



Board Report

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Agenda Number: 6.

MEASURE R INDEPENDENT TAXPAYERS OVERSIGHT COMMITTEE MARCH 5, 2025

SUBJECT: BUDGET OUTREACH AND ENGAGEMENT REPORT

ACTION: RECEIVE ORAL REPORT ON METRO'S MY METRO BUDGET ACTIVITY

RECOMMENDATION

RECEIVE an oral report and provide a live demonstration of the My Metro Budget Activity.

ISSUE

Metro remains dedicated to fostering transparency with riders, the public, and stakeholders. To uphold this commitment, the budget outreach process continues to engage the public through both traditional and new methods. This includes an interactive budget platform designed for public education and feedback. The "My Metro Budget Activity" aims to educate the public about the complexities of Metro's annual budget and to gather valuable information from riders. The insights gained will be instrumental in shaping the development of Metro's Fiscal Year (FY) 2026 budget.

EQUITY PLATFORM

Marketing efforts have been designed to actively engage residents of Equity Focus Communities (EFC). These efforts have resulted in increased participation from historically underrepresented populations for the past three years. This includes people who do not have regular access to a car, have an income of less than \$25,000, and BIPOC communities. Analysis shows that 47% of the My Metro Budget activity respondents live in EFC are as (excluding those outside the analysis) and that their demographics closely mirror both LA County's overall population and Metro's ridership profile.

For FY 2026, the budget development process was promoted through a comprehensive outreach strategy. This strategy includes the online budget portal, e-blasts, social media campaigns, traditional advertising, vehicle-based advertisements, and flyer distribution by Metro station staff. Our goal is to ensure that all LA County residents are informed of the opportunity to make their voice heard. This year the Budget Activity has a new translation feature that allows users to select one of the nine most common languages identified in LA County. Further enhancing accessibility, the platform features a visually accessible color scheme and screen reader compatibility.

This approach aligns with Equity Platform and specifically reflects the "Listen and Learn" and "Focus and Deliver" pillars to continue our commitment to equitable engagement and access.

Metro focuses on its riders' priorities through the My Metro Budget Activity. The Activity gathers feedback that is compiled into reports and used by the departments during budget development. This process guides decision making that results in an improvement in service and a budget that aligns with the public's priorities. Some examples of outcomes include increased investments in Metro Transit Security, shifting to an in-house police department, and more investments in NextGen bus infrastructure.

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Measure R Independent Taxpayers Oversight Committee

Office of Management & Budget
Giovanna M. Gogreve
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March 5, 2025

Agenda



Overview



My Metro Budget Activity

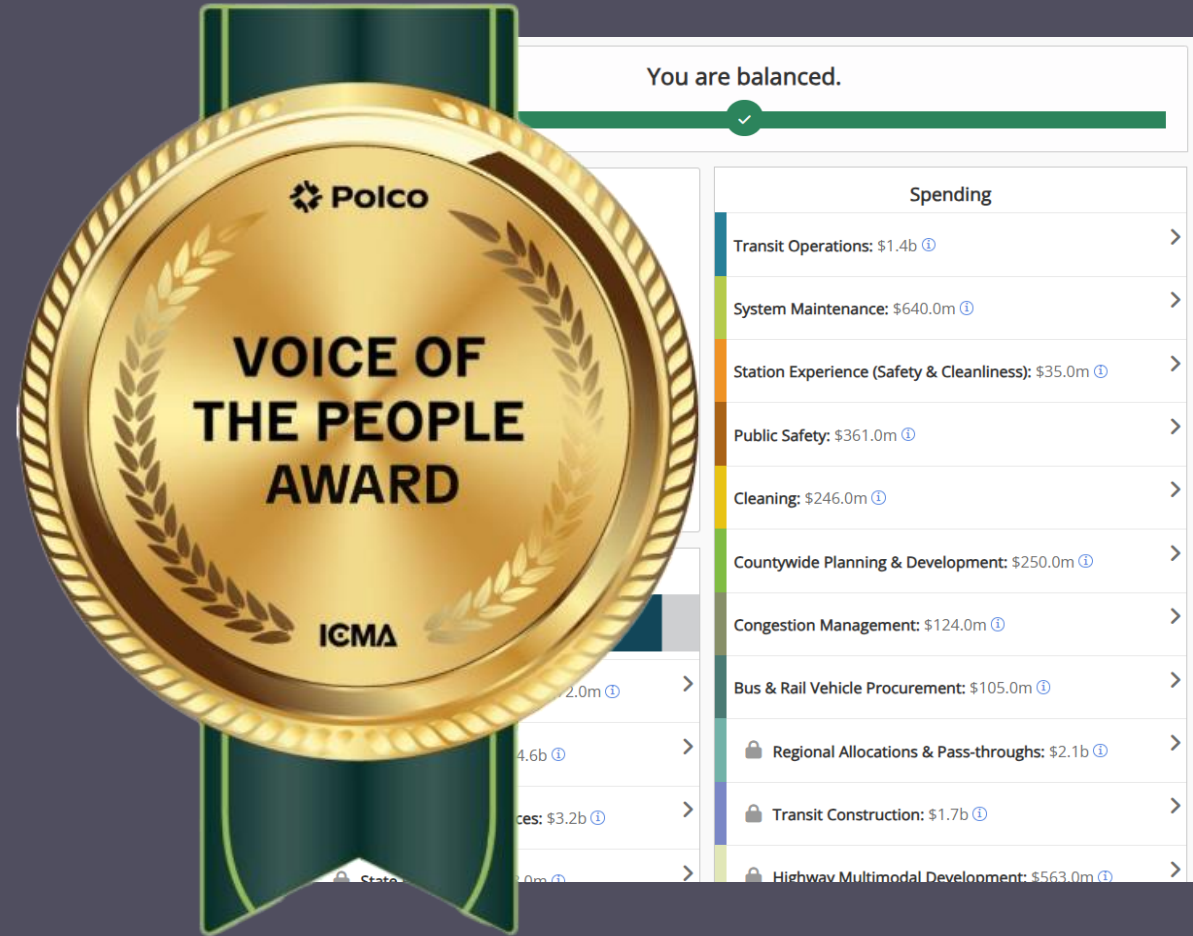


Fiscal Year 2026 My Metro Budget Activity -
Demo



Questions

- An interactive and educational budget activity
- Designed to allow public feedback on Metro's budget items
- Fosters transparency between Metro and the residents of LA County
- Winner of the ICMA – Voice of the People Award (2024)





