Metro

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

Agenda - Final

Thursday, September 20, 2018

11:30 AM

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

Executive Management Committee

Sheila Kuehl, Chair
James Butts, Vice Chair
John Fasana
Eric Garcetti
Paul Krekorian
Hilda Solis
Shirley Choate, non-voting member

Phillip A. Washington, Chief Executive Officer

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

PUBLIC INPUT

A member of the public may address the Board on agenda items, before or during the Board or Committee's consideration of the item for one (1) minute per item, or at the discretion of the Chair. A request to address the Board should be submitted in person at the meeting to the Board Secretary. Individuals requesting to speak on more than three (3) agenda items will be allowed to speak up to a maximum of three (3) minutes per meeting. For individuals requiring translation service, time allowed will be doubled.

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

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

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

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

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

CALL TO ORDER

ROLL CALL

APPROVE Consent Calendar Item(s): 38

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

CONSENT CALENDAR

38. SUBJECT: CUSTOMER CODE OF CONDUCT AMENDMENTS - TRANSIT COURT 2018-0561

RECOMMENDATION

APPROVE amendment of Title 6, Chapter 6-05 of the Los Angeles County Metropolitan Transportation Authority ("Metro") Administrative Code (the "Code"), otherwise known as the Metro Customer Code of Conduct, as set forth in Attachment A. The amended Code will become effective October 1, 2018.

Attachments: Attachment A - Code Amendments

NON-CONSENT

39. SUBJECT: STATE AND FEDERAL REPORT 2018-0435

RECOMMENDATION

RECEIVE AND FILE State and Federal Legislative Report.

40. SUBJECT: METRO TRANSPORTATION SCHOOL 2018-0358

RECOMMENDATION

CONSIDER:

A. RECEIVING AND FILING the Final Feasibility Report for the Metro Transportation School;

B. AMENDING the FY19 budget with up to $1,000,000 for predevelopment activities associated with the school site;

C. AUTHORIZING the Chief Executive Officer to execute Modification No. 3 to Contract No. PS45385000 with causeIMPACTS LLC for additional support services for the Transportation School Consulting Services contract in the amount of $200,709, increasing the total contract value from $402,530 to

$603,239 and extending the contract period of performance by 12 months; and

D. INCREASING Contract Modification Authority (CMA) specific to Contract No. PS45385000 in the amount of $100,000 increasing the total authorized CMA amount from $100,000 to $200,000.

Attachments: Attachment A - Procurement Summary
Attachment B - Contract Modification Change Order Log
Attachment C - DEOD Summary
Attachment D - Principles for the MOU
Attachment E - Summary of Final Report

(ALSO ON FINANCE, BUDGET & AUDIT COMMITTEE)

41. SUBJECT: DISADVANTAGED AND SMALL BUSINESS ENTERPRISE CERTIFICATION SERVICES 2018-0534

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

A. AWARD task order based bench Contract Nos. PS51863000 through PS51863002 to the firms listed below to provide disadvantaged and small business enterprise certification services for a four-year base term in an amount not to exceed $1,997,880, with two, one-year options, each in an amount not to exceed $499,470, for a total not to exceed amount of $2,996,820, subject to resolution of protest(s), if any. The following firms are recommended for award:

1. Gail Charles Consulting Services, LLC
2. HSW Services, Inc.
3. Small Business Enterprise Utilization Services

B. EXECUTE individual task orders under these Contracts for disadvantaged and small business enterprise certification services in a total amount not-to-exceed $2,996,820; and

C. AUTHORIZE the CEO to award contracts to additional qualified firms throughout the term of this Contract to assist in the performance of this work.

Attachments: Attachment A - Procurement Summary
Attachment B - DEOD Summary

42. SUBJECT: TRANSIT LINE OPERATIONAL NAMING CONVENTION 2018-0577

RECOMMENDATION

DIRECT the Chief Executive Officer to return to the December 2018 Board meeting with a recommendation on a Transit Line Operational Naming Convention, including an implementation plan, and cost estimate.

Attachments: Attachment A - Transit Line Naming Focus Groups

SUBJECT: GENERAL PUBLIC COMMENT 2018-0602

RECEIVE General Public Comment

Consideration of items not on the posted agenda, including: items to be presented and (if requested) referred to staff; items to be placed on the agenda for action at a future meeting of the Committee or Board; and/or items requiring immediate action because of an emergency situation or where the need to take immediate action came to the attention of the Committee subsequent to the posting of the agenda.

COMMENTS FROM THE PUBLIC ON ITEMS OF PUBLIC INTEREST WITHIN COMMITTEE'S SUBJECT MATTER JURISDICTION

Adjournment

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

File #: 2018-0561, **File Type:** Ordinance / Administrative Code **Agenda Number:** 38.

EXECUTIVE MANAGEMENT COMMITTEE
SEPTEMBER 20, 2018

SUBJECT: CUSTOMER CODE OF CONDUCT AMENDMENTS - TRANSIT COURT

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

APPROVE amendment of Title 6, Chapter 6-05 of the Los Angeles County Metropolitan Transportation Authority ("Metro") Administrative Code (the "Code"), otherwise known as the Metro Customer Code of Conduct, as set forth in Attachment A. The amended Code will become effective October 1, 2018.

DISCUSSION

Proposed amendments to the Code are set forth in Attachment A to this Board Report to address:

Lost and Found

Items found on Metro facilities and vehicles are forwarded to Metro's Lost and Found. Hazardous materials or controlled substances may require other arrangements. The current policy provides that unclaimed items be discarded or donated to a charitable organization after 30 days. The amendments would change the retention period of unclaimed items to 90 days instead of 30 days, and provide that unclaimed items may be sold or destroyed in addition to being discarded or donated. The changes will make the Customer Code better aligned with Metro's current practices of retaining items for 90 days and California law which currently require retaining lost property for 90 days.

The proposed amendments will change section 6-05-130 of the Code to add the bolded and underlined language and delete the strikethrough language as follows:

6-05-130 Lost and Found

A. Items found in a Metro facility or vehicle shall be turned in to a Metro operator or other authorized Metro representative, who will forward the items to the Metro Lost and Found **or other designated department or agent**.
B. Items can be claimed in person at the Metro Lost and Found **or other designated location or agent** by providing proof of ownership. Items that remain unclaimed for **90**~~30~~ days will be discarded, **sold, destroyed** or donated to a charitable organization, without liability for Metro **or its agents** to anyone.
C. Metro is not responsible for items lost in a Metro facility or vehicle.

FINANCIAL IMPACT

There is no financial impact to this action.

NEXT STEPS

Following Board approval of the recommended amendments to the Code, Transit Court staff will continue to work with Metro Communications and Operations, as well as Transit Security, to communicate the Code including amendments to the public to promote awareness, compliance, and enforcement.

ATTACHMENTS

Attachment A - Code Amendments

Prepared by: Julie Chang, Principal Hearing Officer, Metro Transit Court, (213) 922-6881

Reviewed by: Karen Gorman, Chief Hearing Officer, Metro Transit Court, (213) 922-2975

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Karen Gorman
Inspector General

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ATTACHMENT A

CODE AMENDMENTS

LACMTA Administrative Code section 6-05-130

6-05-130 Lost and Found

A. Items found in a Metro facility or vehicle shall be turned in to a Metro operator or other authorized Metro representative, who will forward the items to the Metro Lost and Found **or other designated department or agent**.
B. Items can be claimed in person at the Metro Lost and Found **or other designated location or agent** by providing proof of ownership. Items that remain unclaimed for **90**~~30~~ days will be discarded, **sold, destroyed** or donated to a charitable organization, without liability for Metro **or its agents** to anyone.[34]
C. Metro is not responsible for items lost in a Metro facility or vehicle.

[34] Civil Code § 2080.6

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

File #: 2018-0358, **File Type:** Contract **Agenda Number:** 40.

FINANCE, BUDGET AND AUDIT COMMITTEE
SEPTEMBER 19, 2018
EXECUTIVE MANAGEMENT COMMITTEE
SEPTEMBER 20, 2018

SUBJECT: METRO TRANSPORTATION SCHOOL

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATION

CONSIDER:

A. RECEIVING AND FILING the Final Feasibility Report for the Metro Transportation School;

B. AMENDING the FY19 budget with up to $1,000,000 for predevelopment activities associated with the school site;

C. AUTHORIZING the Chief Executive Officer to execute Modification No. 3 to Contract No. PS45385000 with causeIMPACTS LLC for additional support services for the Transportation School Consulting Services contract in the amount of $200,709, increasing the total contract value from $402,530 to $603,239 and extending the contract period of performance by 12 months; and

D. INCREASING Contract Modification Authority (CMA) specific to Contract No. PS45385000 in the amount of $100,000 increasing the total authorized CMA amount from $100,000 to $200,000.

