

Response to Motion 25: Addressing Rider Feedback from Telephone Town Hall

Below is the report back for Motion 25 on how Metro is addressing, promoting and/or improving the initiatives which were received as community feedback at the telephone town hall.

See Motion 25 included in this document on page 10 of this statement.

A. Increased lighting throughout the system

Response: Metro is upgrading lighting systems with more reliable and energy-efficient LED fixtures to enhance visibility and deter issues like encampments and vandalism at rail and bus stations (G Line and J Line). Lights at G Line Roscoe Station walkway were replaced with solar lights as a pilot for other installations being planned, such as throughout all G Line Stations. Preventive maintenance on lighting is conducted quarterly to ensure functionality. To ensure consistent lighting levels across the system, a Standard Operating Procedure for measuring illumination will be integrated into preventive maintenance inspections.

B. Cleanliness on buses and trains

Response: Dedicated Bus and Rail Quality Assurance teams conduct monthly inspections to uphold these standards. To enhance our efforts, we will integrate customer feedback and operator reports to proactively address problem areas and schedule additional deep cleans as needed. We are actively hiring and providing specialized training for supervisors and maintenance teams. The FY26 Cleaning budget totals \$316.2 million, a 13.1% increase over last year and includes 24 new custodial staff and 84 new service attendants to ensure a clean transit system.

On a scale of 1 -10 with 10 being the best, bus and rail cleanliness efforts over the past three years have resulted in the below averages:

- Bus – Overall rating increasing from 8.43 in 2022 to 8.70 in 2024
- Rail – Overall rating increasing from 8.58 in 2022 to 8.96 in 2024

Cleaning protocols and frequencies for buses and trains (Current & Planned)

Metro prioritizes a clean and pleasant experience on both buses and trains through regular daily and nightly cleaning, including thorough interior and exterior detailing, with deep cleans every 6,000 miles.

Bus	Rail
Buses are cleaned at several of the terminals during layover stops throughout the day.	Rail cars are cleaned at several end of line locations.
Nightly cleaning - wipe downs of operator's area and touch points throughout the bus/car, mopping the floors, removing all graffiti, and cleaning the exterior of the cars utilizing the bus/train car wash.	
Deep cleans - performed at least once every 6,000 miles (interior and exterior)	
Quality Assurance - monthly inspections to ensure cleanliness standards are met.	
ENHANCEMENTS	
Talent Acquisition is currently filling open positions for all bus/rail divisions to be fully staffed as soon as possible.	
Upcoming Supervisor Training classes on how to improve and maintain improvements in fleet cleanliness.	
Provide feedback to employees who cleaned buses to encourage and thank employees for meeting higher performance standards and conduct management audits.	
In service mid-line cleaning at key locations throughout the rail system. Mid-line cleaning will have staff riding the trains between major connection hubs and cleaning up waste while trains are in service.	

C. Timely elevator maintenance

Response: Below is a summary of information on elevator maintenance and repairs.

Current process for elevator maintenance and repairs

All elevators are inspected and have preventative maintenance performed on a monthly basis. Any deficiencies found are corrected immediately. Any items showing wear or limited life expectancy are scheduled for replacement as soon as the replacement material is acquired. As-needed repairs for calls received are performed immediately or as soon as material is available if not currently on hand.

Average response times for elevator maintenance requests

Response times for units reported out of service are:

- Seven (7) days a week, including holidays
- 30 minutes between the hours of 6:00 am to 9:00 pm
- One (1) hour for emergencies between 9:01 pm and 5:59 am

Other Initiatives

Elevator/Escalator upgrades

Metro has ongoing capital projects including comprehensive upgrades to over 100 elevators and 80 escalators across the system.

Elevator Attendant Pilot with Return-to-Work Employees Launches

In March 2025, the Return-To-Work unit began assigning Metro employees to the B/D Line at Pershing Square Station. These Transitional Duty Elevator Attendants help provide additional eyes and ears to monitor elevators and deter inappropriate activity, as well as assist riders with wayfinding and documenting safety, cleanliness, and issues with disruptive passengers to the Transit Watch App and Rail Operations Control Center. This program, which is already underway to monitor traditional bathrooms at El Monte Bus Station and Harbor Gateway Transit Center, will also expand to other B/D Line station elevators.

