



**Metro**

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

**Agenda - Final Revised**

**Thursday, January 16, 2025**

**11:00 AM**

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5647249# (English) or 7292892# (Español)

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## **Executive Management Committee**

*Janice Hahn, Chair  
Fernando Dutra, Vice Chair  
Kathryn Barger  
Karen Bass  
Hilda Solis  
Gloria Roberts, non-voting member*

*Stephanie Wiggins, Chief Executive Officer*

***DUE TO THE CURRENT STATE OF EMERGENCY, THE COMMITTEE WILL MEET  
VIRTUALLY.***

**METROPOLITAN TRANSPORTATION AUTHORITY BOARD AGENDA RULES**  
(ALSO APPLIES TO BOARD COMMITTEES)

**PUBLIC INPUT**

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

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

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

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

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

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

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

**INFORMATION RELATING TO AGENDAS AND ACTIONS OF THE BOARD**

Agendas for the Regular MTA Board meetings are prepared by the Board Clerk and are available prior to the meeting in the MTA Records Management Department and on the Internet. Every meeting of the MTA Board of Directors is recorded and is available at <https://www.metro.net> or on CD's and as MP3's for a nominal charge.

## DISCLOSURE OF CONTRIBUTIONS

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

## ADA REQUIREMENTS

Upon request, sign language interpretation, materials in alternative formats and other accommodations are available to the public for MTA-sponsored meetings and events. All requests for reasonable accommodations must be made at least three working days (72 working hours) in advance of the scheduled meeting date. Please telephone (213) 364-2837 or (213) 922-4600 between 8 a.m. and 5 p.m., Monday through Friday. Our TDD line is (800) 252-9040.

Requests can also be sent to [boardclerk@metro.net](mailto:boardclerk@metro.net).

## LIMITED ENGLISH PROFICIENCY

A Spanish language interpreter is available at all Committee and Board Meetings. All other languages must be requested 72 hours in advance of the meeting by calling (213) 364-2837 or (213) 922-4600. Live Public Comment Instructions can also be translated if requested 72 hours in advance.

Requests can also be sent to [boardclerk@metro.net](mailto:boardclerk@metro.net).



**323.466.3876**

x2 *Español (Spanish)*

x3 *中文 (Chinese)*

x4 *한국어 (Korean)*

x5 *Tiếng Việt (Vietnamese)*

x6 *日本語 (Japanese)*

x7 *русский (Russian)*

x8 *Հայերէն (Armenian)*

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General Information/Rules of the Board - (213) 922-4600

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

**Live Public Comment Instructions:**

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

The Meeting begins at 11:00 AM Pacific Time on January 16, 2025; you may join the call 5 minutes prior to the start of the meeting.

Dial-in: 888-978-8818 and enter  
English Access Code: 5647249#  
Spanish Access Code: 7292892#

***Public comment will be taken as the Board takes up each item. To give public comment on an item, enter #2 (pound-two) when prompted. 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 se pueden dar por telefono o en persona.

La Reunion de la Junta comienza a las 11:00 AM, hora del Pacifico, el 16 de Enero de 2025. Puedes unirte a la llamada 5 minutos antes del comiense de la junta.

Marque: 888-978-8818 y ingrese el codigo  
Codigo de acceso en ingles: 5647249#  
Codigo de acceso en espanol: 7292892#

***Los comentarios del público se tomara cuando se toma cada tema. Para dar un comentario público sobre una tema ingrese # 2 (Tecla de numero y dos) cuando se le solicite. 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 and your position of "FOR," "AGAINST," "GENERAL COMMENT," or "ITEM NEEDS MORE CONSIDERATION."

Email: BoardClerk@metro.net

Post Office Mail:

Board Administration

One Gateway Plaza

MS: 99-3-1

Los Angeles, CA 90012

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

50. **SUBJECT: STATE OF EMERGENCY - AUTHORIZATION TO MEET VIRTUALLY** [2025-0018](#)

**RECOMMENDATION**

AS A RESULT of the current state of emergency as proclaimed by the Governor, meeting in person would present imminent risks to the health and safety of the attendees.

**Attachments:** [Attachment A - Proclamation of a State of Emergency](#)

20. **SUBJECT: ADVERTISING AND COMMUNICATIONS SERVICES** [2024-1099](#)

**RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to:

- A. AWARD a firm fixed unit rate Contract No. PS123964000 to GP Generate, LLC to provide advertising and communications services in the Not-to-Exceed (NTE) amount of \$1,435,875 for the three-year base term, and \$957,250 for the two-year option term, for a total NTE amount of \$2,393,125, effective February 15, 2025, subject to resolution of any properly submitted protest(s), if any; and
- B. PASS-THROUGH the award of individual media purchases associated with the advertising and media services to be provided by GP Generate, LLC for a total NTE amount of \$9,000,000 for the first three-year period and additional pass-through costs of \$6,000,000 for the option term under Contract No. PS123964000, for a total combined NTE contract value of \$17,393,125.

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

**21. SUBJECT: BOARD ADMINISTRATION 5-YEAR STRATEGIC PLAN  
ANNUAL UPDATE**

[2024-0757](#)

**RECOMMENDATION**

RECEIVE AND FILE the Board Administration 5-Year Strategic Plan annual update (Attachment C).

**Attachments:**      [Attachment A - Board Administration Strategic Plan](#)  
[Attachment B - Motion 43](#)  
[Attachment C - Detailed Strategic Plan Updates](#)  
[Presentation](#)

**22. SUBJECT: STATE AND FEDERAL REPORT**

[2024-1125](#)

**RECOMMENDATION**

RECEIVE AND FILE January 2025 State and Federal Legislative Report.

**Attachments:**      [Presentation](#)

**23. SUBJECT: RENAMING C- LINE "LONG BEACH BLVD" STATION TO  
"LYNWOOD" STATION MOTION**

[2025-0011](#)

**RECOMMENDATION**

APPROVE Motion by Hahn, Solis, Dutra, and Dupont-Walker that the Board direct the Chief Executive Officer to:

- A. Rename the Metro station currently known as "Long Beach Blvd" to "Lynwood Station," better representing the city of Lynwood and the surrounding neighborhoods that the station serves and fostering a connection between the Metro system and the local community;
- B. Notify the City of Lynwood, local businesses, community organizations, and other key stakeholders about the name change in advance of the official rollout;
- C. Launch a public awareness campaign via social media, Metro's website, and local news outlets to inform the public of the change; and
- D. Update station signs, platform displays, and digital information systems to reflect the new name.

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**11. SUBJECT: I-605 CORRIDOR IMPROVEMENT PROJECT (CIP) -  
MOTION 42 FINAL REPORT**[2024-0536](#)**RECOMMENDATION**

## CONSIDER:

- A. RECEIVING AND FILING the I-605 CIP Community Outreach Summary Report (Attachment A) that describes the community reengagement meetings that were held to present revised alternatives and findings in accordance with Board Motion 42 (Attachment B); and
- B. REAUTHORIZING the work that is needed to re-initiate the environmental review phase of the I-605 CIP with an emphasis on safety and multimodal projects, with the understanding that all Alternatives may be subject to Vehicle Miles Traveled (VMT) mitigation analysis except Alternative 2.

**Attachments:**      [Attachment A - I 605 CIP Community Outreach Meetings Sum. Report](#)  
[Attachment B - Board Motion 42 \(File #2020-0733\)](#)  
[Attachment C - Crash Severity Data from 2019 to 2023](#)  
[Attachment D - Proposed Complete Street and Multimodal Elements](#)

(ALSO ON PLANNING AND PROGRAMMING COMMITTEE)

**SUBJECT: GENERAL PUBLIC COMMENT**[2024-1159](#)

RECEIVE General Public Comment

**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**

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**File #:** 2025-0018, **File Type:** Proclamation

**Agenda Number:** 50.

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**EXECUTIVE MANAGEMENT COMMITTEE  
JANUARY 16, 2025**

**SUBJECT: STATE OF EMERGENCY - AUTHORIZATION TO MEET VIRTUALLY**

**ACTION: APPROVE RECOMMENDATION**

**RECOMMENDATION**

AS A RESULT of the current state of emergency as proclaimed by the Governor, meeting in person would present imminent risks to the health and safety of the attendees.



**EXECUTIVE DEPARTMENT  
STATE OF CALIFORNIA**

**PROCLAMATION OF A STATE OF EMERGENCY**

**WHEREAS** on January 7, 2025, the Palisades Fire ignited in Los Angeles County, burning over 1,200 acres as of the time this Proclamation is issued; and

**WHEREAS** high winds, low humidity, and dry conditions have increased the intensity and spread of the Palisades Fire, causing imminent threat to life with Red Flag warnings in effect in Los Angeles and Ventura Counties and widespread dangerous windstorm conditions with damaging wind gusts of 50 to 80 mph forecasted; and

**WHEREAS** the Palisades Fire and windstorm conditions threaten structures, homes, and critical infrastructure, including power lines and water tanks, and have prompted evacuation orders and warnings and impacted the access route to the Palisades Highlands community; and

**WHEREAS** in response to a request from the Governor's Office of Emergency Services, the Federal Emergency Management Agency approved a Fire Management Assistant Grant to assist with the mitigation, management, and control of the Palisades Fire on January 7, 2025; and

**WHEREAS** under the provisions of Government Code section 8558(b), I find that conditions of extreme peril to the safety of persons and property exist due to impacts of the Palisades Fire and windstorm conditions in Los Angeles and Ventura Counties; and

**WHEREAS** under the provisions of Government Code section 8558(b), I find that the conditions caused by the Palisades Fire and windstorm conditions, by reason of their magnitude, are beyond the control of the services, personnel, equipment, and facilities of any single local government and require the combined forces of a mutual aid region or regions to appropriately respond; and

**WHEREAS** under the provisions of Government Code section 8625(c), I find that local authorities are inadequate to cope with the magnitude of the damage caused by the Palisades Fire and windstorm conditions; and

**WHEREAS** under the provisions of Government Code section 8571, I find that strict compliance with various statutes and regulations specified in this Proclamation would prevent, hinder, or delay the mitigation of the effects of the Palisades Fire and windstorm conditions.

**NOW, THEREFORE, I, GAVIN NEWSOM**, Governor of the State of California, in accordance with the authority vested in me by the State Constitution and statutes, including the California Emergency Services Act, and in particular, Government Code section 8625, **HEREBY PROCLAIM A STATE OF EMERGENCY** to exist in Los Angeles and Ventura Counties due to the Palisades Fire and windstorm conditions.

**IT IS HEREBY ORDERED THAT:**

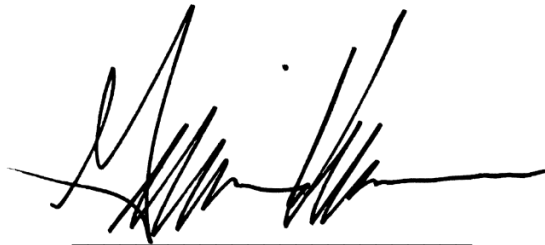
1. All agencies of the state government utilize and employ state personnel, equipment, and facilities for the performance of any and all activities consistent with the direction of the Office of Emergency Services and the State Emergency Plan. Also, all residents are to obey the direction of emergency officials with regard to this emergency in order to protect their safety.
2. The Office of Emergency Services shall provide assistance to local governments, if appropriate, under the authority of the California Disaster Assistance Act, Government Code section 8680 et seq., and California Code of Regulations, Title 19, section 2900 et seq.
3. As necessary to assist local governments and for the protection of public health and the environment, state agencies shall enter into contracts to arrange for the procurement of materials, goods, and services necessary to quickly assist with the response to and recovery from the impacts of this emergency. Applicable provisions of the Government Code and the Public Contract Code, including but not limited to travel, advertising, and competitive bidding requirements, are suspended to the extent necessary to address the effects of this emergency.
4. The California National Guard may be mobilized under Military and Veterans Code section 146 to support disaster response and relief efforts, as directed by the Office of Emergency Services, and to coordinate with all relevant state agencies and state and local emergency responders and law enforcement within the impacted areas. Sections 147 and 188 of the Military and Veterans Code are applicable during the period of participation in this mission, exempting the California Military Department from applicable procurement rules for specified emergency purchases, and those rules are hereby suspended.
5. Adequate state staffing during this emergency is necessary for all state agencies and departments with an assigned response and/or recovery role. Consistent with applicable federal law, work hour limitations for retired annuitants, permanent and intermittent personnel, and state management and senior supervisors, are suspended. Furthermore, reinstatement and work hour limitations in Government Code sections 21220, 21224(a), and 7522.56(b), (d), (f), and (g), and the time limitations in Government Code section 19888.1 and California Code of Regulations, title 2, sections 300-303 are suspended. All other restrictions must be adhered to for retired annuitants. The Director of the California Department of Human Resources must be notified of any individual employed in state government pursuant to these suspensions. The suspension of statutes identified in this Paragraph shall also apply to local governments, as applicable, to ensure adequate staffing to appropriately respond to this emergency in Los Angeles and Ventura Counties. Local governmental agencies shall notify the California Public Employees' Retirement System of any individual employed by an agency pursuant to this Paragraph.

6. The limitation for the period of employment for State Personnel Board emergency appointments, as provided in Government Code section 19888.1, is suspended for positions required for emergency response and/or recovery operations related to this emergency in Los Angeles and Ventura Counties. The requirements and period of employment for such appointments will be determined by the Office of Emergency Services, but shall not extend beyond the termination date of the State of Emergency.

**I FURTHER DIRECT** that as soon as hereafter possible, this Proclamation be filed in the Office of the Secretary of State and that widespread publicity and notice be given of this Proclamation.

This Proclamation is not intended to, and does not, create any rights or benefits, substantive or procedural, enforceable at law or in equity, against the State of California, its agencies, departments, entities, officers, employees, or any other person.

**IN WITNESS WHEREOF** I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 7th day of January 2025.



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GAVIN NEWSOM  
Governor of California

**ATTEST:**

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SHIRLEY WEBER, PH.D.  
Secretary of State



## Board Report

File #: 2024-1099, File Type: Contract

Agenda Number: 20.

### EXECUTIVE MANAGEMENT COMMITTEE JANUARY 16, 2025

**SUBJECT: ADVERTISING AND COMMUNICATIONS SERVICES**

**ACTION: AWARD CONTRACT**

#### **RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to:

- A. AWARD a firm fixed unit rate Contract No. PS123964000 to GP Generate, LLC to provide advertising and communications services in the Not-to-Exceed (NTE) amount of \$1,435,875 for the three-year base term, and \$957,250 for the two-year option term, for a total NTE amount of \$2,393,125, effective February 15, 2025, subject to resolution of any properly submitted protest (s), if any; and
- B. PASS-THROUGH the award of individual media purchases associated with the advertising and media services to be provided by GP Generate, LLC for a total NTE amount of \$9,000,000 for the first three-year period and additional pass-through costs of \$6,000,000 for the option term under Contract No. PS123964000, for a total combined NTE contract value of \$17,393,125.

#### **ISSUE**

Metro's current media buying agency expires on February 28, 2025 and the new media buying agency will start on February 15, 2025 which ensures a smooth transition, avoids disruptions, and allows the new agency time to onboard. Media buying is essential for Metro to effectively communicate with its riders, the communities it serves and potential new riders.

Media buying, often referred to as advertising, enables strategic placement of communication materials including ads across a multitude of media channels and environments with custom messaging to address riders' specific needs. Strategic media buying ensures Metro's transit information and recommendations reach the right audiences, empowering riders to navigate the city efficiently and encouraging non-transit riders to try using Metro. Metro does not have the staff internally to implement media buys. To ensure no disruption in communications outreach efforts, Metro must use a media agency with advanced digital marketing expertise, local insights, and the ability to maximize impact across all platforms.

#### **BACKGROUND**

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A media buying agency is vital for Metro to maximize its ability to reach key audiences, particularly in Equity Focus Communities (EFCs). Strategic ad placements across media channels require a team to research and secure premium exposure at optimal rates, ensuring cost-effective outreach. With a dedicated advertising agency, Metro can deliver tailored transit messaging to underserved areas, and maximize investments by ensuring campaigns are effective, affordable, and efficient wherever they are placed.

Additionally, Metro does not have the same purchasing power as specialized media agencies, which can secure more favorable rates due to their leverage and buying power across multiple clients. Partnering with a media agency will ensure Metro maximizes the value of the media investments while benefiting from industry expertise and cost efficiencies.

The increase in Metro's media placements to retain and attract new riders demands more data analysis, media buying on newer platforms, and creative development, all requiring specialized staff and accounting support. To meet Metro's growing needs, the goal of this procurement was to contract a full-service media buying agency with capabilities to support transit ridership growth, announcing rail openings, service changes, safety improvements, community outreach events and more. This new agency will work closely with Metro's marketing team to assess the advertising budget and develop integrated plans for campaigns that advance Metro's products, services, and brand. The contract will enhance Metro's strategy across all advertising channels, including print, outdoor, broadcast, experiential, digital, programmatic, native, paid and organic search, social, mobile, and emerging media.

## **DISCUSSION**

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

- Advertising Strategy Services
- Media Planning and Buying Services
- Analytics and Insight Services
- Creative Development Services
- Administration and Billings Services

These services include developing integrated media strategies and executing media buys across paid, earned, and owned channels. This involves identifying emerging media opportunities, supporting social media campaigns, negotiating competitive advertising rates, and fostering relationships with multiethnic media outlets to target local communities. Services also include researching the effectiveness of individual advertising outlets in delivering Metro's message. The focus is on digital channels and social media platforms, using content such as display, native ads, rich media, and mobile executions. Additionally, the contract covers end-to-end billing management,

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coordinating with vendors/media partners, and submitting consolidated monthly invoices to Metro Accounts Payable department. Payments for media buys will be treated as pass-through expenses per campaign or project.

### **DETERMINATION OF SAFETY IMPACT**

There are no safety issues or impacts 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 \$2,393,125 in advertising and communications services along with the estimated \$15,000,000 pass-through costs over the five years that the contract will be in place. The pass-through costs, inclusive of a two-year option, are for both traditional marketing channels (broadcast & cable TV, terrestrial radio, print, outdoor, experiential) and digital channels (websites, social media, native, paid & organic search, connected TV, streaming TV & radio, programmatic and emerging media).

The FY25 Budget includes \$104,523 in Cost Center 7140, Marketing, under Projects 306001 Operations Transportation and 300033 Rail Operations - C Line, for this contract.

Since this is a multi-year contract, the cost center manager and Chief Customer Experience Officer will be accountable for budgeting the cost in future years.

#### **Impact to Budget**

The sources of funding are operating eligible federal, state, and local resources, which are eligible for bus and/or rail operating expenses.

### **EQUITY PLATFORM**

The recommended media agency contract reinforces Metro's dedication to equity and inclusion by implementing targeted strategies to effectively engage all customers and stakeholders. This initiative prioritizes outreach to communities of color and underserved populations through various disciplines, including strategic marketing and communications, messaging, creative design, content development, partnerships, and public relations. Engagement with Community-Based Organizations (CBOs) will be incorporated into strategic marketing plans as needed. By understanding how marginalized or vulnerable communities interact with the city and the transit system, Metro aims to enhance communication, drive equitable outcomes, and improve the customer experience.

The recommended agency demonstrates a strong commitment to advancing diversity, equity, and inclusion. Its innovative and precise approach to media planning and buying reflects its dedication to connecting with low-income groups, people of color, and other marginalized populations. The agency utilizes industry research and analytics tools to deepen media buying strategy and engagement with diverse and multicultural communities.

The Diversity and Economic Opportunity Department (DEOD) established a 3% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE) goal for this solicitation. GP

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Generate LLC, a SBE prime, exceeded the goal by making a 42.96% SBE and 6.53% DVBE commitment.

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

The recommended actions support the following goals:

Goal 1: Provide high-quality mobility options that enable people to spend less time traveling.

Goal 2: Deliver outstanding trip experiences for all users of the transportation system.

Goal 3: Provide responsive, accountable, and trustworthy governance within the Metro organization.

A new media buying agency contract will allow the agency to effectively reach and communicate to diverse ethnic and socio-economic audiences authentically, meaningfully and responsively on all the agency's projects, programs and initiatives.

### **ALTERNATIVES CONSIDERED**

The Board could consider directing Metro to build the media buying team in house, but that alternative is not recommended. To meet Metro's high-volume advertising needs, Metro would require a media buying team with strong digital expertise and local connections. Establishing an in-house media buying and advertising team would require hiring at least six additional full-time employees with expertise in media planning and buying with a focus on digital marketing. In addition, staff would need to invest in new tools and software. Staff has determined that hiring an agency is not cost effective for Metro. This alternative would also require procurement and periodic upgrades of software and tools for campaign and tag management, ad serving, insights and analytics and market research to keep pace with the ever-evolving advertising and media landscape.

### **NEXT STEPS**

Upon Board approval, staff will execute Contract No. PS123964000 with GP Generate, LLC to provide advertising and communications services, effective February 15, 2025.

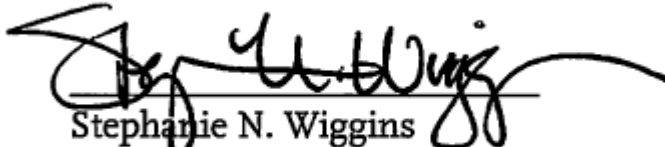
### **ATTACHMENTS**

Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by: Tiffany Srisook, Senior Director, Marketing, Marketing Strategy, (213) 922-5285  
John Gordon, Deputy Executive Officer, Marketing Strategy, (213) 922-2290  
Monica Bouldin, Chief Deputy Customer Experience Officer, (213) 922-4081  
Carolina Coppolo, Deputy Chief Vendor/Contract Management Officer (Interim),  
(213) 922-4471

Reviewed by: Jennifer Vides, Chief Customer Experience Officer, (213) 922-4060



Stephanie N. Wiggins  
Chief Executive Officer



**PROCUREMENT SUMMARY**

**ADVERTISING AND MEDIA SERVICES/PS123964000**

1.	<b>Contract Number: PS123964000</b>	
2.	<b>Recommended Vendor:</b> GP Generate, LLC	
3.	<b>Type of Procurement (check one):</b> <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.	<b>Procurement Dates:</b>	
	<b>A. Issued:</b> September 10, 2024	
	<b>B. Advertised/Publicized:</b> September 10, 2024	
	<b>C. Pre-Proposal Conference:</b> September 17, 2024	
	<b>D. Proposals Due:</b> October 14, 2024	
	<b>E. Pre-Qualification Completed:</b> November 26, 2024	
	<b>F. Ethics Declaration Forms Submitted to Ethics:</b> October 14, 2024	
	<b>G. Protest Period End Date:</b> January 21, 2025	
5.	<b>Solicitations Downloaded:</b> 81	<b>Bids/Proposals Received:</b> 7
6.	<b>Contract Administrator:</b> Britney Kirkwood Shedrick	<b>Telephone Number:</b> (213) 418-3313
7.	<b>Project Manager:</b> Tiffany Srisook	<b>Telephone Number:</b> (213) 922-5285

**A. Procurement Background**

This Board Action is to approve Contract No. PS123964000 to provide advertising and communications services to meet Metro’s diverse communication needs and align its messaging with the expectations and interests of its wide-ranging audience in Los Angeles County. Board approval of contract award is subject to resolution of any properly submitted protest(s), if any.

On September 10, 2024, Request for Proposals (RFP) No. PS123964 was issued as a competitive procurement in accordance with Metro’s Acquisition Policy and the contract type is a firm fixed unit rate. The Diversity & Economic Opportunity Department recommended a Small Business Enterprise (SBE) goal of 3% and a Disabled Veteran Business Enterprise (DVBE) goal of 3%. Further, the solicitation was subject to the Local Small Business Enterprise (LSBE) Preference which gives eligible proposers 5% preference bonus points added to their overall evaluation score for utilizing local small business firms.

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

A total of 81 downloads of the RFP were recorded in the planholders list. A virtual pre-proposal conference was held on September 17, 2024, and was attended by 28 participants representing 13 firms. There were 21 questions received, and responses were provided prior to the proposal due date.

A total of seven proposals were received by the proposal due date of October 14, 2024, from the following firms listed below in alphabetical order:

1. Acento Advertising, Inc.
2. Braven Agency, Inc.
3. GP Generate, LLC
4. Pastilla, Inc.
5. Pulsar Advertising, Inc.
6. Sensis, Inc.
7. Swell Creative Group, LLC

## **B. Evaluation of Proposals**

A Proposal Evaluation Team (PET) consisting of Metro staff from TAP- Systems Projects, Marketing- Special Projects, and Operations- Stations Experience Departments was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated based on the following evaluation criteria:

Phase I: Minimum Qualifications Requirements (Pass/Fail): Proposers must meet the following minimum qualifications requirements at the time of proposal submittal:

- Prime Contractor must have an office within the County of Los Angeles.
- Prime Contractor must have at least five years of experience providing advertising and media services similar to those required in the scope of services within Los Angeles County or other counties within the United States with similar geographic location and demographics to that of Los Angeles County.
- Prime Contractor must have existing or established relationships with multiethnic, multilanguage media channels, including Spanish, Korean, Chinese, Japanese, Armenian, Russian, Vietnamese, Khmer, Thai and more, with a particular emphasis on the Hispanic media market.

