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**Agenda - Final**

**Thursday, April 15, 2021**

**12:00 PM**

To give written or live public comment, please see the top of page 4

## **Executive Management Committee**

*Eric Garcetti, Chair*

*Hilda Solis, Vice Chair*

*Ara Najarian, 2nd Vice Chair*

*James Butts*

*Paul Krekorian*

*Sheila Kuehl*

*Tony Tavares, 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 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 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 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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**323.466.3876**

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x3 *中文 (Chinese)*

x4 *한국어 (Korean)*

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**Live Public Comment Instructions:**

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The Committee Meeting begins at 12:00 PM Pacific Time on April 15, 2021; you may join the call 5 minutes prior to the start of the meeting.

Dial-in: 888-251-2949 and enter  
English Access Code: 8231160#  
Spanish Access Code: 4544724#

***Public comment on all numbered agenda items will be taken at the beginning of the meeting. General public comment will be heard after the conclusion of the non-consent agenda. To give public comment, enter #2 (pound-two) when the comment period opens. Please note that the live video feed lags about 30 seconds behind the actual meeting. There is no lag on the public comment dial-in line.***

**Instrucciones para comentarios publicos en vivo:**

Los comentarios publicos en vivo solo se pueden dar por telefono.

La Reunion de la Junta comienza a las 12:00 PM, hora del Pacifico, el 15 de Abril de 2021. Puedes unirse a la llamada 5 minutos antes del comienzo de la junta.

Marque: 888-251-2949 y ingrese el codigo  
Codigo de acceso en ingles: 8231160#  
Codigo de acceso en espanol: 4544724#

***Los comentarios del público sobre todos los puntos de la agenda numerados se tomarán al comienzo de la reunión. Los comentarios del público en general se escucharán después de la conclusión de la agenda de no consentimiento. Para dar un comentario público, ingrese # 2 (Tecla de numero y dos) cuando se abra el período de comentarios. Por favor tenga en cuenta que la transmisión de video en vivo se retrasa unos 30 segundos con respecto a la reunión real. No hay retraso en la línea de acceso telefónico para comentarios públicos.***

**Written Public Comment Instruction:**

Written public comments must be received by 5PM the day before the meeting.  
Please include the Item # in your comment.  
Email: goinsec@metro.net  
Post Office Mail: Board Secretary's Office, One Gateway Plaza, MS: 99-3-1,  
Los Angeles, CA 90012

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

APPROVE Consent Calendar Items: 39.

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

**CONSENT CALENDAR****39. SUBJECT: ADVERTISING AND COMMUNICATIONS SERVICES**[2021-0168](#)**RECOMMENDATION**

- A. AUTHORIZE the Chief Executive Officer to award a four-year, firm fixed unit rate Contract No. PS71009000 to Civilian, Inc. to provide advertising and communications services, for an amount not-to-exceed \$1,738,469 for the three-year base term, effective June 1, 2021 through May 31, 2024, plus \$614,604 for the one-year option period, for a total not-to-exceed amount of \$2,353,073 subject to resolution of protest(s), if any.
- B. AUTHORIZE the Chief Executive Officer to award individual media purchases associated with the advertising and communication services to be provided by Civilian, Inc. under Contract No. PS71009000, for a total amount not to exceed \$28,000,000 for a four-year period, inclusive of a one-year option.
- C. APPROVE a four-year Media Buy Budget of \$28,000,000, inclusive of a one-year option, for both traditional marketing channels (television, radio, print) and digital channels (websites, social media, streaming).

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

**NON CONSENT****40. SUBJECT: STATE AND FEDERAL REPORT**[2021-0160](#)**RECOMMENDATION**

RECEIVE AND FILE April 2021 State and Federal Legislative Report.

**41. SUBJECT: STATE LEGISLATION**[2021-0162](#)**RECOMMENDATION**

ADOPT staff recommended position:

1. **Senate Bill 17 (Pan) - Office of Racial Equity SUPPORT**

**Attachments:** [Attachment A - SB 17 \(Pan\) Legislative Analysis](#)

**42. SUBJECT: FARELESS SYSTEM INITIATIVE UPDATE**[2021-0209](#)**RECOMMENDATION**

RECEIVE AND FILE Report on Fareless System Initiative.

**Attachments:** [AttachmentA Motion43 1](#)  
[Attachment B - Pressley Markey Legislation News Clip\(East Boston Times Free](#)  
[Attachment C - Funding Source Details](#)

**43. SUBJECT: "UPLIFT THE HUMAN SPIRIT THROUGH METRO ART"  
REPORT**[2021-0172](#)**RECOMMENDATION**

RECEIVE AND FILE report on initiatives launched in response to the "Uplift the Human Spirit Through Metro Art" Board motion (Attachment A).

**Attachments:** [Attachment A - August and June 2020 Board Directives](#)  
[Attachment B - Transit Agency Percent for Art Programs](#)  
[Attachment C - Metro Art Program Policy Update](#)  
[Attachment D - Uplift the Human Spirit Through Metro Art: Lookbook](#)

**44. SUBJECT: TRANSPORTATION COMMUNICATION NETWORK**[2021-0062](#)**RECOMMENDATION**

AUTHORIZE the Chief Executive Officer (CEO) to execute a Memorandum of Agreement (MOA) with the City of Los Angeles for Metro's Transportation Communication Network (TCN) on Metro rail right-of-way within the City of Los Angeles.

**Attachments:** [Attachment A - MOA Term Sheet](#)  
[Presentation](#)

**46. SUBJECT: CCO QUARTERLY REPORT**[2021-0073](#)**RECOMMENDATION**

RECEIVE CCO Quarterly Oral Report

Attachments: [Presentation](#)**49. SUBJECT: SUPPORTING THE OFFICE OF THE INSPECTOR  
GENERAL**[2021-0227](#)**RECOMMENDATION**

APPROVE Motion by Directors Solis, Najarian, Barger, and Garcetti that the Board of Directors direct the Chief Executive Officer or his designee to immediately begin the process of filling vacancies to support the auditing functions of the OIG, and to report back in May 2021 with the feasibility of establishing a bench contract to be utilized by OIG until all vacancies have been filled.

**SUBJECT: GENERAL PUBLIC COMMENT**[2021-0201](#)

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**



## Board Report

**File #:** 2021-0168, **File Type:** Contract

**Agenda Number:** 39.

### EXECUTIVE MANAGEMENT COMMITTEE APRIL 15, 2021

**SUBJECT: ADVERTISING AND COMMUNICATIONS SERVICES**

**ACTION: APPROVE CONTRACT AWARD**

#### **RECOMMENDATION**

- A. AUTHORIZE the Chief Executive Officer to award a four-year, firm fixed unit rate Contract No. PS71009000 to Civilian, Inc. to provide advertising and communications services, for an amount not-to-exceed \$1,738,469 for the three-year base term, effective June 1, 2021 through May 31, 2024, plus \$614,604 for the one-year option period, for a total not-to-exceed amount of \$2,353,073 subject to resolution of protest(s), if any.
- B. AUTHORIZE the Chief Executive Officer to award individual media purchases associated with the advertising and communication services to be provided by Civilian, Inc. under Contract No. PS71009000, for a total amount not to exceed \$28,000,000 for a four-year period, inclusive of a one-year option.
- C. APPROVE a four-year Media Buy Budget of \$28,000,000, inclusive of a one-year option, for both traditional marketing channels (television, radio, print) and digital channels (websites, social media, streaming).

#### **BACKGROUND**

Metro Communications Marketing is currently utilizing a media agency for ad planning and buying, and the contract is expiring on May 31, 2021. Also, the department is looking to expand on the scope of work to accommodate the growth and need of Metro due to the year-over-year (YOY) increases in digital advertising and promotions. The rise in Metro's digital spending requires more data analysis, creative development and accounting support. The goal is to contract with a full-service advertising agency that has a wide range of capabilities to deliver services that would address transit ridership growth, safety and security improvements, bus operator hiring expansion, etc. The advertising agency shall work closely with Metro's Marketing team to assess the annual advertising budget, strategize and develop integrated advertising plans for various ad campaigns to advance Metro products, services and brand. The contract will also help elevate Metro's strategic approach with consideration for all advertising channels in the form of, but not limited to, print, outdoor, broadcast, experiential, digital (programmatic, native, search, social, mobile) and emerging media.

## **DISCUSSION**

The recommended advertising agency possesses the necessary competencies to plan and execute advertising campaigns to support the department in pursuing the agency's business and communications goals as mentioned above. The project scope consists of the following four services:

1. Media Strategy and Planning
2. Analytics and Insights
3. Digital Creative Development
4. Administration and Billings

These services reflect the development of integrated media strategies and recommended media buys that cut across traditional boundaries of paid, earned and owned media. This includes proposing new and emerging media opportunities, assisting with social media campaigns, negotiating favorable advertising rates, and building relationships with multiethnic media channels to target local communities. Service also consists of research on the effectiveness of individual advertising outlets in delivering Metro's message to its various target audiences. This includes performing marketing research, evaluating message effectiveness, identifying target audiences, tracking brand awareness and perception, informing brand/product positioning, and understanding market potential for new services. In addition, there's creation of digital creative assets such as display, native, rich media, and mobile executions and management of the billing process from beginning to end which includes working with vendors/media partners and submitting consolidated invoices monthly to Metro Accounts Payable (AP).

This contract includes the management and administration of payments/billings for media purchases per campaign/project. Payment for media buys shall be treated as a pass-through expense.

## **DETERMINATION OF SAFETY IMPACT**

There are no safety issues or impact associated with this procurement.

## **FINANCIAL IMPACT**

In assessing Metro's potential budget for the life of the Contract, Metro's Marketing department will be responsible for overseeing \$2,353,073 in advertising and communications services along with the estimated \$28MM pass-through costs over the four years that the contract will be in place.

### **Impact to Budget**

Funding for advertising costs will parallel allocated project funding and may include sources like fares, sales tax, federal and state funds. The impact will vary year-to-year based on project and promotional budgets to support Metro programs and initiatives. Because this is a multi-year contract, departmental budget will be allocated as needed by project managers in future years.

## **ALTERNATIVES CONSIDERED**

Staff considered establishing an in-house advertising team, which would require hiring six (6) additional full-time employees with expertise in advertising, media planning and buying, digital creative design, and data analytics. This alternative would also require procurement and periodic upgrade of software and tools for campaign and tag management, ad serving, insights and analytics and market research in order to keep pace with the ever-evolving advertising and media landscape. Staff's assessment indicates that this is not a cost-effective option for Metro.

### **NEXT STEPS**

Upon Board approval, staff will execute Contract No. PS71009000 with Civilian, Inc. to provide advertising and communications services, effective June 1, 2021.

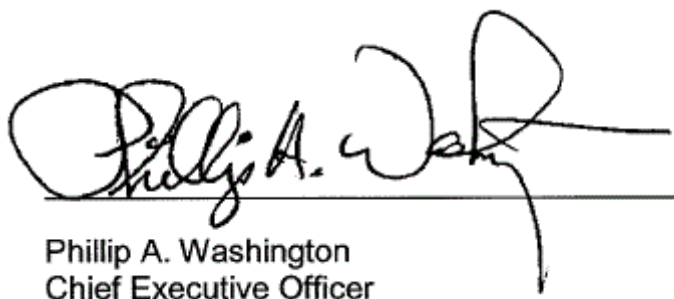
### **ATTACHMENTS**

Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by: Bunrort Em, Manager, Communications, (213) 922-5246  
Glen Becerra, Executive Officer, Marketing, (213) 418-3264

Reviewed by: Yvette Rapose, Chief Communications Officer, (213) 418-3154  
Debra Avila, Chief Vendor/Contract Management Officer, (213) 418-3051



Phillip A. Washington  
Chief Executive Officer



## PROCUREMENT SUMMARY

## ADVERTISING AND COMMUNICATIONS SERVICES/PS71009000

1.	Contract Number: PS71009000	
2.	Recommended Vendor: Civilian, Inc.	
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 24, 2020	
	B. Advertised/Publicized: August 24, 2020	
	C. Pre-Proposal Conference: September 9, 2020	
	D. Proposals Due: October 7, 2020	
	E. Pre-Qualification Completed: December 2, 2020	
	F. Conflict of Interest Form Submitted to Ethics: October 8, 2020	
	G. Protest Period End Date: April 19, 2021	
5.	Solicitations Picked up/Downloaded:  76	Bids/Proposals Received:  5
6.	Contract Administrator: Greg Baker	Telephone Number: (213) 922-7577
7.	Project Manager: Bunrort Em	Telephone Number: (213) 922-5246

**A. Procurement Background**

This Board Action is to approve the award of Contract No. PS71009000 to Civilian, Inc. to provide advertising and communications services. Board approval of contract awards are subject to resolution of any properly submitted protest.

On August 24, 2020, Request for Proposals (RFP) No. PS71009 was issued as a competitive negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate. This solicitation was issued under the Small Business Prime Program.

One amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on September 21, 2020 extended the proposal due date.

A virtual pre-proposal conference was held on September 9, 2020. A total of 76 firms downloaded the RFP and were included in the planholders' list. A total of 71 questions were received, and Metro provided responses prior to the proposal due date.

A total of five proposals were received on October 7, 2020 from firms listed below in alphabetical order:

1. Acento Advertising

2. Civilian, Inc.
3. GP Generate, LLC
4. Pulsar Advertising, Inc.
5. Sensis, Inc.

## **B. Evaluation of Proposals**

A Proposal Evaluation Team (PET) consisting of staff from Metro's Communications and Board Relations departments was convened and conducted a comprehensive technical evaluation of the proposals received.

On October 12, 2020, the PET met to review the evaluation criteria package, process confidentiality and conflict of interest forms and take receipt of the five proposals to initiate the evaluation phase. Evaluations were conducted from October 12, 2020 through October 29, 2020.

On October 20, 2020, Metro's Diversity and Economic Opportunity Department (DEOD) determined Acento Advertising to be ineligible for award under the SBE Prime Program since it is not a Metro-certified SBE firm at the time of the proposal due date. Hence, Acento Advertising was excluded from further consideration.

The PET continued to evaluate the remaining four proposals based on the following weighted evaluation criteria:

- |   |            |
|---|------------|
| • Degree of the Prime's Skills and Experience   | 40 Percent |
| • Experience and Qualification of Proposed Personnel  | 25 Percent |
| • Understanding of Work and Appropriateness of Approach<br>for Implementation of the Services Identified in the<br>Scope of Service (SOS) | 25 Percent |
| • Cost Proposal   | 10 Percent |

The evaluation criteria are appropriate and consistent with criteria developed for similar advertising and communication services procurements. Several factors were considered in developing these weights, giving the greatest importance to the degree of the prime's skills and experience.

On October 30, 2020, the PET reconvened and determined that of the remaining four proposals received, one firm was determined to be outside the competitive range and was not included for further consideration. The three firms within the competitive range are listed below in alphabetical order:

1. Civilian, Inc.
2. Sensis, Inc.
3. Pulsar Advertising, Inc.

Each firm provided an overview of existing clientele, presented the industry experience of each team member, proposed commitment to the project and existing engagements that may impact work performance on this contract.

### **Qualifications Summary of Firms within the Competitive Range:**

#### **Civilian, Inc.**

Civilian, Inc. established in 1999, is an advertising and marketing agency for government and non-profit organizations. The firm specializes in strategic planning, research and audience insights, brand development, media planning and placement, digital and social media, web development, creative development and production, and stakeholder engagement.

#### **Sensis, Inc.**

Sensis, Inc. established in 1998 and headquartered in Los Angeles, provides full, integrated advertising and web development services to government agencies, with experience spanning all traditional and digital marketing, and communications services platforms. Its clients include the Department of Homeland Security, Department of Health and Human Services and the Department of Defense.

#### **Pulsar Advertising, Inc.**

Pulsar Advertising, Inc. has been in business for over 28 years and is a full-service advertising and marketing agency that provides a full range of advertising and marketing services in the transportation industry.

At the conclusion of the evaluation process, Civilian, Inc. was determined to be the top ranked firm.

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	<b>Civilian, Inc.</b>				
3	Degree of the Prime's Skills and Experience	84.45	40.00%	33.78	
4	Experience and Qualification of Proposed Personnel	80.56	25.00%	20.14	
5	Understanding of Work and Appropriateness of Approach for Implementation of the Services Identified in the SOS	84.20	25.00%	21.05	

6	Cost Proposal	74.90	10.00%	7.49	
7	<b>Total</b>		<b>100.00%</b>	<b>82.46</b>	<b>1</b>
8	<b>Sensis, Inc.</b>				
9	Degree of the Prime's Skills and Experience	80.00	40.00%	32.00	
10	Experience and Qualification of Proposed Personnel	69.96	25.00%	17.49	
11	Understanding of Work and Appropriateness of Approach for Implementation of the Services Identified in the SOS	75.04	25.00%	18.76	
12	Cost Proposal	86.10	10.00%	8.61	
13	<b>Total</b>		<b>100.00%</b>	<b>76.86</b>	<b>2</b>
14	<b>Pulsar Advertising, Inc.</b>				
15	Degree of the Prime's Skills and Experience	78.35	40.00%	31.34	
16	Experience and Qualification of Proposed Personnel	72.24	25.00%	18.06	
17	Understanding of Work and Appropriateness of Approach for Implementation of the Services Identified in the SOS	68.36	25.00%	17.09	
18	Cost Proposal	100.00	10.00%	10.00	
19	<b>Total</b>		<b>100.00%</b>	<b>76.49</b>	<b>3</b>

### **C. Cost/Price Analysis**

The recommended firm fixed unit rates have been determined to be fair and reasonable based upon adequate price competition, price analysis, fact finding, negotiation and technical analysis.

### **D. Background on Recommended Contractor**

The recommended firm, Civilian, Inc. is headquartered in San Diego, CA. It is a full-service marketing communications agency that has provided advertising and communications services to Metro for the past five years. Civilian Inc.'s performance has been satisfactory.

Civilian, Inc. is a women-owned, Metro certified small business firm and will perform 100% of the work with its own workforce.

The proposed Executive Lead and Project Manager have over 30 years of combined experience in marketing, communications and outreach that is centered on public agencies, including the transportation industry.

## DEOD SUMMARY

## ADVERTISING AND COMMUNICATIONS SERVICES / PS71009000

**A. Small Business Participation**

Effective June 2, 2014, per 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 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.

Civilian, Inc., an SBE Prime, is performing 100% of the work with their own workforce.

	<b>SBE Firm Name</b>	<b>SBE % Committed</b>
1.	Civilian, Inc. (Prime)	100%
	<b>Total Commitment</b>	<b>100%</b>

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

The Living Wage and Service Contract Worker Retention Policy 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.



Metro

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

## Board Report

**File #:** 2021-0162, **File Type:** Federal Legislation / State Legislation (Position)

**Agenda Number:** 41.

### EXECUTIVE MANAGEMENT COMMITTEE APRIL 15, 2021

**SUBJECT: STATE LEGISLATION**

**ACTION: ADOPT STAFF RECOMMENDED POSITION**

#### **RECOMMENDATION**

ADOPT staff recommended position:

1. **Senate Bill 17 (Pan) - Office of Racial Equity SUPPORT**

#### **ATTACHMENT**

Attachment A - SB 17 (Pan) Legislative Analysis

Prepared by: Michael Turner, DEO, Government Relations, (213) 922-2122  
Desarae Jones, Senior Manager, Transportation Planning/State Legislative Affairs,  
Government Relations, (213) 922-2230

Reviewed by: Yvette Rapose, Chief Communications Officer, (213) 418-3154

A handwritten signature in black ink, appearing to read 'Phillip A. Washington', written over a horizontal line.

