



Metro

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

Agenda - Final

Thursday, October 19, 2023

11:00 AM

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Janice Hahn, Vice Chair

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Holly J. Mitchell

Ara J. Najarian

Hilda Solis

Gloria Roberts, non-voting member

Stephanie Wiggins, Chief Executive Officer

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(ALSO APPLIES TO BOARD COMMITTEES)

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

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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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The Committee Meeting begins at 11:00 AM Pacific Time on October 19, 2023; you may join the call 5 minutes prior to the start of the meeting.

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

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.

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Los comentarios publicos en vivo se pueden dar por telefono o en persona.

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Marque: 888-251-2949 y ingrese el codigo
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Los comentarios del público se tomaran 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.

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Board Administration

One Gateway Plaza

MS: 99-3-1

Los Angeles, CA 90012

CALL TO ORDER

ROLL CALL

APPROVE Consent Calendar Items: 25 and 26.

CONSENT CALENDAR

- 25. SUBJECT: METRO LEADERSHIP ACADEMY** [2023-0570](#)

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to award a five-year, firm fixed price Contract No. PS87481000 to Southern Methodist University to serve as the academic partner for the Metro Leadership Academy Program, in the amount of \$1,002,750 for the three-year base term, and \$366,050 for the first one-year option and \$379,550 for the second one-year option, for a total Contract Value of \$1,748,350, subject to the resolution of any properly submitted protest(s), if any.

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

- 26. SUBJECT: MULTICULTURAL MARKETING AGENCY SUPPORT SERVICES** [2023-0576](#)

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to award and execute a four-year firm fixed unit rate Contract No. PS93705000 to Acento Advertising, Inc. for Multicultural Marketing Agency Support Services, for a not-to-exceed amount (NTE) of \$4,295,160 for the two-year base term and \$4,504,680 for the two-year option term, for a total combined NTE amount of \$8,799,840, effective November 1, 2023, subject to the resolution of any properly submitted protest(s).

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

NON-CONSENT

- 27. SUBJECT: STATE AND FEDERAL REPORT** [2023-0590](#)

RECOMMENDATION

RECEIVE AND FILE October 2023 State and Federal Legislative Report.

28. SUBJECT: COMMUNITY ADVISORY COUNCIL (CAC) QUARTERLY UPDATE[2023-0533](#)**RECOMMENDATION**

RECEIVE AND FILE quarterly status report on the Community Advisory Council (CAC).

Attachments: [Attachment A - CAC Inputs on Agency Presentations Presentation](#)

29. SUBJECT: MARKETING & COMMUNICATIONS QUARTERLY UPDATE[2023-0649](#)**RECOMMENDATION**

RECEIVE oral report on marketing and public relations activities to tell the Metro story, with a focus on earned media, as well as social media and content partnerships.

Attachments: [Presentation](#)

SUBJECT: GENERAL PUBLIC COMMENT[2023-0646](#)

RECEIVE General Public Comment

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

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

**Board Report**

File #: 2023-0570, **File Type:** Contract**Agenda Number:** 25.

**EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 19, 2023****SUBJECT: METRO LEADERSHIP ACADEMY
ACTION: APPROVE CONTRACT AWARD****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to award a five-year, firm fixed price Contract No. PS87481000 to Southern Methodist University to serve as the academic partner for the Metro Leadership Academy Program, in the amount of \$1,002,750 for the three-year base term, and \$366,050 for the first one-year option and \$379,550 for the second one-year option, for a total Contract Value of \$1,748,350, subject to the resolution of any properly submitted protest(s), if any.

ISSUE

The Metro Leadership Academy Program (MLA) is an internal leadership development program to address two major challenges: succession planning and employee retention. First, 30% of Metro employees are eligible to retire and 62% of Metro employees will be eligible to retire within the next 10 years. Second, Metro has committed to an ambitious work plan as it builds the fastest-growing public transportation system in the country. To prepare and develop the leaders of today and tomorrow, a qualified academic partner is necessary.

Since MLA's inception, Metro has retained an academic partner to teach the leadership cornerstones of the program. The current contract expires December 31, 2023, and a new contract award is recommended to ensure continuity.

BACKGROUND

Metro created MLA in 2015 as a 12-month program. Participants are drawn agency-wide from both Contract and Non-Contract positions, representing all levels of leadership from front-line to senior executive positions. The first 40-person cohort launched in January 2016. Along with academic leadership courses, Metro's Senior Leadership Team teaches department specific competency courses.

MLA provides employees the framework and tools to understand their personal leadership style, and how to adapt to a changing environment within the industry and workplace. Participants graduate from MLA with a renewed appreciation of their potential, a new understanding of high-quality business connections, and a stronger sense of how to maximize their influence. Each cohort

presents a group project and recommendations to address current business challenges to executive management. Since the inception of MLA, Metro has adopted seven projects for implementation.

Metro has accepted 280 employees into MLA and 235 employees have completed and graduated from the program. Each December, MLA hosts a graduation, maintaining a 97 percent completion rate. Due to the pandemic the 2020 cohort was combined with the 2021 MLA year for a total of 38 graduates. While participation in MLA does not guarantee promotion, 42 percent (98 out of 235) of graduates have received a promotion and 22 percent (52 out of 235) of the graduates were promoted twice. Graduates often participate in annual recruitment seminars during the MLA application period, and they share the positive impact MLA has had on their personal and professional growth. Many continue to engage in other development programs including SEED LA seminars and serve as mentors.

DISCUSSION

The MLA academic partner is responsible for the development, implementation, and evaluation of the leadership program. The academic partner serves as a facilitator for a curriculum that teaches participants leadership competencies with the goal of shaping graduates for opportunities in leadership at Metro.

- In addition to MLA, the academic partner will provide Leadership Engagement Training. The Leadership Engagement Training targets those not accepted into MLA by offering an opportunity for participants to complete a 4-hour virtual training. The training will focus on enhancing communication and fundamental leadership competencies to keep employees engaged as future MLA participants.

DETERMINATION OF SAFETY IMPACT

Approval of this item will have no impact on safety standards for Metro customers and employees.

FINANCIAL IMPACT

The funding of \$300,000 for this service is included in the FY24 budget in cost center 6220, Talent Development, under project number 100001, General Overhead.

Since this is a multi-year contract the cost center manager and Chief People Officer will be accountable for budgeting the cost in future years, including any option exercised.

Impact to Budget

The source of funds for Project 100001 is General Overhead funds, comprised of federal, state, and local funds. These funds are eligible for bus and rail operating costs.

EQUITY PLATFORM

Metro's Leadership Academy is an inclusive program for employees at all levels. In partnership with the Civil Rights, Race, Equity & Inclusion Department, MLA cohorts are aligned with Metro's long-term goals and a direct representation of Metro's workforce in the following areas: Contract/Non-contract job classification, gender, ethnicity and Union representation.

Since the beginning of MLA's implementation in 2016, this partnership has resulted in each cohort being equally represented by gender, with at least half of the cohort being female. Additionally, Talent Development has increased its outreach efforts agency-wide, resulting in the 2023 cohort being equally represented by both gender and Contract/Non-Contract job classification. This work will continue to evolve so that representation of each cohort remains inclusive of all people.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The staff recommendation supports the following Strategic Plan Goals:

- Strategic Plan Goal 3: Enhance communities and lives through mobility and access to opportunity
- Strategic Plan Goal 4: Transform LA County through regional collaboration and national leadership
- Strategic Plan Goal 5: Provide responsive, accountable, and trustworthy governance within the Metro organization

The MLA supports these goals by developing staff in the competencies needed to build skills for setting a strategic vision, acting as a champion for change, effective decision making, managing resources, building effective teams, and managing diversity. This program engages leaders at all levels and supports succession planning efforts. MLA further supports Metro's promise to deliver on its mission of providing a world-class transportation system that enhances quality of life for everyone in Los Angeles County.

ALTERNATIVES CONSIDERED

Staff has considered using in-house Metro resources to perform this work; however, this approach is not recommended as Metro does not have subject matter experts on staff to perform this work.

The Board of Directors may choose not to authorize the Contract award for this program; however, this alternative is not recommended as this Contract is critical to the professional development of employees within the agency.

NEXT STEPS

Upon Board approval, staff will execute Contract No. PS87481000 with Southern Methodist University for the 2024 Metro Leadership Academy Class that begins in January 2024.

ATTACHMENTS

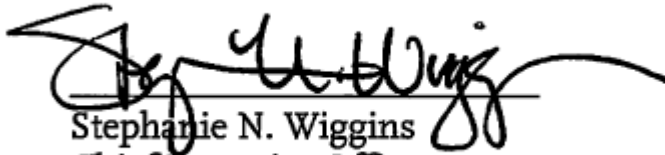
Attachment A - Procurement Summary
Attachment B - DEOD Summary

Prepared by: Maria G. Meleandez, Deputy Executive Officer, Talent Development
(213) 922-5259
Dawn Jackson-Perkins, (Interim) Executive Officer, Talent Management

(213) 418-3166

Debra Avila, Deputy Chief Officer, Vendor/Contract Management (213) 418-3051

Reviewed by: Seleta Reynolds, Chief Innovation Officer/(Interim) Chief People Officer (213) 922-4098



Stephanie N. Wiggins
Chief Executive Officer

PROCUREMENT SUMMARY

METRO LEADERSHIP ACADEMY / PS87481000

1.	Contract Number: PS87481000	
2.	Recommended Vendor: Southern Methodist University	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: June 6, 2023	
	B. Advertised/Publicized: June 6, 2023	
	C. Pre-Proposal Conference: June 16, 2023	
	D. Proposals Due: July 11, 2023	
	E. Pre-Qualification Completed: September 14, 2023	
	F. Ethics Declarations Form Submitted to Ethics: July 11, 2023	
	G. Protest Period End Date: October 24, 2023	
5.	Solicitations Picked up/Downloaded: 22	Bids/Proposals Received: 1
6.	Contract Administrator: Manchi Yi	Telephone Number: (213) 418-3332
7.	Project Manager: Jose A. Ramirez	Telephone Number: (213) 418-3403

A. Procurement Background

This Board Action is to approve Contract No. PS87481000 in support of the development and implementation of Metro's Leadership Academy. Board approval of contract award is subject to resolution of all properly submitted protest(s).

