

02. Universal Basic Mobility

Universal mobility means that everyone –

No matter their age, ability, location, and socioeconomic status — can access transportation options that will get them anywhere they need to go.

Increase Access to Opportunities by making it Safe, Clean, and Affordable

Reduces Inequality and Promotes Equity/Dignity

March 2024

02. UNIVERSAL BASIC MOBILITY

Metro's Current System of Partnerships and Policies

System Partnerships

- UBM Pilot LADOT- Mobility Wallet
- Visionary Seed Funding

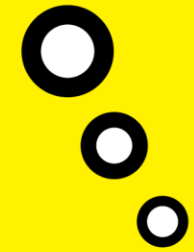
Programs

- Fareless System Initiative (FSI)
- GoPass
- LIFE
- UPass
- Access Services

Policies/Plans/Other Opportunities

- Fare Capping
- Equity Platform/Analysts (MBEAT, EPET, REA)
- CBO Partnering Strategy
- Aging and Disability Report
- How Women Travel Report + Much More
- Workforce development
- Minority business contracting opportunities
- Measure M Five-Year Comprehensive Assessment & Report

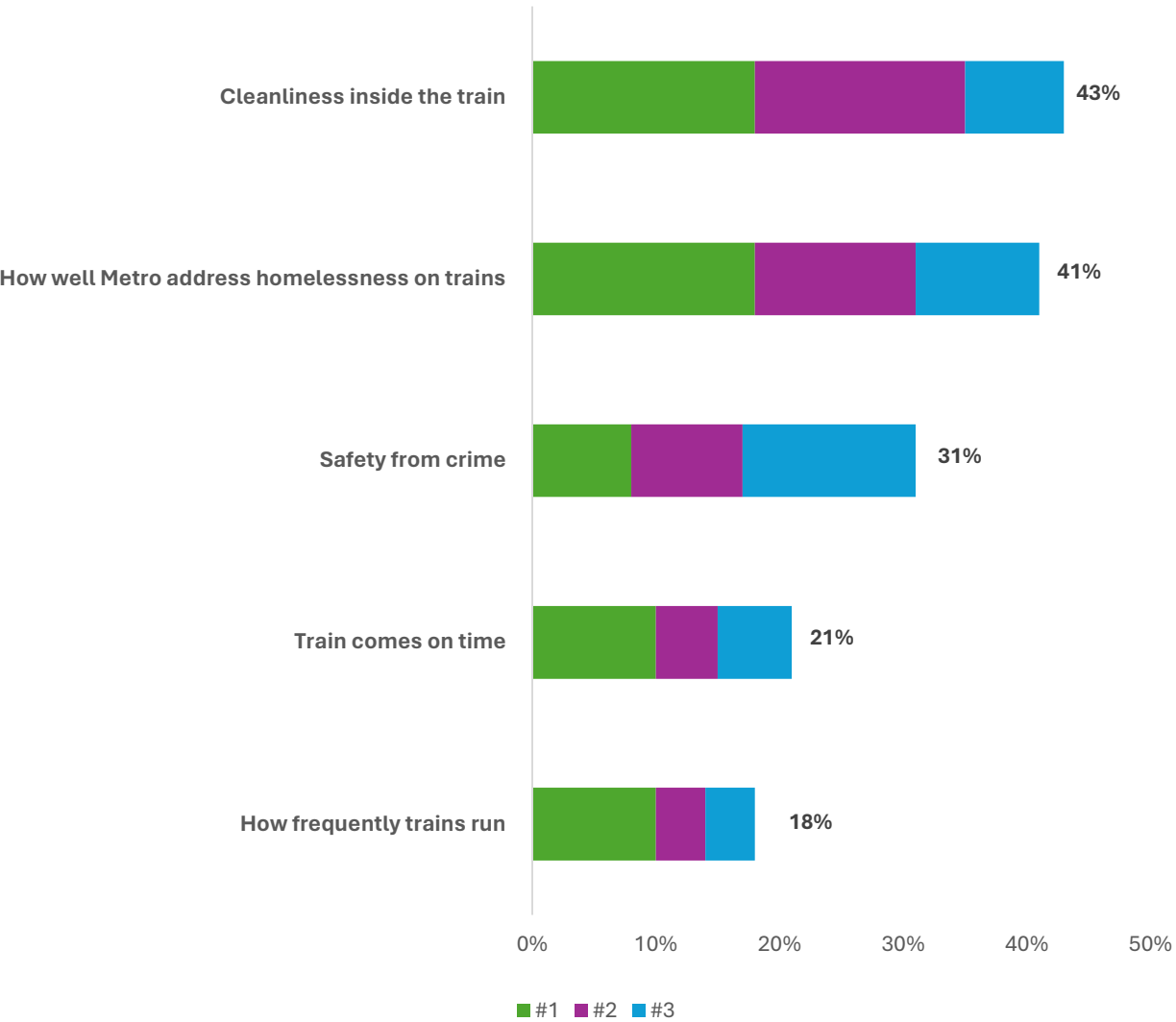




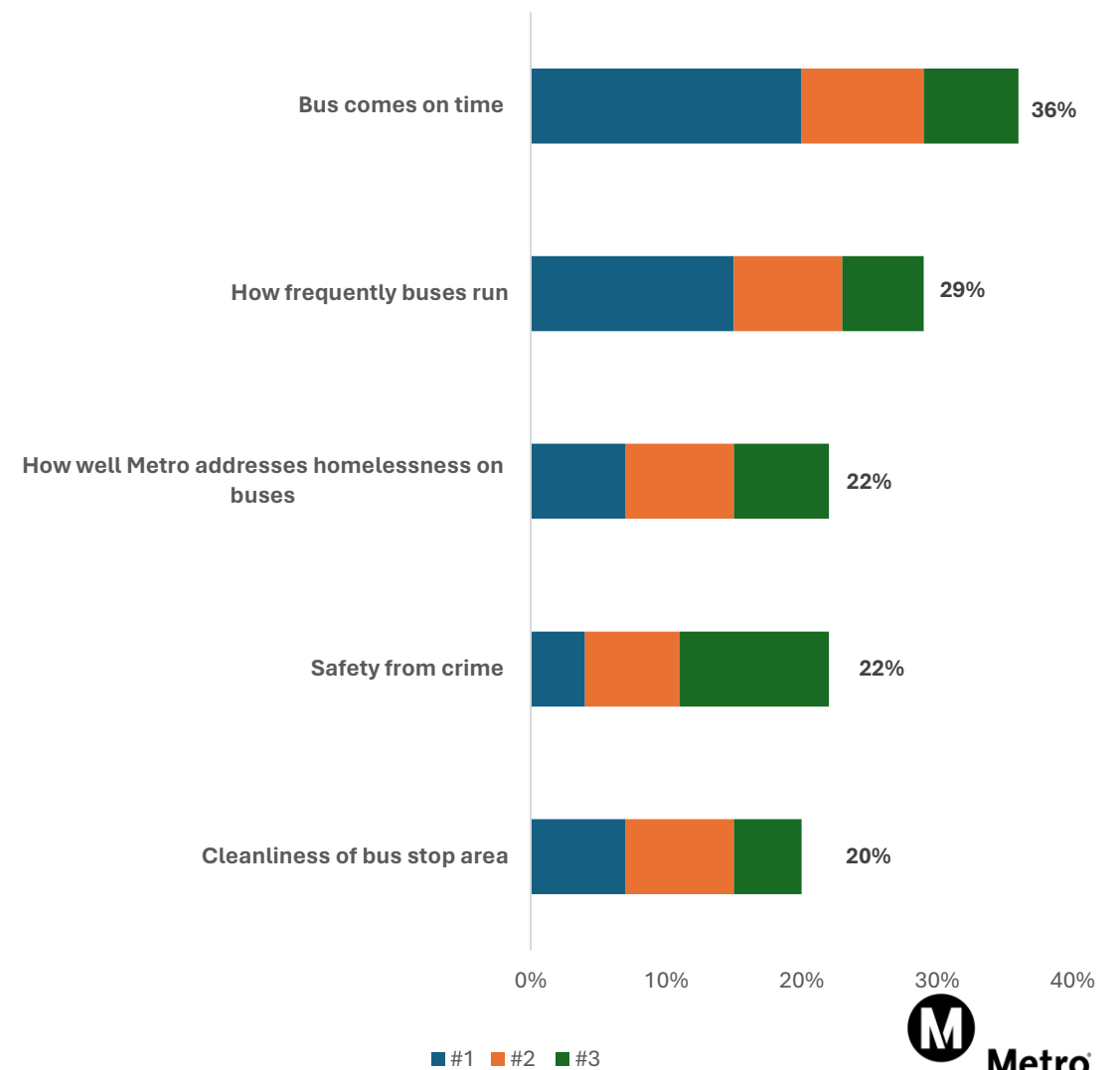
Customer Experience Priorities

2022 Top 5 Aspects Customers Want Metro to *Improve*

RAIL



BUS



Customers notice when we don't invest in maintaining our system.

Cleanliness	67% NOT satisfied with cleanliness inside the train station	69% NOT satisfied with cleanliness inside the train
Safety	63% NOT satisfied with safety from crime on Metro rail	59% NOT satisfied with enforcement of Metro Rail rules

2022 Customer Experience Survey

And respond well when we do.

In 2023, we:

- Launched the Metro Ambassador program
- Increased security and law enforcement presence
- Increased homeless outreach teams
- Increased M&E HelpDesk staffing
- Deployed custodial staff to high incident areas

This helped increase our ridership:

11.6%
from 2022 to 2023

How do we succeed?

Our Customer Promise

We want to be your ride and we know we need to earn it. We promise to listen to you, learn from you, and improve for you.

We need to *make it...*



Safe

provide customers with secure, safe, and uneventful trips.



Clean

maintain a clean environment for customers.



Comfortable

enhance customer enjoyment of riding the system.



Reliable

get customers where they want to go quickly and reliably.



Easy

provide customers with simple, accurate, and timely information.

