.

PROTRANS

PROTRANS, founded in 1972, is located in Newport Beach California. PROTRANS' primary services include instruction in business writing skills, grant writing and basic to advanced English instruction. Elena Rojas, President and CEO of PROTRANS, has held numerous Spanish and English teaching positions throughout her career.

Cynthia M. Ruiz & Associates

Cynthia M. Ruiz & Associates (CMR&A), founded in 2015, is located in Los Angeles, California. CMR&A's primary services include marketing and general management consulting services. Cynthia M. Ruiz, Principal, has over 30 years' experience in teaching and currently is a Professor at the University of West Los Angeles where she teaches graduate level courses in leadership and management at the School of Business. Ms. Ruiz has received over 50 awards and accolades for her leadership

and service to the City of Los Angeles. This firm has performed satisfactory work for Metro.

The Greg Group, Inc.

The Greg Group Inc. (TGGI), founded in 2015, is located in Redondo Beach, California. TGGI's primary services include computer training and education programs. Gregory J. Sirbu, President/Principal, has over 30 years' experience working closely with direct report technology teams to implement a wide range of IT related business goals.

C. Cost/Price Analysis

The RFP contained neither price nor a specific Statement of Work. Each future task order will contain a specific Statement of Work which will be competed with the bench firms. These firms will propose according to the requirements of the task order and a cost/price analysis will be performed, as appropriate, on all task orders issued.

D. Background on Recommended Contractors

All 11 firms listed above are recommended for award. These firms have been evaluated and are determined to be responsive and responsible to perform work on Metro assignments on an as-needed task order basis.

DEOD SUMMARY

METRO TALENT DEVELOPMENT BENCH / PS45898000 – PS45898010

A. Small Business Participation

Pursuant to Metro's Board-approved policy, competitive acquisitions with three or more Small Business Enterprise (SBE) certified firms within the specified North American Industry Classification System (NAICS) as identified for the project scope shall constitute a Small Business Set-Aside procurement. Accordingly, the Contract Administrator advanced the solicitation, including posting the solicitation on Metro's website, advertising, and notifying certified small businesses as identified by NAICS code(s) that this solicitation was open to **SBE Certified Small Businesses Only**.

All bench participants are SBE primes and have committed to perform 30% or more of the work with their own workforces. Work throughout these Contracts will be issued on a task order basis as needed.

SMALL BUSINESS PRIME (SET-ASIDE)

	SBE Primes	SBE % Committed
1.	Grawbowski Collaborative Consulting	100%
2.	Insight Strategies, Inc.	100%
3.	Kaygen, Inc.	100%
4.	Lopez and Company, LLP	100%
5.	Milli Micro Systems, Inc.	60%
6.	Newleaf Training and Development	100%
7.	OGx Consulting	100%
8.	Organic Communications, LLC	100%
9.	PROTRANS	100%
10.	Cynthia M. Ruiz & Associates	100%
11.	The Greg Group	30%
	Total Commitment	

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to these Contracts.

C. Prevailing Wage Applicability

Prevailing wage is not applicable to these Contracts.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to these Contracts.



Board Report

File #: 2018-0002, File Type: Federal Legislation / State Legislation (Position)

Agenda Number:

**EXECUTIVE MANAGEMENT COMMITTEE
MARCH 15, 2018**

SUBJECT: FEDERAL LEGISLATION

ACTION: ADOPT STAFF RECOMMENDED POSITIONS

RECOMMENDATION

ADOPT staff recommended positions:

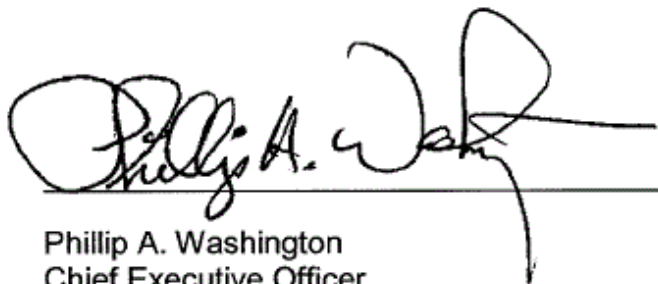
- A. S.B. 2320 (Cornyn) - Building United States Infrastructure and Leveraging Development Act or the BUILD Act - **SUPPORT**
- B. H.R. 1458 (Blumenauer) - Raise And Index to Sustainably and Efficiently Invest in Transportation Act of 2017 or the RAISE IT Act - **SUPPORT**

ATTACHMENTS

- Attachment A - S.B. 2320 (Cornyn) Legislative Analysis
- Attachment B - H.R. 1458 (Blumenauer) Legislative Analysis

Prepared by: Raffi Hamparian, Senior Director, Federal Affairs - (213) 922-3769
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Reviewed by: Pauletta Tonilas, Chief Communications Officer, (213) 922-3777



Phillip A. Washington
Chief Executive Officer

ATTACHMENT A

BILL: SENATE BILL 2320

AUTHOR: SENATOR JOHN CORNYN (R-TX) and SENATOR MARK WARNER (D-VA)

SUBJECT: “BUILDING AMERICAN INFRASTRUCTURE AND LEVERAGING DEVELOPMENT ACT” or BUILD ACT

STATUS: SENATE – REFERRED TO THE COMMITTEE ON FINANCE

ACTION: SUPPORT

RECOMMENDATION

Staff recommends that the Board of Directors adopt a SUPPORT position on S. 2320, the BUILD Act authored by Senator John Cornyn and Senator Mark Warner.

ISSUE

The U.S. Department of Transportation (USDOT) currently has a statutory cap (\$15 billion) on the amount of Private Activity Bonds available for approval to finance infrastructure projects. USDOT has approved \$10.8 billion in Private Activity Bonds, currently leaving just under \$5 billion available nationwide. It is expected that future project approvals throughout the nation will continue to decrease the amount of Private Activity Bonds available. S. 2320 raises the statutory cap by \$5.8 billion on Private Activity Bonds available to USDOT for approval.

