

# NEXTGEN Bus Study



## Public Engagement Summary

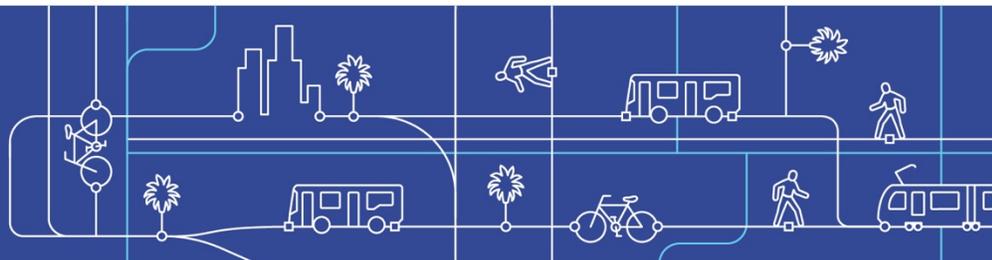
*February 2018 – June 2019*



**Metro**<sup>®</sup>



# NEXTGEN Bus Study



## EXECUTIVE SUMMARY

### 1 OVERVIEW

Throughout the 2018 and 2019 calendar year, public engagement to stakeholders across LA County was conducted in an effort to assist the NextGen Bus Study team design a new bus network that is more relevant, reflective of, and attractive to the residents of LA County. These efforts generated improved overall awareness of the NextGen Bus Study and garnered valuable feedback from a wide variety of stakeholder groups.

### 2 PUBLIC ENGAGEMENT ACTIVITIES (FEBRUARY 2018 – JUNE 2019)

Activities included NextGen Working Group meetings, stakeholder group presentations, participation in community events, transportation roundtables, collection of feedback through public awareness questionnaires, internal stakeholder group meetings and public workshops. Specifically, meetings with key stakeholder groups were held to build relationships with important community members and receive feedback on bus system priorities. We made a concerted effort to ensure that the public engagement cumulatively reflects input that is reflective of the diversity of LA County's population including race, age, ethnicity, geography, income levels, languages, different levels of ability (ADA), current riders and non-riders, and relevant characteristics.

#### 2.1 NextGen Working Group

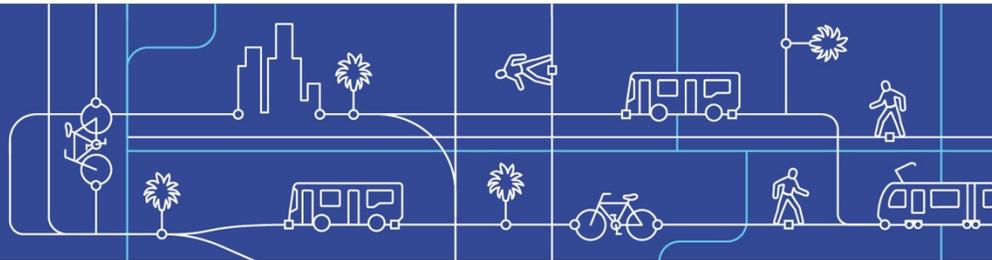
The NextGen Working Group met a total of four times in 2018 and twice in 2019 with a cumulative attendance of more than 200 individuals. Members of the Working Group represent a variety of stakeholder groups and include representatives from nearly 70 community organizations throughout LA County, including groups such as Service Councils, Advisory Councils, Business and Community Organizations, Chambers of Commerce, Educational Institutions, Government Agencies, Non-Profit, Faith-Based Institutions, Transportation Agencies, Transportation Services and Groups and Union Groups. Attachment A provides a list of all member organizations that have participated in the working group meetings.

The first meeting in March 2018 provided the Working Group with an overview of the study and incorporated a listening session to get a baseline understanding of constituent needs. The second meeting in May 2018 focused on travel patterns, attitudes and preferences, and the Working Group members were asked to identify any additional information or insights that the data may have missed. The next meeting was in July 2018 and gave Working Group members an understanding of the challenges and opportunities that exist with Metro's current bus system, which included review of the evaluation criteria and exploring how market analysis data can help inform bus system redesign decisions. The fourth meeting was in September 2018 and invited Working Group members to explore and provide feedback on different service concepts and policy choices for each of the five different service council areas in the county, which included careful consideration of potential service trade-offs. The meeting in





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## **2.5 Public Awareness Questionnaires**

Two quantitative online questionnaires were also conducted, one in Summer 2018 and the other in Fall 2018. Printed versions of the questionnaires were also made available for use during stakeholder meetings and an ADA-compliant version was created upon request from a member of the seeing-impaired community. The first questionnaire collected information on ridership use and motivations, while the second survey asked respondents to prioritize service concepts and acknowledge tradeoffs via MetroQuest. For the second questionnaire, over 60% were people of color with a balance of genders, age groups, zip codes, and income levels equitably representing the diversity of Los Angeles County. Collectively, the questionnaires collected more than 12,000 responses from both riders and non-riders throughout LA County.

## **2.6 Public Workshops**

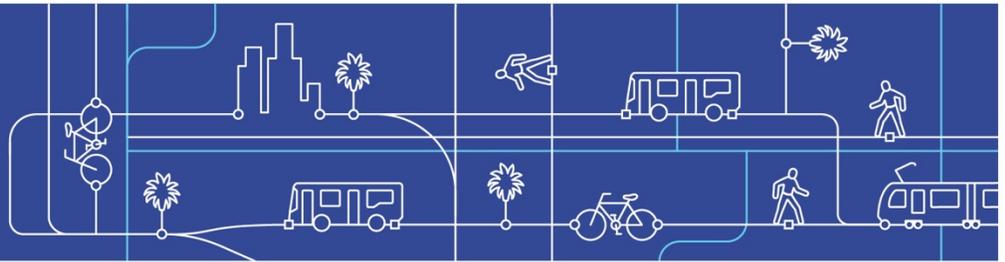
A series of 20 public workshops throughout Los Angeles County were held and served as an opportunity for the general public to learn about the study process, design criteria under consideration, data input received to date, community input heard to date and provide input on their concerns and what service changes they feel would be useful within their community. In total, about 1,800 comments were received from nearly more than 1,000 workshop attendees. The workshop format was strategically designed with stations to educate, inform and bring current all attendees in an interactive way; providing three different methods of commenting.

## **2.7 Project Information Distribution**

Information about the project, availability of the questionnaires and public workshop details were promoted through print advertising, distribution of multi-lingual take-ones, bus advertisements and digital engagement via project toolkits for stakeholder groups, digital ads, social media, emails and website pageviews. This resulted in more than 10 million touchpoints with residents across LA County. Additionally, Working Group members, cities and elected offices were asked to distribute and promote the study and workshop information through their own websites, social media and member list.