Phillip A. Washington  
Chief Executive Officer

**BILL:** SENATE BILL 17 – AS AMENDED  
**AUTHOR:** SENATOR RICHARD PAN (D – SACRAMENTO)  
**SUBJECT:** OFFICE OF RACIAL EQUITY  
**STATUS:** RE-REFERRED TO COMMITTEE ON JUDICIARY  
**PASSED – SENATE COMMITTEE ON GOVERNMENTAL ORGANIZATION (9-3) ON 3/23/2021**  
**ACTION:** SUPPORT

**RECOMMENDATION**

Staff recommends that the Board of Directors adopt a SUPPORT position on Senate Bill 17 (Pan), as amended.

**ISSUE**

This bill was recently amended in the Senate Governmental Organization Committee. Specifically, the bill would:

- Establish in state government an Office of Racial Equity, an independent public entity not affiliated with an agency or department, that shall be governed by a Racial Equity Advisory and Accountability Council;
- Authorize the council to hire an executive director to organize, administer, and manage the operations of the office;
- Task the office with coordinating, analyzing, developing, evaluating, and recommending strategies for advancing racial equity across state agencies, departments, and the office of the Governor;
- Require the office to develop a statewide Racial Equity Framework providing guidelines for inclusive policies and practices that reduce racial inequities, promote racial equity, address individual, institutional, and structural racism, and establish goals and strategies to advance racial equity and address structural racism and racial inequities;
- Require the office, in consultation with state agencies and departments, to establish methodologies, a system of measurement, and data needs for assessing how state statutes, regulations, and practices contribute to, uphold, or exacerbate racial disparities, and to prepare an annual report that evaluates and reports on progress in meeting statewide goals and policies established under the Racial Equity Framework;
- Require the Governor to direct the Secretary of each state agency to adopt and implement the Racial Equity Framework through each agencies' Racial Equity

Action Plan, which would be adopted by each state agency and integrated into the agency's strategic plan;

- Require the office to provide technical assistance to agencies during development of the Racial Equity Action Plan, to review and approve each agency's Racial Equity Action Plan, and to provide technical assistance to agencies implementing strategies for racial equity consistent with the Racial Equity Action Plan;
- Require the Racial Equity Action Plan to be posted publicly on each agency's internet website; and
- Require each agency to prepare an annual report on the agency's progress towards goals set forth in the Racial Equity Action Plan and to submit the report to the office, the Governor, and the Legislature.

## **DISCUSSION**

In March 2018, Metro's Board formally adopted an Equity Platform, with the objective of increasing access to opportunities including housing, jobs, healthcare, education and other key determinants of healthy and thriving communities. In 2019, Metro published an Equity Platform Activation Plan to highlight the agency's work in implementing initiatives that aim to meet these goals. In January 2020, Metro hired its first Executive Officer, Equity and Race to lead, coordinate and develop the efforts included within the Equity Platform.

Metro's Equity and Race Department has taken on the effort of establishing how to define and measure equity for Los Angeles County and for the agency. From the August 2020 Equity and Race Program Update:

Equity is both an outcome and a process to address racial, socioeconomic, and gender disparities, to ensure fair and just access - with respect to where you begin and your capacity to improve from that starting point - to opportunities, including jobs, housing, education, mobility options, and healthier communities. It is achieved when one's outcomes in life are not predetermined, in a statistical or experiential sense, on their racial, economic, or social identities. It requires community informed and needs-based provision, implementation, and impact of services, programs, and policies that reduce and ultimately prevent disparities.

Senate Bill 17 (Pan), as amended, would establish the Office of Racial Equity and Racial Equity Advisory and Accountability Council for the state. The Office of Racial Equity would be an independent state government office governed by the Advisory and Accountability Council. The office would establish a statewide racial equity framework and would provide guidelines and oversight for agencies and departments to establish specific goals and policies to meet the goals outlined in the framework.

The bill would require the new Office of Racial Equity to coordinate, analyze, develop and evaluate strategies for advancing racial equity across state agencies, departments and the office of the Governor. The bill also requires the establishment of methodologies, ways to measure and data assessment on how policies uphold or exacerbate racial



disparities. It would also include research activities and stakeholder and community engagement.

The Senate Governmental Organization Committee bill analysis notes that the California Department of Transportation (Caltrans) has already established the Race & Equity Action Plan over the course of two years, in collaboration with the Caltrans Alliance on Race and Equity Solutions team. The framework is a plan that identifies internal communication and training of Caltrans staff, delivering equity-focused pilot projects and policy changes.

SB 17 will help to advance the agencies goals of ensure equity across all of Metro's projects and programs and will also help to advance those goals statewide. The Board has established clear policy goals to advance strategies to achieve equity and SB 17 will focus those efforts in a statewide office.

For these reasons, staff recommends that the Board adopt a SUPPORT position on Senate Bill 17 (Pan).

#### **DETERMINATION OF SAFETY IMPACT**

The impact of this bill on safety is still being evaluated.

#### **FINANCIAL IMPACT**

The estimated financial impact of this action is still being evaluated.

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

Staff recommendation supports strategic plan goal #4: Transform LA County through regional collaboration and national leadership. Metro shares the region's commitment to environmental sustainability and will take a strong leadership role in managing and building a resilient mobility system that effectively reduces greenhouse gas (GHG) emissions and helps to address public health issues while moving people throughout the County.

#### **ALTERNATIVES CONSIDERED**

Staff has considered adopting either an OPPOSE or WORK WITH AUTHOR on the bill. However, an oppose position would be counter to the agency's goals to develop and implement a regional transportation system that expands access to transit and opportunities and serves the people who live in Los Angeles County, home to the state's greatest concentration of disadvantaged communities.

#### **NEXT STEPS**

Should the Board approve the adoption of a SUPPORT position on the legislation; staff will communicate the Board's position to the author and work to ensure its passage. Staff will continue to keep the Board informed as this issue is addressed throughout the legislative session.



## Board Report

File #: 2021-0209, File Type: Informational Report

Agenda Number: 42.

**REVISED**  
**EXECUTIVE MANAGEMENT COMMITTEE**  
**APRIL 15, 2021**

**SUBJECT: FARELESS SYSTEM INITIATIVE UPDATE**

**ACTION: RECEIVE AND FILE**

**RECOMMENDATION**

RECEIVE AND FILE Report on Fareless System Initiative.

**ISSUE**

At the March 25, 2021 meeting Metro's Board of Directors unanimously passed Motion 43.1, relating to the Fareless System Initiative (FSI). Motion 43.1 recognized that the time is right for Metro to consider fareless transit and recommended a report back to the Board at the April 2021 meeting with information on a number of questions regarding a possible fareless system. Included in this report are responses to each of the points raised in the Motion.

**BACKGROUND**

The purpose of the Fareless System Initiative is to determine how Metro can provide financial relief to riders and bring back ridership on the LA Metro system. On September 1, 2020, Metro initiated the Fareless System Initiative (FSI) Task Force to study and identify facts, challenges, opportunities, and recommendations related to eliminating fares on Metro buses and trains. As a result of the past seven months of study and extensive discussions, the Task Force has identified an 18-month pilot, beginning with low-income LA County residents in January 2022, and expanding to include grades K through 12 in August 2022 and subsequently expanded to low-income LA County residents, with additional consideration given to expanding to Community Colleges, as the preferred approach. The pilot would conclude June 30, 2023. Additional consideration to include Community College students is also being explored.

A primary reason for this pilot approach is to learn how customers of Metro respond to this equity-based initiative. The pilot allows Metro to observe increases in ridership and gauge resource demands to more accurately forecast the cost and benefits of a fully fareless system. The scope and scale of FSI remain unprecedented in Los Angeles County and the nation, and the impacts of COVID-19 pandemic on future travel patterns remain unknown. Following in-depth research by the Task Force and assumptions derived from the expertise of a broad range of transportation professionals, a pilot offers the opportunity for a detailed and empirical assessment of our forecasted assumptions. Only through implementation of a pilot program can definitive answers be generated.

At the Federal level, new legislation has been introduced to provide funding for fareless initiatives (see Attachment B). It will take time and legislative debate before there is clarity on whether and how much money might be available for a permanent program through this potential new source of Federal assistance. Similarly, funds generated through a future congestion pricing program could be available to permanently invest in a fareless system, per the direction of the Metro Board of Directors. At this point in time, it is clear that a fareless program pilot in the nation's most diverse County will ideally position LA Metro to seek and justify additional funding from federal and other competitive and formula funding programs. It is the intent of the pilot to examine the feasibility of a fareless system, including the financial viability of moving towards a fully fareless system.

In responding to the questions outlined in Motion 43.1, (see Attachment A) focus is directed to the pilot initiative, with additional information of a long-term fareless initiative provided as the pilot moves forward.

## **DISCUSSION**

### **1. Report back at the April 2021 Board Meeting on the following regarding a possible FSI:**

- a. How Metro is including municipal operators in the planning process, including what it would cost to fully include them and how many of their riders would qualify;

In October 2020, the FSI Ad Hoc Committee was convened. The committee is comprised of thirteen self-selected agencies representing the Los Angeles County Municipal Operators Association and the Local Transit Systems Subcommittee as well as Access Services. The FSI Task Force recognizes that the FSI Ad Hoc Committee's expertise, perspectives, and collaboration are vital to this initiative. To date, the FSI Ad Hoc Committee has held eleven meetings and will continue to convene indefinitely. As a result of Motion 43.1, the FSI Task Force and the the FSI Ad Hoc Committee are working to develop the pilot participation cost estimation methodology. The Task Force will collect and present the findings to the Metro Board of Directors at the May 2021 meeting.

- b. All the subsidies Metro, Municipal Operators, and Cities already offer, including LIFE and U-Pass, and how those programs play a role in and inform a fareless initiative;

#### **Metro's Existing Reduced Fare Programs**

Metro currently offers reduced fare rates to the rider groups listed below:

Pass Type	Qualifier	Cost /Discount	Participants
Low-Income (LIFE)*	\$39,450 or less/yr.	Countywide Discounts ranging from \$8-\$24/mo.	79,000
Seniors	62+ years of age	Cost is \$20/mo.	241,858
Disabled/Veteran	Proof of disability	Cost is \$20/mo.	239,075

K-12 Student	Proof of enrollment	Cost is \$24/mo. or \$1 per boarding	57,224
College/Vocational	Proof of enrollment	Cost is \$43/mo.	10,289

\*Complete listing of Countywide LIFE discounts here: <https://www.metro.net/projects/life/> (under Transit Agencies +Discounts)

Metro also offers the following discounted Marketing Program, which are partnerships with schools and businesses designed to increase ridership:

Pass Type	Qualifier	Cost /Discount	Participants
U-Pass	Partner School	Cost ranges from \$16-\$43/mo.*	19,653
E-Pass	Partner Business	Cost ranges from* \$34-\$80/mo.	4,826
Small Employer Pass	Partner Business (less than 250 employees)	\$34/mo. with 50% of employees participating	10,199

\*Equivalent monthly costs of U-Pass and E-Pass based on actual boardings used by participants at partner organization each term/business quarter.

Metro has requested the information on discounts offered by all other transit agencies and cities in LA County and is compiling a complete list of Countywide discounts.

Existing discount programs that meet the qualifying factors of the FSI pilot program will be used to streamline distribution of the FSI pilot passes by autoloading passes to existing TAP cards without the need for an additional application process.

*c. How fareless will impact the Formula Allocation Procedure (FAP), state and federal grants, and ACCESS Services;*

The pilot will not change existing policy or legislation and will provide both a basis and opportunities to reevaluate current approaches to policies and statutes.

Metro's Subsidy Funding Programs use established formulas to distribute regional transit operations funds to Metro and to Eligible and Included Operators in Los Angeles County. Through the FAP and Measure R Methodology, regional transit operations funding is allocated based on 50 percent Vehicle Service Miles and 50 percent Fare Units (total fare revenue collected, divided by the base fare). Since 2007, Fare Units have been frozen at 2006 levels per Metro's current Funding Stability Policy (adopted in 2007). Pursuant to the 2007 Board motion, there should not be a reduction in Part 2 of the Formula should Metro go fareless. The policy states

- *If an Operator lowers their base fare anytime from July 1, 2006 forward, their fare units will be frozen at that Operator's fare unit level during the last full fiscal year*

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*of the old higher fare.*

Because fare revenues are a major part of existing allocation methods, these formulas can be reassessed by the region if Metro permanently eliminates fares. Regional consensus is desired. Proposed amendments to the FAP require three-fourths approval by the Metro Board of Directors. Although the FAP was decided upon locally, the formula is also codified in state law. Thus, any changes to the FAP would also need to be reflected in state law.

At this time, there is one agency in LA County that has a specific FAP formula exception that addresses the fact that they do not collect fares (the City of Commerce). Since the agency does not collect fares, a zero base for Fare Units is used for City of Commerce in annual transit fund allocations.

Since Metro will maintain its \$1.75 base fare for non-pilot participants, Access Services' fare structure would remain. Based on current regulations, Access Services cannot charge more than double of Metro's base fare. As such, if Metro were to go fully fareless, a legal review would be required to determine the direction of Access Services' fares.

*d. What Metro's customer surveys tell us about fareless and other priorities.*

The FSI Task Force distributed an external, county-wide survey in October 2020 to current and future Metro customers to uncover the public's feedback and potential concerns, and to determine the level of support of a fully fareless system. Input was evaluated from 46,308 completed surveys. The audience was the general public with targeted advertising to Metro customers and non-customers, including the seven Los Angeles County sub-regions, and speakers of the following eight languages: English, Spanish, Armenian, Chinese, Japanese, Korean, Russian, and Vietnamese.

Across all demographic groups, the survey responses indicated that 86 percent of Metro riders and 80 percent of non-Metro customers support Metro going fareless. Survey respondents expressed concerns, with the top concern relating to service, quality, and frequency:

- i. Impacts to the quality of service, including adequate service, crowding, safety and security, cleanliness, and the presence of persons experiencing homelessness (PEH).
- ii. Cuts to system expansion, service levels, salaries, system upkeep, security, and cleaning.

*e. Potential cost savings and implications for what can be realized through a fareless program for all residents through elimination of TAP infrastructure, administration of pass and subsidy programs, etc.*

The current estimate of long-term fare collection function savings is \$74.4m annually and is identified in the table below.

Regional Fare Collection Operating and Maintenance Cost (Amount in Million)	FY21 Budget - for Metro & 25 transit operators	Labor <sup>(1)</sup>	Non Labor
<b>Ongoing Fare Collection Activities in Finance and Budget Dept</b>			
Cash Collection and Cash Counting	\$ 12.0	\$ 11.6	\$ 0.5
Cubic TVM Machine Maintenance	13.4	-	13.4
Credit/Debit Card Fee	2.2	-	2.2
TAP Operation, including TAP card, Card reader and database	14.9	9.5	5.3
<b>Subtotal Fare Collection Activities in Finance and Budget Dept</b>	<b>\$ 42.5</b>	<b>\$ 21.1</b>	<b>\$ 21.4</b>
SSLE Fare Enforcement and Collection Security Chaperon	13.1	13.1	-
Transit Court for Fare Dispute and Recovery	0.9	0.2	0.7
Operations Farebox Unit Repair and Installation	2.7	2.5	0.2
Communications Customer Information and TAP card fulfillment	11.3	11.2	0.0
ITS Hosting of Servers	3.9	0.0	3.9
Legal, Audit	0.1	0.0	0.1
<b>Total Agencywide Fare Collection Cost</b>	<b>\$ 74.4</b>	<b>\$ 48.2</b>	<b>\$ 26.3</b>
<b>Operating Cost Savings from Fare Collection by Scenarios</b>			

The elimination of fare collection infrastructure involves several variables: removal of fare collection property assets (fare boxes, ticket vending machines, etc.); elimination of fare collection-related vendor contracts; labor; and identification of viable alternatives to fare collection where necessary to maintain revenue collection for other TAP-reliant clients, products, and services (regional transit operators using the fare collection system, Metro Micro, Metro Parking and Metro Bike Share). During the FSI pilot period alternatives to TAP for these services would need to be identified, studied and implemented prior to the full elimination of fare collection infrastructure.

#### Fare Collection Property Assets (fare boxes, ticket vending machines, etc.)

The removal of fare collection property assets will result in costs to Metro of approximately \$2.2 million. Once removed, these assets have no resale value. Minimal labor costs savings resulting from removal of these assets is anticipated because personnel that maintain these assets can be reassigned to perform other maintenance related work that is already in their current job descriptions. There is no intention to layoff affected employees.

#### Fare Collection-related Vendor Contracts

As of September 2020 there are approximately 24 active contracts that were identified as related to revenue collection, with a total contract value of \$647 million and a remaining commitment of \$294 million. Metro's contract with Cubic Transportation System Inc., the revenue management platform that drives Metro's fare collection system, is the largest

active contract with a total remaining contract value of \$268 million. The Cubic contract expires in 2024. The leading concept identified for a proposed FSI pilot relies on the existing TAP system and the existing TAP related vendor contracts would remain in effect throughout the proposed pilot. The proposed pilot extends through June 2023.

#### Fare Collection Personnel

There are approximately 409 positions identified as working directly with providing fare collection support services and maintaining fare collection infrastructure for a total of approximately \$49 million in annual costs. Metro's needs would be evaluated during the FSI pilot.

#### Other TAP Reliant products and services

Metro's TAP system provides fare media for Municipal Operators, Access Services, Metro Micro, Metro Bike Share, and Metro Parking. Alternatives to TAP for these services would need to be identified and studied during the FSI pilot period and implemented prior to the full elimination of TAP infrastructure.

Boarding Data (unlinked passenger trips) is required for federal and state reporting purposes. In 2019, TAP supplied 51% of all boarding data information, while the remaining 49% of boardings was collected through a combination of manual reporting by bus operators, field observations, and APC data. Since TAP data does not capture 49% of all boardings, manual and APC data collection practices will continue to be utilized to provide comprehensive boarding data. Demographic data reporting is required by the FTA in order to determine the extent to which members of minority groups are beneficiaries of programs receiving Federal financial assistance. Since cash boardings do not yield demographic data, and 88% of TAP cards are purchased anonymously from vendors and vending machines and therefore lack demographic data, Metro will continue to conduct passenger surveys to fulfill FTA demographic data reporting requirements. Linked and Unlinked Trip Data collected via TAP supports trip planning and travel demand modeling.

## **2. As part of any recommendation to implement a fareless initiative, provide the following:**

- a. *Funding Source detail, including what those funds could go to if not fareless transit;*

The anticipated cost of the 18-month pilot is \$213million : \$88million during the 6-months of FY22 and another \$125 million for FY23. Included in the FY22 number is a net amount of \$68M to front-end/fully defease the General Purpose Bonds; County Counsel directed that this payment be included during the year in which the pilot begins, namely FY22. Please refer to Attachment C, which includes explanatory notes relating to funding.

Metro's Traffic Reduction Study is currently studying how to traffic can be reduced by managing roadway demand through congestion pricing and providing more high-quality transportation options. Upon completion of the study, which is anticipated in Spring 2022,

the Metro Board of Directors will decide whether to implement a traffic reduction pilot program in partnership with one or more cities. Should the Metro Board of Directors so choose, funds generated through a future congestion pricing program could be available to invest in a fareless system to make it easier for everyone to travel. The current anticipated program pilot launch is 2025.

- b. *A plan to decide how to evaluate the success of the program, including permanent funding sources and what would trigger an end to or continuation of the program;*

Upon approval of an FSI Pilot, an evaluation plan will be developed and brought back to the Metro Board of Directors for consideration. The FSI Ad Hoc Committee has expressed deep interest in this topic and has volunteered to co-create evaluation metrics. This evaluation plan shall be adopted before commencement of the FSI Pilot and shall include performance criteria as well as thresholds for continuation or discontinuation of the FSI Program. Potential performance criteria will include financial sustainability, program participation, ridership increases, successful reallocation and training of Metro staff in support of the FSI pilot, and an acceptable level of service and safety on system. Performance criteria will be further detailed with the development of the evaluation plan.