All seven proposals met the RFP minimum requirements and were further evaluated based on the following weighted evaluation criteria:

Phase II: Technical Evaluation

- Degree of the Team's Skills and Experience 35%
- Experience and Qualification of Proposed Personnel 25%
- Understanding of Work and Appropriateness of Approach for Implementation of Required Services 20%
- Price Proposal 20%
- Local Small Business Enterprise (LSBE) Preference Program (Bonus Points) 5%

Several factors were considered when developing these weights, giving the greatest importance to the degree of the team's skills and experience.

From October 18, 2024, through November 12, 2024, the PET independently evaluated and scored the technical proposals. At the conclusion of the evaluation, the PET determined GP Generate, LLC to be the top-ranked firm.

### **Qualifications Summary of Firms:**

#### **GP Generate, LLC**

GP Generate, LLC (GP Generate), headquartered in Los Angeles, CA, was established in March 2009. With 15 years of experience providing advertising and media services, GP Generate demonstrated in detail its capability to deliver strategic media buying rich digital content and targeted communications. The firm worked on targeted campaigns in Los Angeles County and other Southern California regions and has executed multilingual and multicultural media strategies across diverse client sectors. Clients to whom it delivered multilingual and multicultural media strategies include Southern California Edison, Los Angeles County Registrar, Metropolitan Water District of Southern California, Molina Healthcare, CalFresh, Lexus Dealers Association, and Rising Sea Levels.

GP Generate's proposed staff are comprised of seasoned professionals with relevant expertise in media strategy, buying, campaign analytics, and content strategy and production. They are familiar with a broad range of media, design, and market research tools, including Kantar, Nielsen, and Google Analytics, which supports data-driven audience insights. GP Generate committed to dedicating key personnel to Metro assignments on a full-time basis, with flexibility to scale resources as needed.

As part of the understanding of work and appropriateness of approach for implementation of required services, GP Generate's proposal demonstrated a transparent billing process with regular updates and vendor invoice visibility, ensuring accountability throughout campaign management. In addition, GP Generate is an LSBE prime contractor and earned the LSBE preference bonus points.

#### **Swell Creative Group, LLC**

Swell Creative Group (Swell), a Metro-certified SBE firm, was established in 2012. Located in Los Angeles, the firm has experience executing complex, large-scale campaigns for public agencies, nonprofits, and mission-driven organizations. It has experience with multicultural campaigns, including transit-adjacent projects like the LeaseUp campaign, targeting underserved Los Angeles communities. Clients that it delivered campaigns for include the California Department of Cannabis Control, Lyft and United Way of Greater Los Angeles.

Swell's key personnel are experienced in public sector campaigns and targeted media strategies for hard-to-reach audiences. However, their familiarity with media, design, and market research tools appeared to be limited. Swell's proposal did not sufficiently demonstrate its billing process and provided limited discussion on reconciliation process or discrepancy management which is essential in maintaining financial oversight in large-scale media buys.

Swell is an LSBE prime contractor and earned the LSBE preference bonus points.

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

Pulsar Advertising, Inc. (Pulsar), founded in 1992, is headquartered in Los Angeles and is a full-service, customer-centric advertising and marketing agency. Pulsar has experience in transit branding, advertising, marketing and communications and media planning. Transit clients in California include Metrolink, Orange County Bus, Caltrain, AC Transit, and Bay Area Rapid Transit.

Pulsar's proposal demonstrated its key personnel's skills and qualifications in media planning and transit campaigns but did not sufficiently discuss their experience in media buying. Pulsar's proposal relied heavily on its exclusive partnership with a subcontractor to handle media planning, media recommendations and media buying.

Pulsar subcontracted 30% of the work to an LSBE subcontractor and earned the LSBE preference bonus points.

### **Sensis, Inc.**

Sensis, Inc. (Sensis), an integrated cross-cultural marketing agency was established in 2005 and is headquartered in Glendale. Its experience spans marketing, public awareness, and behavior change initiatives for both public transit and safety campaigns. Transit clients include Metrolink, California Department of Transportation (Caltrans), Metro, CapMetro, MARTA, Capital Metro and Foothill Transit.

Sensis's key personnel are experienced in media strategy, creative development, data analytics and are well-versed in targeting diverse demographics. Sensis's proposal relies heavily on third-party data software plug-ins for media buys and lacks discussion on content and social influencer strategies.

Sensis is an LSBE prime contractor and earned the LSBE preference bonus points. It currently provides marketing research services to Metro and performance has been satisfactory.

### **Acento Advertising, Inc.**

Acento Advertising, Inc. (Acento), located in Los Angeles, is a full-spectrum marketing and culture agency. It was established in 1983 to reach Hispanic consumers and has since expanded to all ethnic and linguistic segments. Acento has handled public sector campaigns for Metro, SoCalGas, and the California Department of Public Health.

While Acento's proposal provided a comprehensive media plan with audience segmentation, timeline and budget allocation, it did not sufficiently demonstrate its accounting and media buying billing process. In addition, Acento did not earn the LSBE preference bonus points.

Acento currently provides multicultural marketing agency support services to Metro and performance has been satisfactory.

### **Braven Agency, Inc.**

Braven Agency, Inc. (Braven), located in Long Beach was established in 2016 and offers a range of marketing services, including advertising strategy, media planning and buying, analytics and insights, and creative development.

Braven's key personnel are familiar with digital marketing tools; however, the Braven proposal did not demonstrate in detail, key personnel's familiarity with advanced industry-standard media, design and market research tools. Furthermore, the proposal lacked a detailed end-to-end breakdown of its media buying process, including reconciliation and handling discrepancies. Braven did not earn the LSBE preference bonus points.

### **Pastilla, Inc.**

Pastilla, Inc. (Pastilla), founded in 2004, is located in Pasadena and is a full-service creative agency, providing branding and marketing services in both the public and private sectors. Clients include Metrolink, Orange County Transportation Authority, City of Pasadena and Clean Power Alliance.

Pastilla's key personnel have experience in market research, leading branding initiatives, and managing marketing campaigns for transit agencies and other public sector clients. Pastilla's proposal did not sufficiently demonstrate its accounting and media billing process. In addition, Pastilla did not earn the LSBE preference bonus points.

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	<b>GP Generate, LLC</b>				
3	Degree of the Team's Skills and Experience	93.34	35.00%	32.67	
4	Experience and Qualification of Proposed Personnel	95.32	25.00%	23.83	
5	Understanding of Work and Appropriateness of Approach for Implementation of Required Services	82.50	20.00%	16.50	
6	Price Proposal	44.85	20.00%	8.97	
7	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	100.00	5.00%	5.00	
8	<b>Total</b>		<b>105.00%</b>	<b>86.97</b>	<b>1</b>
9	<b>Swell Creative Group, LLC</b>				
10	Degree of the Team's Skills and Experience	81.71	35.00%	28.60	
11	Experience and Qualification of Proposed Personnel	72.24	25.00%	18.06	
12	Understanding of Work and Appropriateness of Approach for Implementation of Required Services	73.35	20.00%	14.67	
13	Price Proposal	33.65	20.00%	6.73	
14	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	100.00	5.00%	5.00	
15	<b>Total</b>		<b>105.00%</b>	<b>73.06</b>	<b>2</b>
16	<b>Pulsar Advertising, Inc.</b>				
17	Degree of the Team's Skills and Experience	80.09	35.00%	28.03	
18	Experience and Qualification of Proposed Personnel	74.68	25.00%	18.67	
19	Understanding of Work and Appropriateness of Approach for Implementation of Required Services	65.85	20.00%	13.17	
20	Price Proposal	29.45	20.00%	5.89	
21	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	100.00	5.00%	5.00	
22	<b>Total</b>		<b>105.00%</b>	<b>70.76</b>	<b>3</b>
23	<b>Sensis, Inc.</b>				
24	Degree of the Team's Skills and Experience	70.09	35.00%	24.53	
25	Experience and Qualification of Proposed Personnel	71.24	25.00%	17.81	
26	Understanding of Work and Appropriateness of Approach for Implementation of Required Services	80.00	20.00%	16.00	

27	Price Proposal	27.50	20.00%	5.50	
28	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	100.00	5.00%	5.00	
29	<b>Total</b>		<b>105.00%</b>	<b>68.84</b>	<b>4</b>
30	<b>Acento Advertising, Inc.</b>				
31	Degree of the Team's Skills and Experience	80.09	35.00%	28.03	
32	Experience and Qualification of Proposed Personnel	79.12	25.00%	19.78	
33	Understanding of Work and Appropriateness of Approach for Implementation of Required Services	78.35	20.00%	15.67	
34	Price Proposal	23.05	20.00%	4.61	
35	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	0.00	5.00%	0.00	
36	<b>Total</b>		<b>105.00%</b>	<b>68.09</b>	<b>5</b>
37	<b>Braven Agency, Inc.</b>				
38	Degree of the Team's Skills and Experience	55.14	35.00%	19.30	
39	Experience and Qualification of Proposed Personnel	57.88	25.00%	14.47	
40	Understanding of Work and Appropriateness of Approach for Implementation of Required Services	64.15	20.00%	12.83	
41	Price Proposal	100.00	20.00%	20.00	
42	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	0.00	5.00%	0.00	
43	<b>Total</b>		<b>105.00%</b>	<b>66.60</b>	<b>6</b>
44	<b>Pastilla, Inc.</b>				
45	Degree of the Team's Skills and Experience	75.06	35.00%	26.27	
46	Experience and Qualification of Proposed Personnel	65.64	25.00%	16.41	
47	Understanding of Work and Appropriateness of Approach for Implementation of Required Services	67.50	20.00%	13.50	
48	Price Proposal	28.95	20.00%	5.79	
49	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	0.00	5.00%	0.00	
50	<b>Total</b>		<b>105.00%</b>	<b>61.97</b>	<b>7</b>

### C. Price Analysis

The recommended amount has been determined to be fair and reasonable based upon price analysis, Independent Cost Estimate (ICE), fact finding, and technical analysis.

	<b>Proposer Name</b>	<b>Proposal Amount</b>	<b>Metro ICE</b>	<b>Recommended Amount</b>
1.	GP Generate, LLC	\$2,393,125	\$5,888,580	\$2,393,125
2.	Swell Creative Group, LLC	\$3,190,725		
3.	Pulsar Advertising, Inc.	\$3,645,839		
4.	Sensis, Inc.	\$3,905,550		
5.	Acento Advertising, Inc.	\$4,663,460		
6.	Braven Agency, Inc.	\$1,073,880		
7.	Pastilla Inc.	\$3,712,616		

The variance between the recommended amount and the ICE is due to key differences in cost structure and strategic approaches. The ICE was based on conservative fully burdened hourly market rates for similar contracts that included broader scope of work and premium for media buying tools (e.g. iHeart Media’s platform, which commands premium pricing etc.). The recommended amount on the other hand is based on lower hourly rates and streamlined resource allocation due to GP Generate’s tailored data-driven approach which leverages existing relationships with diverse local and multicultural media channels, focuses on digital content creation, real-time campaign optimization, cost-efficient media placements and avoids unnecessary overhead and reliance on high-cost tools or extraneous services.

### D. Background on Recommended Contractor

GP Generate, LLC is a Metro-certified small business, Los Angeles-based firm founded in 2009. It is a full-service advertising agency with expertise in media strategy and execution.

The GP Generate team includes a DVBE subcontractor that will handle video production and editing.



## DEOD SUMMARY

## ADVERTISING AND MEDIA SERVICES / PS123964000

**A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) established a 3% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE) goal for this solicitation. GP Generate, LLC, an SBE prime, exceeded the goal by making a 42.96% SBE and 6.53% DVBE commitment.

<b>Small Business Goal</b>	<b>3% SBE 3% DVBE</b>	<b>Small Business Commitment</b>	<b>42.96% SBE 6.53% DVBE</b>
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	<b>SBE Subcontractor</b>	<b>% Committed</b>	<b>LSBE</b>	<b>Non-LSBE</b>
1.	GP Generate, LLC (SBE Prime)	42.96%	X	
	<b>Total Commitment</b>	<b>42.96%</b>		

	<b>DVBE Subcontractor</b>	<b>% Committed</b>	<b>LSBE</b>	<b>Non-LSBE</b>
1.	VideoVets	6.53%		X
	<b>Total Commitment</b>	<b>6.53%</b>		

**B. Local Small Business Preference Program (LSBE)**

GP Generate, LLC, an LSBE prime, is eligible to receive the LSBE Preference.

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

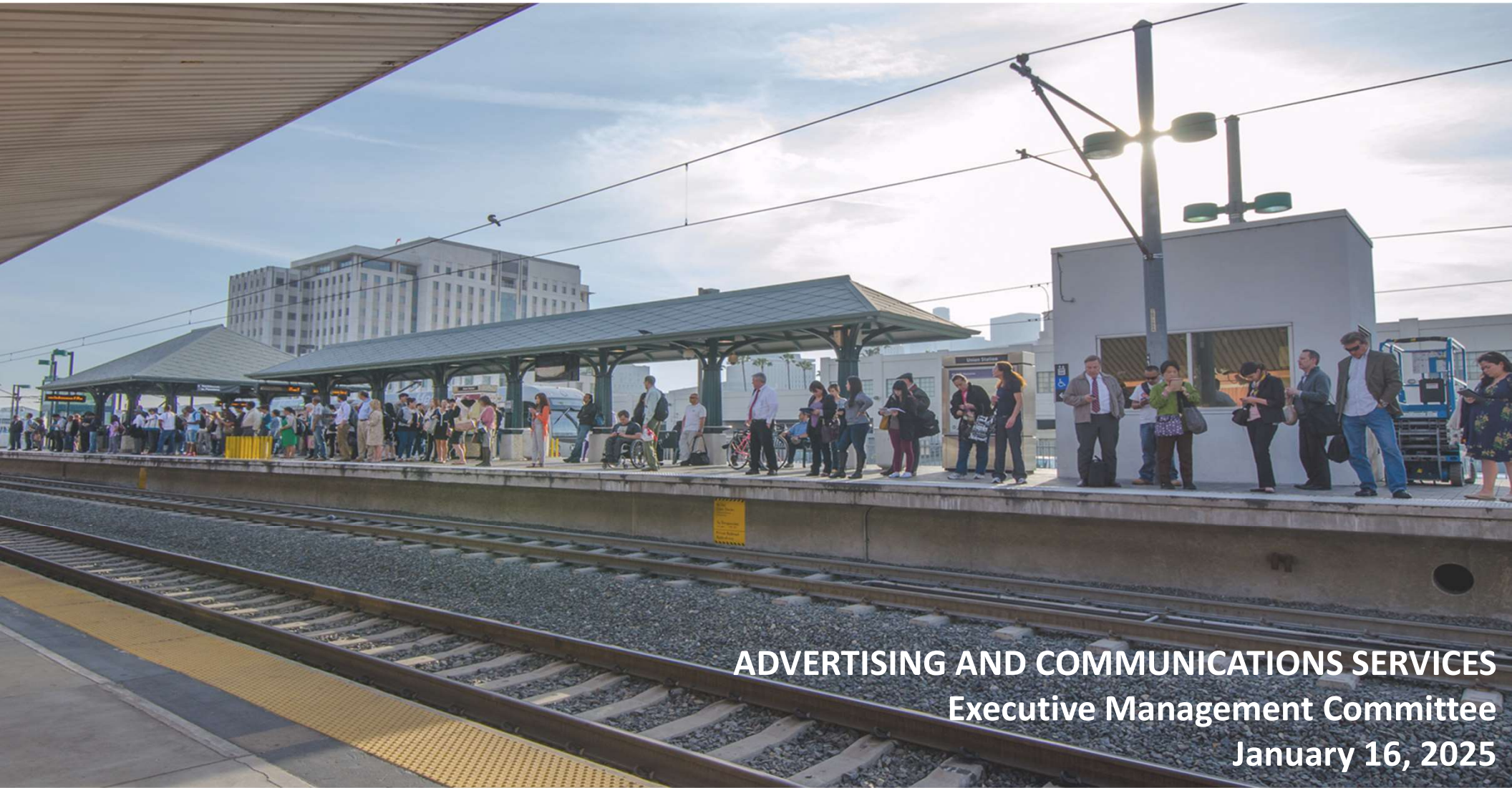
The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

**D. Prevailing Wage Applicability**

Prevailing Wage is not applicable to this contract.

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

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



**ADVERTISING AND COMMUNICATIONS SERVICES**  
**Executive Management Committee**  
**January 16, 2025**



**Metro®**

# Background

Metro's media buying agency contract ends on February 28, 2025. Media buying is essential for reaching riders, communities, and potential new users. It ensures targeted messaging through strategic ad placements across various channels.

A media buying agency is essential for Metro to reach key audiences, particularly in Equity Focus Communities (EFCs). Agencies provide expertise in securing strategic ad placements, optimizing cost-efficiency, and tailoring messaging for underserved areas.

This procurement aims to secure a full-service media agency to support ridership growth, rail openings, service changes, safety campaigns, and community outreach. The agency will collaborate with Metro's marketing team to develop integrated campaigns across print, digital, social, and emerging media, enhancing Metro's advertising and communications strategy and impact.

# Media Contract Enables Reaching Customers

Media investment is crucial for increasing public transit ridership and program adoption. The new media agency will strategically place ads across TV, radio, print, outdoor, social media, streaming, and paid search to maximize awareness and engagement. Previous campaigns effectively promoted initiatives like GoPass, LIFE, and Leisure.

## GoPass



GoPass wild postings (out-of-home billboards) with bold, guerrilla-style QR codes, capturing the attention of students walking to and from school.

## LIFE



Engage Spanish-speaking riders on mobile apps with eye-catching ads that encourage exploration.

## Leisure



Target users on mobile apps like gaming and lifestyle to reach Leisure users via eye-catching ads to promote Metro.



# Alternatives Considered

While the Board could consider building an in-house media buying team, we do not recommend this approach. We would face the challenge of incomplete work, which means marketing efforts would need to be limited and carefully prioritized. To meet Metro's advertising needs, hiring at least six full-time experts in digital marketing and media planning would be necessary.

Additionally, new tools and software would need to be purchased, with ongoing upgrades for campaign management, analytics, and market research to keep pace with evolving trends.

After careful evaluation, we believe hiring an agency is more cost-effective and better aligned with Metro's needs.

# Recommendation

Reward the media buying contract (No. PS123964000) to GP Generate, LLC for advertising and communications services in a total Not-to-Exceed (NTE) amount of **\$2,393,125**.

This includes **\$1,435,875 for the three-year base term** and **\$957,250 for the two-year option term**, effective February 15, 2025, pending the resolution of any properly submitted protests.

Additionally, authorize the allocation of funds (or pass through costs) for securing media inventory purchases made by the media agency as part of the advertising and media services under the contract. Pass-through the award of individual media purchases associated with the advertising and media services to be provided by GP Generate, LLC for a total NTE amount of \$9,000,000 for the first three-year period. If we exercise the option of adding the two-year option, we will have additional pass-through costs of \$6,000,000 under Contract No. PS123964000, for a total combined NTE contract value of \$17,393,125.

**Board Report**

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**File #:** 2024-0757, **File Type:** Motion / Motion Response**Agenda Number:** 21.

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**EXECUTIVE MANAGEMENT COMMITTEE  
JANUARY 16, 2025****SUBJECT: BOARD ADMINISTRATION 5-YEAR STRATEGIC PLAN ANNUAL UPDATE****ACTION: RECEIVE AND FILE****RECOMMENDATION**

RECEIVE AND FILE the Board Administration 5-Year Strategic Plan annual update (Attachment C).

**ISSUE**

Motion 43 by Directors Garcetti, Solis, and Najarian (Attachment B) was approved at the May 27, 2021 Regular Board Meeting. This Motion directs the Board Clerk to prepare a strategic plan, including but not limited to:

1. Delivering continuous improvement to encourage meaningful public engagement and improve the accessibility of Board meetings, materials, and public comments; and
2. Continuation of effective public engagement options developed as Metro and L.A. County jurisdictions responded to the pandemic and its recovery process.

The strategic plan was presented in January 2021. The Board Clerk committed to providing yearly updates on the progress of the goals laid out in the Strategic Plan.

**BACKGROUND**

Led by the Board Clerk, the Office of Board Administration (Board Administration) is currently a 30-member team. Board Administration is comprised of the Board Clerk's Office, Legal Services, the Dorothy Peyton Gray Research Library and Archive, and the Records Management Center. As the agency's record keeper, the Board Clerk is responsible for keeping accurate Board Meeting minutes and producing Committee and Board Meetings. The department handles public records requests, claims for damages, electronic records management, and manages the research library and archive. The need for innovation has increased exponentially as the department has moved away from a paper process and embraced technology in multiple facets of business operations. Board Administration no longer solely plays an administrative role at Metro but is an important strategic partner for the agency. This team is comprised of future-thinking, highly skilled individuals who strive to keep Metro transparent, responsive, equitable, and accountable. Transparency and public engagement are crucial to the democratic process and quality decision-making by our Board of

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Directors. As the conduit between the public and the Board of Directors, the Board Administration aims to remove barriers to access of public information.

The Board Administration 5-Year Strategic Plan was first presented to the Board of Directors in January 2021 and has four goals, each with subgoals and yearly milestones. The Strategic Plan is a roadmap for Board Administration and gives the public a clear picture of where the department plans to be and how it will get there in five years. The four goals are: 1. ongoing workforce development; 2. responsive, accountable, and trustworthy governance within the Metro organization; 3. enhanced public engagement with Metro's Board of Directors; and 4. improved agencywide Strategic Knowledge Management, utilizing innovations in the preservation, access, and curation of Metro's information.

## **DISCUSSION**

Progress on the goals is detailed in Attachment C, with highlights shown below:

1. Ongoing workforce development.
  - *Subgoal 1.3: Onboarding Program for Board Members*
    - After feedback from Board Directors, an Onboarding Manual was created specifically for Board Deputies. This manual has been shared with new Board Deputies as they come onboard and will continue to be shared with new Board Deputies as they join.
2. Responsive, accountable, and trustworthy governance within the Metro organization.
  - *Subgoal 2.4: Records Audits*
    - While the year 1 milestone of setting up a records coordinator list is complete, a plan and/or schedule for records audits has not yet been created. However, it is feasible that this can be created in preparation for Year 3 milestone.
    - Development of a schedule of records audits consistent with the Year 2 milestone will commence once the Principal Transportation Planner has been onboarded.
3. Enhanced public engagement with Metro's Board of Directors.
  - *Subgoal 3.1: Public Comment Systems*
    - The Office of Board Administration has trained the Customer Experience Department (CX) to use the tablets, which has improved the turnover in public speakers during the meetings. This has also increased accuracy with order of names and members of the public that approach the podium to speak during their allotted time.
    - Based on feedback received from staff, the interface views have been updated to include the names that have been called and who have spoken. This allows both CX and the Board Administration team to keep track of the queue more efficiently.
4. Improve agencywide Strategic Knowledge Management, utilizing innovations in preserving, accessing, and curating Metro's information.
  - *Subgoal 4.3: Cultural Curation*
    - Collaborated with the Communications/CX Department on several public outreach projects, including "This is 30" celebration of Metro's 30<sup>th</sup> anniversary, Los Angeles' 100<sup>th</sup> anniversary of bus service, research for other significant milestones for posts on Metro's The Source.
    - Providing the CEO's office and Board staff with time-sensitive historical context (e.g. staff communications, All-Hands Meeting sites, milestones in past Board member's



- tenure, Metro-related contributions of former U.S. House member).
- Los Angeles Railway exhibit launched early 2023, a collaborative effort of Metro Library & Archive with the Metro Art program.
- Library & Archive staff worked with Getty Research Institute to execute a conservation assessment of the fragile, framed 1927 Laura Whitlock Map outside the Library. The map has been photographed and the Library & Archive is in possession of high-resolution imaging that will allow us to reduce wear and tear on the original resource. The digital surrogate may be used in creating new knowledge resources in the future, such as data layering with other information (e.g. census, ridership numbers), mash-ups with other maps to surface additional information, or to pin digital photos or films to specific locations on the map.
- Library & Archive staff are actively engaging the Customer Experience team to promote and celebrate departmental assets. Resources have been featured in numerous Friday Facts, Daily Brief and Metro's *The Source* posts throughout FY2024.
- Library & Archive staff conceived, assembled, launched and promoted a Black History Month / Juneteenth exhibit for the Plaza Level display cases at Gateway Headquarters.
- Library & Archives staff strengthened relationships with the Office of Civil Rights, Racial Equity, and Inclusion, employee resource groups, and Metro Art to further facilitate collaboration for future exhibits.
- Library & Archive staff have met with peers at: Los Angeles Public Library; California State University, Northridge; University of California, Los Angeles; University of Southern California; Getty Research Institute, Automobile Club of Southern California Archives; the LA as Subject network.