DISCUSSION

Private Activity Bonds are bonds issued by state and local governments and are directed at projects that benefit private entities but also serve some public purpose. This form of financing is important for surface transportation projects that utilize a public-private partnership model. As an example, on the Denver Eagle transit project which is the nation’s first and only large P3 transit project, the use of Private Activity Bonds on the project resulted in a roughly \$400 million in savings over the life of the contract.

As Metro continues to receive and evaluate all potential opportunities to accelerate project delivery, it is beneficial to ensure that this valuable financing tool is available in the future. By increasing the total available amount in tax exempt Private Activity Bonds that USDOT is allowed to approve to \$20.8 billion, the appropriate capacity to approve bond issuances in the future will be achieved.

In the infrastructure plan released by the White House on February 12, 2018, the Trump Administration proposes eliminating the cap on Private Activity Bonds. While such a move would be helpful to our agency – this policy proposal faces staunch opposition in Congress from many in the GOP – including from the powerful Chairman of the House Committee on Ways and Means – Congressman Kevin Brady (R-TX).

DETERMINATION OF SAFETY IMPACT

There is no determined safety impact due to the enactment of the proposed legislation.

FINANCIAL IMPACT

This bill could have a positive financial impact on our agency as it provides additional Private Activity Bond capacity should Metro decide to pursue a project that would benefit from such financing.

ALTERNATIVES CONSIDERED

Staff has considered adopting an oppose position on the bill. Adopting an oppose position on the bill would be counter to the advocacy efforts as outlined in the Board-approved 2018 Federal Legislative Program.

NEXT STEPS

Should the Board adopt a SUPPORT position on this measure, staff will communicate the Board's position to the author and work with Congress to ensure its adoption into law. Staff will continue to keep the Board informed as this issue is addressed throughout the legislative session.

BILL: HOUSE RESOLUTION 1458

AUTHOR: REPRESENTATIVE EARL BLUMENAUER

SUBJECT: RAISE IT ACT

STATUS: HOUSE – REFERRED TO THE COMMITTEE ON WAYS AND MEANS

ACTION: SUPPORT

RECOMMENDATION

Staff recommends that the Board of Directors adopt a SUPPORT position on H.R. 1458 – the Raise and Index to Sustainably and Efficiently Invest in Transportation Act of 2017 or the RAISE IT Act authored by Representative Earl Blumenauer of Oregon.

ISSUE

The federal government’s Highway Trust Fund is facing solvency issues and is increasingly reliant on general fund transfers from the U.S. Treasury. According to the Congressional Budget Office, the “trust fund will have insufficient resources to meet all of its obligations, resulting in steadily accumulating shortfalls.” Furthermore, the Congressional Budget Office estimates that the Highway Trust Fund will incur negative balances by the end of Fiscal Year 2020. Approving a solution to ensure solvency of the Highway Trust Fund will be a critical task for Congress to address as the current surface transportation authorization bill expires September 30, 2020.

DISCUSSION

The Administration and Congress are currently in the process of deciding how to proceed on an infrastructure initiative proposed by the White House on February 12, 2018. Absent from that proposal was a solution to fund the Highway Trust Fund which continues to take in less in federal gasoline taxes as vehicles become more fuel efficient and more electric vehicles share our highways. At the same time, the cost of the nation’s infrastructure needs continues to grow. While Congress debates the recent infrastructure proposal, it is important to remember that the Highway Trust Fund provides far more funding for highway and transit projects than does the proposed infrastructure initiative, and ensuring its solvency would be one of the most effective steps in addressing future transportation infrastructure needs throughout the nations.

There have been a number of potential solutions offered by Members of Congress to address the shortfall in the Highway Trust Fund. Repatriation of overseas corporate earnings was an idea that had bipartisan support, but Congress decided to use that option to help pay for the tax cut bill recently approved, taking it off the table to fund transportation projects. Another idea has been to create an alternative method of collecting a user fee based on vehicle-miles-traveled (VMT). This idea has promise and

states, including California, are experimenting with the idea through pilot programs. However, a lack of data and support create challenges to efficiently implementing a new user fee system to fund federal highway and transit investment. H.R. 1458, the RAISE IT Act, offers a thoughtful solution to shore up the Highway Trust Fund in a way that is predictable for transit agencies and has a track record of efficiently delivery transportation investment.

H.R. 1458 would increase federal gasoline and diesel taxes incrementally over the next three years by about 15 cents and would also index both fuels to increase with inflation. Additionally, the bill incrementally increases the allocation of fuel taxes distributed into the Mass Transit Account of the Highway Trust Fund by 3 cents. Lastly, H.R. 1458 expresses that the nation should move away from the gasoline user fee model and implement a more sustainable solution to fund transportation by 2027.

DETERMINATION OF SAFETY IMPACT

Staff has reviewed this proposal and has determined that the legislation will not have an impact on safety.

FINANCIAL IMPACT

Staff has determined this bill will positively impact our agency. It has the potential to restore the solvency of the Highway Trust Fund. Solvency of the Highway Trust Fund would provide a dedicated and reliable source of federal funding for highway and transit projects for the coming years.

ALTERNATIVES CONSIDERED

Staff has considered a number of alternatives with respect to fully address the solvency issues facing the Highway Trust Fund, and at this time, believes that H.R. 1458 offers the best path forward.

NEXT STEPS

Should the Board decide to support H.R.1458, staff will prepare a support letter for the bill and work with U.S. Representative Earl Blumenauer and Congress to support the bill's passage.



Board Report

File #: 2017-0923, **File Type:** Informational Report

Agenda Number: 25.

**EXECUTIVE MANAGEMENT COMMITTEE
AD HOC CUSTOMER EXPERIENCE COMMITTEE
MARCH 15, 2018**

**SUBJECT: OFFICE OF THE INSPECTOR GENERAL REPORT
ON INCREASING PUBLIC TRANSIT AND RIDESHARE USE STUDY**

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE Report on Increasing Public Transit and Rideshare Use Study.

ISSUE

The Metro Office of the Inspector General (OIG) conducted a study on potentially under-tapped sources for increasing use of public transit and ridesharing.

Consistent with national trends, transit ridership in Los Angeles (LA) County has slightly declined over the last several years. Although various factors have contributed to these ridership trends, there may be Metro contractor and local City and County efforts that can help address these patterns.

