

## ATTACHMENT B

### **FY25 Proposed Budget - Public Engagement and Outreach Forums**

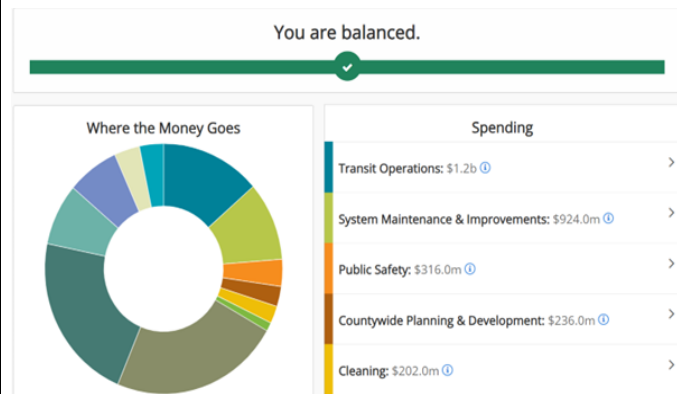
- Public Outreach and Stakeholder Engagement Efforts - Below are preliminary statistics comparing FY24 to FY25 budget outreach efforts. The statistics illustrate the increase in public participation from last year from the My Metro Budget Activity, Budget Outreach Stakeholder Meetings, and the Telephone Town Halls.

<b>My Metro Budget Activity</b>			
Preliminary Data: December 2023 – Jan 25, 2024			
<b>Statistics</b>	<b>FY24</b>	<b>FY25</b>	<b>Change</b>
Respondents	1,200+	2,800+	1,600+
Comments	2,200+	2,300+	100+
Average time spent	18.25 min	20.6 min	2.35 min +
<b>Budget Outreach Stakeholder Meetings</b>			
Meetings	17	27	10+
<b>Telephone Town Hall</b>			
<b>Statistic</b>	<b>Mar 2023</b>	<b>Oct 2023</b>	<b>Change</b>
Max listeners on call	500+	3600+	2100+

- Regional Service Councils FY25 Budget Briefings - Metro's five Service Councils are located throughout the County to allow residents more opportunities for input on service issues in their communities. Budget Briefings for all five Service Councils will be scheduled in February and April 2024, 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 - Staff will be using Metro's social media outlets to inform the public about the FY25 Proposed Budget and how they can provide feedback on the proposed budget. Metro will be utilizing Instagram posts/stories, organic and paid Facebook posts/ads with videos, Next Door announcements and X (formerly Twitter) posts.

## My Metro Budget Activity

The "My Metro Budget" activity (<https://mybudget.metro.net/>) is an educational platform to receive valuable 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. The tool launched in December 2023 through Metro's Community Relations Newsletter and marketing e-blasts. Participation this year has already exceeded last year's.



## Marketing cards

Enter to win a \$50 gift card or a TAP card with one year of free rides by helping Metro shape its budget!

Visit [mybudget.metro.net/card](https://mybudget.metro.net/card) or scan the QR code below to participate by the end of May 2024.

**M** Metro

The distribution of physical marketing cards with quick-response (QR) codes via Metro station staff continues. Furthermore, OMB is collaborating with Metro groups such as the Women & Girls Governing Council (WGCC), Metro Youth Council (MYC), Low Income Fare is Easy (LIFE) Program, On the Move Riders Program, GoPass participants, and other groups within Metro to expand involvement this year. Introductory information presentations and a live demo have been delivered to these groups to help them better understand the activity and how they can help. The QR codes have been instrumental in reaching EFCs and currently My Metro Budget responses for FY25 are 38% EFC. Additionally, OMB is working with TAP to distribute My Metro Budget via an over 250,000-person email list and with the physical marketing cards with QR codes via the TAP vendor network. Paid and organic social media posts through the Meta platform (Instagram and Facebook) are being used to reach specific demographics with an engaging marketing video. The responses and feedback from all groups will offer valuable perspectives to the departments on the optimal structuring of Metro's FY25 Budget.

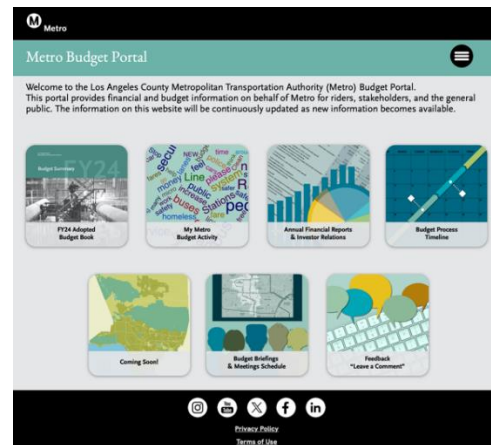
## Email



[budgetcomments@metro.net](mailto:budgetcomments@metro.net)

[budgetcomments@metro.net](mailto:budgetcomments@metro.net) has been established to allow the public an opportunity to comment outside of a public setting.

- Telephone Town Hall (TTH) Meetings - CEO Stephanie Wiggins, Second Vice Chair and Mayor Fernando Dutra, Director Kathryn Barger, and Senior Leadership Team (SLT) members participated in the Telephone Town Hall meeting on October 19, 2023 which had over 3,600 listeners on the call at one point in time. This is nearly seven times the max number of listeners than the previous March 2023 Telephone Town Hall. Metro dialed out to over 100,000 residents of LA County and engaged customers with a new and enhanced web page for registration that goes live on the budget portal when the promotion for the event begins. An additional Telephone Town Hall is scheduled for April 2024. A pre-registration form will be sent prior to the event to engage customers early and allow for the submission of questions. Continuous marketing efforts via social media and eblasts are scheduled to be promoted closer to the event. Metro riders, stakeholders, and the public will be encouraged to voice their opinions regarding the FY25 Budget.
- Finance and Budget Portal - The redesigned Budget portal can be accessed through [www.budget.metro.net](http://www.budget.metro.net) and provides regular updates on the budget process, budget details as they become available each month, and offers an opportunity for the public to provide their comments. 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 - Stakeholders range from jurisdictions and other public agencies that receive funding from Metro to community groups and other organizations throughout Los Angeles County that promote and/or rely on Metro services. Meetings and forums will be scheduled in February through May 2024. These meetings include and are not limited to a Public Hearing, Metro Regional Service Councils, Council of Governments (COGS), Citizens Advisory Councils (CAC), Policy Advisory Committee (PAC), Technical Advisory Committee (TAC), Bus Operators Subcommittee, (BOS), Local Transit Systems Subcommittee (LTSS), Streets and Freeways Subcommittee, Aging, Disability and Transportation Network (ADTN), Accessible Advisory Committee (AAC), Valley Industry Commerce Association (VICA) and other community group meeting as requested.
- Public Hearing - A public hearing on the FY25 Proposed Budget will be held on May 15, 2024 and the public is encouraged to participate and provide their



comments on the proposed budget to the Board. Notices of the public hearing will follow the most up-to-date statutory requirements (multiple languages, published in multiple newspapers), continuous marketing efforts (social media and eblasts), internal and external stakeholder meetings, etc.