## **EQUITY PLATFORM**

The Strategic Plan supports equitable access to information for internal staff and the public. Additionally, the Strategic Plan increases access to information by offering multiple means of communication with the Board, including options for communication in different languages. Further efforts include optimizing search capabilities in the Board archive database; integrating an online translating service for forms, such as the forms for public records requests and claims for damages. In large part to these efforts, traffic to our boardagenda.metro.net website has increased by 319%, with our Public Records Requests increasing by 9% in the last year alone. Board Administration also continues to provide multiple opportunities for public participation at Committee and Board meetings by accepting public comment both in-person, via telephone during meetings, and via email and U.S. Mail in advance of meetings.

All of this is in pursuit of making Metro more transparent, accessible, and responsive to our community.

## **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

This recommendation supports Metro's Vision 2028 goal 5 to provide responsive, accountable, and trustworthy governance within the Metro organization. Further, the goals contained within the Board Administration 5-Year Strategic Plan are connected to the following Metro subgoals under goal 5:

- *Subgoal 5.3:* Metro will develop a transparent data management policy that addresses open data, data storage, and data protections.
- *Subgoal 5.4:* Metro will apply prudent commercial and business practices to create a more effective agency.
- *Subgoal 5.7:* Metro will build and nurture a diverse, inspired, and high-performing workforce.

### **NEXT STEPS**

Staff will return annually with an update on milestones achieved and will return in FY2028 with an updated 5-Year Strategic Plan.

### **ATTACHMENTS**

Attachment A - Board Administration 5-Year Strategic Plan

Attachment B - Motion 43

Attachment C - Detailed Strategic Plan Updates

Prepared by:

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Omar Camacho, Director, Systems Projects, Research & Records Information Management, (213) 922-2335

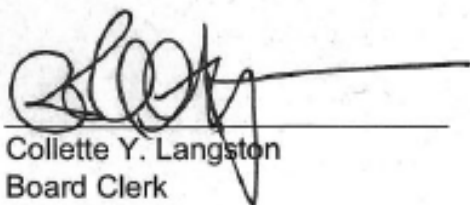
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Reviewed by: Collette Langston, Board Clerk, Board Administration (213) 922-2837



Collette Y. Langston  
Board Clerk

**Office of Board Administration**

# **5-Year Strategic Plan**

**FY23-28**

## **A Note from the Board Clerk**

- Welcome to Board Administration. When I was appointed as the Board Clerk in May 2021, I was asked to prepare a strategic plan that focused on delivering continuous improvement to encourage meaningful public engagement and improve accessibility of Board meetings, materials, and public comments.
- By setting a departmental mission, vision, and set of values that are complementary to Metro's own, we have created a 5-year strategic plan that lays a path for the department to follow, ensuring we are increasingly responsive, innovative, equitable, and transparent in everything that we do.

## About Us

- Mission
  - Metro's Mission: *To provide a world-class transportation system that enhances quality of life for all who live, work, and play within LA County.*
  - Board Administration's Mission: *To support Metro's Board of Directors' processes and meetings with excellence, transparency, and accountability, while continuously increasing public engagement and access to information.*
- Vision
  - Metro's Vision: *Increased prosperity for all by removing mobility barriers; swift and easy mobility throughout LA County, anytime; and accommodating more trips through a variety of high-quality mobility options*
  - Board Administration's Vision: *Meaningful public engagement with Metro's Board of Directors and increased accessibility of Board meetings, materials, and public comments*
- Values
  - Collaboration
  - Equity
  - Accessibility
- Customers
  - The Public
  - Metro departmental staff
  - County and city elected officials
  - Regional, county, and local government partners
- Service Delivery Pillars/Framework
  - Excellence in Service
  - Responsive support
  - Transparency
  - Accountability
  - Uniformity
  - Simplicity

## Goals

Board Administration is committed to providing excellence to its Board of Directors, the public, and government partners by working in alignment with these goals:

1. Ongoing workforce development.
2. Responsive, accountable, and trustworthy governance within the Metro organization.
3. Enhanced public engagement with Metro's Board of Directors.
4. Improve agencywide Strategic Knowledge Management, utilizing innovations in preservation, access, and curation of Metro's information.

## Our Services

- *Board Administration Services*

Board Administration serves the public, Board Chair, the Board of Directors and its Committees, as well as other Metro departments, and advisory councils. Annually, it attests over 2,000 contracts, posts and publishes more than 1,500 legally required notices and ordinances as mandated by the law and administrative code. Additionally, the office processes more than 1,500 documents transmitted for board consideration and creates more than 3,000 board files each year. As the Board's official record keeper, we support and facilitate the meetings of the Board and its Committees, and maintain records of board actions.

- *Dorothy Peyton Gray Transportation Research Library & Archive*

The Research Library and Archive was first opened in 1895 by predecessor company Los Angeles Consolidated Railway and passed down through Los Angeles Railway (1911-1945), Pacific Electric (1911-1953), Los Angeles Transit Lines (1945-1958), Metropolitan Coach Lines (1953-1958), Los Angeles Metropolitan Transit Authority (1958-1964) Southern California Rapid Transit District (1964-1993), and the Los Angeles County Transportation Commission (1977-1993).

It contains current transportation research references and the collected institutional memory of Metro and its predecessors. It is the largest transit operator research library and archive in the nation. Almost 50% of its collection is unique and not found in any other library. It serves employees, the public, academia, and the media with its extensive catalog of multi-disciplinary transportation research reports and supporting references. Its collections are part of the OCLC World Library collection and the Online Archive of California.

- *Legal Services*

Legal Services accepts, processes, and logs all claims for damages, legal claims, and subpoenas that are served on the agency. This area handles an annual average of 2,000 claims and 300 subpoenas.

- *Records Management Center*

The business of managing millions of Metro files and documents, including their scheduled retention and destruction, is the responsibility of the Records Management Center (RMC). RMC administers a comprehensive agency wide

records management program and provides storage and reference services for Metro records and historical documents. All documents affecting the agency, including ordinances, contracts, leases, deeds, and the official Metro seal, are in the custody of the Board Clerk.

RMC is responsible for coordinating responses to an average of 2,000 annual requests made under the California Public Records Act; contracting for the offsite storage of inactive departmental records; the agency's records management program; and providing litigation support to Counsel. Records Management also works together with the Dorothy Peyton Gray Transportation Research Library to maintain the agency's Archives for the permanent retention and preservation of our historical records that date back to 1873.

- *Systems & Electronic Records*

Systems & Electronic Records provides strategic and tactical planning for the technology used by the Library and Archive, Board Clerk, and Records Management Center's day-to-day operations. This includes application development, system integration, automation, and technical support for all internal Board Clerk sections, and to the public with online access to agency records. Their mission is to modernize systems, automate workflows, and improve efficiency and transparency in the services the agency provides in a holistic and sustainable manner.

Additionally, this group strives to continue providing first-class service to the Library and Archive, Records Management Center, Board Administration, and their customers, with innovations in transparency and accessibility.



## 5-Year Strategic Plan; Fiscal Years 2023-2028

<b>Goal 1: Ongoing Workforce Development</b> <i>Vision 2028 Goal 5.7: Metro will build and nurture a diverse, inspired, and high-performing workforce.</i>					
Section & Deliverable	Year 1 Milestones	Year 2 Milestones	Year 3 Milestones	Year 4 Milestones	Year 5 Milestones
<b>Board Administration Services:</b> <i>Goal 1.1 - Departmental Cross-training</i>	Evaluate the needs of the department for cross-training	Develop a comprehensive training program	Implement training for departmental staff	Training has been made available to all applicable staff	
<b>Board Administration Services:</b> <i>Goal 1.2 – Advisory Council Toolkit</i>		Determine departments that manage a Metro Advisory Council and develop a training program.	Annual Training		
<b>Board Administration Services with Dorothy Peyton Gray</b> <b>Transportation Library &amp; Archive:</b> <i>Goal 1.3 - On-Boarding Program for Board Members</i>	Consult with Board members and staff to identify top needs during onboarding. Inventory existing onboarding materials and begin updating and consolidating.	Launch onboarding program.  Train board staff on transportation research resources within and outside Metro. Include when and how to use NextRequest for research that requires access to scheduled records.	Present updated onboarding program with updates based on feedback, and changes in policy and practice (updates to be made annually).		

<p><b>Dorothy Peyton Gray</b>  <b>Transportation Library &amp; Archive:</b>  <i>Goal 1.4 – Succession Planning</i></p>	<p>Identify staff for succession planning.</p> <p>Do outreach to employees and the community with diversity, equity, and inclusion goals in mind.</p>	<p>Document library knowledge in a Wiki tool and train new Library &amp; Archive staff on past practices, policies, and key references to ensure succession planning goals are met.</p>	<p>Actively participate in the Special Library Association’s Transportation Division, TRB’s Knowledge Management Committee, and The National Association of Government Archives and Records Administrators for professional development</p>	<p>Network and plan joint efforts with key local Los Angeles transit and transportation partner libraries and archives such as the Southern California Railways Museum archive, Auto Club archive, L.A. as Subject members, California State Archive, and local historical societies in communities affected by Metro projects. (To be done annually.)</p>	<p>Host peer library and archive events at Metro to strengthen network of partner institutions and collections.</p>
<p><b>Legal Services:</b>  <i>Goal 1.5 - Claims for Damages Process Training for Operators</i></p>		<p>Create informational training for Operators regarding correct Claims for Damages process.</p>	<p>Formalize Roadshow &amp; visit all Divisions.</p> <p>Implement training program for every new class to follow.</p>	<p>Delegate responsibility to Operations to continue training for new Operators.</p>	<p>Evaluate success of training program and reassess (if necessary).</p>

<p><b>Records Management Center:</b> <i>Goal 1.6 -</i> Intradepartmental and Agencywide Training</p>	<p>Develop and implement intradepartmental trainings.</p>	<p>Implement intradepartmental training.</p> <p>Develop agency-wide training on Records at Metro and a records management best practices communications &amp; outreach program.</p> <p>Promote records management certification for Records Analysts.</p>	<p>Implement intradepartmental, and agencywide trainings.</p> <p>Partner with Research Library on reference skills training for staff to provide more research-focused response to public records requests. <i>(See Goal 2.1)</i></p>	<p>Implement intradepartmental and agencywide trainings.</p> <p>Reassess training needs based on current best practices and changes in law.</p>	<p>Implement intradepartmental and agencywide trainings.</p> <p>Reassess training needs based on current best practices and changes in law.</p> <p>Obtain records management certification for all records management FTEs.</p>
<p><b>Systems &amp; Electronic Records:</b> <i>Goal 1.7 -</i> Agencywide Board Systems Employee Training</p>	<p>Complete employee user on-demand training update.</p>	<p>Assess feasibility of additional employee training models and resources.</p>	<p>Begin development of any additional employee training resources identified.</p>	<p>Release additional employee training resources.</p>	

**Goal 2: Responsive, accountable, and trustworthy governance within the Metro organization**

*Vision 2028 Goal 5.4: Metro will apply prudent commercial business practices to create a more effective agency.*

Section & Deliverable	Year 1 Milestones	Year 2 Milestones	Year 3 Milestones	Year 4 Milestones	Year 5 Milestones
<p><b>Dorothy Peyton Gray Transportation Library &amp; Archive with Records Management Center:</b> <i>Goal 2.1 - Comprehensive Research Support</i></p>	<p>Revisit and publish an updated Library &amp; Archive collection development policy that includes social media sites as an extension of the Library &amp; Archive's official collections.</p> <p>Develop a training presentation and reference guide for employees on transportation research methods.</p> <p>Develop a presentation for external audiences on transportation research methods.</p>	<p>Perform a needs assessment on paper and digital collections (reports, references, and periodicals) and the state of digitization efforts. Draft policies for digital harvesting, digital donations, and digital library subscriptions for both the library and archive.</p> <p>Provide more comprehensive research support in fulfilling public records requests, in the spirit of CPRA Section 6253.1(a)(1), "Assist the member of the public to identify records."</p>	<p>Review the Metro strategic plan and other strategic plans throughout the agency for needed updates to the Library &amp; Archive's collection development policy. Adjust subscriptions to library research services and periodicals accordingly.</p> <p>Adjust the transportation research methods training presentation to be in line with current in-house and external transportation research resources.</p>	<p>Partner with Planning, Construction and Operations vehicle technology staff to guide changes in collection development, access to digital libraries, and other research resources necessary as Measure R and M projects mature or are realigned and vehicle technology changes to ensure employees have immediate access to the most current research, resources and standards.</p>	<p>Establish a Librarian embed program to make research resources available and integral to new project teams which would benefit from research expertise.</p>

		(See Goal 1.6)			
<b>Legal Services:</b> Goal 2.2 - E-Filing System for Claims for Damages		Evaluate e-filing platforms and initiate procurement.	Implement e-filing system and develop training for users.	Market system to the public.	Full implementation.
<b>Legal Services:</b> Goal 2.3 - Improve Access to Forms and Information for Public	Update and translate "Claim for Damages form" into multiple languages.  Add forms online.	Determine additional obstacles to accessibility and evaluate next steps.			
<b>Records Management Center:</b> Goal 2.4 - Records Audits	Reinstate procedures for Departmental Records Coordinators regarding off-site storage ordering.	Develop plan and schedule for departmental records audits. Increase RMC's understanding of electronic records storage systems at USG.	Implement records audits (3 USG floors). Increase RMC's understanding of electronic records storage systems (e.g., M3) at bus and rail divisions.	Implement records audits (3 USG floors)	Implement records audits (3 USG floors). Prepare for divisional audits with better understanding of their electronic records systems.
<b>Systems &amp; Electronic Records:</b> Goal 2.5 - Records Retention Schedule System	Update the Records Retention Schedule System with approved changes to the schedule.	Work with Records Retention Schedule System vendor to complete annual legislative review. (To be completed annually.)	Work with Records Retention Schedule System vendor to complete annual legislative review.	Work with Records Retention Schedule System vendor to complete annual legislative review.	Work with Records Retention Schedule System vendor to complete annual legislative review.

<b>Goal 3: Enhanced public engagement with Metro’s Board of Directors</b> <i>Vision 2028 Goal 5.3: Metro will develop a transparent data management policy that addresses open data, data storage, and data protections.</i>					
Section & Deliverable	Year 1 Milestones	Year 2 Milestones	Year 3 Milestones	Year 4 Milestones	Year 5 Milestones
<b>Board Administration Services with Systems &amp; Electronic Records:</b> <i>Goal 3.1 - Public Comment Systems</i>	Evaluate online public comment platforms.  Evaluate needs for enhancement of electronic Public Comment Registration (PCR) system.	Implement enhancements to the electronic Public Comment Registration (PCR) system.	Select an online public comment platform.	Implement an online public comment platform.	Evaluate additional public participation and engagement options or tools for Board meetings.
<b>Board Administration Services:</b> <i>Goal 3.2 - Strategic Planning</i>				Begin draft of 2028 - 2033 Strategic Plan	Deliver 2028 - 2033 Strategic Plan
<b>Systems &amp; Electronic Records:</b> <i>Goal 3.3 - Public Access to Archived Board Meeting Documents</i>			Evaluate systems and processes for migrating Board archive documents (pre-2015) to improve accessibility.		

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<b>Systems &amp; Electronic Records//Strategic Knowledge Management:</b> <i>Goal 3.4 - Board Systems (Internal)</i>		Evaluate options for technology updates for web streaming Committee and Board meetings.	Determine next steps for web streaming viability.	Acquire and implement web streaming (if deemed appropriate).	
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**Goal 4: Improve agencywide Strategic Knowledge Management, utilizing innovations in preservation, access, and curation of Metro's information.**

*Vision 2028 Goal 5.3: Metro will develop a transparent data management policy that addresses open data, data storage, and data protections.*

Section & Deliverable	Year 1 Milestones	Year 2 Milestones	Year 3 Milestones	Year 4 Milestones	Year 5 Milestones
<p><b>Dorothy Peyton Gray Transportation Library &amp; Archive with Systems &amp; Electronic Records//Strategic Knowledge Management:</b> <i>Goal 4.1 - Federated Search System (Project)</i></p>	<p>Develop Federated Search capabilities of the Research Library Catalog.</p> <p>Complete procurement and configuration of repositories identified in scope of work.</p>	<p>Train and familiarize internal staff on new technology.</p>	<p>Study feasibility of integrating additional records repositories such as GIS data layers/maps, defined data sets and other assets of lasting research value to Library &amp; Archive users.</p>	<p>Integrate taxonomy into more Metro data assets to improve long term findability.</p>	<p>Establish data curation and librarianship as a new standard research service utilizing significant agency data sets that benefit from long term collection and cataloging under the agency data policy and the developer.metro.net data website.</p>
<p><b>Dorothy Peyton Gray Transportation Library &amp; Archive with Systems &amp; Electronic Records//Strategic Knowledge Management:</b> <i>Goal 4.2 - Knowledge Sharing Platform</i></p>	<p>Develop a knowledge sharing platform for Research and Electronic Records, including Metro Primary Resources Blog, to use internally.</p>	<p>Launch an internal knowledge platform for departments to share knowledge internally, and externally, based on classification of security and confidentiality.</p>	<p>Document Electronic Records systems internal support processes in the knowledge platform.</p>	<p>Outreach and collaboration among internal departments to support adding additional resources to the platform.</p>	<p>Maintain support of the knowledge sharing platform.</p>



<p><b>Dorothy Peyton Gray</b>  <b>Transportation Library &amp; Archive:</b>  <i>Goal 4.3 - Cultural Curation</i></p>	<p>Support the SEED School &amp; Job Center Transportation Pioneers, Inventions/Innovations, &amp; Sustainability Exhibits Program.</p>	<p>Work with SEED on rotating exhibits to refresh content on a regular basis and maximize diversity, equity and inclusion themes from Metro’s past and present.</p>	<p>Work with Metro Art on Union Station and other exhibit spaces to showcase historic imagery as public art, similar to exhibits seen at NYMTA’s transit museum, and to enhance their school outreach program.</p>	<p>Re-establish joint digitization efforts with the Southern California Railways Museum (formerly known as the Orange Empire Railways Museum) and encourage similar arrangements with the Los Angeles Railroad Foundation to maximize public exposure to these rare assets.</p>	<p>Reimagine the current library and archive physical space with educational exhibits that inspire new employees, student, visitors and tours with historic and future maps, artifacts and other curated displays that highlight the past, present and future of LA’s transportation system.</p>
<p><b>Dorothy Peyton Gray</b>  <b>Transportation Library &amp; Archive:</b>  <i>Goal 4.4 - Archival Management</i></p>	<p>Evaluate archival management systems.   Mentor an archival studies intern.</p>	<p>Acquire an archival content management and curation system for improved employee and public access to Metro’s archival collections.   Mentor an archival studies intern.</p>	<p>Begin a DEI focused oral history project to capture the contributions of key policy makers in LA’s transportation system.   Mentor an archival studies intern.</p>	<p>Expand archival collections with papers from key policy makers since the adoption of Prop A in 1980 with a focus on the contribution of women and underrepresented people.   Mentor an archival studies intern.</p>	<p>Work with the Pacific Electric Historical Society, the Electric Railway Historical Society and others on sharing archival collections electronically with projects to complete knowledge gaps among all collections.</p>

<p><b>Records Management Center with Systems &amp; Electronic Records//Strategic Knowledge Management:</b> <i>Goal 4.5 - Records Storage, Physical and Electronic System</i></p>	<p>Create Scope of Work in preparation for re-procuring off-site storage contract.</p>	<p>Re-procure off-site storage contract.</p>	<p>Evaluate Electronic Records systems in conjunction with Research Library and Electronic Records.</p>		<p>Continue research on systems and their viability for integration across the agency.</p>
<p><b>Records Management Center:</b> <i>Goal 4.6 - Promote RMC as a Resource of the Agency</i></p>	<p>Send emails and agency wide communications describing recordkeeping best practices and providing news as it relates to records management.</p>	<p>Send emails and agency wide communications describing recordkeeping best practices and providing news as it relates to records management.</p>	<p>Expand RMC service to internal and external users by collaborating and providing more research-focused responses to the public. <i>(See Goal 2.1)</i></p>	<p>Send emails and agency wide communications describing recordkeeping best practices and providing news as it relates to records management.</p>	<p>Maintain intranet site that is an agencywide resource on Metro's Records Management practices, policies, and procedures.</p>

## Metro



## Board Report

File #: 2021-0345, File Type: Motion / Motion Response

Agenda Number: 43.

**EXECUTIVE MANAGEMENT COMMITTEE  
MAY 20, 2021**

**Motion by:**

**DIRECTORS GARCETTI, SOLIS, AND NAJARIAN**

Amend the Metro Administrative Code to Refer to the Board Secretary as Board Clerk

State law requires the Metro Board to appoint a Board Secretary. The Board Secretary is the professional administrative arm of Metro and reports directly to the Board of Directors.

Pursuant to the Metro Administrative Code, the Board Secretary is a full time officer of Metro and is responsible for providing notice to the public of all Board meetings, keeping official minutes of all Board meetings, acting as agent for service of process, and administering claims for damages presented against Metro under the Government Code. Moreover, the Board Secretary provides administrative and professional services to support the Board of Directors in accordance with Metro's vision and internal controls.

The current title of Board Secretary reflects a solely administrative role and does not reflect the professional nature and responsibilities of the office. The title "Board Clerk" more accurately reflects both the administrative and professional nature and responsibilities of the office and is in line with industry and government agency standards.

Additionally, as L.A. County recovers from the pandemic, the Board Secretary/Board Clerk should prepare a strategic plan that identifies opportunities to strengthen public engagement with the Metro Board.

**SUBJECT: AMEND THE METRO ADMINISTRATIVE CODE TO REFER TO THE BOARD SECRETARY AS BOARD CLERK**

**RECOMMENDATION**

APPROVE Motion by Directors Garcetti, Solis, and Najarian that the Board of Directors amend the Metro Administrative Code Section 2-10-010 to refer to the Board Secretary as the Board Clerk.

From:  
2-10-010 Appointment of Board Secretary

The Board of Directors shall appoint a Board Secretary who shall be a full time officer of the MTA.

To:  
2-10-010     Appointment of Board Secretary  
The Board of Directors shall appoint a Board Secretary who shall be a full time officer of the MTA and be referred to as Board Clerk.

**WE FURTHER MOVE** that the Board of Directors direct the Board Clerk to prepare a strategic plan, including but not limited to:

1. Delivering continuous improvement to encourage meaningful public engagement and improve accessibility of Board meetings, materials, and public comments; and
2. Continuation of effective public engagement options developed as Metro and L.A. County jurisdictions responded to the pandemic and its recovery process.

Status of Board Administration’s Strategic Plan Goals  
January 2025

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## Goal 1: Ongoing Workforce Development

### Goal 1.1 – Departmental Cross-training

*Board Administration Services*

**Status:** On track.

**Notes:**

- Reorganization is complete but the department has seen staffing changes throughout various levels, and this has caused a strain on resources. Members of the team have stepped-up and helped other cost centers when and where necessary to get legally mandated tasks done by set deadlines.

**Going Forward:** Formalize the ad-hoc cross-training that is occurring. Facilitate Lunch-and-Learn sessions for other departments to get familiarized with the function of each of the Office of Board Administration’s sub-departments.

### Goal 1.2 – Advisory Council Toolkit

*Board Administration Services*

**Status:** Completed in FY24.

**Going Forward:** The Board Clerk will continue to communicate with all the Advisory Body Managers via email when necessary and act as a subject matter expert when questions arise.

### Goal 1.3 – Onboarding Program for Board Members

*Board Administration Services & Dorothy Peyton Gray Transportation Library & Archive*

**Status:** Completed.

**Notes:**

- After feedback from Board Directors, an Onboarding Manual was created specifically for Board Deputies.
- The Onboarding Manual is continuously updated as information changes and has been presented numerous times as new Board Members have joined the Metro Board.

**Going Forward:** The manuals will continue to be updated as information changes. Formal onboarding occurs when new Board Members join the Board, and the manual is discussed in detail. When new Board Deputies join, the Board Deputies Onboarding Manual will be shared and similar to the Board Member Onboarding Manual, the information will be updated as it changes.

## Goal 1.4 – Succession Planning

### *Dorothy Peyton Gray Transportation Library & Archive*

**Status:** Hiring and team building is complete; revision of three-year plan is underway; and revisiting positions, roles, and responsibilities is underway.

**Notes:**

- Onboarding of 4 new professional FTE for Library & Archive is complete.
- Hired a Digital Resources Librarian in August 2022.
- Hired a Cataloging Librarian in January 2023.
- Hired a Data Librarian in June 2023.
- Hired an Archivist in August 2023.
- FY2024 Annual Report is completed.

**Going Forward:** The approach of the FY2025 Annual Report is collaboration and establishing priorities, determining key statistics and metrics, while getting a handle on succession planning. Library & Archives staff continue to position themselves as leaders within the transportation knowledge management community. They have assumed executive positions among the LA as Subject network of regional libraries, archives and museums. This year, the team has worked with cartographic librarians to determine feasibility of re-establishing Southern California Digital Libraries Group and assumed leadership roles within the National Transportation Knowledge Network data group.