ISSUE

Metro is poised to dramatically transform the transportation infrastructure of the region with the passage of Measure M, and in doing so, propel the development of a sizeable workforce to support the planning, construction, operations, and maintenance of our expanding system. This increasing demand for a skilled transportation workforce, combined with at-risk youth's employment needs, create a strategic opportunity for Metro to impact the cycle of poverty by serving as an engaged, founding industry partner in a public charter boarding school to provide students with real word learning opportunities that will expose, explore, engage, experience and employ them about careers in in the transportation industry. Metro can address multiple infrastructure agency needs and give

back to the community by educating and ultimately employing local youth.

BACKGROUND

At its April 2017 meeting, the Board approved Motion No. 43 by Directors Ridley-Thomas, Fasana, Garcetti, Barger, Garcia, and Dupont-Walker directing the CEO to develop a framework for a pilot educational and vocational training program, specifically, though not exclusively, targeting at-risk youth who had exposure to the County's safety net and who had historically been under-served educationally.

At its June 2017 meeting, the Board received and filed the proposed framework for a pilot educational and training program with the objective of facilitating career pathways for local youth in Los Angeles County's transportation sector. The framework identified retention of a consultant as a next step in developing a school program.

In November 2017, causeIMPACTS was retained as a consultant to develop a transportation school feasibility report. At the May 2018 meeting, the Board approved Metro to negotiate and enter into an MOU with the County for the development of the transportation school. At its June 19, 2018 meeting, the LA County Board of Supervisors authorized an Exclusive Negotiating Agreement with the SEED Foundation to serve as the boarding school operator for a site in the County's possession on the 8500 block of South Vermont Avenue in Los Angeles.

DISCUSSION

E3 and Transportation School Framework

The attached feasibility report outlines the key findings and analyses performed by causeIMPACTS through June 2018. After engaging 200 stakeholders, the need to develop and implement a county wide educational and career-training program was identified. Over the next five years, 46% of Metro employees will be eligible for retirement; in the next 10 years, more than 50% of the transportation industry workforce will also be eligible for retirement. This creates a need to hire and train a younger workforce to prepare for the jobs that these looming retirements will create. To address this need, the consultant and project team have developed the Metro Expose, Educate, Employ Youth Education (E3) Initiative that aims to expose, educate and employ the next generation of youth into the transportation industry. The centerpiece of the E3 initiative is the SEED School of Los Angeles County that plans to recruit youth from the County's safety net, along with youth from across the County, to a college-preparatory boarding academy that specializes in inspiring and training youth to pursue careers in the transportation and infrastructure sectors

The mission and goals of the E3 Initiative are to:

- Ensure the transportation school is a state-of-the-art, cutting edge facility, promoting innovation in the field. This is necessary to align with the technology revolution that is transforming Metro and the transportation industry.

- Align the curriculum development for synergy with Metro's workforce demands, to include the full arc of possibilities for youth to include career readiness for college preparatory education and options for immediate job opportunities through Metro and its contractors. This is necessary since 65% of Metro's job classifications require a college degree. Further, many construction and operations positions in the transportation and infrastructure industry provide skilled positions that are available post high school diploma with apprenticeships;

- In addition to a transportation school, through a transit job training center, expand the opportunities for disadvantaged non-school aged residents from across the County to seek opportunities for job training to prepare themselves for careers in the transit industry in coordination with Metro's WIN LA Program;

- Partner with labor, the private sector, community colleges and community organizations to develop culturally-sensitive training programs with wrap-around services (as needed); and

- In addition, the E3 initiative will broaden Metro connections with the future workforce by expanding school tours, providing teacher education about careers in transportation and expanding internships and summer camp models to connect youth from throughout the County with the transportation industry.

Transportation School Site

On December 5, 2017, the Los Angeles County Board of Supervisors (BOS) approved the acquisition of 4.2 acres of land on the 8400 and 8500 blocks of Vermont Ave in South Los Angeles for the development of the Vermont and Manchester Transit Priority Joint Development Project. The proposed Project consists of a six-story mixed-use affordable housing and community serving/commercial retail building, an open transit plaza, a job training center, a six-story high school boarding school with faculty residential units, and 383 parking spaces located at the ground-level and within a 4.5-level parking structure. The County received possession of the property on May 7th.

The proposed project site provides the opportunity for Metro to partner with the County to build the premiere public charter transportation boarding school at this location as well as a job training center within the mixed-use development. The SEED School of Los Angeles will be open to all youth in LA County but will have a special focus on "opportunity youth" that have, or are at risk, of contract with the County's public safety, child protection and welfare departments, or youth who have historically been under-served educationally. High school graduation rates for this population are 45% in California compared to 71%-76% for the general population. The SEED Foundation's graduation rate for a population with consistent poverty indicators is 92%.

DETERMINATION OF SAFETY IMPACT

This Board action will have no adverse impact on safety standards for Metro.

FINANCIAL IMPACT

The FY19 budget currently includes $200,000 in the Human Capital & Development budget, to fund the planning activities to establish the E3 initiative, including the school. Upon approval of recommendation B, the FY19 budget can be amended up to an increase by $1,000,000 for a total cumulative amount of $1,200,000 to continue planning and coordination efforts associated with Transit School planning activities. Since this is a multi-year contract, the cost center manager and Chief Human Capital & Development Officer will be responsible for budgeting the cost in future years.

Impact to Budget

Upon approval of recommendation B, the planning activities associated with the E3 and Seed School will be funded with Planning and Admin funds which is comprised of state and local funds, and are eligible for planning activities for transportation projects which aligns with Metro's vision and goals for improved mobility in LA County.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Recommendation supports strategic plan Goal #3 (Enhance Communities and lives through mobility and access to opportunity) - Initiative #3.1 (To lift up local communities, Metro will create jobs and career pathways in transportation). Metro is currently developing a transportation focused school curriculum to extend the career pipeline to elementary, middle, and high school students to cultivate the transportation workforce of the future.

ALTERNATIVES CONSIDERED

The Board could choose not to proceed with the recommended actions. Staff does not recommend proceeding with this alternative since it does not address the priorities outlined in the Board motion to address the agency's workforce needs.

NEXT STEPS

Upon approval by the Board, staff will execute Contract Modification No. 3 with causeIMPACTS and continue negotiations with the County and the SEED Foundation regarding the operating subsidy.

ATTACHMENTS

Attachment A - Procurement Summary
Attachment B - Contract Modification/Change Order Log
Attachment C - DEOD Summary
Attachment D - Principles for the MOU
Attachment E - Summary of Final Report

Prepared by: Joanne Peterson, Chief Human Capital & Development, (213) 418-3088

Reviewed by: Stephanie Wiggins, Deputy CEO, (213) 922-1023
Debra Avila, Chief Vendor/Contract Management Officer (213) 418-3051

Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

METRO TRANSPORTATION SCHOOL – FINAL FEASIBILITY REPORT AND CONSULTING SERVICES/PS45385000

1.	**Contract Number**: PS45385000			
2.	**Contractor**: CauseImpacts LLC			
3.	**Mod. Work Description**: E3 Implementation Support Services			
4.	**Contract Work Description**: E3 Implementation Support Services			
5.	**The following data is current as of**: 8/17/2018			
6.	**Contract Completion Status**		**Financial Status**	
	Contract Awarded:	12/15/2017	**Contract Award Amount:**	$302,692
	Notice to Proceed (NTP):	N/A	**Total of Modifications Approved:**	$99,838
	Original Complete Date:	7/16/2018	**Pending Modifications (including this action):**	$200,709
	Current Est. Complete Date:	10/31/2019	**Current Contract Value (with this action):**	$603,239
7.	**Contract Administrator**: Ana Rodriguez		**Telephone Number**: (213) 922-1076	
8.	**Project Manager**: Joanne Peterson		**Telephone Number**: (213) 418-3088	

A. Procurement Background

This Board Action is to approve Contract Modification No. 3 issued in support of implementing the Metro Expose, Educate, Employ Youth Education (E3) Initiative.

