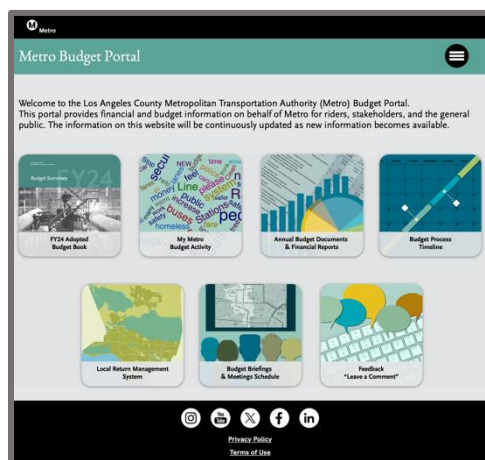


Public Engagement Strategy

The FY25 budget outreach strategy was designed with a rider-centric focus. Metro engaged with the public through the following efforts: Telephone Town Hall (TTH) meetings, the My Metro Budget activity, the Budget Portal (budget.metro.net), and the budgetcomments@metro.net email. Below is a snapshot of the results of these efforts:

Public Engagement	Participation
Telephone Town Hall - October 2023 & April 2024	>8,600
My Metro Budget activity responses	>4,300
My Metro Budget activity comments	>3,600
My Metro Budget QR cards	21,000
Budget Portal Users – budget.metro.net	>780 (January 1, 2024 – April 18, 2024)
Email Blasts/Community Newsletters	>15
The Source/EI Pasajero Posts	2
Social Media Platforms	5
Newsprint Publications - Public Hearing Announcement	20
Stakeholder & Public Engagement Meetings	>25

Metro Budget Portal

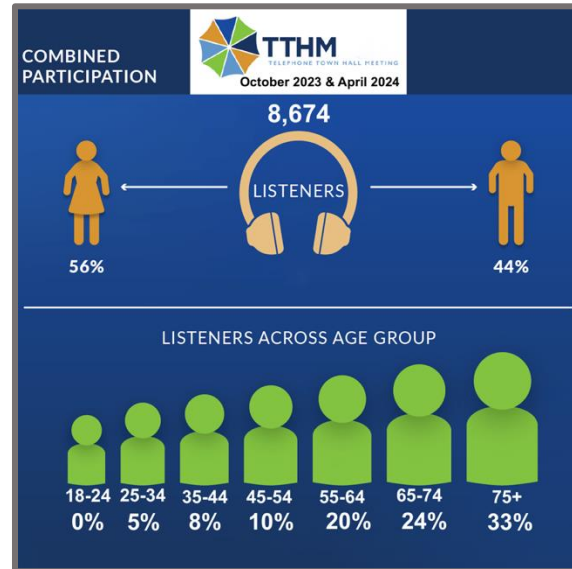


The budget portal remains to be the primary source for information, documents, timelines, notifications, and more about Metro’s budget. Redesigned with a new look, OMB continues to refine the accessibility features for the public and visitors can leave a comment about Metro’s budget and sign-up for updates.

Telephone Town Hall

Attachment A

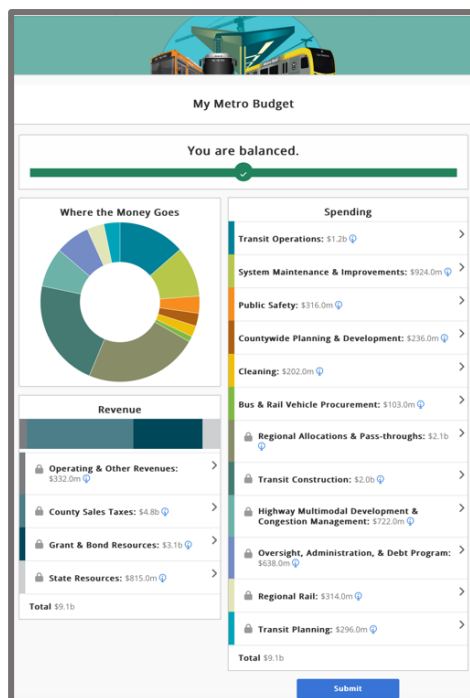
The FY25 budget outreach started in October 2023 with the first of two telephone town halls. More than 8,900 English and Spanish callers joined the unique virtual forum to listen, provide their questions, and have their questions answered by Metro senior leadership. The main topics raised at the Telephone Town Hall events were safety and security, frequency and reliability, and cleanliness on the bus and rail system, and at bus stops and rail stations. The TTH events have been an invaluable outreach activity for reaching the Equity Focus Community (EFC) and particularly beneficial for residents who would not typically have time to attend a regular public meeting or who cannot participate online. The recordings of the Telephone Town Hall are available on the budget portal. The figure summarizes combined English and Spanish statistics from the October 2023 and April 2024 Telephone Town Hall meetings.



My Metro Budget Activity

Metro encouraged the public to engage with the My Metro Budget activity to provide feedback on how Metro should allocate its budget. Participants were able to learn about Metro’s budget and increase/decrease from budget categories in order to let Metro know where they think resources should be focused.

The quantitative feedback received was essential to the development of the budget.