## Goal 1.5 – Claims for Damages Process Training for Operators

### *Legal Services*

**Status:** On track.

**Notes:**

- Additional meetings at the discretion of Operations.
- Coordination and meetings have occurred with Risk Management and Operations Leadership.

**Going Forward:** Additional meetings will continue as new operations employees are onboarded. Also, developing standard operating procedures (SOPs) for the department will assist in identifying blind spots within the department and its downstream effects.

## Goal 1.6 – Intradepartmental and Agencywide Training

### *Records Management Center*

**Status:** Behind schedule - Nearing Year 2 Milestones

**Notes:**

- Working to outline the basics in records management training and reviewing County Counsel's records request training for incorporation.

**Going Forward:** Push to move training along in order to meet Strategic Plan timeline. FY25 looks promising as a Principal Transportation Planner (Records Management) will be hired and whose duty is to focus on training, audits, etc.

## Goal 1.7 – Agencywide Board Systems Employee Training

### *Systems & Electronic Records*

**Status:** On track.

**Notes:**

- Systems & Electronic Records provides year-round cross department training and support for the agency.

**Going Forward:** Employee feedback will inform assessment and development of future offerings, which we will continue to develop and release as described in Milestones 3-4.



## Goal 2: Responsive, accountable, and trustworthy governance within the Metro organization.

### Goal 2.1 - Comprehensive Research Support

*Dorothy Peyton Gray Transportation Library & Archive with Records Management Center*

**Status:** On Track.

**Notes:**

- Informal discussions with Library group to better understand tools at our disposal, including the newly available federated search tool.
- Several new research tools and resources identified, purchased, launched and promoted during FY2024: EBSCO digital periodical database expanded, trial access for additional database resources launched with eye toward strategic learning objectives for Metro staff.
- Library & Archives staff networked with collaborators across Metro to gain greater understanding existing systems (ArcGIS Platform, GIS Data Portal, Metro Web Development, PowerBI, RIITS, Semaphore Taxonomy Database, Ridership Survey) and overarching data landscape within the agency.
- Library & Archive staff worked with ITS staff to identify potential data governance software adoption.

**Going Forward:** The Library team will continue to hold structured meetings to effectively accomplish this continuous goal. Implementing the federated search tool across all resource platforms is still underway. The Preservica digital asset management platform is in development with launch expected in FY2025.

### Goal 2.2 – E-Filing System for Claims for Damages

*Legal Services*

**Status:** Under Reconsideration.

**Notes:**

- See Govt Code, Article 2. Manner of Presentation and of Giving Notice {915-915.4}

**Going Forward:** At this time, this goal is not feasible due to legal limitations of accepting claims electronically.

### Goal 2.3 – Improve Access to Forms and Information for Public

*Legal Services*

**Status:** Completed in FY23.

## Goal 2.4 - Records Audits

### *Records Management Center*

**Status:** In Progress, Delayed.

**Notes:**

- While the year 1 milestone of setting up a records coordinator list is complete, a plan and/or schedule for records audits has not yet been created. However, it is feasible that this can be created in preparation for Year 3 milestone.

**Going Forward:** Development of a schedule of records audits consistent with the Year 2 milestone will commence once the Principal Transportation Planner has been onboarded.

## Goal 2.5 – Records Retention Schedule

### *Systems & Electronic Records*

**Status:** Revised in FY24.

**Notes:**

- Due to changes in the Records Retention Schedule (RRS) management system vendor's professional services, the full-scale legislative review will take place every 5 years, rather than annually.
- Systems & Electronic Records staff continue to monitor legislative changes through the citation mapping function available through the RRS management system and have access to professional services for review of individual items as needed.

**Going Forward:** The next full-scale legislative review will take place in 2026, coinciding with Milestone 5.

## Goal 3: Enhanced public engagement with Metro's Board of Directors.

### Goal 3.1 – Public Comment Systems

*Board Administration Services and Systems & Electronic Records*

**Status:** On Track.

**Notes:**

- The Office of Board Administration has trained the Customer Experience Department (CX) to use the tablets, which has improved the turnover in public speakers during the meetings. This has also increased accuracy with order of names and members of the public that approach the podium to speak during their allotted time.
- Based on feedback received from staff, the interface views have been updated to include the names that have been called and who have spoken. This allows both CX and the Board Administration team to keep track of the queue more efficiently.

**Going Forward:** Additional enhancements to the PCR system will be informed by feedback from the public and from Board Administration staff and deployed on an ongoing basis.

### Goal 3.2 – Strategic Planning

*Board Administration Services*

**Status:** On Track.

**Notes:**

- This is an FY28 goal, no action necessary at this point.

**Going Forward:** Action will begin in CY26 with delivery in CY27.

### Goal 3.3 – Public Access to Archived Board Meeting Documents

*Systems & Electronic Records*

**Status:** On Track.

**Notes:**

- Staff continues evaluating systems and processes for migrating all Board documents into a single repository accessible to the public. In the meantime, a federated search tool is available for the public to search multiple Board archives (pre-2015 documents) in one place <https://mtasearch01.metro.net:23352/apps/boardarchives/>.
- Staff has begun working on uploading Board Box memos (2015-present) into Legistar, making them available when searching <https://boardagendas.metro.net/>.

**Going Forward:** Based on previous years' evaluation, develop scope of work, and acquire resources and support for migrating all Board meeting documents from the past, present, and future to a single repository.

### Goal 3.4 – Board Systems (Internal)

#### *Systems & Electronic Records/Strategic Knowledge Management*

**Status:** On Track.

**Notes:**

- As part of evaluating options for technology updates for web streaming of Committee and Board meetings, staff has observed other streaming public meetings and the technology they use and consulted with staff at other agencies about their approach.
- Utilizing previous year's evaluations, staff will delve further into this topic to prepare recommendations on web streaming options.

**Going Forward:** Staff is prepared to pursue this topic as there is an interest to expand the availability of additional broadcast languages in preparation for the 2028 Summer Olympics.

## Goal 4: Improve agencywide Strategic Knowledge Management, utilizing innovations in preservations, access, and curation of Metro's information.

### Goal 4.1 – Federated Search System (Project)

*Dorothy Peyton Gray Transportation Library & Archive with Systems & Electronic Records/Strategic Knowledge Management*

**Status:** Ahead of Schedule.

**Notes:**

- Year 1, 2 and 4 milestones are complete - a federated search tool has been procured, configured, and deployed both internally and externally to the public. Staff has been trained on the search tool.
- Metro's ontology and taxonomy platform has been integrated into the search tool to provide relevant keywords and search parameters.
- Year 3 milestone is ongoing as staff continues to evaluate additional metadata integrations into the search tool.

**Going Forward:** We will continue to evaluate other repositories which can be integrated in the search, and other technologies which can be integrated to support it. Additionally, an enhanced management contract has been acquired to take advantage of the search platforms sophisticated capabilities and keep searches efficient and relevant.

### Goal 4.2 – Knowledge Sharing Platform

*Dorothy Peyton Gray Transportation Library & Archive with Systems & Electronic Records/Strategic Knowledge Management*

**Status:** On Track.

**Notes:**

- A digital asset management knowledge sharing platform has been acquired and Systems & Electronic Records/Strategic Knowledge Management has begun documenting internal support processes. The team is actively adding information used to support Metro records systems and emergency response.
- The extensive setup process began during FY2024. The archivist and data librarian established protocols, best practices, and standard operating procedures (SOPs) for ingesting assets, standardizing metadata, creating workflow between ArchiveSpace and the Preservica platform, as well as other technical considerations for cataloging archival resources and options for public display on the Library website as well as online digital exhibits.
- Knowledge base pages are being developed for the Library, which include ongoing synthesis of disparate information found in the archive of previously answered reference questions, in-house research, and various repositories of text, image, video and electronic assets. The site augments

the plan in place to capitalize on knowledge base capabilities of new digital asset management platforms.

- Our Knowledge Base (now known as “Knowledge Hub”) infrastructure has been developed and launched along with the rest of our website revisions in late summer, 2024. Key subject areas targeted for initial launch included key facts about predecessor transit agencies, famous people in local transit history, a comprehensive list of Metro CEOs along with dates of tenure, and histories of Metro bus and rail divisions. These knowledge hub entries will allow the Library & Archive to develop consistent frameworks for similar types of information, allowing for a more predictable and pleasant user experience online.
- The entire Primary Resources website for Metro Research Library & Archive has been evaluated and overhauled, with re-launch set for summer, 2024. Key new features include how end-users can execute transit and transportation research of all kinds, how to locate key data related to transit and transportation, how to search our digital and digitized collections, access to our *Los Angeles Transportation Headlines* directly on our website, and re-tooling previous blog posts as “evergreened” news and update entries, knowledge hub entries for core information of lasting research and historical significance, or FAQ responses.

**Going Forward:** The new Library website will continue to be updated and re-evaluated, with additional content added later. We will be assessing options for screencast tutorials (e.g. how to search our online Library catalog, how to access our Libby/Overdrive e-book collection, how to search the Transportation Research Information Database (TRID)), and space for interactive timelines as well as our forthcoming oral history program.

### Goal 4.3 – Cultural Curation

*Dorothy Peyton Gray Transportation Library & Archive*

**Status:** On Track.

**Notes:**

- Metro’s first-ever professional archivist recruited, selected, hired and onboarded in FY24.
- We have collaborated with Metro Communications/CX Department on several public outreach projects, including “This is 30” celebration of Metro’s 30<sup>th</sup> anniversary, Los Angeles’ 100<sup>th</sup> anniversary of bus service, research for other significant milestones for posts on Metro’s The Source.
- Providing the CEO’s office and Board staff with time-sensitive historical context (e.g. staff communications, All-Hands Meeting sites, milestones in past Board member’s tenure, Metro-related contributions of former U.S. House member).
- Los Angeles Railway exhibit launched early 2023, a collaborative effort of Metro Library & Archive with the Metro Art program.
- Library & Archive staff worked with Getty Research Institute to execute a conservation assessment of the fragile, framed 1927 Laura Whitlock Map outside the Library. The map has been photographed and the Library &

## ATTACHMENT C

Archive is in possession of high-resolution imaging that will allow us to reduce wear and tear on the original resource. The digital surrogate may be used in creating new knowledge resources in the future, such as data layering with other information (e.g. census, ridership numbers), mash-ups with other maps to surface additional information, or to pin digital photos or films to specific locations on the map.

- Library & Archive staff are actively engaging the Customer Experience team to promote and celebrate departmental assets. Resources have been featured in numerous Friday Facts, Daily Brief and Metro's *The Source* posts throughout FY2024.
- Library & Archive staff conceived, assembled, launched and promoted a Black History Month / Juneteenth exhibit for the Plaza Level display cases at Gateway Headquarters.
- Library & Archives staff strengthened relationships with the Office of Civil Rights, Equity, and Race employee resource groups, and Metro Art to further facilitate collaboration for future exhibits.
- Library & Archive staff have met with peers at: Los Angeles Public Library; California State University, Northridge; University of California, Los Angeles; University of Southern California; Getty Research Institute, Automobile Club of Southern California Archives; the LA as Subject network.

**Going Forward:** Library & Archive staff will be reaching out to peers at several institutions in FY2025, including City of Los Angeles Archives; LA84 Foundation, the Academy of Motion Picture Arts & Sciences Margaret Herrick Library; and Lucas Museum of Narrative Art. We are in initial stages for planning how to celebrate the 100<sup>th</sup> birthday of our Whitlock Map (2027) and potential for exhibit in conjunction with the archival collections of Union Station.

### Goal 4.4 – Archival Management

*Dorothy Peyton Gray Transportation Library & Archive*

**Status:** In Development

**Notes:**

- Metro's first-ever professional archivist recruited, selected, hired and onboarded in FY24.
- The Library & Archive has selected a digital asset management system to provide long-term collection, organization, storage, and retrieval for digital and digitized assets of lasting historical significance for the agency.

**Going Forward:** The archivist will identify archives priorities and develop strategic direction for a work plan regarding collection development, preservation/conservation, and access. This includes developing protocols for accessing and/or ingesting enterprise digital assets held by the Communications Department in their Portfolio Extensis platform. The archivist will also develop protocols in coordination with Records Management for reviewing material set for destruction and assessing its value as resources of lasting research significance. The archivist will work with the data librarian for preliminary work launching use of new digital asset management system, and develop a framework for Metro

Oral History project. They will also work collaboratively with the digital resources librarian and other stakeholders across these and other projects.

## Goal 4.5 - Records Storage, Physical and Electronic System

*Records Management Center with Systems & Electronic Records/Strategic Knowledge Management*

**Status:** On Track.

**Notes:**

- The existing contract was extended for 1 year to allow more time to prepare for procurement. RMC has submitted a requisition to begin the new procurement, and a proposal evaluation team (PET) has been established.

**Going Forward:** While this goal is behind schedule per the Strategic Plan, RMC has extended the current contract so that we are still on track from an operational standpoint. We will need to keep a close eye on this to secure a new contract before the new contract end date of August 1, 2025.

## Goal 4.6 - Promote RMC as a Resource of the Agency

*Records Management Center*

**Status:** On track.

**Notes:**

- Agencywide email blasts on:
  - “Help Guard Metro Records”, January 2024

**Going Forward:** Continue to be a resource to the agency and to promote our services.

**Other**

- Currently reviewing GEN 12 (Public Document Disclosure Request) and GEN 8 (Records Management Policy) in short term and revising, as necessary.



# Board Administration 5-Year Strategic Plan



Executive Management Committee  
January 16, 2025

# 5-Year Strategic Plan Framework

The Board Administration 5-Year Strategic Plan has four goals, each with subgoals and yearly milestones.

The Strategic Plan is a roadmap for Board Administration and gives our customers a clear picture of where we plan to be and how we will get there in five years.



# Annual Highlights

## *Goal 1 – Ongoing Workforce Development*

- \* *Goal 1.3: On-Boarding Program for Board Members*

## *Goal 2 – Responsive, accountable, and trustworthy governance within the Metro organization.*

- \* *Goal 2.4: Records Audits*

## *Goal 3 – Ongoing Workforce Development*

- \* *Goal 3.1: Public Comment Systems*

## *Goal 4 – Improve agencywide Strategic Knowledge Management, utilizing innovations in preservation, access, and curation of Metro's information*

- \* *Goal 4.3: Cultural Curation*



# Next Steps

Staff will return annually with an update on milestones achieved and will return in FY2028 with an updated 5-Year Strategic Plan.

*Thank You!*



Metro®

**Board Report**

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**File #:** 2024-1125, **File Type:** Informational Report**Agenda Number:** 22.

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**EXECUTIVE MANAGEMENT COMMITTEE  
JANUARY 16, 2025****SUBJECT: STATE AND FEDERAL REPORT****ACTION: RECEIVE AND FILE****RECOMMENDATION**

RECEIVE AND FILE January 2025 State and Federal Legislative Report.

**DISCUSSION**

**Executive Management Committee  
Remarks Prepared by Raffi Haig Hamparian  
Government Relations, Deputy Executive Officer: Federal Affairs**

Chair Hahn and members of the Executive Management Committee, I am pleased to provide an update on several key federal matters of interest to our agency. This report was prepared on January 3, 2025, and will be updated, as appropriate, at the Executive Management Committee meeting on January 16, 2025. The status of relevant pending legislation is monitored on the [Metro Government Relations Legislative Matrix <https://libraryarchives.metro.net/DB\\_Attachments/1%20-%20January%202025%20-%20LA%20Metro%20Legislative%20Matrix.pdf>](https://libraryarchives.metro.net/DB_Attachments/1%20-%20January%202025%20-%20LA%20Metro%20Legislative%20Matrix.pdf), which is updated monthly.

**Biden Administration/USDOT Secretary Pete Buttigieg**

On December 23, 2024, Metro CEO Stephanie Wiggins authored a letter shared with U.S. Department of Transportation (USDOT) Secretary Pete Buttigieg to express the agency's sincere appreciation for our strong partnership over the last four years. As noted in the correspondence, which was shared with all Board members and the LA County Congressional Delegation, Metro was fortunate to have a strong working relationship with not only Secretary Buttigieg, but also his modal administrators, including at the Federal Transit Administration, Federal Highway Administration, and the Federal Railroad Administration.

**Incoming Trump Administration/USDOT Nominee - Former Congressman Sean Duffy**

Last month, President-elect Donald Trump nominated former Congressman Sean Duffy (R-WI) to serve as America's 20<sup>th</sup> Secretary of Transportation. The former Congressman represented Wisconsin's 7<sup>th</sup> Congressional District from 2011 to 2019. In the coming weeks, we expect additional

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individuals to be nominated by President-elect Trump for senior positions across the U.S. Department of Transportation. Given the scale and scope of our Board-approved 2025 Federal Legislative Program, we will be seeking to engage the new leaders at the USDOT at the earliest opportunity.

### **U.S. Department of Transportation/2028 Olympic and Paralympic Games**

Metro continues to work with a diverse number of partners to secure financial support from the federal government for our agency's efforts related to the 2028 Olympic and Paralympic Games. This effort is outlined and informed by our Board-approved 2025 Federal Legislative Program and was addressed in a letter shared by all Board to President-elect Trump last month that urged that mobility-focused funds for the 2028 Olympic and Paralympic Games be included in the upcoming Fiscal Year 2026 Budget. In addition to working with the incoming Trump Administration on the Fiscal Year 2026 Budget, in 2025 it will be our goal to work with the appropriate congressional committees to explore how the Fiscal Year 2026 Transportation, Housing and Urban Development bill might include funding for mobility related projects and initiatives tied to the upcoming 2028 Olympic and Paralympic Games.

Staff will also continue to seek to secure the \$200 million for mobility projects related to the 2028 Olympic and Paralympic Games that was embedded in the Senate's Fiscal Year 2025 THUD Bill. Given the adoption of a continuing resolution by Congress last week, we anticipate decisions being made about these funds early next year.

### **Los Angeles County Congressional Delegation**

Consistent with our standard practice, our agency has provided our Board-approved 2025 Federal Legislative Program to professional staffers working for members of the Los Angeles County Congressional Delegation - including new members. Early in 2025, we will be setting up briefings with Members of Congress and/or their aides to see how our agency can continue to work cooperatively with federal officials representing Los Angeles County residents in Washington, DC.

### **Federal Transit Administration Capital Investment Grant Program**

Late last year, our agency provided congressional committees (Senate Banking Committee and House Transportation & Infrastructure Committee) charged with authorizing the FTA's Capital Investment Grant Program with several suggestions on how this successful transit program can be even more successful. As was outlined in the Board-approved 2025 Federal Legislative Program - we will work to craft a broader document in 2025 that outlines our agency's priorities with respect to our nation's next surface transportation authorization bill.

### **Transit Operator Safety**

As we have consistently reported to the Board, Metro maintains open lines of communication with the Los Angeles County Congressional Delegation on federal initiatives to enhance transit operator safety. The current surface transportation authorization measure - the Bipartisan Infrastructure Law - will be expiring in late 2026. This will provide our agency with an opportunity to work with a variety of stakeholders to authorize federal programs to further enhance transit operator safety.

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On September 25, 2024, the FTA provided a notice through the Federal Register that it will be “issuing a General Directive to address the significant and continuing national-level safety risk related to assaults on transit workers.” According to the FTA, “the General Directive requires each transit agency subject to FTA's Public Transportation Agency Safety Plans (PTASP) Final Rule to conduct a safety risk assessment, identify safety risk mitigations or strategies, and provide information to FTA on how it is assessing, mitigating, and monitoring the safety risk associated with assaults on transit workers. Each transit agency serving a large urbanized area must involve the joint labor-management Safety Committee when identifying safety risk mitigations.”

Metro looks forward to providing our feedback with respect to the FTA’s General Directive, including information related to safety risk assessments, identifying safety risk mitigation and strategies, and detailed information on how the FTA should assess, mitigate, and monitor the safety risk associated with assaults on transit workers. Metro’s response was provided to the FTA prior to the December 26, 2024, which is the formal deadline for responses.

### **Federal Transportation Grants**

As we near the end of the Biden Administration , Metro will be mindful to aggressively find federal grant opportunities to fund Metro projects and initiatives. As we always do with our federal grant requests, we will work closely with members of the LA County Congressional Delegation and other key stakeholders to solicit their support for our future grant applications.

### **Conclusion:**

Chair Hahn and members of the committee, I look forward to expanding on this report at the Executive Management Committee meeting slated for January 16, 2025, with any new developments that may occur over the next several weeks.

**Executive Management Committee  
Remarks Prepared by Madeleine Moore  
Government Relations, Deputy Executive Officer: State Affairs**

Chair Hahn and members of the Board, I am pleased to provide an update on several state matters of interest to our agency. This report was prepared on January 31, 2024, and will be updated, as appropriate, at the Executive Management Committee on January 16, 2025. The status of relevant pending legislation is monitored monthly on the [Metro Government Relations Legislative Matrix](https://libraryarchives.metro.net/DB_Attachments/1%20-%20January%202025%20-%20LA%20Metro%20Legislative%20Matrix.pdf).  
<[https://libraryarchives.metro.net/DB\\_Attachments/1%20-%20January%202025%20-%20LA%20Metro%20Legislative%20Matrix.pdf](https://libraryarchives.metro.net/DB_Attachments/1%20-%20January%202025%20-%20LA%20Metro%20Legislative%20Matrix.pdf)>

### **Legislative Update**



The 2024-25 regular legislative session in Sacramento began with a one-day planning session on December 2, 2024. There, the new and reelected members of the Senate and Assembly were sworn in. The special session called by Governor Newsom to “protect California values” following the 2024 General Election also began concurrently. On the first day of the session, there were a total of 97 regular session bills introduced - 63 ABs and 34 SBs. Of those, 24 were intent bills and 6 were spot bills. In addition, there were 3 special session bills, along with 1 special session constitutional amendment introduced.

One notable action taken by both houses was the imposition of new bill limits. As of last year, Assembly members could introduce a maximum of 50 bills, and Senators 40. Now, the Standing Rules of the Assembly for the 2025-26 Regular Session reduce the number of bill introductions per Assembly Member to 35 bills per 2-year session, including constitutional amendments. The Standing Rules of the Senate for the 2025-26 Regular Session also reduce the number of bill introductions per Senator to 35 bills per 2-year session, *not* including constitutional amendments.

The Legislature will reconvene for the regular session on January 6, 2025. At that time, members will begin to introduce bills regularly, and Government Relations will begin to populate the Legislative Matrix with relevant legislation.

## **Budget Update**

In late November, the Legislative Analyst’s Office (LAO) released their Fiscal Outlook for the State, in advance of the commencement of the 2025-26 budget process.

The LAO found that the state’s current revenues running ahead of projections, particularly with regard to the state’s income tax. The report notes that the surge in income tax revenues is primarily being driven by recent stock market gains.

Following the Governor and Legislature’s work to close significant shortfalls in last year’s budget, the state’s projected fiscal year 2025-26 budget appears “roughly balanced” with no significant concerns cited. However, following 2025-26, the state faces significant budget shortfalls, albeit not as significant as the one they recently solved. The LAO also stressed that in their view, the “budget does not have capacity for new commitments, particularly ones that are ongoing.” As with the 2024-25 budget process, Metro remains committed to advocating for the final SB 125 funding allocation for transit, and anticipates continuing this advocacy as the Legislature convenes for the new legislative session.

The next step in the budget process for the 2025-26 fiscal year is the Governor’s initial budget proposal, expected in early January. Government Relations staff will have a full analysis of this budget proposal at the Executive Management Committee on January 16.

## **LA County Legislative Delegation Coordination**

Following the November election, the LA County Legislative Delegation in the Senate and Assembly

has undergone a number of changes to its membership. There are seven new members of the Assembly who represent at least a portion of the County, and two new members in the Senate. For the first time in the body's history, membership in the Senate reached 50% women.

Metro is pleased to welcome these new members to the Delegation and will be coordinating with the staff of these new members to meet with CEO Wiggins. At these meetings, members are introduced to key projects in their districts and the overall structure of the operations of transportation in the County, along with information about the funding and Board structure of the agency. These meetings ensure that we are establishing good working relationships with everyone who represents a portion of the County, along with any new members of legislative leadership.

In addition to new member engagement, Government Relations staff will continue to brief staff on Metro priorities and projects as the legislature comes back into session. In November, Metro Government Relations staff hosted a number of committee and budget staff from Sacramento for a tour of Metro projects throughout the County, including the D Line Extension in Westwood. Quarterly Legislative Briefings and individual project updates continue as well.

### **State Equity Analysis**

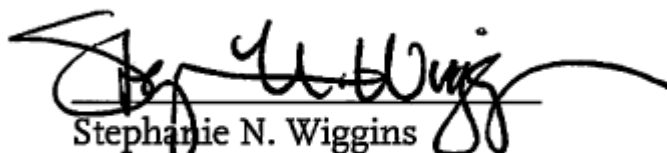
Government Relations will continue to work with the Office of Civil Rights, Racial Equity, and Inclusion in reviewing legislation introduced in Sacramento to address any equity issues in proposed bills and the budget process.