Prior to the release of the solicitation, Metro conducted a virtual outreach event to inform the small business community of the upcoming opportunity, promote small business participation, and encourage competition. The outreach event was attended by 27 participants.

On June 6, 2023, Request for Proposal (RFP) No. PS87481 was issued as a competitive procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price. The Diversity & Economic Opportunity Department (DEOD) recommended a Disadvantaged Business Enterprise (DBE) goal of 5% for this procurement.

The solicitation was available for download from Metro's website and advertised to notify potential proposers of this solicitation, including several local University of California and Cal State University campuses, and other colleges and universities. Further, Metro notified potential proposers identified by the Project Office as well as firms from Metro's vendor database based on applicable North American Industry

Classification System (NAICS) codes.

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

- Amendment 1, issued on June 29, 2023, revised the scope of services and evaluation criteria to clarify the minimum qualification requirements and updated the submittal requirements to align with the changes to the scope of services and evaluation criteria.

A total of 22 firms downloaded the RFP and were included on the planholders list. A virtual pre-proposal conference was held on June 16, 2023, with two firms in attendance. Only one question was received, and Metro's response was released prior to the proposal due date.

On July 11, 2023, the proposal due date, a single proposal was received from Southern Methodist University (SMU).

Metro notified several colleges and universities, including local University of California and Cal State University campuses, of the release of the RFP. Metro staff canvassed the firms on the planholders' list to determine why there were no other proposals received. Reasons for declining to propose included not having the technical capabilities and choosing to pursue other opportunities outside of Metro. The market survey revealed that the decisions not to propose were based on individual business considerations. Therefore, the solicitation can be awarded as a competitive award.

B. Evaluation of Proposal

A Proposal Evaluation Team (PET) consisting of staff from Metro's Talent Development, Complete Streets & Highway Capital, Transportation Demand Management (TDM) Policy & Regional Shared Mobility departments was convened and conducted a comprehensive technical evaluation of the proposal received.

The proposal was evaluated based on the following evaluation criteria:

Phase 1 - Evaluation of Minimum Qualification Requirements: This is a pass/fail criteria. To be responsive to the RFP minimum qualification requirements, proposer must meet the following at the time of the proposal submittal:

- The prime contractor must be a regionally accredited college, university, or professional school. A regionally accredited college, university, or professional school is a U.S. institution that is accredited by a Council for

Higher Education Accreditation (CHEA) or U.S. Department of Education (DOED).

- Proposed facilitators of the Metro Leadership Program must be skilled and knowledgeable in their specialty with at least 5 years of experience in their specialty with a preference of 10+ years of relevant experience.

Phase II – Weighted Evaluation: Proposers that meet the Phase 1 Minimum Qualification requirements were evaluated based on the following evaluation criteria and weights:

- Qualification and Experience of the Firm/Team 25%
- Qualification of Proposed Key Personnel 15%
- Work Plan Approach 45%
- Cost Proposal 15%

The evaluation criteria are appropriate and consistent with criteria developed for other similar procurements. Several factors were considered in developing these weights, giving the greatest importance to the work plan approach.

The PET members independently evaluated and scored the technical proposal and determined that SMU met the requirements of the RFP and is technically qualified to perform the work.

The following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Southern Methodist University				
3	Qualification and Experience of the Firm/Team	93.32	25%	23.33	
4	Qualification of Proposed Key Personnel	66.67	15%	10.00	
5	Work Plan Approach	80.84	45%	36.38	
6	Cost Proposal	100.00	15%	15.00	
7	Total		100%	84.71	1

C. Price Analysis

The recommended price has been determined to be fair and reasonable based upon technical analysis, price analysis using historical data, fact finding, and negotiations.

Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
Southern Methodist University	\$1,806,350	\$1,506,030	\$1,748,350

The variance between the ICE and the recommended amount is because the ICE did not factor in the cost for additional leadership academy engagement training sessions and yearly escalation.

Staff successfully negotiated \$58,000 in cost savings from SMU's proposal.

D. Background on Recommended Contractor

The recommended firm, Southern Methodist University (SMU), located in Dallas, Texas, was founded in 1911. SMU has provided leadership development programs to the private and public sectors in the transportation, auto and healthcare industries. Existing clients include Toyota Manufacturing North America, Chevron USA Inc., Baylor Scott & White, and Dallas Area Rapid Transit.

Since 2017, SMU has developed and implemented Metro's Leadership Academy and performance has been satisfactory.

DEOD SUMMARY

METRO LEADERSHIP ACADEMY / PS87481000

A. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a 5% Disadvantaged Business Enterprise (DBE) goal for this solicitation. Southern Methodist University exceeded the goal by making a 5.08% DBE commitment.

Small Business Goal	5% DBE	Small Business Commitment	5.08% DBE
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	DBE Subcontractor	Ethnicity	% Committed
1.	In A Moment's Notice	African American	5.08%
Total DBE Commitment			5.08%

B. Local Small Business Enterprise (LSBE) Preference

The LSBE preference is not applicable to federally funded procurements. Federal law (49 CFR § 661.21) prohibits the use of local procurement preferences on FTA-funded projects.

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. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of \$2.5 million.



Board Report

File #: 2023-0576, File Type: Contract

Agenda Number: 26.

EXECUTIVE MANAGEMENT COMMITTEE OCTOBER 19, 2023

SUBJECT: MULTICULTURAL MARKETING AGENCY SUPPORT SERVICES

ACTION: AWARD CONTRACT

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to award and execute a four-year firm fixed unit rate Contract No. PS93705000 to Acento Advertising, Inc. for Multicultural Marketing Agency Support Services, for a not-to-exceed amount (NTE) of \$4,295,160 for the two-year base term and \$4,504,680 for the two-year option term, for a total combined NTE amount of \$8,799,840, effective November 1, 2023, subject to the resolution of any properly submitted protest(s).

ISSUE

The Customer Experience team requires a multicultural marketing agency to ensure that we are effectively communicating our services, programs, projects, and initiatives to all the diverse populations Metro serves in culturally-relevant ways.

BACKGROUND

According to the 2022 Metro Customer Experience survey, Metro riders are ethnically diverse: 58% are Latino or Hispanic, 14% are Black/African American 12% are White/Caucasian and 8% are Asian/Pacific Islander.

Metro's Customer Experience (CX) Department includes Marketing, Public Relations, Community Relations, Arts and Community Enrichment, Customer Care, and Customer Experience Strategy & Insights. Over the last year, the team began evaluating ways to improve our communications, outreach, and marketing with diverse customers, and last month, we started a cross-functional Latino/Hispanic team that is generating ideas and making recommendations about ways to improve our approaches to reaching those audiences. As the Customer Experience department continues its work to put customers at the center, it's imperative that we improve our ability to communicate with diverse audiences in a variety of languages and in ways that are culturally relevant.

DISCUSSION

As Metro works to grow ridership, Metro must proactively reach out to LA's communities in an

authentic way, taking into consideration the nuances of each segment's heritage, profile, and life experiences. To help more quickly inform and develop Metro's strategy to better reach our diverse audiences, the Metro Customer Experience department will partner with a multicultural marketing agency.

Staff recommends awarding this contract to Acento Advertising, Inc. (Acento), a full-service marketing communications firm specializing in multicultural marketing. The agency will assist Metro's efforts to increase brand awareness and favorability for Metro with the goals of growing and retaining customers across Metro's portfolio of mobility options, generating awareness and excitement for Metro's transportation vision and projects, engaging existing Metro customers in shaping the future of Metro's network and service and growing our workforce by exposing career and contracting opportunities to diverse audiences. The firm will support Metro's Customer Experience (CX) department and work directly with existing skill areas, including:

- Marketing and communications strategy
- Marketing research and insights
- Media planning and buying
- UX/UI and digital product development
- Public relations
- Messaging and copywriting
- Creative and graphic design
- Event production, event support, and experiential activations
- Partnership outreach and activation
- Influencer engagement

Metro needs a skilled agency at creating genuine relationships with the diverse communities Metro serves and recognizes the nuances of marketing and communications for which Metro is responsible, including legal requirements, cultural competency, and transcreation of existing creative work. This contract will also help in reaching underdeveloped specialty markets, such as low-income and hard-to-reach targets.

The contractor will trans create assets into languages, as prioritized in audience exploration. Depending on the campaign, this could include Spanish, Chinese, Korean, Armenian, Japanese, Russian, Khmer and Vietnamese.

These and all other services in the scope will be performed on an "as-needed" basis.

DETERMINATION OF SAFETY IMPACT

The consultant may be required to conduct tasks on Metro property where customers and operations may be active. All safety requirements will be met with requisite training and clearance as established by Metro Safety and Operations protocols.

FINANCIAL IMPACT

The FY24 Budget includes \$1,100,000 in cost center 7140, Marketing, under projects: 300022 - Rail Operations - A Line; 300033 - Rail Operations - C Line; 300044 - Rail Operations - B Line; 300066 - Rail Operations - E Line; and 306005 - Public Affairs to support this contract.

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

Impact to Budget

The funding sources for this action include Enterprise Funds, sales tax revenues, and federal and state grants eligible for bus and rail operating expenses.