DISCUSSION

The OIG understands that an important core business goal for Metro is to decrease congestion and increase public transit use and ridership. We contracted with TransLink, a woman-owned small business, to perform a study to determine what methods and strategies are currently being deployed within LA County to address and to identify potential policies and programs that might influence LA County commuters, employers, and agency partners to increase transit ridership and rideshare usage on a system-wide basis.

Over the past several years, transit agencies across the country have noted decreasing ridership on their systems despite capital and operational investments. This recent trend is primarily due to loss in bus ridership with a 6.7 percent decrease nationwide and 6.0 percent decrease in Los Angeles County from 2014 to 2016. Several economic factors have likely contributed to ridership trends such as changes in major population and business centers, gas prices, personal travel preferences, alternative travel price and convenience options, and access to transit services. However, from a local perspective, there may be specific programs and policies that could be applied to mitigate these

patterns, particularly with certain groups. This study focuses on potential policies and programs that could apply to LA County commuters, employers, and agency partners such as Metro contractors/vendors and local public agencies, to address overall ridership trends.

Key Findings and Recommendations:

The overall report findings and recommendations include:

- The surveys and interviews indicated that there are opportunities to encourage transit usage by employees of Metro contractors/vendors and government agencies in the County (“Metro Partners”) through marketing campaigns, provision of additional incentives, improved awareness of Metro’s Employee Annual Pass and Guaranteed Ride Home programs, and encouraging and promoting transit use to their employees by Metro Partners.
- Interviews of sampled governmental agencies and private businesses indicated that some entities could provide better transit subsidies to help cover a larger portion of monthly public transit cost, particularly considering that some of these entities provide free or subsidized parking that encourages driving a private vehicle over public transit.
- There are additional opportunities to market to specific audience groups to increase ridership by developing additional marketing programs directly aimed at user groups such as students, business and government entities, and employees "live near your work" campaigns.
- Metro could coordinate with other LA County government agencies to encourage additional use of public transit and participation in rideshare programs, including maximizing allowable transit subsidies over parking subsidies.
- Explore modifications to Metro’s Employer Annual Pass Program to further encourage transit usage, such as the addition of a monthly pass option.
- Better publicize the Guaranteed Ride Home Program and how to take advantage of it.
- Encourage use of public transit at meetings and events where contractors/vendors will be present.
- Consider whether any program can be created that specifically address contractors/vendors use of public transit.

NEXT STEPS

Metro management could:

- Assign an individual to be responsible for championing the rideshare programs, and partnering with local government agencies on the findings and recommendations in the report and taking appropriate actions;
- Track the success of any actions taken in response to the recommendations provided in the report as determinations are made on implementing any recommendations; and
- Periodically report to the Metro Board on the status of actions taken to implement the recommendations and what success has been attained in improving transit usage as a result of the steps taken.

ATTACHMENTS

Attachment A - Executive Summary to Report on Increasing Public Transit and Rideshare Use Study

Prepared by: Andrew Lin, Audit Manager, (213) 244-7329
Yvonne Zheng, Senior Manager, Audit, (213) 244-7301

Reviewed by: Karen Gorman, Inspector General, (213) 922-2975

EXECUTIVE SUMMARY

Introduction

Consistent with national trends, transit ridership in Los Angeles (LA) County has been declining over the last several years. Although various regional planning and economic factors have contributed to these ridership trends, there may be local City and County efforts that can help address these patterns. The Metro Office of the Inspector General (OIG) understands that an important core business goal for Metro is to increase transit use and ridership; as such, it initiated this study to determine what methods and strategies are currently being deployed within LA County to identify potential policies and programs that could influence LA County commuters, employers and agency partners to increase transit ridership and rideshare usage on a system-wide basis.

Purpose of the Study

The study included the following steps and research objectives:

- Perform market research surveys on business and government entities to gather information on their transit subsidy program, and to understand factors that may affect employee ridership patterns including transit and non-transit commuters.
- Interview various Metro and Southern California Air Quality Management District (SCAQMD) department staff to gather their perspectives on existing and potential new rideshare and transit programs.
- Research national trends and industry best practices to encourage promoting the use of public transit through relationships with business and agency partners.

Trends Affecting Ridership

Ridership Trends and User Characteristics

Metro has had a 13.2 percent decrease in ridership since 2014. Based on Metro's On-Board Ridership Surveys and interviews with Metro staff, general ridership trends may be related to improved economic conditions, competing options of ride-hailing/sharing services, and the perception of safety and convenience of the system. Also during this time period, fare prices have increased (locally and regionally) and the price of gas began to decrease.

Of current Metro riders, about one-third are transit dependent (have no other modes available), and one-third are choice riders (have other transportation options). Based on Metro's market research, the most common reasons why transit was not used for commuting were: it was too hard to get to/from transit, service was too slow, service was not reliable, and security concern.

To capture more riders, Metro has been implementing programs to address customer satisfaction. In 2017, Metro has improved bus stops and rail stations, established a Customer Experience Committee, created plans to improve bus system speed, on-time performance, and provided rideshare/shared mobility program support, contracted for transit policing services with LA County Sheriff Department, LA Police Department, Long Beach Police Department, and implemented planning for first/last mile program to help Metro riders travel easier from their home to first transit stop and from last transit stop to their destinations.

Surveys and Interviews

Interviews were conducted with Metro executives and staff from various departments, as well as SCAQMD staff to provide insight on Metro ridership trends, rideshare/transit opportunities for Metro employees, and vendors/contractors. In addition, interviews were conducted with a sample of 42 public sector agencies and private sector vendors throughout LA County to understand their level of transit and parking subsidies and their current policies that support transit and rideshare usage.

Key Findings

Ridership Can Be Increased by Metro Stakeholders

Overall, the surveys and interviews indicated that there are opportunities to encourage transit usage by employees of Metro contractors/vendors and government agencies in the County through marketing campaigns, provision of additional incentives, and improved awareness of Metro's Employee Annual Pass and Guaranteed Ride Home programs. Furthermore, the review of the current commute subsidy programs indicated that some government agencies and most private-sector firms do not provide transit subsidies that help cover a portion of the cost of monthly transit passes, although some of these entities provide free or subsidized parking.

