

Attachment B

Fiscal Year 2025 Proposed Budget - Public Engagement and Outreach Forums

- My Metro Budget Activity - The "My Metro Budget" activity (<https://mybudget.metro.net/>) is an interactive and educational tool designed to solicit important feedback from the public. Users can click on a plus or minus button to add or subtract funds from budget items to reallocate to services that align with their priorities. **New** this year are four scenario questions pertaining to advertising, TAP-to-exit, the Station Experience Program, and Modern Faregates.

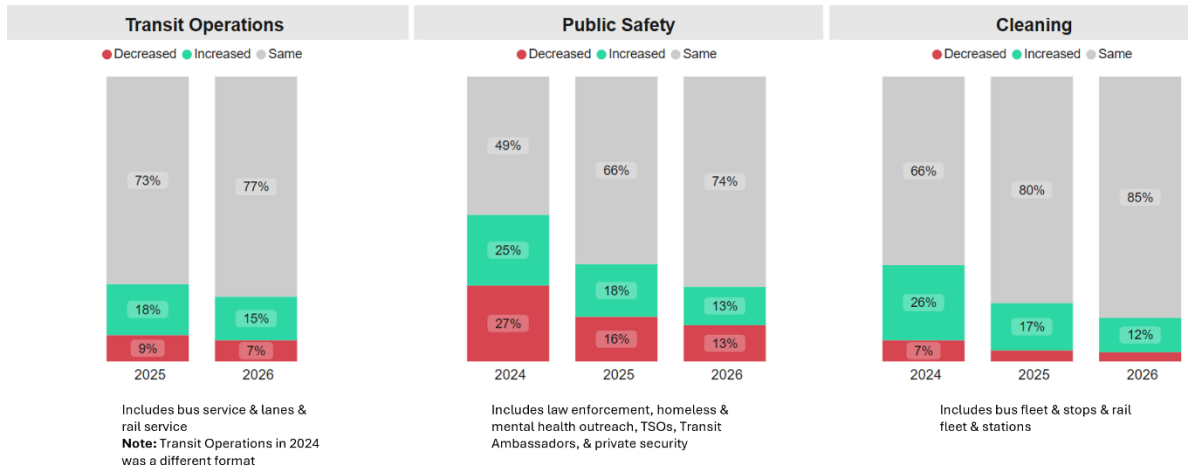
The My Metro Budget Activity was launched in October 2024 and has been continuously promoted via the Budget Portal, e-blasts, paid and organic social media campaigns, and the distribution of information cards with QR codes by Metro Station Staff, Metro Micro, On the Move Riders Club, LIFE, Transit Ambassadors, and other Metro groups. Below are some of the new features and preliminary results from responses collected between October 31, 2024 and January 23, 2025.

New Features/Preliminary Results (October 31, 2024 - January 23, 2025)



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Preliminary Year-Over-Year Trends (October 31, 2024 - January 23, 2025)