EQUITY PLATFORM

The Multicultural Marketing Agency contract award advances Metro's commitment to equity and inclusion by ensuring marketing and communications activities provide targeted approaches to engage all customers and stakeholders, with a specific focus on reaching communities of color and underserved populations across the various disciplines: strategic marketing and communications, messaging, creative design, content development, partnerships, and public relations. Community-Based Organization (CBO) engagement in strategic marketing plans under this contract will be requested on a plan-by-plan basis. Understanding how our marginalized or vulnerable groups navigate the city and our system will help us define how to communicate with them, thus improving equitable outcomes and enhancing the customer experience.

The selected firm is committed to advancing diversity, equity, and inclusion. Their unique cross-cultural, multidisciplinary approach to developing insight-driven strategies demonstrates their commitment to reaching women, low-income individuals, people of color, and other marginalized populations. The firm utilizes its proprietary tools to engage diverse and multicultural communities: the Acento Culture Lab and the NAYA toolkit. The lab serves as an exploration and testing space that drives understanding of societal trends, current culture, and diverse groups' experience and expression of those things. This deepens the understanding of shared and divergent experiences and their impact on consumer decision-making. The toolkit includes proprietary consumer research, syndicated consumer data, social listening, channel usage/impact, and related tools - all are processed through their proprietary cross-cultural model.

To ensure maximum opportunity for participation in this contract, this solicitation was advertised through periodicals of general circulation, posted on Metro's Vendor Portal, and an e-mail notice to DBE firms with applicable NAICS codes. A 20% Disadvantaged Business Enterprise (DBE) goal was established for the solicitation. Acento Advertising, Inc. exceeded the goal with a 27.21% DBE commitment. The Proposal Evaluation Team was diverse and comprised of different department personnel with various backgrounds to comprehensively evaluate proposers and determine the most qualified firm.

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: Enhance communities and lives through mobility and access to opportunity.
- Goal 5: Provide responsive, accountable, and trustworthy governance within the Metro organization.

A new Multicultural Marketing Agency contract will allow the agency to effectively reach and communicate to diverse ethnic audiences authentically, meaningfully and responsively on all the agency's projects, programs and initiatives.

ALTERNATIVES CONSIDERED

1. Utilize existing Marketing and/or Customer Experience staff to provide the required support services. If this alternative were exercised, Metro would need to hire dozens of additional staff with expertise in multicultural marketing to perform the desired work. Based on the magnitude of projects, programs and initiatives that require ethnic audience-specific marketing and communications campaigns, it is unlikely the agency can support this effort in-house.
2. Direct CX departments to procure services for their own needs. This option burdens the CX and Vendor/Contract Management departments, requiring them to expend significant and costly resources to develop and respond to multiple procurement processes each year. It also is counter to Metro's External Communications Policy, which is designed to consolidate, optimize, and strategically coordinate marketing and communications services across the agency.

NEXT STEPS

Upon Board approval, staff will execute Contract No. PS93705000 with Acento Advertising, Inc. for Multicultural Marketing Agency services effective November 1, 2023. Once the contract is executed, staff will onboard the new agency to commence work.

ATTACHMENTS

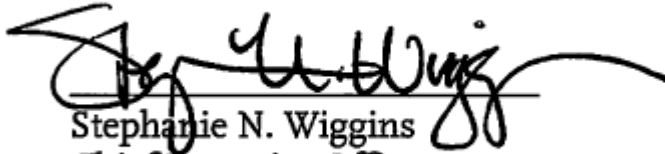
Attachment A - Procurement Summary
Attachment B - DEOD Summary

Prepared by: Bernadette Mindiola, DEO, Marketing, (213) 922-5646
Debra Avila, Deputy Chief Vendor/Contract Management Officer, (213) 418-3051

Monica Bouldin, Deputy Chief, CX Office, 213-922-4081

Reviewed by:

Jennifer Vides, Chief Customer Experience Office, 213-922-4060



Stephanie N. Wiggins
Chief Executive Officer

**PROCUREMENT SUMMARY
MULTICULTURAL MARKETING AGENCY/PS93705000**

1.	Contract Numbers: PS93705000	
2.	Recommended Vendors: Acento Advertising, Inc.	
3.	Type of Procurement : (check one) : <input checked="" type="checkbox"/> RFP <input type="checkbox"/> IFB <input type="checkbox"/> IFB-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: February 27, 2023	
	B. Advertised/Publicized: February 27, 2023	
	C. Pre-Proposal Conference: March 13, 2023	
	D. Proposals Due: April 10, 2023	
	E. Pre-Qualification Completed: September 20, 2023	
	F. Ethics Declaration Forms submitted to Ethics: May 18, 2023	
	G. Protest Period End Date: October 23, 2023	
5.	Solicitations Picked up/Downloaded: 42	Proposals Received: 7
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922 -1056
7.	Project Manager: Bernadette Mindiola	Telephone Number: (213) 922 - 5646

A. Procurement Background

This Board Action is to approve Contract No. PS93705000 issued in support of a Multicultural Marketing Agency to increase brand awareness and favorability for Metro with the goals of growing and retaining customers, generating awareness and excitement for Metro's transportation vision and projects, engaging existing Metro customers, and growing our workforce by exposing career and contracting opportunities to diverse audiences. Board approval of contract awards are subject to resolution of any properly submitted protest(s).

The Request for Proposals (RFP) was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed unit rate. The RFP was issued with a Disadvantaged Business Enterprise (DBE) goal of 20%.

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

- Amendment No. 1, issued on March 29, 2023, extended the proposal due date.

A total of 42 firms downloaded the RFP and were included in the planholders list. A virtual pre-proposal conference was held on March 13, 2023, that was attended by 13 participants representing 8 firms. There were 85 questions asked and responses were released prior to the proposal due date.

Seven (7) proposals were received by the due date of April 10, 2023, from the following firms listed below in alphabetical order:

1. Acento Advertising, Inc.
2. Axis Agency
3. Del Richardson & Associates
4. Lee Andrews Group, Inc.
5. ORCI and Associates
6. Sensis Agency
7. The Salon

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from the Metro Customer Experience and Transit Security Departments was convened and conducted a comprehensive technical evaluation of the proposals received.

Proposals were evaluated based on the following evaluation criteria stated in the RFP:

- Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team 25 Percent
- Experience in Transportation, LA County and Working with Diverse Communities 30 Percent
- Understanding of Work Scope and Approach for Implementation 30 Percent
- Cost 15 Percent

Several factors were considered when developing these weights, giving the greatest importance to Experience in Transportation, LA County and Working with Diverse Communities, and Understanding of Work Scope and Approach for Implementation.

During the period of May 23, 2023, to August 2, 2023, the PET independently evaluated and scored the technical proposals. The PET finalized and submitted their technical scores based on the written proposal. On August 2, 2023, the PET completed its evaluation of the proposals and determined Acento Advertising, Inc. was the highest-ranked firm to perform the required services.

Qualifications Summary of Firms:

Acento Advertising, Inc.

Acento Advertising, Inc. is located in Los Angeles and has been in business for 40 years. Acento Advertising, Inc. demonstrated relevant experience and expertise in providing multicultural marketing services. Acento Advertising, Inc.’s proposal displayed knowledge

of multicultural marketing and a passion for social impact. Their proposal included a well-thought-out detailed plan for providing the services.

The Axis Agency

The Axis Agency (Axis) is a full-service multicultural marketing agency operating out of West Hollywood. Axis has helped organizations and brands of all sizes and categories with customer engagement. Axis has performed marketing services for Metrolink, USC and General Motors.

Del Richardson & Associates

Del Richardson & Associates is headquartered in Inglewood and has 30 years of experience. Del Richardson & Associates is a certified Disadvantaged Business Enterprise (DBE) and has provided consulting services for Los Angeles County, Hollywood Park, and Toyota.

Lee Andrews Group, Inc.

Lee Andrews Group is a Los Angeles-based communications firm with over 20 years of experience. Lee Andrews Group has experience managing multiple community outreach projects and providing support and guidance to local government agencies and private entities. Lee Andrews Group has provided community and public outreach for Alameda Corridor-East Construction Authority and the City of Bakersfield.

ORCI and Associates

Operating out of Los Angeles, ORCI and Associates has over 35 years of experience providing multicultural marketing support throughout the County of Los Angeles. The firm has provided services for Honda, Chevron, and Dole.

Sensis Agency

Sensis, Inc. is a Los Angeles-based certified Disadvantaged Business Enterprise (DBE) marketing agency with more than 21 years of experience. Sensis has experience providing advertising, digital communications, and multicultural marketing services, across a variety of industries. Sensis has provided similar services for clients including Metrolink, Foothill Transit and Auto Club Speedway.

The Salon

Founded in 2020, The Salon is a full service, fully integrated advertising and marketing communications agency operating out of Los Angeles. The Salon provides diverse strategies for multicultural marketing and advertising campaigns. The Salon has partnered with Kaiser Permanente, Unilever, and Forever 21.

