



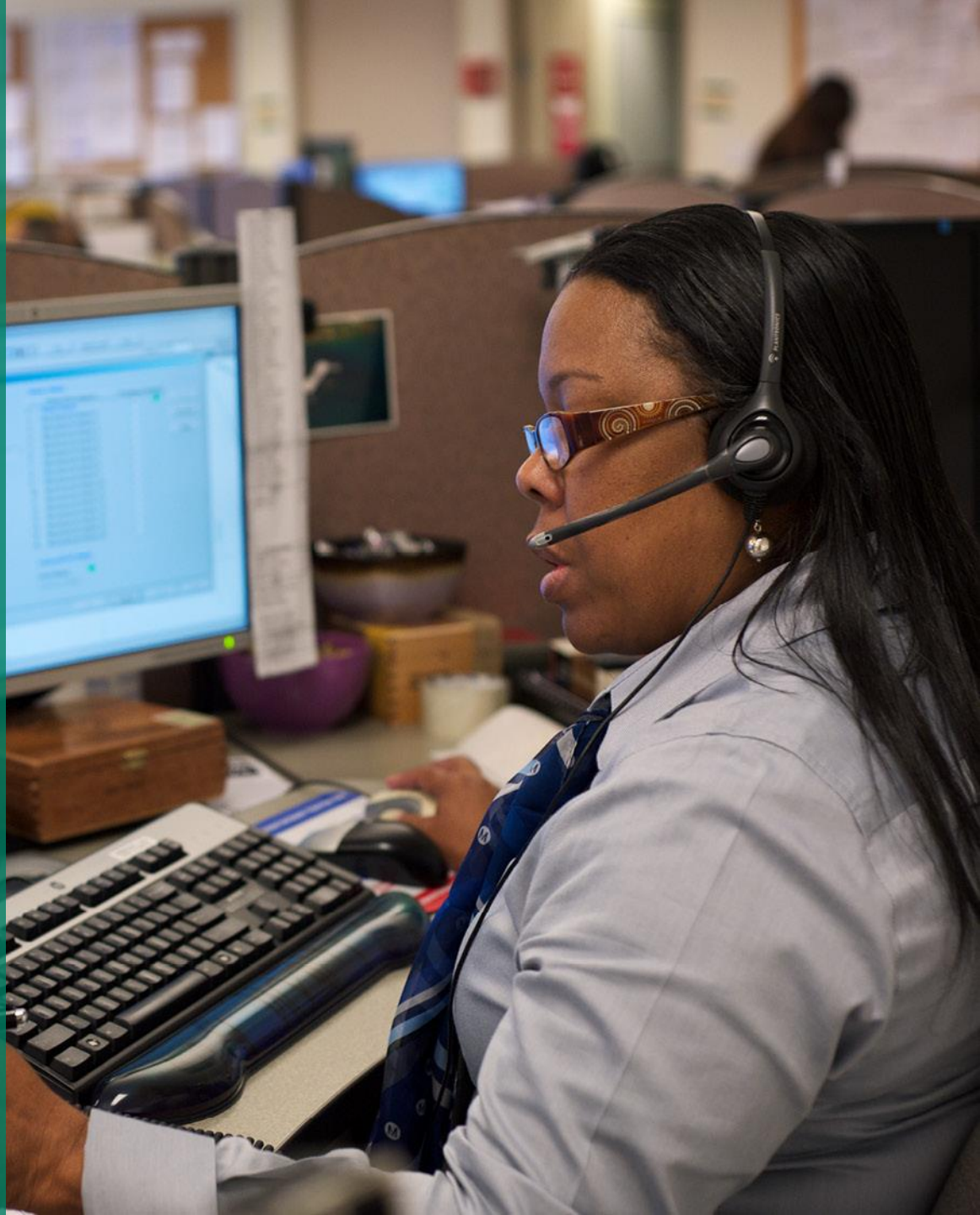
**Working Toward a
Better LA County:
Six Years of Progress**



SIX FORMER METRO EXECUTIVES ARE NOW CEOs

CAREER PATHWAYS

- 5,000 promotions
- WIN-LA
- Metro Leadership Academy
- ENO MAX Multi-Agency Exchange Program
- Veterans hiring initiatives





SEED SCHOOL OF LA COUNTY

- The first public boarding school for transportation
- Open to all youth in Los Angeles County
- Special focus and emphasis on opportunity youth



HOW TO PASS A MEGA TRANSPORTATION MEASURE

LA COUNTY'S MEASURE M LESSONS LEARNED



Bold Leadership



LA Mayor Eric Garcetti and Metro CEO Phil Washington spread the Measure M word at a transit tailgate.