Polycarbonate protective shields

Metro is actively working to enhance the safety and reliability of its elevators, particularly addressing the issue of broken glass vandalism that can disrupt service. In February 2022, a proactive initiative was launched to install polycarbonate protective shields on the elevator glass. This measure aims to prevent vandalism and minimize out-of-service time. Significant progress has been made, with 111 of the 166 elevators identified now equipped with polycarbonate protective shields. The installation process for the remaining 55 elevators is currently underway and is strategically planned to extend over the next 24 months.

Heavy-duty vinyl flooring

In 2017, an assessment identified 117 elevators with flooring prone to fluid seepage into the elevator shaft, leading to odors and equipment corrosion. These floors were subsequently replaced with heavy-duty vinyl. An assessment in July 2024 identified 53 additional transit elevators requiring floor replacement due to cuts, holes, or

tripping hazards. To date, 19 of these floors have been replaced with full project completion anticipated by October 2025.

- D. Expansion of and interaction with small businesses and disadvantaged enterprises, including outreach to small businesses and disadvantaged businesses enterprises

Response: The Diversity and Economic Opportunity Department (DEOD) is committed to supporting the small and disadvantaged business community by hosting and participating in various outreach and engagement initiatives. Through workshops, industry forums, and a number of other networking events, DEOD provides resources, guidance, and opportunities to help small businesses grow and succeed. Through outreach and engagement events, which are made available to the public on Metro's Vendor Portal at business.metro.net, DEOD aims to continue maximizing small business participation on Metro projects.

Key Outreach and Engagement

Annually, Metro host and/or support on average 70 small business-related outreach events.

- 32 MetroConnect Events/Workshops
- 7 Metro Targeted Outreach (for specific projects such as FMS, Link US, etc.)
- 25 Metro Technical Workshops (Certification, CUF, Audit, etc.)
- 30 External Outreach Events (City & County of LA, Regional Chambers of Commerce, Professional Associations, etc.)

Access to contracting opportunities

Metro's main resource in facilitating access to contracting opportunities for these businesses is by utilizing Metro's Online Vendor Portal. The vendor portal provides small businesses with the most up to date information regarding contracting opportunities with Metro. The vendor portal also allows firms to view upcoming news and events, the 12-month look-ahead, awarded contracts, open solicitations, small business set-aside solicitations, and offers other helpful and informative resources to the small business community. Additionally, when a business registers as a vendor with Metro, the Vendor/Contract Management (V/CM) team notifies firms via email about relevant contracting opportunities. Metro also ensures the latest and upcoming contracting opportunities are shared during Transportation Business Advisory Council (TBAC), Industry Forums, and project specific targeted outreach events.

Plans to increase interactions and outreach

Metro plans to increase interactions with and outreach by enhancing its engagements and outreach to small businesses in the following ways:

- Utilize social media: Leverage social media platforms to promote events, resources, and success stories.
- Offer One-on-One Consulting: Provide personalized guidance and support to help businesses develop with one-on-one focused technical assistance with professional business mentoring provided by industry professionals in the areas of professional services, architectural and engineering (A&E), construction and project management services, alternative project delivery methods and construction.
- Expand Training Programs: Guided access to business resources, mentoring in the areas of estimating, scheduling, forms preparation, Change Order and/or the Modification approval process, proposal submission and claim filing, training, workshops and referrals to other industry professionals and/or service providers to further support and develop small business needs.

E. Metro's Bike Share (MBS) program

Response: The FY26 Budget includes \$7.7M for Bikeshare Expansion. The current Metro Bike Share (MBS) program consists of 225 stations and up to 1,800 bikes. Of these bikes, 10% - 15% are pedal assisted Electric Bikes (e-bikes). E-bikes continue to generate the highest utilization at 4.1 trips/bike/day compared to the classic "human-powered" pedal bikes at 0.49 trips/bike/day.