### **ATTACHMENTS**

Attachment A - Legislative Matrix

Prepared by: Michael Turner, Executive Officer, Government Relations, (213) 922-2122  
Madeleine Moore, Deputy Executive Officer, Government Relations, (213) 922-4604  
Raffi Hamparian, Deputy Executive Officer, Government Relations, (213) 922-3769

Reviewed by: Nicole Englund, Chief of Staff, (213) 922-7950



Stephanie N. Wiggins  
Chief Executive Officer



# **Government Relations Relevant State Legislation and Federal Affairs Update**

Executive Management Committee  
January 16, 2025

## State Affairs Update

- **Fiscal Year 25-26: Budget Process and Fiscal Outlook**
- **New Legislative Session: New Committee Chairs and Other Leadership Changes**
- **Los Angeles County Legislative Delegation Outreach**

## Federal Affairs Update

- **Biden Administration/USDOT Secretary Pete Buttigieg**
- **Incoming Trump Administration/USDOT Nominee – Former Congressman Sean Duffy**
- **U.S. Department of Transportation/2028 Olympic and Paralympic Games**
- **Los Angeles County Congressional Delegation**
- **Federal Transit Administration Capital Investment Grant Program**
- **Transit Operator Safety**
- **Federal Transportation Grants**



Board Report

File #: 2024-0536, File Type: Project

Agenda Number: 11.

PLANNING AND PROGRAMMING COMMITTEE  
JANUARY 15, 2025  
EXECUTIVE MANAGEMENT COMMITTEE  
JANUARY 16, 2025

SUBJECT: I-605 CORRIDOR IMPROVEMENT PROJECT (CIP) - MOTION 42 FINAL REPORT

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

CONSIDER:

- A. RECEIVING AND FILING the I-605 CIP Community Outreach Summary Report (Attachment A) that describes the community reengagement meetings that were held to present revised alternatives and findings in accordance with Board Motion 42 (Attachment B); and
- B. REAUTHORIZING the work that is needed to re-initiate the environmental review phase of the I-605 CIP with an emphasis on safety and multimodal projects, with the understanding that all Alternatives may be subject to Vehicle Miles Traveled (VMT) mitigation analysis except Alternative 2.

ISSUE

In response to Motion 42 (approved in October 2020 by Directors Solis, Hahn, Garcia, Fasana, Garcetti, and Bonin), which held the release of the I-605 CIP Draft Environmental Impact Report and Environmental Impact Statement (Draft EIR/EIS), staff worked to redefine the I-605 CIP project alternatives to minimize right-of-way impacts, align with various local and state policies and plans related to equity, greenhouse gas emissions, and vehicle miles traveled. During this time, staff engaged with the San Gabriel Valley and Gateway Cities Councils of Governments, the I-5 Joint Powers Authority, the County of Los Angeles, corridor cities, and community stakeholders through a series of public meetings to refine the project’s purpose and need.

As stated in Motion 42, staff must provide a final report on suggestions for other I-605 build alternatives that include input from community re-engagement/ Metro staff must obtain Board approval prior to resuming work on the environmental phase for the retooled I-605 CIP.

BACKGROUND

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I-605 is a major north south regional freeway in Los Angeles County used for interregional travel and goods movement. The I-605 freeway, constructed in 1964, currently experiences chokepoints, congestion, and conflicts largely due to traffic increases resulting from significant population and goods movement growth. The facility was built before the Americans with Disabilities Act (ADA) was passed into law, which poses safety and mobility challenges for the communities the freeway bisects, particularly at on/off-ramps and underpasses. The facility needs to be upgraded to meet today's safety, operational, and multimodal needs.

The I-605 CIP extends from the I-10 to I-105. In October 2016, the I-605 CIP environmental review process was started to identify project alternatives/solutions that warranted further study in the Draft EIR/EIS. Thirteen community engagement meetings were held from 2018 to 2020 to inform and gather input from the public, and technical reports were developed in consultation with stakeholders. Originally, the I-605 CIP proposed modifications to a 16-mile segment of the freeway from the I-10 to the I-105, including auxiliary lanes, general-purpose lanes, high-occupancy vehicle (HOV) lanes, and ExpressLanes. The subsequent original build alternatives, although included multi-modal elements, focused on a full build-out of the I-605 and upgrade of existing facilities beyond the current Caltrans ROW.

#### Original Project Alternatives

1. Existing conditions (no build).
2. Convert the existing HOV lanes to ExpressLanes, add a general-purpose (GP) lane in each direction, and incorporate Transportation System Management (TSM) and Transportation Demand Management (TDM) /multimodal improvements.
3. Convert the existing HOV lanes to ExpressLanes, add an additional ExpressLane in each direction, and incorporate TSM/TDM and multimodal improvements.
4. Maintain the existing HOV lanes, add a second HOV lane in each direction, and incorporate TSM/TDM and multimodal improvements.

In October 2020, the Board approved Motion 42, which delayed the release of the Draft EIR/EIS due to concerns over residential displacement impacts and requested community re-engagement to help inform the public about Motion 42 mandates such as revised design alternatives.

Since the adoption of Motion 42, Metro and Caltrans have undergone executive management changes and adopted policies that require revising the project alternatives that were previously introduced for the I-605 CIP as well as the overall planning approach. Collectively, these policy changes laid the groundwork for the Climate Action Plan for Transportation Infrastructure (CAPTI). This policy, as well as other subsequent Caltrans policies, are designed to be a holistic framework for aligning state transportation investments with the state's climate, health, and social equity goals. The framework includes overarching guiding principles as well as investment strategies to guide the corresponding actions. This includes promoting walking, biking, transit, and other modes of active transportation that improve the health of Californians and reduce our dependence on driving and the overall number of vehicle miles traveled (VMT).

In October 2021, Metro's Chief Executive Officer reorganized the Countywide Planning & Development Department by creating a Multimodal Integrated Planning division and directed the development of Metro's Objectives for Multimodal Highway Investments policy , which was adopted

by the Board in June 2022. The Multimodal Integrated Planning division integrates planning for highways, complete streets, active transportation, regional rail, freight, parking, and long-range transportation projects to account for the multimodal nature of travel in Los Angeles County, such as along the I-605 corridor.

## **DISCUSSION**

Over the years, staff has provided updates to activities in response to Motion 42 via Board boxes in July 2022, January 2023, and May 2024 regarding project design refinements that have been developed to avoid residential displacements; multimodal concepts that have been added to provide more mobility options; designs that are aligned with recent state and local policies (including requisite VMT analysis and mitigation); and project briefings/meetings that were conducted for project stakeholders and the community; all of which are described in greater detail in the following sections:

### **Project Design Refinements**

In response to Motion 42, staff collaborated with Caltrans to update the project alternatives while preserving safety and mobility enhancements. The refined project alternatives reduce the freeway design footprint compared to the original alternatives by adjusting shoulder and lane width profiles and ensuring they remain within Caltrans' existing right-of-way to prevent residential displacements. There are no proposed residential displacements identified for any of the new build alternatives. Partial acquisitions, commercial acquisitions, and temporary construction easements are all anticipated. However they are primarily located at specific on/off ramp improvements which represent about 20% or 1,355 of collisions within the project limits based on the Caltrans Collision data (2012-2015). If Metro staff were authorized to proceed, continued design refinements with community input would be made to further reduce the need for these real estate activities.

- **Alternative 1**: Existing conditions (No Build).
- **Alternative 2** (Modified): Convert the existing HOV lanes into ExpressLanes and incorporate multimodal and additional Transportation System Management/Transportation Demand Management (TSM/TDM) improvements.
- **Alternative 3**: Convert the existing HOV lanes into ExpressLanes, add an additional ExpressLane in each direction, and incorporate multimodal and additional TSM/TDM improvements.
- **Alternative 4**: Maintain the existing HOV lanes, add a second HOV lane in each direction, and incorporate multimodal and additional TSM/TDM improvements.)

The updated alternatives align with Metro's objectives for multimodal highway investment and recent Caltrans policies. Alternatives 2, 3, and 4 all include multimodal and TSM/TDM improvements. There are no general purpose lanes proposed in any of the revised alternatives. The revised (modified) Alternative 2 eliminates the GP lane, as Metro and Caltrans are prioritizing managed lanes to reduce congestion and encourage carpooling, vanpooling, and transit use. Moreover, the revised (modified) Alternative 2 would not trigger the State-required VMT analysis as it does not add a lane or expand the freeway footprint. Alternatives 2 and 3 both include incorporating ExpressLanes, which would generate revenue for multimodal investments along the I-605 corridor. Alternative 4 addresses prioritizing passenger throughput by adding a second HOV lane that will serve buses, carpools, and vanpools traveling along the freeway.



Safety enhancements continue to be a key focus of the draft alternatives under development. The most congested section of the project area-the I-605/105/5 interchange- narrows from five to four lanes, leading to vehicle conflicts from merging and weaving. The outdated design of the facility contributes to collisions and fatalities throughout the corridor. Crash severity data from 2019 to 2023 is provided in Attachment C.

#### Integrating TSM/TDM and Safety Elements

Each revised build alternative incorporates TSM/TDM strategies to optimize the efficiency of the existing roadway infrastructure without increasing capacity. TSM/TDM measures include intersection upgrades, improved traffic signals, enhanced signage and lighting, and strategies prioritizing managed lanes, transit options, and ridesharing. Detailed analysis of TSM/TDM strategies suitable for the I-605 corridor will be conducted if the environmental review process resumes. Community input will be sought throughout the environmental review phase at major milestones.

#### Multimodal Elements

Multimodal elements-such as bicycle, pedestrian, and equestrian facilities, ridesharing options, connections to transit hubs and mobility hubs, park-and-ride facilities, and transit routes-can be effectively implemented. For example, stakeholders have suggested incorporating additional lighting on bridge overcrossings and trail access points.

To enhance safety, staff are considering redesigning intersections to align with all on- and off-ramps, reducing potential vehicular conflicts and improving access. Additionally, staff propose adding green markings to bike lanes in on- and off-ramp areas for increased visibility and safety, with broken markings in designated conflict zones.

In collaboration with local agencies, staff are also evaluating updates to standard crosswalk markings, such as using “continental” crosswalk designs, and the installation of signal detectors capable of identifying bicycles, consistent with Caltrans’ Traffic Operations Policy Directive 09-06.

Trail access improvements, such as enhanced lighting at the San Jose Creek Pedestrian/Equestrian Trail along the north side of the creek, are also under consideration as part of the San Gabriel Valley Greenway Network. Examples and numbers of locations are already identified in ATTACHMENT D- Proposed Complete Street and Multimodal Elements.

#### Focus on Near-Term Multimodal Improvements

If granted approval by the Board, the project alternatives with integrated multimodal improvements would undergo environmental clearance, enabling these components to be independently implemented by local agencies. This phased approach would allow local agencies to access Measure R and Measure M funds separately from highway funds as well as other funding sources, addressing local transportation needs more effectively. By coordinating context-sensitive solutions with freeway upgrades, the project aims to improve connectivity between freeway ramps and nearby local networks, promoting smoother transitions and safer travel.

#### State and Local Policies

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The retooled I-605 CIP is aligned with state and local goals and policies, in addition to Metro's goals for multimodal highway investments. For example, the retooled I-605 CIP is consistent with Caltrans' Strategic Plan and the Climate Action Plan for Transportation Infrastructure (CAPTI, July 2021), which supports Complete Streets and Highways concepts as well as the State's VMT policy. Caltrans has indicated the retooled I-605 CIP will likely require VMT analysis and mitigation if the selected Preferred Alternative results in highway system expansion. Potential VMT mitigation measures, which could prove to be costly, might include new bus routes/lanes, joint development projects, increased bus service, or Metrolink service expansion.

Moreover, the retooled I-605 CIP's Purpose and Need will reflect these policies and align with local community concerns and priorities. Efforts such as renaming the I-605 CIP to encompass the project's multimodal nature and not just the highway may help build local support and trust while revising the goals outlined in Motion 42. Additionally, the 605 CIP Expresslane is consistent with the SCAG Regional Transportation Plan.

#### Community/Stakeholder Briefings/Meetings

In the summer of 2024, Metro hosted six stakeholder and community update meetings to present the reimagined I-605 CIP and revised alternatives, answer questions and gather input. The series of meetings began on July 9 and culminated on August 29, with five meetings held in person in the cities of Downey, El Monte, La Puente (Avocado Heights - unincorporated LA County), Norwalk, and Pico Rivera. One meeting was held virtually as a webinar via the Zoom online meeting platform. The webinar video is available for viewing for those with access to the internet, via the Metro Project website: [www.metro.net/projects/i-605-corridor-improvement-project/](http://www.metro.net/projects/i-605-corridor-improvement-project/) <<http://www.metro.net/projects/i-605-corridor-improvement-project/>>.

The community meetings provided an update on the I-605 CIP and allowed staff to gauge the community's level of interest based on their concerns and the comments that were solicited about the revised project alternatives that avoid residential property acquisitions. The in-person meetings followed the same format beginning with a 30-minute open house segment to allow attendees to learn about the Project, view exhibits, and speak with the Project team. The open house was followed by a presentation with a question and answer session.

Each meeting in-person was held in the evening to allow residents and commuters the opportunity to attend after their workday. The virtual meeting was held midday during lunchtime. The Project team collaborated closely with corridor city staff, the Gateway Cities Council of Governments, the offices of Supervisor Solis (SD-1) and Supervisor Hahn (SD-4), Metro Director Fernando Dutra, and Community Based Organizations (CBO) to develop and implement a robust public outreach strategy. This strategy included providing project materials in English and Spanish, with simultaneous interpretation provided at meetings to ensure broad participation.

Table 1, shown below, summarizes the attendance and participation for all the stakeholder and community update meetings.

Additional outreach efforts included:

- Presentations at Metro's Technical Advisory Committee (TAC) meeting and the Gateway Cities Council of Governments TAC meetings.

- Distributing 4,475 sets of factsheets and meeting flyers (in English and Spanish) at CBO events.
- Posting information on the project website which received 9,719 visits.
- Mailing 33,936 postcards to businesses and homes within 1,000-foot radius of the project area.
- Issuing three media press releases in English.
- Organizing and setting up 10 CBO pop-up events and information booths, with more than 1,500 interactions and handing out flyers during the events (more than 460 people signed up for project updates).
- A Spanish language interpreter was available for the attendees during the meetings.

**Table 1**

Meeting Date & Time	Meeting Location	Attendance	No. of Comments Submitted
Tuesday, July 9, 2024 6:00-7:30 PM	The Reagan Banquet Center 9545 Washburn Road Downey, CA 90242	63	16
Wednesday, July 10, 2024 6:00-7:30 PM	Pico Rivera Golf Course 3260 Fairway Drive Pico Rivera, CA 90660	51	36
Thursday, July 11, 2024 5:30-7:30 PM	Lambert Park Auditorium 11431 McGirk Avenue El Monte, CA 91732	19	9
Tuesday, July 16, 2024 12:00-1:30 PM	Virtual Meeting	94	89
Thursday, July 18, 2024 6:00-7:30 PM	Cerritos College, Fine Arts Building 11110 Alondra Boulevard Norwalk, CA 90650	22	21
Thursday, August 29, 2024 6:00-8:00 PM	San Angelo Park 245 S. San Angelo Avenue La Puente, CA 91746	58	31
<b>TOTAL</b>		<b>307</b>	<b>202</b>

Several days after the meetings, an e-mail blast was sent to all meeting attendees (who provided their email addresses) and all stakeholders in the I-605 CIP database. The email invited everyone to send additional comments and view all meeting materials, including the presentation, factsheet and frequently asked questions and answers, which were also available on the Project website.

Over 300 participants provided more than 200 total public comments during the meeting series. The key points/issues raised were:

- Concerns regarding right-of-way (ROW) acquisitions (specifically details about no partial and commercial property acquisitions).

- Opposition to freeway expansion.
- Freeway noise (concerns due to inadequate soundwall height).
- Potential construction impacts on surrounding areas.
- Safety concerns related to roadway geometric deficiencies (especially at the I-105 and Studebaker intersection).
- Bike lane safety issues such as better lighting at San Gabriel River access points.
- Support for alternatives like carpool and High-Occupancy Toll (HOT) lanes without the need for acquisitions or freeway expansion and avoiding increased congestion.
- Issues related to single-occupancy vehicle use in HOT lanes.
- Questions on how Metro can address induced demand and VMT.
- Recommendations to eliminate bottlenecks at local interchanges.
- Consider climate change in the planning process (heat island effect).

### CBO Engagement

CBO engagement was used to target outreach to Equity Focus Communities (EFC) along the corridor and within the project limits. Metro contracted North Star Alliances (NSA) to lead a strategic community engagement campaign that is supported by CBO partners that use “boots-on-the ground” to expand outreach efforts to a greater number of constituents. Pop-ups were held in the cities of Downey, Whittier, Baldwin Park, Pico Rivera, Norwalk, El Monte, and La Puente (Avocado Heights adjacent). In addition, project notices in the form of flyers and posters, door-to-door notices, e-blasts/e-newsletters, and notification toolkits were used to inform the public and project stakeholders.

NSA, the CBO administrator, successfully onboarded five CBOs as part of its CBO Partnership Program. This collaborative initiative aimed to leverage the extensive networks and local insights of these organizations to effectively disseminate information regarding the project.

The five CBOs are:

1. Mujeres Unidas Sirviendo Activamente (MUSA)
2. Rancho Los Amigos National Rehabilitation Center
3. Rio Hondo College
4. Streets Are For Everyone (SAFE)
5. Uptown Whittier Family YMCA

The CBO Partnership Program provided additional opportunities for the public to participate in the engagement process. To best target commuters in the area, bilingual English and Spanish meeting flyers were disseminated to inform project stakeholders about the nine community events that were being held throughout the corridor cities.

These efforts not only ensured widespread dissemination of project-related information, but also fostered an inclusive environment where community members could engage, inquire, and provide feedback on the I-605 CIP, while building relationships and strengthening the bond between Metro and the communities it serves. Through the CBO Partnership Program’s efforts, at least 34,921 community members within the corridor have been engaged to date.

The community engagement, events, and pop-ups occurred at:

- 
- Rio Hondo College (Whittier) on June 12, 2024
  - Business Expo (DoubleTree Hotel, Whittier) on June 18, 2024
  - Rancho Los Amigos Farmers Market (Downey) on June 27, 2024
  - Marvel Day Market (Baldwin Park) on July 6, 2024
  - Pico Rivera Farmer's Market on July 10, 2024
  - Norwalk Summer Nights on July 17, 2024
  - Parks After Dark (Avocado Heights / La Puente) on July 25, 2024
  - Parks After Dark (Avocado Heights / La Puente) on August 1, 2024
  - LA Care Back to School Event (El Monte) on August 9, 2024
  - Ready, Set, Backpack (El Monte) on August 22, 2024

### Community input on Safety Improvements

Several comments highlighted safety concerns related to traffic, intersections, and potential impacts on nearby schools, parks, and residential areas. For example, one commenter noted that the I-605 South exit at Whittier Blvd. poses a risk for cars making sharp turns onto Esperanza Ave. Addressing these safety concerns through a combination of freeway safety improvements and complete street enhancements creates a balanced approach to safety, integrated approach to multimodal elements, benefiting all road users—drivers, pedestrians, cyclists, and transit riders.

There are about 33 freeway segments along the 16-mile project corridor that need safety improvements based on collision data. In addition, there are approximately 15 major intersections adjacent to the I-605 freeway between the I-105 and I-10 freeways. Enhancing freeway safety helps contain freeway traffic, reducing the likelihood of vehicles diverting onto local streets due to incidents or congestion. This helps preserve neighborhood streets for local use, reinforcing the effectiveness of complete street designs. Improvements to freeway safety can reduce collisions and promote smoother traffic flow, minimizing sudden slowdowns and lessening the chance of diversion to surface streets. Meanwhile, complete street enhancements—such as safer pedestrian crossings, dedicated bike lanes, and improved sidewalks—offer organized, secure routes for all surface street users, supporting smooth traffic flow and reducing congestion.

Together, these measures mitigate high-speed freeway crashes and protect pedestrians, cyclists, and drivers, resulting in lower crash rates and related costs. This combined approach enhances safety, promotes sustainable practices, and improves the quality of life for all road users.

Commenters also addressed specific infrastructure needs, including soundwalls, pedestrian overcrossings, bike lanes, and deficiencies in the freeway design. For instance, one commenter inquired whether a soundwall would be installed on I-5 North from I-605 to Lakewood Blvd. On September 10, 2024, a resident near the northbound I-5 off-ramp to Paramount Blvd. reported a crash where a vehicle broke through her property wall due to a lack of soundwall coverage at the off-ramp. Another commenter noted that the bridge at Whittier Blvd. requires repairs. For more information on crash severity data from 2019 to 2023, refer to Attachment C.

The community feedback on the I-605 Corridor Improvement Project (CIP) has significantly influenced staff's proposed alternative recommendations. Due to the community's input and desire to have multimodal and safety improvements along the I-605 corridor, staff are recommending a revised set of alternatives presented in this report for the Board's consideration and seeking approval in order

to resume the environmental review process and move I-605 CIP forward.

### Community input on Conversion of HOV to HOT

The project aims to convert High-Occupancy Vehicle (HOV) lanes into ExpressLanes as an effective strategy to manage traffic congestion without significantly increasing vehicle miles traveled (VMT). Specifically, the updated Alternative 2 proposal, which repurposes the existing HOV lane as an ExpressLane, would be exempt from Caltrans' VMT Mitigation requirements. Many comments raised concerns and strong opposition to adding new lanes on I-605. There was a clear preference for alternatives not to expand the freeway and instead to use lanes for public transit or carpools. Some commenters emphasized that funds would be better invested in non-automotive transportation projects. By transforming underutilized HOV lanes into ExpressLanes, this approach maximizes lane efficiency, enabling solo drivers to pay for access during peak times, thereby maintaining free-flow conditions and reducing VMT without adding new lanes. ExpressLane benefits include improved congestion management, optimized road capacity, and increased lane efficiency, all while prioritizing carpools and transit vehicles.

### Community Feedback Summary

Based on the comments received, the community supports improvements to the I-605 freeway, particularly improvements that do not acquire property but enhance safety and incorporate multimodal solutions. The community expressed interest in freeway upgrades, particularly managed lanes such as ExpressLanes that generate funding for multimodal projects, priorities that are well-reflected in Alternative 2. While there wasn't consensus on expanding ExpressLanes, there was some interest in High Occupancy Vehicle (HOV) lanes. Community feedback also raised concerns about widening the freeway, even within the existing Caltrans right-of-way, signaling a preference for solutions that minimize expansion while addressing congestion and safety challenges. Attendees voiced frustration with current congestion on the freeway and nearby local streets, citing long commute times and difficulties accessing the freeway. For example, one participant noted, *"We need a signal for the northbound on-ramp between Washington and Slauson off Pioneer-traffic backs up into Slauson because of this."*

## **DETERMINATION OF SAFETY IMPACT**

Approval of staff's recommendations has no known adverse impact on the safety of Metro's patrons and employees or users of the facility. Caltrans and local safety standards will be adhered to during the project development of the retooled I-605 CIP.

As noted in multiple public comments and shown in Attachment C, the I-605 corridor has demonstrated safety needs that would be addressed by advancing the I-605 CIP.

## **FINANCIAL IMPACT**

Funding the amount of \$3,650,000 is included in the FY25 adopted budget under Complete Streets & Highways Cost Center 4720, under the I-605 CIP for the remaining project elements under Contract No. AE333410011375, Project No. 461314 and Professional Service Account (50316) for I-605/I-5; and Contract No. AE5204200, Project No. 463314, and Professional Service Account (50316) for I-605/SR-60. Due to the delay in circulation of the Draft EIR, it is anticipated that a contract modification will be needed to conclude the environmental phase at a future date. Staff anticipates

that cash flow expenditures may exceed the current FY25 budget. If the Board decides to proceed, an additional budget of approximately \$30 million will be needed to complete the PAED phase.

The implementation of future improvements would be subject to the availability of funds, as the I-605 CIP in its entirety cannot currently be constructed due to financial limitations. Implementation of all improvements between I-105 and I-10 would cost several billion dollars, which are not all accounted for in Measures R and M.

#### Impact to Budget

Should the Board approve the staff recommendations and if additional funds are needed in FY25, staff will revisit the budgetary needs using the quarterly and mid-year adjustment processes.

The source of funds is Measure R Highway Capital (20%) Funds. This fund source is not eligible for bus and rail operations or capital expenditures.

### **EQUITY PLATFORM**

Before 2020, Metro and Caltrans pursued I-605 freeway expansion to address traffic demands but faced criticism for its disproportionate impact on historically marginalized communities. The project risked displacing homes and businesses, worsening air quality, and increasing noise pollution in predominantly communities of color. In response, Metro's Motion 42 shifted policy toward a multimodal, community-centered approach, emphasizing collaboration with local stakeholders to achieve equitable outcomes. This marked a rethinking of regional highway planning to prioritize both infrastructure needs and social equity.

