



Metro®

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

Agenda - Final

Thursday, October 24, 2024

11:00 AM

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Executive Management Committee

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Fernando Dutra, Vice Chair

Kathryn Barger

Karen Bass

Hilda Solis

Gloria Roberts, non-voting member

Stephanie Wiggins, Chief Executive Officer

METROPOLITAN TRANSPORTATION AUTHORITY BOARD AGENDA RULES

(ALSO APPLIES TO BOARD COMMITTEES)

PUBLIC INPUT

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

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

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

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

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

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

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

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

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

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x2 *Español (Spanish)*

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x7 *русский (Russian)*

x8 *Հայերէն (Armenian)*

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The Meeting begins at 11:00 AM Pacific Time on October 24, 2024; you may join the call 5 minutes prior to the start of the meeting.

Dial-in: 202-735-3323 and enter
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Public comment will be taken as the Board takes up each item. To give public comment on an item, enter #2 (pound-two) when prompted. Please note that the live video feed lags about 30 seconds behind the actual meeting. There is no lag on the public comment dial-in line.

Instrucciones para comentarios publicos en vivo:

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

La Reunion de la Junta comienza a las 11:00 AM, hora del Pacifico, el 24 de Octubre de 2024. Puedes unirte a la llamada 5 minutos antes del comienso de la junta.

Marque: 202-735-3323 y ingrese el codigo
Codigo de acceso en ingles: 5647249#
Codigo de acceso en espanol: 7292892#

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.

Written Public Comment Instruction:

Written public comments must be received by 5PM the day before the meeting.
Please include the Item # in your comment and your position of "FOR," "AGAINST," "GENERAL COMMENT," or "ITEM NEEDS MORE CONSIDERATION."
Email: BoardClerk@metro.net
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Board Administration
One Gateway Plaza
MS: 99-3-1
Los Angeles, CA 90012

CALL TO ORDER**ROLL CALL**

- 25. SUBJECT: METRO BRANDED AND SPECIALTY MERCHANDISE** [2024-0518](#)

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to award a two-year, firm-fixed unit rate Contract No. PS120351000 to Cétera Marketing, LLC to provide Metro-branded merchandise, in the Not-to-Exceed (NTE) contract amount of \$3,500,000, inclusive of item cost, set-up fee, sales tax and shipping, effective November 12, 2024, subject to the resolution of any properly submitted protest(s), if any.

Attachments: [Attachment A - External Communications Policy](#)
[Attachment B - Procurement Summary](#)
[Attachment C - DEOD Summary](#)

- 26. SUBJECT: METRO TRANSIT WATCH APP UPDATE** [2024-0502](#)

RECOMMENDATION

RECEIVE AND FILE an update on the Metro Transit Watch app in response to Motion 46 (Attachment A).

Attachments: [Attachment A - Board Motion 46](#)
[Attachment B - Key Functions and History of Transit Watch](#)

(ALSO ON OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE)

- 27. SUBJECT: QUARTERLY UPDATE: HOMELESS OUTREACH
MANAGEMENT & ENGAGEMENT (HOME)** [2024-0961](#)

RECOMMENDATION

RECEIVE oral report on Homeless Outreach Management & Engagement (HOME).

Attachments: [Presentation](#)

- 28. SUBJECT: STATE AND FEDERAL REPORT** [2024-0964](#)

RECOMMENDATION

RECEIVE AND FILE October 2024 State and Federal Legislative Report.

- SUBJECT: GENERAL PUBLIC COMMENT** [2024-0953](#)

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 #: 2024-0518, **File Type:** Contract**Agenda Number:** 25.

**EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 24, 2024****SUBJECT: METRO BRANDED AND SPECIALTY MERCHANDISE****ACTION: APPROVE CONTRACT AWARD****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to award a two-year, firm-fixed unit rate Contract No. PS120351000 to Cétera Marketing, LLC to provide Metro-branded merchandise, in the Not-to-Exceed (NTE) contract amount of \$3,500,000, inclusive of item cost, set-up fee, sales tax and shipping, effective November 12, 2024, subject to the resolution of any properly submitted protest(s), if any.

ISSUE

As part of Metro's ongoing communications and community outreach efforts, the agency creates Metro-branded items distributed to participants, attendees, and community-based organizations during community events, Metro events, Metro-sponsored events and meetings with external organizations or officials. These items are often co-branded with the Metro logo and the event or program, such as GoPass, LIFE, TAP, etc.

In accordance with Metro's External Communications Policy (Attachment A), all External Communications Materials, which include all wearables and other promotional/specialty items, must be approved by the Marketing Communications department to ensure consistent use of design, logos, slogans, and factual information.

BACKGROUND

Historically, departments within Metro ordered their own branded merchandise, resulting in a lack of cost control, consistency and lack of compliance with brand standards. In 2017, Metro's External Communications Policy established the requirement that all branded merchandise must be centrally ordered through the Marketing Communications department.

A centralized ordering process was established, but it was very manual. Representatives from Metro departments had to submit their request to the designated person in Marketing Communications, who would review the request, select a vendor, identify a proposed item, work with the vendor on the design, and do a quality check on the item delivered and then coordinate invoice payment with the

department that ordered the item. Orders from different departments would come at random intervals, and the order size varied from fewer than 10 pieces to several thousand pieces, depending on the event or whether the requesting department was stocking up on commonly ordered items. Because these items were ordered inconsistently, there was a missed opportunity to leverage economies of scale.

Metro previously did not have a centralized branded merchandise contract. In FY23, 30 departments placed 75 promotional item orders with a total quantity of 88,083 pieces of promotional items, and in FY24, 31 departments placed 92 orders with a total quantity of 103,651 pieces of promotional items. Since FY22, Metro has spent \$1,179,419 on promo items and info materials.

DISCUSSION

Branded merchandise is a cost-effective strategy to drive brand awareness, recognition and affinity, and to keep a brand top of mind with its customers and prospects. Branded merchandise empowers a brand's fans to express their love for a brand's product or service - and to share their passion for the brand with others. This is especially true for employees, contractors and business partners who can share their pride in working with or for a brand with others through specialty branded merchandise. In fact, the cost per impression of a promotional item is often pennies - or a fraction thereof. That is why businesses small and large, as well as public transit agencies and other public agencies across the country and LA County, utilize branded items to build their brands and strengthen their connections with their employees, customers and constituents.

Branded items help support Metro in a variety of ways. For example, clear tote bags approved for stadium use reinforce to attendees of sporting and entertainment events that they can Go Metro next time - key as Metro continues to grow its leisure ridership leading up to the World Cup, Super Bowl and Olympic and Paralympic Games. School-age-focused items (such as pencils, pencil cases, etc.) reach students enrolled in the GoPass program and remind them to use their pass. Lapel pins, branded with Metro projects reinforce a wearer's support for Metro's ambitious capital project plan. And t-shirts, hats, jackets and other items enable employees to share their pride for working at Metro - which supports our goal to be an employer of choice in Los Angeles.

Metro participates in an average of 20-30 in-person events each month throughout the year, which are a mixture of external meetings, community events attended by Metro to Metro-sponsored/hosted events. These events range in size from smaller settings (approximately 25-50 people) to larger events that draw 1,000 or more people. The average cost per item distributed during non-Regional Connector-related events in FY24 was \$2.92.

When Metro staff sets up tables at community events, the level/quality of promotional items on their table attracts event attendees to the table. From there, Metro staff is able to educate the attendees on Metro transportation and resources and sign them up for programs, such as LIFE or GoPass.

As Metro continues to expand its rail and bus network, expand use of fare program offerings including LIFE and GoPass, and works to increase brand awareness and affinity among core and leisure riders, the demand for branded items has steadily grown and is expected to continue to

increase with the opening of Metro's Airport Transit Center, phase one of the Purple Line Extension, and the Gold Line Extension, and ESFV groundbreaking during the contract period.

If approved, this contract will allow Metro to centralize ordering across all Metro departments with a branded merchandise vendor with a set catalog of items and an accompanying fixed unit rate for those items that will allow Metro to leverage the economies of scale across all Metro orders, even for those departments placing smaller orders. The selected North Hollywood-based vendor will create an online portal solely for the use of verified Metro employees, where authorized staff from various departments can inquire, order and manage their requests on their own while still ensuring consistency in brand standards, overseen by Metro's Creative and Brand team.

DETERMINATION OF SAFETY IMPACT

Approval of this item has no impact on safety.

FINANCIAL IMPACT

There is potentially a cost savings for the Agency due to leveraging economies of scale across smaller purchases. Each department is responsible for managing and determining how much they need to purchase to fulfill their promotional item needs. The 2-year contract for the agency is not to exceed \$3.5 million for all departments' needs combined and that value is inclusive of the branded merchandise, taxes and shipping costs. The contract also allows the possibility for the contract to be extended if there is value remaining on the contract. The Public Relations department will be monitoring the orders to ensure overall spending is within the limit.

The FY25 Budget includes \$889,538 in Account 50443, M/S Promo and Info Materials, across various departments to support this effort.

Since this is a multi-year contract, the responsible cost center managers and cabinet chiefs will be accountable for budgeting the cost in future years.

Impact to Budget

The sources of funding depend on the projects that the promotional materials support, which could include Enterprise Funds and sales tax revenues eligible for bus and/or rail operating and/or capital expenses, federal, state and local grants, and Prop A, C and TDA Admin Funds.

EQUITY PLATFORM

The Diversity & Economic Opportunity Department (DEOD) established a Disadvantaged Business Enterprise (DBE) goal of 27% for this procurement. Cétera-Marketing, LLC, a DBE prime, exceeded the goal, making a 100% commitment.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The awarding of this contract fulfills Metro's Strategic goal to provide responsive, accountable, and

trustworthy governance within the Metro Organization. This will be accomplished via the relationship created with the vendor and the implementation of an efficient online ordering portal. The vendor will be available to Metro staff and respond to all inquiries within a 24-hour window.

ALTERNATIVES CONSIDERED

If the Board does not approve this request for award, Metro will cancel this procurement, and individual departments will need to order promotional items as needed through separate contracts. Each Cabinet Chief must designate a point of contact for their departments and order promotional items after securing approval from the creative and brand team. In this model, Metro would not receive the cost benefit of having one centralized ordering system or vendor which creates the opportunity for departments to develop and distribute products that do not meet Metro's high-quality standards.

NEXT STEPS

Upon Board approval, staff will execute Contract No. PS120351000 with Cétera Marketing LLC to provide Metro branded and specialty promotional items, effective November 12, 2024.

ATTACHMENTS

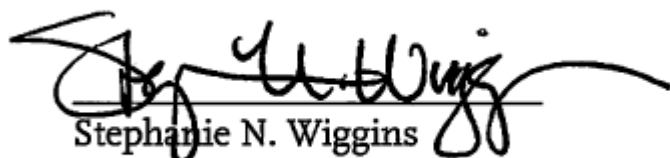
Attachment A - External Communications Policy

Attachment B - Procurement Summary

Attachment C - DEOD Summary

Prepared by: Monica Bouldin, Deputy Chief of Customer Experience, (213) 922-4081
Pam Krebs, Executive Officer, Communications (Public Relations) (213) 922-6931
Carolina Coppolo, Deputy Chief Vendor/Contract Management Officer (Interim), (213) 922-4471

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


Stephanie N. Wiggins
Chief Executive Officer



Los Angeles County
Metropolitan Transportation Authority

Metro

COMMUNICATIONS

External Communications Policy

(COM 2)

POLICY STATEMENT

To maximize the Los Angeles County Metropolitan Transportation Authority's (Metro) brand identity, image and communications processes, and maintain consistency in the eyes of our customers and other stakeholders, all processes and materials intended to represent Metro and its services, programs and projects to external audiences must be created, reviewed and/or approved by Metro's Communications Department (Communications). No other department or contractor is authorized to develop, design or implement Metro customer materials or other communications initiatives, or represent Metro through communications processes, without first consulting or getting direction from Communications.

