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

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MEASURE R INDEPENDENT TAXPAYERS OVERSIGHT COMMITTEE
MARCH 9, 2026

SUBJECT: BUDGET OUTREACH AND ENGAGEMENT REPORT

ACTION: RECEIVE AND FILE

RECOMMENDATION

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

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. New this year, "My Metro Priorities" is a youth-focused (under 18) activity designed to advance the same mission in a simpler format. The insights gained will be instrumental in shaping the development of Metro’s Fiscal Year (FY) 2027 budget.

EQUITY PLATFORM

Marketing efforts have been designed to actively engage residents of Equity Focus Communities (EFCs). These efforts have resulted in increased participation from historically underrepresented populations, including individuals who do not have regular access to a vehicle, those with a household income of less than $25,000, and BIPOC communities. Analysis shows that 44% of “My Metro Budget” respondents and 60% of “My Metro Priorities” respondents reside in EFCs (excluding those outside the analysis area). These demographics closely mirror both LA County’s overall population and Metro’s ridership profile.

For FY 2027, the budget development process was promoted through a comprehensive outreach strategy, including the online budget portal, e-blasts, social media campaigns, traditional advertising, flyer distribution by station staff, and youth-group engagement. Metro's goal is to ensure all LA County residents are informed of the opportunity to make their voices heard. This year, the budget activity features a new “Impacts” tool, allowing users to view the staffing impacts of budget changes in real time.

This approach aligns with Metro's Equity Platform-specifically the "Listen and Learn" and "Focus and Deliver" pillars-reflecting a steadfast commitment to equitable engagement.

Metro remains focused on riders' priorities through these interactive activities. Feedback is compiled into reports for department use during budget development, guiding decision-making to ensure the final budget aligns with the public's priorities. Key outcomes from this process include increased investments in safety and security, cleanliness, and service frequency and reliability.

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Measure R Independent Taxpayers Oversight Committee

Office of Management & Budget
Giovanna M. Gogreve
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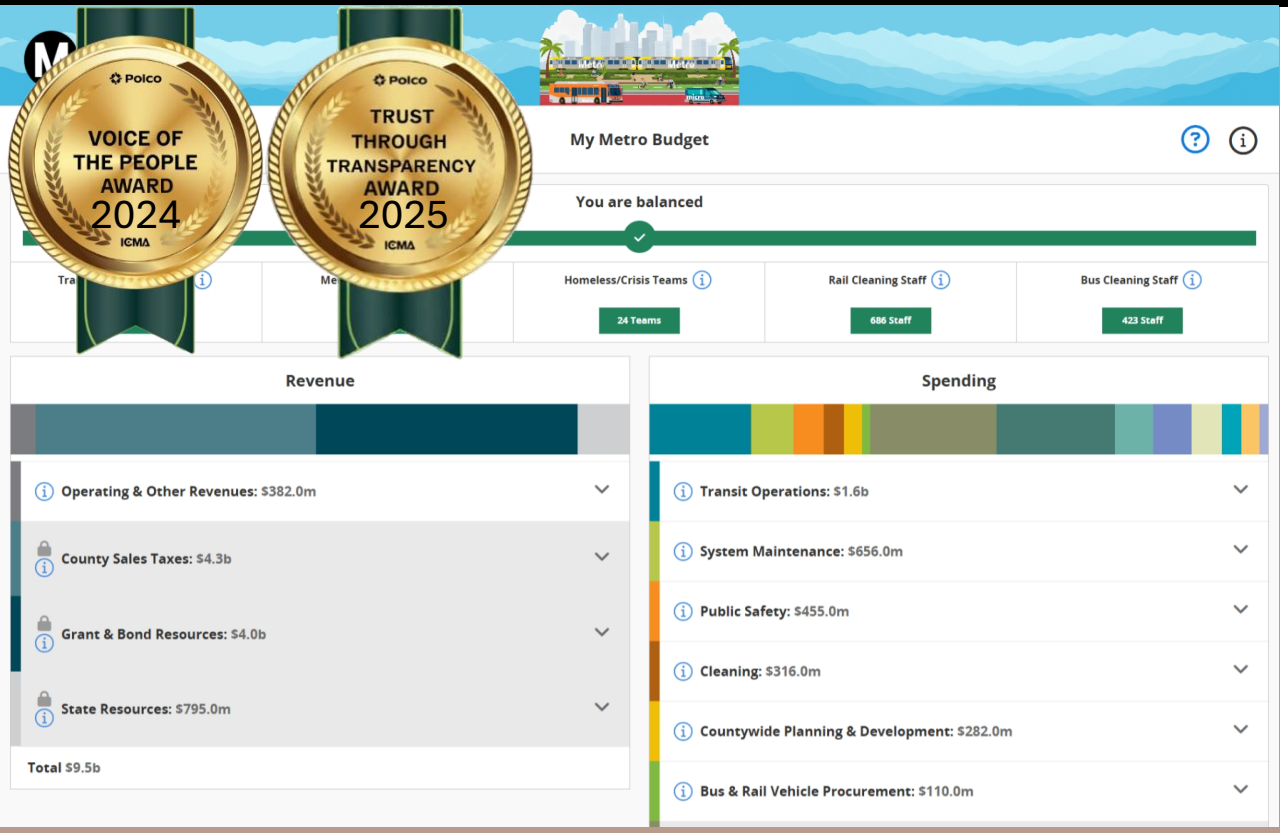
March 9, 2026

