

Public Engagement Strategy

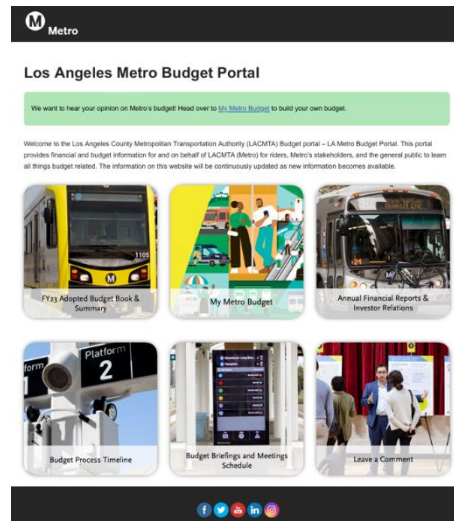
The FY24 Proposed Budget Outreach campaign was launched in October 2022 with a Telephone Town Hall. This timing was intentional, starting early to gather as much feedback as possible before the beginning of the budget development process. Metro used the following to engage with the public: Telephone Town Hall (TTH) meetings, the new My Metro Budget tool, the Budget Portal (budget.metro.net), and the budgetcomments@metro.net email.

Public Engagement	Participation
Telephone Town Hall - October 2022, January 2023, & March 2023	>16,029
Budget Tool Responses	>1,150
Budget Tool Comments	>2,200
Budget Portal Visits – budget.metro.net	>15,294 (January 2023 – May 1, 2023)
Email Blasts – 5 emails sent	>300,000
The Source/El Pasajero Posts	6
Social Media Platforms	4
Newsprint Publications	20
Stakeholder & Public Engagement Meetings	25

Metro targeted communities on social media platforms (Facebook, Instagram, NextDoor, Twitter, Email, etc.) and with physical marketing flyers with QR codes to inform about the budget development process on Metro Micro vehicles. This year, special efforts were made to ensure that a diverse representation of LA County was achieved to continue to assess equity in the annual budget and to create a diverse, equitable, and inclusive budget process. Below are the strategies for the FY24 budget outreach.

Metro Budget Portal

The budget portal continues to be updated with recent information, documents, timelines, notifications, and more about the budget process. OMB continues to make the portal more accessible to the public, and there is an option to leave a comment and join the subscribers’ list for budget related content via email.



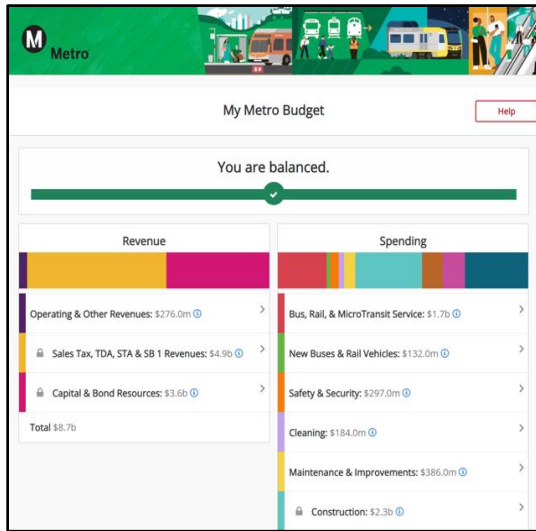
Telephone Town Hall

The budget outreach was kicked off with three TTH meetings hosted by the chair of the Finance, Budget & Audit Committee and CEO in October 2022, January 2023, and March 2023. More than 16,000 callers, including Spanish callers, participated, and provided feedback to Metro leaders. Callers voiced their opinions and asked question about safety and security, frequency and reliability, and cleanliness on the bus and rail system. Metro leaders attended to hear and engage with the public on these very important topics. The Telephone Town Hall events have proven to be a useful tool among many in reaching out to our Equity Focus Communities (EFCs).

Recordings of the Telephone Town Halls are available on the Budget Portal. To the right are the combined participation and demographics of the three Telephone Town Hall meetings.



My Metro Budget Tool



We invited the public to learn and participate in the budget development process and make tradeoff decisions on how funds are allocated with My Metro Budget. OMB staff worked with cabinet members to formulate questions that were used by departments to derive meaningful insights that helped shape the FY24 budget. The responses received were integral to identifying the key initiatives for the FY24 budget.

My Metro Budget received over 1,100 responses and 2,200 written comments, and an average engagement time of almost 20 minutes per user. This year, 44 percent of the responses were from EFCs. My Metro Budget results, and other budgetary information are available on the Metro budget portal at budget.metro.net. Below are My Metro Budget demographic results:



Stakeholder and Public Meetings

The budget public hearing is legally required, pursuant to California PUC codes 130106 which states “*Notice of time and place of the public hearing for the adoption of the annual budget shall be published pursuant to Section 6061 of the Government Code, and shall be published not later than the 15th day prior to the date of the hearing.*” This year, 20 newspaper publications were published announcing the budget public hearing in 10 different languages.

FY24 Budget - Outreach Meeting Schedule			
Meeting	Date	Time	Completed
Telephone Town Hall	Oct 28, 2022	6-7 p.m.	X
Telephone Town Hall	Jan 17	6-7 p.m.	X
Regional Service Councils - Budget Briefing	Jan 31	6-7 p.m.	X
Community Advisory Committee - General Assembly	Mar 22	TBD	X
Telephone Town Hall	Mar 28	6-7pm	X
Technical Advisory Committee	Apr 5	9:30-11:00 a.m.	X
Street & Freeways Committee	Apr 20	9:30 a.m.	X
Regional Service Councils - Budget Briefing	Apr 25	6-8 p.m.	X
Policy Advisory Council	Apr 26	1:30 p.m.	X
Community Advisory Committee - General Assembly	April 26	6 p.m.	X
Technical Advisory Committee	May 3	9:30 a.m.	X
Local Transit Systems Subcommittee	May 3	1-3 p.m.	X
Gateway COG	May 3	4:00 p.m.	X
San Gabriel Valley COG	May 3	4 p.m.	X
South Bay COG	May 8	10:30am	X
VICA	May 9	8:30-10:30 a.m.	X
Accessibility Advisory Committee	May 11	1-3 p.m.	
Bus Operators Subcommittee	May 16	9 a.m.	
Public Hearing	May 17	1 p.m.	
Board Adoption	May 25	9:30 a.m.	