PURPOSE

To provide the necessary guidelines for development and authorization of external communications and to ensure consistency in the processes, materials, statements, images and logo usages that are intended to explain, promote or otherwise represent Metro services, programs and projects to external audiences.

APPLICATION

This policy and its procedures apply to all Metro employees and consultants.

Cassandra G. Langston
APPROVED: County Counsel or N/A

Paulitta Loures
Department Head

J.A. [Signature]
ADOPTED: CEO

Effective Date: 7/27/17

Date of Last Review: _____



Metro

COMMUNICATIONS

External Communications Policy

(COM 2)

1.0 GENERAL

External communications keep Metro's customers, stakeholders and the general public informed, educated and engaged in the agency's services, programs and projects. Communications is responsible for developing, coordinating and implementing external communications processes and materials such as logos; slogans; nomenclature; standard messaging platforms; campaigns; social media, web, mobile; media relations, visual communications; and community outreach and engagement. If an outside contractor is tasked with any external communications efforts on behalf of Metro, all processes and materials must be coordinated through and approved by the Communications' staff. This ensures a consistent, coordinated and accurate presentation of Metro to the public. In keeping with best industry practices, it is imperative for Metro to have Communications as the central point where external communications are created and/or reviewed, and the central point to apply, coordinate, approve and authorize the processes and materials that are intended to inform the public about Metro's services, programs and projects.

2.0 PROCEDURES

Marketing

The Marketing unit (Marketing) within Communications is responsible for developing Metro's marketing strategy, branding, identity and image, and ensuring it is applied consistently by Metro staff, consultants and vendors across all customer-facing channels. In collaboration with agency partners, the Marketing team is also the primary developer of Metro's external communications materials and digital channels, and is responsible for ensuring the goals and objectives of the Agency and partner departments are met, while approving materials and ensuring their accuracy and consistency within the Metro brand. No other department is authorized to develop and/or approve customer communications materials and digital channels without first consulting the Marketing Unit.

Any Metro department proposing to utilize an outside contractor for marketing services must contact their Marketing Representative first. Marketing will evaluate the request to see if it can be accommodated internally. If it cannot be accommodated, Marketing will partner with the requesting department, and oversee the marketing strategy and contractor's development of materials that follow Metro's Style Guidelines.

Community Relations

The Community Relations unit within Communications is responsible for community outreach and engaging with the public, and is therefore the lead in developing, guiding, coordinating and approving engagement strategies, processes and activities, including those legally required through the environmental, engineering and construction phases.



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COMMUNICATIONS

External Communications Policy

(COM 2)

Community Relations is also responsible for guiding messages, materials and presentations used for community outreach. If an outside contractor is tasked with performing such activities on behalf of Metro, they must get guidance from, and coordinate with Community Relations staff in advance of the activities. This includes interactions with, and coordination of elected officials and key stakeholders, public/community meetings, community notices, and engagement processes. All messages and visual communications to project stakeholders should be coordinated through Community Relations to ensure consistency of Metro's overall messaging.

Public Relations

The Public Relations unit within Communications is responsible for developing, guiding and approving the Metro's media relations strategies and materials, and approving all informational, educational, in-kind promotional and service-related digital content, processes and activities that represent Metro services, programs and projects. This includes but is not limited to press releases, service alerts, talking points, articles, guest columns or opinion editorials, and interviews with media organizations.

Art and Design

The Art and Design unit within Communications is responsible for improving customer environments through the integration of art and design and for developing and implementing all agency public art, art asset management and cultural programs including all community outreach and communications related to those programs. Art and Design is also responsible for the development and oversight of Metro's brand identity in the built environment (facilities, fleet, etc.).

2.1 Types of Materials

Uses of materials affected by this policy generally fall into the categories of advertising, customer information, study, project and construction information; signage and wayfinding; renderings or images; social media, web, and mobile channels; illustration; photography; videos; media and public relations; public information displays, community relations; promotions and recruitment. The executive management for Marketing, Public Relations, Art and Design, and Community Relations are the points of contact for their respective areas to approve communications materials designed to explain, promote or otherwise represent Metro and/or its services, programs and projects to external audiences. If materials requests originate outside of Communications, Marketing will confer with the appropriate parties prior to development and approval.

Exceptions: The content of Board reports, legal documents, contracts, technical presentations and other regulatory documents which do not serve as promotional pieces for Metro services are not subject to this policy. Wayfinding signage



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External Communications Policy

(COM 2)

elements as regulated by the California Public Utilities Commission (PUC) and the Manual of Uniform Traffic Control Devices (MUTCD), as well as printed and other materials required during emergencies such as disruptions to transit service are also excepted. However, logo use, typography, printed covers and other graphic design considerations for such pieces must follow Communications guidelines as described in the Metro Style Guide or be otherwise generated and/or approved by the Chief Communications Officer or designee prior to release.

The content of media communications, including press releases, is covered in the Contact with Media (COM 1) policy.

2.2 Generation of Materials

Marketing will develop campaigns and materials that support the Strategic Marketing Plan or that are tied to strategic marketing objectives. Requests for any other communications materials from other internal departments will be referred to Marketing. Marketing Representatives are assigned to individual departments and projects to ensure that their communications needs and projects are satisfied. Marketing staff will collaborate with staff from the requesting department to develop and deliver the materials either through Marketing or an outside contractor overseen by Marketing.

Marketing staff members partner with other Metro departments to identify goals, objectives and budgets for specific marketing projects. In collaboration with the partner department, Marketing staff will develop the project strategy, define audiences, develop a paid media plan, create messaging, and design communication materials to meet the required goals and objectives. Such materials are then produced through Marketing's internal Printing Services group, which also has a bench contract for outside production resources for projects they are unable to produce in-house. With Marketing approval, outside contractors may be used if internal printing services are unable to produce/complete job requests.

2.3 Release of Materials

Release of Metro external communications materials for use/reuse by external parties such as contractors; consultants; regional partners; other transit agencies; city, municipal, state and federal authorities; print and electronic media or other internal departments must be approved by Communications to ensure the most current and accurate information is communicated, and that applicable copyright and trademark protections are respected. Use of logo, graphic, photo and video properties by third parties must be approved in advance by Communications and accompanied by a credit to Metro. All requests for approval



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External Communications Policy

(COM 2)

shall be facilitated by the Marketing Representative assigned to the requesting department.

2.4 Advertising

Paid promotion of Metro's external communications materials, including print, broadcast, out of home, web, mobile, and social media advertising to external parties will be coordinated with Marketing. Based on the identified goals, objectives and budget outlined in the advertising brief, Marketing will advance and manage a request to the Metro Media Buyer for development of a strategic paid media plan that identifies audience targets, conversion metrics, and media platforms to meet the partner's goals and objectives. All ads will be designed and trafficked by Marketing to ensure consistency with the Metro Strategic Marketing Plan and to maximize brand impact, scale, reach, and advertising budget.

Additionally, all inquiries, solicitations, and proposals from paid media vendors and services must be forwarded to the Marketing Department so they can be vetted by Metro's media planning and buying agency of record.

2.5 Digital Channels

Digital channels include customer-facing websites, applications, social media platforms, blogs and paid digital media. All new or modified web, mobile and applications must be coordinated, and are subject to approval by Communications. Communications staff meets regularly to coordinate ongoing social media strategy and efforts. For specific requirements related to social media channels, refer to Metro's Social Media Policy (COM 7).

3.0 DEFINITION OF TERMS

Brand Identity – the combination of graphic and text elements used in a consistent manner to represent a product, service or company which, when combined with quality standards, behavioral characteristics and public persona, impart a consistent impression of that product, service or company to the public.

Digital Channels – owned and paid online distribution properties including social media, websites, applications, and mobile platforms.

External Communications Materials – any information conveyed through print media, electronic media or other means intended to explain, publicize, advertise or identify Metro services, programs or activities to external audiences. This includes, but is not limited to printed or electronic brochures; take-ones; fact sheets; publications; announcements; flyers; banners; report covers; stationery; outdoor advertisements; on-



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COMMUNICATIONS

External Communications Policy

(COM 2)

board bus and rail fleet ads, signage, and decals; bus, rail and station wayfinding and/or directional signage; maps; web sites and pages; mobile applications; social media channels; wearables and other promotional/specialty items; press releases; talking points; key messages; official statements; videos; logos; graphic symbols; photography; illustration; and other customer communications materials.

4.0 RESPONSIBILITIES

Communications Department generates external communications materials and processes in accordance with Executive and Board-directed priorities; reviews and approves all external customer-focused communications materials to ensure consistent use of design, logos, slogans and factual information; and guides and approves marketing, media, community outreach and engagement strategies.

Chief Communications Officer (or designee) reviews and approves prior to production any communications materials intended to explain, inform, educate, promote or otherwise represent Metro and/or its services, programs and projects to an external audience.

5.0 FLOWCHART

Not Applicable

6.0 REFERENCES

- Metro Style Guide
- Metro Logo Guidelines
- Contact with Media (COM 1)
- Social Media Policy (COM 7)

7.0 ATTACHMENTS

Not applicable

8.0 PROCEDURE HISTORY

- | | |
|----------|--|
| 03/10/97 | Memo from CEO issued to Executive Staff outlining guidelines for approval of communication materials. |
| 02/07/01 | Formal policy approved and adopted by Office of the CEO. |
| 02/19/04 | Memo from CEO issued to all employees regarding authority of the Communications department, formed subsequent to the adoption of the policy. |



Metro

COMMUNICATIONS

External Communications Policy

(COM 2)

- 06/28/05 Policy revised to reflect current organizational structure.
- 11/05/09 Biennial review and update. Policy updated to include references to timetables, social media and Agency Nomenclature policy.
- 7/23/13 Biennial review and update. Policy updated to include mention of PUC and MUTCD; clarified external communications materials, and interaction between Communications and other departments; changed Metro references to LACMTA.
- 06/26/17 Review: changed the title from Approval of External Communications Materials to External Communications Policy; added Art & Design unit; clarified departmental duties.

PROCUREMENT SUMMARY

METRO BRANDED AND SPECIALTY ITEMS/PS120351000

1.	Contract Numbers: PS120351000	
2.	Recommended Vendors: CéteraMarketing, LLC	
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: May 06, 2024	
	B. Advertised/Publicized: May 06, 2024	
	C. Pre-Proposal Conference: May 16, 2024	
	D. Proposals Due: June 17, 2024	
	E. Pre-Qualification Completed: September 9, 2024	
	F. Ethics Declaration Forms submitted to Ethics: June 26, 2024	
	G. Protest Period End Date: October 29, 2024	
5.	Solicitations Picked up/Downloaded: 39	Proposals Received: 2
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922 -1056
7.	Project Manager: Tyra Johnson	Telephone Number: (213) 922-2789

A. Procurement Background

This Board Action is to approve Contract No. PS120351000 to CéteraMarketing, LLC to provide Metro branded and specialty items. Board approval of contract award is subject to the resolution of any properly submitted protest(s), if any.

On May 6, 2024, Request for Proposals (RFP) No. PS120351 was issued as a competitively negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate. The Diversity & Economic Opportunity Department recommended a Race Conscious Disadvantaged Business Enterprise (DBE) participation goal of 27% for this procurement.