This Contract Modification will be processed in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price.

On December 15, 2017, Contract No. PS45385000 for the Transportation School Consulting Services was awarded to CauseImpacts LLC in the firm fixed price amount of $302,692 for a period of seven months.

Refer to Attachment B – Contract Modification/Change Order Log for modifications issued to date.

B. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based upon an independent cost estimate, cost analysis, technical evaluation, and negotiations.

Proposal Amount	Metro ICE	Negotiated Amount
$200,709	$198,755	$200,709

ATTACHMENT B

CONTRACT MODIFICATION/CHANGE ORDER LOG

METRO TRANSPORTATION SCHOOL – FINAL FEASIBILITY REPORT AND CONSULTING SERVICES/PS45385000

Mod. No.	Description	Status (approved or pending)	Date	$ Amount
1	Specific Site Analysis	Approved	3/27/2018	$64,543
2	Preliminary E3 Support	Approved	8/9/2018	$35,295
3	**E3 Implementation Support Services**	**Pending**	**8/17/2018**	**$200,709**
	Modification Total:			**$300,547**
	Original Contract:			**$302,692**
	Total:			**$603,239**

ATTACHMENT C

DEOD SUMMARY

METRO TRANSPORTATION SCHOOL - FINAL FEASIBILITY REPORT AND CONSULTING SERVICES / PS45385000

A. Small Business Participation

CauseIMPACTS LLC, an SBE Prime, made an 89.56% Small Business Enterprise (SBE) commitment and a 3.01% Disabled Veteran Business Enterprise (DVBE) commitment. The project is 82% complete. Currently, CauseIMPACTS LLC is exceeding the SBE/DVBE goal with 95.32% SBE participation and 3.36% DVBE participation.

Small Business Commitment	89.56% SBE 3.01% DVBE	Small Business Participation	95.32% SBE 3.36% DVBE

	SBE Prime/ Subcontractors	% Committed	Current Participation[1]
1.	CauseIMPACTS LLC	89.56%	95.32%
	Total	**89.56%**	**95.32%**

[1]Current Participation = Total Actual amount Paid-to-Date to SBE firms ÷Total Actual Amount Paid-to-date to Prime.

	DVBE Subcontractors	% Committed	Current Participation[1]
1.	Exit 4 Printing & Direct Mail	3.01%	3.36%
	Total	**3.01%**	**3.36%**

[1]Current Participation = Total Actual amount Paid-to-Date to DVBE firms ÷Total Actual Amount Paid-to-date to Prime.

B. Living Wage and Service Contract Worker Retention Policy Applicability

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

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this Contract.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy (PLA/CCP) 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.

ATTACHMENT D

PRINCIPLES FOR THE MOU

Potential Partnership with Metro and the County

Boarding School

- The County anticipates entering into a long-term ground lease with a boarding school developer/operator for a transit-focused charter boarding school.

- Significant gap subsidy is anticipated to ensure the effective operation of the boarding school. It is envisioned that the County, Metro, industry partners, and potentially philanthropic sources could share those costs.

- While LACOE would license the school, Metro could oversee/liaison with the operator to ensure that the curriculum and training activities meet Metro's standards.

- Metro would facilitate internships and other work experiences for the students, as well as connections to permanent positions either at Metro or with Metro-contractors.

Transit Training Center, Transit Plaza and Parking Lot

- The RFP anticipates the mixed-use developer constructing the transit plaza, mixed-use development and parking lot. Metro may want to facilitate transit oriented amenities including ticket vending machines, bike share or other features. Also, Metro may want to secure specific spaces in the parking lot for a park and ride for the future Vermont BRT.

- The County anticipates entering into a long-term ground lease with the mixed-use developer.

- The County has allocated $6 million for the development of the transit plaza (in Prop A local return funds available to the Second Supervisorial District).

- As part of the RFP, the County indicates that approximately 15,000 square feet of the mixed-use development would be a transit vocational training center. It is envisioned that Metro would take the lead in financing and operating this center. It could become a separate air space parcel owned by Metro if that is the desire.

- Metro's Role

    - In partnership with the school provider, Metro will infuse the curriculum with skill development related to the transportation industry
    - Provide Metro Employee Support
    - Provide E3 Supplemental Programming

- Build an innovative state-of-the-art Vocational Training
- Provide Teacher Professional Development
- Facilitate Partnerships
- Support School Branding Efforts
- Support Recruitment and Outreach
- Connect graduating students and families to WIN-LA

Attachment E

http://libraryarchives.metro.net/DB_Attachments/2018-0358_Attachment_E_Summary_of_Final_Report.pdf

File #: 2018-0534, **File Type:** Contract **Agenda Number:** 41.

EXECUTIVE MANAGEMENT COMMITTEE
SEPTEMBER 20, 2018

SUBJECT: DISADVANTAGED AND SMALL BUSINESS ENTERPRISE CERTIFICATION SERVICES

ACTION: AWARD BENCH CONTRACTS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

A. AWARD task order based bench Contract Nos. PS51863000 through PS51863002 to the firms listed below to provide disadvantaged and small business enterprise certification services for a four-year base term in an amount not to exceed $1,997,880, with two, one-year options, each in an amount not to exceed $499,470, for a total not to exceed amount of $2,996,820, subject to resolution of protest(s), if any. The following firms are recommended for award:

1. Gail Charles Consulting Services, LLC
2. HSW Services, Inc.
3. Small Business Enterprise Utilization Services

B. EXECUTE individual task orders under these Contracts for disadvantaged and small business enterprise certification services in a total amount not-to-exceed $2,996,820; and

C. AUTHORIZE the CEO to award contracts to additional qualified firms throughout the term of this Contract to assist in the performance of this work.

ISSUE

The passage of Measure R, Measure M and the approval of the accelerated “Twenty-Eight by 28” projects task Metro with the responsibility to construct multi-billion dollars’ worth of rail and highway projects in Los Angeles County. Projects such as the Purple Line Extension, Crenshaw/LAX Transit project, and Regional Connector Transit project will provide an alternative transportation option and significant economic development. These projects will require an extensive pool of Disadvantaged Business Enterprise (DBE) and/or Small Business Enterprise (SBE) certified firms to meet the high volume of highway and transit infrastructure work and increase the pool of certified DBE and SBE firms available to participate in Metro contracts. With over 1,800 firms currently DBE and/or SBE certified with Metro, and the anticipated number of firms applying for certification with Metro’s growing

infrastructure, consultants will be able to assist Metro in meeting mandates that hold specific goals for engaging small businesses.

BACKGROUND

Metro is a certifying agency under the California Unified Certification Program (CUCP) in accordance with 49 Code of Federal Regulations (CFR) Part 26, Department of Transportation DBE program. The CUCP consists of four DBE certifying agencies in the Southern California region: City of Los Angeles (CLA), San Diego County Regional Airport Authority (SDCRAA), California Department of Transportation (Caltrans), and Metro. Though the CLA and SDCRAA are DBE certifying agencies the CLA has limited its acceptance of DBE certification applications to businesses only located within the City of Los Angeles and both CLA and SDCRAA focuses on Airport Disadvantaged Business Enterprise (ACDBE) certification. Metro receives the bulk of applications within Los Angeles County and the region. Along with certifying firms under the CUCP, Metro has its own SBE certification program which adds to the volume of applications processed on an annual basis.

DISCUSSION

Close to 400 firms were certified by Metro in Fiscal Year 2018 alone. With the mega projects and all other Metro projects that require goals, the number of applications for certification is expected to grow. Metro also processes expedited certifications for firms trying to meet bid or proposal due dates. Other agencies also refer applicants to Metro for DBE certification. The use of consultants will provide access to professional resources to maximize opportunity for businesses to obtain certification. Consultants will augment the current staff resources to ensure that Metro is compliant in accordance with 49 CFR Part 26 and Metro's SBE policy. The regulation requires strict protocols and criteria, including a detailed review of each firm's eligibility through mandated onsite visits. These consultants will also assist to provide technical assistance to business applicants.

DETERMINATION OF SAFETY IMPACT

Approval of these Contracts will not impact the safety of Metro's patrons or employees.

FINANCIAL IMPACT

Funding of $500,000 is included in the FY19 budget in cost center 2130, Diversity and Economic Opportunity under project 100001, General Overhead. Since this is a multi-year contract, the cost center manager and Executive Officer will be accountable for budgeting the cost in future years.