MBS ridership grew 18% year over year, generating 519,392 trips during calendar 2024 which represents the highest ever annual ridership. Reduced fare usage (passholders and ridership) also grew year over year with reduced fare trips totaling 162,702 or 31% of total rides in 2024. Currently 47% of MBS stations are in EFCs and generate 40% of overall ridership.

Expansion, improvements, and maintenance

Metro has secured two grants, REAP (State) and RCN (Federal), to support the expansion of MBS. Metro is currently coordinating with LADOT to ensure a

commitment to implement the expansion. When authorized, this expansion will add approximately 100 stations and 1,000 bikes. The expansion will be within the City of Los Angeles and connect the Central/Downtown and Westside service areas (from Vermont Ave to Westwood Bl and Exposition Bl to Wilshire Bl).

Metro is also working with other interested jurisdictions to explore the ability to expand MBS – County of Los Angeles, Culver City, Glendale, etc.

Metro is currently working on other improvements to MBS including upgrading all MBS equipment (stations, docks and bikes), increasing the number of available pedal assisted e-bikes, and enhancing and updating the website and mobile app to streamline the bike check-out process.

Other Initiatives

Metro is working to move MBS stations onto Metro rail and bus stations and other Metro project areas, where appropriate to improve connectivity to Metro's bus and rail services. As such, five (5) MBS stations will be installed along the Rail to Rail Active Transportation Corridor Project – Segment A, along Slauson. Metro is also working to incorporate charging stations to ensure e-bikes are charged in the most efficient manner to meet customer needs.

F. Metro's Free and Reduced Programs

Response: Below is a list of the free and reduced fare programs, and relevant information and initiatives.

GoPass

Since its launch in 2021, the GoPass program has recorded over 51 million boardings—including 6.9 million in the first half of FY25 alone, a 14% year-over-year increase—demonstrating its continued success in promoting public transit usage for K-14 students throughout LA County. The program, now a permanent initiative entering its fifth year, has served 481,845 unique participants through the first half of FY25 (40% of the 1.2 million eligible students in participating districts).

Outreach

Metro continues to expand outreach through back-to-school and on-campus registration events to boost enrollment. Currently, 130 districts—spanning public, charter, private, adult/vocational, and community colleges—representing over 1,600 schools participate in the program. Metro staff are actively working to onboard

additional schools and districts, increase student registrations, and encourage on-going transit use for school commutes across LA County.

The GoPass team conducts outreach on an average of 5-7 community and school events per month, sharing information about the program and details on how to obtain a GoPass card. Work is being done year-round with program administrators to ensure that students at their schools receive information needed to obtain and register their GoPass cards. This includes emails directly to GoPass students who have opted to receive communication from Metro.

Next school year, there will be a county-wide paid marketing campaign launching during the back-to-school season and continuing throughout the school year. This will be a mix of social media, targeted digital ads, and paid search.

U-Pass, E-Pass, SEP, and ATAP - Commute Services:

Metro has launched an agency-wide initiative to boost awareness of its Commute Services programs. As part of this effort, the goals for FY25 include increasing employer pass revenue by 18%, adding 54 new employer accounts, and growing lead generation by 667% through targeted marketing campaigns.

In FY24, the Employer Pass Program generated \$4.99 million in revenue with 10,991 participants. The U-Pass Program brought in \$2.54 million in revenue, serving 43,585 student participants.

Outreach

Metro is primarily targeting businesses in LA County with 50 employees or more that are located within one mile of a Metro transit option, employee transportation coordinators, and LA County business organizations including Chambers of Commerce, rotary clubs, SBE groups, and others. Secondly, Metro is working to engage businesses who meet the California AQMD standards and current bus and rail riders that work at potential business partners.

The outreach is being conducted through the following methods:

- Metro.net branded landing page
- Engaging current Commute Services customers
- Market commute services opportunities through the Vendor Portal
- Customer Care Center Holders
- Bus Car Cards
- Rail Posters
- Video walls
- Internal departmental collaboration

- Social Media (Paid and Organic)

LIFE Program

The program now has over 415,594 total LIFE participants. LIFE boardings continue to grow as customers participate in the program and utilize LIFE subsidies. During the first half of FY25, LIFE free boardings totaled 10.6 million and has reached well over 48 million boardings since 2021.