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

- Amendment No. 1, issued on June 5, 2024, extended the proposal due date.

A total of 39 firms downloaded the RFP and were included on the planholders list. A virtual pre-proposal conference was held on May 16, 2024, and was attended by 4 participants representing 3 firms. There were 20 questions received, and responses were released prior to the proposal due date.

Two proposals were received by June 17, 2024, from the following firms listed below in alphabetical order:

1. CéteraMarketing, LLC
2. Snap Marketing

Since only two proposals were received, staff conducted a market survey of the planholders to determine why no other proposals were submitted. Responses were received from four firms and they included the following reasons:

- the scope of services not being within our area of expertise
- our firm’s value is in our strategic consulting
- we usually pass on these opportunities when we feel the significant amount of effort outweigh the opportunity
- we usually don’t submit a proposal if the expected delivery time is less than 45 days

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of Metro staff from Public Relations, Marketing, Community Relations and Talent Development Departments was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated based on the following evaluation criteria:

• Qualifications of the Firm/Team	30%
• Qualifications of Key Personnel	10%
• Understanding of the Scope of Services and Proposed Approach	15%
• Ordering System and Storage	20%
• Price Proposal	25%

The evaluation criteria are appropriate and consistent with criteria developed for similar procurements for Metro branded and specialty items. Several factors were considered when developing these weights, giving the greatest importance to the qualifications of the firm/team.

Evaluations were conducted from June 17, 2024, through July 22, 2024. The PET independently evaluated and scored the technical proposals and determined CéteraMarketing, LLC to be the top-ranked firm.

Qualifications Summary of Firms:

CéteraMarketing

CéteraMarketing, LLC (CéteraMarketing), located in North Hollywood, CA, was founded in 2008. CéteraMarketing is a Metro certified small business firm, and a California Unified Certification Program (CUCP) certified Disadvantaged Business Enterprise (DBE). The CéteraMarketing team brings a combined 62 years of experience in brand marketing and software development. Existing clients include Honda, Target, Los Angeles Dodgers, Bristol Myers Squibb and Boeing.

Snap Marketing

Snap Marketing, headquartered in Los Angeles, CA was founded in 2007. The Snap Marketing team has over 20 years of promotional branding and industry experience

providing promotional items to local government agencies and private entities. Existing clients include Disney, Metropolitan Water District, Long Beach Memorial Medical Center, and Southern California Edison.

The following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	CéteraMarketing				
3	Qualifications of the Firm/Team	93.33	30.00%	28.00	
4	Qualifications of Key Personnel	89.40	10.00%	8.94	
5	Understanding of the Scope of Services and Proposed Approach	90.87	15.00%	13.63	
6	Ordering System and Storage	92.50	20.00%	18.50	
7	Price Proposal	100.00	25.00%	25.00	
8	Total		100.00%	94.07	1
9	Snap Marketing				
10	Qualifications of the Firm/Team	80.83	30.00%	24.25	
11	Qualifications of Key Personnel	83.10	10.00%	8.31	
12	Understanding of the Scope of Services and Proposed Approach	80.00	15.00%	12.00	
13	Ordering System and Storage	86.00	20.00%	17.20	
14	Price Proposal	92.00	25.00%	23.00	
15	Total		100.00%	84.76	2

C. Price Analysis

The recommended fully burdened rates for the branded and specialty items required have been determined to be fair and reasonable based on price analysis, Independent Cost Estimate (ICE), and technical evaluation.

Work for this Contract will be authorized through the issuance of contract purchase orders.

D. Background on Recommended Contractor

CéteraMarketing

CéteraMarketing is a full-service B2B (business-to-business) merchandise agency with a boutique approach to service, style and safety testing. It is a marketing firm that specializes in producing innovative, on-trend promotional products, custom corporate gifts, event branding and digital marketing solutions.

The proposed project manager has 20 years of sales experience/customer engagement and 12 years of experience in sourcing promotional goods. The project manager has demonstrated history fostering client satisfaction, and engagement, for companies such as Major League Baseball, Honda, and Cisco.

CéteraMarketing has been providing Metro-branded and specialty items to Metro and performance has been satisfactory.

DEOD SUMMARY**METRO BRANDED AND SPECIALTY PROMOTIONAL ITEMS / PS120351000****A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) established a 27% Disadvantaged Business Enterprise (DBE) goal for this solicitation. Cétera-Marketing LLC, a DBE Prime, exceeded the goal by making a 100% DBE commitment.

Small Business Goal	27% DBE	Small Business Commitment	100% DBE
----------------------------	----------------	----------------------------------	-----------------

	DBE Subcontractor	Ethnicity	% Committed
1.	Cétera-Marketing LLC (DBE Prime)	African American	100%
Total Commitment			100%

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. PLA/CCP is applicable only to construction contracts that have a construction related value in excess of \$2.5 million.


EXECUTIVE MANAGEMENT COMMITTEE

Metro Branded and Specialty Merchandise



Metro[®]

October 2024



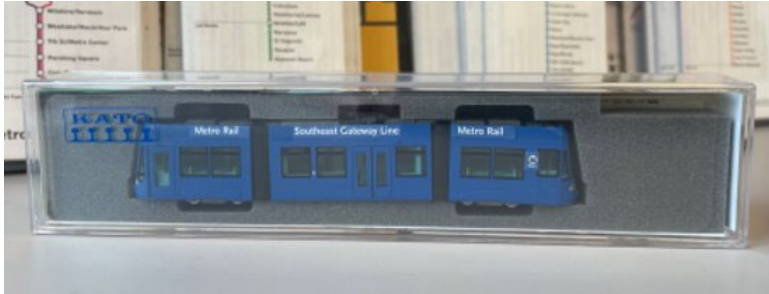
**Authorize CEO to award a 2-year,
firm-fixed unit rate contract to
Cétera Marketing, LLC to provide
Metro-branded merchandise in
the not-to-exceed contract
amount of \$3.5M**



Metro®

October 2024

Sample of Previously Ordered Items



October 2024

Benefits of a Centralized Promotional Item Vendor

- Potential overall cost savings by leveraging economies of scale
- Ensures consistency of brand standards
- Streamlines ordering process
- Helps ensure compliance with existing Metro policy



Any questions?



Board Report

File #: 2024-0502, **File Type:** Informational Report

Agenda Number: 26.

**EXECUTIVE MANAGEMENT COMMITTEE
OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
OCTOBER 24, 2024**

SUBJECT: METRO TRANSIT WATCH APP UPDATE

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE an update on the Metro Transit Watch app in response to Motion 46 (Attachment A).

ISSUE

At its July 2024 meeting, the Board approved Motion 46 by Directors Hahn, Barger, Horvath, Najarian, Butts, and Yaroslavsky, directing staff to report back in October 2024 on efforts to improve and/or replace the Metro Transit Watch App, including ways to: increase awareness of and access to the app on Metro buses and trains, improve user-friendliness for a more intuitive app; and elevate elements of the app relating to rider experience like cleanliness, graffiti, and other concerns that extend beyond public safety.

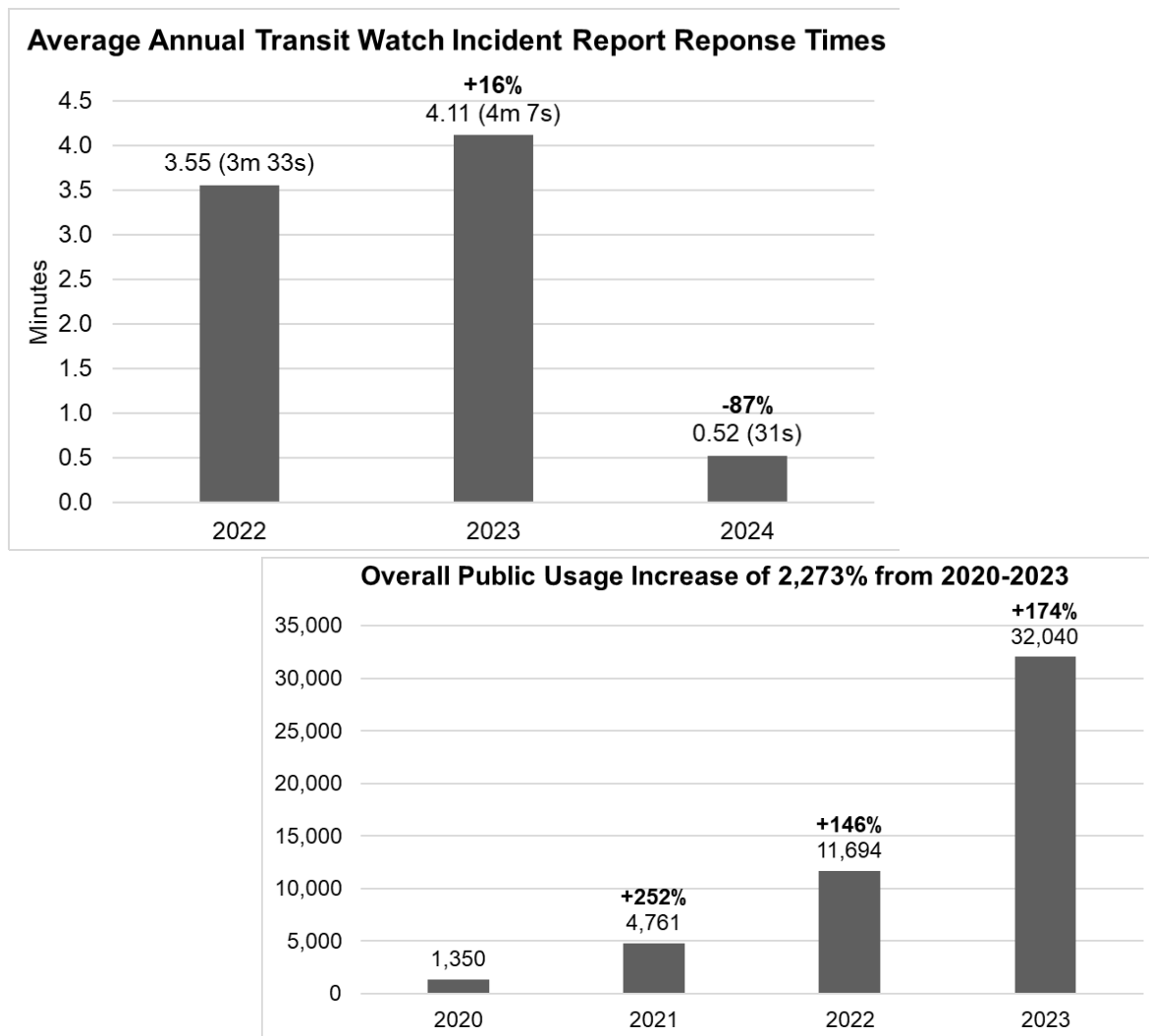
BACKGROUND

Many large cities nationwide, including Los Angeles, are confronting an increase in the severity and frequency of transit crimes experienced by customers and employees compared to pre-pandemic levels.

Available for all smartphone devices, the Transit Watch application is a critical component of Metro's efforts to enhance the system's safety and security. It provides passengers with an accessible and direct line of communication to report security incidents, suspicious activities, safety concerns, and maintenance issues directly to Metro. The app is also the tool Metro's transit ambassadors use to report issues on the system, which means operations, maintenance and safety departments can see the majority of issues reporting in one place, which means they can dispatch the necessary staff to address the issue more quickly. The reporting process is comprehensive, allowing users to report incidents categorically, provide descriptions, specify locations, and timestamp reports. Additionally, users have the option to securely attach photos and provide personal information that can be used to obtain additional incident details. Users can also receive push notifications with critical alerts from Metro, informing them about important updates, such as service interruption, elevator/escalator

outages, and safety information. Finally, the app allows users to set up an account to view the status of their reports and access their submission history, though users are also able to submit reports anonymously.