The following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Acento Advertising, Inc.				
3	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	88.40	25.00%	22.10	
4	Experience in Transportation, LA County and Working with Diverse Communities	81.66	30.00%	24.50	
5	Understanding of Work Scope and Approach for Implementation	88.00	30.00%	26.40	
6	Cost	76.66	15.00%	11.50	
7	Total		100.00%	84.50	1
8	Sensis Agency				
9	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	80.10	25.00%	20.03	
10	Experience in Transportation, LA County and Working with Diverse Communities	81.66	30.00%	24.50	
11	Understanding of Work Scope and Approach for Implementation	74.50	30.00%	22.35	
12	Cost	100.00	15.00%	15.00	
13	Total		100.00%	81.88	2
14	The Axis Agency				
15	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	84.60	25.00%	21.15	
16	Experience in Transportation, LA County and Working with Diverse Communities	82.50	30.00%	24.75	
17	Understanding of Work Scope and Approach for Implementation	82.00	30.00%	24.60	
18	Cost	72.00	15.00%	10.80	
19	Total		100.00%	81.30	3
20	Lee Andrews Group, Inc.				
21	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	70.00	25.00%	17.50	

22	Experience in Transportation, LA County and Working with Diverse Communities	70.00	30.00%	21.00	
23	Understanding of Work Scope and Approach for Implementation	70.50	30.00%	21.15	
24	Cost	73.33	15.00%	11.00	
25	Total		100.00%	70.65	4
26	ORCI and Associates				
27	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	73.80	25.00%	18.45	
28	Experience in Transportation, LA County and Working with Diverse Communities	66.25	30.00%	19.88	
29	Understanding of Work Scope and Approach for Implementation	73.50	30.00%	22.05	
30	Cost	64.00	15.00%	9.60	
31	Total		100.00%	69.98	5
32	Del Richardson & Associates				
33	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	73.00	25.00%	18.25	
34	Experience in Transportation, LA County and Working with Diverse Communities	72.50	30.00%	21.75	
35	Understanding of Work Scope and Approach for Implementation	69.00	30.00%	20.70	
36	Cost	55.33	15.00%	8.30	
37	Total		100.00%	69.00	6
38	The Salon				
39	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	68.40	25.00%	17.10	
40	Experience in Transportation, LA County and Working with Diverse Communities	57.50	30.00%	17.25	
41	Understanding of Work Scope and Approach for Implementation	59.50	30.00%	17.85	
42	Cost	83.33	15.00%	12.50	
43	Total		100.00%	64.70	7

C. Price Analysis

The recommended price of \$8,799,840 has been determined to be fair and reasonable based upon price analysis, historical rates, and technical analysis. Staff successfully negotiated a cost savings of \$274,998.

Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
Acento Advertising, Inc.	\$9,074,838	\$3,349,960	\$8,799,840
Sensis Agency	\$6,960,970		
The Axis Agency	\$9,663,713		
Lee Andrews Group, Inc.	\$9,469,614		
ORCI and Associates	\$10,813,554		
Del Richardson & Associates	\$12,559,124		
The Salon	\$8,325,000		

The variance between the independent cost estimate (ICE) and the recommended amount is attributed to the ICE using lower labor rates, which were not fully burdened and did not include escalation for the option term.

D. Background on Recommended Contractor

Acento Advertising, Inc.

The recommended firm, Acento Advertising, Inc., is a full-spectrum marketing and multicultural agency based in Los Angeles. Acento Advertising, Inc. has served agencies and organizations such as American Lung Association, City of Hope and Wells Fargo among many others.

DEOD SUMMARY

MULTICULTURAL MARKETING AGENCY SUPPORT SERVICES / PS93705000

A. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a 20% Disadvantaged Business Enterprise (DBE) goal for this solicitation. Acento Advertising, Inc. exceeded the goal by making a 27.21% DBE commitment.

Small Business Goal	20% DBE	Small Business Commitment	27.21% DBE
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	DBE Subcontractors	Ethnicity	% Committed
1.	The Glue, LLC	Hispanic American	16.42%
2.	VPE Public Relations	Hispanic American	10.79%
Total Commitment			27.21%

B. Local Small Business Enterprise (LSBE) Preference

LSBE preference is not applicable to federally funded procurements. Federal law (49 CFR § 661.21) prohibits the use of local procurement preferences on FTA-funded projects.

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. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of \$2.5 million.

Multicultural Marketing Agency Contract



Metro

Approve Recommendation

- AUTHORIZE the Chief Executive Officer to award and execute a four-year, firm fixed unit rate Contract No. PS93705000 to Acento Advertising, Inc. for Multicultural Marketing Agency Support Services, for a not-to-exceed amount (NTE) of \$4,295,160 for the two-year base term and \$4,504,680 for the two-year option term, for a total combined NTE amount of \$8,799,840, effective November 1, 2023, subject to the resolution of any properly submitted protest(s).



Metro

Background



- According to the 2022 Metro Customer Experience survey, Metro riders are ethnically diverse: 58% are Latino or Hispanic, 14% are Black/African American 12% are White/Caucasian and 8% are Asian/Pacific Islander.
- As the Customer Experience department continues its work to put customers at the center, it's imperative that we improve our ability to communicate with diverse audiences in a variety of languages, and in ways that are culturally relevant.
- Metro must proactively reach out to LA's communities in an authentic way, taking into consideration the nuances of each segment's heritage, profile and life experiences.



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Action Meets Agency Goals

- **Deliver desirable transportation services for LA's key journeys**
 - *Refresh brand and update brand strategy and communications approach*

To help develop content and messaging that will resonate with our diverse audiences in culturally relevant ways, it is vital for Metro to partner with a multicultural marketing agency with expertise in understanding how current or potential customers relate to Metro as a brand, as well as understanding where communities overlap and influence each other.



Recommended Firm



- Staff recommends awarding this contract to Acento Advertising, Inc. (Acento), a full-service marketing communications firm specializing in multicultural marketing. Acento has a track record of developing and executing creative brand campaigns that deliver on their clients' business goals.
- Acento is skilled at creating genuine relationships with the diverse communities Metro serves, and is also experienced in reaching underdeveloped specialty markets, such as low-income and hard-to-reach targets. With their long-standing, minority-owned subcontractors, APartnership, The Glue and VPE Communications, and their collective experiences in working with diverse media targets, Acento can increase the effectiveness of a broader mix of vehicles to reach our culturally diverse audiences.
- Acento exceeded the goal with a 27.21% DBE commitment.



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*Thank
You!*



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Board Report

File #: 2023-0533, File Type: Informational Report

Agenda Number: 28.

EXECUTIVE MANAGEMENT COMMITTEE OCTOBER 19, 2023

SUBJECT: COMMUNITY ADVISORY COUNCIL (CAC) QUARTERLY UPDATE
ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE quarterly status report on the Community Advisory Council (CAC).

ISSUE

This receive and file report is the Board-directed quarterly update on Community Advisory Council (CAC) activities from July 21 through September 26, 2023.

BACKGROUND

Per state statute, Metro is required to appoint a citizens' advisory committee, whose membership "shall reflect a broad spectrum of interests and all geographic areas of the county." The CAC prefers to be referred to as the Community Advisory Council as it better reflects their constituency.

Per the bylaws adopted by the CAC, the group is to consult, obtain, and collect public input on matters of interest and concern to the community and will communicate the CAC's recommendations concerning such issues to Metro. Issues may also be assigned to the CAC by Metro for its review, comment, and recommendation.

The CAC meets in General Assembly monthly on the Wednesday evening before the Metro Board of Directors Meeting. The CAC's elected officers meet as an Executive Committee on the first Friday of each month to lead the overall coordination, administration, and future planning for the Council. The Council and its subcommittees are subject to Brown Act policies and regulations.

The CAC is currently comprised of a total of 23 active/voting Members. CAC Members are directly appointed by the Metro Board of Directors and serve at the pleasure of their appointing Director.

DISCUSSION

Since the July 2023 update to the Board, the CAC General Assembly convened two times to discuss matters related to Metro business directly with key agency staff working on critical programs, projects, operations, and agency initiatives. The Executive Committee convened once to lead the overall coordination, future planning/visioning, and overall administration of the Council.

See “Attachment A” for a listing of CAC Members’ inputs on requested Metro topics from this reporting period.

During this reporting period, CAC Members attended the State of the Agency event, and member Elena Garza joined the CAC as a new appointee of Director Sandoval. Additionally, members Marianne Davis, Marco Santana, and John Seifert joined the CAC as the newest appointees of Director Horvath. Also, a new CAC Chair is anticipated to be elected at the September General Assembly Meeting following the departure of former Chair Fung from the CAC.

EQUITY PLATFORM

CAC Members represent diverse ethnic and socio-economic backgrounds, viewpoints, perspectives, and priorities. Collectively, the Members highlight the demographics and realities facing our Metro riders and customers from across the County. Over recent years, the CAC has increasingly become more diverse in terms of race/ethnicity and gender and is comprised of several Members that utilize Metro services, (such as Access Services, local municipal operators’ services), and/or regularly ride our transit system. Additionally, some of the CAC Members are differently abled. Increasing greater equity of representation further. At present, there are eight women out of 23 total Members serving on the CAC, with the most recent two women appointed during this reporting period.

NEXT STEPS

Metro staff will continue to support the CAC and keep the Metro Board apprised of their activities, as desired by the Metro Board]

ATTACHMENTS

Attachment A - CAC Inputs on Agency Presentations

Prepared by:

Danielle Valentino, Manager, Community Relations, (213) 922-1249

Yvette Rapose, Deputy Chief, Customer Experience, (213) 418-3154

Reviewed by:

Jennifer Vides, Chief Customer Experience Office, (213) 922-4060



Stephanie N. Wiggins
Chief Executive Officer

Attachment A

Below is a robust listing of CAC Members' inputs on their requested Metro topics from this CAC reporting period, July 21 through September 26, 2023:

- **July:**
 - Received an update and provided inputs on the proposed “In-House Community Safety Department Feasibility Study:” and information about the Transit Watch App and bus operator safety:
 - **Highlights of Inputs Received:**
 - Expressed interest in:
 - The differences in job duties entailed with each public safety / Customer Experience role utilized and deployed on the Metro system and stations.
 - How the agency will attract adequate numbers of qualified staff to create a potential in-house community safety department.
 - The financial analysis of costs of police officers as compared to in-house transit security.
 - Understanding and addressing any perceived or real weaknesses with establishing a potential in-house POST certification and maintenance program.
 - Learning how a potential future fare-free transit system model would get handled under an in-house community safety department.
 - Receiving current and timely data to know which lines and stations have the highest incidences of assaults.
 - Ensuring working operation of all fare boxes and all emergency call boxes (call boxes are particularly critical for transit riders without their own phones).
 - Suggestions:
 - Spend more dollars on Transit Ambassadors and towards in-house transit safety and potentially less on large law enforcement contracts.
 - Link CCTV cameras to arrival time prediction display screens at BRT and rail stations to further make customers aware of their surroundings.
 - Use uniformed and plain-clothed police throughout the system and have them regularly perambulate from one end of the train set to the other.
 - Deploy Transit Ambassadors uniformly throughout the system.
 - Use high entrance and exit turnstiles to discourage fare evasion.
 - Concerns Expressed:
 - Traditional large and expensive law enforcement

contracts may not deliver effective and rapid response times.

