

**OVERALL SYSTEM - GENERAL COMMENTS**

**ATTACHMENT B**

Please provide comments, concerns on the overall Corporate Sponsorship program, policy, process, etc for collaboration.

Concern (-)	Feedback (+)	Metro Department	Department Stakeholder
A new policy with considerations to Vision 2028, and Metro's Equity Platform is required to execute a responsible sponsorship program.	A corporate sponsorship program may generate an estimated \$665M for the agency long-term (over 25 years). This would be free-and-clear funds the agency may use towards station/stop maintenance, improvements, and other programs.	Marketing	Lan-Chi Lam
<ul style="list-style-type: none"> <li>Bus and Train wraps. Customers have complained that the wraps that cover windows are a hazard. The wraps prevent people about to board a train or bus from seeing clearly whether there is a hazard inside. The concern with the vehicle wraps for customers has traditionally been that the wrap does not prevent them from seeing from inside the vehicle out. Looking into the vehicle from the platform has never been an issue. Note before wraps are placed, the joint Committee reviews the design for any obvious concerns.</li> </ul>		Operations	Diane Corral-Lopez
<ul style="list-style-type: none"> <li>Vehicle Interior Automatic Announcement Systems (AAS). There are a number of operational challenges with using the bus and train interior announcement systems for advertising:                             <ul style="list-style-type: none"> <li>We have approximately 2400 buses and 400 rail cars. We would need sufficient infrastructure at all the divisions to permit the uploading of new messages; otherwise this will have to be done manually at significant cost and effort.</li> <li>The buses and rail cars have various types of interior AAS equipment. Unless the input is standardized across all the systems, it will be an operational challenge to develop various updates to upload across all vehicle types.</li> </ul> </li> </ul>		Operations	Diane Corral-Lopez
	Metro should explore every revenue generating opportunity. May also want to consider other forms of advertisements for non-revenue vehicles and along the right-of-way where applicable.	Operations	Diane Corral-Lopez
When considering changes to station or line names, Metro needs to ensure that the legibility of the system be maintained or improved through any potential sponsorship per Metro Vision 2028 Goal 2.2: "Metro is committed to improving legibility, ease of use, and trip information on the transit system."	As an example, agencies such as TfL have demonstrated a broad menu of temporary and longer-term creative sponsorship strategies that have been organized to protect brand integrity and navigation tools throughout the system. Link: <a href="https://tfl.gov.uk/info-for/business-and-commercial/commercial-opportunities/commercial-partnership-opportunities">https://tfl.gov.uk/info-for/business-and-commercial/commercial-opportunities/commercial-partnership-opportunities</a>   Arts & Design	Arts & Design	Maya Emsden
To ensure that Metro is pursuing the best possible partnerships and maintains transparency with the public, the value of sponsorship opportunities should be evaluated based on real terms, net of any agency costs, including labor/administration costs. A cost/benefit analysis should be included in evaluation criteria.		Arts & Design	Maya Emsden
	Arts & Design should be added to list of owners/stakeholders of assets that are developed and managed by unit (e.g., public art, fleet, signage)	Arts & Design	Maya Emsden

Parking kiosk and parking ticket advertising (all park and ride stations except for Union Station)	Parking kioks have solar panels on top and on the sides which need to remain free of wrapping and obstructions to power the kiosks. The kiosks only dispense parking receipts upon request. Parking tickets are not issued.	Parking Management	Stacie Endler

## LINES - RAIL AND BUS

Please provide comments, concerns on the specific rail and bus lines in considering a sponsorship program

Asset / Program	Asset / Program Owner	Concern (-)	Feedback (+)	Metro Department	Department Stakeholder
A Line (Blue)	Rail Operations				
B Line (Red)	Rail Operations				
C Line (Green)	Rail Operations		The C Line is valuated at a high rate due to the various large companies along the route including aerospace, LAX support, LA Lakers, etc.	Marketing	Lan-Chi Lam
D Line (Purple)	Rail Operations				
E Line (Expo)	Rail Operations				
G Line (Orange)	Bus Operations				
J Line (Silver)	Bus Operations				
L Line (Gold)	Rail Operations				
Dodgers Express	Bus Operations				
SoFi Stadium Express	Bus Operations				
BRT Lines	Bus Operations				
All Bus Lines	Bus Operations				

## ADDITIONAL ASSETS AND PROGRAMS

Please provide comments, concerns on additional assets and programs in considering a sponsorship program

Asset / Program	Asset / Program Owner	Concern (-)	Feedback (+)	Metro Department	Department Stakeholder
FREEWAY SERVICE PATROL	Congestion Reduction				
			FSP vehicles are seen by thousands of motorists each day while they rove LA County freeways during the peak commuting periods.	Congestion Reduction	John Takahashi
			Placards to display advertising media may be applied to the sides of the pylon on each truck. The pylon is the large metal bracket where the amber/red light bar is mounted on top of the truck.	Congestion Reduction	John Takahashi
		FSP vehicles have limited space to display advertising after program identifying decals are afixed. By law, these vehicles are required to display (3" lettering) company name, address, phone number, and CA number.		Congestion Reduction	John Takahashi
		FSP vehicles are owned and operated by tow service providers located throughout the county. Will the application of advertising media be done at these locations?		Congestion Reduction	John Takahashi
		FSP trucks experience body damage due to the type of services it performs. It is expected that any media applied to these trucks will also be damaged over time. A media replacement program should also be in place to address this concern.		Congestion Reduction	John Takahashi
		The FSP program is a statewide congestion mitigation program that provides assistance to motorists through a partnership between Metro, CHP, & Caltrans. Currently FSP programs statewide have adopted Metro's decal guidelines. Although this is not a requirement for the other programs, the intent was to provide motorists a visual seamless transition of FSP from county to county. Any changes to the current decal configuration or truck paint color, as a courtesy, should be communicated to our partner agencies CHP & Caltrans before implementation.		Congestion Reduction	John Takahashi
			We are supportive of the concept and in the past, have had discussions around corporate sponsorship of the FSP program with other FSP operators in California. As John Takahashi indicated, we have to be mindful of the FSP related restrictions as we move forward. We can definitely use the funding as costs continue to rise and there is a local match requirement. Thanks for reaching out.	Congestion Reduction	Shahrzad Amiri
METRO BIKESHARE	Countywide Planning				
			It would be ideal to plan/schedule a sponsorship partnership to key program expansion - more cities, more neighborhoods, more bikes, more docks, etc	Marketing	Lan-Chi Lam
PUBLIC RESTROOMS					

PARKING STRUCTURES	Countywide Planning			
Sierra Madre Villa Parking	Countywide Planning			
Atlantic Parking	Countywide Planning			
Irwindale Parking	Countywide Planning			
APU/Citrus Parking	Countywide Planning			
Arcadia Parking	Countywide Planning			
La Cienega/Jefferson Parking	Countywide Planning			
Monrovia Parking	Countywide Planning			
Willow Parking	Countywide Planning			
Expo/Sepulveda Parking	Countywide Planning			