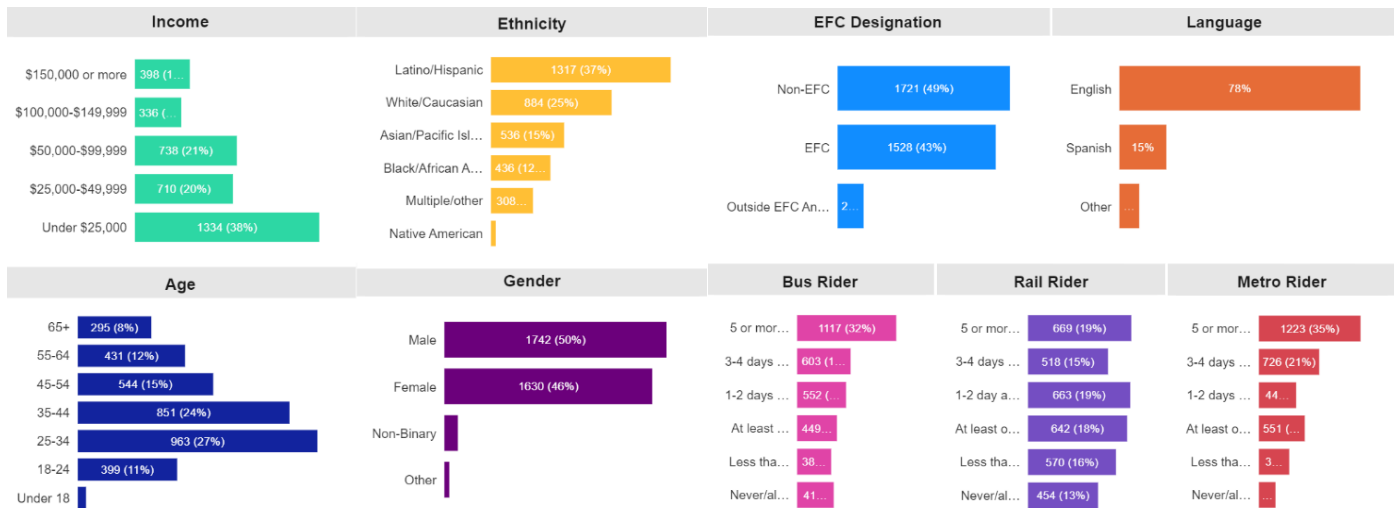


SATISFIED WITH BUDGET Year-over-year trends indicate increasing budget satisfaction, with more respondents leaving budget items unchanged

Note: results from October 31, 2024 – January 23, 2025

- **Gray:** Respondent who kept the budget the same for each category
- **Green:** Respondent who increased the budget for each category
- **Red:** Respondent who decreased the budget for each category

Preliminary Demographic Information (October 31, 2024 - January 23, 2025)



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- **Regional Service Councils FY26 Budget Briefings** - Metro's five Service Councils are located throughout LA County to allow residents more opportunities for input on service issues in their communities. OMB staff have met with the Service Councils in November 2024 to demo the My Metro Budget activity. Budget Briefings for all five Service Councils will be scheduled in April 2025, which serve to inform service council members, as well as provide a platform to solicit feedback from the public about their transit needs.
- **Social Media Campaign** – Keeping the public informed on the proposed FY26 Budget will be an objective of the budget outreach campaign. OMB staff will be using Metro's official social media platforms (Instagram posts/stories, organic and paid Facebook posts/ads with videos, NextDoor announcements, LinkedIn, The Source/El Pasajero, and X (formerly Twitter) posts) to ensure the public is provided notice of all opportunities related to providing feedback on Metro's budget.
- **E-blasts** – Official communications are sent to the public from Metro's email lists. These eblasts reach thousands of members of the public and serve to keep the public apprised on budget outreach initiatives.

Example Newsletter/Eblast



Help shape Metro's Budget for Fiscal Year 2026!

Help shape Metro's budget for Fiscal Year 2026 by participating in our FY26 budget process. Your feedback is essential to build a budget that reflects the needs of all LA residents, even if you don't take transit. Take the survey today to share your insights and guide Metro's priorities. The survey is available in multiple languages to ensure accessibility for everyone. Together, let's work toward a responsive and inclusive transit system for LA. Follow us for updates, key dates, and more ways to stay involved. [Complete the survey now.](#)

- **Email** - budgetcomments@metro.net has been established to allow the public an opportunity to comment outside of a public setting.
- **Telephone Town Hall (TTH) Meetings** - A Telephone Town Hall is scheduled for February 4, 2025 from 6-7p.m. As part of Metro's ongoing Putting People First engagement efforts, the Telephone Town Hall invites participants to share their comments and feedback on Metro's initiatives, including public safety, expanding and improving service, and elevating the transit experience. The Telephone Town Hall information will be reported on in the March 2025 budget update.

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- Budget Portal - The Budget Portal (<https://budget.metro.net>) remains the one stop shop for Metro's budget information and updates. Visitors can view the budget development process, an up-to-date calendar of budget briefings and meetings, financial documents and reports, local return information for regions, as well as leave a comment. The website will include information on schedules of stakeholder meetings and forums for the public to fully engage in the budget process.
- Internal and External Stakeholder Meetings - To ensure diverse perspectives inform the budget process, Metro engages a broad range of stakeholders, including jurisdictions and public agencies receiving Metro funding, as well as community groups and organizations that promote or rely on Metro services. From February through May 2025, Metro will hold various meetings and forums, including a public hearing and meetings with its advisory councils and subcommittees (such as the Regional Service Councils, COGs, CAC, PAC, TAC, BOS, LTSS, and Streets and Freeways Subcommittee), as well as dedicated meetings with the Aging, Disability and Transportation Network (ADTN), the Accessible Advisory Committee (AAC), the Valley Industry Commerce Association (VICA), and other community groups as requested.
- Public Hearing - A public hearing for the Fiscal Year 2026 Budget will be held on May 15, 2025. The public is encouraged to participate and provide comments to the Board on the proposed budget. Notice of the hearing will be widely publicized in multiple languages through newspapers, social media, e-blasts, stakeholder meetings, and other channels, in accordance with statutory requirements.