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My Metro Budget Activity - Overview



- Launched October 31st, 2024
- Collection through May 2025



- 3,750+ Responses
- 3,000+ Unique Comments



- 53% Ride rail
- 65% Ride bus
- 69% Ride bus/rail (1+ day per week)



- Social media
- Eblast
- Marketing cards

Note: results from October 31, 2024 – February 3, 2025

New Features

1

Language Translation

FY26 activity is now offered in **9** languages



2

Scenario Questions

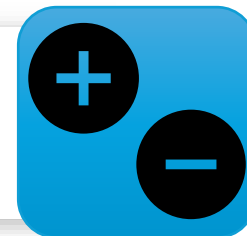
Four new scenario questions allowing the public to help guide leadership decisions



3

Additional +/- options

More subcategories to add/subtract funds



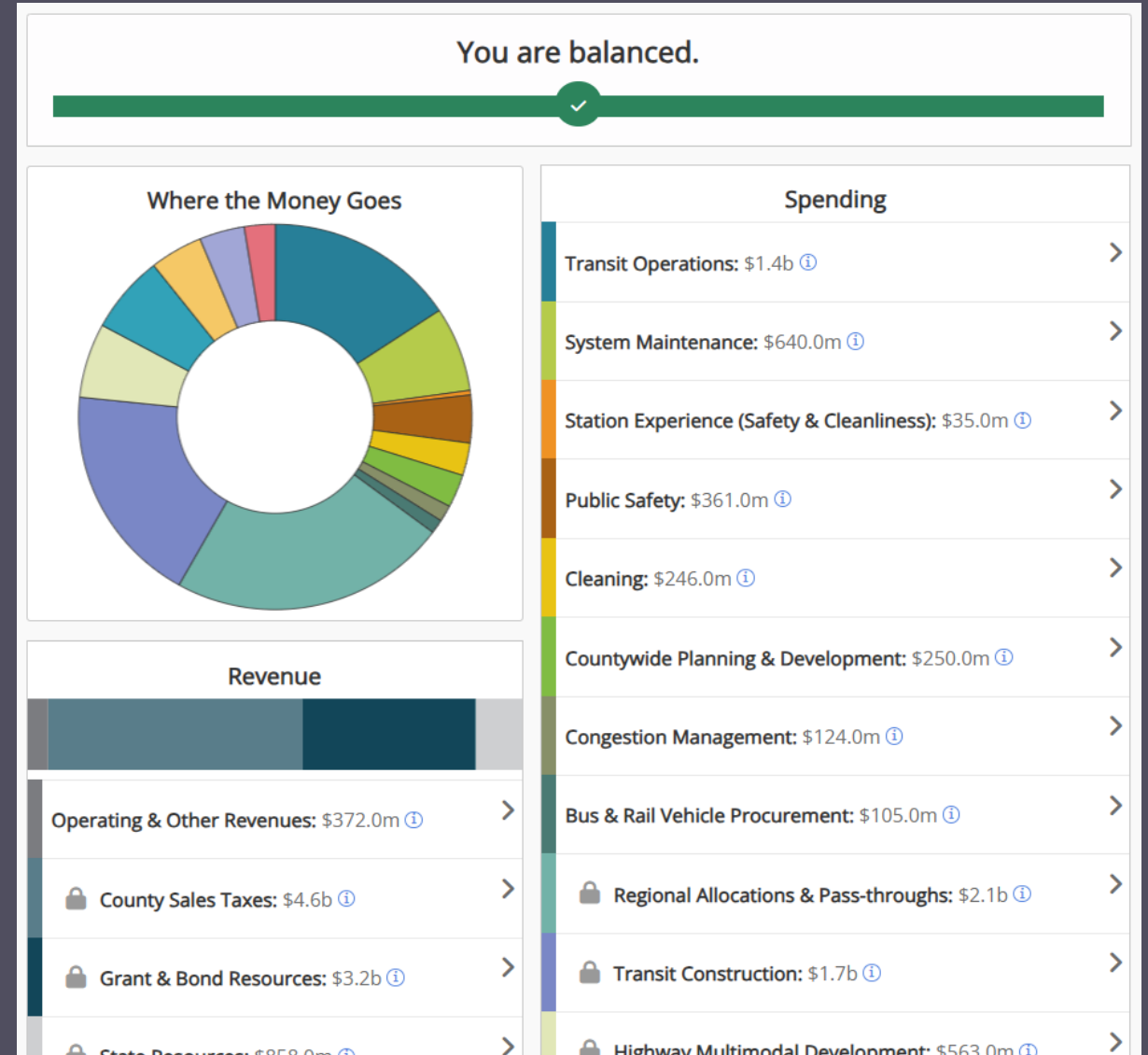
4

90+ comment options

More than 90 unique feedback categories are available



My Metro Budget Activity -
<https://mybudget.metro.net/online>





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Questions

QUESTIONS

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Scan below!



My Metro Budget Activity