Impact to Budget

The source of funds for these services is federal, state, and local which are eligible for bus and rail operating costs. No other sources of funds were considered because these funds are programmed for this use.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

This item ties to Goal 5 - Provide responsive, accountable, and trustworthy governance within the Metro organization. Specifically, section 5.5 - Metro will expand opportunities for businesses and external organizations to work with us. As a certifying agency, Metro strives to provide small businesses with contracting opportunities through our DBE and SBE small business programs. Certification is the first step in that process.

ALTERNATIVES CONSIDERED

The Board could choose not to approve staff recommendations. The alternative would be to increase the staffing level of the Diversity and Economic Opportunity Department to handle increased workload. Currently the certification unit consists of four (4) FTEs that are also assigned to other certification related tasks such as application intake, monitoring and oversight of 1,800 active firms on the database, issuing of denial letters, assignment of files to the consultants, processing of annual updates affidavits, processing of additional North American Industry Classification System (NAICS) codes requests and in making final eligibility determinations as required by the regulations. In order to be able to do this work in house, Metro would need to match the current consultants staff augment of 8 staff members, thus adding eight (8) FTE positions. The current staff could not take on this additional responsibility and the alternative to add staff is not recommended as additional staff would be significantly more expensive than consultant support. Without the use of consultants, Metro would not be able to provide certification services as mandated by the regulations and cannot meet the 90 day regulatory processing time to complete applications.

NEXT STEPS

Upon Board approval, staff will establish and execute the bench contracts for disadvantaged and small business enterprise certification services, and issue task orders, on an as-needed basis.

ATTACHMENTS

Attachment A - Procurement Summary
Attachment B - DEOD Summary

Prepared by: Dr. Irma L. Licea, Director, Certification & Business Development
(213) 922 - 2207
Miguel Cabral, Executive Officer, Diversity & Economic Opportunity, (213) 418-3270

Reviewed by: Debra Avila, Chief, Vendor/Contract Management Officer, (213) 418-3015

Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

DISADVANTAGED AND SMALL BUSINESS ENTERPRISE CERTIFICATION SERVICES/PS51863000 – PS51863002

1.	**Contract Number**: PS51863000 – PS51863002	
2.	**Recommended Vendor**: Gail Charles Consulting Services HSW Services Small Business Enterprise Utilization Services	
3.	**Type of Procurement (check one):** ☐ **IFB** ☒ **RFP** ☐ **RFP–A&E** ☐ **Non-Competitive** ☐ **Modification** ☐ **Task Order**	
4.	**Procurement Dates**:	
	A. Issued: May 4, 2018	
	B. Advertised/Publicized: May 4, 2018	
	C. Pre-Proposal Conference: May 14, 2018	
	D. Proposals Due: June 4, 2018	
	E. Pre-Qualification Completed: July 17, 2018	
	F. Conflict of Interest Form Submitted to Ethics: August 8, 2018	
	G. Protest Period End Date: September 24, 2018	
5.	**Solicitations Picked up/Downloaded**: 31	**Bids/Proposals Received**: 4
6.	**Contract Administrator**: Greg Baker	**Telephone Number**: (213) 922-7577
7.	**Project Manager**: Dr. Irma Licea	**Telephone Number**: (213) 922- 2207

A. Procurement Background

This Board Action is to approve the award of bench Contract Nos. PS51863000 through PS51863002, issued for support services in processing applications for eligibility determinations for Disadvantaged Business Enterprise (DBE) certification under the regulations at 49 CFR Part 26 and applications for Small Business Enterprise (SBE) certification under the Metro SBE Program to assist in meeting critical deadlines and assist with compliance services. The Contracts will be for a term of four years, with two, one-year options to be exercised at Metro's sole discretion for a cumulative not-to-exceed amount of $2,996,820. The services will be performed on an as-needed basis for which task orders will be issued. Board approval of contract awards are subject to resolution of any properly submitted protest(s).

Request for Proposals (RFP) No. PS51863 was issued in accordance with Metro's Acquisition Policy and the contract type is Task Order based. This solicitation was issued under the Small Business Set-Aside Program.

Two amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on May 17, 2018 clarified the deadline to submit questions to Metro; and

- Amendment No. 2, issued on May 22, 2018 clarified the ordering process under Article IX: Ordering.

A pre-proposal conference was held on May 14, 2018, and was attended by nine participants representing eight firms. Sixteen questions were received and Metro provided responses prior to the proposal due date.

The RFP was downloaded by 31 firms that were included in the planholders list.

Four proposals were received on the due date of June 4, 2018 and are listed below in alphabetical order:

1. Gail Charles Consulting Services, LLC
2. HSW Services
3. InfraWEST
4. Small Business Enterprise Utilization Services

A fifth proposal was received on June 5, 2018; however, the proposal was received after the stated deadline and, therefore, was not accepted and was returned to the Proposer unopened.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Diversity and Economic Opportunity Department (DEOD) was convened and conducted a comprehensive technical evaluation of the proposals received.

The RFP required that all firms must comply with the following Minimum Qualification Requirement on a pass/fail basis:

> The firm's owner(s) must have at least five years of demonstrated experience processing and making eligibility determinations for Disadvantaged Business Enterprise (DBE) certification under the regulation 49 CFR Part 26 and Small Business Enterprise (SBE) certification in accordance with Small Business Administration size standards. Metro's SBE program certification standards mirror the DBE certification regulations outlined in 49 CFR Part 26 with the exception that the SBE Program does not have a gender or race requirement.

One of the firms did not meet the minimum qualification requirement based on the information provided in their proposal; therefore, their proposal was not further evaluated.

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

- Prime Consultant Qualifications (Skills and Experience) 40 percent

- Effectiveness of Management Plan/Understanding of Work and Appropriateness of Approach for Implementation 35 percent
- Cost Proposal 25 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar type of procurements. Several factors were considered when developing the weights, giving the greatest importance to the prime consultant qualifications (skills and experience).

The PET completed its independent evaluation of the three proposals and determined that all firms were qualified to provide the services required. Each firm's proposal addressed the requirements of the RFP and demonstrated experience with all aspects of the required tasks.

The recommended firms for the bench are listed below:

Contract No.	**Firm**
PS51863000	HSW Services, Inc.
PS51863001	Small Business Enterprise Utilization Services
PS51863002	Gail Charles Consulting Services, LLC

All three recommended firms above are Metro Certified SBE.

Qualifications Summary of Firms within the Competitive Range:

Gail Charles Consulting Services, LLC

Gail Charles Consulting Services, LLC (GCCS) is based in Texas and is a Metro certified SBE public transportation consulting firm that provides legal and regulatory technical compliance services to multiple public agencies. GCCS has over 30 years of experience administrating and monitoring construction and professional services contracts for compliance with Federal and state regulations. GCCS is a contractor on the current DBE and SBE Certification Bench and has performed satisfactorily.

HSW Services

HSW Services (HSW) is based in Costa Mesa, California and has been in business since 1998. HSW is a Metro certified SBE firm providing evaluation of DBE/SBE applications according to applicable Federal and state laws. HSW is currently on the DBE and SBE Certification Bench and has performed satisfactorily.

Small Business Enterprise Utilization Services

Small Business Enterprise Utilization Services (SBEUS), based in Placentia, California is a Metro certified SBE firm. Its owner has over 28 years' experience in administrating Federal programs from Department of Transportation, Department of

Labor, and Small Business Administration. SBEUS is a contractor on the current DBE and SBE Certification Bench and has performed satisfactorily.

C. Cost/Price Analysis

The recommended fixed unit rates from all firms have been determined fair and reasonable based upon adequate price competition and negotiations. Each task order will be alternated to each firm, based on existing workload, and staff availability.

D. Background on Recommended Contractor

All three firms listed above are recommended for award. These firms have been evaluated and determined to be qualified to work on Metro assignments on an as-needed, task order basis. Having multiple contracts in place ensures that Metro's DEOD will have a variety of on-call providers to support its DBE/SBE certification efforts. All three firms are incumbents on the existing DBE and SBE Certification Bench and have successfully supported Metro's effort in processing DBE/SBE certification applications in a timely manner.