- Potential mission creep with a proposed in-house transit security compared to what can/should get outsourced.
- Fare evasion-related ticketing and arrests targeting more black people and minorities.

- **August:**

- Received updates on Metro Youth Council.
 - Expressed interest in:
 - Metro staff's application and selection process for Youth Council Members.
 - How Metro advertises the opportunity.
 - If the Youth Council's inputs are shared with the Metro Board and if they have provided inputs on the Traffic Reduction Study.
 - Suggestions:
 - Longer service terms for Youth Council Members and/or additional efforts to keep Members in contact with one another and with Metro beyond the 1 year of service.
 - Familiarize Youth Council Members with the CAC as a potential avenue to continue their leadership development and engagement with Metro.
 - Strengthen partnerships with universities; ensure Youth Council Members gain life-long skills for college and beyond their Council service.
 - Present an overview to the Youth Council of the many career paths at L.A. Metro.
- Received updates on Metro's efforts to improve the mobile customer experience for riders.
 - Expressed interest in:
 - Ease of access to reliable and accurate real-time data across all platforms to improve the Customer Experience.
 - Simplifying and streamlining the number of Metro-related Apps.
 - Greater promotion, advertising, and marketing of the Metro Swiftly App. It is a great resource for transit riders if more riders are made aware of it.
 - Understanding Metro's unsolicited proposals initiatives aimed at capturing new ideas to improve the mobile customer experience.
 - Learning about the development of independent Apps, if they are Java or React Native, if they are the same or different; and if there is a place to integrate them so that they can be downloaded as one native application or

- mobile device.
 - Understanding which Metro-related Apps were first run through the Metro IT before implementation.
 - Exploring the potential commoditization of cell phone data for offsetting costs of a potential free transit system in the future and consideration of related privacy considerations.
 - Exploring the role of Artificial Intelligence in public transit.
- Suggestions:
 - Make the Metro Swiftly live tracker on the agency website more prominent, more heavily marketed, and easier to identify on the Metro website. Label it “Tracker” instead of the current placement under the “Arrivals” heading.
 - Provide more in-person customer service operators on the telephone lines for extended hours.
 - Provide more TOS staff so Metro Operators can get real-time information for changes to bus schedules.
- Concerns:
 - The TAP App and other Apps are not consistently functioning at optimal levels.
 - One Member misses the NextBus App. He appreciated this App for its simplicity, ease of use, and fewer Ads than other similar Apps.
- **September and October Meetings (anticipated):**
 - Expressed interest in:
 - Information on how the agency prepares for emergencies such as natural disasters and potential terror threats.
 - How Metro prepares for mega-events such as concerts, sporting events, and other large-scale events that generate more crowds onto the system.
 - Latest updates on Metro’s efforts towards addressing people experiencing homelessness sheltering on the system.
 - Update on Traffic Reduction Study.
 - Update on Women and Girls Governing Council.



Community Advisory Council (CAC) Update

Executive Committee Meeting

October 19, 2023

Membership Updates

- Since the July 20, 2023 update to the Metro Board Executive Management Committee, the CAC has:
 - Gained four new CAC Appointees: Elena Garza (Director Sandoval appointee), Marianne Davis, Marco Santana, John Seifert (Director Horvath appointees).
 - In October will vote to fill the Chair position following departure of Chair Fung from CAC in Sept. 2023.



CAC Highlights & Activities: July Meeting

- Received an update and provided inputs on proposed in-house community safety department feasibility study and information about the Transit Watch App and bus operator safety:
 - ❖ **Suggestions & Expressed Interest In:**
 - Spend more dollars on Transit Ambassadors and towards in-house transit safety and potentially less on large law enforcement contracts; link CCTV cameras to arrival time prediction display screens at BRT and rail stations to further enable customers to be aware of their surroundings; use uniformed and plain-clothed police throughout the system; ensuring working operation of all fare boxes and all emergency call boxes; how to attract adequate numbers of qualified staff for creating a potential in-house community safety department; understanding the differences in job duties entailed with each public safety / Customer Experience role utilized and deployed on the Metro system and stations.
 - ❖ **Concerns Expressed:**
 - Large and expensive law enforcement contracts may not be delivering effective and rapid response times; potential mission creep with proposed in-house transit security as compared to what can/should get outsourced; fare evasion-related ticketing and arrests targeting black people and minorities.



CAC Highlights & Activities: August Meeting

- Received updates on Metro Youth Council.
 - ❖ **Suggestions:**
 - Familiarize Youth Council Members with the CAC as a potential avenue to continue their leadership development and engagement with Metro.
 - Present an overview to Youth Council of the many career paths at L.A. Metro.
- Received updates on Metro's efforts to improve the mobile customer experience for riders.
 - ❖ **Suggestions:**
 - Make the Metro Swiftly live tracker on agency website more prominent, more heavily marketed, easier to identify on Metro website. Label it "Tracker" instead of current placement under "Arrivals" heading.
 - Ensure ease of access to reliable and accurate real-time data across all platforms to improve the Customer Experience..
 - ❖ **Concerns:**
 - TAP App and other Apps are not consistently functioning at optimal levels.



Up Next:

September and October Meetings (anticipated):

- How Metro prepares for emergencies such as natural disasters and potential terror threats.
- How Metro prepares for mega-events such as concerts and sporting events that generate more crowds onto the system.
- Updates on Metro's efforts to address people experiencing homelessness sheltering on the system.
- Update on Traffic Reduction Study.
- Update on Women and Girls Governing Council.



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Next Steps

- CAC will continue to refine their Work Plan and priority topic areas under the leadership of a new Chair.
- CAC is eager to:
 - Incorporate Metro Board and CEO's priorities
 - Add value and provide meaningful and timely advice to Metro
 - Secure additional CAC Members via direct Metro Board Director appointments to ensure representation from all geographies of L.A. County.
- Metro staff will continue to:
 - Support the CAC
 - Keep the Board apprised of their activities, as desired by the Metro Board



Metro



Board Report

File #: 2023-0649, **File Type:** Oral Report / Presentation

Agenda Number: 29.

**EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 19, 2023**

SUBJECT: MARKETING & COMMUNICATIONS QUARTERLY UPDATE

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on marketing and public relations activities to tell the Metro story, with a focus on earned media, as well as social media and content partnerships.

EQUITY PLATFORM

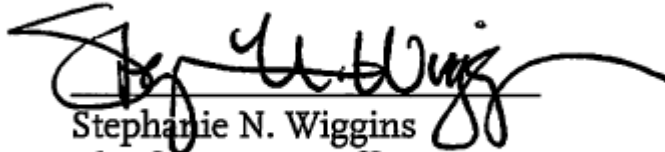
Metro is proud to serve a diverse region with a commitment to inclusion on our system and providing equitable mobility options. The activities shared in the report focus on generating awareness and favorability for Metro. Overall customer experience goals include growing and retaining diverse customers across Metro's portfolio of mobility options, generating awareness and excitement for Metro's transportation vision and projects, and engaging existing Metro customers in marginalized and underserved communities in shaping the future of Metro's network and service. With Metro's goal of providing more and better public transit and other transportation improvements, Metro's CX team recognizes the importance of including diverse riders in the process to plan and design these future products and services, to create an attractive transportation option with a good customer experience for all riders, regardless of background.

Prepared by:

Monica Bouldin, Deputy Chief, Customer Experience, (213) 431-4918
Maya Emsden, Executive Officer, Communications, Art Asset Management & Cultural
Programming, (213) 922-2720
Lan-Chi Lam, Director, Revenue Generation, Partnerships and Sponsorships, (213) 922-2349
Pamela Krebs, Interim Executive Officer, Communications, (213) 431-6931

Reviewed by:

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



Stephanie N. Wiggins
Chief Executive Officer



FOX 11
LOS ANGELES

In Depth: LA Metro

By Hal Eisner and Hunter Lowry | Published August 13 | FOX 11



In Depth: LA Metro
In segment one, Hal is joined by LA Metro CEO Stephanie Wiggins to talk about some of the recent changes and challenging issues affecting the Metro. Then, Metro Art Executive Officer Maya Emsden joins Hal to talk about the art sponsored by the transit agency.

LOS ANGELES - In segment one, Hal is joined by LA Metro CEO Stephanie Wiggins to talk about some of the recent changes affecting the



MARKETING & COMMUNICATIONS QUARTERLY UPDATE: ORAL REPORT
FILE #: 2023-0649

PROACTIVE MEDIA OUTREACH ABOUT OUR MULTILAYERED APPROACH TO SAFETY AND SECURITY

Los Angeles Times
TODAY



LA Times Today: The status of L.A. Metro trains' drugs, crime and planned solutions

Watch L.A. Times Today at 7 p.m. on Spectrum News 1 on Channel 1 or live stream on the Spectrum News App. Palos Verdes Peninsula and Orange County viewers can watch on Cox Systems on channel 99.