Agenda

- Overview
- My Metro Budget Activity & My Metro Priorities - Overview
- Fiscal Year 2027 My Metro Budget Activity & My Metro Priorities - Demo
- My Metro Budget Activity & My Metro Priorities – Preliminary Results
- Questions

My Metro Budget Activity - Overview



- Interactive experience designed to educate and allow public feedback on Metro's budget items
  - Collection Nov. 31, 2025 - May 2026
- ICMA Multi-award Winning – Voice of the People Award (2024) & Trust Through Transparency Award (2025)

New Features

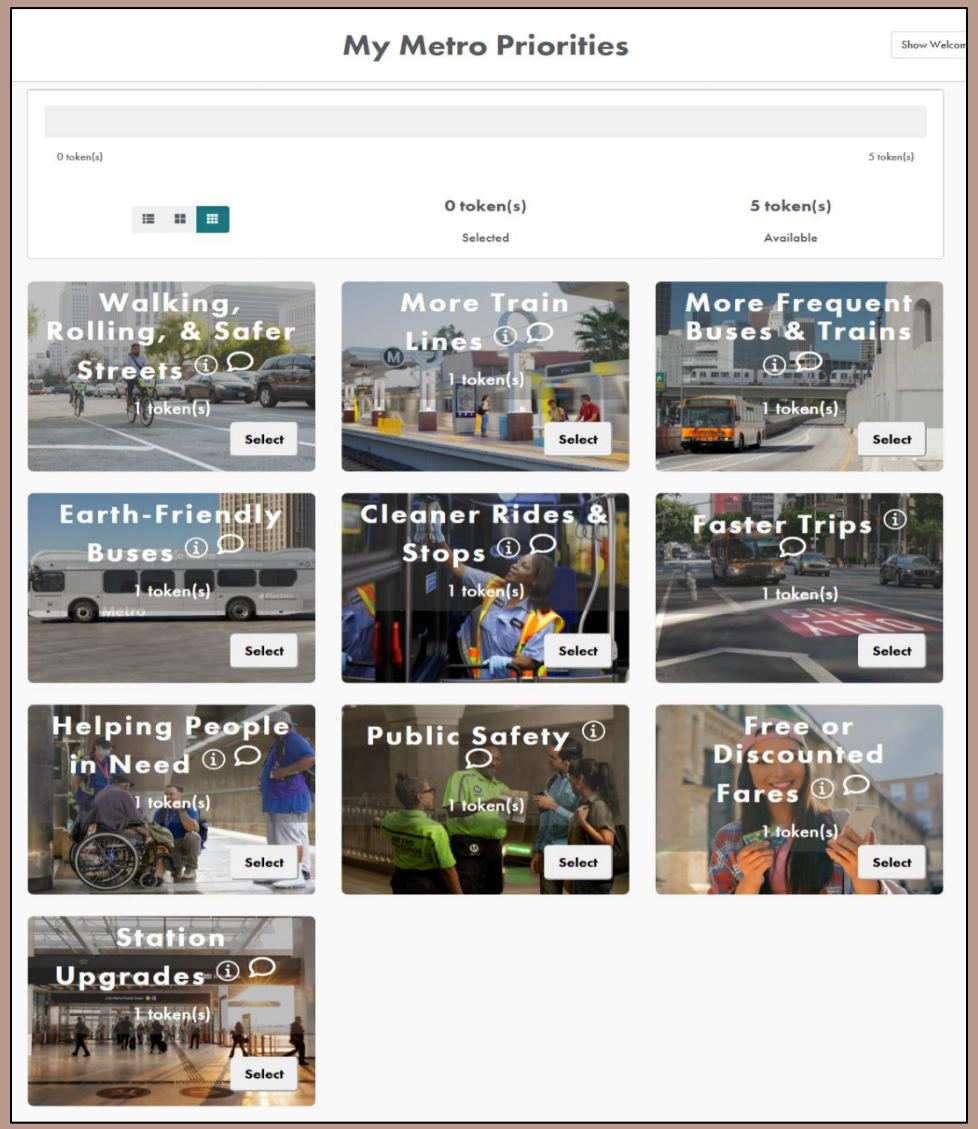
1 Impacts Feature
View staffing impacts of budget changes in real time