FSI Pilot performance monitoring will enable Metro to generate qualitative and quantitative data and understanding. Successful performance indications will be instrumental in justifying and seeking permanent funding. A lack of permanent funding will trigger the discontinuation of the program.

Sample Draft Pilot Performance Criteria Metrics (currently in Development)

Criteria	Effectiveness	Sustainability	Efficiency	Impact
financial sustainability				
pilot program participation				
increased boarding by pilot participants				
level of service				
quality of service				
increased trip by low-income riders				
employee safety				
rider safety				
system security				
additional criteria				
additional criteria				

- c. *A commitment to not cut service, state of good repair, or customer experience priorities;*

Metro recognizes that the quality of public transit affects people's economic and social



opportunities and the FSI pilot is intended to complement other Metro programs and initiatives which seek to provide quality transit. As Metro returns to pre-pandemic ridership and moves to enhance service and the customer experience, the FSI pilot will ensure our most vulnerable riders have access to free transportation. Any necessary adjustments to service or change in the agency's priorities would require Board approval. There is a strong staff commitment to preserve and maintain the Board approved 7 million Revenue Service Hours standard and maintain all assets in a state of good repair. In addition to advancing the 7 million RSH, during the pilot Metro staff is planning for annual State of Good Repair commitments of \$452 million in FY22 and \$463 million in FY23, and an additional commitment of \$208 million in FY22 for the Better Bus Initiative.

- d. *If a FSI pilot is approved, regular reports back to the Board on how the initiative is impacting ridership, equity, Metro's finances, and the customer experience.*

If a FSI pilot is approved, Metro staff will provide regular reports to the Metro Board including updates on how the pilot initiative is impacting ridership, equity, Metro's finances, operations, security, and the customer experience.

### **FINANCIAL IMPACT**

There is no financial impact as a result of this receive and file report at this time.

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

This recommendation supports the following strategic plan goals identified in Vision 2028. Goal 3 - Enhance communities and lives through mobility and access to opportunity; Goal 4 - Metro will work with partners to build trust and make decisions that support the goals of the Vision 2028 Plan; and Goal 5 - Provide responsive, accountable, and trustworthy governance within the Metro organization.

### **NEXT STEPS**

Staff will bring final recommendations to the Metro Board of Directors for consideration in May 2021.

### **ATTACHMENTS**

Attachment A - Motion 43.1

Attachment B - Pressley Markey Legislation News Clip

Attachment C - Funding Source Details

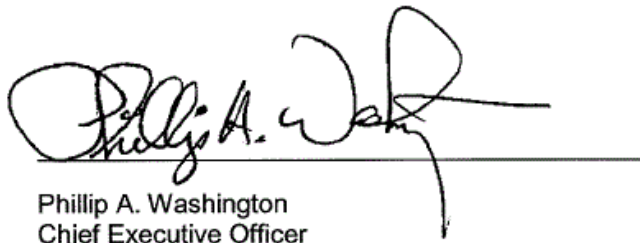
Prepared by:

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Fareless System Initiative Task Force

Reviewed by:



Phillip A. Washington  
Chief Executive Officer



Metro

## Board Report

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

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**File #:** 2021-0157, **File Type:** Motion / Motion Response

**Agenda Number:** 43.1.

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**REGULAR BOARD MEETING  
MARCH 25, 2021**

**Motion by:**

**DIRECTORS HAHN, GARCETTI, SOLIS, NAJARIAN, MITCHELL, AND SANDOVAL**

Related to Item 43: Fareless System Initiative

The time is right for Metro to consider fareless transit. We can get there, but we need more and better information and a clearer path forward.

Fareless transit must be applied equitably across Los Angeles County, focused on the communities most in need of free transit. And a fareless transit system must maintain our current efforts to create a fast, reliable, and dignified experience for all riders, especially riders who rely on transit as a lifeline.

A Fareless System Initiative (FSI) must be feasible and sustainable and take into account other strategic priorities, including Metro's Long and Short Range Transportation Plans, the NextGen Bus Plan, 28 x '28 Pillar Projects, Zero Emission Bus 2030, the Customer Experience Plan, and Traffic Reduction Study. We must also be accountable to our constituents who have placed their faith in Metro to deliver a major transit operations and construction program.

While fare revenues are not the sole revenue for Metro's transit operations, they pay directly for transit operations and maintenance. They factor into the allocations of local transit sales taxes and the availability of state and federal grants. Eliminating fares could have major impacts to ongoing transit operations, including NextGen, post-pandemic service restoration, and future service improvements.

Metro and municipal agencies have worked hard to establish subsidies based on things like income, age, disability, school enrollment, transit provider, and City of residency. As the Board considers an FSI pilot, it is important to fully understand what discounts are already offered to better inform the benefit FSI will have to riders.

While Metro is the largest transit provider in LA County, municipal operators serve a quarter of our region's riders. Riders who rely on municipal operators must be part of a fareless initiative.

Metro's work to pursue a fareless transit initiative pilot is timely, urgent, and important. Yet, many questions remain unanswered. We need more information to ensure the success of a fareless initiative in the long term.

**SUBJECT: FARELESS SYSTEM INITIATIVE**

**RECOMMENDATION**

APPROVE Motion by Directors Hahn, Garcetti, Solis, Najarian, Mitchell, and Sandoval that the Board direct the Chief Executive Officer to:

1. Report back at the April 2021 Board Meeting on the following regarding a possible FSI:
  - a. How Metro is including municipal operators in the planning process, including what it would cost to fully include them and how many of their riders would qualify;
  - b. All the subsidies Metro, Municipal Operators, and Cities already offer, including LIFE and U-Pass, and how those programs play a role in and inform a fareless initiative;
  - c. How fareless will impact the Formula Allocation Procedure (FAP), state and federal grants, and ACCESS Services; and,
  - d. What Metro's customer surveys tell us about fareless and other priorities.
  - e. Potential cost savings and implications for what can be realized through a fareless program for all residents through elimination of TAP infrastructure, administration of pass and subsidy programs, etc.
2. As part of any recommendation to implement a fareless initiative, provide the following:
  - a. Funding source details, including what those funds could go to if not fareless transit;
  - b. A plan to decide how to evaluate the success of the program, including permanent funding sources and what would trigger an end to or continuation of the program;
  - c. A commitment to not cut service, state of good repair, or customer experience priorities; and,
  - d. If a FSI pilot is approved, regular reports back to the Board on how the initiative is impacting ridership, equity, Metro's finances, and the customer experience.

# Pressley, Markey Re-Introduce Legislation to Fully Fund Fare-Free Public Transit

Congresswoman Ayanna Pressley and Sen. Edward J. Markey re-introduced the Freedom to Move Act, that is bold legislation to support state and local efforts to establish public transportation as a public good through fare-free services.

The lawmakers' bill introduction comes as transit agencies across the country, including the Massachusetts Bay Transportation Authority (MBTA), consider cuts to transit service—despite receiving over \$1 billion in federal relief over the past year. Earlier this month, Congresswoman Pressley and Sen. Markey joined their colleagues in the Massachusetts congressional delegation in writing to MBTA General Manager Steve Poflak expressing concerns regarding the MBTA's announcement that it would cut services this month.

“Public transportation is an essential public good, but for too long, we have not funded it like one. Far too many in the Massachusetts, and across the country lack reliable, safe, and affordable transit service,” Congresswoman Pressley said. “As our nation begins to turn a corner toward our ongoing recovery from this public health and economic crisis, it is critical that we center the connectivity of all communities. The Freedom to Move Act invests heavily in our public transit systems so that states and localities can offer safe, high-quality, and fare-free rides to all to ensure everyone in community can access jobs, food and essential services.”

“Affordability and accessibility must define our public transit systems to ensure that they truly promote equity, economic growth, and community development,” said Sen. Markey. “By supporting state and local efforts to implement fare-free public transit, we can provide low-income workers, families, seniors, and individuals with disabilities with improved access to jobs, education, medical care, and other critical services – all while simultaneously reducing traffic congestion and greenhouse gas emissions. I’m proud to reintroduce the Freedom to Move Act with Congresswoman Pressley and I look forward to fighting together for a just transit future.”

Before the COVID-19 pandemic, workers and families were spending more time and money commuting to jobs, education and other critical services than ever before. Data shows that low-income families in particular bear the biggest financial burden—spending nearly 30 percent of their household income on transportation expenses. At the same time, increased traffic congestion is contributing to growing greenhouse gas emissions and pollution, exacerbating climate change and contributing to health disparities like asthma and lung cancer in communities already at the margins.

Increasing access to free, safe, reliable and accessible public transit systems will help improve community livability and mobility, increase connectivity to critical services—particularly for low-income workers and families, seniors and individuals with disabilities—and address many of our nation’s most severe inequities.

The Freedom to Move Act would help to support state and local efforts to promote public transportation as a public good for all by:

- Supporting state and local efforts to implement fare-free public transportation systems. The bill establishes a \$5 billion competitive grant program, known as Freedom to Move Grants to offset fare revenues for transit agencies.
- Investing in efforts to improve the safety and quality of public transportation service, particularly in low-income and historically underserved communities, including by:
  - o Covering operational costs, including the hiring and training of personnel, fuel costs, and maintenance.
  - o Investing in public health emergency response efforts, including personal protective equipment and administrative leave for operational personnel.
  - o Improving the safety and accessibility of bus stops, pedestrian and bike shelters.
  - o Redesigning bus routes to improve service, modernizing and improving the accessibility of signage; and
  - o Modernizing surface infrastructure such as painted bus lanes and signal priority systems to alleviate traffic congestion and improve multi-modal accessibility.
- Requiring grantees to utilize funds with a particular focus on addressing transit equity gaps. Grantees would be required to work in partnership with community

advocates and stakeholders to report on how resources will be used to improve the reliability of transit service for low-income and historically underserved communities.

The Freedom to Move Act is endorsed by the Sunrise Movement, 350 MASS, A Better Cambridge, Action 4 Equity, Allston Brighton Health Collaborative, Alternatives for Community and Environment, Bikes Not Bombs, Boston Cyclist Union, Community Labor United, Green Newton, GreenRoots, The Health Foundation of Central Massachusetts, Inc, Institute for Transportation and Development Policy, LivableStreets Alliance, Massachusetts Bicycle Coalition, MASSPIRG, Massachusetts Sierra Club, Massachusetts Senior Action Council, Mattapan Food and Fitness Coalition, Riders Action Council, Transit Matters, WalkBoston.

“Public transit is oftentimes the lifeline for many of our residents, especially those who live in Environmental Justice communities,” said María Belén Power, Associate Executive Director, GreenRoots, Inc. “Many of our folks, the essential workers, have put their lives on the line during this pandemic, risking their lives and their families’ by continuing to go to work and keep the economy afloat. We have a moral obligation to treat them with the respect and dignity they deserve. We need robust investment into our public transit agencies for operational and capital improvements, so every single rider has access to reliable, affordable and safe public transit service. We applaud Congresswoman Pressley and Senator Markey for being leaders in the fight for transit justice!” Congresswoman Pressley and Senator Markey originally introduced the Freedom to Move Act in June 2020. In July 2020, the House of Representatives passed H.R. 2, the Moving Forward Act, which included a fare-free transit pilot program modeled on the lawmakers’ Freedom to Move Act

**Attachment C**  
Funding Source Details

(A) Funding Need (\$ in million)	Alt FY22	Alt FY23	Notes for Alternative
Transit Service Increase*	\$ -		Board Directed 7 million RSH, by 9/2021. Projected increased FSI pilot ridership is absorbed in 7m RSH. Will monitor & report service need monthly throughout the piloting period
Communications, Data Infrastructure, and Eligibility Processing	3.6	3.0	Communications and eligibility processing costs should increase
Defease General Purpose Bond	80.0	-	Total bond expenses under review
P&I Payment	(12.0)	(12.0)	
Fare Loss	16.3	134.4	Assumes gradual return to ridership, with 60% of low-income riders participating in FY22, and increasing to 75% by FY23
<b>Funding Need Total</b>	<b>\$ 88</b>	<b>\$ 125</b>	
<i>*Every 1% bus service increase will require funding of \$12 to \$14 million. Will monitor closely.</i>			



(B) Budget Prioritization Opportunities	Preliminary Budget		Potential Savings		Notes
	FY22	FY23	FY22	FY23	
*Efficiency Savings on Bus and Rail Operating and Maintenance (O&M)	\$ 2,038.9	\$ 2,230.8	\$ (40.8)	\$ (44.6)	Due to new buses, newer Rail Lines, there is potential to reduce bus unit cost from OT, Parts and Facility cleaning contracts accounts. Recommend starting with 2% reduction per year
*MicroTransit Pilot Evaluation	39.6	40.7	(7.3)	(7.4)	Consider more gradual expansion to 9 zone until assessment of pilot
*Assessment of SGR Cashflow Needs	452.3	462.7	(37.6)	(37.0)	Align cashflow requirement based on actual expenditure rate of SGR, with no reduction to SGR projects
*5% Agency Overhead, Adm and Support Department Cost Reduction	131.9	134.9	(6.6)	(6.7)	
Continue VSIP program			(5.0)	(10.0)	1/2 year for FY22 and full year for FY23
Reallocate LIFE to Pilot Pass	13.0	13.3	(8.4)	(8.4)	Metro portion only
<b>Potential Saving</b>			<b>\$ (106)</b>	<b>\$ (114)</b>	

\*Ongoing discussions between Operations, FSI Task Force, OMB, and OCEO

#### Additional Funding Strategies

- Incremental advertising revenues from naming right and corporate sponsorship \$23.8 FY21 budget
- Discussions forthcoming with LA Unified School District to partner on funding K-12

#### Note

- Preliminary budgets include all transit operations eligible resources, including Board adopted and anticipated CRSSAA and APRA distributions.
- These options follow Board motion to maintain 7 million RSH, maintaining high quality customer experience, and no impact to SGR program.

# FSI Task Force update

Executive Management  
Committee

April 15, 2021



# FSI Update

Purpose of the Fareless System Initiative Pilot:

To determine how Metro can provide financial relief to low income and student riders on the LA Metro system.

# FSI Update

- Motion 43.1 responses focus on pilot; long-term where applicable
  - Pilot is essential in understanding a fully fareless system
    - Scope and scale of FSI remain ***unprecedented*** in LA and the nation
    - Pandemic impacts on future travel patterns remain unknown
    - Pilot provides empirical assessment of forecasted assumptions
  - Pilot positions Los Angeles County for opportunity to seek federal and state funding

# 1a. Municipal Transit Agencies

*1a. How Metro is including municipal operators in the planning process, including what it would cost to fully include them and how many of their riders would qualify*

## FSI Ad Hoc Committee

- 12 meetings since last October
- Ad Hoc Committee volunteered to co-develop metrics for measuring regional pilot success

## Task Force designing quick survey for 41 operators (excluding dial-a-ride)

- Pilot participation cost and willingness to participate
- Eligible ridership information
- Survey Findings to Metro Board of Directors - May 2021

# 1b. Subsidies and Passes

*1b. All the subsidies Metro, Municipal Operators, and Cities already offer, including LIFE and U-Pass, and how those programs play a role in and inform a fareless initiative*

Pass Type	Qualifier	Cost /Discount	Participants
Low-Income (LIFE)*	\$39,450 or less/yr.	Countywide Discounts ranging from \$8-\$24/mo.	79,000
Seniors	62+ years of age	Cost is \$20/mo.	241,858
Disabled/Veteran	Proof of disability	Cost is \$20/mo.	239,075
K-12 Student	Proof of enrollment	Cost is \$24/mo. or \$1 per boarding	57,224
College/Vocational	Proof of enrollment	Cost is \$43/mo.	10,289

Pass Type	Qualifier	Cost /Discount	Participants
U-Pass	Partner School	Cost ranges from \$16-\$43/mo.*	19,653
E-Pass	Partner Business	Cost ranges from*\$34-\$80/mo.	4,826
Small Employer Pass	Partner Business (less than 250 employees)	\$34/mo. with 50% of employees participating	10,199

*FSI Task Force is seeking additional information from local and municipal operators*

# 1c. FAP, State & Federal Grants, Access Services

*1c. How fareless will impact the Formula Allocation Procedure (FAP), state and federal grants, and ACCESS Services;*

The pilot will not change existing policy or legislation

- will provide basis and opportunities to reevaluate current approaches to policies and statutes.

FFGA is revenue neutral, a dollar-for-dollar requirement

- Lost fare revenue must be replaced with guaranteed, revenue neutral funds
  - FSI is premised on the need to replace lost fare revenue funds; i.e. 'fareless' not 'free'
  - Staff will monitor all grant programs during pilot



# 1c. Access Services (*cont.*)

- Metro will maintain its \$1.75 base fare for non-pilot participants
  - Access Services' fare structure would remain
- Access customers ride for free on most Los Angeles County fixed-route systems
  - FY 19, Access customers took 26.6 million free fare trips on the fixed-route system.



# 1d. Customer Surveys

*1d. What Metro's customer surveys tell us about fareless and other priorities.*

- Conducted October 2020 (prior to upcoming planned increase in service)
- 46k responses
- Across all demographic groups
  - 86% of Metro riders support Metro going fareless
  - 80% of non-Metro customers support Metro going fareless

Survey respondents expressed concerns

- Impacts to the quality of service, adequate service, crowding, safety and security, cleanliness, and the presence of persons experiencing homelessness (PEH)
- Cuts to system expansion, service levels, salaries, system upkeep, security, and cleaning.

# 1e. Fare Collection

*1e. Potential cost savings and implications for what can be realized through a fareless program for all residents through elimination of TAP infrastructure, administration of pass and subsidy programs, etc.*

- TAP remains in place during pilot (no near-term savings during pilot)
- Long-term estimate of fare collection savings is \$74.4m annually
- Metro shoulders costs of TAP for Munis
- Cubic contract expires in 2024
- Boarding DATA: TAP boarding data-only 51% of customers use TAP
  - must also rely on combined data reporting by bus operators, field observations, APC data, & TAP
- Demographic DATA (required by FTA) – can only be captured by Ridership Survey
  - Cash boardings and TVM purchased TAP cards do not yield FTA required demographic data
- Potential Labor Savings
  - Metro's needs would be evaluated during the FSI pilot.