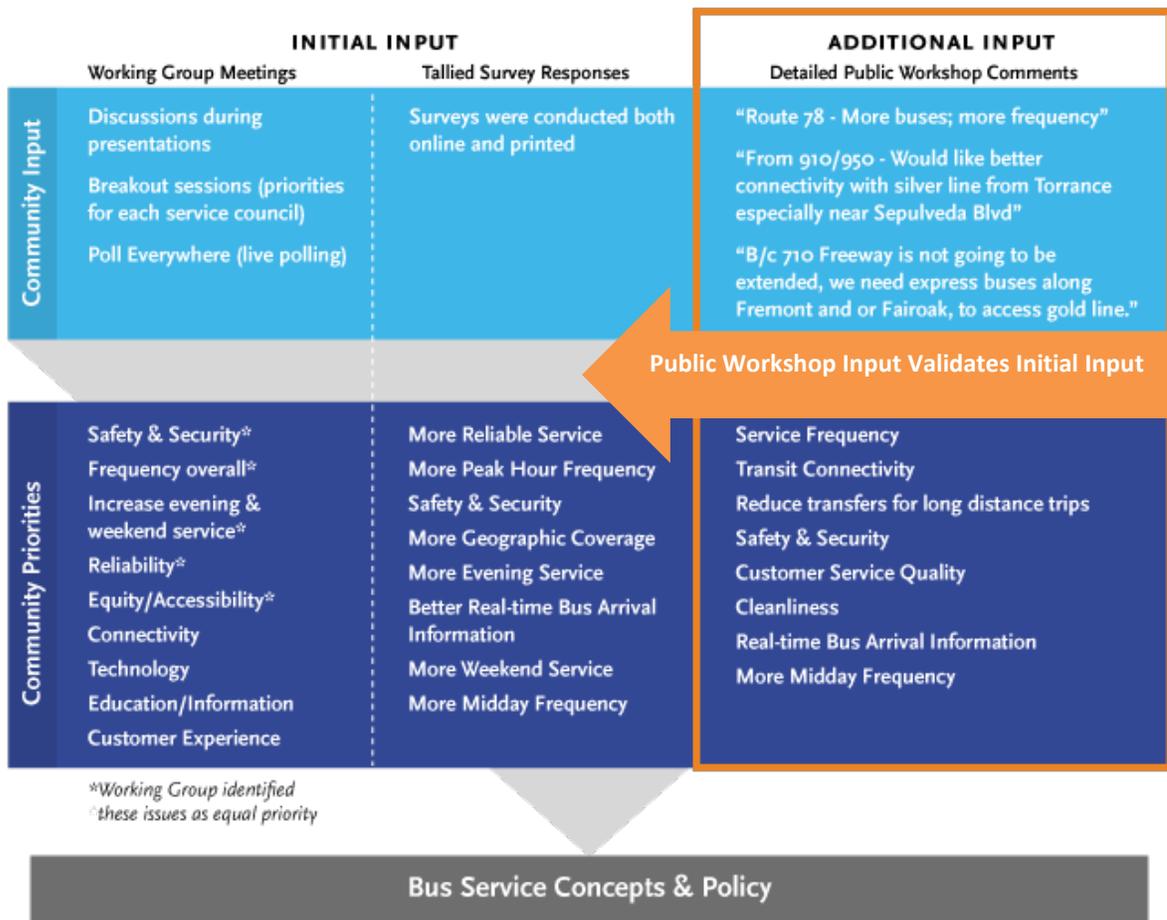
**WHAT WE'VE HEARD SECTION ON FOLLOWING PAGE**

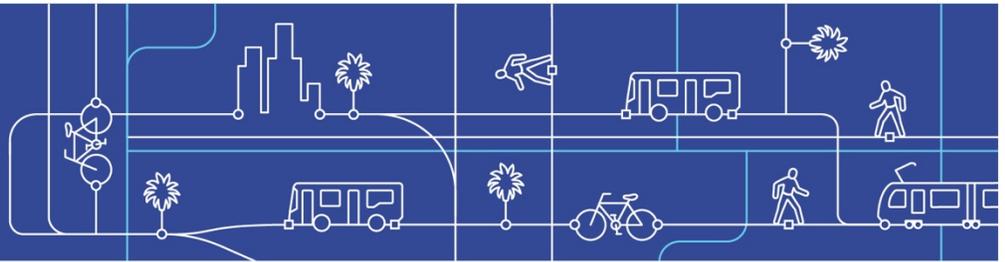
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## 3 WHAT WE'VE HEARD

The following summarizes the feedback received to date through the outreach activities previously discussed. The recurring themes that emerged during the public workshops reinforced and validated the feedback received from the NextGen Working Group and through online Questionnaires.





## NEXTGEN MEETINGS, WORKSHOPS, AND EVENTS

The following table includes all 268 meetings, events and workshops that have taken place throughout the course of the NextGen Bus Study, which has included:

- 86 community events and pop-ups
- 75 briefings with local government, partner agencies, municipal operators, COGs, Metro TAC and other internal stakeholders
- 59 briefings and meetings with community/faith-based organizations and other stakeholder groups
- 22 public workshops (including 2 Telephone Town Halls)
- 20 Metro Service Council presentations
- 6 NextGen Working Group meetings

### Feedback Received Through Meetings and Events

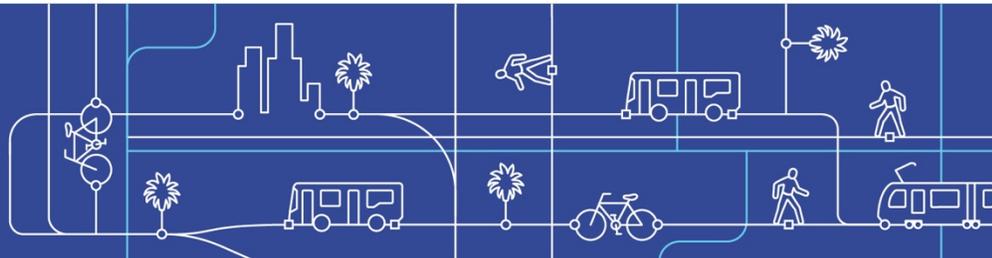
The desired service improvements and priorities that emerged during these meetings and events were consistent and complementary. Recurring themes included increased frequency, improved reliability, more evening/afternoon service, safety and security, and better connectivity with other systems. Local government and municipal transit operators especially emphasized coordination with Metro to ensure there is not duplication of service and a more seamless experience as a rider transfers between services.

### Events/Meetings Table

Date	Event/Meeting	Location
6/14/2019	South Bay Service Council	Inglewood City Hall 1 W Manchester Blvd Inglewood, CA 90301
6/13/2019	Gateway Cities Service Council	Salt Lake Park Community Center 3401 E Florence Ave Huntington Park, CA 90255
6/12/2019	Westside/Central Service Council	Metro Headquarters, Board Room 1 Gateway Plaza Los Angeles, CA 90012
6/10/2019	San Gabriel Valley Service Council	El Monte Division 9 3rd Floor Conference Room 3449 Santa Anita Avenue El Monte, CA
6/4/2019	SELA Collaborative Event (NextGen Booth)	Bell Community Center



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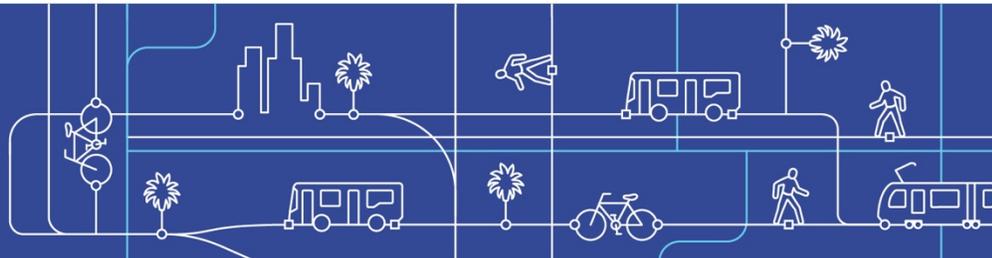


Date	Event/Meeting	Location
4/30/2019	NextGen: LA Chamber and Bizfed Presentation	Los Angeles Area Chamber of Commerce 350 S. Bixel St. Los Angeles, CA 90017
4/30/2019	NextGen Bus Study Briefing (Norwalk Transit Systems)	12650 E. Imperial Hwy. Norwalk, CA 90650
4/28/2019	CicLAvia- Heart of the Harbor	N. Avalon Blvd and W. Anaheim Street Wilmington, CA
4/25/2019	Metro Board of Directors Meeting	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/23/2019	NBC Universal Earth Day (NextGen)	3900 Lankershim Blvd. Studio City, CA 91604
4/18/2019	Executive Management Committee Briefing	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/16/2019	Presentation to ACLU and DSA (Paloma Nafarrate)	300 N. Brand Blvd. Glendale, CA 91203
4/16/2019	NextGen Focused Workshop (Communities Actively Living Independent & Free)	634 S Spring St, Los Angeles, CA 90014
4/11/2019	NextGen Board Staff Workshop	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/9/2019	Policy Advisory Committee (PAC) NextGen update	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/9/2019	NextGen Focused Workshop	Malibu City Hall, 23825 Stuart Ranch Rd. Malibu, CA 90265
4/2/2019	Working Group Meeting #5	LA Trade Technical College – Aspen Hall
3/28/2019	Board of Directors Presentation (NextGen Bus Study)	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
3/21/2019	Executive Management Committee Briefing	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
3/19/2019	East LA Public Workshop Series Round #2	East Los Angeles Service Center, 133 N Sunol Dr Los Angeles, CA
3/19/2019	Las Virgenes Malibu COG Governing Board – Presentation	CALABASAS LIBRARY, Founders Hall Multipurpose Room 200 Civic Center Way, Calabasas, CA 91302
3/14/2019	Metro Board Staff Briefing	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012