2 Scenario Questions
Three 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 Priorities - Overview



My Metro Priorities

What It Is

1 Youth-Focused

A new, fast, and easy way for youth (under 18) to learn about Metro's initiatives and provide feedback

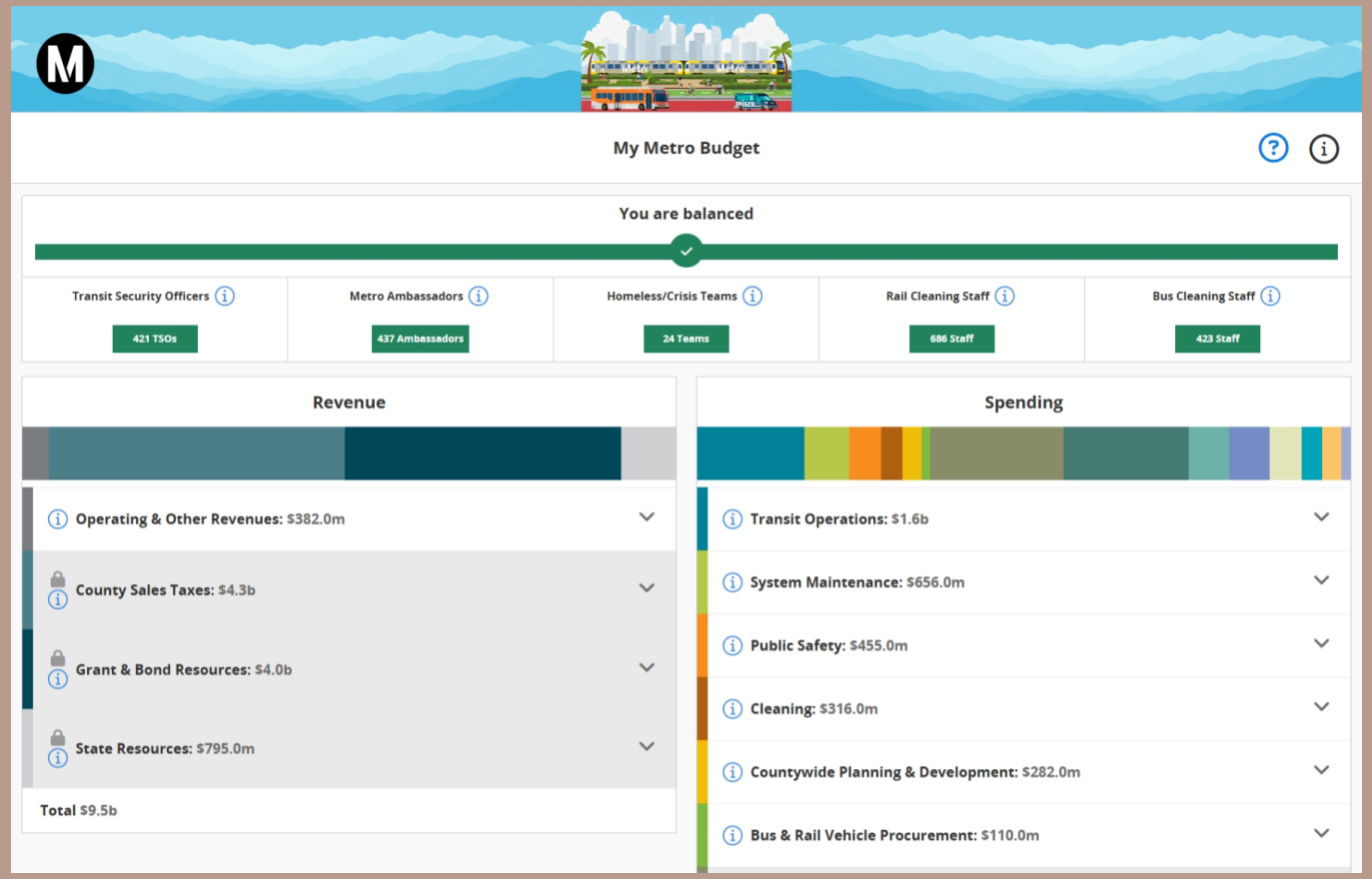
2 Simple & Easy

Participants select five of ten priorities, and rank them from most to least important