Existing Policies and Best Practices

Few of the agencies surveyed tie transit incentives through the procurement and contracting processes. However, there are several examples which indicate that Metro could adopt programs to encourage promoting transit/rideshare use. In addition, there are opportunities to leverage current Metro policies and programs to reduce incentives for driving and encourage transit and rideshare usage.

Opportunities to Increase Ridership

Based on the review of the ridership data, surveys/interviews, reviews of policies, and best practices, multiple approaches that Metro could take to increase ridership were identified. These include encouraging Metro business partners to promote public transit/ridership use, increased marketing to specific audience groups (such as students and employees who live near transit), working with other government agencies in LA County, and better publicizing the Guaranteed

Ride Home Program to employees. Implementation of these programs by Metro would ensure that opportunities are provided to improve rideshare and overall transit ridership.

Key Recommendations

- Increase marketing to specific audience groups to increase ridership by developing additional marketing programs directly aimed at user groups such as students, business and government entities, and employees "Live Near Your Work" campaigns.
- Coordinate with other LA County public agencies to encourage additional use of public transit and participation in ridership programs, including maximizing allowable transit subsidies over parking subsidies.
- Explore modifications to Metro's Employer Annual Pass Program to further encourage transit usage, such as the addition of a monthly pass option.
- Publicize the Guaranteed Ride Home Program to employees.
- Encourage use of public transit at meetings and events where contractors will be present.
- Consider whether any programs can be created that specifically address vendor/contractor use of public transit.

To view the entire report on Increasing Public Transit and Rideshare Use Study, please visit the following link to download a copy:

[http://libraryarchives.metro.net/DB Attachments/Final%20Report%20on%20Increasing%20Public%20Transit%20and%20Rideshare%20Use%20Study%201-30-18.pdf](http://libraryarchives.metro.net/DB_Attachments/Final%20Report%20on%20Increasing%20Public%20Transit%20and%20Rideshare%20Use%20Study%201-30-18.pdf)

Office of the Inspector General -

Increasing Public Transit and Congestion Reduction Study

Agenda Item 25



Metro Executive Management Committee
Ad-HOC Customer Experience Committee
March 15, 2018

OIG/TransLink

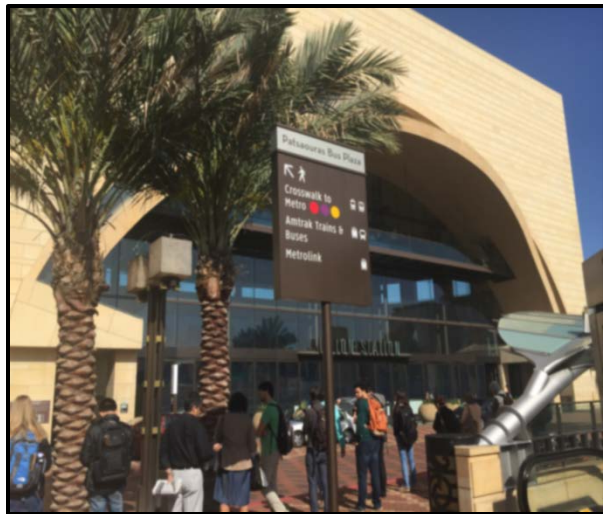


Metro

Study Overview

Agenda Item 25

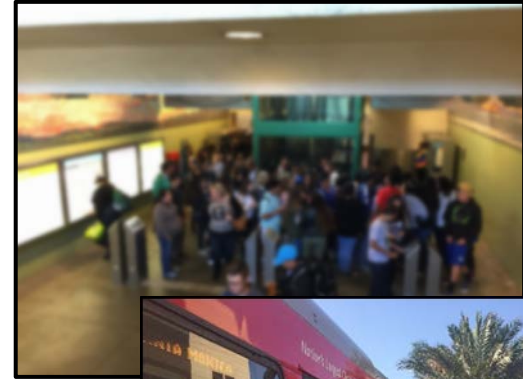
- Purpose of the study
 - Research ways to improve ridership and reduce congestion in LA County
 - Provide recommendations for potential changes to programs and policy
- Approach
 - Research Metro business partners and L.A. County public entities
 - Interview Metro, various business partners, SCAQMD, and municipalities staff
 - Review national trends and industry best practices for increasing ridership



Addressing Ridership Trends

Agenda Item 25

- Declining ridership trends due to:
 - Economy, rideshare companies (Uber/Lyft), perception of safety, convenience, decreased gas prices, and increased purchase of cars
- Metro programs and policies to address customer experiences:
 - Improved stations, plans to increase operational performance, new safety and security strategy, First/Last Mile programs, TAP technology improvements, and new buses to improve reliability



Key Findings

Agenda Item 25



- Marketing, program awareness, and transit promotion to Metro private sector partners and by them to their employees could encourage congestion reduction and improved ridership in L.A. County
- Government agencies and Metro private sector partners could provide better transit subsidies to cover transit costs and policies that encourage use of transit or other congestion reduction methods

Metro Public Sector Partners Survey (Government Agencies)

#	No. of Employees	No. of Employees Using Public Transit	No. of Employees Using Vanpool or Carpool	No. of Employees Biking/Walking	No. of Employees Driving Alone	Amount of Monthly Transit Subsidy	Amount of Monthly Parking Subsidy	Aware of Metro Employer Annual Pass Program	Using Metro Annual Employer Pass Program
#1	2,200	252 (11%)	220	176	1,276	up to \$110	Free Parking	Yes	No
#2	550	55 (10%)	0	<10	505	\$0	\$0	No	No
#3	2,400	480 (20%)	1,150	93	1,240	up to \$50	Free Parking	Yes	No
#4	2,000	60 (3%)	140	100	1,240	Free for Transit Agency Usage	\$0	Yes	No
#5	980	2 (<1%)	160	6	812	up to \$50	\$0	No	No
#6	3,500	350 (10%)	448	No Data	1,800	up to \$50	up to \$25	Yes	No
#7	600	30 (5%)	30	10	540	\$0	\$0	Yes	No
#8	480	1 (<1%)	11	4	464	\$0	Free Parking	Yes	No
#9	750	50 (7%)	40	26	634	50% of Metro Pass or Metrolink Pass	Free Parking	Yes	No
#10	200	5 (3%)	5	6	184	up to \$110	\$0	Yes	No
#11	3,600	189 (5%)	504	7	2,900	up to \$110	\$0	Yes	No
#12	200	5 (3%)	10	7	178	up to 75% of receipts submitted	Free Parking	No	No
#13	365	45 (12%)	130	10	180	up to \$60	Free Parking	No	No
#14	15	3 (20%)	0	0	10	\$0	\$45	Yes	No
#15	100	41 (41%)	0	10	50	up to \$110	Free Parking	Yes	No
#16	570	62 (11%)	222	73	213	up to \$110	\$12	Yes	No