Since its inception, Transit Watch app usage has increased significantly.



DISCUSSION

Responding to customer feedback, Metro's staff has been working on the development of a new version of the Transit Watch mobile application. This includes completely overhauling the back-end code, redesigning the user interface, improving existing features, and introducing several new ones to address the specific needs of Metro and its riders. The product of this significant undertaking, which began at the beginning of 2023, is an easy-to-use mobile application for the riding public and a

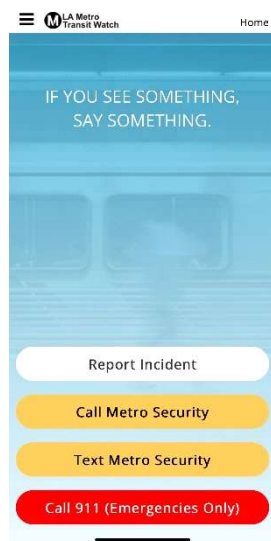
multifunctional back-end desktop application used by Metro staff to track and resolve reports on a 24-hour basis, verifying reported issues, and taking steps to resolve them swiftly.

TRANSIT WATCH 3.0

The development process of Transit Watch (TW) 3.0 entailed a comprehensive and multifaceted endeavor. Staff worked diligently to develop an app that is more useful and accessible to users and an administrative solution that leveraged the valuable information provided in the reports.

This screenshot shows the 'Report Non-Emergency Incident' form in the LA Metro Transit Watch application. The form is titled 'Report' in the top right corner. It includes a header with the LA Metro logo and 'Transit Watch' text. The form fields are as follows: 'Type of Incident*' (a dropdown menu), 'Describe the Incident*' (a text input field), 'Location type*' (a dropdown menu), 'Optional information' (a section with a 'Choose Files' button and 'no files selected' text), 'First name' (a text input field), 'Last name' (a text input field), 'Phone number' (a text input field), 'Email address' (a text input field), and a 'Submit anonymously' checkbox. A black 'Submit Report' button is located at the bottom of the form.

This is a duplicate of the screenshot above, showing the 'Report Non-Emergency Incident' form in the LA Metro Transit Watch application. It includes the same header, form fields, and 'Submit Report' button.

A screenshot of the "Report Non-Emergency Incident" screen in the LA Metro Transit Watch app. The header shows the LA Metro logo and "Transit Watch" on the left, and a "Report" label on the right. The main title "Report Non-Emergency Incident" is centered. Below the title, there is a form with several fields: "Type of Incident*" (a dropdown menu), "Describe the Incident*" (a text area), "Bus" (a dropdown menu), "Line" (a text field), and "Direction" (a text field). Below these fields is a section titled "Optional information" containing a "Choose Files" button and a "no files selected" status. Further down are fields for "First name", "Last name", "Phone number", and "Email address". At the bottom, there is a checkbox labeled "Submit anonymously" and a large black button labeled "Submit Report". A mobile home indicator bar is visible at the very bottom.

Development

End-user input played an important role in shaping the new version of the TW app. In July 2023, Metro's Customer Experience team presented the findings from moderated interviews with Metro riders, eight who are app users as well as ten who are non-users. This research provided valuable insights into understanding the needs and preferences of the app's target audience, helping to refine the UI and prioritize features. For instance, feedback from this research led to the implementation of real-time translation services and a streamlined reporting process. These insights reinforced the app's user-centric redesign and met the specific needs of Metro's diverse ridership.

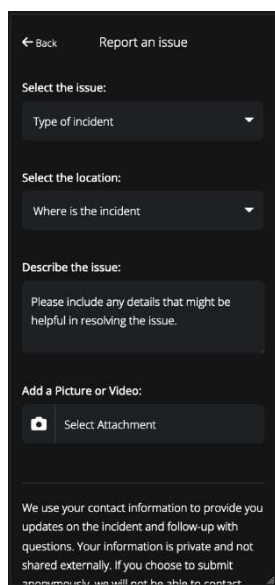
Special functionalities have been tailored for Metro Ambassadors, security officers, and field personnel, allowing for more targeted and effective reporting.

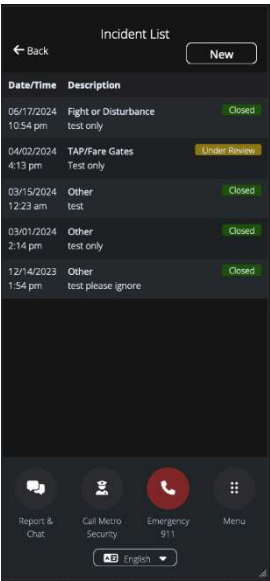
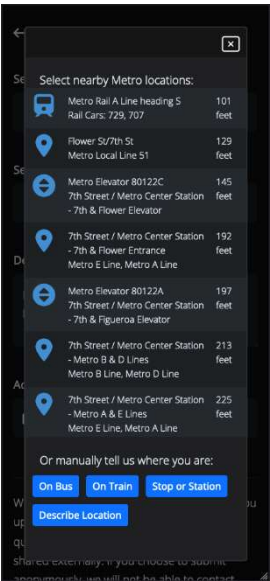
Outreach & Workshops

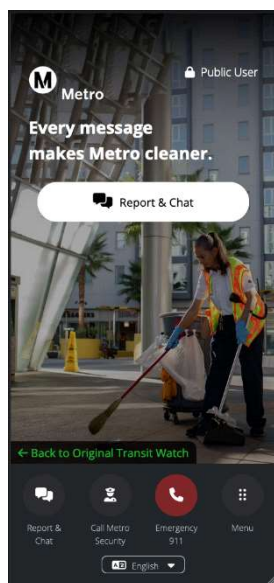
Internal outreach and workshops were integral to the app's rollout. SSLE and ITS staff moderated several workshops for different user groups, including Data Analytics, Ambassador Program, Maintenance & Engineering (M&E), Customer Experience, Office of Civil Rights, Accessibility Advisory Committee (AAC), Security Operations Center (SOC), and Contract Security. These sessions provided an opportunity to gather specific changes to the look and feel of the app more importantly to its functionality. Metro collaborated with these groups to develop a registry of proposed changes and functionalities to expand the utility of the app and accessibility to users or to tailor the administrative functions to the needs of the user groups.

Improvements & Changes

Ultimately, the result of the various efforts undertaken by the project team led to the development, testing, and implementation of key features, among them:

A screenshot of a mobile application interface titled "Report an issue". At the top left is a back arrow and the title. Below the title are two dropdown menus: "Select the Issue:" with "Type of incident" selected, and "Select the location:" with "Where is the incident" selected. Below these is a text input field labeled "Describe the issue:" with placeholder text: "Please include any details that might be helpful in resolving the issue." Underneath is a section "Add a Picture or Video:" with a camera icon and the text "Select Attachment". At the bottom is a privacy notice: "We use your contact information to provide you updates on the incident and follow-up with questions. Your information is private and not shared externally. If you choose to submit, occasionally we will not be able to contact you."





End-User Mobile App

- More intuitive and modern user interface, making it easier to report incidents quickly
- Enhanced interface also accommodates the Top 14 languages most spoken in the Region allowing broader inclusivity and accessibility
- Optional “Share Location” feature identifies users’ specific location on the Metro system, whether it be at a station, bus stop, train or bus, enabling faster reporting and response times
- Expanded media capability allows users to upload videos in addition to photos
- In-app messaging allows users to communicate with Metro Security in real-time, 24/7, without ever leaving the app

Administrator-End Platform

- Data Analytics for real-time incident trends
- Customizable Reports for information dissemination across functional groups and tracking Key Performance Indicators (KPIs)
- Enhanced and more intuitive Data Dashboard visualizes overall operational performance and incident management stats
- Direct Maintenance & Engineering Helpdesk Integration to streamline maintenance and custodial service tickets for review and resolution
- Customized User-Group Functionality for assigning roles and responsibilities to different incident management and reporting Functions

User Interface

The redesign of the TW App marks a significant improvement in the user interface (UI). The UI is now sleek, intuitive and user-friendly, accommodating a diverse user base with varying levels of technological proficiency, styled in a modern and dynamic design.

The app's language settings are accessible through the push of a button from the home screen, as is the ability to call Metro Security or 911 directly. The design team focused on ensuring that all essential functions, such as incident reporting, location-based services, real-time communication, and image and video sharing, are easy to locate and navigate. The layout also highlights the primary reporting functions of the app and gives users choices to address their safety and maintenance concerns through appropriate channels. This greatly streamlines the reporting functionality of the app and helps to promote quick and accurate data and information gathering.

New Features

In addition to the multilingual interface, accessibility features were improved to accommodate font enlargement and easier navigation between panes.

Transit Watch 3.0 introduces several innovative features, including:

- In-app messaging, which allows users to send pictures and videos and chat with Metro staff directly through the app. Previously, this feature required a user to provide a phone number to communicate through text messages.
- Real-time translation functionality from inbound and outbound messages to accommodate Limited English Proficiency users.
- Improved reporting capabilities by streamlining information gathering and allowing users to opt-in to share geolocation and integrating mapping throughout the desktop application. Access to user location enables the integration of Metro's real-time vehicle positioning systems for both buses and trains, and proximity to bus stops and rail stations, so the user can easily select the location from where they are reporting.
- An integration effort to allow maintenance and custodial issues to be automatically routed to the Maintenance and Engineering (M&E) Help Desk. This ensures the appropriate group addresses the service tickets generated by the report, with advanced functionality for workflows and incident confirmation.
- Improved real-time reporting and statistical analysis on the desktop application, which helps Metro respond to issues more efficiently.
- New data analysis features to help identify trends, issue heatmaps, and geolocated report tracking.

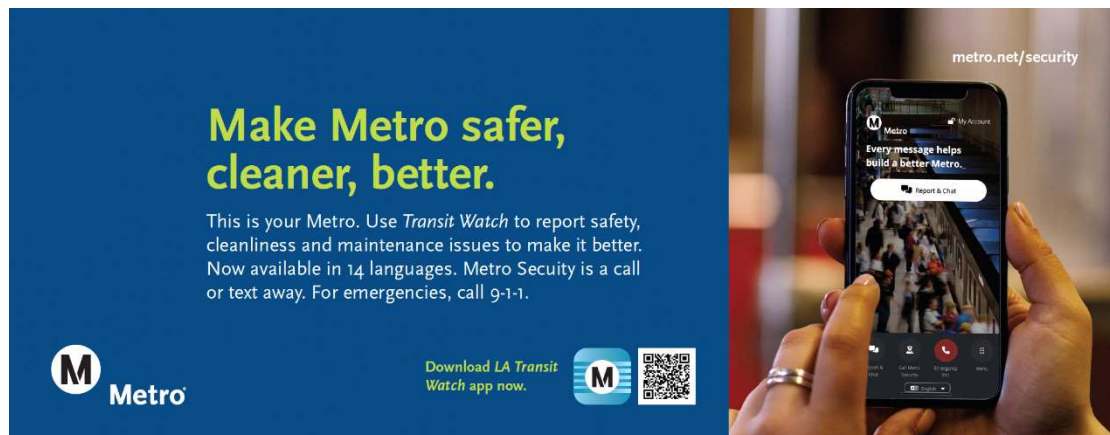
Upcoming functionalities of the app include integration with Genetec, Metro's new, enterprise-wide video management system, enabling localized CCTV awareness to make security monitoring more efficient.