- **Collection Sept. 13, 2025 - May 2026**

My Metro Budget Activity - Demo

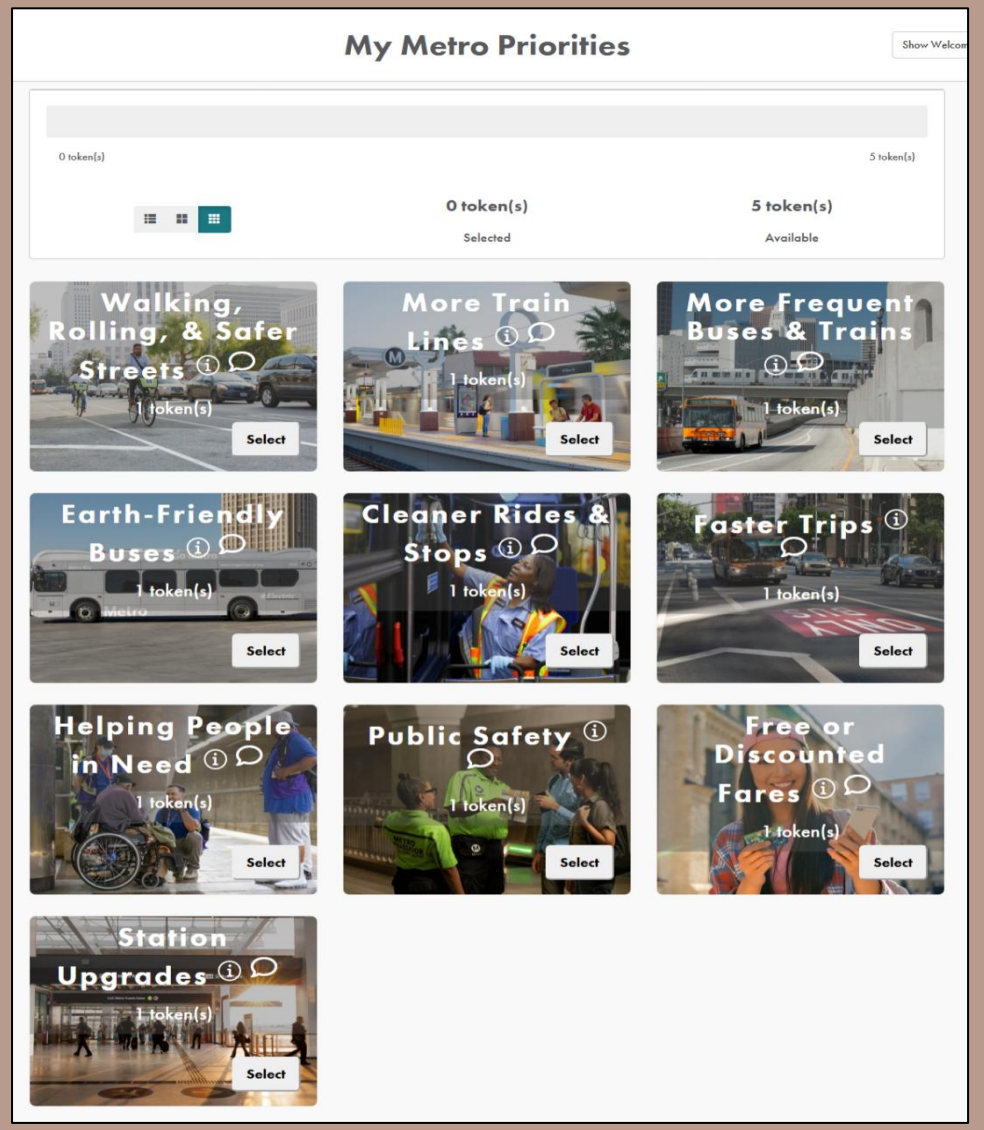
My Metro Budget Activity – https://mybudget.metro.net/online



My Metro Priorities - Demo

My Metro Priorities –
https://mybudget.metro.net/prioritize

LET'S GET STARTED



My Metro Budget Activity

- 2,680+ Respondents
- 3,000+ Comments
- 44% EFC Response Rate

Note:
Collection period: November 29, 2025 - May 2026
Responses to Date (January 30, 2026)

My Metro Priorities - Youth Focused

- 575+ Respondents
  (348 under 18, +278% from FY26)
- 65+ Comments
- 60% EFC Response Rate

Note:
Collection period: September 13, 2025 - May 2026
Responses to Date (January 30, 2026)

QUESTIONS

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Scan below!

Metro Budget Portal