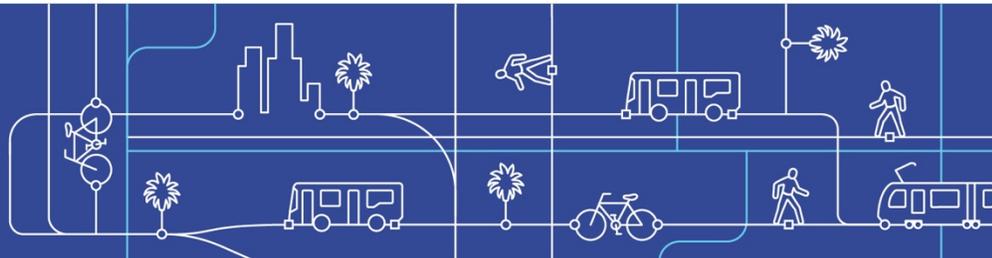
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Date	Event/Meeting	Location
2/17/2019	Bell 5k Run/Walk Booth	6250 Pine Ave, Bell, CA 90201
2/14/2019	Univision – TV Chan 34- Primer Impacto: Metro NextGen Tour	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
2/14/2019	Hollywood Chamber of Commerce Presentation	6255 Sunset Blvd, Ste 150, Hollywood, CA 90028
2/7/2019	Arroyo Verdugo Communities JPA	City Council Chambers – La Cañada City Hall 1327 Foothill Boulevard La Cañada Flintridge, CA 91011
2/6/2019	San Fernando Valley Service Council/ Public Workshop Series Round #1	Marvin Braude Constituent Center 6262 Van Nuys Blvd Van Nuys, CA 91401
1/31/2019	South Bay Service Council/ Public Workshop Series Round #1	Inglewood City Hall Community Room 1 W Manchester Blvd Inglewood, CA 90301
1/30/2019	Crenshaw Community Leadership Council Quarterly Meeting	LA Dept. of Water and Power, Community Room, 4030 Crenshaw Blvd., LA CA 90008
1/28/2019	Association of Commuter Transportation General Membership Meeting- NextGen Review	Anaheim City Hall 200 S Anaheim Blvd Anaheim, CA 92805
1/26/2019	Public Workshop Series Round #1: Central Los Angeles	LA Trade Tech 2215 S. Grand Av Los Angeles, CA 90012
1/24/2019	San Gabriel Valley Service Council/ Public Workshop Series Round #1	Pasadena Senior Center 85 E Holly St Pasadena, CA 91103
1/23/2019	Gateway Cities Service Council/ Public Workshop Series Round #1	Dollarhide 301 N Tamarind Ave Compton, CA 90220
1/21/2019	Rev. Dr. Martin Luther King, Jr. Day Parade	Los Angeles CA
1/18/2019	Central LA Faith Leaders Meeting	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012



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<b>Date</b>	<b>Event/Meeting</b>	<b>Location</b>
1/17/2019	Public Workshop Series Round #1: Torrance	El Camino College 16007 Crenshaw Blvd Torrance, CA 90506
1/16/2019	Public Workshop Series Round #1: San Gabriel	Asian Youth Center 100 W. Clary Ave., San Gabriel, CA 91776
1/12/2019	Public Workshop Series Round #1: Bell	Bell Community Center
1/10/2019	San Gabriel Valley Transit Providers Meeting	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
1/10/2019	How Women Travel Advisory Group	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
1/9/2019	Westside/Central Cities Service Council/ Public Workshop Series Round #1	Plummer Park 7377 Santa Monica Bl West Hollywood, CA 90046
1/8/2019	Public Workshop Series Round #1: Pacoima	Hubert Humphrey Recreation Center 12560 Filmore Street Pacoima, CA 91331
12/13/2018	Gateway Cities Service Council- NextGen Bus Study Working Group Update	Salt Lake Park Community Center 3401 E Florence Av. Huntington Park
12/11/2019	South LA Transit Empowerment Zone	LA Trade Tech College-Aspen Hall, LA CA
12/11/2018	BSMLA/Para Los Ninos Presentation: San Pedro/All Peoples	All Peoples Community Center
12/11/2019	Watts Rising Collaborative/Housing Authority of Los Angeles	HACLA, 2600 Wilshire Blvd., LA CA
	NextGen PAC	
10/12/2018	LA Chamber of Commerce	
12/7/2018	BSMLA/Para Los Ninos Presentation: Alianza Best Start	Angelica Church (MacArthur Park/Koreatown)
12/6/2018	BSMLA/Para Los Ninos Presentation: Ambassador	Francis Community Garden
12/5/2018	BSMLA/Para Los Ninos Presentation: Universal Dream Team	Menlo Family Center









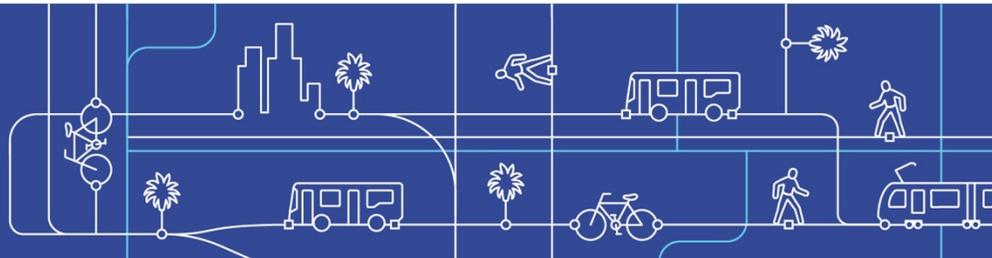








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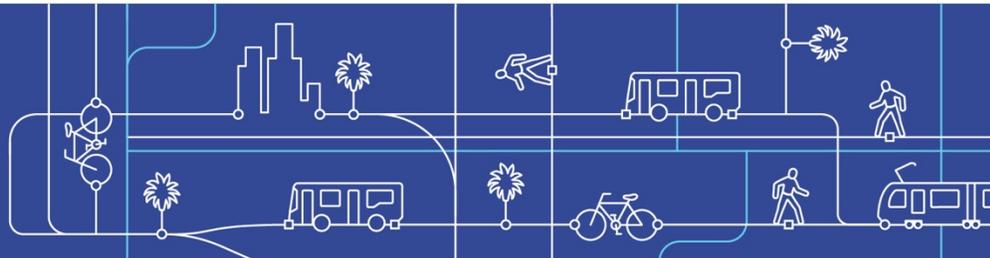
Date	Event/Meeting	Location
7/12/2018	Whittier Concert in the Park	Parnell Park 15390 Lambert Rd Whittier, CA 90604
7/7/2018	Community Visioning Event	Vermont/Manchester
7/7/2018	Claremont Art Walk	Claremont Village 109 Yale Ave Claremont, CA 91711
7/4/2018	Kaboom! Pomona Fairplex	Pomona Fairplex
7/4/2018	Huntington Park 4th of July Celebration	Salt Lake Park 3401 E Florence Ave Huntington Park, CA 90255
7/1/2018	Fireworks Show (Supervisor Solis)	4801 E 3rd St Los Angeles, CA 90022
7/1/2018	Greater Zion Church Family Presentation	Greater Zion Church Family 2408 N. Wilmington Compton, CA.
6/29/2018	Christ First Baptist Church - Presentation	701 N Long Beach Blvd, Compton, CA 90221
6/29/2018	SELA Collaborative Presentation - "Charla"	
6/28/2018	San Gabriel Valley COG Planning TAC	Upper San Gabriel Valley Municipal Water District 602 E Huntington Dr B, Monrovia, CA 91016
6/28/2018	LA County Economic Development Corp (LAEDC) Presentation: Transportation Committee	Greenberg Traurig, LLP 1840 Century Park East #1900, Los Angeles, CA 90067
6/26/2018	Compton Pastors Meeting Presentation	Greater Zion Church Family 2408 N Wilmington Ave, Compton, CA 90222
6/26/2018	Metro NextGen Technical Advisory Committee	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
6/26/2018	Metro NextGen Internal Working Group Meeting	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
6/25/2018	Metro Orange Line Community Meeting Open House	NoHo Recreation Center 11430 Chandler Bl, North Hollywood, CA 91601







