



Metro Transit Ambassador Pilot Program Services Overview



June 2022

Transit Ambassador Program Background

- Ambassadors will add a customer-friendly Metro “brand” presence on the system.
- Improved customer experience through a more visible presence.
- Build relationships with Metro riders and Metro employees.
- Offer in-person support to riders geared toward improving the everyday interactions that transit customers experience.



Pilot Program Background

Metro's summer 2021 Public Safety Perceptions Survey results show:

- Significant support for assistance and staff presence on the system who can help customers with disabilities (89% support more staff);
- Significant support for assisting riders experiencing homelessness (85% support more staff); and
- Significant support for Metro Transit Ambassadors (82% support having Ambassadors on Metro).

Connecting Riders

Transit Ambassadors will be trained by Metro to play a rider-facing and welcoming role and help connect riders to resources and/or assistance.

- Transit Ambassador Program will enhance and support Metro's Mobile Crisis Outreach program– (partnership with the Department of Health).
- Pairing Transit Ambassadors with Crisis Intervention Specialist teams is a successful industry best-practice and reduces response time.
- Expand partnerships with County, City and utilize support from community-based organizations to provide staffing and resources to enhance the Transit Ambassador Program.

Pilot Program Overview

The pilot Program will utilize contracted services to develop, operate, and manage a cohesive unit of qualified and effective public-facing personnel deployed at Metro's direction throughout the transit system.

1. Metro wants to ensure equitable program coverage systemwide.
2. Ambassadors will be units comprised of mobile and fixed post personnel that are trained to play a rider-facing and welcoming role; communicate with security to improve safety for all riders and operators; and help connect vulnerable riders to resources and/or assistance.
3. Pilot program ensures maximum flexibility to strategically deploy an effective program to address critical rider and employee concerns.

Staff Recommendations

- A. AUTHORIZE the Chief Executive Officer to negotiate and award firm fixed unit rate contracts to Strive Well-Being Inc. (Contract No. PS88001001) and RMI International Inc. (Contract No. PS88001000) to provide a pilot Transit Ambassador Services Program.
- Strive Well-Being's contract not to exceed amount is \$15,878,421 for the three-year base pilot and \$11,879,023 for the additional two, one-year options, for a total not to exceed amount of \$27,757,444.
 - RMI International's contract not to exceed amount is \$55,400,768 for the three-year base pilot and \$39,690,212 for the additional two, one-year options, for a total not to exceed amount of \$95,090,980. The combined total not to exceed amount for both firms over the five-year pilot is \$122,848,424.
- B. DELEGATE authority to the Chief Executive Officer to execute any future Memoranda of Understanding (MOUs) with Los Angeles County departments and/or City of Los Angeles partners for supplementary ambassador program services to enhance the Ambassador Program during the pilot period, in an amount not-to-exceed \$20,000,000, inclusive of administrative fees and other pilot initiatives, in support of the annual investments identified for Transit Ambassador Program Services in Board Motion 26.2.

Proposed Service Coverage

- **Strive Well-Being, Inc.** – 100% SBE and included CBO partners in their proposal
 - Union Station Homeless Services
 - Communities Actively Living Independently Free
 - Homeboy Industries
- Proposed Staffing: **up to 55**
- Proposed locations: **Rail system and station elevators**



Proposed Service Coverage

- **RMI International, Inc.** – Minority-Owned Business.
 - WorkSource Regional Business Services
 - Southeast LA County Workforce Development Board
 - Proposed to partner with SBE Eagle Protection Services
- Proposed Staffing: **up to 244**
- Proposed locations: **Entire Metro system**



Pilot Program Evaluation

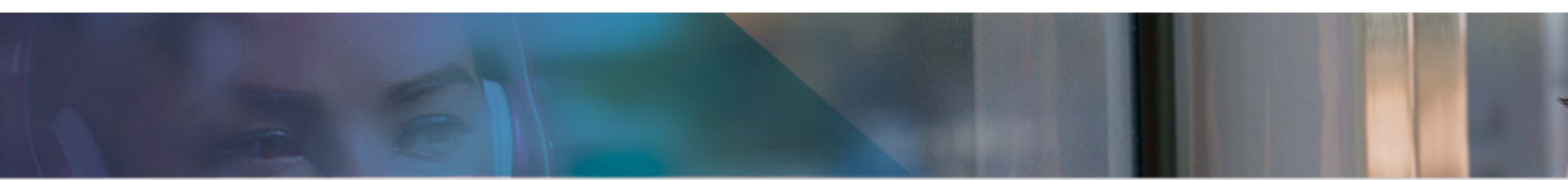
Initial Program Evaluation Metrics will be based on:

- Regular rider and employee surveys (pre- and post-)
- Bus vs. rail rider engagement analysis
- Established metrics based on industry best-practices

Evaluation will be expanded to include Customer Safety Surveys, Focus Groups, consideration of equity impacts and community engagement.

Next Steps

- **August 2022:** 60-day Mobilization Period to begin – staffing, work plans, and comprehensive pre-deployment training
- **30 days before program launch:** Metro will begin public information campaign to educate riders and employees on new Ambassador program
- **Fall 2022:** Ambassador Program Launch



Thank you.