The Measure M initiative was striking in the way it brought together civic leaders who are often on different sides of the fence, opposing one another on other policy or legislative issues. Take Supervisor Antonovich and LA Mayor Eric Garcetti. On Measure M, a no-nonsense “permanent tax” for transportation, they put aside their differences for the sake of the county, and arguably for their legacy.

“It’s not one thing, it’s everything across the whole organization. And it’s super important that the CEO be someone like Phil Washington. If your CEO is someone who gives you the job and doesn’t check in and expects you to do it all, it’s never going to happen.”

— David Yale
Former Senior Executive Officer,
Countywide Planning, Metro

The story of Measure M’s success is intricately tied to the arrival at Metro of CEO Phil Washington. Washington has been fortunate to be involved in two of these transportation initiatives, in Denver and in LA. Phil Washington was like a Command Sergeant Major that he was in leading the initiative and Mayor Garcetti was its political champion. The other critical component was Metro. Together, leadership and organization were the pillars on which Measure M rose.

Most of the 71 plus people interviewed for this report mentioned Phil Washington as one of the major reasons Measure M gathered over 71 percent of the vote in November 2016. Gary Toebben of the LA Chamber of Commerce and a veteran of LA’s transportation tax wars believes that Phil Washington inspired a new level of confidence in Metro. With his military background, Washington conveys that he will accomplish what he says he will get done in a no-nonsense kind of way. In the case of Measure M, the public believed both the vision and that they had someone in charge who could deliver on the promises.

“Everybody wanted everything. Everyone can’t get everything. But everyone is getting something. Our leadership worked hard to make this a comprehensive transportation plan across the whole county.”

— Pauletta Tonillas
Chief Communications Officer, Metro

The 2013 election of Mayor Garcetti was also pivotal to Measure M’s success. The prior LA mayor and Metro Board Chair Supervisor Mike Antonovich had different goals and different ways of doing business. The election of Mayor Garcetti provided Metro and the county with an opportunity to give regional leadership a chance.

Other critical leadership on Measure M came from Duarte Mayor John Fasana, Supervisor Mike Antonovich and the rest of the Metro Board and their able deputies and staff. Metro Deputy CEO Stephanie Wiggins, former Metro Planning veteran David Yale, Chief Program Management Officer Richard Clarke, Deputy LA Mayor Borja Leon, the Planning, Office of Management and Budget, Communications and Program Management teams, and the leadership of Metro’s community partners in the business, labor, faith, environmental and active transportation community were also critical to Measure M’s passage. It wasn’t one thing. It was everything.

LESSONS LEARNED

Identify a Political Champion

To win, there has to be a political champion, a person with charisma and likeability who understands the psychology of convincing the voters that this bold vision is a good idea.

Follow the Leader

Leadership and organization were the pillars on which Measure M rose. Measure M was blessed with an unusually able team of leaders in CEO Washington, Mayor Garcetti, Director Fasana, Supervisors Antonovich and Ridley-Thomas and the rest of the Metro Board and their able deputies.

Leadership Matters

Metro CEO Phil Washington fostered a team approach to delivering on Metro’s promises to the taxpayer. This was critical to convincing the county that Metro could be trusted with its tax dollars.

DRIVING THE CONVERSATION ON INFRASTRUCTURE





SEPULVEDA TRANSIT CORRIDOR PROJECT



TRANSIT ORIENTED COMMUNITIES

FIVE KEY GOALS

- Increase transit ridership and choice
 - Stabilize and strengthen communities around transit
 - Engage communities in visioning
 - Distribute transit benefits to all
 - Capture value created by transit
 - Step into leadership voids
-
- 2,200 housing units built
 - 3,200 more units soon