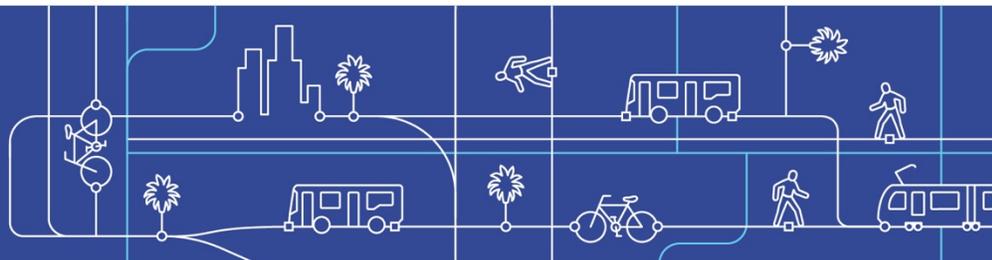
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Date	Event/Meeting	Location
5/24/2018	Metro Board Meeting	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
5/23/2018	Older Adult Transportation Pop-Up	West Hollywood Council Chambers 625 N San Vicente Blvd West Hollywood, CA 90069
5/22/2018	DaVinci Schools Student Presentation to Metro	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
5/22/2018	NextGen Working Group #2	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
5/19/2018	Regional Connector Halfway There Community Celebration	Japanese American National Museum 100 N Central Ave Los Angeles, CA 90012
5/10/2018	DTLA Art Walk	Downtown LA 634 S Spring St Los Angeles, CA 90014
5/9/2018	City of Los Angeles- Commission on Disability	Los Angeles City Hall, 3rd Floor, 200 N Spring St, Los Angeles, CA 90012
5/5/2018	Cinco De Mayo Celebration at Olvera Street	El Pueblo Historical Monument 125 Paseo de la Plaza Los Angeles, CA 90012
5/5/2018	25th Annual Downey Street Faire	Brookshire Ave between 5th St and Firestone: 11121 Brookshire Ave Downey, CA 90241
5/3/2018	DaVinci School Visit: Project Check-in/Updates	Da Vinci Schools 201 N Douglas St, El Segundo, CA 90245
5/1/2018	Metro Policy Advisory Committee	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/26/2018	Bus Drivers RAP Session Meeting - DTLA Central	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/25/2018	Bus Drivers RAP Session Meeting - El Monte	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/25/2018	Bus Drivers RAP Session Meeting - DTLA Vignes	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012



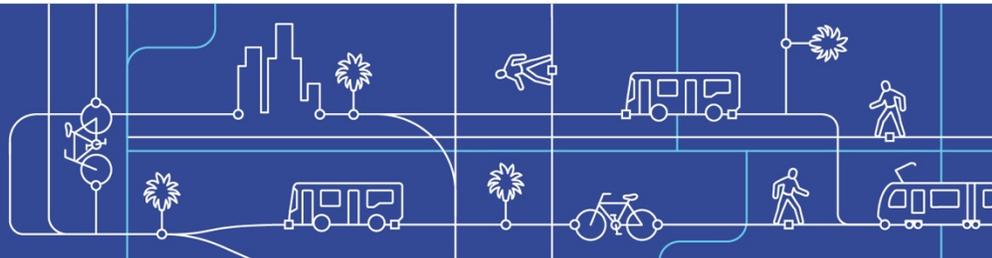
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Date	Event/Meeting	Location
4/25/2018	Bus Drivers RAP Session Meeting - Sun Valley	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/25/2018	Metro Citizen's Advisory Council	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/24/2018	Metro TAC Meeting	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/22/2018	CicLAvia x Earth Day Event - Foothills	671 E Bonita Ave San Dimas, CA 91773
4/19/2018	Metro Travel Buddy Program Quarterly Meeting - Presentation	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/18/2018	Bus Drivers RAP Session Meeting - WeHo	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/17/2018	Bus Drivers RAP Session Meeting - Chatsworth	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/13/2018	DaVinci Schools Presentation	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/13/2018	South Bay Service Council	Inglewood City Hall 1 W Manchester Blvd, Inglewood, CA 90301
4/12/2018	Gateway Cities Service Council	Salt Lake Park Community Center 3401 E Florence Ave, Huntington Park, CA 90255
4/12/2018	Bus Drivers RAP Session Meeting - Gardena	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/12/2018	Bus Drivers RAP Session Meeting - San Pedro	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/12/2018	Metro Customer Care Focus Group	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/11/2018	Westside/Central Service Council (Metro HQ)	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/11/2018	Bus Drivers RAP Session Meeting - Slauson	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/9/2018	Gateway Cities Service Providers	Salt Lake Park Community Center 3401 E Florence Ave, Huntington Park, CA 90255



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Date	Event/Meeting	Location
4/9/2018	San Gabriel Valley Service Council	Metro, El Monte Division 9 Building, 3rd Fl, Service Council Room 3449 Santa Anita Ave, El Monte, CA 91731 (Santa Anita Ave/Ramona Blvd)
4/6/2018	Metro Customer Care Focus Group	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/5/2018	Bus Drivers RAP Session Meeting - DTLA Mission	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/5/2018	Telephone Town Hall Meeting	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/4/2018	Metro Customer Care Focus Group	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/4/2018	Telephone Town Hall Meeting	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
4/4/2018	San Fernando Valley Service Council	Marvin Braude Constituent Center 6262 Van Nuys Blvd, Van Nuys, CA 91401
4/3/2018	Metro Policy Advisory Council	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
3/27/2018	NextGen Working Group #1	Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012
3/27/2018	LA Council of Religious Leaders (LACRL)	Metro Headquarters, 25th Fl, Highland Park Room
3/23/2018	Metro Faith Leaders Council	West Angeles Church, 3025 Crenshaw Blvd., LA CA 90016
3/19/2018	San Gabriel Valley Transit Providers Meeting	Pasadena City Hall - Grand Conference Room, Pasadena CA
3/16/2018	Meeting w/ DaVinci Schools	Da Vinci Schools
2/1/2018	Quarterly Labor Management Meeting	Metro Headquarters, 4th Fl, Plaza View Room
11/27/2017	Gateway Cities Transit Providers Quarterly Meeting	



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## PRIORITIES QUESTIONNAIRE

By building strong relationships with faith-based and community groups, the Metro team was able to leverage digital tools that help stakeholders understand the complexity of redesigning an entire bus system, resulting in obtaining quality feedback from often underrepresented stakeholders that considered both technical aspects of the system and personal needs and experiences. Ultimately, over 60% of respondents were people of color with a balance of genders, age groups, zip codes, and income levels equitably representing the diversity of LA County. The questionnaire input deadline was extended multiple times to accommodate request from Community Based Organizations for additional input time.

