

Transit Ambassador Pilot Program & Services

November 21, 2024



Recommendation

- A. AUTHORIZE the Chief Executive Officer to execute Modification No. 7 to Contract No. PS88001001 with Strive Well-Being Inc. to continue to provide Transit Ambassador Pilot Program services, while staff transitions the Ambassador Program in-house, in the amount of \$6,500,000, increasing the current three-year base Not-to-Exceed (NTE) contract value from \$24,103,235 to \$30,603,235; and
- B. AMEND the FY25 Budget by \$1,500,000 to pay for increased visible presence of Ambassador personnel deployed systemwide from May 2024 – October 2024.

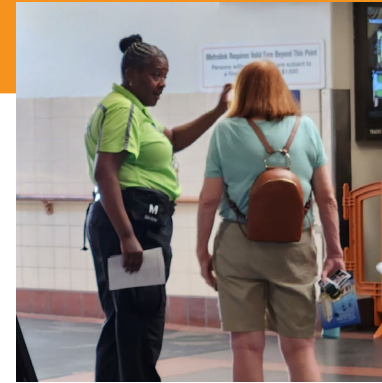
In-House Transition

Progress has been made to bring the Metro Ambassador Program in-house since the Board's October 2023 approval:

- Addressing areas for program improvement including additional training, deployment strategies and communications tools.
- Working with the Chief People Office on steps necessary to bring the Ambassador program in-house, including standard Metro job specifications and a hiring plan
- This process timeline is dependent on ongoing contract negotiations with the labor unions.

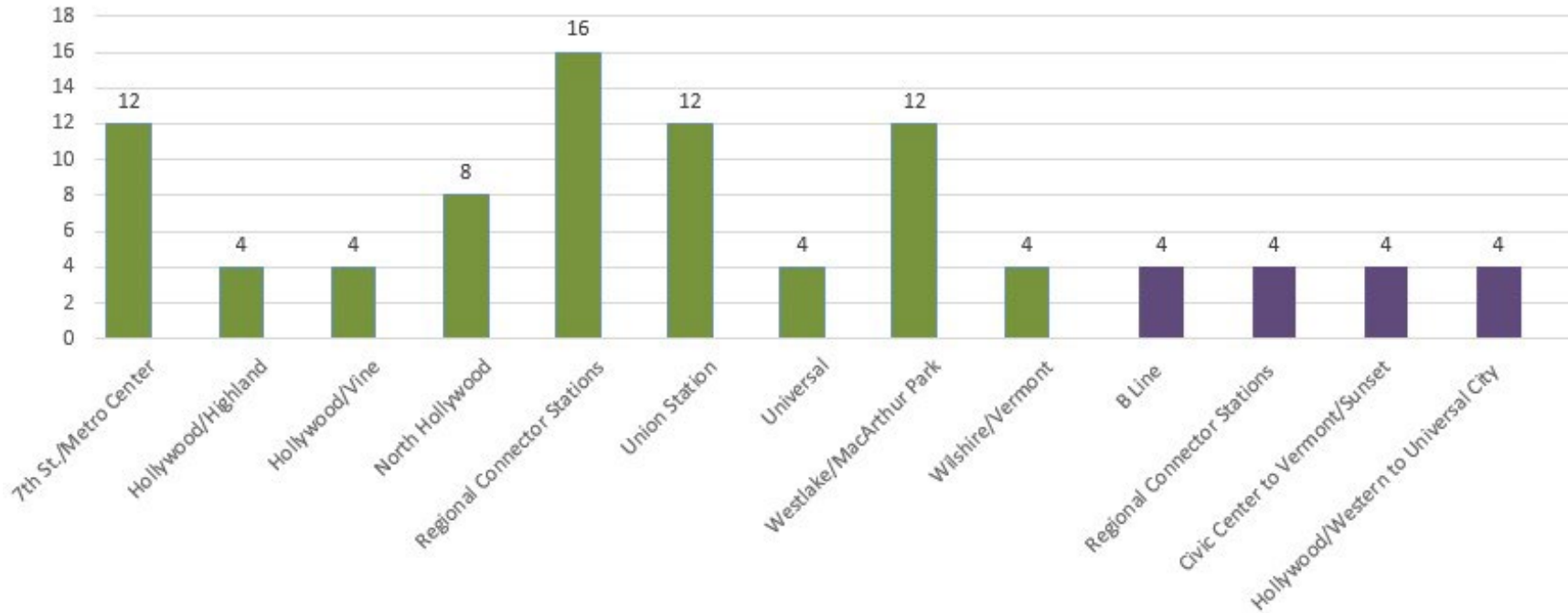
For this reason, Staff requires additional contract authority to keep Strive Ambassadors on the system until negotiations can be completed and the transition can occur. Currently, Strive deploys a total of 92 Ambassadors daily.