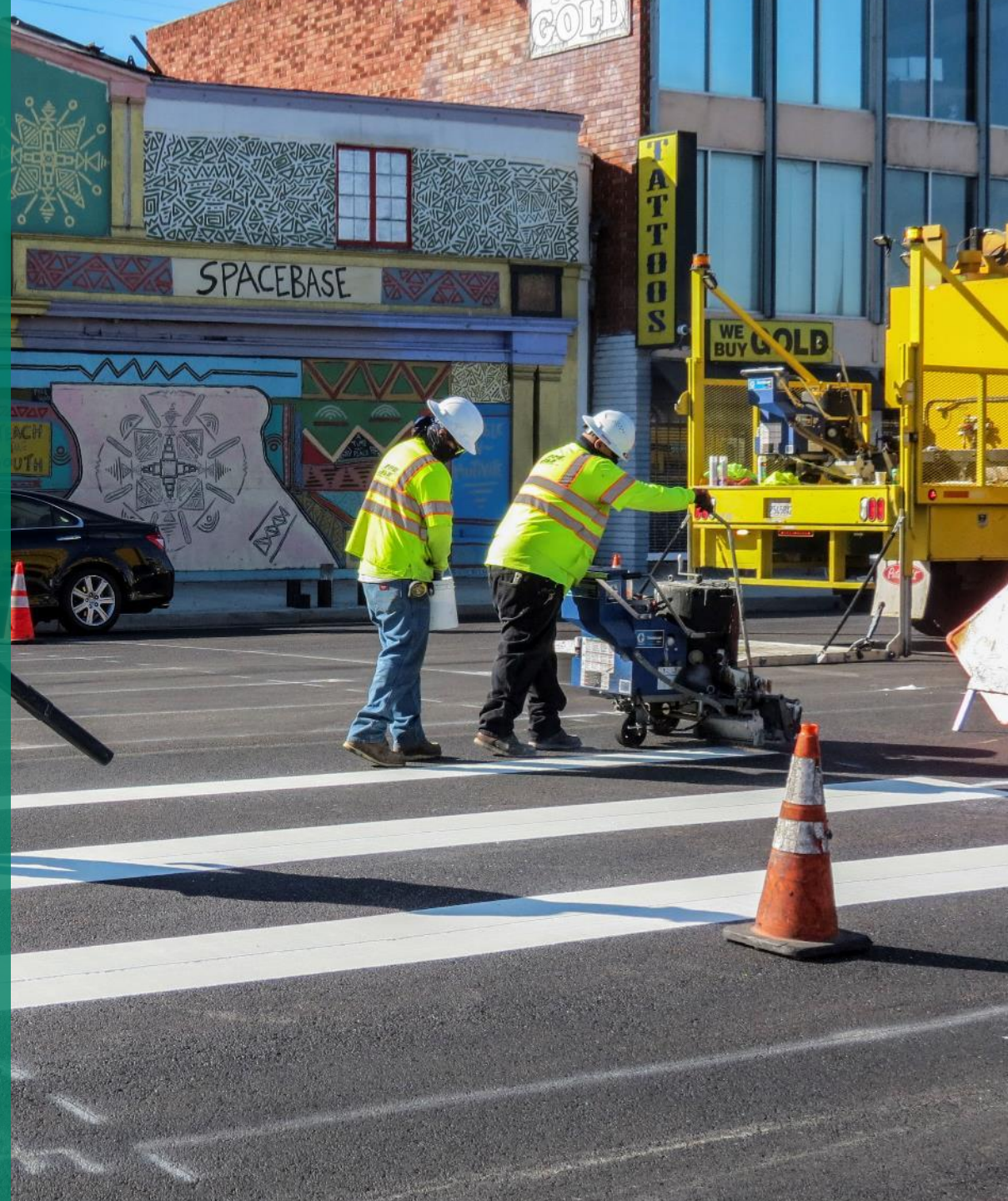
Pershing
Square

HOMELESS OUTREACH / SHELTER THE UNSHELTERED



INNOVATIVE SMALL BUSINESS PROGRAMS

- \$170 million
- 1,400 SBE awards
- 50 percent growth
- In FY20
 - 167 SBE prime contract awards
 - 157 (94 percent) were also DBEs