## 2a. Pilot Costs and Funding

*2a. Funding source details, including what those funds could go to if not fareless transit*

(A) Funding Need (\$ in million)	Alt FY22	Alt FY23	Notes for Alternative
Transit Service Increase*	\$ -		Board Directed 7 million RSH, by 9/2021. Projected increased FSI pilot ridership is absorbed in 7m RSH. Will monitor & report service need monthly throughout the piloting period
Communications, Data Infrastructure, and Eligibility Processing	3.6	3.0	Communications and Eligibility processing cost should increase; will monitor and report
Defease General Purpose Bond	80	-	Total bond expense under review
P&I Payment	-12	-12	
Fare Loss	16.3	134.4	FY22 assumes gradual return to ridership, \$73m in fares; with 60% of Low-income riders participating in FY22, and increase to 75% by FY23
<b>Funding Need Total</b>	<b>\$88</b>	<b>\$125</b>	

*\*Every 1% bus service increase will require funding of \$12 to \$14 million. Will monitor closely.*

## 2a. Pilot Costs and Funding (cont.)

*2a. Funding source details, including what those funds could go to if not fareless transit*

(B) Budget Prioritization Opportunities	Preliminary Budget	
	FY22	FY23
*Efficiency Savings on Bus and Rail Operating and Maintenance (O&M)	\$2,038.9	\$2,230.8
*MicroTransit Pilot Evaluation	39.6	40.7
*Assessment of SGR Cashflow Needs	452.3	462.7
*5% Agency Overhead, Adm and Support Department Cost Reduction	131.9	134.9
Continue VSIP program		
Reallocate LIFE to Pilot Pass	13	13.3
<b>Potential Saving</b>		
<i>*Ongoing discussions between Operations, FSI Task Force, OMB, and OCEO</i>		

Potential Savings		Notes
FY22	FY23	
(\$40.8)	(\$44.6)	Due to new buses and newer rail lines, there is potential to reduce bus and rail unit cost from OT, Parts and Facility cleaning contracts accounts. Recommend start with 2% reduction per year
-7.3	-7.4	Consider more gradual expansion to 9 zones until assessment of pilot
-37.6	-37	Align cashflow requirement based on actual expenditure rate of SGR, with no reduction to SGR projects
-6.6	-6.7	
-5	-10	1/2 year for FY22 and full year for FY23
-8.4	-8.4	Metro portion only
<b>(\$106)</b>	<b>(\$114)</b>	

## 2a. Pilot Costs and Funding (*cont.*)

### Student Fare Revenue

<b>FY19 K-12 Fare Revenue</b>	<b>\$27m</b>	<b>69% of total 1.4 million total K-12 Students in LA County are low-income</b>
<b>FY19 Community College Fare Revenue</b>	<b>\$4.9m</b>	<b>75% of Community College Students in LA County who ride transit are low-income (U-Pass surveys)</b>

### FSI Ridership Estimates:

- 64% of Pre-COVID Ridership in FY 22 (11 Months); 95.5% of Pre-COVID Ridership in FY 23 (12 Months)

## 2a. Pilot Costs and Funding (cont.)

### All K-12 students in Los Angeles County

<u>Original K-12 Pilot assumptions:</u> Low-income students to start in January 2022; all K-12 Students in August 2022.	Low-income K-12 students, starting January 2022	Low-income K-12 FY 23	Non-low income K-12 (August 22) FY 23	*Original Total Pilot costs of K-12
	\$5,961,600	\$17,791,650	\$7,327,238	\$31,080,488
<u>Revised K-12 Pilot Assumptions</u> all income, starting earlier: August 2021		All K-12 students, starting August 2021 (FY22)	Advancing Non-low income (July 2023 only)	*Revised Costs of moving up students to August 2021
		\$9,878,400	\$666,113	\$10,544,513
	*K-12 Student Pilot Costs (lost fare revenue)			\$41,625,000

\*Lost Fare Revenue Only; Assumes Added Service Covered in 7m RSH; Pilot may lead to revised forecasts

## 2a. Pilot Costs and Funding (cont.)

### Community College Students

<u>Original Community College Pilot assumptions:</u> Low-income students to start in January 2022	Low-income Community College students, starting January 2022	Low-income Community College students (FY 23)	Non-low income Community College students (August 22) (FY 23)	*Original Total Pilot costs for Community College students
	\$1,176,000	\$3,509,625	\$-	\$4,685,625
<u>Revised Community College Student Assumptions (all income) starting earlier: August 2021</u>		All Community College students, starting August 2021 (FY22)	Revised Community College students (FY23)	*Revised Costs of moving up students to August 2021
		\$1,698,667	\$1,169,875	\$2,868,542
	<b>*Community College Costs (lost fare revenue)</b>			<b>\$7,554,167</b>

*\*Lost Fare Revenue Only; Assumes Added Service Covered in 7m RSH; Pilot may lead to revised forecasts*

# Additional Pilot & Long-term Funding Considerations

## Additional Funding Strategies

- Incremental advertising revenues from naming right and corporate sponsorship \$23.8 FY21 budget
- Discussions forthcoming w/LA Unified School District and other school districts to partner on funding K-12 and pass distribution coordination
- Traffic Reduction Program -funds generated through a future program could be available to permanently invest in a fareless system

## Note

- Preliminary budgets include all transit operations eligible resources, including Board adopted and anticipated CRSSAA and ARPA distributions.
- These options follow Board motion to maintain 7 million RSH, maintaining high quality customer experience, and no impact to SGR program.
- Federal and State funding.
- Potential long-term costs for Access Services are being reviewed.



## 2b. Pilot Evaluations

*2b. A plan to decide how to evaluate the success of the program, including permanent funding sources and what would trigger an end to or continuation of the program*

- Evaluation plan will be developed, brought for consideration before Pilot commencement; Ad Hoc Committee volunteered to co-create metrics
- Potential performance criteria & thresholds for continuation/discontinuation of FSI
  - equity, financial viability, program participation, boarding increases, successful reassignment/repurposing of Metro staff in support of the FSI pilot, acceptable level of service and safety on system.
- FSI Pilot will generate empirical qualitative and quantitative data and understanding
  - instrumental in justifying and seeking permanent funding
- Task Force is recommending that to continue on a permanent basis Federal and State funding is essential

## 2b. Pilot Evaluations (*cont.*)

Sample Draft Pilot Performance Criteria Metrics (*currently in development*)

Criteria	Effectiveness	Sustainability	Efficiency	Impact
financial sustainability				
pilot program participation				
increased boarding by pilot participants				
level of service				
quality of service				
increased trip by low-income riders				
employee safety				
rider safety				
system security				
additional criteria				
additional criteria				
additional criteria				

## 2c. Service, SoGR, Customer Experience

*2c. A commitment to not cut service, state of good repair, or customer experience priorities*

- Staff recognizes quality of public transit affects people's economic and social opportunities
- Board approved 7m Revenue Service Hours standard in September 2021
- Strong staff commitment to preserve all assets in a state of good repair
  - State of Good Repair commitments
    - \$452 million in FY22
    - \$463 million in FY23
  - Better Bus Initiative commitment
    - \$208m in FY22
- FSI pilot to complement other Metro programs and initiatives
  - Vision 2028, NextGen Bus Improvement Plan, Customer Experience Plan.
  - Any necessary adjustments to service or change in the agency's priorities would require Board approval.

## 2d. Service, SoGR, Customer Experience

*2d. If a FSI pilot is approved, regular reports back to the Board on how the initiative is impacting ridership, equity, Metro's finances, and the customer experience.*

- If a FSI pilot is approved, Metro staff will provide monthly reports to the Metro Board
- Updates to include evaluation criteria status

# Fare Capping

March Board Report, [Item 13](#)

- Fare Capping can be offered to riders *not* participating in an FSI Pilot
- \$6 to \$8 million
- System Software Upgrade (6 to 9 months)
- Fare revenue loss from capping fares is anticipated

## *Questions and Answers*

**Board Report**

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**File #:** 2021-0172, **File Type:** Informational Report**Agenda Number:** 43.

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**EXECUTIVE MANAGEMENT COMMITTEE  
APRIL 15, 2021****SUBJECT: "UPLIFT THE HUMAN SPIRIT THROUGH METRO ART" REPORT  
ACTION: RECEIVE AND FILE REPORT****RECOMMENDATION**

RECEIVE AND FILE report on initiatives launched in response to the "Uplift the Human Spirit Through Metro Art" Board motion (Attachment A).

**ISSUE**

At their June and August 2020 meetings, the Board directed staff to think about how artists might be included in the reimagining of transportation, and to report back to the Board in April 2021 on initiatives developed in response to this directive.

**BACKGROUND**

As Los Angeles County's cultural connector, Metro Art provides increased and equitable access to arts and culture for Metro's diverse ridership through programs that add vibrancy, identity and a sense of place.

LA County is recognized as one of the world's most important creative capitals and is home to an incredible range of remarkably talented artists and Metro has been at the forefront of interweaving art and transit and transforming quotidian commutes into pleasurable journeys. The agency has incorporated a small percentage (Attachment B) of transit construction costs to the integration of art into capital projects since the 1980s and has received significant recognition for the Metro Art program's interdisciplinary approach, broad range of artists commissioned, and its innovative, impactful community engagement. Strong support has been demonstrated by funding awarded by federal, state and local sources as well as the respect and care given the works by the public. Over half of the artists Metro Art has commissioned are artists of color.

Last year the Board recognized the arts as a way to bring people together in ways that are inspiring, welcoming, and add humanity to our public spaces, as well as the significant role the arts sector plays in our regional economy, and directed funding be allocated to commission local artists in ways that "Uplift the Human Spirit Through Metro Art." The motion formalized the role of the arts beyond transportation infrastructure through temporary exhibits such as onboard posters and digital displays, as well as programs that enrich the customer experience, advance cultural equity, and respond to

Los Angeles County's vast and evolving cultural landscape.

## **DISCUSSION**

To be responsive to the issues and concerns of our time, and to address the Board motion, Metro Arts & Design staff commissioned local artists, poets, musicians, dancers and other creatives to develop original, culturally relevant artworks, as well as curated an imaginative cultural programming series of podcasts, playlists and live performances. Staff also included the Board approved guiding principles and policy directives to uplift the customer experience and expand the role of the arts beyond transportation infrastructure into the program policy as directed (Attachment C).

Metro work in this area has received several accolades-from our customers and beyond. Initiatives have been well received by customers as reflected in social media feedback and through increased followers. The Governmental Alliance on Race and Equity awarded Metro Art a Culture Innovation and Implementation grant to explore ways in which artists can participate in advancing Metro's goals toward increasing racial and cultural equity in transportation.

The initiatives also recently received national best practice recognition when Metro Arts & Design staff were invited to present ways in which Metro is using the arts to respond to COVID-19 and heightened systemic inequities at the Transportation Research Board's 100<sup>th</sup> Annual Meeting. The session attracted over 100 global attendees.

Initiatives include new onboard art posters and digital displays which balance health and safety messaging with timely artworks and add a sense of humanity to the system. And online exhibitions, tours, workshops artist interviews, and cultural programming (ranging from puppet shows to poetry readings to soundscapes) are engaging communities virtually during stay at home orders. A draft visual compilation of 2020/2021 initiatives which "Uplift the Human Spirit Through Metro Art" are outlined in Attachment D: Lookbook.

Moving forward, to assist with artist outreach and appropriately document and raise customer awareness and access to these programs one additional full-time contingent staff is necessary; funds are already included in the current and proposed FY22 budgets for this purpose and no additional funds are needed.

As LA County continues to reopen and ridership increases these programs will foster meaningful connections with the public as well as provide increased and equitable access to arts and culture for underserved communities. As the Board stated in their June directive, "the arts are a powerful means of bringing people together across borders of all kinds. Let us use this tragedy to help uplift the human spirit through art."

## **FINANCIAL IMPACT**

Due to the financial crisis, staff reprioritized available resources and worked cross-departmentally last year to identify internal and external funding opportunities to support the Board directives. Funding for onboard and visual arts exhibition programs, partnerships, documentation and outreach is currently included in the proposed FY22 budget; in future fiscal years, when public gatherings are



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considered safe, staff will allocate dedicated funding resources for expanded cultural programming and the performing arts.

## **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

The information in this Report supports Metro's strategic goals of delivering outstanding trip experiences for all users of the transportation system (goal #2) and enhancing communities and lives through mobility and access to opportunity (goal #3). This work aligns with Metro's Equity Platform, specifically Pillar Two: Listen and Learn, and Pillar Three: Focus and Deliver. Arts-based strategies will be utilized to improve relationships, partnerships and actions to advance more equitable transportation outcomes. Community-driven conversations will be used to develop best practices, inform strategic community-focused partnerships, and build capacity to better address the needs of historically underserved communities.

## **NEXT STEPS**

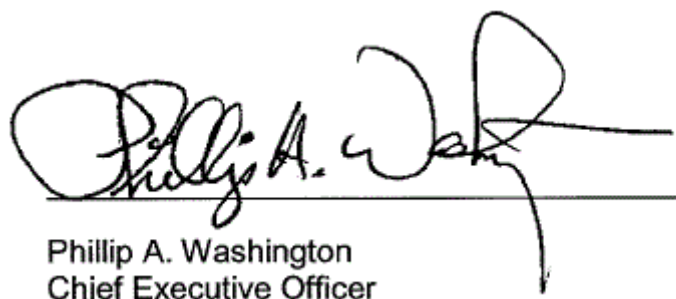
Metro Arts & Design staff will continue to implement above initiatives and explore and implement innovative programs which provide greater access to arts and culture to our diverse ridership as well as ways in which artists can be included in the reimagining of transportation and will report back to the Board on these initiatives.

## **ATTACHMENTS**

Attachment A - August and June 2020 Board Directives  
Attachment B - Transit Agency Percent for Art Programs  
Attachment C - Metro Art Program Policy Update  
Attachment D - Uplift the Human Spirit Through Metro Art: Lookbook

Prepared by: Maya Emsden, Deputy Executive Officer (213) 922-2720

Reviewed by:  
Yvette Rapose, Chief Communications Officer (213) 418-3154



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Phillip A. Washington  
Chief Executive Officer



## Metro

## Board Report

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**File #:** 2020-0427, **File Type:** Motion / Motion Response

**Agenda Number:** 36.

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**EXECUTIVE MANAGEMENT COMMITTEE  
JUNE 18, 2020**

**Motion by:**

**DIRECTORS BUTTS, SOLIS, GARCETTI, AND HAHN**

**Uplifting The Human Spirit Through Metro Art**

On Saturday June 6th the L. A. Times published in its Saturday Section (F) 14 different artworks from different artists under the title "California Artists Express the Pain of Injustice."

I've been periodically reminded by my staff that Metro has a long history in the forefront as a leader in integrating public art into transit construction projects. Our Metro Rail stations are famous for their artworks. We even have people taking tours of the station artworks.

As I mentioned in my State of the Agency remarks, we are currently faced with two concurrent tragedies and the artwork published in the Times spoke to the moment of the outpouring of grief and anger across our county and nation.

Mayor Garcetti spoke of re-imagining LA County transportation and I would propose that we consider ways in which the arts might play a role in that transformation that goes beyond transit infrastructure.

The Arts are a powerful means of bringing people together across borders of all kinds. Much of the inspiring news coverage/media attention at present is often about how the artists are expressing and conveying the longstanding pain of injustice.

As we are undertaking strategies to encourage people to return and use public transportation wisely and more often, I would like to see us explore ways to formally incorporate arts programming into areas beyond construction. As people ride busses and trains in this troublesome era, we should balance Metro safety messaging with welcoming creative artworks that mitigate anxieties and add a touch of humanity. Let us use this tragedy to help uplift the human spirit through art.

**SUBJECT: UPLIFTING THE HUMAN SPIRIT THROUGH METRO ART**

**RECOMMENDATION**

APPROVE Motion by Directors Butts, Solis, Garcetti, and Hahn that the Board direct the CEO to return in the August Board cycle with a Report back on how Metro can:

- Integrate Metro Art programs into our trains, busses;
- Champion artistic experimentation including provocative works that are responsive to the issues and concerns of our time; and
- Think about how artists might be included in the Reimagining of transportation



Metro

## Board Report

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

**File #:** 2020-0566, **File Type:** Motion / Motion Response

**Agenda Number:** 45.1.

**EXECUTIVE MANAGEMENT COMMITTEE  
AUGUST 20, 2020  
REVISED**

**Amending Motion by:**

**DIRECTORS BUTTS, GARCETTI, AND GARCIA**

Related to Item 45: Report on Motion to “Uplift the Human Spirit Through Metro Art”

Metro staff has returned to the Board with an excellent response to the above Motion in so far as identifying immediate initiatives that can be implemented in the next six months including:

1. Champion artistic expression of local visual artists through posters within Metro’s allocation of advertising spaces, including on buses and trains, when/where space is available
2. Partner with community based cultural organizations to interpret and document this pivotal moment
3. Curate cultural programming to foster connections with the public, and
4. Commission local artists to creatively convey ‘new manners’, safety messaging and mobility.

While the report is very good as far as it goes, the Item before us is presented for information only with no financial funding being recommended.

We cannot accomplish the initiatives described above and create an inclusionary synergy with Metro’s Customer Experience “Surprise and Delight” program, including such aspects as Performance Art, without providing funding.

**SUBJECT: AMENDMENT TO REPORT ON MOTION TO "UPLIFT THE HUMAN SPIRIT THROUGH METRO ART"**

**RECOMMENDATION**

APPROVE Amending Motion by Directors Butts, Garcetti, and Garcia that the Board direct the CEO to initiate the following policy directives:

1. Instruct staff to return to this Board in September with a specific set-aside percentage of interior space on both rail and busses to accommodate the placement of Metro Art posters, with preference for local artists, as we have done in the past; and
2. Include in the FY 21 Budget \$400,000 dollars to accomplish the goals outlined above. Staff will reprioritize available resources and work cross-departmentally to identify internal and external funding opportunities to support the projects.

## **ATTACHMENTS**

Attachment A - RBM Item 45.1 (Before Revision)

## Examples of Transit Agency % for Art Allocations

Sacramento	2.0%
San Francisco	2.0%
Santa Clara	2.0%
Miami-Dade	1.5%
Portland	1.5%
Atlanta	1.0%
New York City	1.0%
Seattle	1.0%
<b>Los Angeles County Metro</b>	<b>0.5%</b>

FTA Circular 9400.1A recommends that transportation projects allocate “a minimum one-half of 1% of construction costs, but should not exceed 5% of construction costs”.

*Los Angeles County is recognized as one of the world's most important creative capitals and is home to an incredible range of remarkably talented artists. Since the early 1980's, Metro has been at the national forefront of interweaving art and transit and transforming quotidian commutes into pleasurable journeys. The revisions below include recent Board directives and Guiding Principles.*

### **Los Angeles County Metropolitan Transportation Authority Metro Art Program Policy**

Metro Art is L.A. County's cultural connector providing increased and equitable access to arts and culture for Metro's diverse ridership through programs that add vibrancy, identity and a sense of place. Known for a broad range of artists who have been commissioned, Metro Art programs are also recognized for their innovative and impactful community engagement. Alongside a unique volunteer docent-guided tour program, Board-approved programs include percent-for-art, phased art asset management, onboard posters, and the performing arts. Together, these award-winning initiatives express the vibrancy and spirit of the region, elevate the customer experience, and include both emerging and established artists in the reimagining of transportation with the following Guiding Principles:

- Put people first
  - Uplift customer journeys and local communities through artistic expression
  - Provide paid opportunities for artists at all levels of their careers
  - Engage riders and stakeholders through shared sense of ownership
  - Provide workforce development and career pipeline opportunities
- Connect to creative communities throughout LA County
  - Celebrate connections to diverse local arts and cultural destinations
  - Present curated partnerships and sponsorships
  - Foster and facilitate arts tours and highlight creative communities
  - Facilitate creative outreach and engagement
  - Provide opportunities and technical assistance for local artists
- Champion innovation
  - Collaborate with internal departments to integrate the arts across transportation modes and initiatives
  - Leverage strategic funding opportunities
  - Support artistic experimentation
  - Explore new technologies and advance best practices

Metro Arts & Design oversees and directs all arts and cultural programs on Metro property and is the technical lead for all agency non-Metro property arts and cultural strategic initiatives. The department is also responsible for the implementation of the phased art asset management program. In accordance with FTA Circular 9400.1A (Design & Art in Transit Projects) and APTA SUDS-UD-RP-007-13 (Best Practices for Integrating Art Into Capital Projects), a minimum of 0.5% of construction costs for transit capital projects is allocated for public art. Real estate acquisitions, vehicle procurement, professional services, unallocated contingency, and finance costs are excluded from the calculation. The art allocation shall be used for artwork and may not be spent for other general Project costs such as signage, supergraphics, engineering, administration, overhead, cost overruns or betterments. When art replaces standard features (e.g. wall tiles, flooring, railings, etc) funds otherwise spent on those features shall be credited to the art budget. Where funding sources allow, funds may be pooled for more equitable distribution. Art program staff are engaged during early Project planning and are responsible for art program development and communications, as well as artist outreach and commissioning, for all Project delivery methods. Lessons Learned are incorporated into agency policies and procedures to ensure continuous improvement.