Metro Private Business Partners Survey

#	No. of Employees	No. of Employees Using Public Transit	No. of Employees Using Vanpool or Carpool	No. of Employees Biking/Walking	No. of Employees Driving Alone	Amount of Monthly Transit Subsidy	Amount of Monthly Parking Subsidy	Aware of Metro Employer Annual Pass Program	Using Metro Annual Employer Pass Program
#1	615	252 (41%)	5	15	342	\$0	Free Parking	Yes	No
#2	300	20 (7%)	20	25	235	\$0	\$0	No	No
#3	600	35 (6%)	25	10	530	\$0	Free Parking	No	No
#4	45	No Data	No Data	No Data	No Data	\$0	N/A	Yes	No
#5	20	5 (25%)	0	0	15	\$0	\$0	No	No
#6	3,760	405 (11%)	5	10	3,342	up to \$100	\$45	No	No
#7	10	9 (90%)	No Data	No Data	No Data	\$0	\$0	Yes	No
#8	25	No Data	No Data	No Data	No Data	\$0	\$0	No	No
#9	60	5 (8%)	0	0	52	\$0	\$0	No	No
#10	60	25 (42%)	0	15	20	up to \$110	\$215	Yes	Yes
#11	60	30 (50%)	0	3	27	up to \$100	up to \$100	No	No
#12	35	5 (14%)	0	0	30	\$0	\$0	Yes	No
#13	15	3 (20%)	0	4	8	up to \$110	up to \$60	No	No
#14	290	30 (10%)	5	5	250	up to \$150	Free Parking	No	No

Metro Private Business Partners Survey – Cont.

#	No. of Employees	No. of Employees Using Public Transit	No. of Employees Using Vanpool or Carpool	No. of Employees Biking/Walking	No. of Employees Driving Alone	Amount of Monthly Transit Subsidy	Amount of Monthly Parking Subsidy	Aware of Metro Employer Annual Pass Program	Using Metro Annual Employer Pass Program
#15	20	7 (32%)	0	2	13	up to \$100	up to \$100	No	No
#16	460	90 (20%)	50	10	308	\$0	\$0	No	No
#17	35	25 (71%)	0	5	5	Free Metro Annual Pass. Up to \$120 per month.	\$215	Yes	Yes
#18	20	0	0	0	20	\$0	\$100	Yes	No
#19	55	0	0	5	50	\$0	N/A	Yes	No
#20	50	No Data	No Data	No Data	No Data	up to \$250	Free Parking	No	No
#21	10	6 (60%)	0	1	3	up to \$50	up to \$60	No	No
#22	30	25 (83%)	0	4	1	up to \$200	Free Parking	No	No
#23	4	0	0	0	4	\$0	\$0	No	No
#24	25	0	0	0	25	\$0	\$0	No	No
#25	15,000	1,100 (7%)	3,500	970	9,430	50% up to \$80	Free Parking	Yes	No
#26	75	45(60%)	No Data	No Data	20	up to \$250	up to \$300	Yes	No

Recommendations

Agenda Item 25

-
1. Marketing programs for key user groups such as Metro private sector partners
 2. Encourage L.A. County municipalities to increase participation in rideshare programs, review their policies, and maximize transit subsidies to be closer to monthly transit cost
 3. Improvements to Metro's Employer Annual Pass Program
 4. Better publicize the Guaranteed Ride Home Program
 5. Encourage transit use at Metro meetings and events
 6. Consider programs to address contractors' use of public transit while performing Metro transit projects

Next Steps for Metro Management

Agenda Item 25

Metro management could:

- Assign an individual to be responsible for promoting transit use with local agencies and Metro contractors
- Track success of implementation of agreed upon recommendations
- Report to Metro Board on status of actions and levels of success



Board Report

File #: 2018-0043, **File Type:** Oral Report / Presentation

Agenda Number: 27.

**EXECUTIVE MANAGEMENT COMMITTEE
MARCH 15, 2018**

**SUBJECT: QUARTERLY ORAL REPORT OF THE CHIEF
COMMUNICATIONS OFFICER**

ACTION: RECEIVE ORAL UPDATE

RECOMMENDATION

RECEIVE oral update from the Chief Communications Officer.

Attachment “A”

Chief Communications Officer Report

March 2018



Metro

Metro Manners Etiquette Campaign

- 1st Place Award – 2018 APTA AdWheel Awards



- Next three videos:
 - Vendors
 - Loud music
 - Blocking doorways



Ongoing External Campaigns



Next stop: fresh air.

Metro's projects create healthier communities.

M Metro

[Learn more.](#)

Progress Campaign

LIFE Campaign



You might be eligible for a reduced fare.

metro.net/LIFE

Rider Relief is now LIFE (Low-Income Fare is Easy). If you qualify, you can save up to \$24 on your Metro 7-Day or 30-Day Pass with LIFE coupons.

Learn more at metro.net/LIFE.

If you live in the Gateway Cities, San Gabriel Region or Lomita/region south of Lomita, contact: Human Services Association 562.806.0250.

In all other areas, contact: FAME Assistance Corporation 323.870.8567.