APRIL 20, 2023 7:23 AM PT



Getting commuters to use the L.A. metro system has been a tough sell. Ridership on L.A.'s trains fell sharply during the pandemic. Many people don't feel safe because of crime and rampant drug use. But officials are trying to change that.

Metro Chief Executive Stephanie Wiggins joined L.A. Times Today to discuss the agency's efforts to get riders back on the rails.



Eyewitness Newsmakers: Metro leaders share plan to better tackle security

By Marc Brown and Kristie R. Sibley
Sunday, July 16, 2023



LOS ANGELES (KABC) — In a city grappling with a homeless crisis, Metro is not immune.

Drug abuse, assaults and concerning behavior by people suffering with a mental illness can put riders at risk and force others to avoid trains and buses at all.

The total number of "Part 1 crimes" - which includes crimes like assault, burglary, robbery, rape and homicide - from January through May 2023 has remained relatively steady compared to 2022. It's down 5% from 2019.

However, it's important to focus on some specific crimes to better understand this data.



JEP Photo: Damian Dovarganes

WATCH THE VIDEO

Metro CEO on keeping public transportation safe

BY INSIDE THE ISSUES STAFF | 11:58 AM
PUBLISHED 10:00 PM PT, JUL. 18, 2023

- 1 "Inside the Issues" host Alex Cohen speaks with Metro CEO Stephanie Wiggins about how to keep public transportation safe.
- 2 Then, Jeff Ortel — the executive director of the U.S. Interagency Council on Homelessness — discusses the Biden administration's All Inside initiative to address homelessness.
- 3 And later, the newest member of the Los Angeles City Council, Imelda Pedraza, talks about her goals for her district.

PROACTIVE MEDIA OUTREACH ABOUT OUR MULTILAYERED APPROACH TO SAFETY AND SECURITY



How L.A. Metro is addressing safety at its most dangerous station

Annie Rose Ramos

2 months ago



With around 20,000 passengers passing through it each day, the Westlake/MacArthur Park Station is one of L.A. Metro's busiest. It is



An outreach program that was started by LA Metro 5 years ago is now expanding to help with the homelessness issue taking over passenger cars.

LA Metro has been working with LA County's Housing for Health and numerous non-profits on creating and sending in teams, including mental health experts and outreach staff.

These members will be wearing purple vests and day after day they will be interacting with people who need their services.

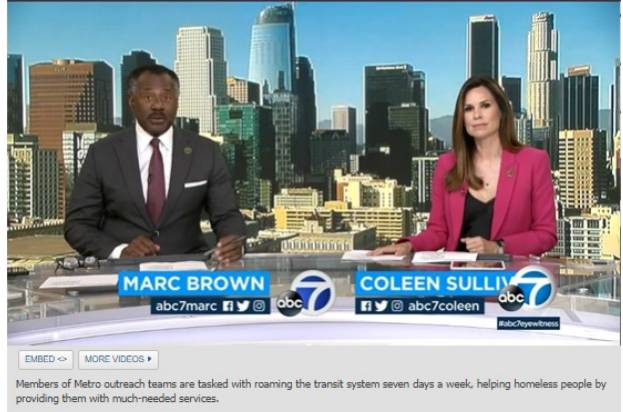
Metro LA is now doubling the number of teams it is funding, adding an additional 8 people to help assist the homeless.

Mark Lewis, with PATH, has been serving the community for over 25 years and he explains why the issue hits close to home for him.



Outreach team deployed to help homeless people on LA's Metro transportation system

Wednesday, July 12, 2023



LOS ANGELES (KABC) -- Members of Metro outreach teams are tasked with roaming the transit system seven days a week, helping homeless people by providing them with much-needed services.

When [PATH teams](#) approach "a potential client, we start off with hygiene kits because it's an ice-breaker," said William Armstead. "And then we attempt to engage them and ask them what the client's needs are."

Karen Barnes, PATH's associate director, explained: "We locate people who are using the (transit) system for shelter and we try to connect them to services and hopefully to housing.

"Outreach is really about making that connection," Barnes said, "really meeting people where they're at and building a strong relationship with them, in order to help people realize that there is hope."

REAL-TIME FACT CHECKS

M Metro Los Angeles
@metrolosangeles

FACT CHECK: This tweet has misrepresented the truth. The first photo is of two of five people arrested just off Metro property for selling counterfeit pharmaceuticals. The second photo is unrelated to the first incident. Fare evasion on Metro is not an arrestable offense.

twitter.com/_ClaraHarter/s..

This Tweet was deleted by the Tweet author. [Learn more](#)

2:12 PM · May 20, 2023 · 34.6K Views

37 Reposts 16 Quoted



Alex Villanueva @AlexVilanueva33 · 1d ...
I'm speechless. Um, [@metrolosangeles](#), care to comment? [@LACountyBOS?](#) [@MayorOfLA?](#) Anyone?



Street People Of WEHO
(@streetpeopleofwestholly...
[instagram.com](https://www.instagram.com)

7 10 33 2,326



Metro Los Angeles
@metrolosangeles

That's New York.



Metro Los Angeles @metrolosangeles · Aug 20
This is a ride at Universal Studios. Duh.

Mexican Rug Dealer @DealInRugs · Aug 20
The LA Metro Station on Wilshire/Vermont is flooding from the storm 🤔



Readers added context

This is a joke tweet however it is being misinterpreted as fact. This is the "Earthquake" part of the Studio Tour in Universal Hollywood Studios park. t.co/KWulE1ZOp7

Do you find this helpful?

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165 861 7,663 1.1M



Kathleen - A'TIN / STARS / ARMY ... @mis_zcaitly... · Aug 20 ...
Hahaha.. that's not even how the Wilshire/Vermont station looks like 🤔🤔

446



jennifer @jenwouldd · Aug 20 ...
🤔🤔🤔

108



Plmmo (parrot) @Plmmo · Aug 20 ...
Well designed.

109



Lola @LolaLa720 · Aug 21 ...
LA Metro got jokes

Los Angeles Times

For L.A.'s newest underground art experience, head down to the Metro Regional Connector



Mark Steven Greenfield's glass mosaic, "Tied Car Requiem," in the new Historic Broadway Station. Metro's Regional Connector opened Friday. (Christina Hauser / Los Angeles Times)

BY DEBORAH VANKIN | STAFF WRITER
JUNE 17, 2023 6 AM PT



For your next art outing, head underground.

The Los Angeles Metropolitan Transportation Authority debuted its [Regional Connector Transit Project](#) yesterday, a \$1.8 billion undertaking that's been more than a decade in the making. It includes three new downtown L.A. [subway stations](#) — the Grand Ave. Arts/Bunker Hill, Historic Broadway and Little Tokyo/Arts District stops — and each are filled with ambitious new works of art.

Eight artists were commissioned by [Metro Art](#) to create permanent, site-specific

CALIFORNIA

Metro's new rail connector opens in downtown L.A., linking three lines, reducing transfers



Steamers Butler during the grand opening ceremony Friday for Metro's new regional connectors outside the Japanese American National Museum in Little Tokyo. (Myung J. Chun / Los Angeles Times)

BY RACHEL LURANGA
STAFF WRITER | FOLLOW

JUNE 16, 2023 5:09 PM PT



A 1.9-mile rail line with stops at some of downtown Los Angeles' most iconic locations opened Friday to crowds hoping to take a spin on the new trains that transit officials say were the missing link in the system.

"It's gonna be about half the time for me," said Margarita Navarrete, a city clerk who commutes from East Los Angeles. Although she has a car, she normally takes a bus to avoid the cost of parking. The new rail line's Historic Broadway Station will drop her across the street from her office.

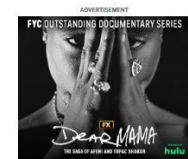
The new Regional Connector [ties together the L \(Gold\), A \(Blue\) and E \(Expo\)](#) lines along one route underneath downtown Los Angeles, providing more direct access to the city's center and in many cases eliminating the need to transfer. It enables riders

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June 20, 2023

CALIFORNIA

LA Metro opens 3 new underground stations

By CNS Staff | Published June 16, 2023 9:43AM | Downtown LA | City News Service |



New LA Metro Regional Connector opens

LOCAL NEWS >

LA Metro celebrates opening three new stations connecting the mountains to the beaches



BY KCAL NEWS STAFF
JUNE 16, 2023 / 7:29 AM / KCAL NEWS



Regional Connector Media Coverage

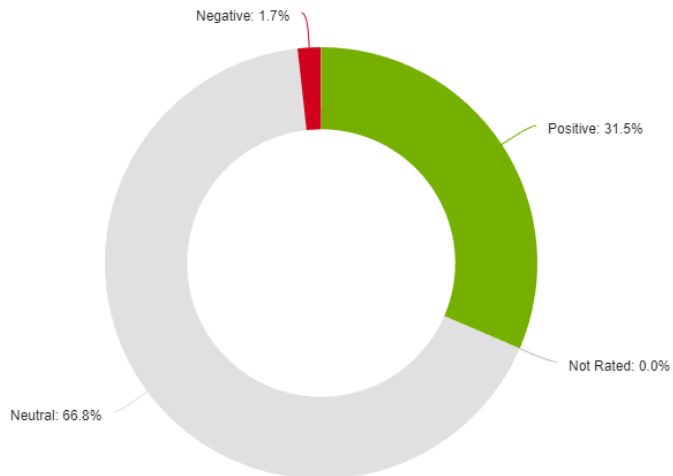
Results:

- Stories: 629
- Impressions: 2B
- Ad Value: \$23M+

Sentiment:

- 98.3% of sentiment positive or neutral

Sentiment ⓘ



Customer Excitement on Social Media



metrolosangeles Los Angeles, California

metrolosangeles just us? 2d

littlescienceguy Love this meme! 2d 1 like Reply

tsahibanton this was my son This morn 2d Reply

yestrask Took 25 years but finally this day I moment for our beautiful city 2d 6 likes Reply

colinderr Looking forward to stop by Little T out the new station and riding out to Santa I by the beach on Saturday! 2d 3 likes Reply

deidrefrancisco How awesome! I'm planning a trip out for next summer with my son. I'll be sure to add the Metro to our list after sharing this- especially with the new little Tokyo stop. He loves Japanese food. Thanks for sharing ❤️

1d 3 likes Reply

View replies (1)

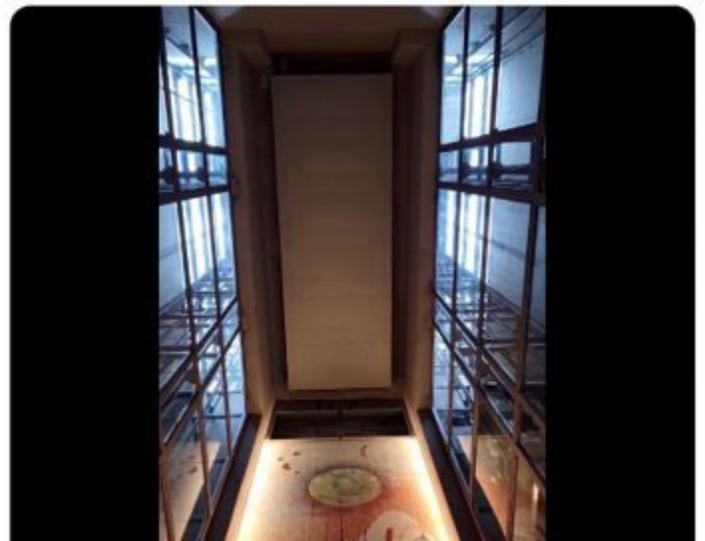
noigbrittany Great info!! I see LA is really trying to step its public transportation game up. Love it!

1d 4 likes Reply

View replies (1)

Justin? more like tin @marxling · Jun 16

Grand Av Arts/Bunker Hill station is so deep that the only way to get from the concourse level to street level is through a set of elevators. Waiting for my elevator here felt like a cathedral-like experience.



Roberto Ignacio Díaz @robertissimus · 1h

Loving the new airy, art-filled Little Tokyo/Arts District station; happy it will be the best station for me to switch from the A to the E line to get to USC. All this can be a game changer for @metrolosangeles!



Ann Owens @AnnOwens_ · 1h

Hard to overstate how excited I am about the regional connector project being done! And the new stations are GORGEOUS!

momvidax4 Love that you guys call it Metro here in Montreal, Canada we also call it the Metro. Le Metro en francais 😊

You Retweeted

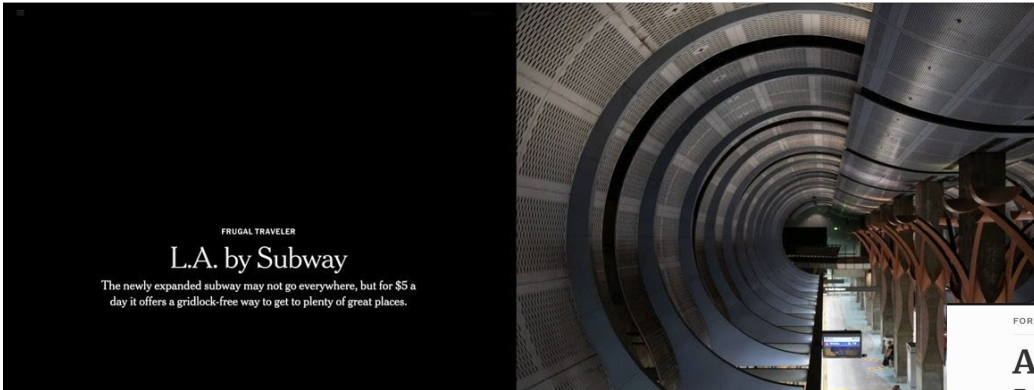
Kirill Safin @kvsafin · 48m

Yesterday, another public-transit-only success story. 3 stops on A Line to LA State Historic Park via Regional Connector, and later a 10 minute ride to ktown for a friend's Karaoke party. Everything above within 3 blocks of a station, including my apartment. Thx @metrolosangeles



1 5 48 6,262

New York Times



FRUGAL TRAVELER
L.A. by Subway
 The newly expanded subway may not go everywhere, but for \$5 a day it offers a gridlock-free way to get to plenty of great places.

By Elaine Glusac
 Elaine Glusac is the Frugal Traveler columnist, focusing on budget-friendly tips and journeys.
 Published July 19, 2023 Updated Aug. 4, 2023

Sign up for the Travel Dispatch newsletter. Essential news on the changing travel landscape, expert tips and inspiration for your future trips. [Get it sent to your inbox.](#)

There are plenty of free and [cheap things to do](#) in Los Angeles. As a traveler, the issue is getting to them. From Los Angeles International Airport, rental cars recently priced out around \$75 a day before tax and gas. Taxis and app-based rides between the airport and downtown cost \$40 to \$70, depending on the time of day. Then there's overnight parking — \$50 to \$60 isn't unusual.

But there is a bargain alternative: the subway, a steal at \$1.75 for a ride, \$5 for a day pass or \$18 for a week.

In Los Angeles, land of traffic jams, the go-to vehicle is the car. But for decades, Los Angeles County's public transit authority, [Metro](#), has been trying to wean Angelenos from their autos, building more than 100 train stops on seven lines since 1990, including the new K Line, which opened in October, running through South Los Angeles. In June, the Regional Connector Transit Project consolidated downtown connections, making it possible to ride east-west between East Los Angeles and Santa Monica, and north-south between Azusa and Long Beach without transferring. Another extension, due in 2024, will link to [Los Angeles International Airport](#), one among nine future stations set to open before the city hosts the 2028 Summer Olympics.

Forbes.com

FORBES > LIFESTYLE > ARTS

Art On The Metro, Los Angeles' Moving Museum

Chadd Scott Contributor @

I cover the intersection of art and travel.

Follow



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Jul 25, 2023, 04:59pm EDT



Listen to article 8 minutes



Audrey Chan's, "Will Power Allegory," at Little Tokyo/Arts District Station. METRO

Los Angeles County covers 4,000-square-miles. Ten million people live within its borders. They reside in 88 different cities with 88 different mayors and 88 different city councils. Beverly Hills, Burbank, Inglewood, the city of Los Angeles, Long Beach, Malibu, Pasadena, West

Essence

Black Artists Are Capturing The Heart Of LA, One Train Station At A Time

IN CONJUNCTION WITH THE REGIONAL CONNECTOR PROJECT, THE LA METRO ART PROGRAM UNVEILED ARTWORKS FROM CLARENCE WILLIAMS, MARK STEVEN GREENFIELD, AND URSULA RUCKER.

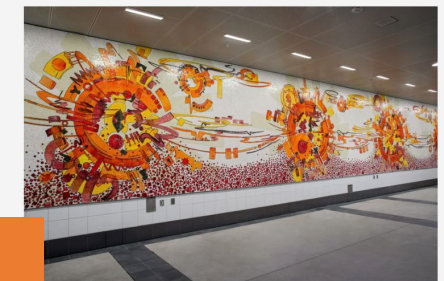


CLARENCE WILLIAMS' "MIGRATIONS," A COLLECTION OF PHOTOGRAPHS PAIRED WITH HAIRUS BY URSULA RUCKER IN THE HISTORIC BROADWAY STATION. THE WORK SPEAKS TO BLACK MIGRATION AND MIGRATION TO LOS ANGELES. COURTESY LA METRO

BY CIERRA BLACK · UPDATED AUGUST 21, 2023

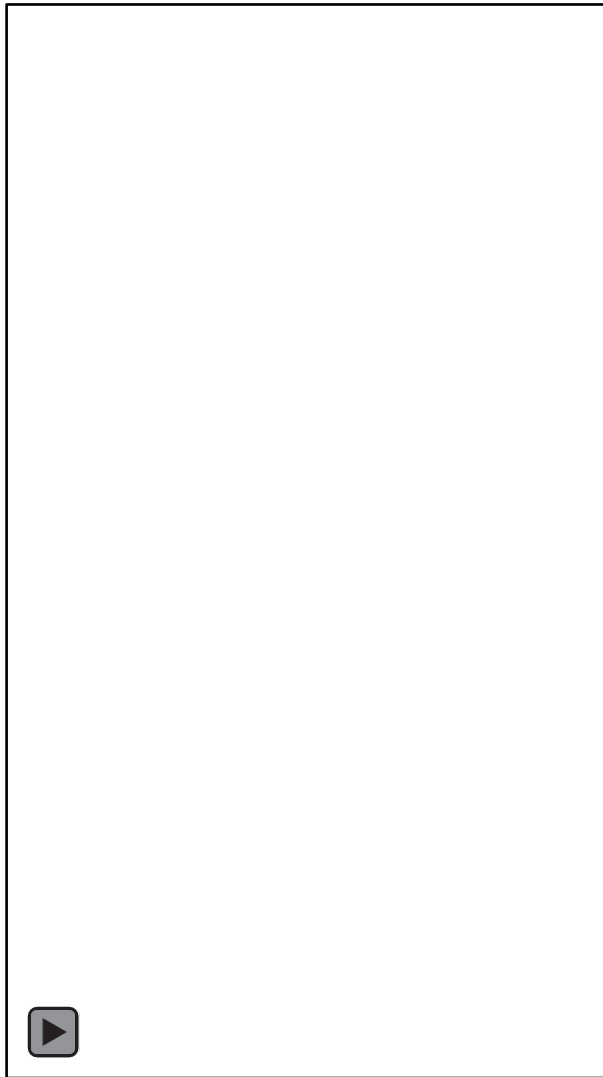
As ever-expanding as Los Angeles is, its public transportation system hasn't always kept up with its growth. The Los Angeles Metropolitan Transportation Authority (LA Metro) aims to change that, and is increasing awareness through the arts.