A beta release of the updated app was made available on October 2 to the Public Safety Advisory Committee (PSAC) and Accessibility Advisory Committee (AAC), and up to 5,000 users at a time, accompanied by a feedback survey to solicit comments on the new version. Based on feedback, modifications will be made, and a full launch is tentatively before the end of the month.

Marketing Plan

Staff developed a comprehensive marketing communications plan to promote Transit Watch 3.0, encourage its adoption among Metro riders, and clearly articulate the ways in which Transit Watch

can be used to report safety, cleanliness, and maintenance incidents. The marketing plan includes digital campaigns, social media promotions, and on-board posters to raise awareness about the app's new features and benefits.



Metro will also leverage its existing communication channels, such as onboard announcements and station displays, to inform passengers about the app and how to download it. Additionally, Metro will promote the app during outreach events, where representatives can demonstrate the app's capabilities and assist with downloads and installation. This proactive approach will familiarize users with the app and ensure a successful adoption of the new app's features.

EQUITY PLATFORM

The Transit Watch application has been a platform for riders to report any security incidents, suspicious activities, safety concerns, and maintenance issues directly to Metro. While the current version of Transit Watch serves its intended purpose as a security tool, staff have been aware of ongoing issues with the user interface and accessibility. With this feedback in mind, Transit Watch 3.0 is in development with new and improved features. Real-time translations and a multilingual interface in the 14 most spoken languages will make this application much more accessible to non-English speakers and compliant with Title VI. The access to user location function may raise concerns about privacy and tracking but Metro will abide by the applicable privacy laws by including appropriate disclosures about the use, retention, and deletion of user data. All these new features benefit riders, particularly individuals in Equity-Focused Communities who rely on public transit to access their daily needs, by providing them with an improved, user-friendly platform to report security and cleanliness issues.

During the development process, staff consulted the Metro's Office of Civil Rights and Accessibility Advisory Committee to gather input on suggested changes. Moreover, as this new version is rolled out to the public, there will be several marketing and outreach efforts to promote its adoption among Metro riders. Staff will ensure these efforts are visible throughout the areas that Metro serves and be in multiple languages. User beta testing commenced on September 27, 2024, and included Metro Staff, 20 percent of the overall user base, as well as the AAC and PSAC.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

This recommendation supports Strategic Plan Goals #2.1: Deliver outstanding trip experiences for all users of the transportation system; Metro is committed to improving security and #5.6: Provide responsive, accountable, and trustworthy governance within the Metro organization; Metro will foster and maintain a strong safety culture.

NEXT STEPS

The anticipated full launch date for Transit Watch App 3.0 is the end of the month. The staff working on Transit Watch will continue to improve the mobile app based on planned improvements and customer feedback. The following key performance indicators (KPIs) will continue to be monitored by staff:

- Total monthly incident report submissions
- Total monthly downloads of Transit Watch App
- Customer satisfaction with the Transit Watch App (as answered in a post-report feedback survey)

Staff continue to collaborate with Metro's mobile app consolidation working group as it finalizes its recommendations and next steps.

ATTACHMENTS

Attachment A - Board Motion 46

Attachment B - Key Functions and History of Transit Watch

Prepared by: Robert Gummer, Deputy Chief, System Security and Law

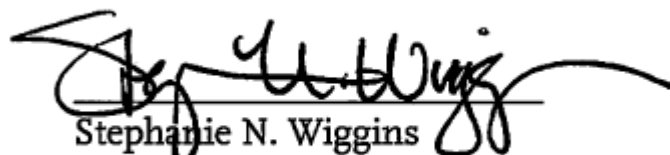
Enforcement Officer, (213) 922-4513

Aldon Bordenave, Deputy Executive Officer, System Security and Law Enforcement,
(213) 922-4507

Nicholas Kappos, Director, Physical Security, (213) 922-2590

Reviewed by: Kenneth Hernandez, Interim Chief Safety Officer, (213) 922-2290

Jennifer Vides, Chief Customer Experience Officer, (213) 940-4060



Stephanie N. Wiggins
Chief Executive Officer



Metro

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

Board Report

File #: 2024-0500, **File Type:** Motion / Motion Response

Agenda Number: 46.

REGULAR BOARD MEETING JULY 25, 2024

Motion by:

DIRECTORS HAHN, BARGER, HORVATH, NAJARIAN, BUTTS, AND YAROSLAVSKY

A Better Transit Watch

Los Angeles Metropolitan Transportation Authority (“Metro”) has developed multiple smartphone applications (apps) for the numerous services that the agency has to offer. One of this agency’s apps, Metro Transit Watch, offers a direct interface between transit riders and Metro services, with a focus on safety.

Using a “See Something, Say Something” approach, the Metro Transit Watch app gives riders the ability to share what they see in real-time, with the ability to call or text transit security directly, or to use an online form to report other issues, like graffiti or a dirty train station platform. This direct connection between the riders and Metro’s staff could be a more powerful tool, informing everything from delayed buses to trash hotspots to someone having a mental health crisis.

While the application offers a variety of ways to report issues and incidents, a majority of Metro users are not aware of this application and its purpose. Wherever possible, Metro users should feel empowered to report their experiences on the system with reassurance that an appropriate response will be taken. A timely follow-up communication with the rider is also a vital component in ensuring our riders feel encouraged to continue using the application in the future.

SUBJECT: A BETTER TRANSIT WATCH MOTION

RECOMMENDATION

APPROVE Motion by Hahn, Barger, Horvath, Najarian, Butts, and Yaroslavsky that the Board direct the Chief Executive Officer to report back by October 2024 on efforts to improve and/or replace the Metro Transit Watch App, including ways to:

- Increase awareness of and access to the app on Metro buses and trains,
- Improve user-friendliness for a more intuitive app; and
- Elevate elements of the app relating to rider experience like cleanliness, graffiti, and other

concerns that extend beyond public safety.

Attachment B – Key Functions and History of Transit Watch App

Key Functions

The app fulfills several critical functions, making it a versatile and indispensable tool for Metro operation and security efforts, including:

- **Facilitating direct communication with Metro’s Security Operations Center (SOC) for safety and security-related incidents through text messages or phone calls.** The SOC communicates directly with Metro Transit Security (MTS), private security officers and law enforcement partner agencies, People Assisting the Homeless, and other parts of the multi-layer strategy, allowing it to act as a central hub that coordinates the response to security incidents.
- **Informing Metro’s security operations.** The desktop application logs every incident report submitted on the app and keeps track of response times to each report. This information is critical in identifying hotspots and determining deployment and other responses.
- **Collecting reports on maintenance issues affecting transit facilities, buses, and trains, helping keep our transit system clean, comfortable, and accessible for our customers.** Maintenance issues regarding graffiti, non-functioning equipment, such as elevators, escalators or lighting fixtures, litter, and general uncleanliness in Metro’s buses, trains, and bus and rail stations are directly forwarded to the Maintenance and Engineering (M&E) Help Desk and M3 system, logged and queued to be addressed.
- **Directing resources to populations sheltering on the transit system.** It allows Metro to mobilize teams to locations where encampments or sheltering are reported to share available information and resources about housing assistance and social service programs to the unhoused population.

Continual Improvements to the Transit Watch App

Prior to 2020, Metro employed a third-party, off-the-shelf commercial product for the Transit Watch (TW) program. While functional, this solution posed several challenges regarding customization, flexibility, and cost. Although the system's primary reporting function was enabled, it soon became apparent that the dynamic nature of Metro’s security operations required a more versatile tool that could be readily adapted to meet changing needs.

In 2019, Metro staff determined that the agency’s Information Technology Services (ITS) department met the technical expertise, skills, and technology services required to deploy, update, and maintain the program as well as to quickly develop, implement, and test new features to meet emerging functional requirements. This shift reduced operating costs, but most importantly, it allowed Metro to tailor the system to address the agency’s unique needs and ensure the flexibility to perform continuous development as new programs and operational procedures emerged. Initially, this led to the

Attachment B – Key Functions and History of Transit Watch App

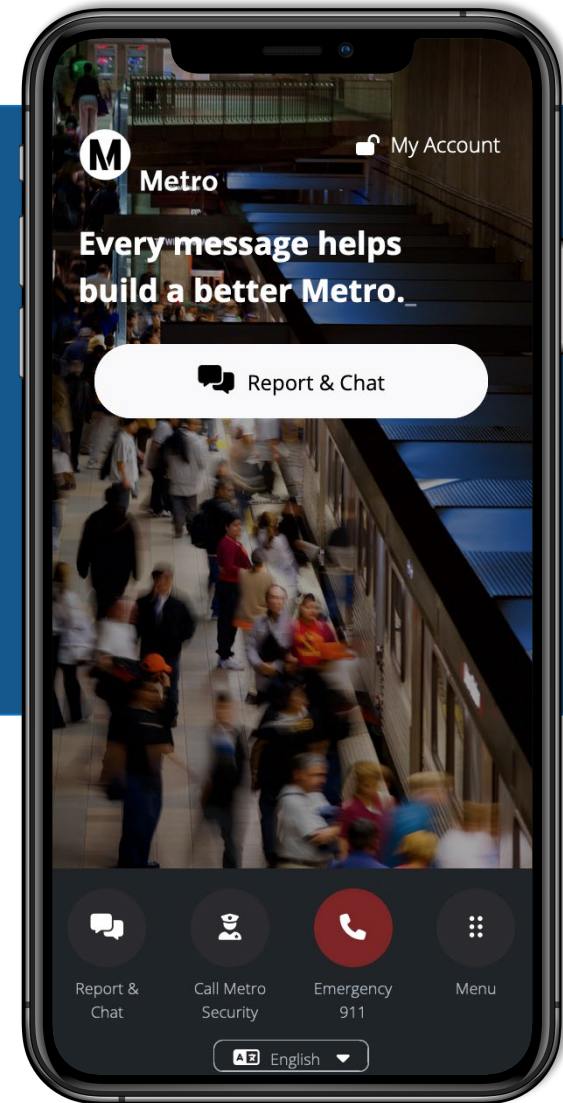
integration of user profiles, categorized reporting, location, line and service information, as well as media and messaging communication.

More recently, the Transit Watch program was updated to integrate such initiatives as the Metro Ambassador Pilot Program and Subway Ancillary Safety effort. Contract Security extensively used Transit Watch to report issues in the subway ancillary areas, resulting in significant improvements in cleanliness and maintenance. New software implementations, like the integration with the agency's M3 system used for maintenance requests, will further streamline business process workflows pertaining to any reports of cleanliness and maintenance and significantly reduce manual processes for Metro's Maintenance and Engineering Help Desk staff.

Throughout the years, these improvements in both the user interface and administrative platform have led to a dramatic decrease in response time, defined as the time between when the Metro Security Operations Center receives an incident report and an initial response is transmitted by a Security Control Specialist, from an average of 4:07 minutes to a 31-second response time to confirm reports; all while experiencing an exponential growth in incident reports year over year.