The MetroQuest questionnaire asked respondents to prioritize service concepts and acknowledge tradeoffs. The following highlight respondent priorities:

### Set Your Budget Screen

Category	Total Budget Allocated	Percentage of Total
More reliable service	95,263	15.8%
More peak hour frequency	85,999	14.3%
More safety and security	81,252	13.5%
More geographic coverage	75,143	12.5%
More evening service	74,477	12.4%
Better real-time bus arrival info	74,183	12.3%
More weekend service	64,507	10.7%
More midday frequency	51,139	8.5%

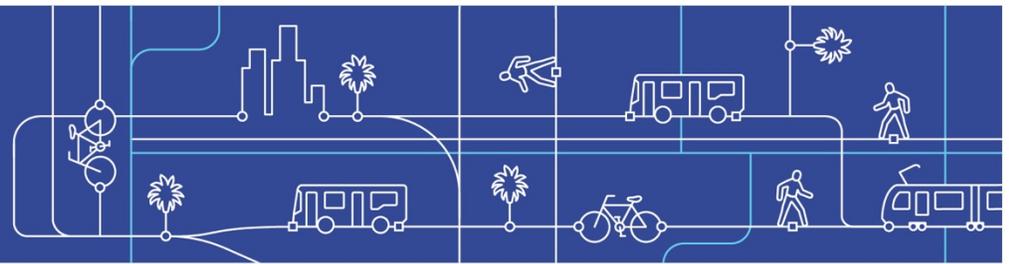
*Note: Budget allocated refers to the total value of the coins allocated to each category.*

### Tradeoffs

Route Design			System Design			Service Times		
Fewer stops	Neutral	More stops	More buses	Neutral	More routes	Rush hour	Neutral	Non-rush hour
54.3%	22.3%	23.3%	54.0%	17.5%	28.5%	53.7%	15.5%	30.8%

Connectivity			Reliability		
More transfers	Neutral	Direct route	Reliable service	Neutral	Reliable info
41.9%	16.6%	41.6%	54.1%	10.9%	35.0%





## 2019 PUBLIC WORKSHOPS

### Public Workshops Overview

The NextGen Bus Study public workshops leveraged stations that were intentionally designed to be interactive and create an environment of inclusion and collaboration, which opened a dialog between the Metro service planning team and the residents the system serves. All meetings emphasized the importance of Metro staff interacting with bus riders and residents, forging an understanding between service developers and Metro riders. These workshops provided an opportunity for the public to learn about and provide feedback on current Metro bus service, and a forum for community input that encouraged an ongoing dialogue with current and non-riders. Given the impact service changes may have on communities and residents, Metro placed great emphasis on engaging with the public and key stakeholders to ensure their concerns and comments are considered and included during the service redesign process.

At the end of the initial 10 public workshops, 1,083 public comments were received from 675 highly engaged attendees. Due to the success in attendance and constructive comments received, the NextGen Bus Study then hosted an additional 10 targeted public workshops, resulting in an additional 721 comments from 356 attendees. In total, **1,804 comments** were received from **1,031 individuals**.

Over the course of the 20 workshops, the following reoccurring themes for improving service across the county emerged (in order of most recurring):

### Bus Service Related Themes

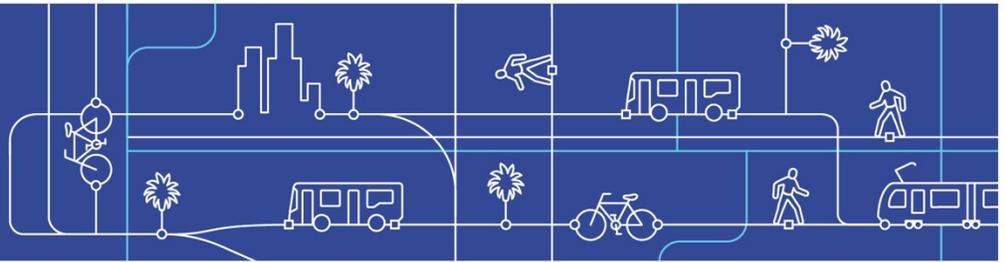
- Increase service frequency and decrease average wait times.
- Provide real time information as it pertains to scheduling and bus arrivals.
- Create greater transit connectivity throughout Los Angeles County.
- Eliminate the number of transfers needed during long distance travel.
- Coordinate with other municipal bus operators and local transit providers.
- Provide more mid-day service and late-night service.

### Passenger Experience Themes

- Enhance safety and security improvements on the bus and at bus stops.
- Increase quality of customer service from Metro staff.
- Improve cleanliness on buses and at bus stops.
- Provide better First-Last Mile improvements along bus routes



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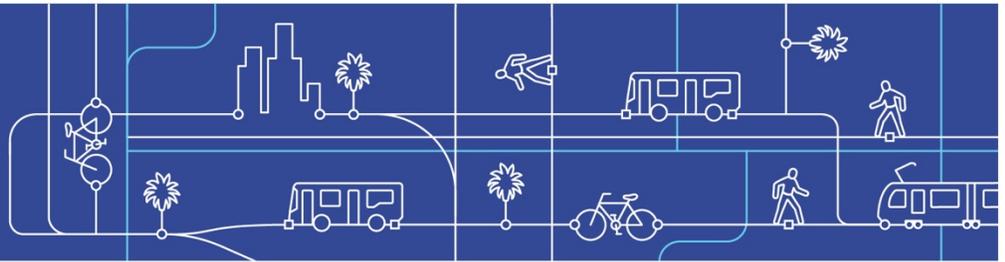


The following table provides a high-level summary of these comprehensive notification efforts:

<b>Notification of Public Workshops</b>	
<b>Print Notices</b>	<ul style="list-style-type: none"> <li>• Nearly 134,000 take-ones placed on Metro bus and rail lines</li> <li>• Approximately 12,300 notices hand-delivered to property owners, occupants and businesses in areas around the meeting locations</li> <li>• 330+ stakeholder organizations received notices via mail to distribute at activity centers</li> </ul>
<b>Digital Communications</b>	<ul style="list-style-type: none"> <li>• Electronic meeting notice emailed to 3,200 NextGen project database contacts</li> <li>• Electronic meeting notice emailed to 147,000 AARP database contacts</li> <li>• Nearly 500 media toolkits, which provided easily shareable information, sent to Working Group members, stakeholder organizations and Los Angeles County cities (Attachment D)</li> <li>• 160+ posts to stakeholder-owned social media platforms, community e-blasts, blog posts and online news articles recorded (Attachment E)</li> <li>• Metro social media posts (Facebook and Twitter) published before and during all 20 meetings, resulting in 100's of positive comments (Attachment F)</li> <li>• NextGen webpage included meeting information and was visited approximately 15,000 times between December 2018 and April 2019</li> </ul>
<b>Working Group Member Organization List</b>	<ul style="list-style-type: none"> <li>• List of all Working Group members attending a working group meeting (Attachment A)</li> </ul>



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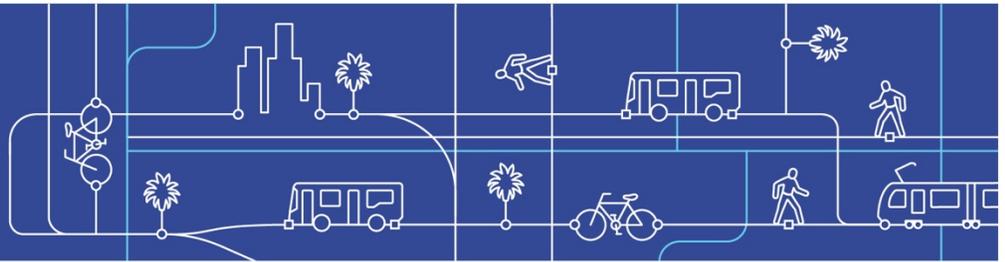


## San Gabriel Valley

- Improvements to arrival time accuracy at bus stops and on the Metro app are needed.
- Provide more Rapid service from San Gabriel Valley into Downtown and Central Los Angeles.
- Hours of operation on major lines like the 489 and 780 need to begin earlier in the morning. Ideally before 6am Monday-Friday.
- The Temple City Youth Committee surveyed 148 students and 63 adults about their public transportation concerns. 37 percent of people surveyed have never taken public transportation. Common problems included the issues of safety, TAP cards are difficult to access, speed, reliability, and overcrowding. Participants felt additional stops are needed as well as shade covers, more security, and videos on how to ride the bus and read the maps.