LA Metro taps heavily-awarded artists Mark Steven Greenfield and Clarence Williams to liven up one of its new Regional Connector sites, the Historic Broadway Station. While the artistic mediums differ, the foundational themes couldn't be more aligned. Reverence, community, and the endless possibilities of life decorate the walls of the new Historic Broadway Station. Seated under the LA Times building, the station connects the Broadway theater and historic downtown districts of Los Angeles. The Regional Connector, which is the result of a longstanding effort to simplify LA's public transportation system, was unveiled in June. It opens the lines of access for passengers to reach areas across LA County such as civic hubs, art centers, and beaches more efficiently. LA Metro is setting out to build a more accessible infrastructure complete with intentional art.





MARK STEVEN GREENFIELD'S GLASS MOSAIC, "RED CAR REQUIEM," IN THE HISTORIC BROADWAY STATION. METRO'S REGIONAL CONNECTOR OPENED THIS PAST JUNE.


National Arts & Culture Media Coverage






its_robert27 🍌🍌
 10w 1 like Reply


jopankyjones Great. I love the improvements to LA public transpo 🙌
 10w 4 likes Reply






suldrew 🍌
 10w 1 like Reply




vivelavidaveg Hell yeah baby!
 10w 2 likes Reply


explorewanderfind 🍌🍌🍌
 10w 1 like Reply


cristhetitan_ Proud of y'all 🍌
 10w 14 likes Reply

[View insights](#) [Boost post](#)

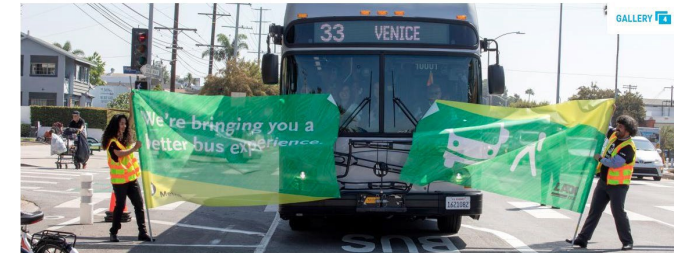


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11 INF 26

MAR VISTA

Bus and protected bike lanes make their debut on Venice Boulevard

The 24-hour bus lanes run from Inglewood to Culver

JUNE 27, 2023, 9:30AM STEVEN SHARP 173 COMMENTS



STREETSBLOG LA

Venice Boulevard Bus and Bike Upgrade Project Completed

2.1 miles of new bus lanes, and 2.5 miles of conventional bike lanes upgraded to parking-protected... but also a couple of signs



New 24/7 bus-only lane on Venice Boulevard. Photo by Joe Simon/Streetblog

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BUS > INFRASTRUCTURE


LADOT, L.A. Metro celebrate completion of Venice Boulevard Priority Lane Project


The project includes new crosswalks, signal upgrades, parking-protected bike lanes and a 24-hour dedicated bus lane.

June 27, 2023

Related for Los Angeles Department of Transportation (LADOT)




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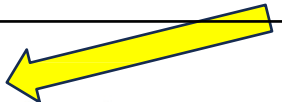
Media Coverage by the numbers:

- Editorial and Broadcast Mentions (Stories): **30**
- Potential Reach (Media Impressions): **220M**
- AVE (Ad Value): **\$2.03M**
- Sentiment: **79.3% positive** or neutral


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PUBLIC TRANSIT SWIFTIES UNITEEEE ☒ I would trade friendship bracelets with you ANY day ☒
8-1 ❤️ 559 Reply

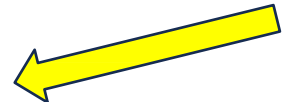


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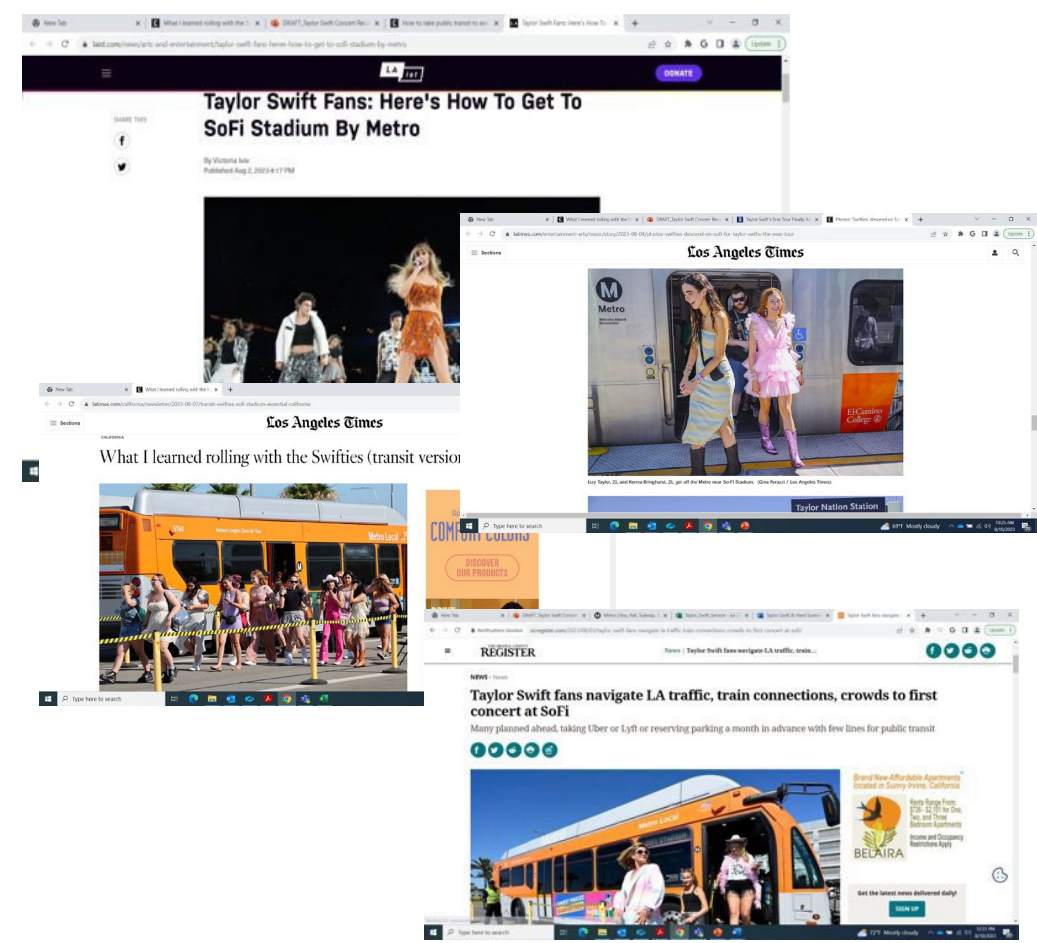
 TheNöel
please give your marketing team a raise, a few days off and tickets to Taylor. this is awesome! 🥰
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 Flavor Flav ✓
WOOWWWW,!!!
8-1 ❤️ 520 Reply



Communicating About Special Service



Media Coverage by the numbers:

- Stories: **362**
- Print, Online & Broadcast Impressions: **864 Million**
- Print, Online & Broadcast Ad Value: **\$8.06 Million**
- Sentiment: **99% of sentiment positive** or neutral

Social Media Partnerships

FEATURED The 13 Best Tacos Along L.A. Metro's 33 Bus Line, From Santa Monica to Downtown

Is this the best bus line to hit all of LA's classic tacos?

1:26 PM PDT on August 31, 2023



Leo's Tacos. Photo by Brian Feinzimer for L.A. TACO.

welikela and metrolosangeles
Paid partnership
Original audio

welikela ***Please note: the dates for Summer of Salsa are transposed in the video. Correct dates are Jul 14 and Aug 11. Free L.A. events you can get to with Metro:

- ✓ Dance DTLA at @musiccenterla (every Friday til Aug 18) Take the B or D Lines to Grand Park / Civic Center station.
- ✓ Movies Under the Stars at @onecoloradoodpasadena (Jul 8, 15, 22, 29) Take the A Line to Memorial Park station.
- ✓ Summer of Salsa at @laplazala (Jul 14, Aug 11) Take the A, B or D Lines to Union Station.
- ✓ Summer Block Party at @bergamotsantamonica (Jul 15) Take the E Line to 26th Street / Bergamot Station.
- ✓ Sunset Concerts at the @skirball_la (weekly starting Jul 20) Take Line 761 to Sepulveda / Skirball Ctr.
- ✓ @gettymuseum Off the 405 Concerts (July 22, 29) Take 761 to Sepulveda / Getty Ctr.
- ✓ @folarorg River Fest at LA State Historic Park (July 23) Take the A Line to Chinatown station.

25266 837 15 107 128

WELIKELA JULY 6 Liked by stephaniewigginsceo and 6,657 others

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23,711

Accounts reached

12,184
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11,527
• Non-followers

By Hadley Tomicki, Memo Torres, and Javier Cabral

It's hard for L.A. TACO to contain its excitement about rapid transit. Especially today.

Because we're highlighting one of the most taco-filled lines in the universe: **Metro's 33**, which runs along Venice Boulevard from Downtown to Venice, passing some of the most legendary, most beloved, most crushable tacos and Mexican food in Los Angeles.