DEOD SUMMARY

DISADVANTAGED AND SMALL BUSINESS ENTERPRISE CERTIFICATION SERVICES / PS51863000 – PS51863002

A. Small Business Participation

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

All bench participants are SBE primes and have committed to perform 100% of the work with their own workforce. Work throughout this Contract will be issued on a task order basis.

SMALL BUSINESS SET-ASIDE

	SBE Primes	SBE % Committed
1.	HSW Services	100%
2.	Small Business Enterprise Utilization Services	100%
3.	Gail Charles Consulting Services, LLC	100%
	Total Commitment	**100%**

B. Living Wage and Service Contract Worker Retention Policy Applicability

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

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this Contract.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy (PLA/CCP) 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.

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

File #: 2018-0577, **File Type:** Plan **Agenda Number:** 42.

EXECUTIVE MANAGEMENT COMMITTEE
SEPTEMBER 20, 2018

SUBJECT: TRANSIT LINE OPERATIONAL NAMING CONVENTION

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

DIRECT the Chief Executive Officer to return to the December 2018 Board meeting with a recommendation on a Transit Line Operational Naming Convention, including an implementation plan, and cost estimate.

ISSUE

The Los Angeles County Metropolitan Transportation Authority (Metro) is implementing the largest transportation expansion program in the nation. As Metro grows, the agency will add more rail and bus rapid transit (BRT) lines across LA County. In addition, when the Regional Connector Project is complete, the agency will unite the operations of the Blue and Gold Lines, providing a one-seat ride between Azusa and Long Beach, and the operations of the Gold and Expo Lines, facilitating a one-seat ride between East LA and Santa Monica. The current naming convention impacts the customer experience and contributes to difficulties in navigating the system. As a result, the agency will need to establish the future operational naming convention for the rail and BRT system that can sustain the expansion.

BACKGROUND

Metro's current transit line naming convention is inconsistent. Most names are based on colors (Blue, Red, Gold, Purple, etc.) with one exception - the Expo Line. This is the only transit line that doesn't follow the consistency of the color designation system. As the system grows, continuing with color names will mean selecting line names based on shades of color (i.e. Lime, Rose, Aqua, Olive, Lavender, etc.). This can sometimes be difficult to decipher on maps and signage.

DISCUSSION

Metro's system is growing and changing. There are currently eight rail and BRT lines in Metro's system. With the passage of Measure M in 2016, the agency will build out and operate eight additional rail and BRT lines in the coming years. Staff believes the time is right to establish the naming convention of the future due to the following logic:

Clarity and Consistency

- The agency needs a clear, consistent, uniform navigation system to enhance the riding experience.
- Clarity of information and making it easy to use the system reflects the goals of The Metro Vision 2028 Strategic Plan, which commits to the agency being customer-focused and working to improve customer satisfaction.

The Timing is Right

- The New Blue Improvements is an opportunity to launch a new naming convention
- The Regional Connector will unite the Gold and Blue Lines between Azusa and Long Beach, and the Gold and Expo Lines between East LA and Santa Monica, which will change the existing operations and how the agency will refer to the lines.

World-Class System

- Metro already serves a diverse population that lives, works and plays in LA County, which will grow, especially when the agency welcomes the world for the 2028 Olympic and Paralympic Games.

Staff researched naming conventions used by various transit agencies around the world and found some main alternatives: colors paired with numbers, colors paired with letters, and colors only. In some cases, agencies name their lines for destinations or geographic location. Colors are used in all cases and often paired with another identifying factor since colors define the differences among lines on maps and other informational materials.

Staff then conducted a series of focus groups through a consultant partnership of Consensus and FM3 Research. The team tested the alternatives most commonly used in the transit industry: colors paired with numbers, colors paired with letters, colors only and Metro's current naming convention, a combination of colors and geographic location. Five focus groups were conducted at different locations around LA County with a cross-section of participants representing diverse backgrounds from each county supervisorial district. The focus groups were conducted with English-speaking riders, English-speaking non-riders, Spanish-speaking riders, English-speaking visually impaired individuals, and Korean-speaking residents to get feedback from a group whose language uses a different alphabet. While focus groups do not result in statistically precise data, they are an opportunity to collect qualitative feedback that helps guide a rationale for preferences.

Several findings emerged from the focus groups. Participants felt that consistency across the system is the most important factor when naming the lines, and that naming the lines with logic in mind is important. Non-riders said that simplicity and knowing Metro will expand the system to serve more places makes them more likely to try Metro in the future. Also, participants said if Metro decides to change its operational naming system, to do it as soon as possible to give people the chance to get used to it as the system grows.

When focus group participants were asked which naming convention they preferred most, responses fell into the following order of preference: *(For detail, see presentation attachment.)*

1. Colors paired with numbers
2. Colors paired with letters
3. Colors only
4. Combination of colors and geographic names

While focus group results are an important data point, staff will conduct additional broader research on how the alternatives appear on signage and the trip planner. Research is one of several factors including industry lessons learned that should be considered when making a decision about the transit line naming convention.

Another preference unrelated to the naming convention that emerged during the focus groups among riders and non-riders alike was the desire to have more help at stations to figure out how to get where they want to go (i.e. which lines to take, how to get to the right platform, etc.).

Moving forward, there are some important factors that help shape perspective when considering the operational naming convention for Metro's system. Clear, consistent, simple information enhances the customer experience and makes riding Metro less intimidating. Legacy names like the Expo Line, Gold Line, Crenshaw/LAX Line, etc. and the operational names of the lines can live in harmony. People can still refer to the legacy or corridor names, but consistent operational names are important for navigation purposes. And finally, no naming convention is perfect; there are benefits and challenges with all of them. A robust public education and marketing program will be a key component to helping riders understand the system, while also helping non-riders find the experience more inviting.

FINANCIAL IMPACT

Staff is developing cost estimates for a change of signage and customer information across the system, as well as marketing outreach costs to educate the public. If the agency changes to a new naming convention, staff will transition to the new naming system through a phased implementation plan that takes advantage of planned capital projects (i.e. New Blue Improvements, Project, Crenshaw/LAX Project, Regional Connector Project). If approved, the estimates could be presented to the Board along with a staff recommendation and implementation plan at the December meeting.

If the Board chooses to keep the existing naming convention but decides to change the naming convention in the future after some capital projects are complete, it will require retrofitting signage and customer information, which will ultimately result in increased costs.

NEXT STEPS

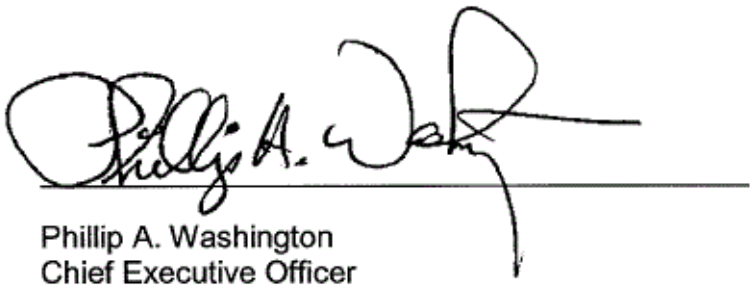
Staff will conduct additional research with diverse groups to test naming alternatives and how they appear on signage and the trip planner. Additional activities will include online quantitative research and field research pop-ups at some Metro rail stations.