The revised design alternatives for the I-605 project were presented to community members and stakeholders who live and work along the corridor. The goal was to create a multimodal strategy that would improve regional and local mobility, enhance air quality, and foster economic vitality, social equity, and environmental sustainability. This process was intentionally designed to engage communities that have been historically harmed and disproportionately affected by previous transportation decisions. The revised design focuses on multimodal solutions developed in partnership with residents and stakeholders, aiming to deliver transportation benefits that move people and goods seamlessly, equitably, and sustainably through the San Gabriel River Corridor.

Looking ahead, Metro and Caltrans plan to work closely with local officials and communities along the freeway to understand their priorities and gather feedback on how the freeway has impacted their lives-both positively and negatively.

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

The I-605 CIP supports the following Metro Vision 2028 Strategic Plan Goals:

1. Provide high-quality mobility options that enable people to spend less time traveling.
2. Transform LA County through regional collaboration

The I-605 CIP also supports the following Multimodal Highway Investment Objectives:

1. Advancing the mobility needs of people and goods within Los Angeles County by developing projects and programs that support traffic mobility and enhanced safety, economic vitality, equitable impacts, access to opportunity, regional sustainability; and resiliency for affected local communities and the region.
2. Work with local communities to reduce disparities caused by existing highway systems and develop holistic, positive approaches to maintain and improve the integrity and quality of life.
3. Ensure that local and regional investment in Los Angeles County's highway system - particularly the implementation of Measures R and M priorities - is considered within the context of a countywide multimodal, integrated planning vision that reflects a holistic approach to meeting the needs of local communities, reducing disparities, creating a safer and well-maintained transportation system, and fostering greater regional mobility and access to opportunities.

### **ALTERNATIVES CONSIDERED**

Staff recommend advancing four build alternatives into the environmental process to address the safety and multimodal improvements needed in the corridor. The environmental process would allow for the Board to make further decisions on which of the build alternatives to move forward after a transparent community input process and evaluation of the impacts and benefits.

The Board could choose, instead, to approve less than four project alternatives in full or through a phased approach as funding becomes available. This approach would reduce the ability for the community to understand the impacts and benefits after further environmental study, of all four build alternatives presented to them as part of the recent community outreach reported on in this report.

In selecting one or more of the build alternatives and a phased approach to implementation, the incremental approach would allow some multimodal projects, like protected bike lanes, safety improvements, at certain locations, or enhanced transit stops, to be implemented in stages. Local agencies could start with smaller Measure R or M grants to fund initial phases, demonstrating success and building a foundation for securing additional funding for broader improvements over time. Highlighting projects that connect to the I-605 corridor and serve multiple transportation modes can increase competitiveness in funding applications.

Also, the Board could choose not to approve the recommendations. However, this option is not advised, as doing so would delay the implementation of critical improvements designed to enhance safety, mobility, and operational efficiency across the I-605 corridor. Postponing these upgrades would not result in needed improvements to address collision rates, lack of multimodal transportation options, and inefficient flow of vehicles, which negatively impact local residents, commuters, freight operations, and emergency response times. Furthermore, delays in project approval may increase future costs, as construction prices and demand for resources are expected to rise. Consequently, approving these recommendations is essential to maintaining regional connectivity and addressing pressing infrastructure needs effectively and promptly.

As heard in the community outreach meetings, postponing enhancements to the I-605 corridor,



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particularly as the population grows, could fail to address safety and multimodal concerns and further deteriorate traffic conditions that impact commuters and regional economic activity.

**NEXT STEPS**

Upon approval by the Board, staff will resume work on the environmental review phase of the retooled I-605 CIP, in accordance with Motion 42.

Upon reinitiation of the environmental process, staff will develop an implementation plan and identify segments and priorities with independent utility that can be constructed in consultation with Caltrans and the local jurisdictions. Staff will return to the Board for contract amendments as necessary. Additionally, staff will also continue to seek federal and state grant funds to support the improvements.

Staff will report back to the Board on major milestones, as needed.

**ATTACHMENTS**

Attachment A - I-605 CIP Community Outreach Meetings Summary Report

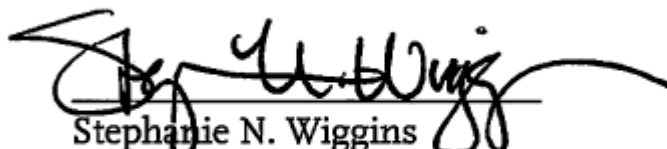
Attachment B - Board Motion 42 (File # 2020-0733)

Attachment C - Crash Severity Data from 2019 to 2023

Attachment D - Proposed Complete Street and Multimodal Elements

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Stephanie N. Wiggins  
Chief Executive Officer



# I-605 Corridor Improvement Project Community Outreach Meetings Summary Report

September 2024

**Prepared for:**

Los Angeles County Metropolitan Transportation Authority  
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Los Angeles, CA 90012

**Prepared by:**

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## 1.0 PROJECT SUMMARY

The Interstate 605 (I-605) freeway is one of the busiest highways in the greater Los Angeles (LA) area. It connects nine east-west freeways and is a critical transportation corridor for people and goods traveling from the LA County San Gabriel Valley and foothill communities in the north to the Gateway Cities and coastal communities in the south and beyond. The I-605 is frequently congested during peak travel times and experiences collisions at rates higher than the statewide average. The I-605 Corridor Improvement Project (Project) was proposed to find solutions to help improve regional circulation, and safety along the corridor from the City of Baldwin Park to the City of Norwalk and includes improvements along the I-605 as well as to segments of Interstate 10 (I-10), State Route 60 (SR-60), Interstate 5 (I-5), and Interstate (I-105).

From 2016 to 2020, the Los Angeles Metropolitan Authority (Metro), conducted a significant amount of planning and outreach in collaboration with Caltrans, I-5 Joint Powers Authority, San Gabriel Valley Council of Governments (SGVCOG), Gateway Cities Council of Governments (GCCOG), local Cities, and the County of Los Angeles in the Project area. Several proposed alternatives were developed with the goal of relieving congestion and improving traffic safety along the corridor. In 2020, the Metro Board (Board) directed staff to delay release of the Draft Environmental Impact Report/Environmental Impact Statement (EIR/EIS) due to concerns over the high number of likely property relocations. The Board further directed staff to come up with less impactful improvements, while increasing multi-modal alternatives and better aligning proposed improvements with various local and state policies related to equity, greenhouse gas emissions, and smart freeway management technology.

The following **Project Goals** outline the primary purpose and need for this project.

- Improve operations and safety
- Enhance mobility and regional connectivity
- Increase person throughput via carpooling, transit, multimodal use
- Avoid residential displacements by accommodating the design mostly within the Caltrans-owned right of way (ROW).

Pursuant to the Board's direction, in 2023 the Metro Team coordinated with Caltrans to redesign of the project alternatives, and from July to August 2024, they engaged with corridor residents and other stakeholders to present the '*Reimagined*' I-605 Corridor Improvement Project.

The updated **Project Alternatives** include:

**Alternative 1** – Existing conditions (no build)

**Alternative 2** – Convert the existing HOV lanes to ExpressLanes and incorporate multimodal and Transportation System/Demand Management (TSM/TDM) improvements

**Alternative 3** – Convert existing HOV lanes to ExpressLanes, add an additional ExpressLane in each direction, and incorporate multimodal and TSM/TDM improvements



**Alternative 4** – Maintain the existing HOV lanes, add a second HOV lane in each direction, and incorporate multimodal and TSM/TDM improvements

## 1.1. Report Organization

The Public Outreach summary that follows includes seven main sections, as described below:

- **Section 2.1** provides a high-level overview of the public meeting effort and its outcome;
- **Section 2.2** summarizes the public meetings and other engagements and the feedback collected;
- **Section 2.3** summarizes the additional presentation and briefings with key stakeholders;
- **Section 2.4** summarizes the various information resources employed by the team to manage and inform the public;
- **Section 2.5** summarizes Project Team led notification tools and tactics employed to reach and involve the public in the meeting process;
- **Section 2.6** summarizes CBO Partner led notification tools and tactics employed to reach and involve the public in the meeting process; and
- **Section 2.7** summarizes the identified earned media that resulted from the collective outreach effort.

## 2.0 PUBLIC OUTREACH

An updated outreach campaign was planned and executed to communicate the reimagined project to the public and key stakeholders. This plan featured a series of public meetings and included a comprehensive notification plan, supported by partnerships with Community Based Organizations (CBO's), a series of community meetings, and multiple key stakeholder briefings. The Project website and collateral materials were also updated in support of this engagement effort. The report that follows provides a detailed summary of these efforts and the feedback received during this time.

### 2.1. Public Meeting Highlights

In the summer of 2024, six (6) community meetings were held to present the reimagined project and revised alternatives. The series began on July 9th and completed on August 29th with five (5) meetings held in person in the Cities of Downey, El Monte, La Puente (Avocado Heights), Norwalk, and Pico Rivera, as well as one (1) meeting held virtually via the Zoom online meeting platform. The webinar video is now available for viewing by anyone with access to the internet, via the Metro Project website: [www.metro.net/projects/i-605-corridor-improvement-project/](http://www.metro.net/projects/i-605-corridor-improvement-project/).

Metro hosted these community meetings to provide updates on the project and to gauge the community's level of interest and support. Each meeting followed a consistent format, starting with a 30-minute open house where attendees could learn about the project, view exhibits, and engage with the project team. This was followed by a formal presentation and a Question and Answer (Q&A)

session. After each Q&A, the Project Manager and team addressed specific questions from the attendees.

Meetings were scheduled in the evenings to allow residents and commuters the opportunity to attend after their workday. The Project Team collaborated closely with corridor city staff, the Gateway Cities Council of Governments, and the Offices of Metro Board Director Hilda Solis (SD-1) and Board Director Janice Hahn (SD-4) to develop and implement a robust public outreach strategy. This strategy included materials in English and Spanish, with simultaneous interpretation to ensure broad participation. Table 1 summarizes the attendance and participation for both meetings.

**Table 3.1-1: Summary of Community Meetings**

No	Date / Time	Location / Address	Sign-ins Collected		Questions / Comments
			Email / Mobile Phone	Attendees (Approx.)	
1.	Tuesday, July 09, 2024 6:00pm – 8:00 pm	The Arc, Reagan Banquet Center 9545 Washburn Rd Downey, CA 90242	33/30	63	16
2.	Wednesday, July 10, 2024 6:00pm – 8:00 pm	Pico Rivera Golf Club 3260 Fairway Dr Pico Rivera, CA 90660	26/26	51	36
3.	Thursday, July 11, 2024 5:30 pm – 7:30 pm	Lambert Park Auditorium 11431 McGirk Av El Monte, CA 91732	16/8	19	9
4.	Tuesday, July 16, 2024 12:00 pm – 1:30 pm	Zoom Webinar	84	94	89
5.	Thursday, July 18, 2024 6:00 pm – 8:00 pm	Cerritos College, Fine Arts Building 11110 Alondra Blvd Norwalk, CA 90650	19/8	22	21
6.	Thursday, August 29, 2024 6:00 pm – 8:00 pm	San Angelo Park 245 S San Angelo Av La Puente, CA 91746	41/18	58	31
<b>Total</b>			<b>219/90</b>	<b>307</b>	<b>202</b>

Over 300 public comments were received during the meeting series. Much of the comments, questions and resulting dialogue centered on: Right-of-Way (ROW) impacts (e.g. potential for property acquisitions), noise concerns due to inadequate wall height, construction impacts, a safety issue at I-105 and Studebaker, bike lane safety issues, the support for carpool and HOT lane alternatives without acquisitions, freeway expansion increasing congestion, resulting improvements on local and highway traffic operations and speed, use of single occupant vehicles on HOT lanes, support for alternatives without displacing homes, induced demand and vehicle miles traveled (VMT), eliminating bottlenecks, and tackling climate change. Participants with more specific or unique inquiries were encouraged to speak with staff on a one-on-one basis at the exhibit stations following the Q&A, allowing for more in-depth responses and providing more Q&A time for comments/questions, which served the greater audience interests.

An individual summary for each public meeting including all comments, the in-person and virtual presentations, and display exhibits may be found in Appendix A.

## 2.2. Public Meeting Process, Messaging & Input

The public and key stakeholders were included in the outreach process through a series of public meetings. Each engagement provided project information, built awareness, educated participants on the Project's revised need and goals, and encouraged participation and feedback.

### 2.2.1. In-person Meeting Process

Upon arrival at the public meetings, participants were welcomed, thanked for their attendance, encouraged to sign-up for future meeting invitations and Project updates, provided with informational materials, and invited to review display station exhibits with Project staff. Comment cards were made available to solicit community feedback. Spanish-speaking staff offered interpretive equipment to Spanish-speaking attendees, and a Spanish language interpreter provided a simultaneous experience to assist attendee's comprehension of the presentation, as needed.

Each meeting provided the same materials, listed below:

- Meeting Agenda (Bilingual; English & Spanish)
- Overview Fact Sheet (English & Spanish)
- Frequently Asked Questions (FAQs) (English & Spanish)
- Comment Card (Bilingual; English & Spanish)
- Exhibit Boards (English)
- Presentation (Bilingual; English & Spanish; Available upon request only)

Several days after the meetings, an e-mail blast was sent to all meeting attendees who provided their email address, as well as to all stakeholders in the Project database, to invite them to view and download the meeting materials, including meeting presentation, fact sheet and FAQ, which were made available on the Project website.

A PowerPoint presentation was conducted by Metro. Each meeting's presentation lasted approximately 30 minutes, and the content was the same for each of the meetings. The presentations were initiated by Ms. Kim Tachiki-Chin, Community Relations Manager, who welcomed the audience and introduced the Project Team. A local elected official made opening remarks, and Metro's Project Manager, Mr. Carlos Montez, conducted the presentation. The presentation covered:

- Project Purpose & Overview
- Project History & Updates
- Current Activities
- Next Steps

Presentations concluded with a microphone enabled Q&A session supported by the various experts from the Project team. Metro staff led the session by reading aloud comments and questions that had been submitted through in-meeting comment cards providing transparency for all to hear. Attendees were invited to comment or ask general questions.

### 2.2.2. Meeting Stations

The July and August meetings had four information stations. At Station 1, guests had the opportunity to discuss Mobility and view an informational board featuring a Bicycle network map and imagery of complete streets. Station 2 focused on ExpressLanes and featured information on the Metro ExpressLanes program features. Station 3 displayed the proposed project alternatives for each of the five major freeways and interchanges. Lastly, Station 4 displayed a summary about Community Based Organization (CBO) outreach partnerships. Further description of these stations can be found in the table below.

**Table 3.2.2-1: In-Person Meeting Display Stations**

Station No. / Topic	Materials
<b>Station 0:</b> Welcome/ Refreshments	<b>Display Boards</b> <ul style="list-style-type: none"> <li>• Welcome/Agenda</li> <li>• Project Need and Purpose</li> <li>• Contact Us</li> </ul> <b>Handouts</b> <ul style="list-style-type: none"> <li>• Comment Card</li> <li>• Project Factsheet</li> <li>• Metro Pocket Maps</li> </ul>
<b>Station 1:</b> Mobility Improvements: Bicycle, Pedestrian and Transit Networks	<b>Display Boards</b> <ul style="list-style-type: none"> <li>• Bicycle Network Improvements</li> <li>• Pedestrian &amp; Transit Improvements</li> </ul>
<b>Station 2:</b> How ExpressLanes Work TSM/TDM Strategies	<b>Display Boards</b> <ul style="list-style-type: none"> <li>• How Express Lanes Work</li> <li>• TSM/TDM Strategies</li> </ul>
<b>Station 3:</b> Design/Cross Sections	<b>Display Boards</b> <ul style="list-style-type: none"> <li>• Updated Alternatives: Cross-section I-605</li> <li>• Updated Alternatives: Cross-section I-5</li> <li>• Updated Alternatives: Cross-section SR-60</li> <li>• Updated Alternatives: Cross-section I-605/I-105 Interchange Connector</li> <li>• Updated Alternatives: Cross-section I-605/I-10 Interchange Connector</li> </ul>
<b>Station 4:</b> Partnering with Communities	<b>PowerPoint Presentation:</b> <ul style="list-style-type: none"> <li>• Partnering with Communities</li> </ul>

### 2.2.3. Virtual Meeting Process

The virtual community meeting took place on July 16, 2024, via Zoom. The webinar covered the same information presented during the in-person community meetings, including a general project overview, project updates, and proposed alternatives. During the presentation, participants were encouraged to provide comments and ask questions via the Zoom Q&A feature. After the formal presentation, project team members addressed these questions verbally for all to hear. Additionally, Project Staff shared links to resources, including a copy of the presentation and the project website, through Zoom's chat feature, adding convenience and improved access to help inform and educate those in attendance. A recording of the virtual meeting is available through the Project webpage for those that were unable to attend a scheduled meeting.

### 2.2.4. Public Input & Key Themes

The six community meetings collectively attracted over 300 participants who submitted more than 200 questions and comments. Community feedback was only gathered through in-meeting comment cards and the Zoom Q&A function which were then read aloud by Metro Staff, providing consistency of process for all meetings. The Team also encouraged attendees to provide additional thoughts through September 13, 2024, to allow for more comprehensive input from the public. In total, the Project received 113 written comment card submissions and 89 comments and questions via virtual Q&A feedback.

#### 2.2.4.1. *Comment Themes from In-Person Meetings*

Below is a list of common themes compiled from written comment cards collected during the six in person community meetings and highlighted social, practical, and environmental concerns.

#### **Property and Community Impact:**

- Many comments were concerned with the potential impact on properties, such as homes, businesses, and community spaces. There were questions about whether properties would be acquired or demolished, and how the project would affect local neighborhoods.
- **Examples:**
  - Will there be any demolition of homes on Linard Street, South El Monte?
  - Are you going to acquire any residences? Yes or no?

#### **Opposition to Expanding Freeways:**

- Many comments expressed concerns about expanding freeways, adding new lanes, or creating express lanes. There was a strong preference for alternatives to freeway expansion, such as public transportation or carpool lanes.
- **Examples:**
  - No expansion; no more new lanes.
  - Expanding I-605 is totally inappropriate. Those same funds should be better spent on non-automotive transportation projects.

### **Safety and Traffic Concerns:**

- Several comments focused on specific safety concerns related to traffic, dangerous intersections, and the impact of the project on local schools, parks, and residential areas.
- **Examples:**
  - 605 South exit on Whittier Blvd. is dangerous for cars turning sharply onto Esperanza.
  - What will be the impact on Unsworth Elementary and Dennis the Menace Park?

### **Equity and Social Impact Concerns:**

- There was concern that paid express lanes could exacerbate inequality, benefiting wealthier individuals while disadvantaging low-income communities. Additionally, there were worries about potential displacement of residents, particularly from working-class neighborhoods.
- **Examples:**
  - Strongly oppose paid lanes on freeways = double taxation.
  - Working-class families have a history of displacement in LA CO—I am not confident about this—sorry.

### **Concerns About Environmental Impact:**

- Several comments mentioned the potential negative environmental impacts of the project, such as increased greenhouse gas emissions, the heat island effect, and worsening air quality in already polluted areas.
- **Examples:**
  - Global climate disruption, caused by tailpipe emissions, is setting heat records—killing people in California.
  - How are increased demand, increased GHG, and increased VMTs being addressed?

### **Concerns About Specific Infrastructure Issues:**

- Commenters also raised issues related to specific infrastructure elements, such as sound walls, bridges, bike lanes, and pedestrian improvements.
- **Examples:**
  - Will there be a sound wall installed on 5 North freeway from 605 freeway to Lakewood Blvd?
  - The bridge at Whittier Blvd. over the crossing is in need of repair—it sounds like it's ready to fail.

### **Support for Public Transportation:**

- A significant number of comments advocated for investment in public transportation, including rail options, bus rapid transit (BRT), and non-automotive transportation solutions.
- **Examples:**
  - We need more commuter-rail options.
  - The best way to get cars off the road is to make it easier to use public transportation.

### **Requests for Transparency and Information:**

- There were multiple requests for more information, clearer communication, and greater transparency about the project's details, timelines, and decision-making processes.
- **Examples:**
  - How can I get a copy of the presentation?
  - When will you update your website with new slides?

#### *2.2.4.2. Comment Themes from Virtual Meeting*

The common themes listed below were compiled from the 89 comments submitted during the virtual community meeting. Participants submitted their comments through the Zoom Q&A function.

### **Opposition to Freeway Expansion and Widening:**

- Many comments expressed strong opposition to the expansion and widening of freeways, citing concerns about its effectiveness in reducing congestion and its negative impact on the environment and communities. There's a preference for alternatives such as public transportation improvements and non-freeway-related projects. Examples:
- **Examples:**
  - There is absolutely no justification for freeway widening in the modern era. We know that adding lanes does not decrease congestion and encourages driving.
  - Why is Metro wasting \$5B widening freeways and encouraging more driving if we are in a climate crisis?

### **Concerns About Express Lanes and Equity:**

- Several comments raised concerns about the implementation of express lanes, particularly regarding their impact on equity. Many feel that express lanes benefit only those who can afford them, potentially worsening traffic for those who cannot.
- **Examples:**
  - If you add the express lane (yes you would make money) however, you'd discourage many people who don't have the financial ability to pay for this lane creating more traffic rather than reduce it.
  - One or more of the alternatives proposes the conversion of free HOV lanes to toll Express lanes... Does access only improve for those with surplus income and the ability to pay?

### **Requests for Public Involvement and Transparency:**

- Numerous comments called for greater public involvement in the decision-making process, asking for more opportunities to comment, clearer communication, and transparency about the project details and impacts. Examples:
- **Examples:**
  - Metro board had instructed staff in October 2020 to work with community-based orgs on this project, is this the extent of that outreach?

- Will there be a public comment section on your website? And if there is, what is the website address or link?

### **Safety and Environmental Concerns:**

- Participants are concerned about the safety and environmental impacts of the proposed alternatives, including potential increases in vehicle emissions, displacement of communities, and insufficient consideration of alternative transportation modes.
- **Examples:**
  - What are the emissions impacts of each of the alternatives?
  - Are traffic fatalities just an excuse to 'increase capacity' at exits like Washington Blvd.?

### **Interest in Alternative Transportation Solutions:**

- Many comments suggested investing in alternative transportation solutions rather than expanding freeways. Suggestions included improving public transportation, enhancing bike paths, and developing light rail routes. Examples:
- **Examples:**
  - Could building out alternative modes of transportation (Metro lines, frequent reliable bus service) that can better handle more people than cars be more valuable than expanding lanes?
  - Metro should help fund the construction of the San Gabriel Valley greenway network before investing more money on freeways.

### **Technical and Specific Project Details:**

- Several comments requested detailed technical information about the project, including costs, design specifics, and the potential impacts on properties and communities.
- **Examples:**
  - How much will each alternative cost for the 605? What are the impacts, Environmental and displacement, on the surrounding community for each alternative?
  - How do I know if my property is affected by Caltrans ROW? I understand there is no displacement, but I am worried about the impact on my property.

## **2.3. Focused Briefings**

In preparation for the public meetings, Carlos Montez (Project Manager) also held briefings with representatives from the United States House of Representatives, Metro Board of Directors, Gateway Cities Council of Governments, County of Los Angeles Board of Supervisors, and others from February to August 2024 to provide project updates and preview the community meeting presentation. These engagements have been detailed below.



**Table 3.3-1: Summary of Stakeholder Briefings**

No	Date	Stakeholder
1.	2/26/24	Office of Metro Board Director, Janice Hahn, 4 <sup>th</sup> District: Luke Klipp, Sr. Transportation Deputy
2.	3/15/24	Office of Metro Board Director, Fernando Dutra: Marisa Perez, Executive Deputy GCCOG
3.	03/20/24	Office of Metro Board Director, Hilda Solis, 1 <sup>st</sup> District: Ben Feldman, Special Projects Deputy
4.	05/02/24	Office of Metro Board Director, Hilda Solis, 1 <sup>st</sup> District: Ben Feldman, Special Projects Deputy Office of Metro Board Director, Janice Hahn, 4 <sup>th</sup> District: Vivian Gomez, Transportation Deputy Office of City of Los Angeles Mayor, Karen Bass: Tina Backstrom, Sr. Director of Transportation
5.	05/30/24	Office of Metro Board Director, Fernando Dutra: Fernando Dutra, Director and Marisa Perez, Executive Deputy GCCOG: Yvette Kirrin, Engineer
6.	06/03/24	Office of Metro Board Director, Janice Hahn, 4 <sup>th</sup> District: Luke Klipp, Sr. Transportation Deputy and Vivian Gomez, Transportation Deputy
7.	06/04/24	GCCOG 91/605/405 Technical Advisory Committee
8.	06/10/24	Metro Technical Advisory Committee Meeting
9.	07/29/24	Office of Metro Board Director, Hilda Solis, 1 <sup>st</sup> District: Ben Feldman, Special Projects Deputy, Maria Ponce, Field Deputy, Eva Thiel-Maiz, Senior San Gabriel Field Deputy, Andrea Moreno, San Gabriel Valley District Director, Guadalupe Duran-Medina, Planning Deputy
11.	08/02/24	Office of Metro Board Director, Fernando Dutra: Marisa Perez, Executive Deputy GCCOG
12	08/14/24	Office of Congressman, Linda Sanchez, 38 <sup>th</sup> District

## 2.4. Communication Resources

Project information was dispersed primarily through the project website and collateral materials. The project website was continually updated with current project information throughout the engagement period. Collateral materials were developed for sharing both online and at the in-person community meetings. These included the Factsheet and Frequently Asked Questions (FAQs). In addition, a stakeholder database and additional comments log have been maintained since the start of the project. The database was used to capture and communicate to stakeholders through direct mail and email, while the log captured stakeholder input for Project record and for the technical team to consider and use toward the advancement of the overall improvements. Copies of the Factsheet, FAQ, additional comments log, and letters sent during the comment period can be found in Appendix B.