## **INDIVIDUAL WORKSHOP SUMMARIES ON FOLLOWING PAGES**

# NEXTGEN Bus Study

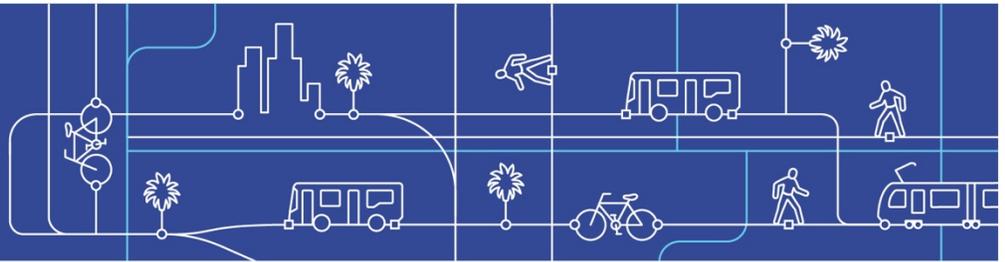


## Individual Workshop Summaries

<b>Pacoima - Hubert Humphrey Recreation Center Tuesday, January 8<sup>th</sup>, 2019</b>	
<b>People Attending</b>	A total of 58 people signed into the workshop <ul style="list-style-type: none"> <li>54 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>47 roll-out map comment submissions</li> <li>10 comment card submissions</li> <li>14 online GIS comment submissions</li> <li><b>71 total comments</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>Lea Gonzalez, Field Deputy, Office of Congressman Tony Cardenas 29<sup>th</sup> District San Fernando Valley</li> <li>Jessica Orellana, Field Deputy, LA County Board of Supervisors, Office of Sheila Kuehl 3<sup>rd</sup> District</li> <li>Yvette López Ledesma, San Fernando Valley Service Council</li> <li>Jose Miguel, Pacoima Neighborhood Council</li> <li>Veronica Padilla, Pacoima Beautiful</li> <li>Armando Flores, Valley Industry and Commerce Assoc.</li> <li>Imelda Padilla, LA County Women and Girls Initiative</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>Spectrum 1 News Los Angeles</li> <li>Estrella TV</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>Increase service running west of Reseda Blvd. (line 169, 166/364)</li> <li>Increase service coming from the north Valley (Sylmar) into the central region (Northridge/ Reseda). Including lines 734, 733, 233, 234.</li> <li>Increase frequency to Orange Line service in both directions.</li> <li>Lighting and security improvements at all stops. Mentioned primarily at the North Hollywood stop/ station.</li> <li>Cleanliness improvements to buses. Specifically removing cloth seats and replacing with vinyl.</li> </ul>



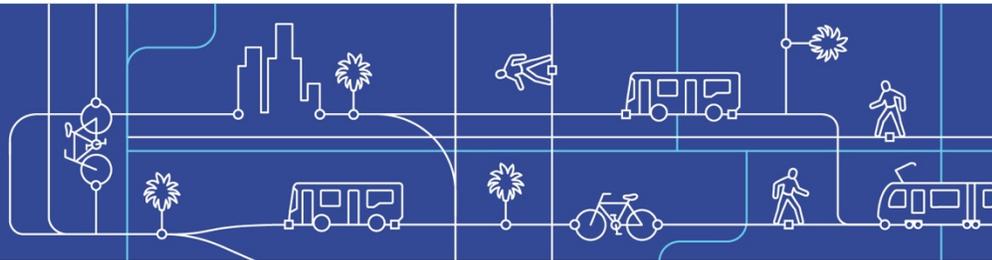
# NEXTGEN Bus Study



West Hollywood - Plummer Park Wednesday, January 9 <sup>th</sup> , 2019	
<b>People Attending</b>	<p>A total of 97 people signed into the workshop</p> <ul style="list-style-type: none"> <li>91 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>84 roll-out map comment submissions</li> <li>38 comment card submissions</li> <li>20 online GIS comment submissions</li> <li><b>142 total comments</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>Malcolm Harris, Los Angeles Black Worker Center (LABWC)</li> <li>Zachary Gaidzik, LA Field Deputy &amp; Caseworker- LA County Board of Supervisors, Office of Sheila Kuehl 3<sup>rd</sup> District</li> <li>Madeline Brozen, City of Beverly Hills</li> <li>Martha Eros, City of Beverly Hills</li> <li>David Feinberg, Santa Monica Big Blue Bus</li> <li>Ernesto Hidalgo, City of West Hollywood</li> <li>Alba Velasquez, City of West Hollywood</li> <li>Elliot Petty, City of West Hollywood</li> <li>Perri Sloane Goodman, City of West Hollywood</li> <li>Josh Kurpies, District Director, Office of Congressman Richard Bloom 50<sup>th</sup> District West Los Angeles</li> <li>Nathan Serafin, Westside Cities Council of Government</li> <li>David Eichman, West Hollywood Transportation Commission</li> <li>Matt Stauffer, Santa Monica Chamber of Commerce</li> <li>George Taule, Westside/Central Service Council</li> <li>Alba Velasquez, Westside/Central Service Council</li> <li>Elliot Petty, Westside/Central Service Council</li> <li>David Feinberg, Santa Monica Big Blue Bus</li> <li>Leor Alpern, South Coast Air Quality Management District (SCAQMD)</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>



# NEXTGEN Bus Study



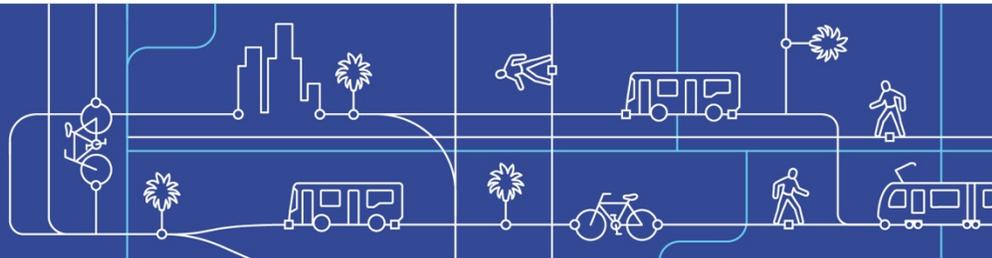
## West Hollywood - Plummer Park Wednesday, January 9<sup>th</sup>, 2019 *(cont.)*

### Key Themes

- Increase service frequency to following lines: 217, 712, 312, 780, 704
- Increase bus lanes on Santa Monica Blvd.
- Create/provide more bus service from West Hollywood to LAX.
- More accurate real-time arrival departure times for routes.
- Increase safety measures at stops (lighting, emergency buttons, Metro police).
- Increase first/last miles options (shuttles) in area.
- Concern that all riders should be providing full payment and no “free” rides are allowed.