Metro Transit Watch App Update

Ken Hernandez
Interim Chief Transit Safety Officer



Motion 46 A Better Transit Watch

In July 2024, the Board approved Motion 46 by Directors Hahn, Barger, Horvath, Najarian, Butts, and Yaroslavsky, directing staff to report back in October 2024 on efforts to improve and/or replace the Metro Transit Watch App, including ways to:

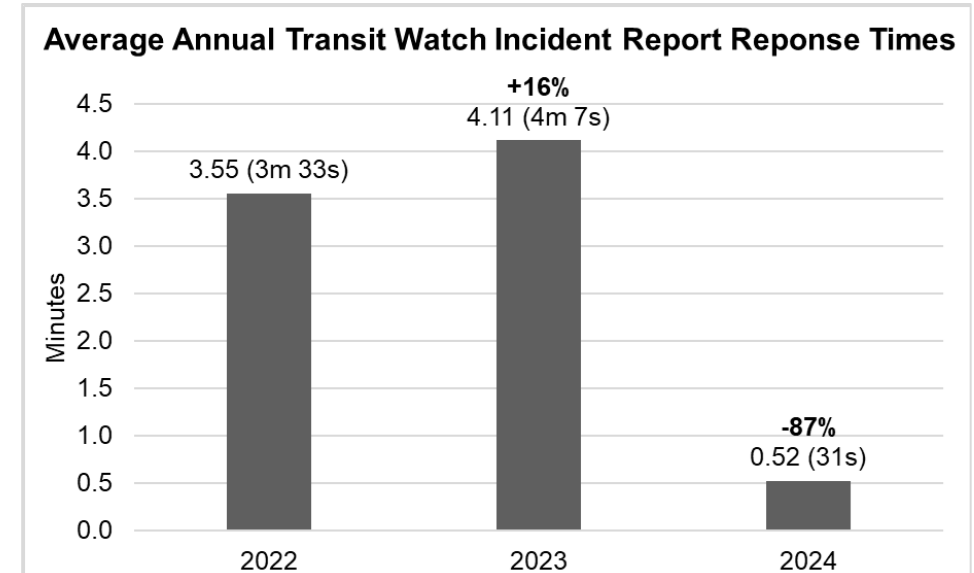
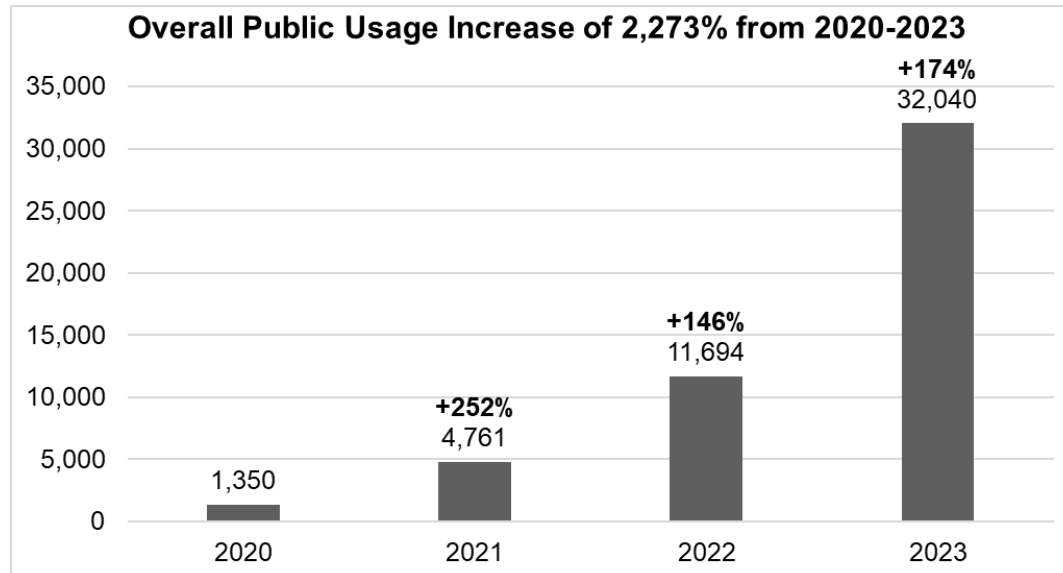
- Increase awareness of and access to the app on Metro buses and trains
- Improve user-friendliness for a more intuitive app
- Elevate elements of the app relating to rider experience like cleanliness, graffiti, and other concerns that extend beyond public safety

Background



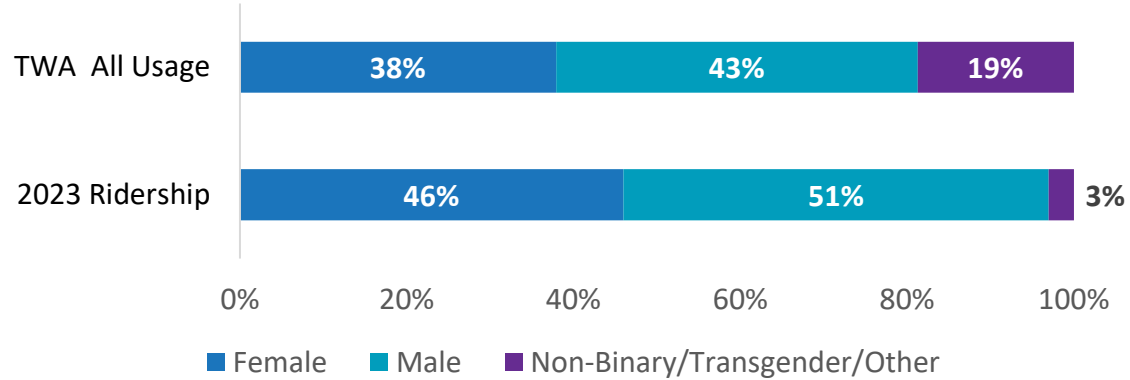
The Transit Watch App (TWA) is a critical component of Metro's efforts to enhance the system's safety and security.

- Provides passengers with an accessible and direct line of 24/7 communication to report security incidents, suspicious activities, safety concerns, and maintenance issues directly to Metro.
- Offers user the option to securely attach photos and provide personal information that can be used to obtain additional incident details.
- Can push notifications with critical alerts from Metro, informing them about important updates like service interruptions and elevator outages.



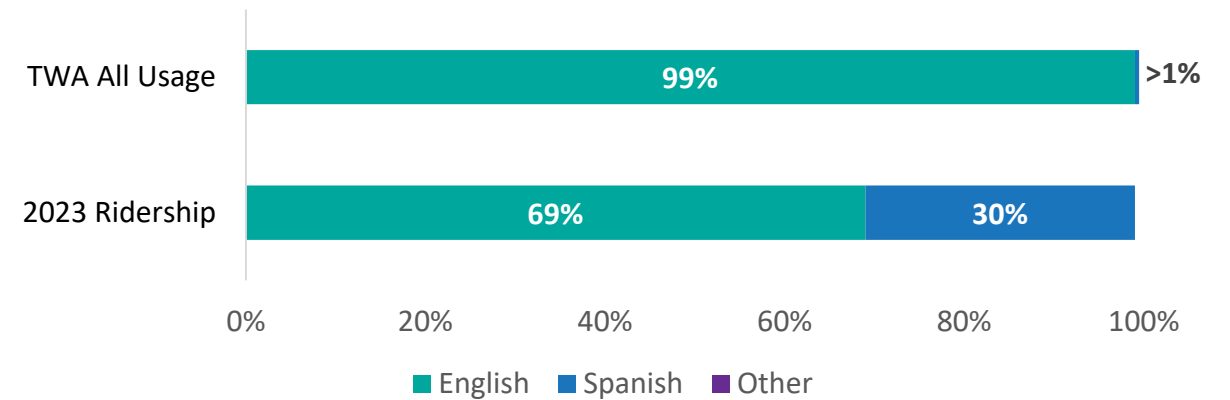
TWA User Demographics

TWA Gender vs Ridership



Source: 2023 Planning Survey; TWA Users (opted-in with gender);
Note: gender grouping is due to different answers collected by TWA vs Planning survey

TWA Languages Used vs Ridership



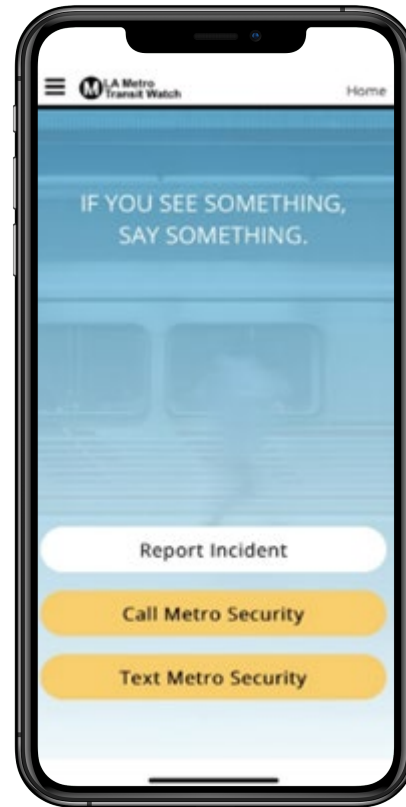
Source: 2023 Planning Survey; TWA Users (language of report)

Why Transit Watch App 3.0?

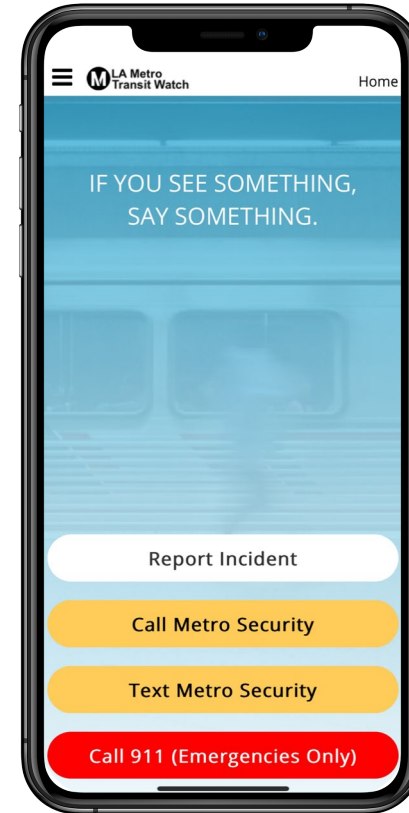
The TWA team has been documenting and addressing updates since the launch of TWA 2.0.

In-depth user experience (UX) testing was conducted in Fall 2023.

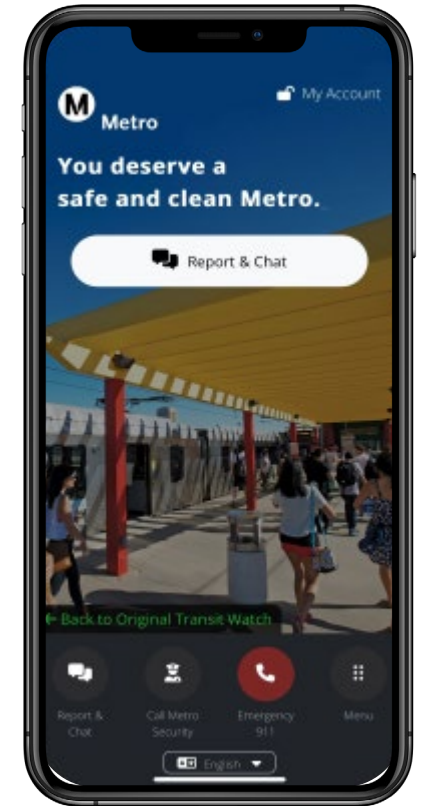
Based on the customer feedback, the team learned that it should launch a new app version instead of making smaller updates to address faster reporting, improvements to location selections, incident transparency, and clearer user interface.