ATTACHMENT

Attachment A - Transit Line Naming Focus Groups

Prepared by: Pauletta Tonilas, Chief Communication Officer, (213) 922-3777

Reviewed_by: Stephanie Wiggins, Deputy CEO, (213) 922-1023



Phillip A. Washington
Chief Executive Officer

Transit Line Naming Convention

Overview and Focus Group Results

Executive Management Committee
September 20, 2018

Metro

Naming for the Future

- Metro is growing and the system is changing
- Time to establish the naming convention of the future
  - Clarity and Consistency
    - Need a clear, consistent, uniform navigation system
    - Reflects Strategic Plan goals (customer-focus and satisfaction)
  - Metro's Magic Moment
    - New Blue is an opportunity to launch a new naming convention
    - Regional Connector will unite Gold and Blue Lines, and Gold and Expo Lines
    - Crenshaw opening will mean changes for Green Line
  - World-Class System
    - Always ready to welcome the world – especially in 2028

Metro

Current Transit Line Name Factors

- Metro's naming convention is 28 years old and riders have learned how to navigate the system
- Current naming is inconsistent – colors and Expo
- Future corridor names aren't clear (West Santa Ana)
- Current naming is a challenge for those who are color-blind
- Shades of colors can sometimes be difficult to decipher on a map or sign

Metro

Our System is Growing

- Crenshaw/LAX
- Sepulveda Transit Corridor
- Transit Extension from Westwood to LAX Metro Connector
- West Santa Ana Transit Light Rail Corridor
- LAX BRT Connector
- Vermont BRT Connector
- BRT Connector Orange/Red Line to Gold Line
- North San Fernando Valley BRT

*Anticipated by 2028

Metro

Industry Examples

New York City Subway
23 lines

A C E B D F M G L J Z S
N Q R W 1 2 3 4 5 6 7

Chicago CTA L
8 lines

Red Line | Blue Line | Green Line
Orange Line | Brown Line | Yellow Line
Purple Line | Pink Line

Denver RTD
10 lines

University of Colorado A Line
B C D E F G H R W

Portland TriMet MAX
5 lines

Toronto TTC
7 lines

1 2 3 4 5 6 7

Washington Metro Metrorail
6 lines

RD OR BL GR YL SV

Paris Metro
15 lines

1 2 3 3bis 4 5 6 7 7bis 8 9 10
11 12 13 14

Metro

Focus Groups Methodology

- 5 focus groups with current and future riders
- Focus groups were two hours each
- 47 total participants

Methodology

- Various locations and recruitment criteria to reflect some of the diversity of current and potential Metro riders

Date	Location	Group Type
August 22	Sherman Oaks	English-Speaking Non-Riders
August 25	Downtown LA	English-Speaking Metro Riders
August 25	Downtown LA	Spanish-Speaking Metro Riders
August 28	Mid-City	English-Speaking Visually-Impaired Residents
August 28	Koreatown	Korean-Speaking Residents

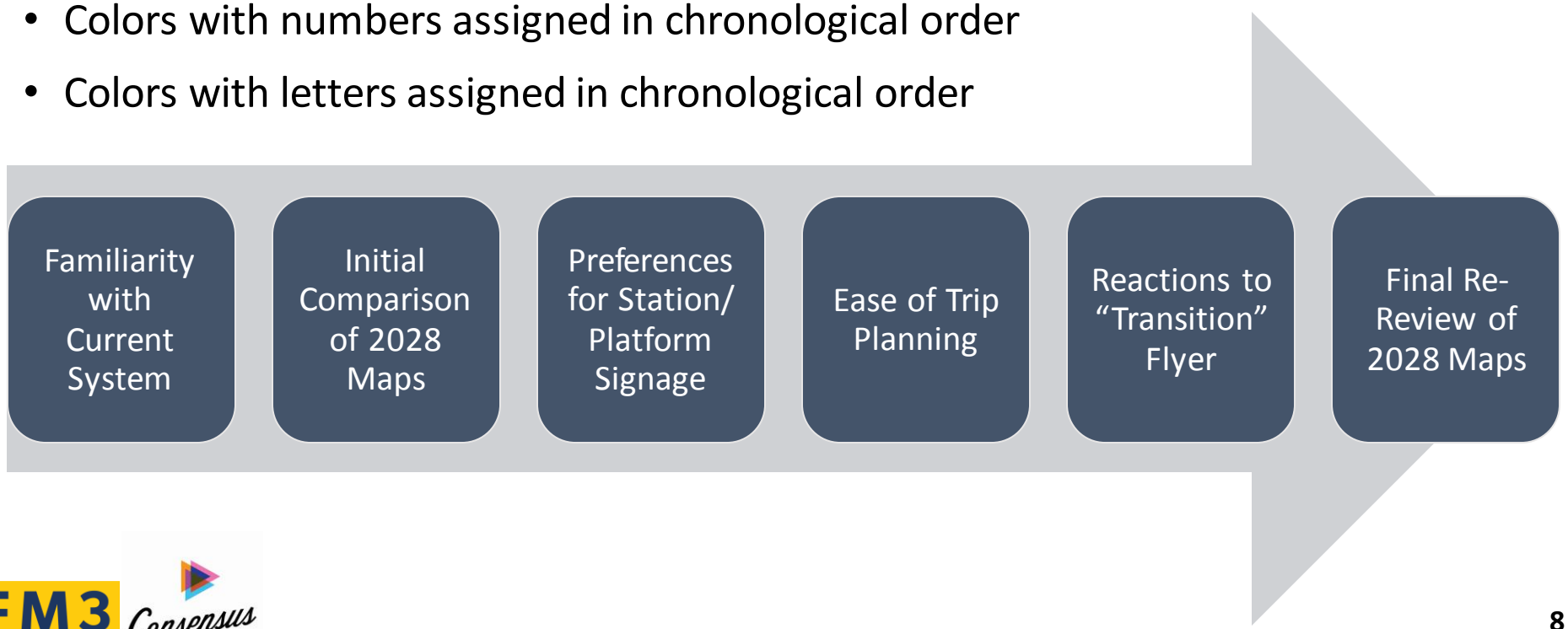
Focus Group Perspectives

- Participants were recruited to represent diverse backgrounds and perspectives, but are not statistically precise
- Provided an opportunity to collect qualitative feedback, i.e., the rationale for their preferences
- Allowed for testing visual collateral in real time and see people's expressions, verbal and non-verbal cues, and how they talk about this question with others

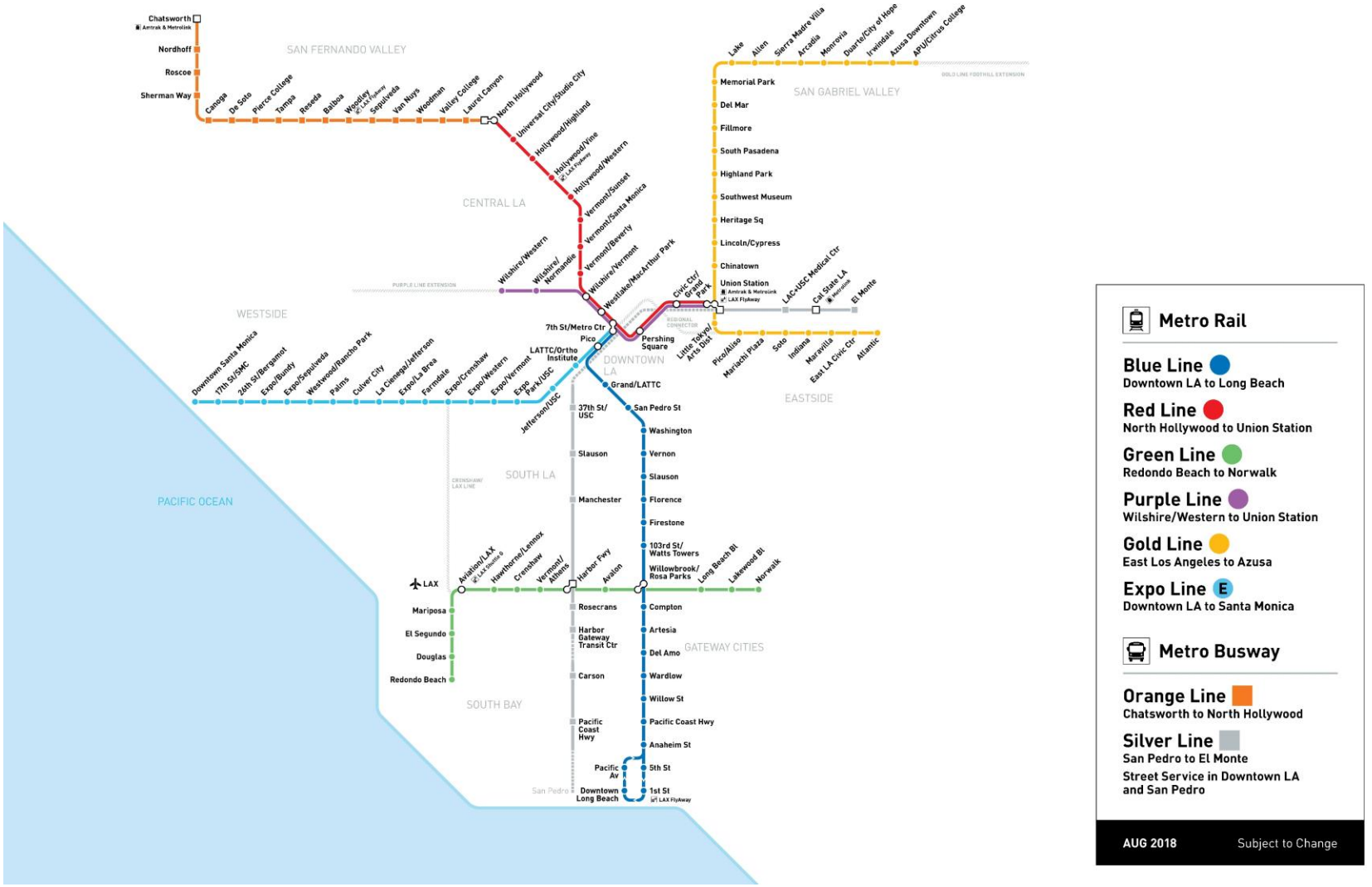
Structure of Focus Groups

Discussions were designed to assess preferences among four different transit line naming convention options:

- Combination of colors and geography (approximating the current system)
- Colors only
- Colors with numbers assigned in chronological order
- Colors with letters assigned in chronological order



Current System Map

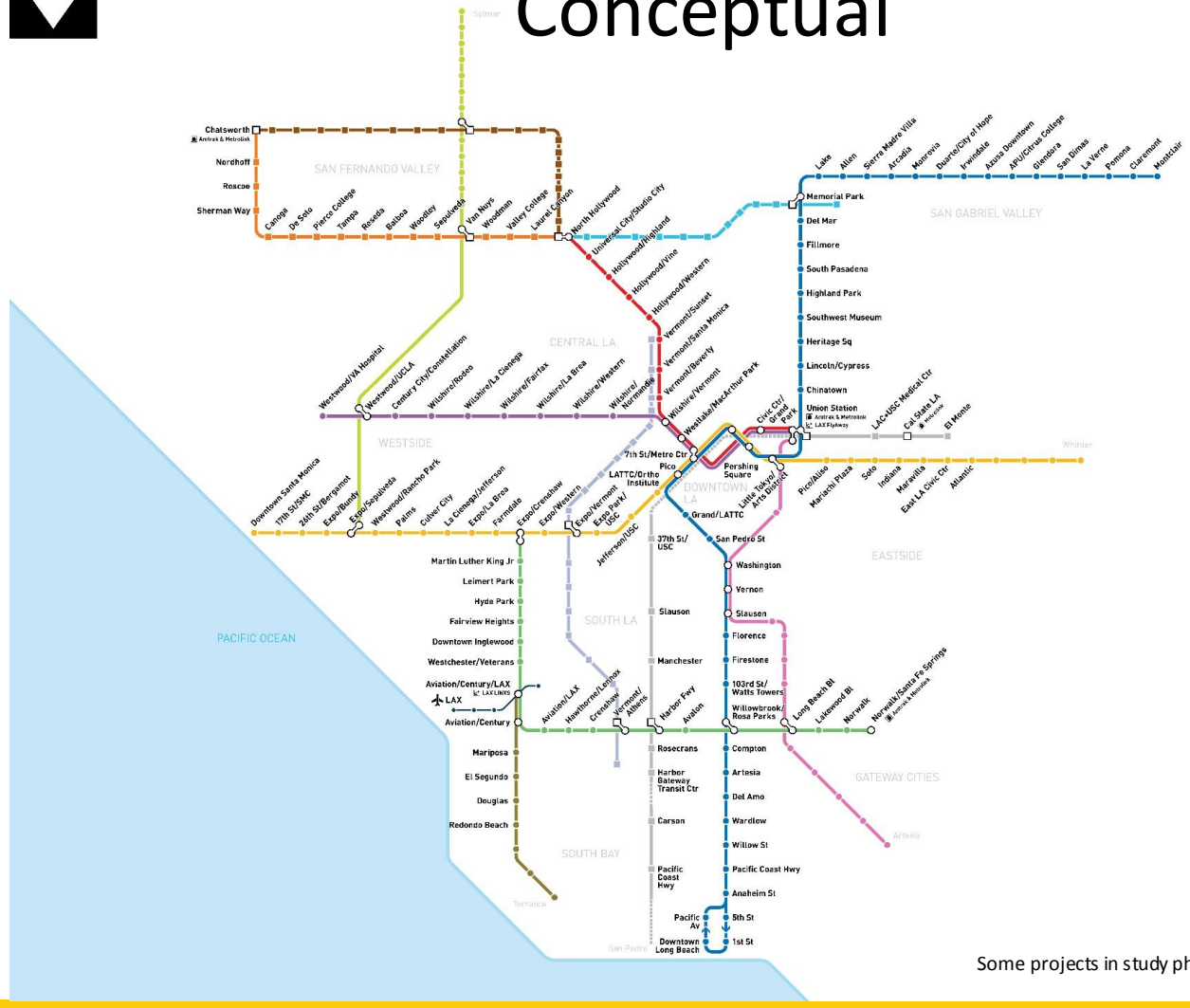


Current System Map

- Current riders are mostly comfortable with the existing map and mostly understand it.
- For some riders, particularly Spanish-speakers and visually-impaired, it took a significant amount of work to learn the system.
- None of the non-riders had even seen the map in the past and they were surprised by the number of lines.
- Some found it hard to distinguish between colors of Red and Orange lines and some thought gold looked yellow
- Several people (including some who ride often) are confused by the “E” on the light blue dot for the Expo line and think it stands for “East,” “Express” or “Extension.”
- Some mentioned concerns about the inconsistency of having one line not named for a color.

Combination Map – 2028

Conceptual



Names are not official – for testing purposes only

Metro Rail

Blue Line
Montclair to Long Beach

Red Line
North Hollywood to Union Station

Green Line
Expo/Crenshaw to Norwalk

Purple Line
Westwood/VA Hospital to Union Station

Gold Line
Santa Monica to Whittier

South Bay/LAX Line
LAX to Torrance

East San Fernando Valley/Sepulveda Line
Sylmar to West LA

West Santa Ana Line
Downtown LA to Artesia

Metro Busway

Orange Line
Chatsworth to North Hollywood

Silver Line
San Pedro to El Monte
Street Service in Downtown LA and San Pedro

Arroyo Verdugo Line
North Hollywood to Pasadena

North San Fernando Valley Line
Chatsworth to North Hollywood

Vermont Line
Los Feliz to West Athens

AUG 2028 Subject to Change

Some projects in study phase.