FARE PROGRAMS: Equality v. Equity

Provides benefit equally

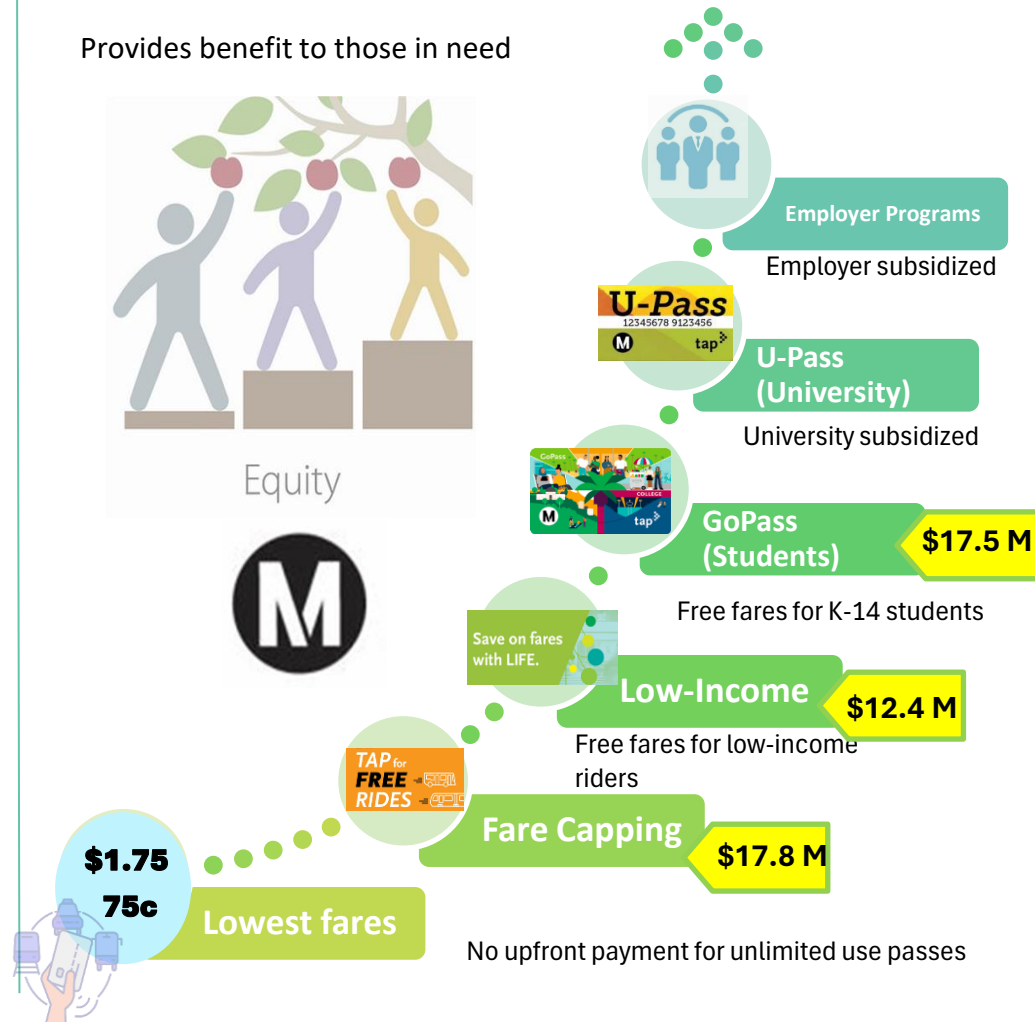


Equality

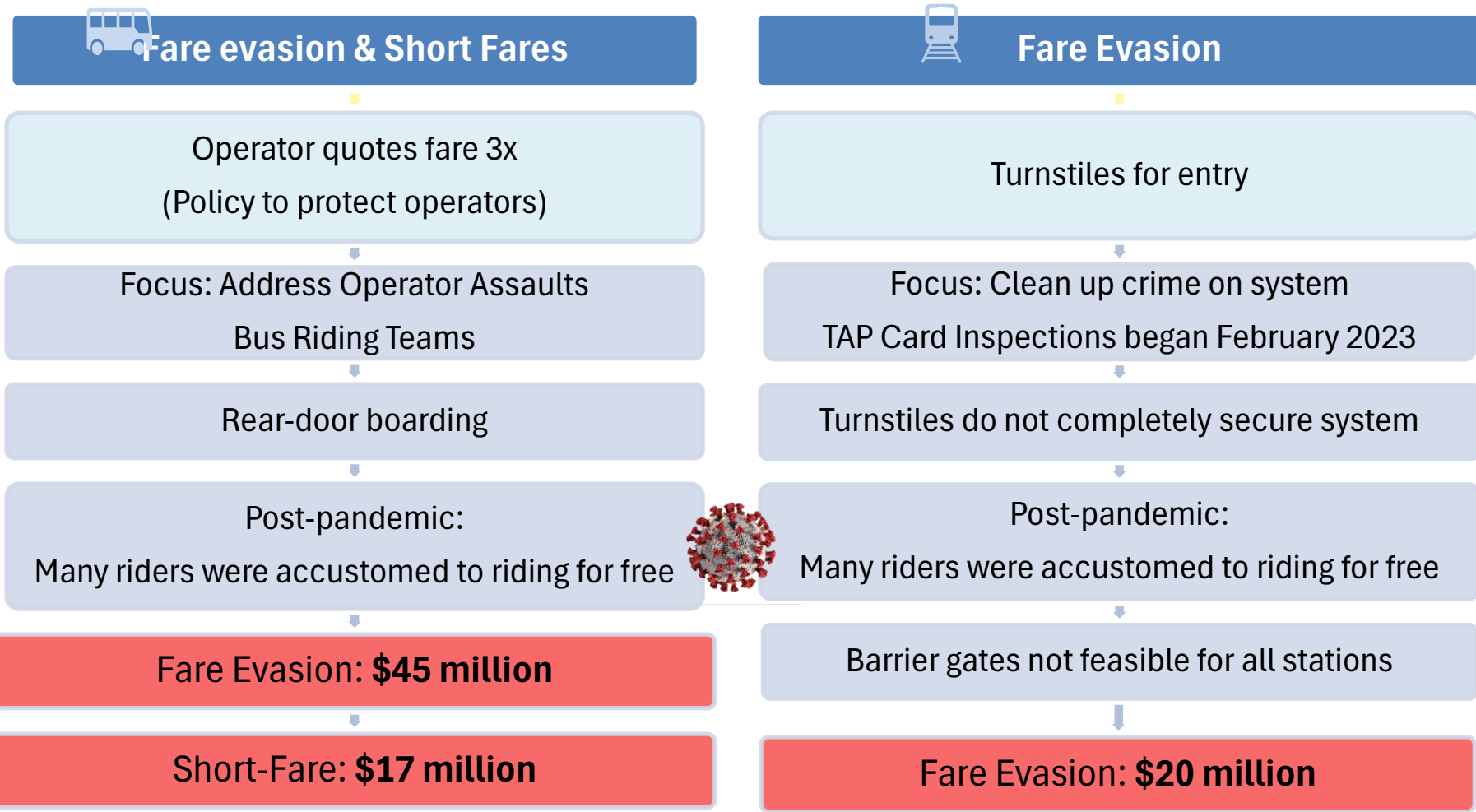
Provides benefit to those in need



Equity



Fare Compliance



PUBLIC SAFETY SECURITY COSTS

Actual
FY18 to FY23

12%

Public Safety

Costs have increased 12% from FY18 to FY23, due to newly formed programs (Transit Ambassadors, Homelessness) and increases in Law Enforcement.

\$870M

Law Enforcement

Last five-year contract value of \$870M.

9% - 12.1%

Operating Funds

4% increase in Ops. eligible funds used for Public Safety from FY18 to FY23, driven mostly by the multi-agency contract and new programs.