**TWA 2.0
Home Screen –
Fall 2023**



**TWA 2.0
Home Screen –
Current**

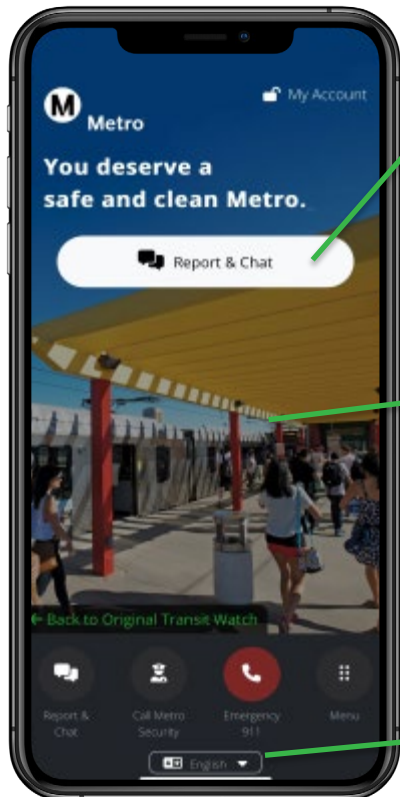


**TWA 3.0
Home Screen**

What's New in TWA 3.0?

End-User Mobile App

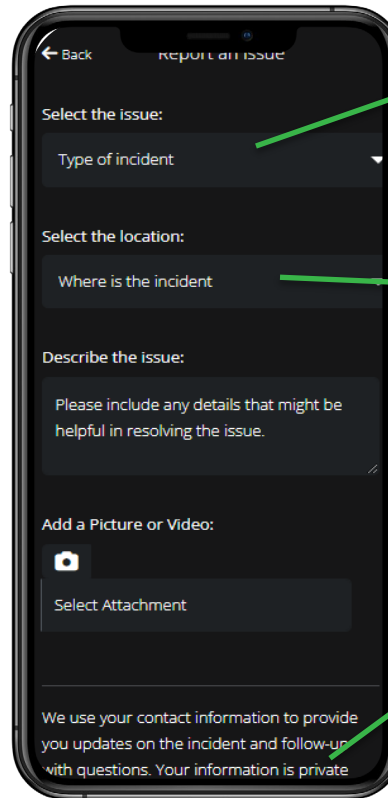
We've made significant updates to the user interface and functionality of the app, enhancing the experience to be more efficient and supportive. These improvements not only make navigation smoother but also empower our staff to respond more quickly to submitted reports.



Highlighting primary action – report & chat with us in the app.

Modern design and inviting user interface with photos and icons

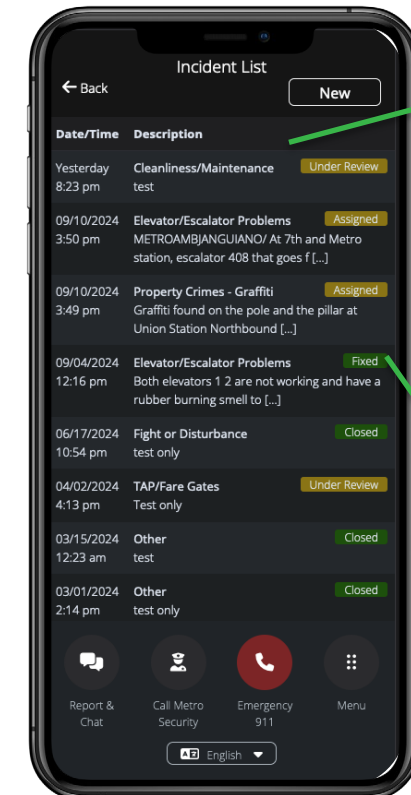
Clear language options (Top 14 languages)



Shortened for quicker submission

More accurate real-time location to help user and staff

Saved information (when logged in to account)



Clearer history of report and chat history

Maintenance tickets with more defined progress and closure categories (connected directly to Metro's maintenance ticketing system)

Beta Testing

On 10/2, the TWA team launched the Beta version of the app for testing to:

- Compare survey results to the previous UX survey data collected on TWA 2.0 to understand satisfaction and ease of reporting.
- Monitor comments for specific feedback on bugs and areas we can improve upon.

Initial roll out of Beta testing focused on TWA power users, PSAC and Accessibility Advisory Council (AAC). To increase usage and survey completion, Beta was expanded to all current users (772 current users as of 10/17/24).

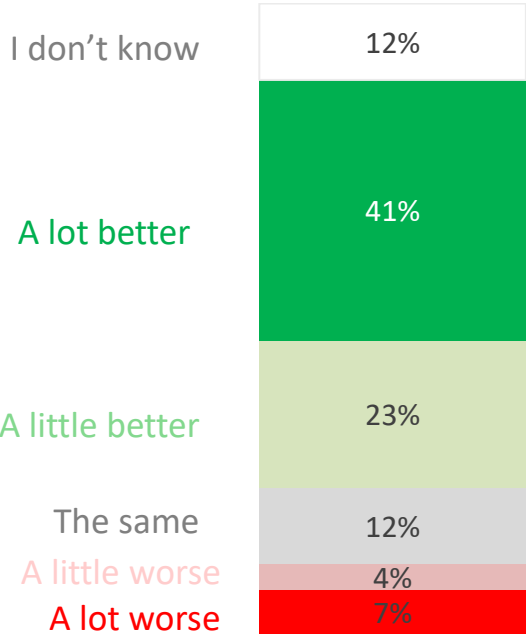
“Great improvements”

Beta User

“... the look is great and the movements seem seamless...”

PSAC Member

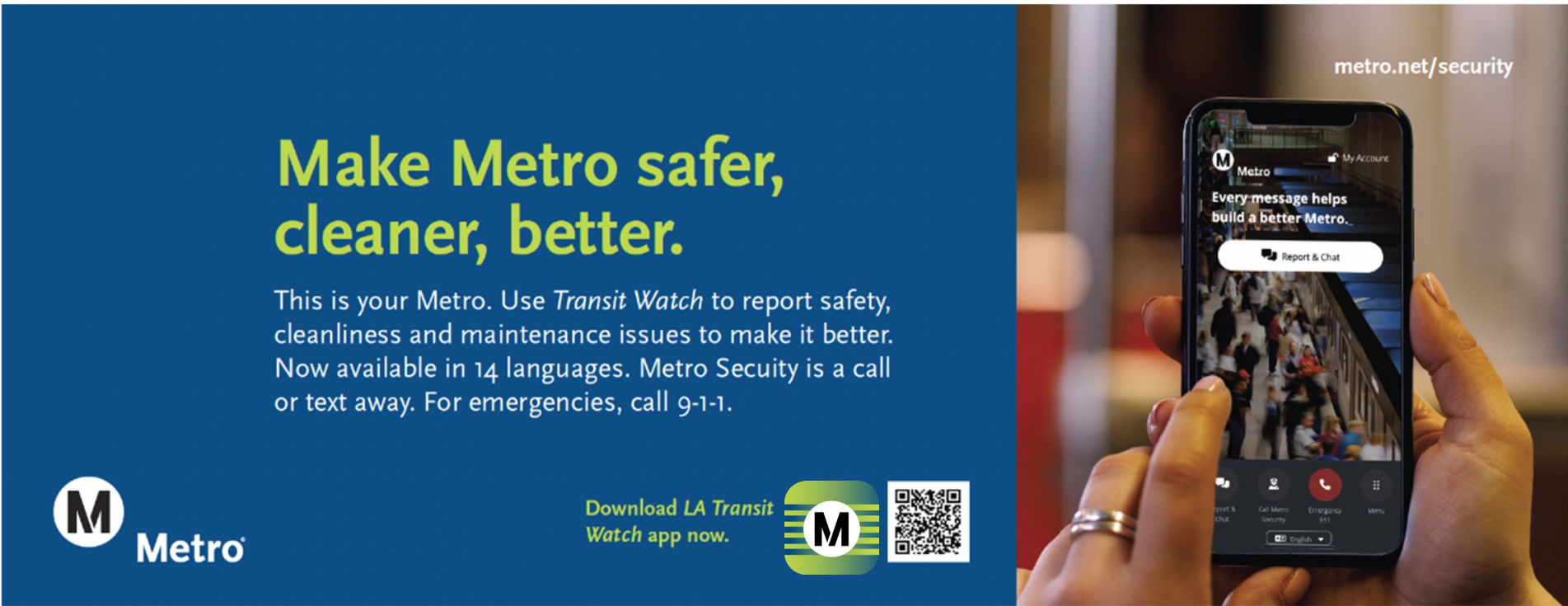
Is this version better or worse than TWA 2.0?



TWA 3.0 Beta Users
As of 10/21, N=75

Marketing Plan

Staff developed a comprehensive marketing communications plan to promote Transit Watch 3.0, encourage its adoption among Metro riders, and clearly articulate the ways in which Transit Watch can be used to report safety, cleanliness, and maintenance incidents. This marketing plan includes digital campaigns, social media promotions, and on-board posters to raise awareness about the app's new features and benefits.



The poster features a blue background on the left with white and yellow text. On the right, a hand holds a smartphone displaying the app's interface. The app screen shows the Metro logo, a 'My Account' link, the text 'Every message helps build a better Metro.', and a 'Report & Chat' button. Below the phone, a QR code and a 'Download LA Transit Watch app now.' link are visible. The Metro logo is in the bottom left corner of the poster.

**Make Metro safer,
cleaner, better.**

This is your Metro. Use *Transit Watch* to report safety, cleanliness and maintenance issues to make it better. Now available in 14 languages. Metro Security is a call or text away. For emergencies, call 9-1-1.

M Metro

Download LA Transit Watch app now.

metro.net/security

My Account

Every message helps build a better Metro.

Report & Chat

Report & Chat

Call Metro Security

Emergency 911

Menu

English

Next Steps

The anticipated full launch date for Transit Watch App 3.0 is the end of the month. The staff working on Transit Watch will continue to improve the mobile app based on planned improvements and customer feedback.

The following key performance indicators (KPIs) will continue to be monitored by staff:

- Total monthly incident report submissions
- Total monthly downloads of Transit Watch App
- Customer satisfaction with the Transit Watch App (as answered in a post-report feedback survey)

Staff will continue to collaborate with Metro's mobile app consolidation working group as it finalizes its recommendations and next steps.



Metro

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

Board Report

File #: 2024-0961, File Type: Oral Report / Presentation

Agenda Number: 27.

EXECUTIVE MANAGEMENT COMMITTEE OCTOBER 24, 2024

SUBJECT: QUARTERLY UPDATE: HOMELESS OUTREACH MANAGEMENT & ENGAGEMENT (HOME)

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Homeless Outreach Management & Engagement (HOME).

ISSUE

Los Angeles is experiencing a homelessness crisis, and many unhoused individuals seek shelter on Metro's rail and busway system. Since 2018, Metro has been funding local social service agencies to deploy multidisciplinary outreach teams that engage and deliver resources and services to unhoused riders. In addition, Metro has partnered with local homeless shelters to provide beds for the outreach teams to utilize. This is a report on the status and outcomes of Metro's homeless engagements.

EQUITY PLATFORM

Metro's efforts to address homelessness on the transit system through its homeless outreach program directly benefit unhoused individuals in LA County. Using a multi-layered deployment strategy that combines several departments, Metro strategically engages the most disenfranchised members of the community. Multidisciplinary Teams (MDTs) have a direct impact on Metro's efforts to invest in Equity Focus Communities by providing homeless outreach services within EFCs throughout the Metro system.