Combination Signage

Combination

PRO

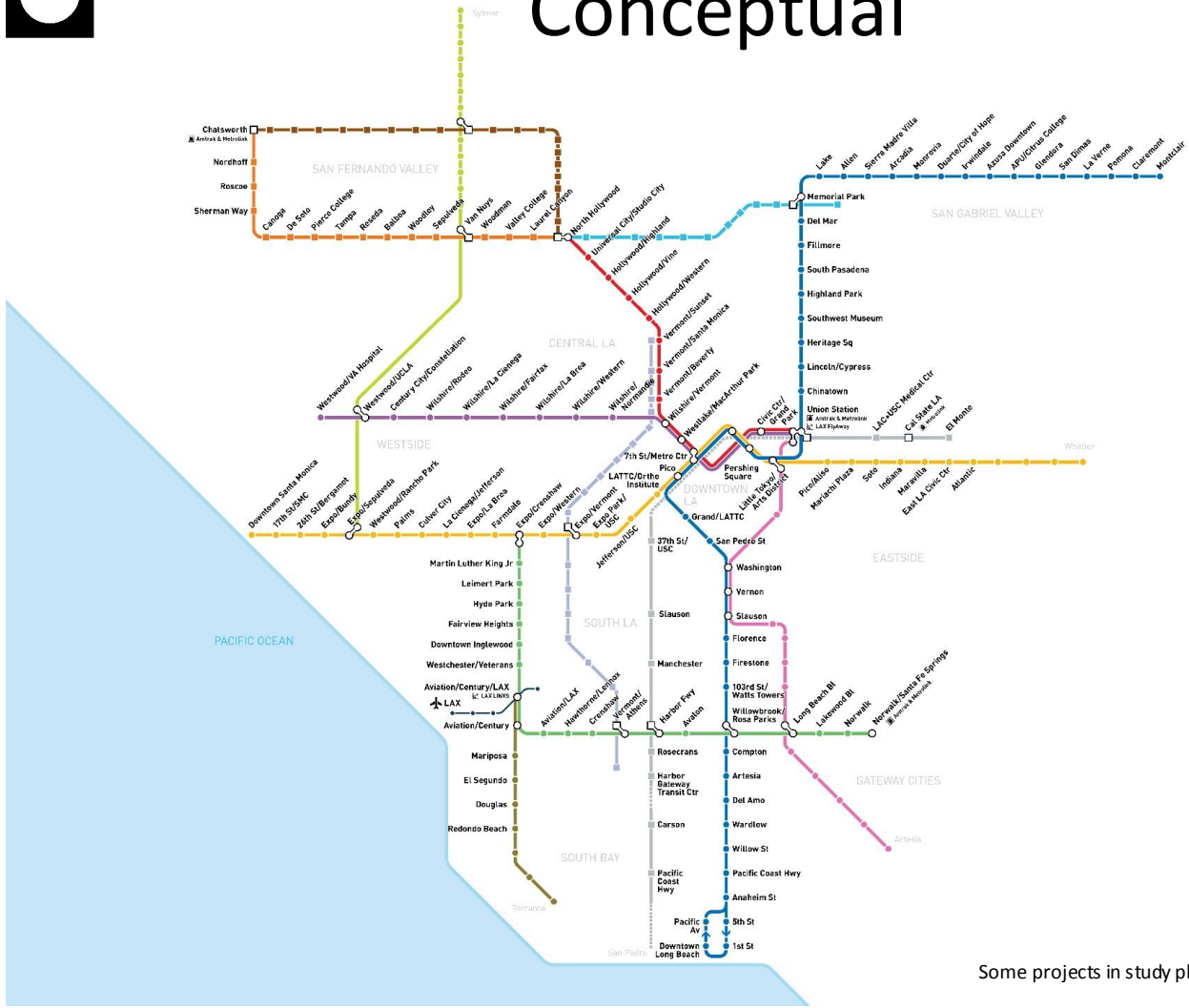
- Continuation of current system
- For some lines, gives a sense of where the line goes

CON

- Lack of internal consistency
- Some names are too long to say
- Hard for quick references when catching a train/bus

Colors Only Map – 2028

Conceptual



Names are not official – for testing purposes only

Metro Rail

- **Blue Line** – Montclair to Long Beach
- **Red Line** – North Hollywood to Union Station
- **Green Line** – Expo/Crenshaw to Norwalk
- **Purple Line** – Westwood/VA Hospital to Union Station
- **Gold Line** – Santa Monica to Whittier
- **Olive Line** – LAX to Torrance
- **Lime Line** – Sylmar to West LA
- **Pink Line** – Downtown LA to Artesia

Metro Busway

- **Orange Line** – Chatsworth to North Hollywood
- **Silver Line** – San Pedro to El Monte; Street Service in Downtown LA and San Pedro
- **Aqua Line** – North Hollywood to Pasadena
- **Brown Line** – Chatsworth to North Hollywood
- **Lavender Line** – Los Feliz to West Athens

AUG 2028 Subject to Change

Some projects in study phase.

Colors Only Signage

Colors Only

PRO

- Consistent across system
- Similar to current system
- Simple
- Preferred by Spanish-dominant speakers

CON

- Can be hard to distinguish between similar colors; color blindness
- Only one point of reference
- Hard for quick references when catching a train/bus
- Multiple terms for the same color (i.e., aqua, sky blue, light blue, turqoise, etc.)
- Colors are “just words” to those born blind

FM3 RESEARCH Consensus

Numbers w/Colors Map – 2028

Conceptual

Some projects in study phase.

Names are not official – for testing purposes only

Metro Rail

- 1 Montclair to Long Beach
- 2 North Hollywood to Union Station
- 3 Expo/Crenshaw to Norwalk
- 4 Westwood/VA Hospital to Union Station
- 5 Santa Monica to Whittier
- 9 LAX to Torrance
- 12 Sylmar to West LA
- 14 Downtown LA to Artesia

Metro Busway

- 6 Chatsworth to North Hollywood
- 7 San Pedro to El Monte
  Street Service in Downtown LA and San Pedro
- 10 North Hollywood to Pasadena
- 11 Chatsworth to North Hollywood
- 13 Los Feliz to West Athens

AUG 2028 Subject to Change

Numbers w/Colors Signage

Numbers w/Colors

PRO

- Consistent across system
- Simple
- Intuitive to many
- Second point of reference
- Makes map clearer at end points of lines and the transfer points

CON

- Different from current system
- Conflicts with bus numbering
- Conflicts with platform numbers

FM3 RESEARCH Consensus

Letters w/Colors Map – 2028

Conceptual

Names are not official – for testing purposes only

Metro Rail

- **A** Montclair to Long Beach
- **B** North Hollywood to Union Station
- **C** Expo/Crenshaw to Norwalk
- **D** Westwood/VA Hospital to Union Station
- **E** Santa Monica to Whittier
- **K** LAX to Torrance
- **Q** Sylmar to West LA
- **S** Downtown LA to Artesia

Metro Busway

- **F** Chatsworth to North Hollywood
- **G** San Pedro to El Monte
  Street Service in Downtown LA and San Pedro
- **L** North Hollywood to Pasadena
- **N** Chatsworth to North Hollywood
- **R** Los Feliz to West Athens

AUG 2028 Subject to Change

Some projects in study phase.

Letters w/Colors Signages

Letters w/Colors

PRO

- Consistent across system
- Second point of reference
- Makes map clearer at end points of lines and the transfer points
- Intuitive to many

CON

- Some people try to associate letters with places or color names
- Letters often have meaning (H=hospital, E=East, etc.)
- Skipped letters were confusing to some
- Different from current system
- Difficult for people whose languages don't include the Roman alphabet/lack English literacy

FM3 RESEARCH Consensus

First Choice for Naming Convention after All Information

	Colors	Letters	Numbers	Combination
English-Speaking Non-Riders	2	3	5	0
English-Speaking Metro Riders	2	4	3	1
Spanish-Speaking Metro Riders	5	1	4	0
English-Speaking Visually-Impaired Riders	1	3	0	3
Korean-Speaking Residents	0	0	10	0
Total	**10**	**11**	**22**	**4**

Other Findings

- Consistency across the system is one of the most important factors
- Riders and non-riders think the way the lines are named is important
  - For non-riders, simplicity and expanded system makes them more likely to try Metro
- Most could be satisfied with either numbers or letters
- Riders and non-riders alike want more help figuring out how to go where they want to go
  - Which lines to take
  - How to get to the right platform inside each station
- Readability matters to many
  - Contrast of colors with each other
  - Contrast of text to colors

Transit Line Naming Options 2028

	Option 1 **Colors**	Option 2 **Colors and Corridor Names**	Option 3 **Numbers**	Option 4 **Letters**
1990	Blue Line	Blue Line	1	A
1993	Red Line	Red Line	2	B
1995	Green Line	Green Line	3	C
1996	Purple Line	Purple Line	4	D
2003	Gold Line	Gold Line	5	E
2005	Orange Line	Orange Line	6	F
2009	Silver Line	Silver Line	7	G
2019	Olive Line	South Bay/LAX Line	9	K
2022	Aqua Line	Arroyo Verdugo Line	10	L
2023	Brown Line	North San Fernando Valley Line	11	N
2027	Lime Line	East San Fernando Valley/Sepulveda Line	12	Q
2028	Lavender Line	Vermont Line	13	R
2028	Pink Line	West Santa Ana Line	14	S

Metro

Keeping it in Perspective

- A consistent, clear, uniform system enhances customer experience and makes riding Metro less intimidating
- Legacy names and operational names can live in harmony
- No naming convention is perfect; there are benefits and challenges with all of them
- A decision should take into account all of the following:
  - Research – what do “the people” think?
  - Knowledge and expertise
  - Industry lessons learned
  - What is best for Metro and LA County

Metro

Next Steps

- Conduct additional research with diverse groups to test alternatives, signage and trip planner
  - Online Survey
  - Field Research Pop-Ups at Metro Stations if necessary
  - Additional focus groups if necessary
- Present overview and Recommended Action at September Board meeting
  - Action to return to the Board at Nov./Dec. meeting with staff recommendation, cost estimation and schedule
- Provide staff recommendation to Board at Nov./Dec. meeting including cost estimate and schedule

Metro

Thank you.
Questions?
Metro