In 2020 the Board formalized the role of the arts beyond transportation infrastructure and directed funding be included in the budget to "Uplift the Human Spirit Through Metro Art," champion the visual and performing arts, with preference for local artists, through temporary programs, on-board posters and cultural programming that enrich the customer experience, advance cultural equity, and respond to Los Angeles County's vast and evolving cultural landscape.


# Lookbook

Uplifting the Human Spirit  
Through Metro Art 2020-2021

(in progress, **draft** as of March 2021)



# “Uplift the Spirit Through Metro Art” (Board Directive, June 2020)

 <b>Metro</b>	<b>Metro</b>  <b>Board Report</b>	Los Angeles County Metropolitan Transportation Authority One Gateway Plaza 3rd Floor Board Room Los Angeles, CA
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File #: 2020-0427, File Type: Motion / Motion Response	Agenda Number: 36.
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EXECUTIVE MANAGEMENT COMMITTEE  
JUNE 18, 2020

**Motion by:**  
  
**DIRECTORS BUTTS, SOLIS, GARCETTI, AND HAHN**

Uplifting The Human Spirit Through Metro Art

On Saturday June 6th the L. A. Times published in its Saturday Section (F) 14 different artworks from different artists under the title “California Artists Express the Pain of Injustice.”

I’ve been periodically reminded by my staff that Metro has a long history in the forefront as a leader in integrating public art into transit construction projects. Our Metro Rail stations are famous for their artworks. We even have people taking tours of the station artworks.

As I mentioned in my State of the Agency remarks, we are currently faced with two concurrent tragedies and the artwork published in the Times spoke to the moment of the outpouring of grief and anger across our county and nation. Mayor Garcetti spoke of re-imagining LA County transportation and I would propose that we consider ways in which the arts might play a role in that transformation that goes beyond transit infrastructure.

The Arts are a powerful means of bringing people together across borders of all kinds. Much of the inspiring news coverage/media attention at present is often about how the artists are expressing and conveying the longstanding pain of injustice.

As we are undertaking strategies to encourage people to return and use public transportation wisely and more often, I would like to see us explore ways to formally incorporate arts programming into areas beyond construction. As people ride busses and trains in this troublesome era, we should balance Metro safety messaging with welcoming creative artworks that mitigate anxieties and add a touch of humanity. Let us use this tragedy to help uplift the human spirit through art.

**SUBJECT: UPLIFTING THE HUMAN SPIRIT THROUGH METRO ART**

**RECOMMENDATION**

APPROVE Motion by Directors Butts, Solis, Garcetti, and Hahn that the Board direct the CEO to return in the August Board cycle with a Report back on how Metro can:

- Integrate Metro Art programs into our trains, busses;
- Champion artistic experimentation including provocative works that are responsive to the issues and concerns of our time; and
- Think about how artists might be included in the Reimagining of transportation

“The arts are a powerful means of bringing people together across borders of all kinds. Let us use this tragedy to help uplift the human spirit through art.”

# “Devastating Impact to the Arts”

## Brookings Report 8/12/20

- The creative economy is one of the sectors most at risk from the COVID-19 crisis
- California will be hit hardest in terms of absolute losses for creative industries and occupations
- Opportunities to develop strategies to hire local creatives and create online portals and platforms for local artists, musicians, and performers

## Americans for the Arts Report 8/3/20

- 95% report income loss
- 62% have become fully unemployed
- 76% use their art to raise morale and create community cohesion

## **Metro Art Uplift Initiatives (2020-2021)**

- Champion artistic expression through onboard posters and digital information kiosks.
- Curate cultural programming to foster connections with the public.
- Explore ways for artists to reimagine transportation.
- Partner with community-based cultural organizations to interpret and document this pivotal moment.
- Provide access to arts and culture for underserved communities.
- Support local artists.

# Onboard Posters: Silver Linings

*Local artists were commissioned to create original artworks that visualize and encourage expressions of connection and care to serve as reminders that acts of care, however large or small, are also essential and can be the silver lining on tough days.*





# Silver Linings Onboard Poster Artists 2020-2021







# SILVER LININGS

Envisioned by Artist  
**STEPHANIE MERCADO**

"The valuable services provided by essential workers and the power of arts and culture are heightened during challenging times."

Visit [metro.net/art](https://metro.net/art)



© 2020 Metro



# SILVER LININGS

Envisioned by Artist  
**LAURA VAZQUEZ RODRIGUEZ**

"Through the eye of the storm, we see glimpses of hope. We have opened our hearts and found new ways to express compassion and love."

Visit [metro.net/art](https://metro.net/art)



© 2020 Metro





## SILVER LININGS

Envisioned by Artist  
**PHUNG HUYNH**

"The astronaut rooster is a reminder that each dawn offers new possibilities, while the lotus flowering cactus symbolizes resilience, and that we can bloom where we are planted."

Visit [metro.net/art](http://metro.net/art)



PHUNG HUYNH



## SILVER LININGS

Envisioned by Artist  
**CHRIS JOHANSON**

"Color and visual rhythms speak to simultaneous individuality and co-existence. This snapshot of an upended, complex time holds pockets of joy and serenity."

Visit [metro.net/art](http://metro.net/art)



CHRIS JOHANSON





## SILVER LININGS

Envisioned by Artist  
**ALFONSO ACEVES**

"The music plays. The helping hand reaches out. The birds fly by. The flowers grow. The work of sharing joy continues. The community draws together. Our hearts beat for one another."

Visit [metro.net/art](http://metro.net/art)



**Metro**

www.metro.net



## SILVER LININGS

Envisioned by Artist  
**KASSIA RICO**

"Created to uplift and bring joy to the community, the daily commuter and the city in which I was raised, this artwork celebrates relationships that get us through tough times."

Visit [metro.net/art](http://metro.net/art)



**Metro**

www.metro.net





### Silver Linings Artist-to-Artist Conversation: Laura Vazquez Rodriguez and Stephanie Mercado

Unlisted

13 views • Feb 23, 2021

👍 0    💬 0    ➦ SHARE    ≡+ SAVE    ⋮



**Metro Los Angeles**  
20.2K subscribers

SUBSCRIBE

Creative expressions of connection and care are at the heart of Silver Linings, a Metro Art poster series by six local artists. This conversation features Laura Vazquez Rodriguez and Stephanie



bettyreznor

Congrats to @iluvpaper @phungxion  
@kalliarte for being showcased by  
@metro.art.la @metrolosangeles ! We need  
more beauty and visual interventions on  
public transit that represents our  
communities perspectives.



metro.art.la



metro.art.la If you've been riding the buses in the last week,  
you might have seen two new posters featuring images and...

“We need more beauty and  
visual interventions on public  
transit that represent our  
communities’ perspectives”

Metro rider

# Onboard Posters: Through The Eyes of Artists

*In the tradition of colorful travel destination posters, Metro Art commissions local artists to capture the magic of the cities and neighborhoods that Metro serves through their unique perspectives.*







## Willowbrook

Through the eyes of artist  
*April Bey*

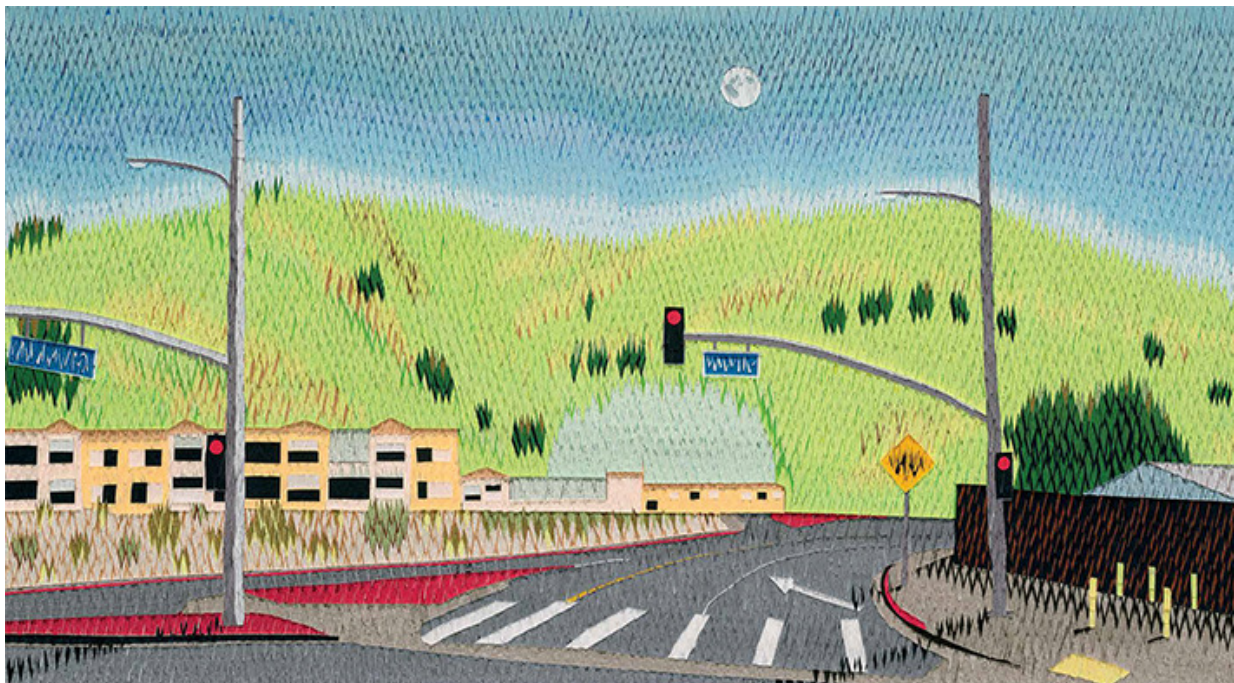
Fellow space travelers, outrageously dressed in pattern and color, wait for liftoff in Willowbrook as multiple suns shine brightly.

Visit [metro.net](http://metro.net) and Go Metro to Willowbrook.



**Metro**

© 2014 MTA



## El Sereno

Through the eyes of artist  
*Roberto Benavidez*

The street and structures gently contrast with the natural lines of Ascot Hills Park in a cut-paper composition based on piñata-making techniques – a salute to the predominantly Latinx community of El Sereno.

Visit [metro.net](http://metro.net) and Go Metro to El Sereno.



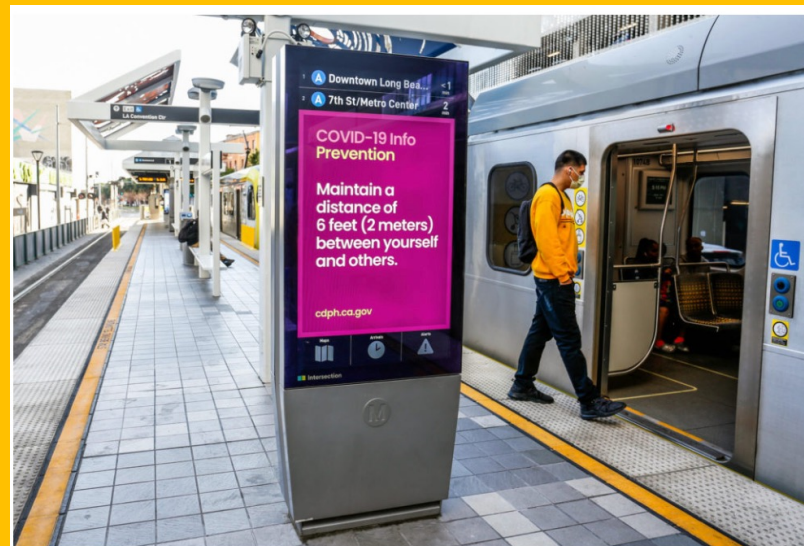
**Metro**

© 2014 MTA

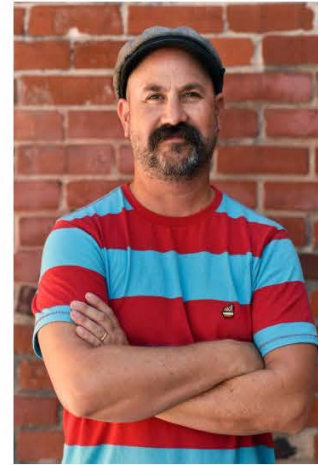


# Digital Displays: More People Than You Know

*A rotating exhibition featuring portraits of Metro riders by local artists. The portraits are displayed on digital displays and rotate along with safety messaging, customer information and third-party advertising.*



# More People Than You Know Digital Portrait Artists 2020







“My mom has taken Metro to work since my family first immigrated here; at age 72, she still does. Sometimes, I would accompany her and we bonded on these trips. This portrait is one of the most personal works I have ever done. I wished to depict an older woman smiling, enjoying the ride, and passing on the ridership experience to the next generation.”

Bodeck Hernandez, *Legacy*





Eric Almanza, *Journey Home*



Bodeck Hernandez, *Legacy*



Daniel Barajas, *Roosters*



Jazmine Atienza, *Last Stop*



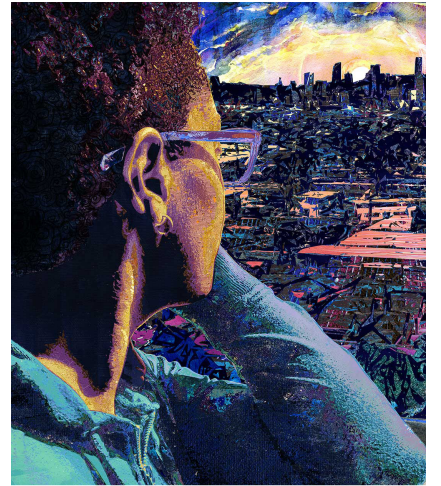
Angela Willcocks, *Kid*



Cat Ferraz, *Vovó Santinha*



Kristina Ambriz, *Wall of Concrete*



LP Aekili Ross, *Blue Sights*



José M. Loza, *Blue Line Ride- Memory & Perspective*



Dave van Patten, *Modern Prometheus*



Cody Lusby, *Playful Transportation*



Alepis Hernandez, *Monday Morning*



## Metro's 'More People Than You Know' Art Series Displays Pride and Love for the Community

By Saybin Roberson, Contributing Writer

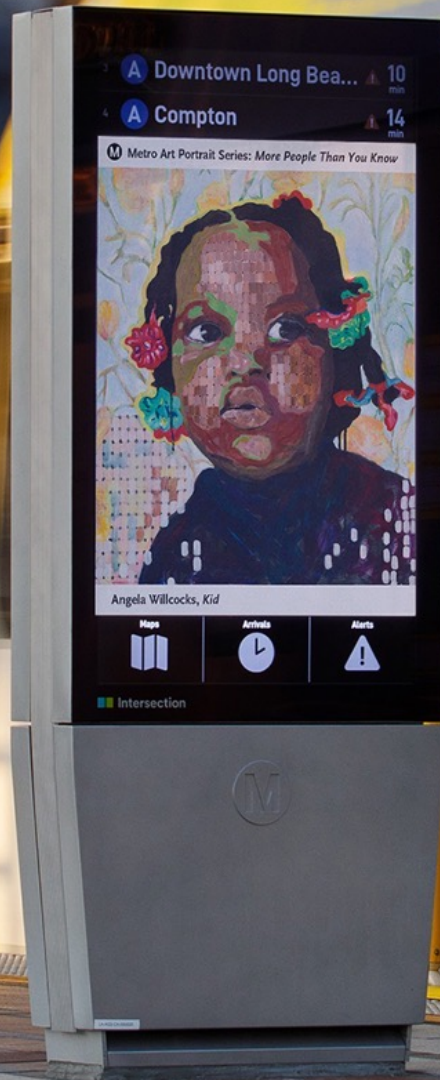
Published November 7, 2019



***(L to R) Artists (Top) Jose M. Loza, Alepsis Hernandez [her artwork shown], Wife of Cody Lushy, I P Ékili Ross's Fiance, and I P Ékili Ross (Bottom)***

“Metro portrait series puts  
a face to communities along  
the Blue Line.”

Long Beach Post





# New Portraits of Essential Workers/Riders, 2021



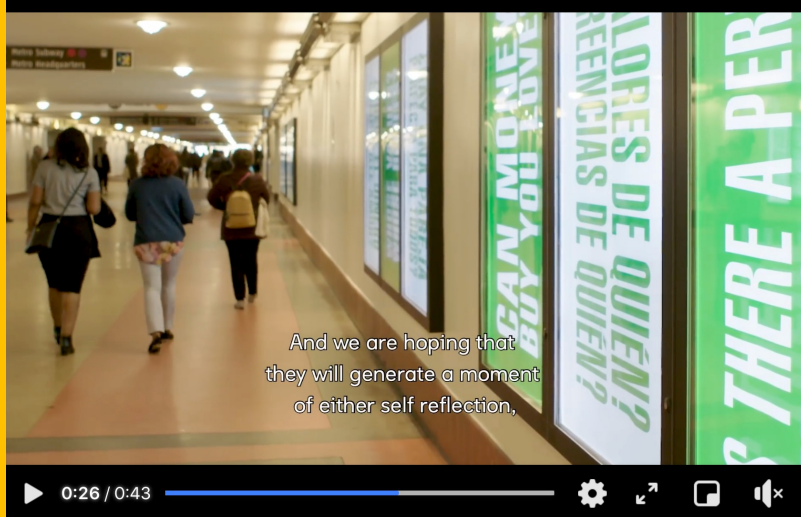
Javier Carrillo



Susu Attar

# Art Lightboxes

*Rotating exhibitions of artworks which engage a broad range of daily commuters.*



Untitled (Questions) by Barbara Kruger, 2020



Deep Connections by Ken Karagozian, 2021

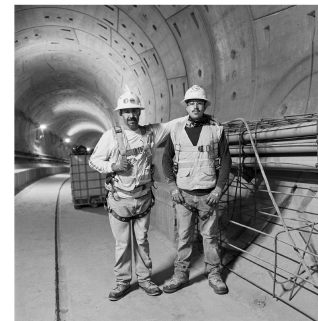




Ken Karagosian | Union Station Passageway Gallery

# DEEP CONNECTIONS

Presented by **Metro Art** in collaboration with artist **Ken Karagozian**



Father and son, Alejandro Ramirez and Alejandro Ramirez Jr., pose in the tunnel entrance after working on concrete rebarry for the future station.  
**REGIONAL CONNECTION, 2019**



Alicia Jarama, Carpenter Apprentice, was encouraged by mentors to never give up on her goals.  
**REGIONAL CONNECTION, 2019**

# Online Virtual Programming

(music, dance, poetry, art, workshops, tours, etc)

"I was very moved by this piece of art and can't stop thinking about it."

"Luv thissssss"



"Need this"

"This brings me so much joy"

"So alive, so LA."

"I love this"

"Goosebumps!"

"Shook me to my core. In a good way."



"What an honor to be a part of such an inspirational project that reflects love, hope and connection!"

"Something that I liked about the virtual tour was how the docent explained the relation between the artist, the art, and the community."