M Metro



Internal Campaigns

Safety Culture Campaign



Metro



Bus operator hiring campaign

Other Campaigns to Come

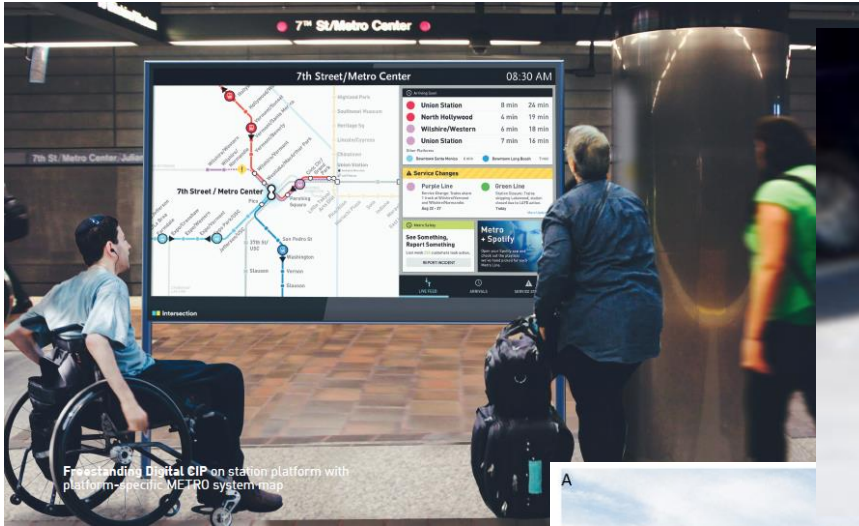
- Ridership campaign to “try us and give yourself back some time”
- Reimagining bus service
- Creating the Crenshaw/LAX Line identity
- State of good repair
- Community policing initiative
- Summer destinations campaign
- LA Tourism partnership
- Sports partnerships to encourage ridership

2017 Annual Report to the Community



2017 Report
to the Communities
of LA County

New Advertising Contracts Underway

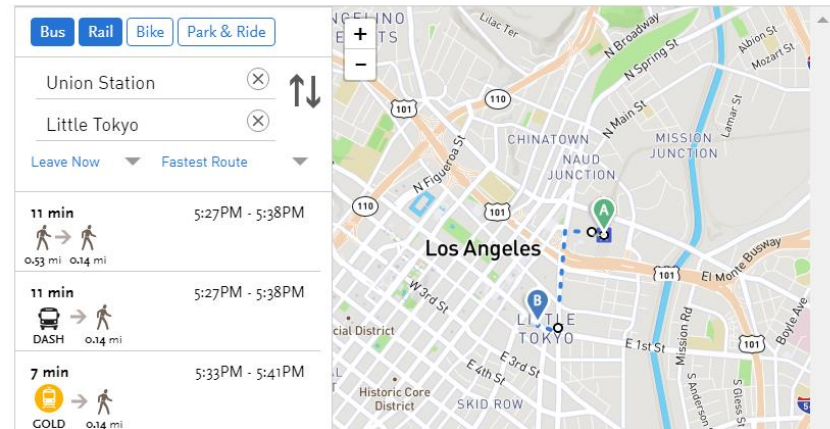


Web & Mobile

- Go Metro Mobile App
 - 50,000 unique users per month since relaunching in August.
- metro.net
 - Released a stand-alone Trip Planner widget that may be integrated on partner websites such as Staples Center, Getty Museum, Little Tokyo, etc.



This 132-year-old community has become one of LA's hottest destinations, where visitors find a neighborhood rich in culture, food, entertainment and experiences. Cool off with some mochi ice cream, eat the best ramen this side of the Pacific, or find your zen at the James Irvine Japanese Garden. Metro will get you there via the Gold Line's Little Tokyo/Arts District station.



NextGen and LRTP Public Engagement

- Selected teams from Communications Support Services Bench to lead public engagement processes
- First phase of both is “Listening”

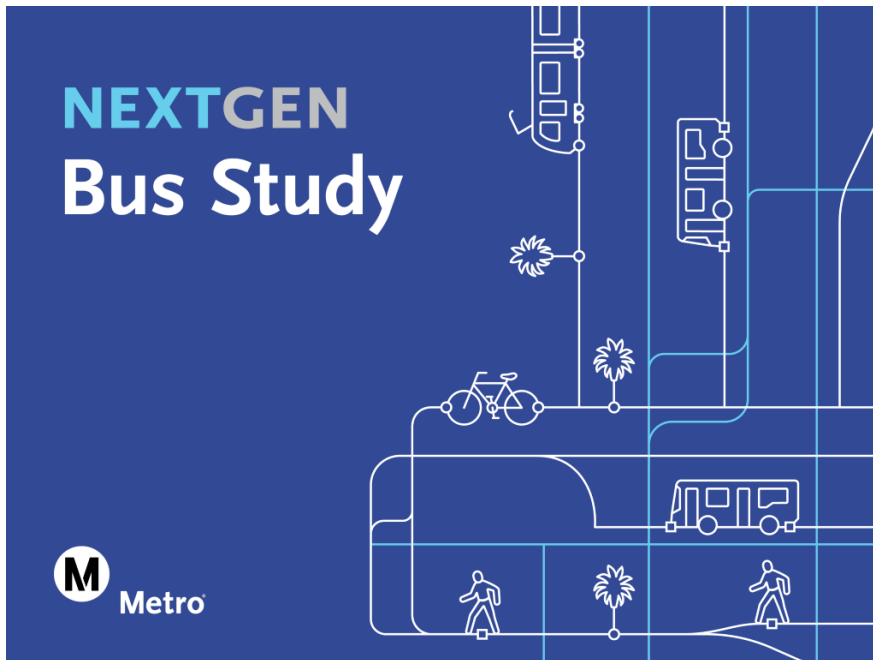
Some Engagement Efforts

- Telephone Town Halls
- Public meetings with real-time electronic polling
- Online visualization tools
- Pop-up events
- Dinner kit meetings
- Videos



Metro

NextGen Public Engagement



Four Phases

- Listening
 - Service Concepts
 - Service Plan
 - Implementation
-
- Synthesizing results of past customer surveys and social media comments to inform process