Prepared by: Craig Joyce, Deputy Executive Officer, (213) 418-3008

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



Stephanie N. Wiggins
Chief Executive Officer

Metro Homeless Outreach Management & Engagement (HOME)

Quarterly Update
October 2024



HOME Outreach Teams

24 Multidisciplinary Teams (MDT)

- 23 teams are onboarded w/ remaining team in recruitment
- Deployed 7 days a week, w/ 24hr Coverage M-F
- Ongoing coordination w/ Ambassadors, Security and Law Enforcement to focus on End of Line and Focus stations

Homeless Outreach Costs & Projection:

- FY24 Cost (19 MDTs, 25 Interim beds & Metro staff): \$10.4M
- Projected maximum annual cost (24 MDTs, 45 Interim Beds & Metro staff): \$17.8M



Goals & Outcomes

Last Year

(July 2023 – June 2024)

Annual Housing Goal: 966
placements

Grand Total: 2,116 (219%)

Total Interim: 1,737

Total Permanent: 379

5,442 New HMIS Enrollments

This Year

(July 2024 – Sept. 2024)

Annual Housing Goal: 1,800
placements

Quarter 1:

Grand Total: 666 (37%)

Total Interim: 594

Total Permanent: 72

1,660 New HMIS Enrollments

End of Line Count & Survey – Sept 2023 to Sept 2024

Overall Survey Results

51% Survey Participation

67% of respondents indicated that this city/jurisdiction is where they most often experience homelessness


57% Deboard to Outdoor Locations

75% Reboard When Service Begins


21%  PEH Counted

Sept 2023: 207 Sept 2024: 163

Effects of Collaboration

73%  Union Station

- One-train-at-a-time boarding
- End of line cleaning & alighting
- Fare Checks

50%  N Hollywood

- B Line Tap-to-Exit Fare Enforcement
- G Line open door elevators
- Onsite LIFE program registration

32%  APU/Citrus

- Parking Lot User Safety (PLUS)
 - Brighter lighting
 - Open door elevators
 - Ambient sound device
- Throne Restroom

24/7 Shelter Beds Status

LA Family Housing

(SPA 2, SF Valley; July 2024-Sept 2024)

20 Singles Beds

100% Capacity

28 Total Placements



LAHSA

(SPA 6, South LA; June 2024 – Sept 2024)

25 Singles Beds

88% Capacity

57 Total Placements



LA Global Care

(SPA 6, South LA; Mar 2023-Sept 2024)

25 Family Beds

92% Capacity

73 Total Placements



Partnership – DHS Mobile Clinic



Locations & Outcomes

Recurring:

WLMP Station

- 2x per month
- Thurs 9 – 2pm

Test Sites:

North Hollywood Station

Norwalk Station

People Assisted Since Partnership Inception
(March 2023 – September 2024)

New Patients: **167**

Returning Patients: **146**

Thank You



Board Report

File #: 2024-0964, File Type: Oral Report / Presentation

Agenda Number: 28.

EXECUTIVE MANAGEMENT COMMITTEE OCTOBER 24, 2024

SUBJECT: STATE AND FEDERAL REPORT

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE October 2024 State and Federal Legislative Report.

ISSUE

This report was prepared on October 8, 2024, and will be updated, as appropriate, at the Executive Management Committee meeting on October 24, 2024. The status of relevant pending legislation is monitored on the [Metro Government Relations Legislative Matrix <https://libraryarchives.metro.net/DB_Attachments/241018%20-%20October%202024%20-%20LA%20Metro%20Legislative%20Matrix.pdf>](https://libraryarchives.metro.net/DB_Attachments/241018%20-%20October%202024%20-%20LA%20Metro%20Legislative%20Matrix.pdf), which is updated monthly.

DISCUSSION

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

Chair Hahn and members of the Executive Management Committee, I am pleased to provide an update on several key federal matters of interest to our agency.

Metro Board Chair Southeast Gateway Line Advocacy Trip to Washington, DC - Included Meetings at the White House, USDOT and the U.S. Capitol

Metro Board Chair and Los Angeles County Supervisor Janice Hahn led a delegation of officials from the Gateway Council of Governments on an ambitious trip to Washington, DC to advocate for the Southeast Gateway Line. Specifically, Chair Hahn's trip focused on ensuring that the Southeast Gateway Line - Metro's #1 priority for the Federal Transit Administration's Capital Investment Grant Program - is included in the FTA's Fiscal Year 2026 New Starts Report. The delegation led by Chair Hahn held high-level meetings with White House infrastructure officials, with senior aides for Secretary Pete Buttigieg at the U.S. Department of Transportation, and with federal elected officials including U.S. Senator Alex Padilla (D-CA), U.S. Senator Laphonza Butler (D-CA), U.S. Senator Brian Schatz (D-HI), and Congressmembers Adam Schiff (D-CA) and Robert Garcia (D-CA).

Participants in the delegation led by Chair Hahn also had an opportunity to discuss the status of the Southeast Gateway Line with senior aides for both the House Transportation and Infrastructure Committee and the Senate Banking, Housing and Urban Affairs Committee - both of which have jurisdiction over transit related matters in Congress.

U.S. Department of Transportation - Status of Federal Government Spending Bills

On September 26, 2024, President Biden signed into law a continuing resolution (H.R. 9747 - Continuing Appropriations and Extensions Act, 2025) that was earlier adopted by both the U.S. Senate and House of Representatives. The continuing resolution signed into law by the President will keep federal agencies - like the U.S. Department of Transportation - funded through December 20, 2024. Metro's Government Relations team will remain in close communication with professional staffers working for members of the Los Angeles County Congressional Delegation to ensure that any final spending bill for the balance of federal fiscal year 2025 will ensure the free flow of federal transportation dollars to our agency, in amounts consistent with the levels authorized by the Bipartisan Infrastructure Law (P.L. 117-58).

East San Fernando Valley Light Rail Project - Full Funding Grant Agreement Event

Metro's Government Relations worked closely with key federal stakeholders, including Acting FTA Administrator Veronica Vanterpool, U.S. Senator Alex Padilla (D-CA) and Congressman Tony Cardenas (D-CA) to ensure the success of an event held on September 6, 2024, to mark the signing of a \$893 million Full Funding Grant Agreement (FFGA) for the East San Fernando Valley (ESFV) Light Rail Transit Project. This FFGA was unique in that LA Metro is the only transit agency in the nation to conclude such an agreement under the FTA's Expedited Project Delivery Pilot Program.

Federal Transit Administration - Tour Provided for FTA Deputy Administrator

Metro was pleased to host FTA Deputy Administrator Veronica Vanterpool on Saturday - September 7, 2024, for a tour of several major capital projects, including the Metro Airport Connector Project, the Westside Purple Line Extension (Section 3), and a visit to Exposition Park - where Metro CEO Stephanie Wiggins and her staff outlined our mobility plans for the upcoming 2028 Olympic and Paralympic Games.

Transit Operator Safety

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

On September 25, 2024, the FTA provided a notice through the Federal Register that it will be "issuing a General Directive to address the significant and continuing national-level safety risk related to assaults on transit workers." According to the FTA, "the General Directive requires each transit agency subject to FTA's Public Transportation Agency Safety Plans (PTASP) Final Rule to conduct a

safety risk assessment, identify safety risk mitigations or strategies, and provide information to FTA on how it is assessing, mitigating, and monitoring the safety risk associated with assaults on transit workers. Each transit agency serving a large urbanized area must involve the joint labor-management Safety Committee when identifying safety risk mitigations.”

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

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

Metro is working with a diverse number of partners to secure financial support from the federal government for our agency’s efforts related to the 2028 Olympic and Paralympic Games. This effort is outlined and informed by our Board-approved 2024 Federal Legislative Program. In 2024, we have been working with the appropriate congressional committees to explore how the Fiscal Year 2025 Transportation, Housing and Urban Development bill might include funding for mobility related projects and initiatives tied to the upcoming 2028 Olympic and Paralympic Games. We are pleased that the U.S. Senate’s Fiscal Year 2025 THUD bill included \$200 million for Olympics-related mobility projects. Likewise, we are encouraged that Congressman Robert Garcia circulated a letter - signed by 17 members of the House - urging House leaders to include a similar amount of funding in their Fiscal Year 2025 THUD spending measure. We are also continuing to work with the Biden-Harris Administration - including the U.S. Department of Transportation (USDOT) - to discuss how funding for mobility-related projects and initiatives tied to the 2028 Olympic and Paralympic Games might be included in the Fiscal Year 2026 White House Budget that will be released in early 2025.

Federal Transportation Grants

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

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

Chair Hahn and members of the Board, I am pleased to provide an update on several state matters of interest to our agency.

Legislative Update

The 2023-24 regular legislative session in Sacramento ended on August 31st. Governor Newsom had until September 30th to act on every bill that the legislature passed. Overall, this was a typical session year in terms of number of bills introduced, which was 2,159. Of those, 56% were sent to the Governor, and 84% of those bills sent to the Governor were signed. Metro's sponsored ethics legislation, AB 3123 by Assemblymember Reggie Jones-Sawyer (D - Los Angeles) was signed on September 27. Metro-supported AB 761 by Assemblymember Laura Friedman (D - Glendale) was signed on September 22. This bill will allow an enhanced infrastructure financing district (EIFD) enacted primarily to develop and construct passenger rail projects in Los Angeles County to last 75 years instead of 45 years, to align it with Transportation Infrastructure Finance and Innovation Act (TIFIA) loan terms. Finally, Metro-supported SB 1297 by Senator Ben Allen (D - Santa Monica) was also signed by the Governor. This bill which would authorize, until January 1, 2032, the City of Malibu to establish a speed safety pilot program for speed enforcement that utilizes up to 5 speed safety systems on Pacific Coast Highway. All three of these bills will take effect on January 1, 2025.

Special Legislative Session

Following the conclusion of the regular legislative session, Governor Newsom called for a special legislative session to address oil and gas price spikes. The purpose of this special session is primarily to consider the Governor's proposal to prevent price spikes by authorizing the California Energy Commission (CEC) to require refineries to maintain a minimum inventory of refined fuel throughout the distribution chain to avoid supply shortages. The proposal would also authorize the CEC to require refiners to plan for resupply during scheduled maintenance. The first hearings of the legislature's special session began in mid-September in the Assembly. The Assembly passed the Governor's proposal, ABX2-1, on October 1, and the Senate is due to vote on this bill on October 11.

LA County Legislative Delegation Coordination

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

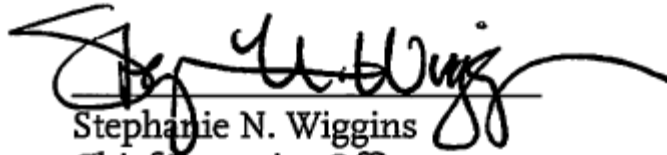
State Equity Analysis

Government Relations will continue to work with the Office of Civil Rights, Racial Equity, and Inclusion in reviewing legislation introduced in Sacramento to address any equity issues in proposed bills and the budget process. In the most recent month, staff has coordinated legislative efforts related to the Olympics, as well as through the solicitation of legislative ideas for our 2025 legislative program.

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Raffi Hamparian, Deputy Executive Officer, Government Relations, (213) 922-3769

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



Stephanie N. Wiggins
Chief Executive Officer



Government Relations Relevant State Legislation and Federal Affairs Update

Executive Management Committee
October 24, 2024

State Advocate Report:

- **2024 Sponsored and Supported Legislation**
- **State Budget Advocacy Wrap-up**
- **State Finance Update**
- **LA County Delegation Post-Election Outreach**

Federal Affairs Update

- **Metro Board Chair Southeast Gateway Line Advocacy Trip to Washington, DC**
- **U.S. Department of Transportation – Status of Federal Government Spending Bills**
- **East San Fernando Valley Light Rail Project – Full Funding Grant Agreement Event**
- **Federal Transit Administration – Tour Provided for Acting FTA Administrator**
- **Transit Operator Safety – FTA Safety Directive**
- **U.S. Department of Transportation/ 2028 Olympic and Paralympic Games**
- **Federal Transportation Grants**