BUSINESS SOLUTIONS CENTER

- 340 businesses supported
- 450 businesses contacted

BUSINESS INTERRUPTION FUND

- 1,234 BIF grants awarded
- 422 businesses
- \$31 million awarded





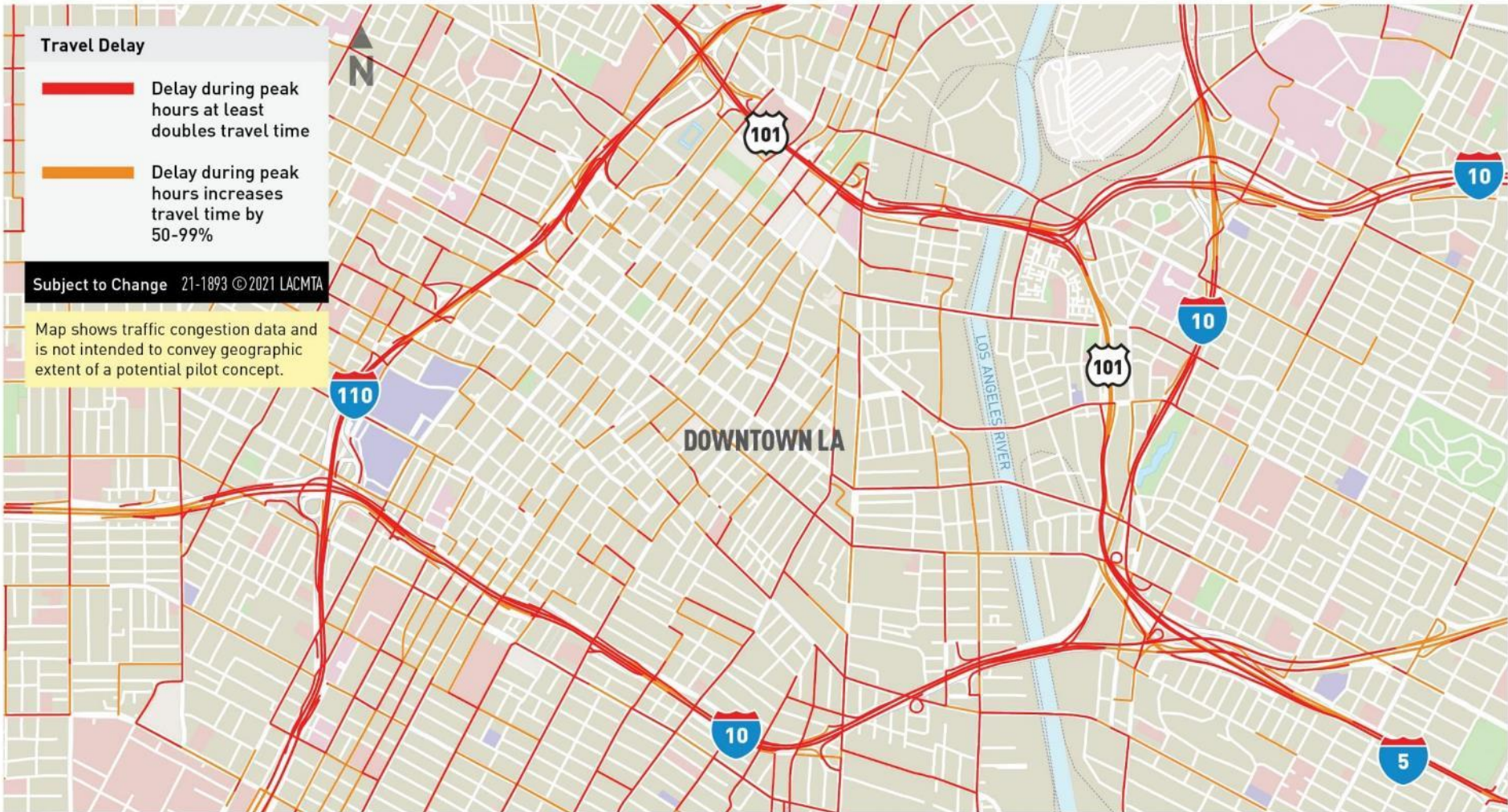
EQUITY PLATFORM FRAMEWORK



WOMEN AND GIRLS GOVERNING COUNCIL

Traffic Reduction Study

Concept Consideration Area 3: Downtown LA





METRO PARKING
COVID-19
Please practice safe
social distancing.

Keep your distance
and stay six feet apart.

Thank you to
everyone who helps
us stay safe.

FLEET ELECTRIFICATION

1588259



PANDEMIC RESPONSE

METRO MICRO / INNOVATION



NEXTGEN BUS



CUSTOMER EXPERIENCE PLAN





A LOOK AHEAD



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THANK YOU!