L RTP Public Engagement

Four phases

- Baseline understanding – Spring 2018
- Values framework – Fall 2018
- Alternative investment scenarios – Winter 2019
- Final L RTP – Winter 2020

Garner meaningful input

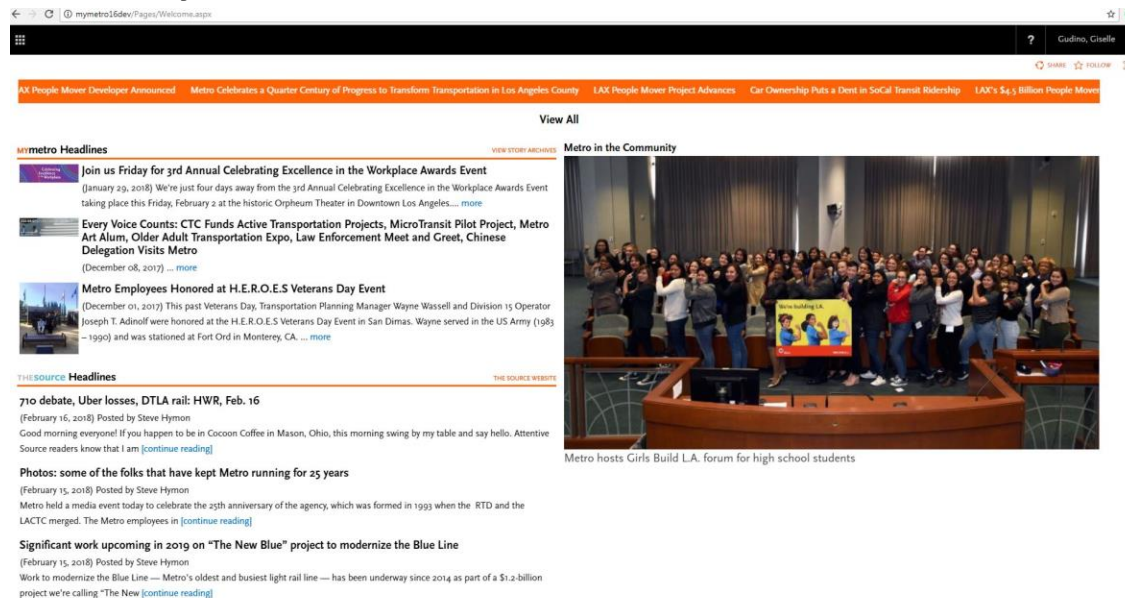
- Provide outreach materials that are relatable
- Ensure inclusive opportunities
- Tailor outreach for target audiences
- Reach out across all sectors
- Engage in a transparent manner



Metro

Public Relations

- Educational and informational videos now shared with more than 60 cable TV stations throughout LA County
 - **Metro Minute** – one minute video vignettes about Metro programs and history
 - **Maintenance Diaries** – An inside look at state of good repair
- Facelift for mymetro intranet



The screenshot shows the mymetro intranet homepage. At the top, there is a navigation bar with the URL 'mymetro16dev/Pages/Welcome.aspx' and user information 'Guido, Giselle'. Below the navigation bar is a banner with several news items: 'LAX People Mover Developer Announced', 'Metro Celebrates a Quarter Century of Progress to Transform Transportation in Los Angeles County', 'LAX People Mover Project Advances', 'Cal Ownership Puts a Dent in SoCal Transit Ridership', and 'LAX's \$4.5 Billion People Mover'. The main content area is divided into two columns. The left column is titled 'mymetro Headlines' and features three news items: 'Join us Friday for 3rd Annual Celebrating Excellence in the Workplace Awards Event', 'Every Voice Counts: CTC Funds Active Transportation Projects, MicroTransit Pilot Project, Metro Art Alum, Older Adult Transportation Expo, Law Enforcement Meet and Greet, Chinese Delegation Visits Metro', and 'Metro Employees Honored at H.E.R.O.E.S Veterans Day Event'. The right column is titled 'Metro in the Community' and features a large photo of a group of people at a forum, with the caption 'Metro hosts Girls Build L.A. forum for high school students'. At the bottom of the page, there are sections for 'Headlines' and 'Significant work upcoming in 2019 on "The New Blue" project to modernize the Blue Line'.



Metro

Happy 25th Birthday, Metro!



Community Relations

- 295 public-facing meetings reaching 9,300 people
- Leading public engagement on nearly 30 major projects, supporting various others
- Solicited over 30 letters of support for Metro's SB1 grant requests
- Expanding faith leadership outreach

Community Relations

Safety Education

- 25,000 reached through presentations, events & student tours
- Law Enforcement Meet and Greet at Mariachi Plaza
- On the Move Riders Program Pop-Up Event hosted by City of Hawthorne (Televised on the city's public access channel)



Commute Services

- U-Pass – 14 schools now participating with two more starting Summer 2018
 - \$2.95 million in revenue raised during the pilot program
 - Seeking Board approval in May to make U-Pass a permanent program
- B-TAP – Nearly 600 employers participating generating \$6M in revenue

Customer Care

- Supported Operations and provided agents to assist customers with travel directions and fare media purchases during the Women's March on 1/20/18.
- Answered 420,000 customer calls during Q3
- Average wait time for customer calls was 20 seconds
- Mobile Customer Center visited 44 sites and served 1225 customers



Government Relations

State

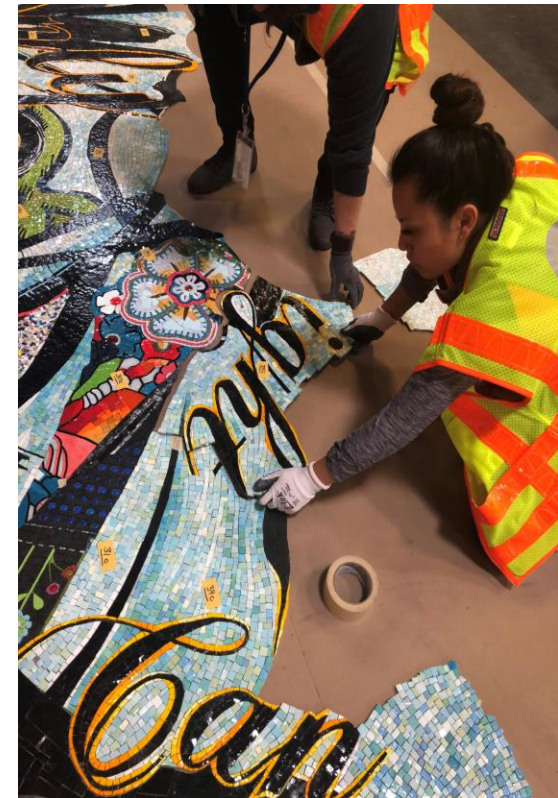
- Leading advocacy effort in support of SB1 applications
- Coordinating agency positions on bills