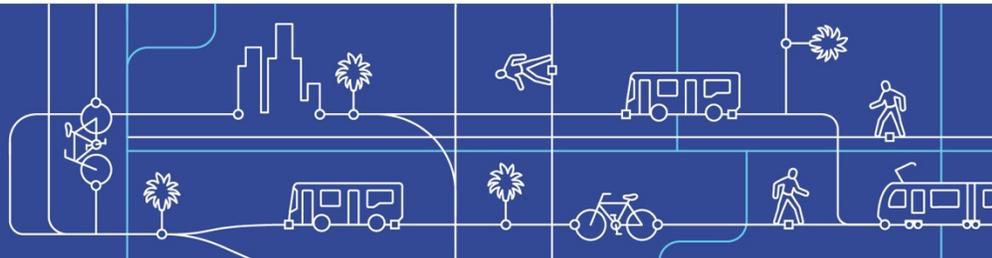
# NEXTGEN Bus Study



<b>Bell - Bell Community Center</b> <b>Saturday, January 12<sup>th</sup>, 2019</b>	
<b>People Attending</b>	A total of 38 people signed into the workshop <ul style="list-style-type: none"> <li>• 31 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>• 59 roll-out map comment submissions</li> <li>• 15 comment card submissions</li> <li>• 7 online GIS comment submissions</li> <li>• <b>81 total comments</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Wally Shidler, Gateway Cities Service Council</li> <li>• Wajeha Bilal, Watts Rising Collaborative</li> <li>• Kristina Valenzuela, UCLA Transportation, Association for Commuter Transportation (ACT)</li> <li>• Wilma Franco, SELA Collaborative</li> <li>• Antonio Chapa, District Director, LA County Board of Supervisors Office of Hilda Solis 1<sup>st</sup> District</li> <li>• Al Rios, South Gate City Council</li> <li>• Sam Pena, Gateway Cities Service Council</li> <li>• Joe Strapac, Gateway Cities Service Council</li> <li>• Lori Woods, Signal Hill City Council</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>• Increase bus service at the end of rail lines traveling in similar direction.</li> <li>• Increase mid-day service to all lines.</li> <li>• Improve public transportation diversity in South East Los Angeles (shuttles, scooters, Metro bikes).</li> <li>• Increase service to East Los Angeles College and Cal State LA.</li> <li>• Increase visibility of Metro police presence at stops/stations.</li> <li>• Rapid buses down major thoroughfares like Huntington Blvd, Rosecrans Ave, Sepulveda.</li> <li>• Service running from Central Los Angeles to South East Los Angeles cities should be increased.</li> <li>• Improve customer service of operators.</li> </ul>



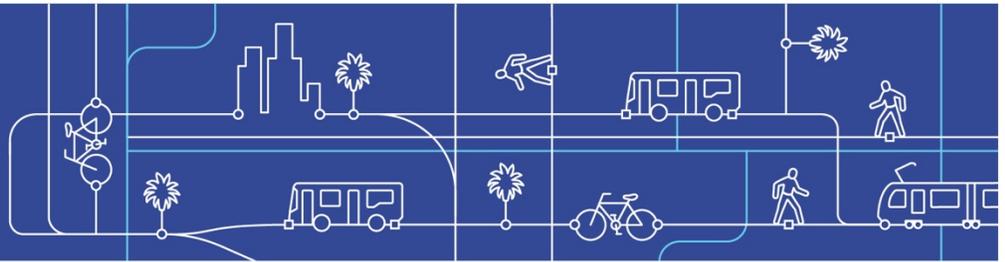
# NEXTGEN Bus Study



<b>San Gabriel - Asian Youth Center</b> <b>Wednesday, January 16<sup>th</sup>, 2019</b>	
<b>People Attending</b>	A total of 84 people signed into the workshop <ul style="list-style-type: none"> <li>• 70 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>• 34 roll-out map comment submissions</li> <li>• 28 comment card submissions</li> <li>• 12 online GIS comment submissions</li> <li>• <b>74 total comments</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Chin Ho Liao, Councilmember, City of San Gabriel</li> <li>• Peggy Kuo, City of Temple City</li> <li>• Jillian Nunez, Deputy City Clerk, City of Temple City</li> <li>• Lisa Thong, Asian Pacific Islander Forward Movement</li> <li>• Chloe Chuong, Temple City Youth Committee</li> <li>• Florence Lin, Director, Asian Youth Center</li> <li>• Eduardo Vega, City of Cerritos</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Shawn Liu, News Agency America</li> <li>• Gigi Lee China Press</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>• Service for the 489 and 487 lines should begin before 5:30AM on weekdays.</li> <li>• Improve arrival/departure reporting accuracy at stops and on Metro app.</li> <li>• Provide more Rapid service originating in San Gabriel Valley to Downtown Los Angeles.</li> <li>• Increase service coming to and departing from Gold Line stations in San Gabriel Valley.</li> <li>• Silver Line is not reliable during peak am/pm hours.</li> <li>• Expand the TAP U-Pass program to high schools.</li> </ul>

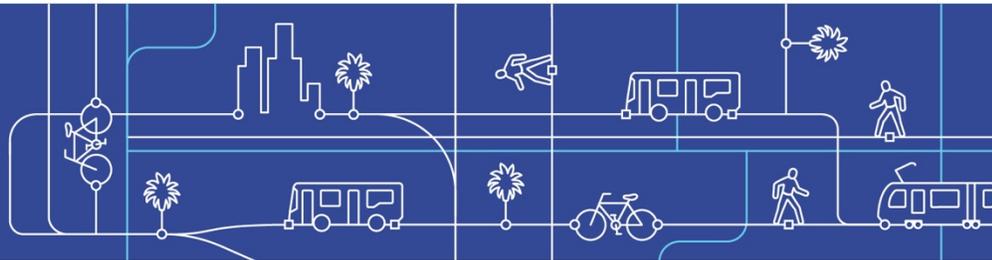


# NEXTGEN Bus Study



<b>Torrance - El Camino Community College Thursday, January 17<sup>th</sup>, 2019</b>	
<b>People Attending</b>	A total of 25 people signed into the workshop <ul style="list-style-type: none"> <li>• 22 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>• 31 roll-out map comment submissions</li> <li>• 11 comment card submissions</li> <li>• 8 online GIS comment submissions</li> <li>• <b>51 total comments</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Steve Lantz, South Bay Cities Council of Government</li> <li>• Michael Ervin, Asst. Deputy of Transportation, Office of County Supervisor Janice Hahn 4<sup>th</sup> District</li> <li>• Luis Duran, South Bay Service Council</li> <li>• Mark MacDougall, Torrance Transit</li> <li>• Hamilton Cloud, Office of Congresswomen Maxine Waters 43<sup>rd</sup> District Central Los Angeles</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>• Convert the 344 to a Rapid service or increase the number of buses on the route. Service is too infrequent.</li> <li>• Increase daily peak service from South Bay to West Los Angeles.</li> <li>• Incorporate fare payment ability into Metro app.</li> <li>• Consider piloting a distance-based fare model for some bus routes.</li> </ul>

# NEXTGEN Bus Study



<b>Compton - Dollarhide Community Center</b> <b>Wednesday, January 23<sup>rd</sup>, 2019</b>	
<b>People Attending</b>	A total of 41 people signed into the workshop <ul style="list-style-type: none"> <li>38 attendees provided home addresses and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>26 roll-out map comment submissions</li> <li>7 comment card submissions</li> <li>6 online GIS comment submissions</li> <li><b>39 total comments</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>Diana Medel, Field Representative, Office of State Assembly Member Mike Gipson 64<sup>th</sup> District South Los Angeles</li> <li>Jo Ann Eros Delgado, Metro Gateway Cities Service Council</li> <li>Al Rios, South Gate City Council</li> <li>Sam Pena, Gateway Cities Service Council</li> <li>Joe Strapac, Gateway Cities Service Council</li> <li>Wally Shidler, Gateway Cities Service Council</li> <li>Sharon Weissman, Board Deputy and Sr Advisor to Long Beach Mayor Robert Garcia</li> <li>Michael Ervin, Asst. Deputy of Transportation, Office of Los Angeles Board Supervisor Janice Hahn 4<sup>th</sup> District</li> <li>Norchelle Brown, Policy Assistant, Office of Congresswoman Nanette Diaz Barragan 44<sup>th</sup> District South Los Angeles</li> <li>Wajeha Bilal, Watts Rising Collaborative</li> <li>Lori Woods, Metro Gateway Service Council</li> <li>Billy Earley, Build Plus Community</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>Improve the service in Compton for lines 51 and 35</li> <li>Create a Silver Line type service that ends in DTLA that only stops three times.</li> <li>More buses and better overall service to the 270 and 130 lines</li> <li>Extend the 760 Rapid into Compton.</li> </ul>