Outreach & Initiatives

In November 2024, Metro marketing launched a 7-month campaign to raise awareness of the LIFE program and drive sign-ups and renewals. The campaign primarily targeted Spanish-speaking communities, with also awareness to English-speaking African American communities. Staff utilized trusted media channels, including newspapers, radio, billboards, digital, social media, and search, concentrating on areas with high public transit use but low program adoption.

Other outreach initiatives are underway, including LIFE Bus Car Cards, which have seen new LIFE advertisements added to buses by six Transit Agencies:

- Antelope Valley Transit (AVTA)
- Baldwin Park Transit
- Foothill Transit
- Gtrans (Gardena)
- Santa Clarita Transit
- Torrance Transit.

The LIFE Program is partnering with the South LA Eco Lab project to provide 6-month transit passes to LIFE riders within a specific area of South Los Angeles.

Metro continues to collaborate with community-based organizations and local government agencies, including the County and City of Los Angeles, to assist with extensive program promotion, outreach, and referral. One of such promotions is the Uber Pilot, which was launched in October of 2024 and resulted in 533 rides booked (Oct. – Dec. 2024). This program allows agencies and riders to book rides directly on the UBER landing page and/or the UBER app and pay for the service with UBER coupons provided by the LIFE Limited Program. The UBER coupon is a great alternative to the current taxi vouchers which have a 100% utilization rate.

Response to wildfires

Additionally, Metro was quick to respond to the devastating wildfires that broke out in LA County on January 7, 2025 by offering free transit to all Angelenos during the crisis. In order to assist the wildfire survivors, Metro expanded the criteria to include

individuals and families displaced by the wildfires. This effort proved to be beneficial with over 4,493 Wildfire Relief participants enrolled in the program, providing almost 60 thousand free boardings.



Metro

Board Report

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EXECUTIVE MANAGEMENT COMMITTEE
FEBRUARY 20, 2025

Motion by:

DIRECTORS HAHN SANDOVAL AND DUPONT-WALKER

ADDRESSING RIDER FEEDBACK FROM TELEPHONE TOWN HALL

On February 4th 2025, the Los Angeles County Metropolitan Authority (Metro) invited LA County residents to provide input on the agency's annual budget through a live and interactive Telephone Town Hall.

As part of Metro's ongoing "Putting People First" engagement efforts, these annual telephone town halls' serve as a tool for Metro to gather input from riders, encouraging discussion around cleanliness, bus and rail service, and riders' overall transit experience.

In addition to this annual telephone town hall meeting, LA Metro also released their Metro Budget Portal in October 2024, a valuable tool that aims to increase education and transparency about Metro's revenue and spending while also collecting riders' feedback. While a report back is expected on Metro's budget tool this spring, input collected from the telephone town halls is also important in understanding how the agency could improve the experience for both existing and future riders.

At this year's annual telephone town hall, riders expressed interest in a wide array of topics. Suggestions included adding lighting throughout the system to enhance safety, increasing the frequency of bus and train cleaning, and improving the promotion of SBE/DBE opportunities.

While it is important to acknowledge that Metro is already making strides in these areas, riders and stakeholders should know that their voices are being heard, and that this agency's goals and budget reflects the communities it serves.

SUBJECT: ADDRESSING RIDER FEEDBACK FROM TELEPHONE TOWN HALL MOTION

RECOMMENDATION

APPROVE Motion by Hahn, Sandoval and Dupont-Walker that the Board direct the Chief Executive Officer to report back in 90 days on how Metro is addressing, promoting and/or improving the following initiatives which were received as community feedback at the telephone town hall:

File #: 2025-0132, **File Type:** Motion / Motion Response

Agenda Number: 25.

- A. Increased lighting throughout the system;
- B. Cleanliness on buses and trains;
- C. Timely elevator maintenance;
- D. ~~Promotion of DBE/SBE workshops~~ Expansion of and interaction with small businesses and disadvantaged enterprises, including outreach to small businesses and disadvantaged businesses enterprises;
- E. Metro's Bike Share program; and
- F. Metro's Free and Reduced programs.