Federal

- Deciphering impacts of White House infrastructure plan
- Tracking Purple Line Section 3 FFGA application process

Art Program

- LA Magazine and national blog recognize art program
- Meet the Artist events held for El Pueblo, Baldwin Hills and Leimert Park
- Video installation at Union Station and featured at SXSW
- Crenshaw/LAX fabrication underway
- First annual Blue Line artwork inventory completed



Look-Ahead

- Listening phases for NextGen and LRTP
- Dodger Express Campaign – Late March
- Regional Connector Halfway Event – April
- Burbank Airport/Metrolink Station Opening – May
- State of the Agency Breakfast – June



Questions?



Metro®



Board Report

File #: 2018-0077, **File Type:** Oral Report / Presentation

Agenda Number: 29.

**EXECUTIVE MANAGEMENT COMMITTEE
AD HOC CUSTOMER EXPERIENCE COMMITTEE
MARCH 15, 2018**

SUBJECT: ORAL REPORT ON MARKETING EFFORTS - FY19

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Marketing Efforts - FY19.



**Executive Management Committee
Customer Experience Committee
Marketing Campaigns – FY19
March 2018**

Metro Manners Etiquette Campaign

- 1st Place Award – 2018 APTA AdWheel Awards



- Next three videos:
 - Vendors
 - Loud music
 - Blocking doorways



Ongoing External Campaigns



Next stop: fresh air.

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[Learn more.](#)



Progress Campaign

LIFE Campaign



metro.net/LIFE

You might be eligible for a reduced fare.

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In all other areas, contact: FAME Assistance Corporation 323.870.8567.



Internal Campaigns

Safety Culture Campaign



Metro



Bus operator hiring campaign

Other Campaigns to Come

- Ridership campaign to “try us and give yourself back some time”
- Reimagining bus service
- Creating the Crenshaw/LAX Line identity
- Community policing initiative
- State of Good Repair
- Summer destinations
- LA Tourism partnership
- Sports partnerships to encourage ridership



Questions?



Metro®



Board Report

File #: 2018-0090, **File Type:** Oral Report / Presentation

Agenda Number: 34.

**EXECUTIVE MANAGEMENT COMMITTEE
MARCH 15, 2018**

SUBJECT: SB1 STATUS AND IMPLEMENTATION

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral update on SB1 Status and Implementation.



The Road Repair and
Accountability Act of 2017
SB 1 (Beall & Frazier) / ACA 5 (Frazier &
Newman)

Metro Government Relations



Metro

Executive Committee Update - March 2018

What's SB 1 (Beall & Frazier)?

- Comprehensive, multi-modal investment in California's transportation infrastructure
- New funding for:
 - Highways
 - Local streets & roads
 - Goods movement
 - Bike & pedestrian
 - Bus & rail
- **Biggest infusion of new transit funding since 1971**
- Funds will be protected with Constitutional Amendment





Key Goals of SB 1

- **Make significant new investments in our transportation infrastructure.**
- Establish a long-term transportation reform and funding package.
- Provide funding for road safety improvements, congestion relief, fill potholes and repair local streets, fix highways, bridges and overpasses.
- Provide permanent funding to expand public transit.
- Ensure strong accountability
- Provide consistent constitutionally protected annual funding levels.



Metro



New Transit Funding

- Formula funds for transit operators
- Dedicated funds for intercity & commuter rail operators
- New Solutions for Congested Corridor Program



Metro®

Is the new money protected?

- **YES!**
- Proposition 69 protects new revenues from future borrowing or shifting to non-transportation purposes.
- Before voters in June 2018
- 2018 State Legislative Program outlines Metro's



How will the new funding be invested in LA County?



Major highway repairs. Major street and road repair projects in all of the 88 cities of Los Angeles County.



Enhanced bus and rail service; and improve system connectivity; funding to support Metro's Zero Emission Bus Conversion Plan.



Reduce pollution, generate economic benefits, significant job creation.



Funding to allow freight to move faster, safer and with lower air quality impacts through Los Angeles County freight gateway.



Funding to unclog key highway choke-points and reduce congestion for commuters



Metro

Metro is committed to investing in transportation infrastructure improvements throughout the county.

Tremendous Opportunities

Metro's SB 1 Program:

- Leverage \$7 billion in local and federal investments
- Generates over **30,000** jobs
- Eliminates over 15,680,000 cubic tons of greenhouse gas emissions
- Reduces time stuck in traffic by **decreasing** VMT by over 797,000,000



METRO'S
FUNDING REQUEST
\$2.4 BILLION

Los Angeles County
(and all of the cities in
LA County) will receive
\$118,800,000 EVERY YEAR
to fix local streets
and roads.

Advocacy Efforts

- **Metro's 2018 State Advocacy Program Goal #1 –**
 - Ensure the State Continues to Fully Fund the Major Transportation Programs in the State.
 - **Support and preserve key funding sources under SB 1 and Cap & Trade**
 - Vigorously Oppose any legislation or statewide initiatives that would jeopardize funding or repeal key components of SB 1.



Timeline

March 2018: March Regular CTC Meeting – STIP Recommendations

April 2018: Staff Recommendations for SB 1 Discretionary Grant Programs

- Local Partnership
- Solutions for Congested Corridors
- Trade Corridor Enhancement

May 2018: May Regular CTC Meeting – CTC Considers Recommendations for Discretionary Grant Programs and CalSTA Awards Transit and Intercity Rail Funding