Below is an overview summary of the tools and methods applied to engage the public for each of the corridor jurisdictions.

**Table 3.4-1: Outreach by Community**

Community*	In-Person Meeting	Pop-up Event	Transit Intercept	Postal Mailing	Flyer Drops	Social Media Ads	CBO Partners	Additional Non-Geographic Tactics
Baldwin Park		✓	✓	✓	✓	✓	✓	✓
El Monte	✓	✓	✓	✓	✓	✓	✓	✓
South El Monte				✓	✓	✓	✓	✓
Avocado Heights, City of Industry & La Puente	✓	✓	✓	✓	✓	✓	✓	✓
Pico Rivera	✓	✓	✓	✓	✓	✓	✓	✓
Whittier		✓	✓	✓	✓	✓	✓	✓
West Whittier & Los Nietos				✓	✓	✓	✓	✓
Santa Fe Springs				✓	✓	✓	✓	✓
Downey	✓	✓	✓	✓	✓	✓	✓	✓
Norwalk	✓	✓	✓	✓	✓	✓	✓	✓

\*Communities ordered from north to south along I-605.

\*\*Additional non-geographic outreach tools and tactics summated in the sections that follow.

#### 2.4.1. Website

The website content was created through a collaborative effort involving Arellano Associates, HDR, Parsons, and Metro. This collaboration consisted of updating the project description and status, relevant project documents, and the corridor map. Community meeting dates were added to the website and kept current as new meetings were scheduled. Meeting recordings and presentations were also uploaded to the website for viewers to download and watch at their leisure. The webpage received 9,719 views throughout the outreach period, and was located at this address: <https://www.metro.net/projects/i-605-corridor-improvement-project/>.

#### 2.4.2. Project Factsheet

The project Factsheet was developed in both English and Spanish. It provided updated details about how the reimaged project differed from the initial project goals and alternatives. It also contained background information and outlined the specifics of the various planned alternatives. The factsheet was distributed at community meetings, events, and made available for download on the project website.

#### 2.4.3. Project Frequently Asked Questions

A set of project Frequently Asked Questions (FAQs) was also developed for both English and Spanish audiences. Since the FAQ included detailed project information as well as technical information, it

was a lengthier document and therefore was provided solely as online collateral. This ensured that community members could access, view, and download it at their convenience. The FAQ included 20 questions that highlighted changes to the project, offered definitions of key project features, and informed the community about the next steps of the project. It was made available for download on the project website.

#### 2.4.4. Stakeholder Database

The database is a primary record of engagement for the project comprised of local residents and businesses, business associations, local agencies, transportation agencies and groups, academic institutions, community and healthcare organizations, other social interest groups, as well as interested parties. This contact information served as the central foundation for notifications, used to distribute email and postal notices. The resource underwent continuous maintenance with additions stemming from the website, email, helpline, event, and public meeting sign-ups.

#### 2.4.5. Issues Matrix, Email & Helpline Log

Interested parties were encouraged to stay connected through the project's phone number and email, with messages accepted in both English and Spanish. The project team reviewed and collaborated on responses to all inquiries. Between June 17, 2024, and August 23, 2024, a total of 90 calls and comments were received and addressed. All comments were logged in an Additional Comments Log, including source, date, and response, when needed.

### 2.5. Team Led Notifications

To increase public awareness, various notification methods were employed prior to the community meetings. A mix of traditional and digital methods were used to notify and educate the public. Stakeholders who participated in the previous project outreach efforts were notified early to ensure they had every opportunity to participate in the process. In addition, a postcard was mailed to existing stakeholders along the corridor, emails distributed to known interested parties in the project database, online advertisements distributed through social media to zip codes aligned and adjacent to the corridor, and additional social media posts shared with Metro followers.

#### 2.5.1. Project Update Pre-notification

The project update and awareness message aimed to inform stakeholders that Metro and Caltrans had listened to their concerns and made significant efforts to incorporate the feedback received before the scheduled release of the Draft Environmental Document in October 2020. The letter was sent via USPS mail and email to all stakeholders who had previously been identified and/or opted-in to the database during previous outreach efforts. The letter introduced the reimagined project goals and alerted stakeholders to upcoming meetings where they would be able to learn more and share their feedback. Copies of the notification can be found in Appendix C.

Table 3.5.1-1: Pre-Notification to Previously Engaged Stakeholders

No	Date Sent	Purpose	Language	Description / Area	Count
1.	06/10/24	Meeting #1 – #5 Invitation	English & Spanish	Pre-existing stakeholder database contacts with <b>mailing addresses</b> .	1,145
2.	06/17/24		English & Spanish	Pre-existing stakeholder database contacts with <b>email addresses</b> .	880

### 2.5.2. Postal Notices

Postcard invitations were delivered via direct mail to the stakeholder database as well as all residents living within the project corridor. This notice was the principal method of notification for the meeting series. The double-sided postcard included recognizable project branding and advertised the meeting series in both English and Spanish. The notice of invitation was distributed via first-class mail, one week in advance of the community meetings.



Image 3.5.2-1: Meeting #6 Mailing Area

A meeting-specific mailing list was developed and used for the distribution. A list of 23,512 addresses was used to notify property owners, businesses, and tenants located within 1000-feet of the Project’s Study area and within ¼-mile buffer of the freeway interchanges at I-605/I-10, I-605/SR-60, I-605/I-5, and I-605/I-105. The core of the mailing list was comprised of the stakeholder database, which will continue to be used and updated throughout the environmental phase to distribute Project meeting notices and updates. See Appendix C for copies of these mailings.

Table 3.5.2-1: Postal Notice Distributions

No	Date Sent	Purpose	Language	Description / Area	Count
1.	06/29/24	Meeting #1 - #5 Invitation	English & Spanish	Stakeholder database and 1,000-foot buffer of the project corridor	22,866
2.	08/12/24	Meeting #6 Invitation	English & Spanish	A team defined pocket community generally bound by the I-605, I-10 and SR-60 freeways. See map above.	9,925
<b>Total</b>					<b>32,791</b>

### 2.5.3. Electronic Mail

Information about the meeting series was distributed via e-blast in English and Spanish to nearly 1,400 contacts in the project database. These invitations provided an important reminder for stakeholders that had opted to follow the project. The first email was released in late June. A total of 11 notices were distributed. For more on these emails, review Appendix D.

**Table 3.5.3-1: Community Meeting E-blasts**

No	Date Sent	Subject	Successful Deliveries	Opens	% Opens	Unique Clicks
1.	06/27/24	Save-the-Date	65	23	35%	3
2.	07/03/24	You're Invited: I-605 CIP – Upcoming Community Meetings	781	329	42%	5
3.	07/05/24	You're Invited: I-605 CIP – Upcoming Community Meetings	1,158	459	40%	134
4.	07/08/24	Reminder – You're Invited!	779	333	43%	7
5.	07/10/24	Reminder – You're Invited!	777	316	41%	5
6.	07/15/24	Reminder – You're Invited!	1,049	416	40%	30
7.	07/17/24	Reminder – You're Invited!	1,134	421	37%	122
8.	08/21/24 Group #1*	You're Invited – An additional meeting added!	1112	396	36%	111
9.	08/21/24 Group #2*	You're Invited – An additional meeting added!	1107	405	37%	28
10.	08/27/24 Group #1	You're Invited – An additional meeting added!	466	184	39%	11
11.	08/27/24 Group #2	You're Invited – An additional meeting added!	1107	362	33%	111
<b>Total</b>			<b>9,535</b>	<b>2,027</b>	<b>3,644</b>	<b>567</b>

\*Group 1 included 605 CIP database stakeholders and Group 2 included the additional stakeholders.

#### 2.5.4. Metro E-Newsletters

Metro also updated the public about meetings through its many e-newsletters, with each communicating to unique subsets of Metro’s greater email contact lists. Following the meeting series, Metro thanked the public for their participation and sent additional newsletters encouraging the public to submit final comments. The following table presents a list of these 17 notifications and their schedule. An example from each month is included in Appendix D.

**Table 3.5.4-1: Metro E-Newsletters**

No	Date Sent	Subject
1.	06/28/24	Gateway Cities: Upcoming meetings
2.	07/05/24	Gateway Cities: Upcoming meetings
3.	07/12/24	Gateway Cities: Project Updates
4.	07/19/24	Gateway Cities: Project Updates
5.	07/23/24	Gateway Cities: Project Updates
6.	07/26/24	Gateway Cities: Project Updates
7.	08/09/24	Gateway Cities: Project Updates

No	Date Sent	Subject
8.	08/16/24	Gateway Cities: Project Updates
9.	08/23/24	Gateway Cities: Project Updates
10.	08/30/24	Gateway Cities: Project Updates
11.	09/06/24	Gateway Cities: Project Updates – Thank You
12.	09/06/24	San Gabriel Valley: Project Updates – Final Day to Submit Comment
13.	09/13/24	Central Los Angeles: Project Updates – Final Day to Submit Comment
14.	09/13/24	Gateway Cities: Project Updates – Final Day to Submit Comment
15.	09/13/24	San Fernando Valley: Project Updates – Final Day to Submit Comment
16.	09/13/24	San Gabriel Valley: Project Updates – Final Day to Submit Comment
17.	09/13/24	South Bay: Project Updates – Final Day to Submit Comment

### 2.5.5. Social Media

Organic and paid social media are two key strategies used to engage with audiences and promote content on social media platforms. Organic social media refers to free content (Facebook posts, Instagram stories, etc.) that users share with their followers on social platforms. Paid social media involves paying for ads that can appear in various formats, such as sponsored posts, banners, or video ads. For this project, both strategies were employed to maximize impact. Screen captures of these posts and ads are documented in Appendix E.

#### 2.5.5.1. Organic Social Media Advertisements

The community meeting series was shared by Metro on organic social media channels including Nextdoor and Facebook. Nextdoor posts received an average of 34,000 impressions.

**Table 3.5.5.1-1: Facebook Posts**

No.	Date	Impressions
1.	06/25/24	11
2.	06/25/24	12
3.	06/25/24	11
4.	06/25/24	12
5.	06/25/24	13
6.	07/24/24	5
7.	08/24/24	5
<b>Total</b>		<b>69</b>

**Table 3.5.5.1-2: Nextdoor Posts**

No.	Date	Impressions
1.	07/02/24	33,149
2.	07/09/24	30,806
3.	07/15/24	36,000
4.	07/24/24	37,639
<b>Total</b>		<b>137,594</b>

2.5.5.2. *Paid Social Media Advertisements*

Paid social media advertisements of the meeting series were promoted to all zip codes within the project corridor, targeting a larger audience and generating many views. These advertisements were posted on Facebook and Instagram. They were posted in both English and Spanish and produced high levels of stakeholder interaction and reach.

Advertisements for the **first round** of meetings were distributed on Facebook and Instagram to reach platform users in the following zip codes:

91706	90242	91733	90603	90606	91765
90240	91731	90601	90604	91746	91789
90241	91732	90602	90605	90631	91792

The **second round** of advertisements were focused on the Avocado Heights community with ads sent to reach users in the following zip codes:

91706	91744	91745	91746
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**Table 3.5.5.2-1: Facebook Advertisements**

No.	Dates	Run Time	Language	Impressions
1.	06/26/24 – 07/18/24	23 days	English	26,198
2.	06/26/24 – 07/18/24	23 days	Spanish	232,443
3.	08/10/24 – 08/29/24	20 days	English/Spanish	176,477*
<b>Total</b>				<b>435,118*</b>

**Table 3.5.5.2-2: Instagram Advertisements**

No.	Dates	Run Time	Language	Impressions
1.	06/26/24 – 07/18/24	23 days	English	70,280
2.	06/26/24 – 07/18/24	23 days	Spanish	8,912
3.	08/10/24 – 08/29/24	20 days	English/Spanish	176,477*
<b>Total</b>				<b>255,669*</b>

\* Numbers represent a combined count for Facebook and Instagram. Individual counts were not available.

2.6. **CBO Partner Led Notifications & Engagements**

To increase engagement in Equity Focus Communities (EFC) areas, Metro engaged the services of North Star Alliances to lead a strategic community engagement campaign that incorporated community-based organization (CBO) partners and a boots-on-the ground methodology to bring awareness to an even greater range of constituents.

The Partner Team successfully onboarded five (5) CBOs as part of its CBO Partnership Program. This collaborative initiative aimed to leverage the extensive networks and local insights of these organizations to effectively disseminate information regarding the project.

**The five CBOs included:**

- Mujeres Unidas Sirviendo Activamente (MUSA)
- Rancho Los Amigos National Rehabilitation Center
- Rio Hondo College
- Streets Are For Everyone (SAFE)
- Uptown Whittier Family YMCA

The partnership facilitated a comprehensive series of notification and engagement activities designed to reach a broad audience. Notification efforts encompassed the distribution of flyers and posters, door-to-door notices, the sending of e-blasts/e-newsletters, and the creation of notification toolkits. Furthermore, social media posts, website updates, and local announcements served to amplify the message. On the engagement front, the initiative featured: pop-up outreach booths at key locations along the corridor, and transit intercepts at heavily used bus stops and rail stations within the corridor.

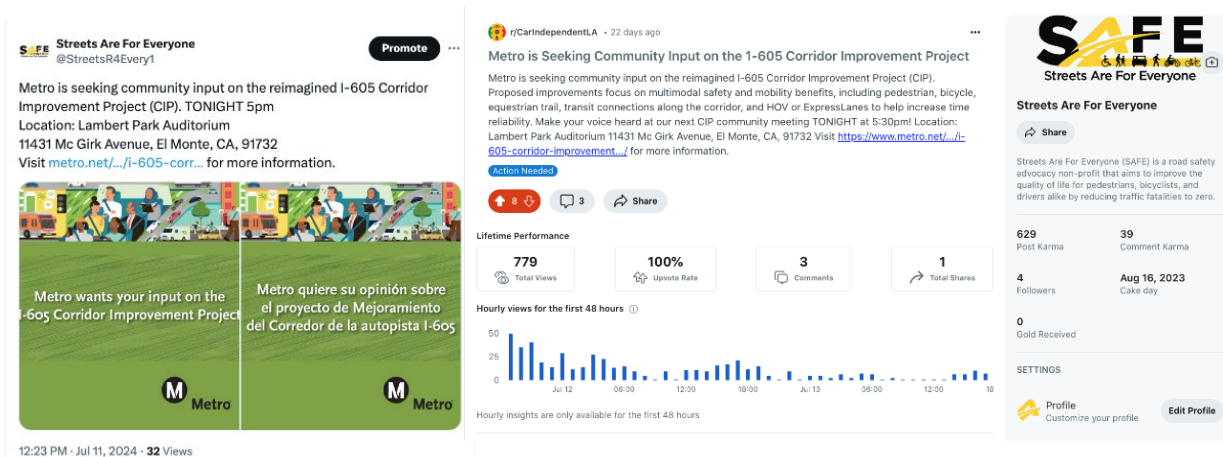


Image 3.6-1: Earned Social Media Posts

Leading up to the above activities, Metro hosted one CBO roundtable meeting with the CBOs. This roundtable meeting was held on July 1, 2024, with four of the five CBOs represented. Metro discussed the history of the project, Metro’s Equity Platform, the CBO Partnership Program, CBO roles and responsibilities for the project, and best practices for engagement. Project awareness and information campaign and schedules of upcoming engagement activities were also discussed.

These efforts not only ensured widespread dissemination of project-related information but also fostered an inclusive environment where community members could engage, inquire, and provide feedback on the project, strengthening the bond between Metro and the communities it serves. Through the CBO Partnership Program’s efforts, at least **34,921 community members** across the corridor have been engaged to date. See Appendix F for more information about the CBO partnership led outreach.



### 2.6.1. Notification Toolkit

CBOs used the notification toolkit to reach their members via social media, e-blasts, newsletters, and sharing meeting dates and times on their public calendars on their websites. All five CBOs signed up for social media, in which a minimum number of 7,103 people were reached (not all social media data insights were able to be captured, so the actual reach is higher than this number). Four CBOs signed up for e-blasting the information to their contacts (including CBO newsletters), in which a minimum of 15,478 people were reached (we did not receive the full contact numbers from all CBOs). Three CBOs posted the public community meetings on their public calendars on their websites (total number of calendar views is unknown).

### 2.6.2. Flyer Distribution

Four CBOs signed up for flyer distribution, in which two of the CBOs (MUSA and SAFE) conducted bundled flyer drops at businesses along the corridor, and two of the CBOs (Rio Hondo College and Uptown Whittier Family YMCA) passed out flyers on their campuses. MUSA conducted flyer drops in the Central and South corridors, while SAFE conducted flyer drops in the North and North-Central corridors. In addition, due to the addition of the La Puente in-person community meeting, SAFE conducted an additional round of flyer drops that promoted the new meeting. The flyers distributed included the project fact sheet and the meeting notices. In total, 4,475 flyer sets (fact sheets/meeting notices) were distributed via this method.

### 2.6.3. Transit Intercepts

Transit intercepts are passing out flyers at high traffic bus or rail stops. Two CBOs signed up for this form of engagement, completing 9 transit intercepts and passing out 5,975 fact sheets and/or meeting notices. Six of the transit intercepts were at bus stops in the communities of Avocado Heights, City of Industry (adjacent to Avocado Heights), La Puente (adjacent to Avocado Heights), Whittier, Pico Rivera, and in Paramount (adjacent to Norwalk/Downey). Three of the transit intercepts were at rail stations: El Monte Station, Norwalk Station, and Lakewood Station (Downey).

**Table 3.6.3-1: Summary of Transit Intercepts**

No	Date	Location	City
1.	07/03/24	Light Rail Stop	El Monte
2.	07/06/24	Light Rail Stop	Downey
3.	07/07/24	Bus Stop	Downey/Norwalk adjacent
4.	07/07/24	Bus Stop	Downey/Norwalk adjacent
5.	07/08/24	Bus Stop	Pico Rivera
6.	07/09/24	Bus Stop	Avocado Heights
7.	07/09/24	Bus Stop	Whittier
8.	07/10/24	Light Rail Stop	Norwalk
9.	08/21/24	Bus Stop	City of Industry (Avocado Heights adjacent)

### 2.6.4. Pop-up Events and Information Booths

There were 10 pop-up and information booths. This engagement activity met people where they live, work, and play, as pop-ups were held at parks, farmer’s markets, college campuses, a business expo, and other community events such as Parks After Dark events and Back to School Backpack Giveaway events. Pop-ups were held in the cities of Downey, Whittier, Baldwin Park, Pico Rivera, Norwalk, El Monte, and La Puente (Avocado Heights adjacent). There were more than 1,500 interactions and flyers handed out during these events, including more than 460 people signing up for project updates.

**Table 3.6.4-1: Pop-up Events**

No	Date	Event Name	Location	CBO	Reach
1.	06/12/24	Rio Hondo College Juneteenth	Whittier	Rio Hondo College	187
2.	06/18/24	Whittier Chamber of Commerce Business Expo	Whittier	YMCA	153
3.	06/27/24	Rancho Los Amigos Farmers Market	Downey	Rancho Los Amigos	124
4.	07/06/24	Marvel Day Market	Baldwin Park	SAFE	60
5.	07/10/24	Rico Rivera Farmer’s Market	Pico Rivera	MUSA	53
6.	07/17/24	Norwalk Summer Nights Concert	Norwalk	MUSA	126
7.	07/25/24	Parks After Dark – San Angelo Park	La Puente	MUSA	44
8.	08/01/24	Parks After Dark – San Angelo Park	La Puente	MUSA	70
9.	08/09/24	LA Care Back to School	El Monte	MUSA	500
10.	08/22/24	Ready, Set, Backpack	El Monte	MUSA	62
<b>Total</b>					<b>1,379</b>



*Image 3.6.4-1: Pop-up Event Photos*

### 2.7. Earned Media

Several articles, newsletters, and social media posts were published in response to the project and the community meeting series. The following table details known external media coverage (Appendix G).

**Table 3.6.4-1: External Media Coverage**

No*	Date	Source	Article / Title
1.	07/18/23	StreetsBlog	Metro Postpones 605 Freeway Widening Project Community Meetings
2.	07/19/23	StreetsBlog	Metro Announces 605 Freeway Widening Project Will Not Demolish Homes
3.	07/01/24	City of Pico Rivera Website	I-605 Corridor Improvement Project
4.	06/17/24	X/Twitter: StreetsBlogLA	Metro just announced that it will host meetings on its plans to widen the 605 freeway...
5.	07/01/24	Instagram: RioHondo_College	Metro is seeking community input on the reimagined I-605 Corridor Improvement Project (CIP)
6.	07/02/24	Instagram: CityofPicoRivera	Metro is seeking community input on the reimagined I-605 Corridor Improvement Project (CIP)
7.	07/08/24	Instagram: YMCAWhittier	PSA: Metro would like your input on the 605-corridor improvement project
8.	07/10/24	StreetsBlog	Metro and Caltrans Still Planning 605 Expansion, Plus Four Connecting Freeways
9.	07/15/24	LAist	LA Metro to hold community meetings for the 605 Freeway expansion project
10.	07/17/24	Instagram: StreetsareForEveryone	Metro wants to hear from YOU about the reimagined I-605 Corridor Improvement Project
11.	08/16/24	LA Daily News	605 Freeway plan won't destroy homes; has wider lanes linked to other freeways
12.	08/26/24	StreetsBlog	I-605 Corridor Improvement Project
13.	08/27/24	Pasadena News Star	Metro 605 freeway may draw some heat at upcoming meeting
14.	08/27/24	San Gabriel Valley Tribune	Metro's 605 Freeway project may draw some heat at upcoming in-person meeting
15.	08/27/24	StreetsBlog LA	Tuesday's Headlines
16.	08/28/24	StreetsBlog LA	Morning Round-up

\* Listed earned media includes what was found through an internet search. Additional media may have been shared internally within organizations and groups and/or publicly online but was not identified in search.

### 3.0 NEXT STEPS

Based on the preliminary study as well as the stakeholder feedback included in this report, the Metro Board of Directors will decide on whether Metro should re-initiate the environmental process for the I-605 Corridor Improvement Project. If the project moves forward, a more formal environmental study will be conducted.



Metro

## Board Report

File #: 2020-0733, File Type: Motion / Motion Response

Agenda Number: 42.

REGULAR BOARD MEETING  
OCTOBER 22, 2020

## Motion by:

## DIRECTORS SOLIS, HAHN, GARCIA, FASANA, GARCETTI, AND BONIN

## I-605 Corridor Improvement Project Build Alternatives

The I-605 Corridor Improvement Project seeks to modify and/or widen 16 miles of freeway including segments on the I-605, I-10, SR-60, I-5, and I-105 in the Gateway and San Gabriel Valley Subregions. The Project scope currently includes several alternatives that would build various combinations of additional auxiliary, general purpose, high-occupancy vehicle, and high-occupancy toll lanes along the corridor. Preliminary reports for the project suggest that hundreds of partial and full property acquisitions will be necessary in addition to hundreds of temporary and permanent easements, which would affect unincorporated communities as well as the cities of Baldwin Park, Industry, Pico Rivera, El Monte, South El Monte, Whittier, Downey, Norwalk, Santa Fe Springs. The Project alignment moves largely through disadvantaged communities experiencing housing and homelessness crises that have only been exacerbated by the ongoing pandemic.

On September 2, 2020, the Gateway Cities Council of Governments (GCCOG) sent a letter to Metro's Chief Executive Officer requesting to delay the release of the I-605 Corridor Improvement Project Environmental Impact Statement/Environmental Impact Report (EIS/EIR) and to incorporate a local option alternative that reflects the Guiding Principles adopted by the SR-91/I-605/I-405 Corridor Cities Committee in October 2007. The GCCOG's Guiding Principles include a provision that new freeway construction, including the addition of lanes, should be confined to existing State right-of-way in order to preserve and enhance local economies and environments. In response to this letter and to concerns raised by other stakeholders, Metro has agreed to delay the release of the EIS/EIR until early 2021. However, the impacts anticipated for the Project necessitate a fresh look at the scope of work and the alternatives proposed.