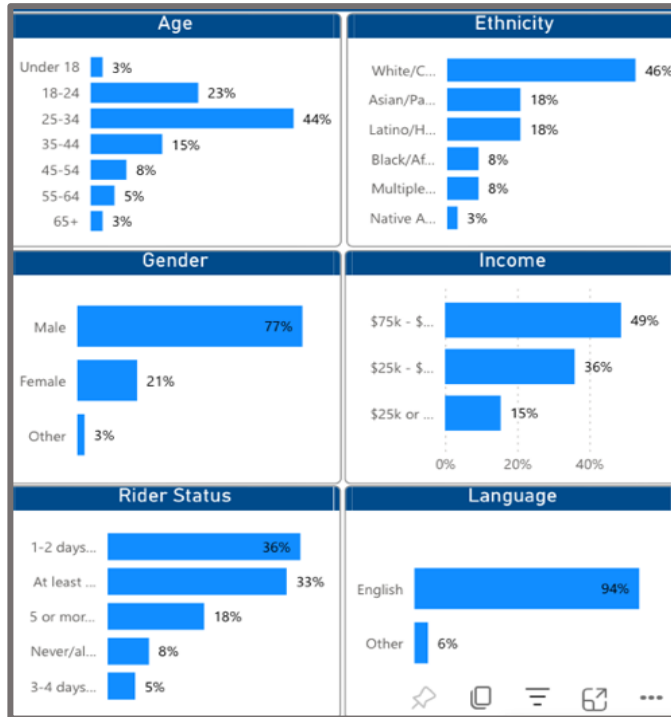


This year there were over 4,300 responses and 3,600 written comments, a significant increase in the base participation from last year. On average, respondents were on the activity for approximately 22 minutes.

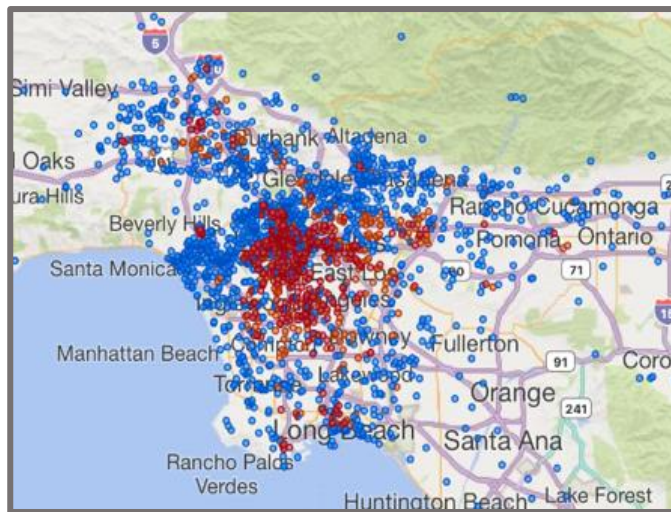
My Metro Budget activity results, and other budgetary information are available on the Metro budget portal at budget.metro.net.

Below are My Metro Budget activity demographic results and a map to show participant locations.

Attachment A



The overall demographics are shown in the figure on the left. This year 47% of respondents reside in an EFC, 35% have an income less than \$25,000, 37% are Hispanic, and 54% ride 3+ days a week. These demographics closely mirror the demographics of LA County and Metro’s ridership. The sample of respondents is statistically valid, meaning the overall results will not change significantly with additional responses.



Shown here is a map of where participants are located. The orange and red points on the map indicate members of the Equity Focus Community who are high need and very high need. Metro remains focused on reaching out to members in Equity Focus Communities.

Stakeholder and Public Meetings

The budget public hearing is legally required, pursuant to California PUC codes 130106 which states “Notice of time and place of the public hearing for the adoption of the annual budget shall be published pursuant to Section 6061 of the Government Code, and shall be published not later than the 15th day prior to the date of the hearing.” This year, 20 newspaper publications were published 15 and 30 days prior to the event announcing the budget public hearing in several different languages.

Attachment A

FY25 Budget – Outreach Meeting Schedule			
Meeting	Date	Time	Completed
Telephone Town Hall	Oct 19, 2023	6-7 p.m.	X
Regional Service Council – San Fernando Valley	Feb 7	6:30-8:30 p.m.	X
Regional Service Council – Gateway Cities	Feb 8	5-7 p.m.	X
Regional Service Council – Southbay Cities	Feb 9	9:30-11:30 a.m.	X
Regional Service Council – San Gabriel Valley	Feb 12	5-6:30 p.m.	X
Regional Service Council – Westside Cities	Feb 14	6-8 p.m.	X
Community Advisory Committee – GA	Mar 27	6-8 p.m.	X
San Gabriel Valley COG	Apr 3	4 p.m.	X
Telephone Town Hall	Apr 16	6-7 p.m.	X
Policy Advisory Council	Apr 16	1:30 p.m.	X
Westside Cities COG	Apr 23	2 p.m.	X
Community Advisory Council	Apr 24	6 p.m.	X
Technical Advisory Committee	May 1	9:30-11 a.m.	
Local Transit Systems Subcommittee	May 1	1:30 p.m.	
Regional Service Councils – FY25 Budget	May 7	3–5 p.m.	
San Gabriel Valley COG	May 8	4 p.m.	
Accessibility Advisory Committee	May 9	1 – 3 p.m.	
South Bay COG	May 13	10:30am	
Public Hearing	May 15	3 p.m.	
Streets & Freeways Committee	May 16	9:30 a.m.	
Valley Industry Commerce Association	May 21	8:30-10:30 a.m.	
Bus Operators Subcommittee	May 21	9 a.m.	
Board Adoption	May 23	9:30 a.m.	
Gateway Cities COG	June 5	4 p.m.	
Measure M Oversight	TBD	TBD	