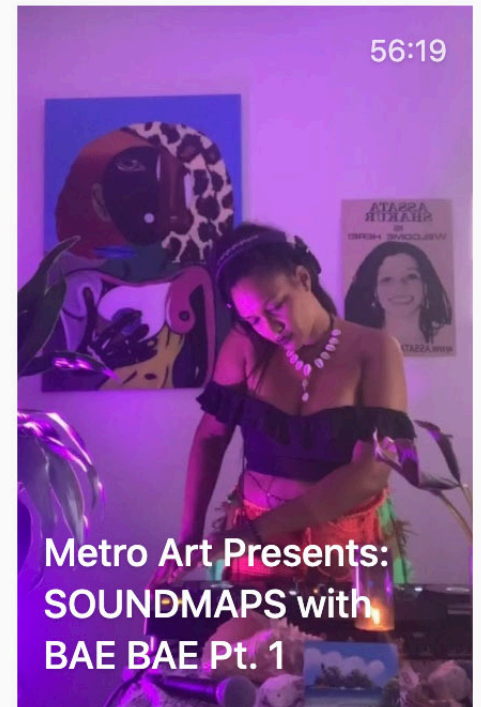
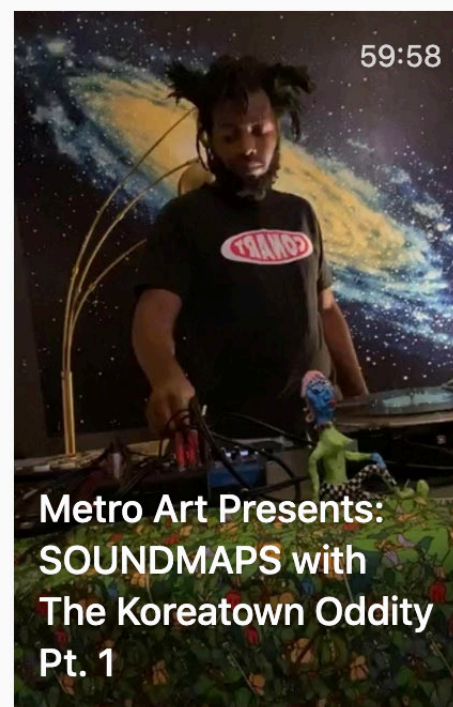
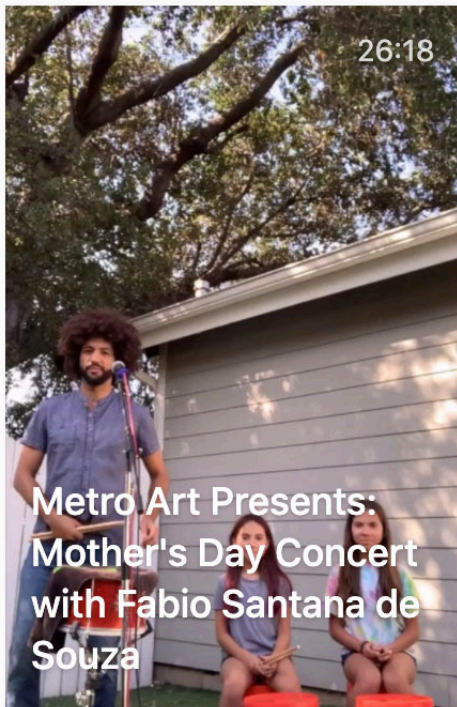
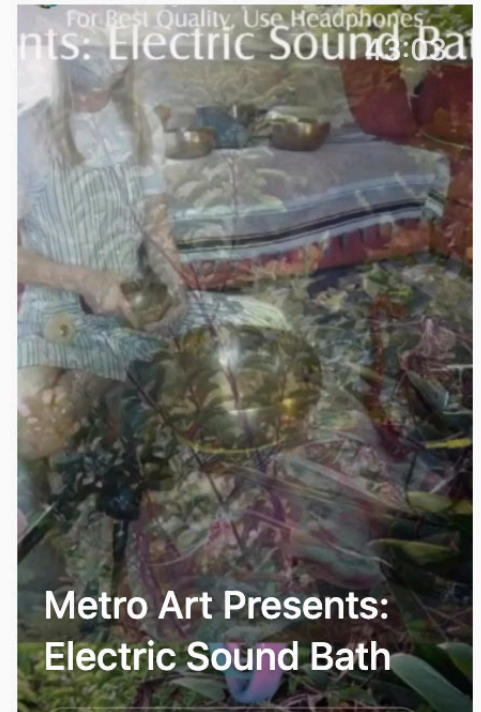
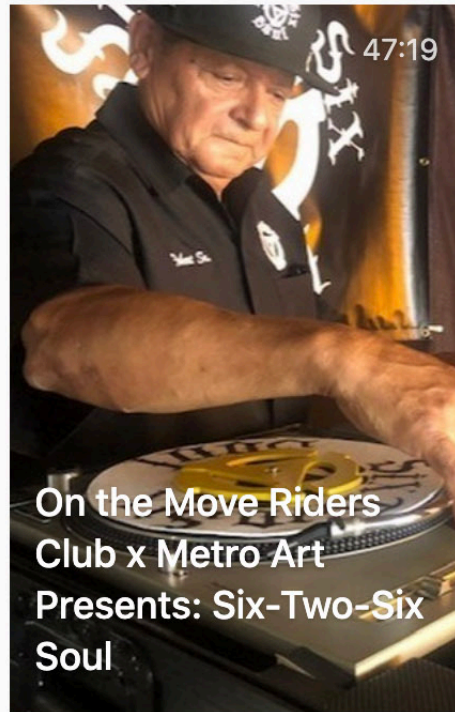


# Welcome to a virtual art tour of the E Line



Led by Barbara Lashenick  
Founder, Metro Art Docent Council









metro.art.la • Following



metro.art.la **TONIGHT at 6:30PM on @metro.art.la IG LIVE !**

Metro Art is excited to present Dorian Wood for a remote solo concert on Friday 5/22 at 6:30pm of new and past work on voice and piano as an offering to this moment in our city.

The 45 minute set will be live on our [#MetroArtLA](#) Instagram page at the magic hour from Dorian's home in Eagle Rock—not Union Station as originally planned.

Please join us with the intention of remembering that we will come together again in the future at Union Station, one of LA's *\*essential\** and treasured public spaces.



66 likes

MAY 22, 2020

Add a comment...

Post

↻ Joseph Rios Retweeted

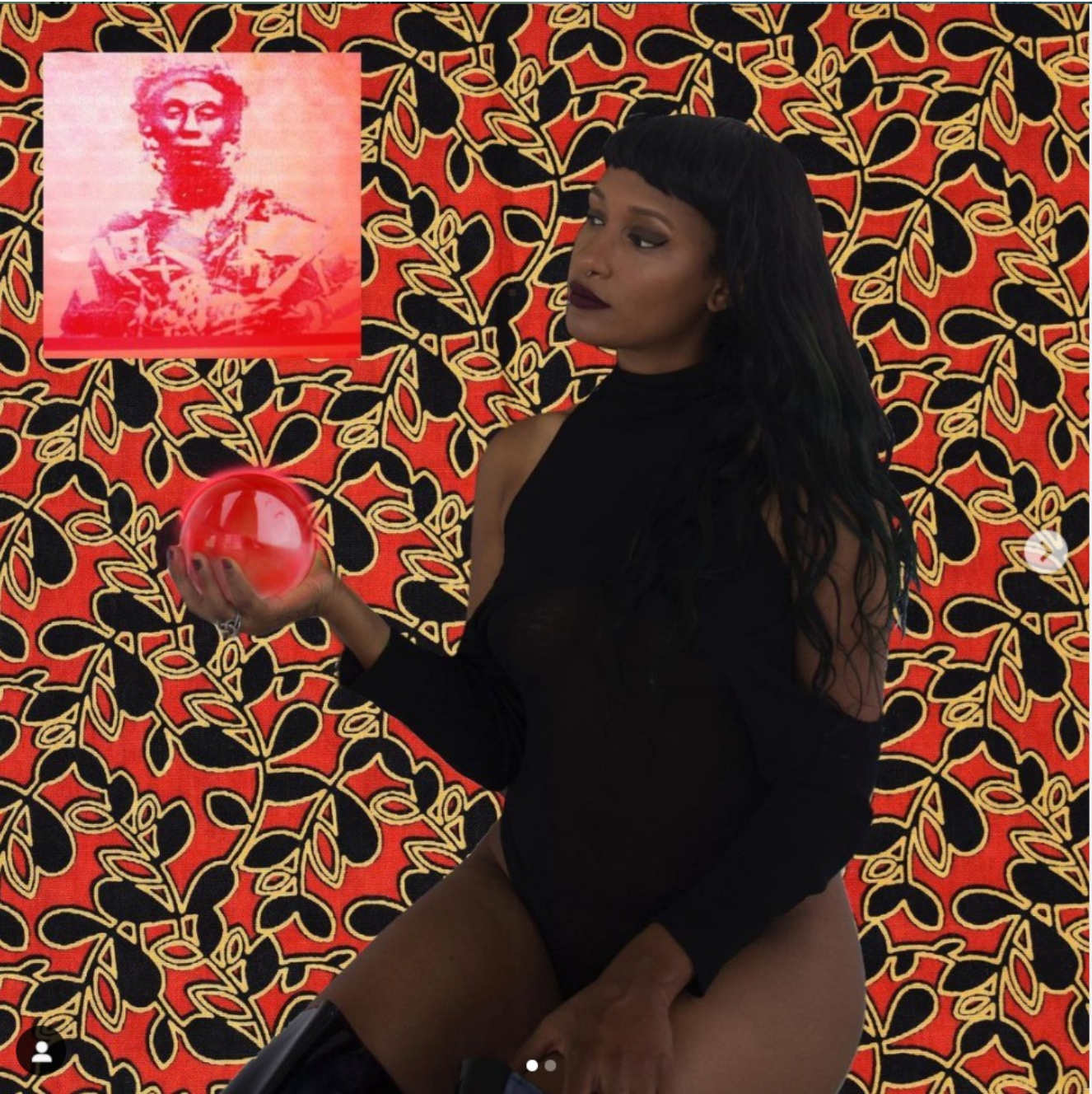


**LA Metro**  @metrolosangeles · May 5

Check out the amazing poem "Ode to the Essential" by Joseph Rios ([@JosefoBear](#)) for [@Poetry\\_Society](#) and Metro Art. The poem is dedicated to Metro's workers and riders during the quarantine of 2020.







**metro.art.la • Following**



Leimert Park, Crenshaw District, La



**metro.art.la** *Soundmaps* is a place-based DJ series on Metro Art's IG Live in June on 3 Fridays from 3 historic LA neighborhoods.

For the final night on Friday, June 19, DJ and multidisciplinary artist **BAE BAE (@baexploitation)** presents a two-hour set from her home in Leimert Park to celebrate Juneteenth and the living landmarks and locations that uplift Black music, community and freedom in Los Angeles.

Metro Art Presents: *Soundmaps* w/  
BAE BAE  
June 19 | 7-9 p.m.  
IG Live: [@metro.art.la](https://www.instagram.com/metro.art.la)

"Leimert Park has always been the



117 likes

JUNE 17

Add a comment...

Post



METRO ART  
PRESENTS

Tuesday,  
07.21.20

12-1PM

deep

with

dublabb

Episode #3:  
The Crenshaw Continuum

with  
Ava DuVernay  
Azar Lawrence  
Ben Caldwell  
Def Sound  
DJ El Ray

DJ Al Jackson  
Dwight Tribble  
Jimetta Rose  
MC Myka 9  
& VerBS



**Metro Regional Connector**

3 hrs · 🌐

Metro Art Presents puts its focus on the historic location of Atomic Cafe for its second ***Soundmaps*** featuring two live-streamed DJ sets from Atomic Nancy and Francesca Harding representing different eras of the building on Instagram Live.



**THIS FRIDAY AT 7 PM**

**Metro Art Presents: Soundmaps w/Atomic Nancy + Francesca Harding**

Online Event









MetroArtLA  
C Line (Green) Artist Interviews

6 months ago

#Storytelling



6:09

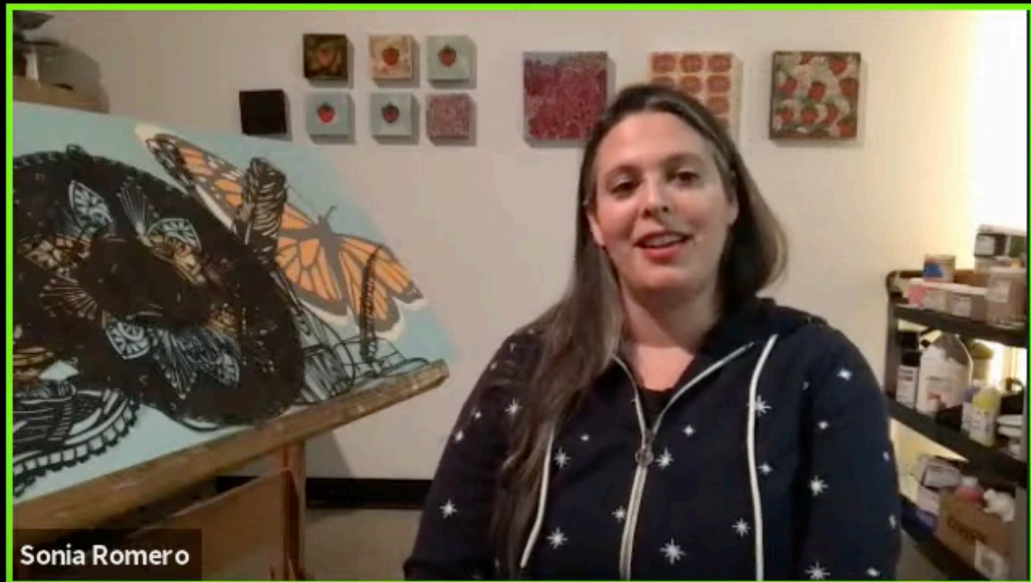


1 John Outterbridge on "Pyramid" (Avalon Station)

▶ 42



Artist Lab: In the Studio with Artists Sonia Romero and Wayne Perry

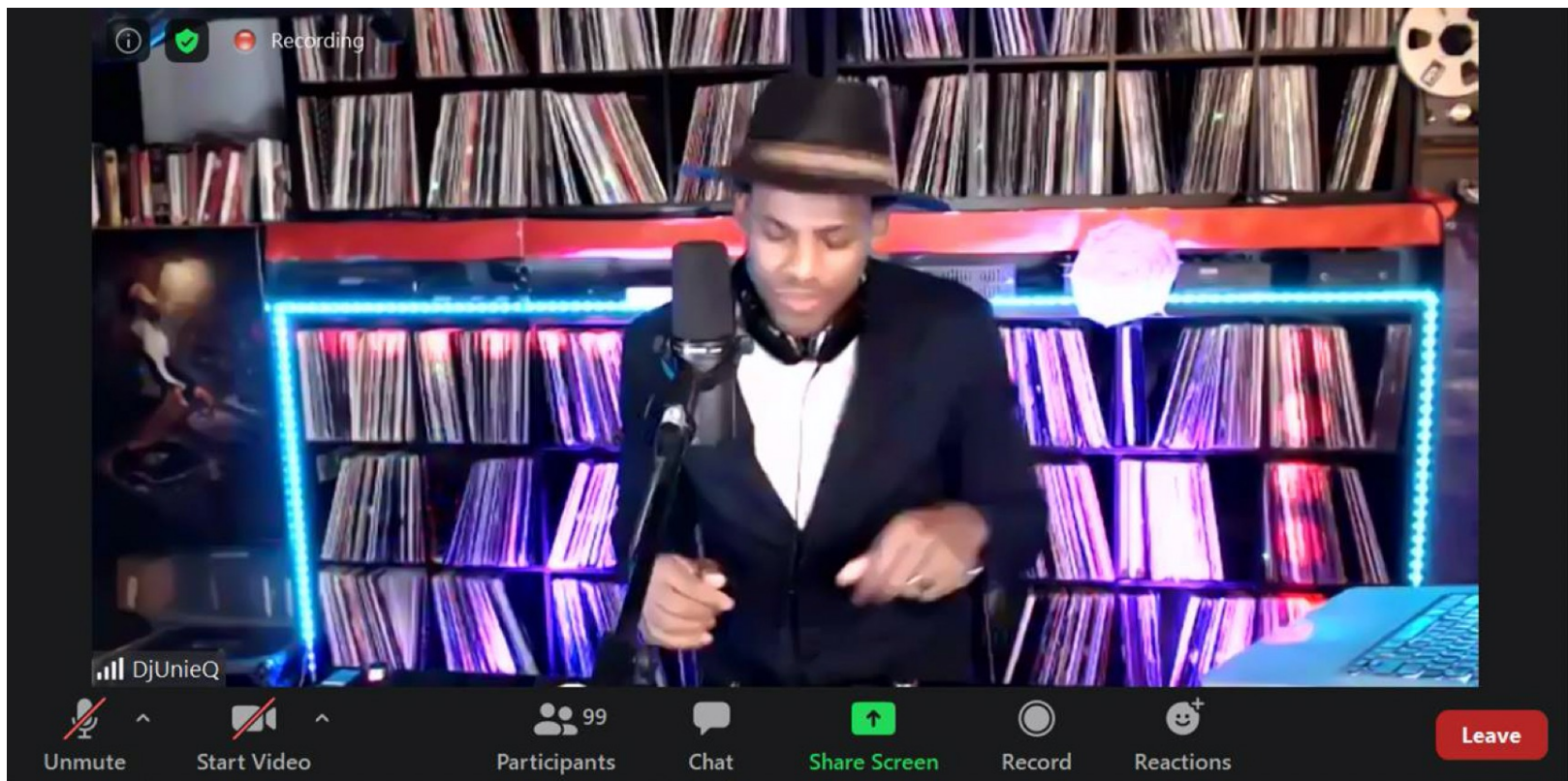


zoom

8:06 / 56:20

Scroll for details  
▼







# “El Camino de Vermont,” an imaginative procession along Metro Line 204 (with bonus performance of “Tio Metro”)

BY MARYAM HOSSEINZADEH , DECEMBER 4, 2020



# Metro Art Presents: Bob Baker Puppet Show Tour of Union Station





# **Metro Art Presents: Waiting in the Light Soundscape by Nailah Hunter**

March 1-April 26, 2021 (inspired by the morning light in Union Station)





# Metro Art Presents: Moving Through: A Month of Dance & Movement

Thursdays at 7pm during month of April





# % for Art: Artist-led Community Engagement



## Caminantes

by Olga García Echeverría

We build as we walk / and as we walk we weave words into existence / create meaning in our steps / I We You / We Our Us / Somos seres / Caminantes

The proud Mexican Honduran hija / the daughter of African and American parents / She is the stripes / the blue to white / white to blue / descendant of Salvadoran raíces / And you? ¿Quién eres? / I am a lion / hunted by something (I can't put my finger on it) ¿Y él? / He's the mysterious blank page / The student who writes invisible odes / ¿Y ella? She is the ocean dangerous and huge / loud frightening waves / and then / the silent sound comes / as the waves recede to the / horizon calmly

The natural world knows no bounds

Everything changes / summer gives way to winter / nothing is forever / Life: not guaranteed Atrocious / the world can be quite atrocious / I wish I could abolish ICE / My heart is a dark rainy forest / My hoodie helps me feel safe

At times, the moon shines no light on us / yet / we shimmer in darkness / we say don't let anyone steal your joy / Remember somos caminantes / we create as we go as we imagine / we say / be a storm – clouds get to release everything be molten rock erupting from the earth's crust – red, glassy, luminous be a cheetah in the wilderness of the city / a dolphin diving water deep / Be blessed in the daily / in the unassuming wealth we carry / My poor parents gave me everything No forks or knives for pupusas needed / Within every laughter, a universe of alegría / Look I'm skating / I'm bumpin tunes / chillin on my board / I'm poppin kickflips with the homies

I feel free

Even as plagues rage and cage / we morph wonders / You shed skin / She grows wings He shape-shifts / I found love locked inside home / Even when / the fear crawls beneath my skin / my courage comes to me gradually / Listen / my ancestors are DJing for me from the stars / Mi corazón busts out all my favorite jams / My heart is a stereo as I pulse forward / poet / dream / walk ...