Forecast
FY24 to FY27

8%

Public Safety

Costs are anticipated to rise 8% from FY24 to FY27, driven mostly in Metro Transit Security.

\$1.5B

Law Enforcement

An estimated \$1.5B for next five years based on the historical cost growth by continuing existing practice.

12%+

Operating Funds

Shift in allocating the operating budget towards public safety. A substantial change in resource distribution to ensure public safety.

SEEKING

Cost effective solutions
Long-term planning
Performance review
Optimizing resource allocation



REIMAGINING PUBLIC SAFETY

Multi-Layered Approach

Personnel

- Homeless Outreach & Mental Health Teams, **\$168M**
- Contract Security, **\$281M**
- Transit Security, **\$391M**
- Law Enforcement Services, **\$1.5B**
- Transit Ambassador Program, **\$129M**

Infrastructure Improvements

Tech & Innovation Investments

- Next Gen Speed & Reliability upgrades
- Improvements in:
 - Elevators, Escalators
 - Bus Stop Lighting, & Cameras

Service

Customer Experience

- Expanded cleaning efforts
- Bus stop & Station cleanliness
- Westlake McArthur Park Station Pilot
- Expanded customer service hours
- Upgrades to signage & wayfinding



STATION EXPERIENCE (SX)

BACKGROUND, PROCESS & PRIORITIZATION OF WORKS

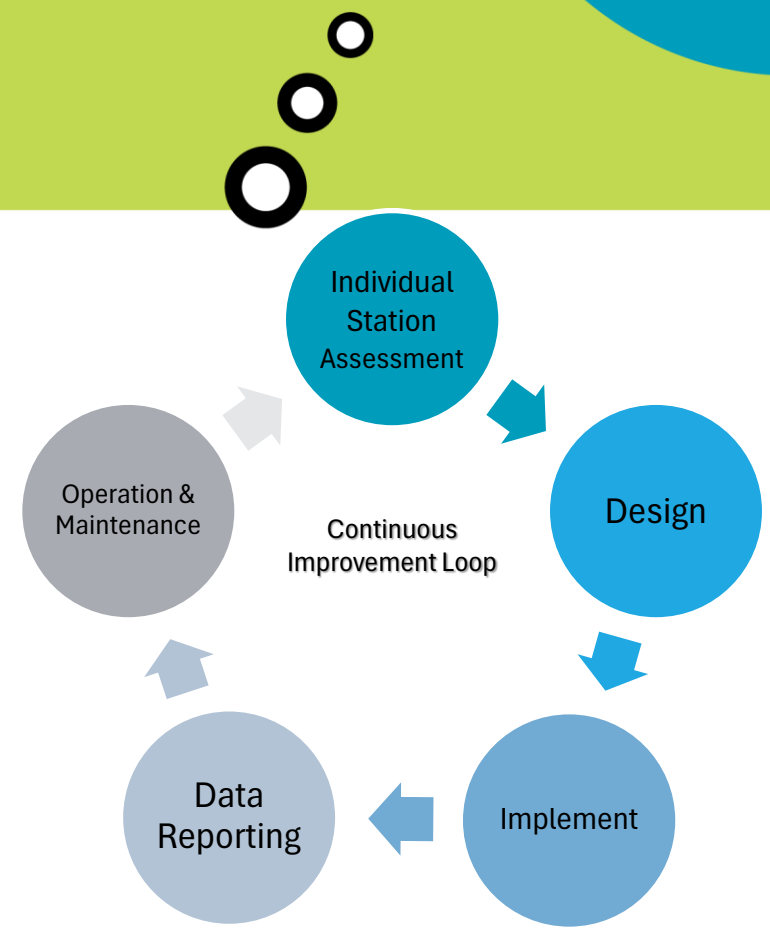
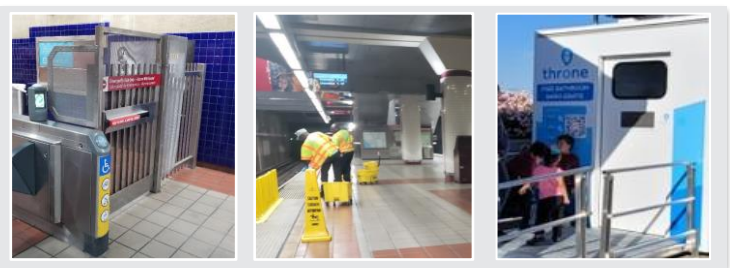
Westlake/MacArthur Park