California's transportation sector currently accounts for more than 50 percent of the state's greenhouse gas emissions, and vehicle ownership rates have significantly increased in the region over the last 30 years. According to a 2018 study from the UCLA Institute of Transportation Studies, the six-county region covered by the Southern California Association of Governments (Los Angeles, Orange, Riverside San Bernardino, Ventura, and Imperial Counties) added 1.8 million people and 456,000 household vehicles between 1990 and 2000 with an average of 0.25 vehicles per new resident. These numbers exploded to 0.95 vehicles per new resident between 2000 and 2015

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resident. These numbers exploded to 0.95 vehicles per new resident between 2000 and 2015 when the region saw 2.3 million people and 2.1 million household vehicles added. Despite Metro's efforts to rapidly expand its transit network, vehicle miles traveled per capita have steadily climbed upwards throughout the county since 2010, and transit ridership across the state has been declining since 2012. Metro has put forth several efforts to restore and increase transit ridership and reduce greenhouse gas emissions including the ongoing NextGen initiative and the advancement of Twenty-Eight by 28' Pillar Projects. Per a motion written by Director Bonin last year, Metro is also working to align its highway program with the Executive Order issued by Governor Newsom in September 2019 which directed the California State Transportation Agency to realign its portfolio of construction, operations and maintenance projects to help reverse trends of rising fuel consumption and greenhouse gas emissions from the transportation sector. However, Metro must also begin taking on a holistic, equity-based examination of its projects' scopes to ensure investments do not increase induced demand or work against existing greenhouse gas emissions reduction goals.

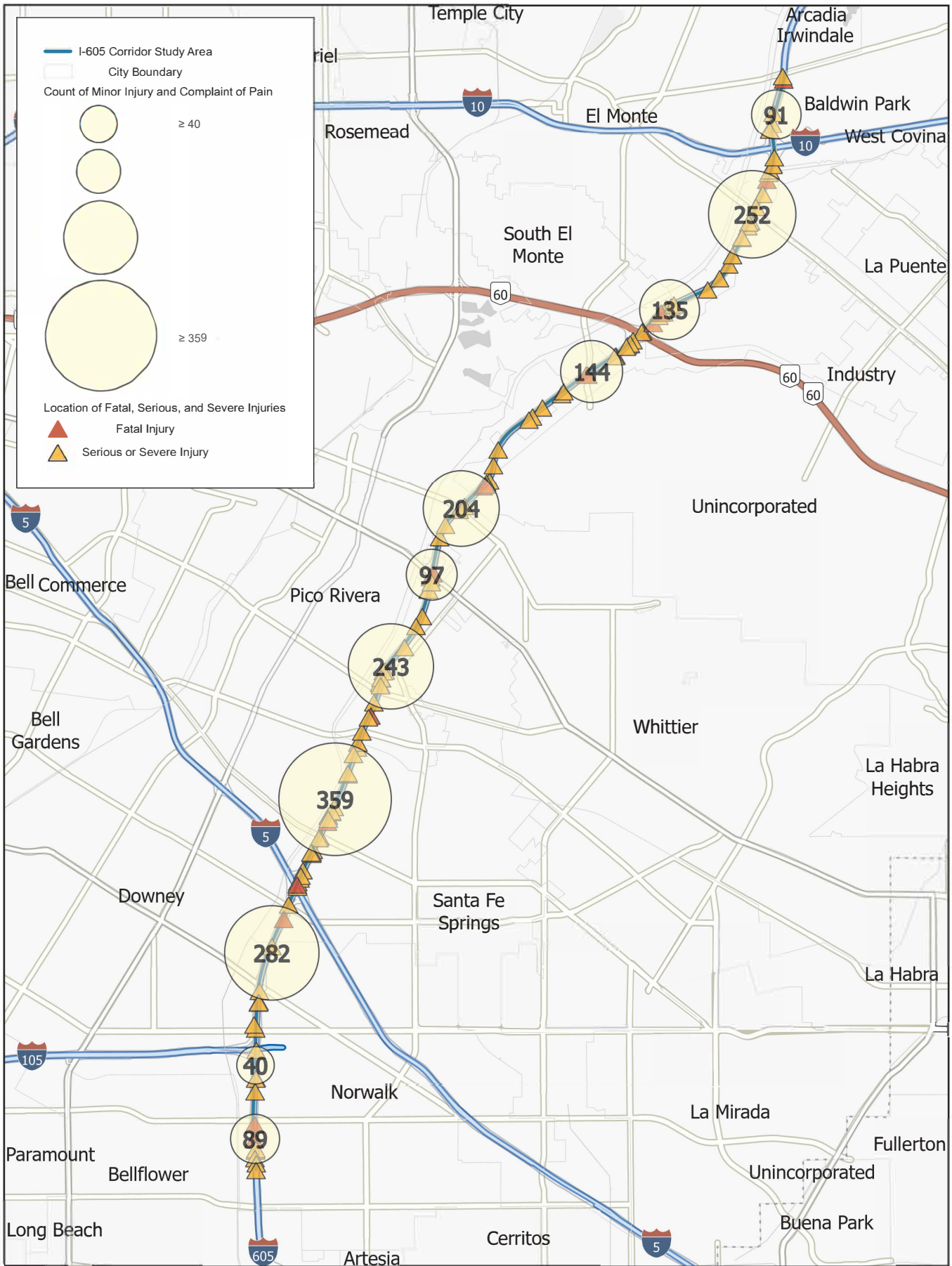
**SUBJECT: I-605 CORRIDOR IMPROVEMENT PROJECT BUILD ALTERNATIVES**

**RECOMMENDATION**

APPROVE Motion by Directors Solis, Hahn, Garcia, Fasana, Garcetti, and Bonin that the Board direct the Chief Executive Officer to report back to the Planning and Programming Committee in January 2021 with a status update and in April 2021 with a final report on suggestions for other I-605 build alternatives that consider:

- A. An additional locally-supported alternative that minimizes right-of-way impacts and/or a stand-alone Transportation System/Demand Management (TSM/TDM) alternative similar to the TSM/TDM alternative put forth on the SR-710 North Project; and
- B. A review of the project's purpose and need and its alignment with various local and state policies and plans related to equity, greenhouse gas emissions and vehicle miles traveled.

WE FURTHER MOVE that staff, including the Executive Officer of Equity and Race, engage with the San Gabriel Valley Council of Governments, the Gateway Cities Council of Governments, the I-5 Joint Powers Authority, the County of Los Angeles, corridor cities, and community stakeholders to develop this report. The release of the EIS/EIR should be further delayed until after the final report is received by the Metro Board.



**CRASH SEVERITY (2019-2023)**

LA METRO I-605 CORRIDOR IMPROVEMENT PROJECT

DATA SOURCE: UNIVERSITY OF CALIFORNIA BERKELEY SAFE TRANSPORTATION RESEARCH AND EDUCATION CENTER, 2024. TRANSPORTATION INJURY MAPPING SYSTEM.

All locations with improvements to crosswalks can consider the following pedestrian improvements:		High Visibility Crosswalks	
		Improved signing and striping including high visibility striping	
		Pedestrian Activated Traffic Control Devices	
		Rapid Flashing Beacons	
		Leading Pedestrian Interval (3 to 7 seconds of "WALK" signal prior to allowing vehicle movement)	
ROUTE	CROSSING	ELEMENT	
I-105	Bellflower Blvd	Pedestrian	Update lighting at ramp intersection crosswalk ADA Curb Ramps
	San Gabriel River	Pedestrian	Pedestrian/Equestrian Trail along North side of the Creek
I-605	Rosecrans Ave	Bus	Potential to improve bus stops on EB/WB Rosecrans near NB ramps.
			Update/Add lighting at bridge widening, along sidewalk improvements, and at ramp intersections. ADA Curb Ramps
	Foster Rd	Pedestrian	Update lighting for bridge widening
	Hoxie Ave	Bus	Potential to improve bus stops on NB Hoxie Ave near Imperial Hwy, EB Imperial Hwy near Hoxie Ave, and EB/WB Imperial Hwy near
		Pedestrian	Update/Add lighting along sidewalk improvements and at ramp intersections. ADA Curb Ramps
	Imperial Hwy	Pedestrian	Update/Add lighting at bridge widening, along sidewalk improvements, and at ramp intersections. ADA Curb Ramps
	Downey Norwalk Rd	Pedestrian	Update lighting for bridge widening
	Firestone Blvd	Bus	Potential to improve bus stops on EB Firestone near Hoxie, and EB/WB on Firestone west of the 605.
		Bike	Class II Bike Lane
		Pedestrian	Update/Add lighting at bridge widening, along sidewalk improvements, and at ramp intersections. ADA Curb Ramps
	Ceceila St	Pedestrian	Update lighting for bridge widening
	Studebaker Ave	Bus	Potential to improve bus stops on NB Studebaker Rd near the NB Ramps, SB Studebaker Rd near Florence Ave, and EB Florence Ave near Studebaker Rd.
		Pedestrian	Update lighting at ramp intersection crosswalk ADA Curb Ramps
	Florence Ave	Pedestrian	Update/Add lighting at bridge widening, along sidewalk improvements, and at ramp intersections. ADA Curb Ramps
	Davenrich St	Pedestrian	Update lighting for bridge widening
Telegraph Road	Pedestrian	Reconfigure NB Ramps to T-intersection to eliminate free movements	
		Update/Add lighting at bridge widening, along sidewalk improvements, and at ramp intersections. ADA Curb Ramps	
I-5	San Gabriel River	Pedestrian	Pedestrian/Equestrian Trail along North and South side of the Creek
	Brookpark Rd	Pedestrian	Proposed Sidewalks
			Pedestrian Bridge to Vista Del Rio Dr
			Add lighting for pedestrian bridge and along sidewalk improvements ADA Curb Ramps
	Vista Del Rio Dr	Pedestrian	Proposed Sidewalks
			Pedestrian Bridge to Brookpark Rd
			Add lighting for pedestrian bridge and along sidewalk improvements ADA Curb Ramps
Rosemead Blvd/Lakewood Blvd	Pedestrian	Update lighting at ramp intersection crosswalk	
		ADA Curb Ramps	

All locations with improvements to crosswalks can consider the following pedestrian improvements:		High Visibility Crosswalks Improved signing and striping including high visibility striping Pedestrian Activated Traffic Control Devices Rapid Flashing Beacons Leading Pedestrian Interval (3 to 7 seconds of "WALK" signal prior to allowing vehicle movement)		
ROUTE	CROSSING	ELEMENT		
I-605	Slauson Ave	Pedestrian	Update lighting at ramp intersection crosswalk ADA Curb Ramps	
	Pioneer Blvd	Bus	Potential to improve Bus Stops on NB and SB Pioneer Blvd near Slauson Ave	
		Pedestrian	Update lighting (Slauson Ave to Saragosa St ) Upgrade Safe Route to School Markings/Signage ADA Curb Ramps	
			Waddell St	Pedestrian
	Washington Blvd	Transit	Doesn't Preclude Eastside Transit Corridor Phase 2 (E Line)	
		Bus	Potential to improve Bus Stops on EB and WB Washington Blvd near Pioneer Blvd	
		Pedestrian	Update/Add lighting at ramp intersection and along sidewalk improvements ADA Curb Ramps	
	Saragosa St	Pedestrian	Update lighting for bridge widening and at ramp intersections	
	Dunlap Crossing Rd	Pedestrian	Update lighting for bridge widening	
	Bexley Dr	Pedestrian	Update lighting for bridge widening	
	Whittier Blvd	Transit	Potential to improve Bus Stops on EB and WB Whittier Blvd near Pioneer Blvd	
		Pedestrian	Update/Add lighting at bridge widening, along sidewalk improvements, and at ramp intersections. ADA Curb Ramps	
	Esperanza Ave	Pedestrian	Reconfigured to T-Intersection to eliminate free movements for safer pedestrian movements ADA Curb Ramps	
	Beverly Blvd	Bus	Potential to improve Bus Stops on EB and WB Beverly Blvd Near Abbeywood Ave and EB East of Pioneer Blvd	
		Bike	Class II Bike Lane (Connection to San Gabriel River Trail)	
		Pedestrian	Reconfigured SB Intersection to Diamond Interchange to eliminate free movement for safer pedestrian movements Update/Add lighting along sidewalk improvements and at ramp intersections. ADA Curb Ramps	
	San Gabriel River Pkwy	Bike	Class II Bike Lane	
		Pedestrian	ADA Curb Ramps	
	Rose Hills Rd	Pedestrian	Reconfigured SB Intersection to Diamond Interchange with Loop Entrance Ramp to eliminate free movements for safer pedestrian movements Update/Add lighting along sidewalk improvements and at ramp intersections. ADA Curb Ramps	
		Equestrian	8' wide sidewalks to accommodate equestrian crossings to Pico Rivera Sports Arena	
	Peck Rd	Bike	Class II Bike Lane	
		Pedestrian	Reconfigured SB Ramps to Diamond Interchange to eliminate free movements Update/Add lighting along sidewalk improvements and at ramp intersections. ADA Curb Ramps	
	Pellessier Pl	Pedestrian	Update lighting at ramp intersection crosswalk ADA Curb Ramps	
	San Jose Creek	Pedestrian/ Equestrian	Pedestrian/Equestrian Trail along North side of the Creek (San Gabriel Valley Greenway Network)	
	Valley Blvd	Pedestrian	Reconfigure NB and SB Ramps to T-intersection to eliminate free movements Maintain access to River Park (Emerald Necklace Plan) Update/Add lighting along sidewalk improvements and at ramp intersections. ADA Curb Ramps	
			Temple Ave	Additional Lighting Update/Add lighting along sidewalk improvements
			Walnut Creek	Pedestrian/ Bike Lighting can be provided for existing access on north side of creek. Planning will not preclude future pedestrian/bike trail access to San Gabriel River Trail (San Gabriel Valley Greenway Network)



ROUTE	CROSSING	ELEMENT	
SR-60	Durfee Ave	Pedestrian	Update lighting at ramp intersection crosswalk
			ADA Curb Ramps
	Peck Road	Bus	Potential to improve Bus Stops on NB and SB Peck Rd near Durfee Ave
			Bike
		Pedestrian	Reconfigure SB Ramps to T-intersection to eliminate free movements
			Update/Add lighting at bridge widening, along sidewalk improvements, and at ramp intersections.
	Crossroads Pkwy South	Bus	ADA Curb Ramps
			Potential to improve Bus Stop near Crossroads Retail Court/Puente Hills Landfill
		Pedestrian	Roundabout (Provides pedestrian refuges, slower speed and reduced conflict points)
			Update/Add lighting along sidewalk improvements and at ramp intersections.
	7th Ave	Bus	ADA Curb Ramps
			Potential to improve Bus Stop for NB 7th Ave across from WB On-Ramp
			Update lighting at ramp intersection crosswalk
	Gale Ave	Pedestrian	ADA Curb Ramps
Potential to improve Bus Stop near In-N-Out			
Update lighting at ramp intersection crosswalk			
I-10	Exline St	Pedestrian	ADA Curb Ramps
			Maintain existing raised crossings
	Cogswell Rd	Bus	Potential to improve bus stop on NB and SB Cogswell Rd near Exline St
			Pedestrian
	Durtee Ave	Bus	Potential to improve bus stop on Garvey Ave near Durfee Ave
			Bike
		Pedestrian	Update lighting for bridge widening
			Upgrade Safe Route to School Markings/Signage
San Gabriel River	Pedestrian	Pedestrian/Equestrian Trail along South side of the Creek	



**I-605 Corridor Improvement Project (CIP)  
Motion 42 Final Report  
January Board Meeting 2025  
File #2024-0536**

# I-605 CIP Motion 42

## *Report back to the Metro Board with a Final Report on suggestions for the I-605 Build Alternatives that considers:*

### **Motion 42 Mandate:**

- A. An additional locally-supported alternative that minimizes right-of-way impacts and/or a stand-alone Transportation System Demand Management (TSM/TDM) alternative similar to the TSM/TDM alternative put forth on the SR-710 North Project.
- B. A review of the Project's Purpose and need and its alignment with various local and state policies and plans related to equity, greenhouse gas emissions and vehicles miles traveled.

### **Board Report Consideration:**

- A. RECEIVE AND FILE the I-605 CIP Community Outreach Summary Report that describes the community reengagement meetings that were held to present revised alternatives and findings in accordance with Board Motion 42; and
- B. REAUTHORIZE the work that is needed to re-initiate the environmental review phase of the I-605 CIP with an emphasis on safety and multimodal projects, with the understanding that all Alternatives may be subject to Vehicle Miles Traveled (VMT) mitigation analysis except Alternative 2.



# I-605 Corridor Deficiencies

The I-605 freeway was constructed in the 1960s and experiences chokepoints, congestion, and conflicts resulting from significant population and goods movement growth, and a lack of multimodal transportation options. Key deficiencies include:

- Safety and mobility challenges for the communities the freeway bisects, particularly at on/off-ramps and underpasses.
- Nonstandard weaving distances, impacting safety and capacity.
- Narrow or non-existent shoulders and lane widths.
- Short spacing between system and local interchanges, causing merging and weaving challenges.



I-605 Freeway Collisions (2012-2015)		
Freeway Route	Fatalities	Total Collisions
I-605	11	3,329
SR-60	11	1,771
I-10	5	2,387
I-105	1	375
I-5	1	990

Source: Caltrans Traffic Accident Surveillance and Analysis Systems (TASAS) Table B and TASAS Selective Accident Retrieval (TSAR) for a 3-year period. (protected by 23 USC §407)

- Predominant crash types include rear-end and sideswipe collisions caused by speeding, lane-changing activities, improper turns, and restricted geometry.

# Motion 42 Outcome

## Highway Investment

- Highway safety improvements
- Multimodal and complete Street Improvements
- TSM/TDM improvements

## Equity Platform

- Prior 2020 project proposed to acquire about 380 homes
- After 2020 project proposed to acquire zero homes
- Provide mobility options and access

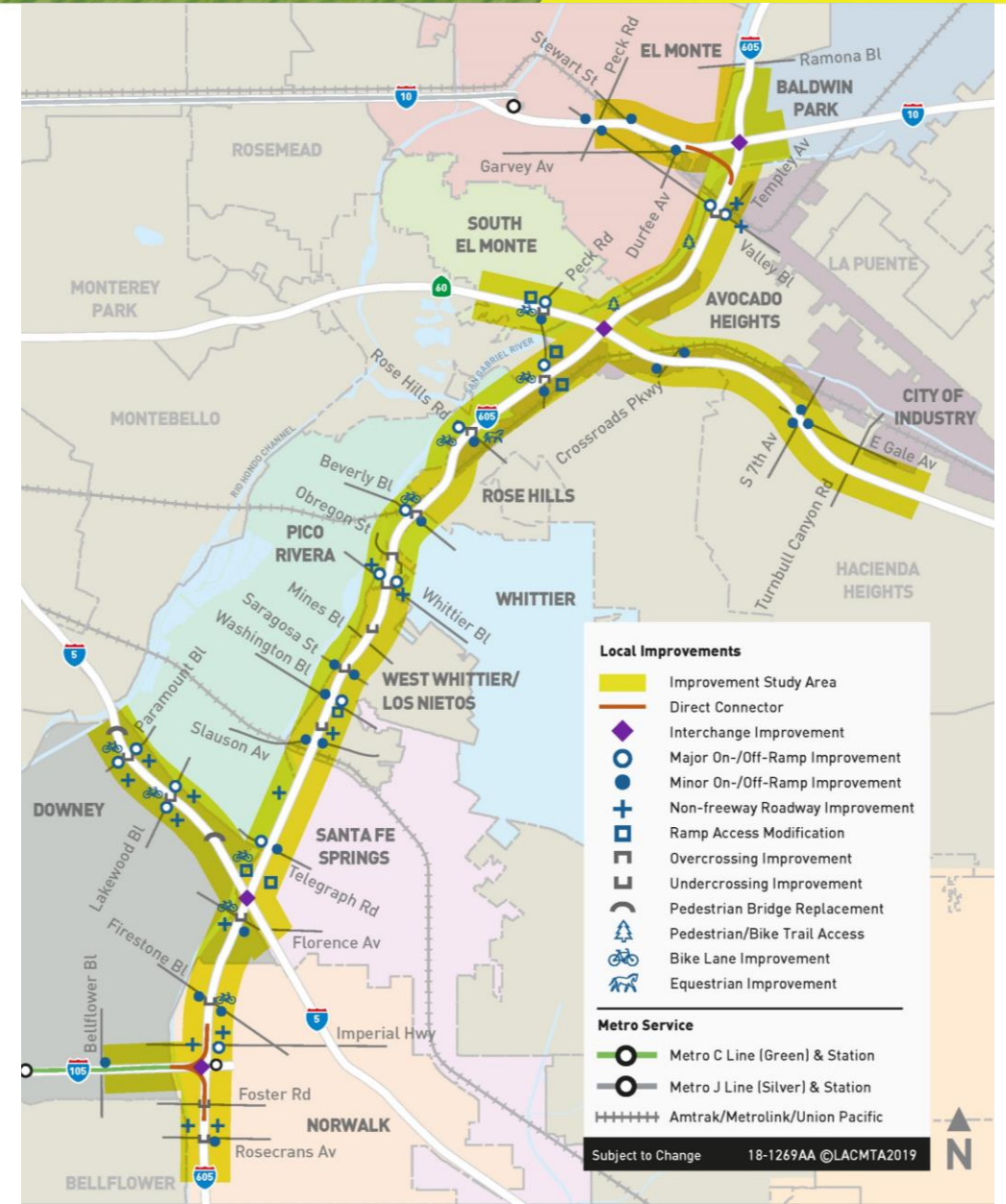
## State Initiatives

- Metro Objectives for Multimodal Highway Investments
- Caltrans Complete Streets Action Plan (2022)



# Project Alternatives

- Alternative 1: Existing conditions (No Build).
- Alternative 2: Convert existing HOV lanes into ExpressLanes, plus details below.
- Alternative 3: Convert the existing HOV lanes into ExpressLanes, add an additional ExpressLane in each direction, plus details below.
- Alternative 4: Maintain the existing HOV lanes, add a second HOV lane in each direction, plus details below.
- **All Build Alternatives (2, 3, 4):**
  - Incorporate multimodal TSM/TDM improvements.
  - Increase person throughput while avoiding residential displacements.
  - Address freeway, on/off ramp, and interchange safety improvements.
  - Improve multimodal transportation options.
  - Address pedestrian/bike/equestrian/trail improvements.
- Project alternatives may be advanced in full or through a phased approach as funding becomes available.



# Community Meeting Summary

Over 300 public comments were received during the meeting series. Key points raised in these comments include:

- Concerns regarding right-of-way (ROW) acquisitions, specifically details about partial and commercial property acquisitions
- Freeway noise concerns due to inadequate soundwall height
- Potential construction impacts on surrounding areas
- Safety concerns at the I-105 and Studebaker intersection, and other specific areas
- Bike lane safety issues
- Support for alternatives like carpool and High-Occupancy Toll (HOT) lanes without the need for acquisitions, freeway expansion, or increased congestion
- Suggestions for improvements that could benefit both local and highway traffic operations and speed
- Issues related to single-occupancy vehicle use in HOT lanes
- Queries on how to address induced demand and vehicle miles traveled (VMT)
- Recommendations to eliminate bottlenecks and consider climate change in planning



No	Date / Time	Location / Address	Sign-ins Collected		Questions / Comments
			Email / Mobile Phone	Attendees (Approx.)	
1.	Tuesday, July 09, 2024 6:00pm – 8:00 pm	The Arc, Reagan Banquet Center 9545 Washburn Rd Downey, CA 90242	33/30	63	16
2.	Wednesday, July 10, 2024 6:00pm – 8:00 pm	Pico Rivera Golf Club 3260 Fairway Dr Pico Rivera, CA 90660	26/26	51	36
3.	Thursday, July 11, 2024 5:30 pm – 7:30 pm	Lambert Park Auditorium 11431 McGirk Av El Monte, CA 91732	16/8	19	9
4.	Tuesday, July 16, 2024 12:00 pm – 1:30 pm	Zoom Webinar	84	94	89
5.	Thursday, July 18, 2024 6:00 pm – 8:00 pm	Cerritos College, Fine Arts Building 11110 Alondra Blvd Norwalk, CA 90650	19/8	22	21
6.	Thursday, August 29, 2024 6:00 pm – 8:00 pm	San Angelo Park 245 S San Angelo Av La Puente, CA 91746	41/18	58	31
<b>Total</b>			<b>219/90</b>	<b>307</b>	<b>202</b>

# Next Steps

Upon approval by the Board, staff will resume work on the environmental review phase of the retooled I-605 CIP, in accordance with Motion 42.

Upon reinitiation of the environmental process:

- Staff will develop an implementation plan and identify segments and priorities with independent utility that can be constructed
- Consult with Caltrans and the local jurisdictions.
- Staff will return to the Board for contract amendments as necessary.
- Continue to seek federal and state grant funds to support the improvements.
- Staff will report back to the Board at major milestones, as needed.