This poem contains words borrowed from poems by students in Stacy Milsap's Great Books class, Fairfax High School: Cynthia Alvarez-Mendez, Christopher Aquino, Yesenia Aragon, William Blanco, Rakon Branche, Ahmad Brooks, Matthew Cabrera, Jonathan Chung, Charlette Diaz, Chiana Eisner, Julio Espana-Lorenzo, Precilla Flores, Nancy Garcia-Lagos, Melyssa Hernandez, Jahnathan Jones, Olivia Matsunaga, Dayana Morales, Leynie Salguero-Verde, Aminata Sene, Albert Villaseñor



Soo Kim

November 12, 2020 · 🌐



Hello friends!

I hope you'll consider participating in my text project. It's part of a larger work, a commission by LA Metro for the Purple Line subway station. Deadline is rolling but hoping to launch first look at this at the new year!... [See More](#)

I remember daydreams of being a singer all alone on a big stage with no scenery, just one spotlight on me, singing my heart out, and moving my audience to total tears of love and affection.

I remember realizing someone loved me, and having a hard time believing it.

A city is made up of the past and present, of memories as much as concrete, just underneath the city's surface dwell stories and mysteries to be discovered. It is these stories and memories I hope to make visible and share with the larger public through a text-based work online.

As part of a project for LA Metro's Purple Line subway station, I am making a text-based work made up of contributions from friends, strangers, friends-of-friends, you -

If you would like to participate, please DM me or reply here with your text that begins with the phrase "I remember". You can include a first name, or a last name, or not both. All contributions will be used anonymously, and the project will be presented as a text by many authors.

+6



60

72 Comments 2 Shares



Like



Comment



Share

[View 29 more comments](#)



*“Being of African-American descent, like many people of various colors and races at that time, you tended to live in designated areas of the city . . . I think the automobile gave my parents the mobility and courage to venture further West and South of the downtown core of Los Angeles. Yet for me, it was public bus transportation that took over the role of the Red Car in my quest to become the more diverse or varied Angeleno that I have become which at the time I did not know it was happening . . . It allowed me to see LA County as a microcosm of the larger world.” – Calvin Harrison*



# Staff in Field





# Recognition, Feedback, Awards

*Nearly 100 artists, cultural leaders and community members have been part of Uplifting the Human Spirit Through Metro Art over the past year.*

*Feedback from our customers, the media, and both the creative and the transportation fields has been positive and the programs well-received.*

*Uplift initiatives have supported the Board directives in providing access to arts and culture for underserved communities, supporting local artists, partnering with community-based cultural organizations and fostering meaningful connections with the public.*





LOCAL AND REGIONAL  
GOVERNMENT ALLIANCE ON  
**RACE & EQUITY**

(Awarded Cultural Innovation Grant)

Los Angeles County  
Metropolitan Transportation Authority

## Call to Artists

*Southeast Los Angeles artist-led, community-engaged cultural asset mapping*

Application Deadline: April 4, 2021

**NOS VEMOS/WE SEE US**



© Ralph Godoy



**Metro**

# TRB 100th Annual Meeting (2021)



**Art, COVID-19, and Equity** panel presentation on Uplifting the Human Spirit Through Metro Art attracted over 100 global attendees.



# Featured in National Publication

FORECAST



4/13

Welcome

Table of Contents

from the Guest Editor

Charles T. Brown, MPA, CPD, LCI

Construction Mitigation

## **FORWARD: Issue #2: Transportation**

# Facing Challenges Addressing Equity in Transportation



# KCWR Pick of the Week

**1-2-3-4  5 Things to Do**



## 2020/2021 Awards include



Communication Arts (national)

**AI-AP**

American Illustration/Photography (national)

# Other Metro Art Programs

*Percent for Art (Board adopted)*

*Phased Art Asset Management (Board adopted)*

*Artist Outreach/Workshops*

*Cultural Asset Mapping*

*Youth Engagement Programs*



# Art Asset Management & Repairs (A Line)





# Station Art Installation (2020/2021)



Sonia Romero | *Hecho a Mano* | Mariachi Plaza Station



# Station Art Installation (2020/2021)



Ned Kahn | *Wind Bridge* | Patsaouras Plaza Bus Station



# Station Art Fabrication (2020/2021)



Ingrid Calme | *Talking Drums* | Leimert Park Station (underway)



# Station Art Fabrication (2020)



Shinique Smith | *Majestic Heights* | MLK Station (underway)



# Station Art Installation (2021)



Walter Hood | *Saint Monica's Tears* | Downtown Santa Monica Station (underway)



# Artist-led engagement/cultural partnerships



Artist Rebeca Mendez (Expo/Crenshaw Station) student workshop (early 2020)



# Artist Construction/Design Review Submittals



Done remotely during the pandemic



# Artist Construction/Design Review Submittals



Staff studio visits in PPE



# Youth Program: Student Art Contest



## Crenshaw/LAX Neighborhood Student Art Contest

Invitation to High School Students

[SUBMIT YOUR ART!](#)



**Artist Pool 2020 Open House | Armory Center for the Arts**



# Metro programs that work toward racial justice

BY [STEVE HYMON](#) , JUNE 26, 2020

LA Metro, quite understandably, has been fielding questions recently about our agency's diversity, equity and inclusion initiatives. People want to know what we're doing to improve racial justice and fix longstanding inequities in the communities that we serve — and within our agency.

The good news is that LA Metro, in fact, has many initiatives that have been underway. Some key ones are of a more recent vintage but others date back to the 1990s. We're proud of that but with this caveat: Metro recognizes there is still plenty of work to do. This is especially the case in historically and currently marginalized communities where many residents are people of color.

>>>

>>>

>>>

**Metro Art** is L.A. County's cultural connector. We seek to provide increased and equitable access to arts and culture for our diverse ridership and to move people through the arts. Our projects and programs reflect our communities because we actively, intentionally and proudly pursue a path of inclusion. Metro Art commissions artists at all career levels, and we have created technical assistance initiatives and career pathway opportunities that have led to broader diversity at our own agency and within the field. Over half of the artists Metro Art has worked with represent Black, Indigenous and people of color communities. While we partner with arts and community-based organizations and continue to place community voices at the forefront of our work, there is still more work for us to do. We invite you to learn more about Metro Art's impact and join us on this journey at [metro.net/art](https://metro.net/art) and on Instagram [@Metro.Art.LA](https://www.instagram.com/Metro.Art.LA).







## Board Report

File #: 2021-0062, File Type: Agreement

Agenda Number: 44.

### EXECUTIVE MANAGEMENT COMMITTEE APRIL 15, 2021

**SUBJECT: TRANSPORTATION COMMUNICATION NETWORK**

**ACTION: APPROVE RECOMMENDATION**

#### **RECOMMENDATION**

AUTHORIZE the Chief Executive Officer (CEO) to execute a Memorandum of Agreement (MOA) with the City of Los Angeles for Metro's Transportation Communication Network (TCN) on Metro rail right-of-way within the City of Los Angeles.

#### **ISSUE**

Metro staff have been collaborating on the concept of a Transportation Communication Network (TCN) that would create a connected communication system, using outdoor advertising infrastructure on Metro property in the City of Los Angeles ("City"). The TCN would also create a revenue stream and allow for the removal of up to 320 older, static billboards, over 60% of which are in the City of Los Angeles ("City"). The proposed MOA outlines the TCN objectives, process for approval and revenue sharing with the City. In addition, the MOA includes the intent for the funds to be used for new, transit improvement projects to benefit public transit riders, with a focus on bus improvements.

#### **DISCUSSION**

##### **Transportation Communication Network**

Real Estate, ITS, Communications and Metro's consultant, All Vision, have been collaborating on the concept to implement a network of transportation communication digital displays that will promote efficient roadways, increase public transit ridership, improve public safety and provide revenue generation for Metro's transportation programs. The TCN may consist of the following elements:

1. **Intelligent Transportation System, Travel Demand and Public Event Management.** The TCN will be integrated with Metro's Regional Intelligent Information Transportation Systems (RIITS) that works in coordination with all of the major transportation agencies and bus lines such as Caltrans, the Los Angeles Department of Transportation (LADOT), California Highway Patrol (CHP), Foothill Transit and the Los Angeles County Department of Public Works to maximize the capacity and efficiency of the regional transportation network. The additional intelligent technology components will assist Metro in increasing the quantity and speed of data collection of real time travel/traffic data, processing and transmission to transit agencies.

---

Real time data collection can support improved traffic signal timing information, micro-transit data and Metro vanpool on-demand services. The TCN will improve the bus rider's experience by helping to facilitate transit signal priority, bus Wi-Fi, and bus timing information that can be relayed to bus riders. The TCN can also support event congestion data for LAX, Dodger Stadium, Hollywood Bowl and other large venues, including travel demand management services for the 2028 Olympic and Paralympic Games, including providing information on available parking spaces in Park-and-Ride lots.

2. Public Transit Promotion and Metro Communications. The TCN will assist Metro's transportation public messaging and ability to broadcast this information in various creative ways to commuters to ensure public safety, maximize throughput of our congested road network, and promote public awareness of travel alternatives based on geography and time periods.

3. Public Safety and Emergency Messaging. The program will be incorporated into the alert information for the freeway messaging system and major arterial network for the region, including Earthquake Early Warning System information as well as Amber Alerts.

4. Transportation Technology Innovation Initiatives. The program structures will be designed to include programs, such as 5G technology, as well as live video and security feeds to supplement the limited number of existing cameras on the freeways and street corridors. TCP will be designed to support future innovations such as autonomous vehicles, smart energy grids, and high-speed wireless cameras.

5. Revenue Generation for Transportation Projects. The digital displays in the TCN will also allow off-site advertising. Revenue generated by this program will be utilized by Metro and the City to fund transportation programs.

### Reduction of Visual Blight

The TCN could result in the removal of up to 320 antiquated (and in some cases dilapidated) static billboards currently located throughout the County of LA. Many of these locations enjoy grandfathered legal status even though they are situated in residential zones and do not currently satisfy state and federal guidelines for outdoor advertising structures. The new modernized digital signs in the TCN will not be located in residential zones and will comply with all requisite federal, state and city guidelines. No signs will be placed in or within 200 feet of residential zones or will be oriented facing residential zones within a 200-foot distance.

### Revenue Stream

If the MOA is approved, Metro's consultant will commence CEQA environmental clearance at no upfront cost to Metro. The environmental process will determine the number and location of potential signboards which will then allow revenue projections to be made. Staff will return to the Board for approval of the CEQA document and TCN program, including locations and revenue projections, prior to the commencement of the TCN program.

### City of Los Angeles

The majority (60%) of the potential signboard locations are in the City. In order to proceed with the TCN program, the City would need to enact an ordinance, other legislative or other document which may be approved by City Council. Given the interdependency of the program and the

---

mutually beneficial uses of the funds for transit purposes, staff believes the revenue sharing arrangement described below to be reasonable and appropriate.

### MOA terms

Metro and the City have negotiated an arrangement that is mutually beneficial. Some of the key terms include:

- Metro to be the lead CEQA agency
- TCN contingent on the City enacting legislation that allows off-site advertising to be displayed on the signs
- The City and Metro to each receive 50% of the net revenues (after all program costs)
- 20-year term with provision to negotiate in good faith to extend beyond
- Revenues to be used for new, transit improvement projects to benefit transit riders with a focus on bus riders; examples including:
  - Speed/service quality
  - Ease of use
  - Safety and comfort
  - First/Last Mile

Further details are provided in Attachment A - MOA Term Sheet.

### **EQUITY PLATFORM**

The MOA stipulates that the funds be directed to improving transportation and transit, in particular bus service. This should benefit Equity-Focused Communities by providing better service such as improved bus speed and reliability, bus stop improvements, improved bus shelters, rear-door boarding, and first/last mile improvements...

### **DETERMINATION OF SAFETY IMPACT**

The MOA will have no impact on the safety standards of Metro. Future TCN sites with transportation communication displays will be adequately designed for structural support and will meet all federal, state, and local design codes.

### **FINANCIAL IMPACT**

The TCN will generate additional revenue and no capital outlay by Metro is required.

#### Impact to Budget

There is no impact to the budget.

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

The TCN will yield enhanced communication and support, as well as revenues for bus projects,



resulting in:

Goal 1: High quality mobility options for all

Goal 3: Enhancing communities and lives

### **ALTERNATIVES CONSIDERED**

The Board could choose not to pursue this initiative. That is not recommended because this is an opportunity to build a communication network, as well as revenue generation to benefit bus riders.

### **NEXT STEPS**

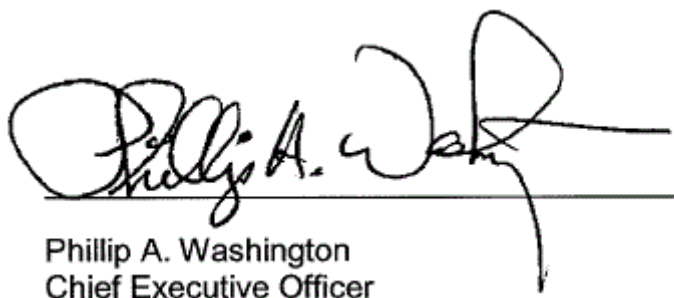
If approved, Metro Real Estate will work with the City of Los Angeles to execute the MOA. Upon execution of the MOA, Metro will commence the CEQA environmental process at no upfront cost to Metro. Metro staff will return to the Board for environmental approval before proceeding to implement the program.

### **ATTACHMENTS**

Attachment A - MOA Term Sheet

Prepared by: John Potts, Executive Officer, (213) 418-3397  
Holly Rockwell, Senior Executive Officer, (213) 922-5585

Reviewed by: James de la Loza, Chief Planning Officer, (213) 922-2920



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Phillip A. Washington  
Chief Executive Officer

**PRIVILEGED & CONFIDENTIAL WORKING DRAFT****LACMTA and City of Los Angeles MOA Term Sheet**  
**March 10, 2021**

<b>Parties</b>	<ul style="list-style-type: none"> <li>• Los Angeles County Metropolitan Authority (“LACMTA”); and</li> <li>• City of Los Angeles (the “City”)</li> </ul>
<b>Memorandum of Agreement (“MOA”)</b>	The LACMTA and the City plan to enter into an MOA reflecting the terms set forth herein, as well as other customary terms and conditions.
<b>LACMTA Transportation Communication Network Program (“TCN”)</b>	<p>The LACMTA is in the process of identifying locations on its properties throughout Los Angeles County to implement a network of transportation communications digital displays that will promote efficient roadways, increase public transit ridership, improve public safety and provide revenue generation for LACMTA’s transportation programs. The TCN may consist of the following elements:</p> <p>1. <u>Intelligent Transportation System, Travel Demand and Public Event Management</u>. The TCN will be integrated with the LACMTA’s Regional Intelligent Information Transportation Systems (RIITS) that works in coordination with all of the major transportation agencies and bus lines such as Caltrans, the Los Angeles Department of Transportation (LADOT), California Highway Patrol (CHP), Foothill Transit and the Los Angeles County Department of Public Works to maximize the capacity and efficiency of the regional transportation network. The additional intelligent technology components will assist LACMTA in increasing the quantity and speed of data collection of real time travel/traffic data, processing and transmission to transit agencies. Real time data collection can support improved traffic signaling timing information, traffic signal timing data, Micro Transit data and LACMTA van pool on-demand services. The TCN will improve the bus rider’s experience by helping to facilitate transit signal priority, bus wi-fi, and bus timing information that can be relayed to bus riders. The TCN can also support event congestion data for LAX, Dodger Stadium, Hollywood Bowl and other large venues, including travel demand management services for the 2028 Olympic and Paralympic Games, including providing information on available parking spaces in Park-and-Ride lots.</p> <p>2. <u>Public Transit Promotion and LACMTA Communications</u> The TCN will assist LACMTA’s transportation public messaging and ability to broadcast this information in various creative ways to commuters to ensure public safety, maximize throughput of our congested road network, and promote public awareness of travel alternatives based on geography and time periods.</p>

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	<p>3. <u>Public Safety, Emergency Messaging.</u> The program will be incorporated into the alert information for the freeway messaging system and major arterial network for the region, including Earthquake Early Warning System information as well as Amber Alerts.</p> <p>4. <u>Transportation Technology Innovation Initiatives.</u> The program structures will be designed to include programs, such as 5G technology, as well as live video and security feeds to supplement the limited number of existing cameras on the freeway and street corridors. TCP will be designed to support future innovations such as Autonomous vehicles, Smart energy grids, and high-speed wireless cameras.</p> <p>5. <u>Revenue Generation for Transportation Projects.</u> The digital displays in the TCN will also allow off-site advertising. Revenue generated by this program will be utilized by the LACMTA and City to fund transportation programs.</p>
<b>Static Billboard Takedown</b>	The TCN will result in the removal of up to 320 static billboards from LACMTA property at no cost to LACMTA, of which approximately 200 are in the City of Los Angeles
<b>Potential Locations</b>	LACMTA will comply with all local, state and federal laws relating to locations and other aspects of the signs in accordance with the legislation to be enacted with respect to the LACMTA TCN and the signs that are a part thereof. Signs will not be placed in or within 200-feet of residential zones or will not be oriented facing residential zones within such 200-foot distance.
<b>City Review of Los Angeles Locations</b>	The LACMTA will notify the City of the locations and design of the TCN structures located in the City prior to commencement of environmental compliance review, as described below.
<b>Environmental Compliance Review and Local Legislative Approval</b>	<p>For any location for new transportation communications displays, the LACMTA acting as lead agency shall comply with all applicable requirements of the California Environmental Quality Act (“CEQA”) prior to implementation. Environmental compliance shall be conducted on a programmatic basis with respect to the initial locations that are included in the TCN, as such locations may be reasonably modified or updated from time to time. However, the MOA itself does not have any physical impacts and is not considered a project under CEQA.</p> <p>The enforceability of the LACMTA TCN shall be contingent upon the City enacting legislation that allows off-site advertising to be displayed on the signs. The LACMTA CEQA reports and analysis for the project shall encompass any City legislative changes needed</p>



**PRIVILEGED & CONFIDENTIAL WORKING DRAFT**

	to allow for the furtherance of this program. The City agrees to pay for 50% % of LACMTA's or its agent's cost of CEQA analysis and reports.
<b>Shared Revenue</b>	LACMTA and the City shall each receive 50% of the Net Advertising Revenue from the TCN displays located in the City of Los Angeles (the "Shared Revenue"). "Net Advertising Revenue" shall be defined as all revenue actually received by LACMTA from the placement of advertising media on the TCN displays during the applicable term, less Metro out of pocket expenses with respect to the LACMTA TCN, including, without limitation, operating expenses, CEQA and costs of litigation.
<b>Intent for Use of Funds</b>	<p>It is the intent of both Parties that funds are to be used for new, transit improvement projects and not as a subsidy for existing operations.</p> <p>The revenues from the TCN shall be used for transportation purposes consistent with the following goals of the LACMTA Vision 2028 Plan:</p> <ul style="list-style-type: none"><li>• Provide high-quality mobility options that enable people to spend less time traveling</li><li>• Deliver outstanding trip experiences for all users of the transportation system</li><li>• Enhance communities and lives through mobility and access to opportunity</li><li>• Transform LA County through regional collaboration and national leadership</li></ul> <p>These goals require partnership with the City and complement existing City goals.</p> <p>Eligible uses shall benefit bus riders in City of Los Angeles, with a focus on low-income, persons of color in LACMTA's defined Equity Focus Communities. Bus ridership in Los Angeles is disproportionately poor (median income of under \$18,000), Latinx, Black, or indigenous, and essential service workers.</p> <p>New funding presents an opportunity to reinvest in disadvantaged communities and provide more equitable outcomes in the City where, for example: (i) Metro's NextGen Bus Plan calls for the significant increase of bus service, from 7 million bus service hours to 9.4 million bus service hours; (ii) 61% of bus stops in the City do not have shelters to shade bus riders from the hot sun; and (ii) 57% of bus stops in the City do not have seating for waiting riders.</p>
<b>Eligible Uses</b>	The City agrees to use such revenue for transportation related purposes as defined in Attachment A, Eligible Uses.