- Dramatic reduction in crime / illicit activity,
- Improvement in rider satisfaction
- Operational savings from Station Experience Ecosystem

Schedule to expand strategies to other stations driven by the level of intervention assessments

Prioritization criteria

- Geographical equity + focus on Equity Focus Communities
- Historical station evaluation scores
- Reported crime, citations, warnings
- Customer care complaints
- Observations of people experiencing homelessness



Environmental Design Interventions *paired with* Care-Based Strategies

- Lighting / Ambient Music / Fresh Airflow
- Rightsize public spaces to improve access control and promote natural surveillance
- Faregates / Access Control
- Safe, clean, and reliable public restrooms
- Elevator Safety
- Small Scale Retail / Community Programming
- TAP Blue Shirt Ambassadors
- LIFE Pop-Ups
- Dept. of Health Services Mobile Health Clinic
- Homeless Outreach teams
- Metro Ambassador teams
- Crisis interventionists
- Substance abuse counselors
- Security
- Law Enforcement

RESOURCES NEEDED TO DELIVER IMPROVEMENTS \$100-\$120M w/ escalation



- Targeted Capital Improvements to Address 150+ Rail Stations & Bus Transit Centers
- 20 New FTE hires to support Rollout
- Other Depts supporting SX projects

Financial Impact

- One-Time Capital: \$75-90M
 - Labor: \$25-30M
- (Pending individual station assessments)*



Metro

Operational Savings, Safety & CX Improvements

- Cost Savings, Non-Monetary & Societal Benefits
- Improved consistency in custodial coverage
- Fewer calls for emergency service (police, fire)
- Fewer passenger delays & service disruptions
- Reduction in visible & traumatic incidents
- Paid faregate entries **+101% increase**
- Loitering/illicit activity **-95% reduction**
- Elevator downtime **-83% reduction**
- Vandalism/clean-ups **-60% reduction**
- Public urination/defecation **-50% reduction**
- Medical emergencies **-40% reduction**



Traditional reactive solutions DO NOT address root causes & increase recurring costs

- Elevators- shattered glass replacement **\$1M+/year**
- Custodians - address inappropriate activity- takes away from routine duties
- Illicit activity & emergency responses- impact riders, service & agency
- Traditional around-the-clock policing - similar results could exceed **\$15M+/year/station**



Of the five-customer experience focus areas, which one do you think is the most important?

- A. Make it Safe
- B. Make it Clean
- C. Make it Comfortable
- D. Make it Reliable
- E. Make it Easy (Includes Affordability)

Discussion Questions

1. On a scale of 1 to 5, 1 being the most important, please rank the strategies you would like Metro to explore to address this area of focus.
2. What other information do you want Metro to provide so you can prioritize this policy decision?
3. Do you have any other policy or strategy ideas you would like Metro to consider in this area of focus?