Current Strive Deployments



Strive Ambassador Deployments
92 Daily

■ Fixed ■ Roving



Ambassador Surge Operation

Responding to significant acts of violence in the Spring and Summer of 2024, the Ambassadors team conducted a surge of visible uniformed personnel across the system to keep employees and riders safe.

Goal: High Ambassador Visibility

Deployed an additional 52 additional Ambassadors daily during peak times across two 4-hour shift.

Hours:

M – F: two 4-hour shifts.

AM Shift: 6am – 10am (4 hours)

PM Shift: 3pm – 7pm (4 hours)

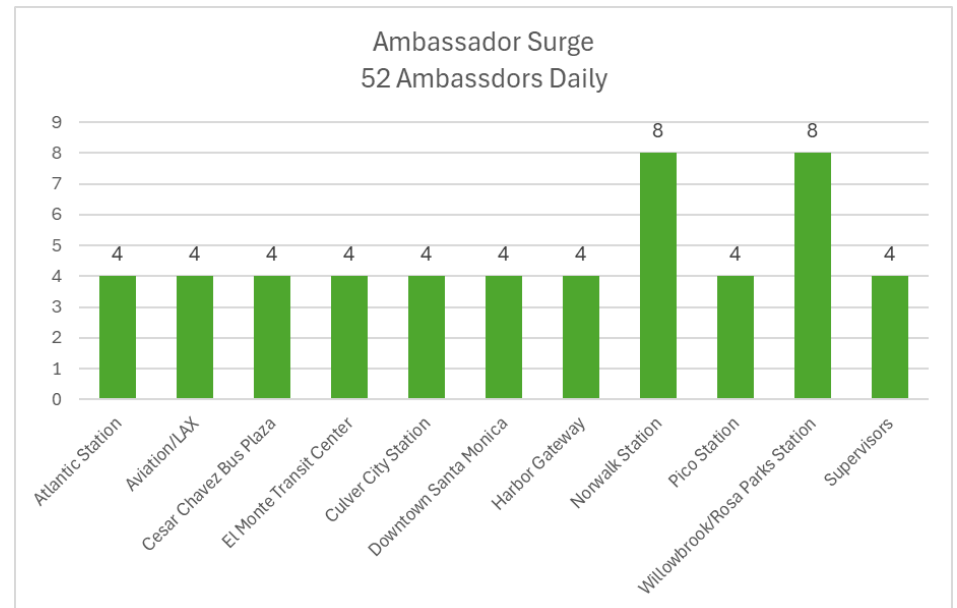
Sat & Sun: two 4-hour shifts.

AM Shift: 7:30am – 11:30am (4 hours)

PM Shift: 3pm – 7pm (4 hours)

Period: May 2024 through October 2024

Cost: \$1.5M beyond the annual Ambassador budget.



FY2025 - Impacts of Fixed Post and Narcan Use

**Westlake MacArthur
Park Station**



11 lives saved at Westlake/MacArthur Park station through administration of Narcan.

**7th Street
Metro Center**



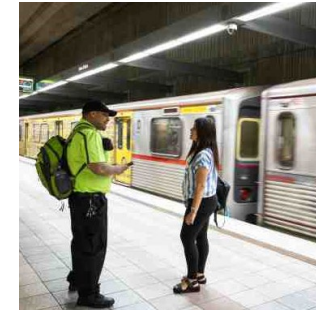
6 lives saved at 7th Metro Center through administration of Narcan.

**Los Angeles
Union Station**



3 lives saved at Union Station through administration of Narcan.

**North Hollywood
Station**



8 lives saved at North Hollywood through administration of Narcan.

Next Steps

Upon Board approval, staff will:

- Execute Modification No. 7 to Contract No. PS88001001 with Strive Well-Being Inc. to continue to provide Transit Ambassador Pilot Program services while staff transitions the Ambassador Program in-house.
- Report to the Board with an Ambassador Program in-house transition plan in the third quarter of FY2025.