**PRIVILEGED & CONFIDENTIAL WORKING DRAFT**

	<p>LACMTA and the City will appoint an oversight committee comprised of representatives from LACMTA and City to mutually agree on a three year TCN expenditure plan for Eligible Uses. This TCN expenditure plan will be updated at least once every two years by mutual agreement. Each year, LACMTA will provide an estimate of the projected City's Shared Revenues, but does not guarantee such Shared Revenues. City administrative and planning costs shall be no more than 0.5% per year of the TCN Expenditure Plan.</p>
<b>Disbursement of Funds and Audit</b>	<p>Funds will be disbursed initially to Metro for audit and verification; Metro will then remit the City's portion within 60 days of verification of accuracy of funds.</p> <p>Metro will conduct a financial and compliance audit, comparable to those related to the Measure R and Measure M "local return" programs, to verify adherence to the Agreement. Audits will be performed in accordance with generally accepted auditing standards and include examining the amounts and disclosures in the City's basic financial statements.</p> <p>It is the City's responsibility to maintain proper accounting records and documentation to facilitate the performance of the audit. The City can be held accountable for excess audit costs arising from poor cooperation and inaccurate accounting records that would cause delays in the completion of the required audits.</p> <p>Non-compliance with the Eligible Uses or any other provision of the Agreement may result in the suspension of funds.</p>
<b>Effective Date</b>	<p>Date on which the Agreement is executed by both Parties.</p>
<b>Term</b>	<p>The Shared Revenue shall continue for the life of the digital display improvements that are environmentally cleared as per the MOA up to a period of 20 years. Following such 20-year period the City and LACMTA shall negotiate in good faith to extend the terms of this MOA.</p>
<b>Good Faith Negotiations</b>	<p>During the MOA negotiating period, each Party shall negotiate in good faith with the other Party to enter into an MOA for the implementation of the TCN in accordance with the terms set forth herein.</p>
<b>Further Assurances</b>	<p>This Term Sheet demonstrates the intention of the Parties in documenting and implementing a MOA that is necessary to permit the TCN. Each Party agrees that it will, at any time and from time to time, upon the written request of the other Party, do such further acts and things, as the requesting Party may reasonably request in order to effectuate the purposes of this MOA.</p>

**PRIVILEGED & CONFIDENTIAL WORKING DRAFT**

<b>Illumination/ Brightness</b>	The LACMTA shall coordinate with the City related to illumination, brightness and other requirements related to the transportation communications displays. The signs shall comply with the applicable sections of the City building code with respect to sign illumination.
<b>Assignment</b>	The MOA shall not be assigned by either Party.
<b>Governing Law</b>	This Term Sheet and the MOA shall be governed and construed in accordance with California law.



## **PRIVILEGED & CONFIDENTIAL WORKING DRAFT**

### **ATTACHMENT A**

#### **ELIGIBLE USES**

Eligible uses for shared revenues must produce benefits that align with the following priorities:

- Speed/service quality: improvement to the competitiveness of bus travel times and quality of service.
- Ease: improvement to the simplicity of paying and validating fare (e.g., on and off-board fare collection) on LACMTA and municipal buses, trip planning/wayfinding, accessibility of bus stops and key destinations, and the ease of the transfer experience.
- Safety and Comfort: improvement to the safety and security of bus riders on board and/or at a stop, including the cleanliness and comfort of the waiting environment.
- First/Last Mile: improving accessibility to and from transit stops and improving safety for pedestrians and cyclists in the general vicinity of transit stops.

Examples of eligible transportation investments include, but are not limited to:

- Corridor Improvements to Improve Bus Speed and Reliability
  - Signal priority
  - Bus only lanes
  - Bus lane colorization on high frequency bus areas
- Bus Stop Improvements (see Metro Transfers Design Guide)
  - Americans with Disabilities Act (ADA) Improvements at or near bus stops (bus landing/ADA pads, crosswalk upgrades, sidewalk replacements) up to and including adjacent intersections
  - Bus rider Information/signage at bus stops (non-commercial – rider alerts, next bus, transit service related, etc.); transit-related wayfinding
  - Shelters and shade protection (including shade trees)
  - Pedestrian Lighting at or near bus stops up to and including adjacent intersections
  - Seating or leaning improvements at bus stops
  - Recycling/trash receptacles
  - Maintenance and cleaning of bus stops and zones
- Bus Speed Improvement Infrastructure
  - Signalization of unsignalized intersections or signage upgrades
  - Intersection Transit Signal Priority hardware and software (new or upgraded, including reprogramming)
  - Stop reconfiguration: bulb-outs, lengthening of zones for multiple buses or larger capacity/multiple door buses (as dictated by demand)
  - Stop relocations (nearside to far side) with associated civil works
  - Bus pads at bus stops (in the street)
  - Queue jumps etc. (signage/stripping, signals)
  - Intersection improvements (widening beyond restriping)

**PRIVILEGED & CONFIDENTIAL WORKING DRAFT**

- All door validators for new and existing buses and/or pre-boarding fare collection equipment (validators)
- Intermodal hubs (see Metro Transfers Design Guide) – improvements to public rights-of-way adjacent to or part of intermodal hubs on Metro or other transit agency property
- Hubs and Layovers (passenger or non-passenger) to accommodate increased service frequencies:
  - Restriping existing hubs and layovers to add capacity
  - Construction of additional bays at existing facilities (including land acquisition)
  - Construction of new hubs or layovers (including land acquisition)
- LACMTA and municipal bus marketing, outreach, communication and community programs



# TRANSPORTATION COMMUNICATION NETWORK

## MEMORANDUM OF AGREEMENT WITH CITY OF LOS ANGELES

Executive Management Committee  
April 2021  
Item 44

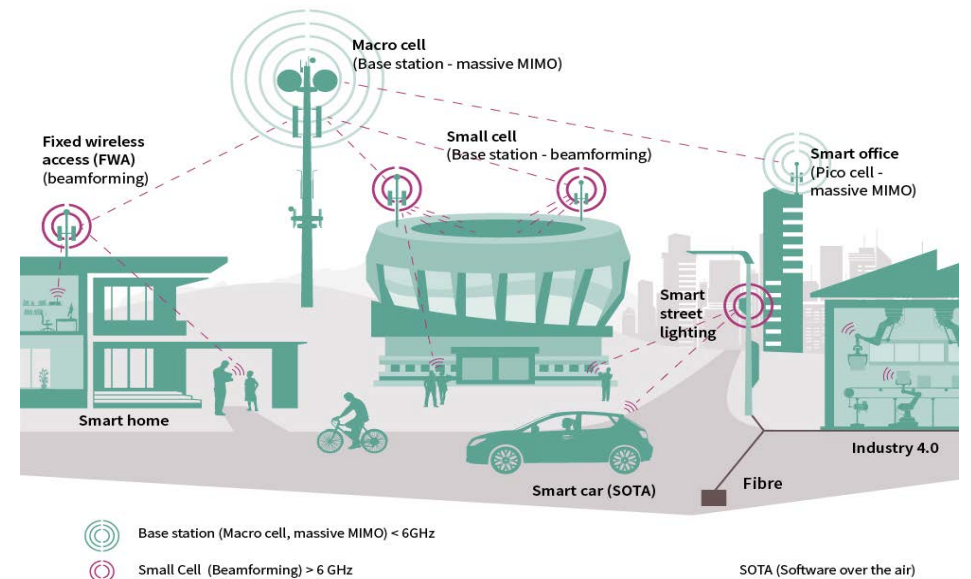


# BOARD ACTION

**AUTHORIZE the Chief Executive Officer (CEO) to execute a Memorandum of Agreement (MOA) with the City of Los Angeles for Metro's Transportation Communication Network (TCN) on Metro rail right-of-way within the City of Los Angeles**



*Autonomous Vehicles*



# TERMS OF THE MEMORANDUM OF AGREEMENT

- Metro is the lead CEQA agency
- Contingent on the City enacting legislation that allows Metro to have off-site advertising on signs
- The City and Metro each receive 50% of net revenues (after costs)
- 20-year term with provision to negotiate in good faith to extend
- City revenues to be used on new transit improvement projects such as
  - Speed/service quality
  - Ease of use
  - Safety and comfort
  - First/Last Mile



*LA Metro's Emergency Security Operations Center*



**High Speed Wireless  
Cameras**



# FINANCIAL IMPACT

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- No impact to budget
- No capital outlay required
- Generates additional revenue



*LA Metro's Emergency Security Operations Center*



**High Speed Wireless  
Cameras**

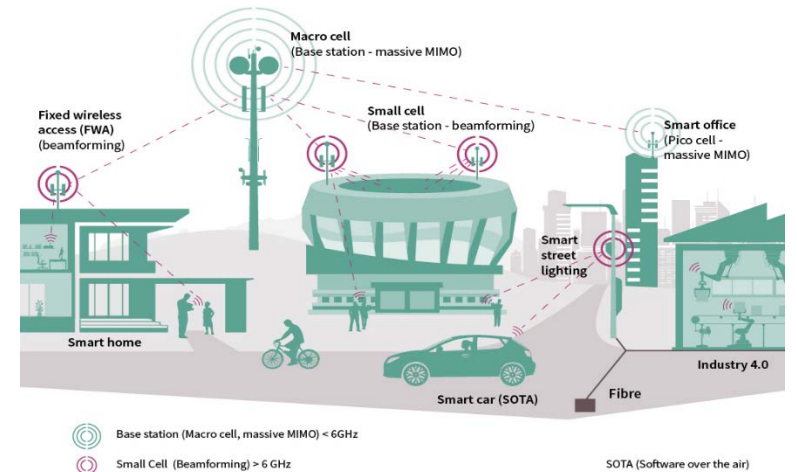




# NEXT STEPS

If approved,

- Metro Real Estate will work with the City of Los Angeles to execute the MOA.
- Upon Execution, Metro will commence the CEQA process at no upfront cost to Metro.
- Staff will return to the Board for CEQA approval before program implementation.





Metro

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

## Board Report

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**File #:** 2021-0073, **File Type:** Oral Report / Presentation

**Agenda Number:** 46.

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**EXECUTIVE MANAGEMENT COMMITTEE  
APRIL 15, 2021**

**SUBJECT: CCO QUARTERLY REPORT**

**ACTION: ORAL REPORT**

**RECOMMENDATION**

RECEIVE CCO Quarterly Oral Report

Prepared by: Yvette Rapose, Chief Communications Officer  
(213) 418-3154

Reviewed by: Yvette Rapose, Chief Communications Officer  
(213) 418-3154

A handwritten signature in black ink, appearing to read 'Phillip A. Washington', written over a horizontal line.

Phillip A. Washington  
Chief Executive Officer



# Chief Communications Officer Report

Executive  
Management  
Committee

April 2021



## Arts and Design Programs



Envisioned by Artist  
**LAURA VAZQUEZ RODRIGUEZ**

Visit [metro.net/art](http://metro.net/art)



Project Title & Description	19-7061-002 BYD Exterior - Details
42 ft	

Designer(s)  
T Kracauer

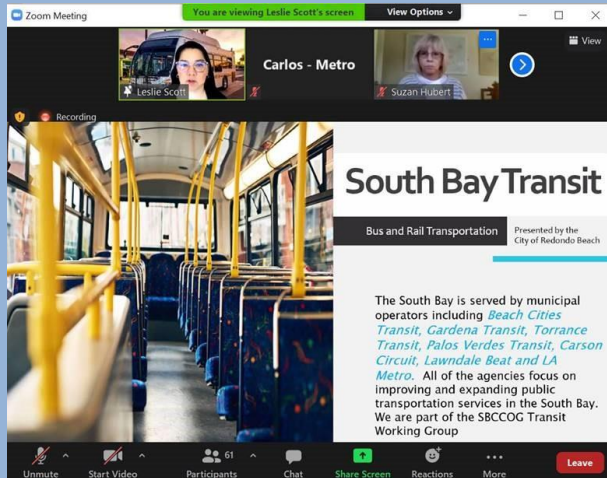
<b>Lead Designer</b> S. McLaughlin	<b>Project Mgr</b> K. Buono
<b>Interior</b>	<b>Exterior</b>

**Director, Arts & Design**  
Susan Gray

EXPANSION  
**GS-001**  
SCALE  
AS NOTED  
SHEET NO.  
1 OF 1



# Community Relations



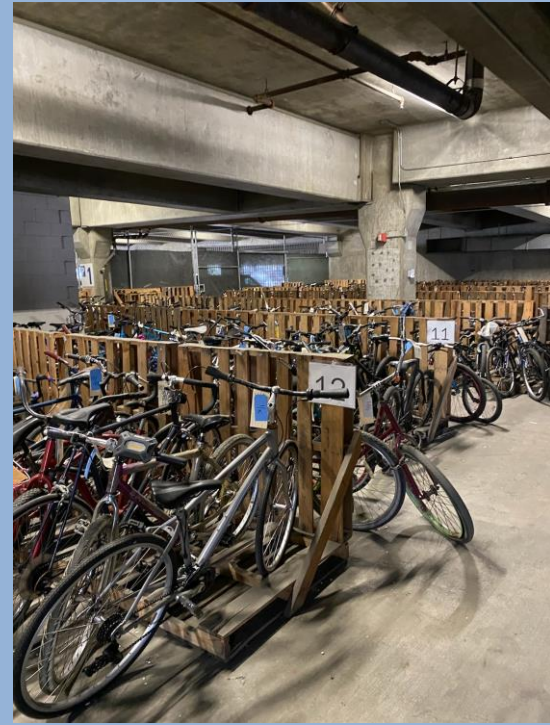
# Customer Care

Customer Programs & Services  
packaged and bagged over  
170,000 masks for public  
distribution



*CSA diligently packaging PPE*

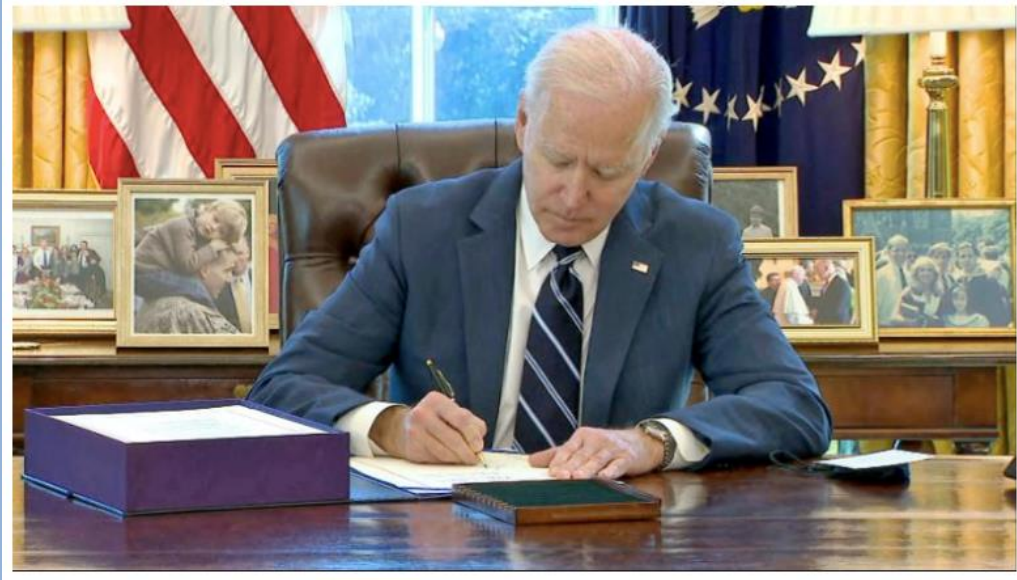
Adopt-A-Bike program launched  
and have successfully transferred  
249 bikes to County Wide  
Planning



*Metro Bike Cage*



# Government Relations



## Federal Highlight:

- Metro advocated for American Rescue Plan Act, which included over \$1 billion in federal transit funding for LA County

## State Highlight:

- Metro's bill to expedite CEQA litigation for transit projects – Senate Bill 44 (Allen) passed the Senate Environmental Quality Committee by unanimous vote

# Marketing

## Bus Operator Recruitment

Activated paid media (March), owned channels assets, developed refreshed recruitment web page and flyer

- [Metro.net/drivela](https://metro.net/drivela)



**Metro is hiring bus operators.**

Metro bus operators are crucial to keeping LA on the move. Get in the driver's seat with us.

We train you how to drive, and you get plenty of experience and opportunities to build a great career in public transit. Metro uses stepped-up safety protocols and personal protective equipment to keep our employees safe.

**What you need to qualify:**

- > 21+ years of age
- > Good driving record (DMV K-4 printout)
- > California Class C driver's license
- > Six months minimum of customer service experience

**Great hourly pay**  
Start at \$16.90 per hour as a bus operator, with incremental pay rate increases up to \$26.01.

**Full benefits**  
Metro offers medical and dental insurance, plus pension and retirement plans.

**Part time**  
Part time with potential to become full time.

**Unionized**  
Your safety and stability are union-represented.

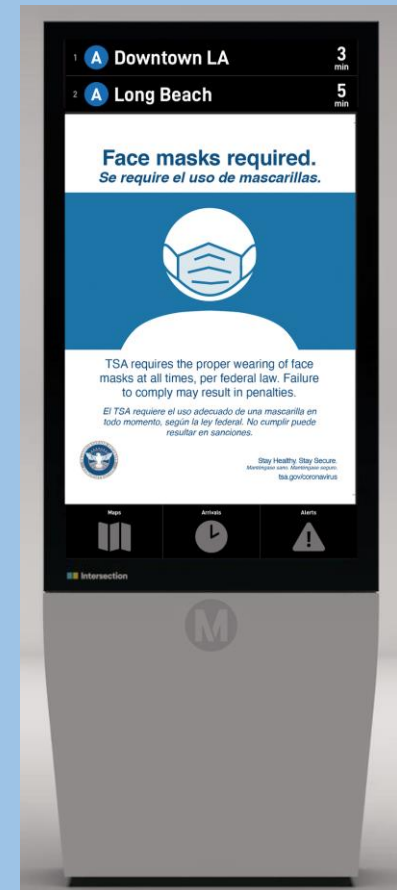
**Room to grow**  
Opportunities for trainings and to move up in your career.

**APPLY NOW AT**  
[metro.net/drivela](https://metro.net/drivela)

**Metro**

## CDC Face Mask Mandate


In February, the face mask mandate message was refreshed and updated across our system




1 **A Downtown LA** 3 min

2 **A Long Beach** 5 min

**Face masks required.**  
*Se requiere el uso de mascarillas.*



TSA requires the proper wearing of face masks at all times, per federal law. Failure to comply may result in penalties.  
*El TSA requiere el uso adecuado de una mascarilla en todo momento, según la ley federal. No cumplir puede resultar en sanciones.*

 Stay Healthy. Stay Secure.  
Respetando sus derechos y su privacidad. [tsa.gov/coronavirus](https://tsa.gov/coronavirus)

Maps Arrivals Alerts

Interaction

**M**

# Public Relations

## Frontline Workers Video



- Completed and released 10-minute video on our pandemic response
- Used first for Excellence Awards and then Metro social media
- Well received by staff and by public with 10,000-plus views thus far





**Thank you.  
Questions?**