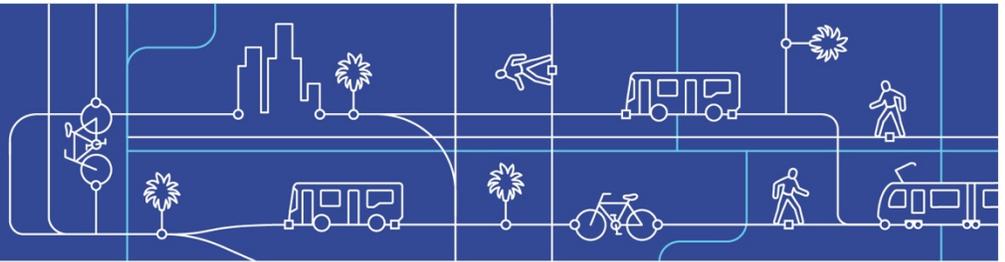








# NEXTGEN Bus Study



Inglewood - Inglewood City Hall Thursday, January 31 <sup>st</sup> , 2019	
<b>People Attending</b>	<p>A total of 53 people signed into the workshop</p> <ul style="list-style-type: none"> <li>• 51 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>• 51 roll-out map comment submissions</li> <li>• 6 comment card submissions</li> <li>• 8 online GIS comment submissions</li> <li>• <b>65 total comments</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Jason Jo, Transportation Service Supervisor, City of Carson</li> <li>• Pamela Tang, Torrance Transit</li> <li>• Meighan Langlois, South Bay Service Council</li> <li>• Charles Deemer, South Bay Service Council, Torrance Environmental Quality &amp; Energy Conservation Commission</li> <li>• Ralph L. Franklin, Inglewood City Council</li> <li>• Aaron Baum, South Bay Cities Council of Governments</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>• Increase to the security presence on the 40 bus and at stops along the route.</li> <li>• 40 bus frequency should be increased. Wait times for buses are long and buses are crowded.</li> <li>• The 232 buses are very outdated compared to other lines. The route can benefit from using larger more updated buses.</li> <li>• The arrival of buses along the 232 is very infrequent. A more predictable and regular schedule is needed.</li> <li>• Create 7-day service for line 625.</li> <li>• Create 7-day service for lines 51 and 52.</li> <li>• More transit connectivity between Central Los Angeles and West Los Angeles.</li> <li>• Increase the security presence in the evenings at bus stops. Wait times are long and people feel unsafe waiting for the bus.</li> </ul>

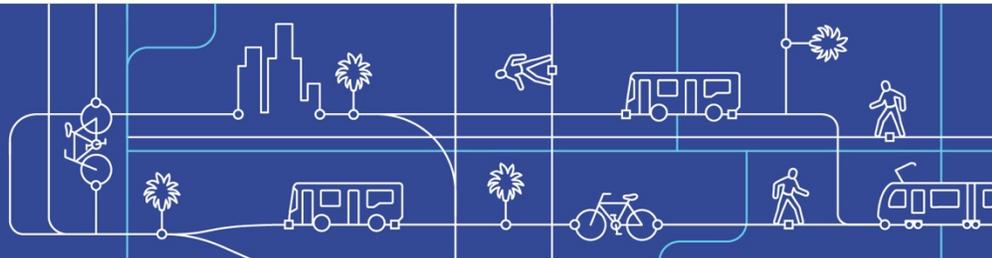








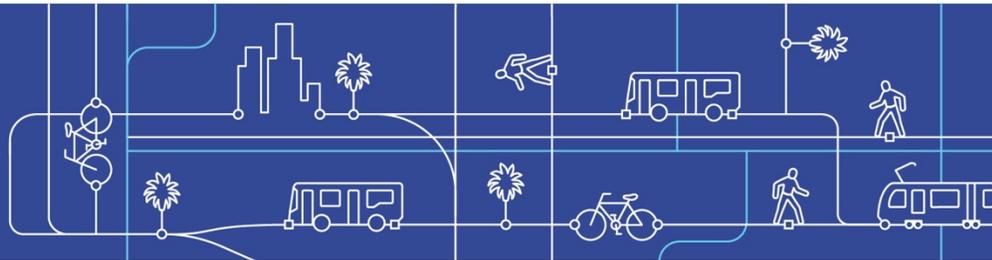
# NEXTGEN Bus Study



Wilmington - Providence Wellness & Activity Center Saturday, March 2 <sup>nd</sup> , 2019	
<b>People Attending</b>	A total of 83 people signed into the workshop <ul style="list-style-type: none"> <li>80 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>67 roll-out map comment submissions</li> <li>17 comment card submissions</li> <li>1 online GIS comment submission</li> <li><b>85 total comments submitted</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>Danny Hom, South Bay Service Council</li> <li>Gabriela Cid, Field Representative, Office of Congresswomen Nanette Diaz Barragan 44<sup>th</sup> District of California</li> <li>Victor Ibarra, Field Representative, Office of Assembly Member Mike Gipson 64<sup>th</sup> District</li> <li>Irais Colin, Best Start Wilmington/Providence</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>Service frequency improvements to the 130 and 202 lines are needed through Harbor cities.</li> <li>The 232 line should run later into the evening or past midnight.</li> <li>Install more shelters for bus stops.</li> <li>Metro operators are rude and not helpful on buses.</li> <li>Increase the number of security officers at bus stops and on the buses. Riders feel unsafe when waiting for the bus.</li> </ul>



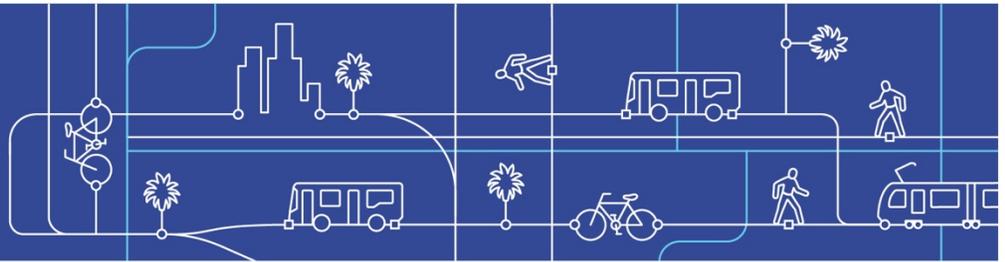
# NEXTGEN Bus Study



South Los Angeles (Watts) - St Lawrence Brindisi Church Monday, March 4 <sup>th</sup> , 2019	
<b>People Attending</b>	A total of 36 people signed into the workshop <ul style="list-style-type: none"> <li>• 35 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>• 35 roll-out map comment submissions</li> <li>• 12 comment card submissions</li> <li>• 0 online GIS comment submissions</li> <li>• <b>47 total comments submitted</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Andrew Wang, Los Angeles County Bike Coalition (LACBC)</li> <li>• Billy Early, Build Plus Community</li> <li>• Maria Mamano, Best Start</li> <li>• Wajeha Bilal, Watts Rising Collaborative</li> <li>• Guadalupe Zapata, Best Start Watts/Willowbrook</li> <li>• Michelle Chambers, Sr Field Representative, Office of State Assemblymember Mike Gipson 64<sup>th</sup> District of California</li> <li>• Leticia Martinez, Best Start Watts/Willowbrook</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Saul Gonzalez, KCRW</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>• Existing service hours throughout Compton/Watts area should be extended later into the evening.</li> <li>• Increased service on the weekend.</li> <li>• Cleanliness on the buses should be improved. Seats should be cleaned regularly.</li> </ul>



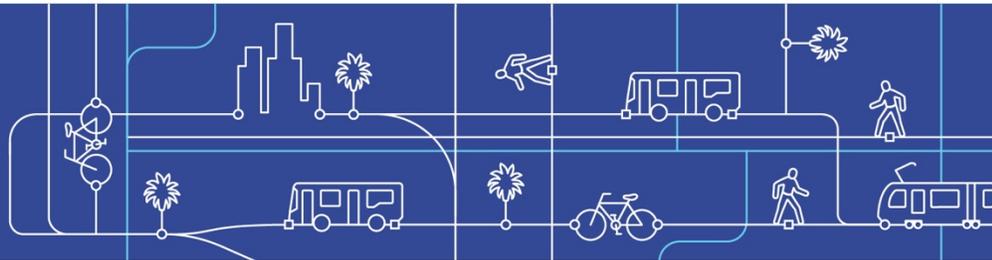
# NEXTGEN Bus Study



West Los Angeles - Felicia Mahood Multipurpose Center Tuesday, March 5 <sup>th</sup> , 2019	
<b>People Attending</b>	<p>A total of 50 people signed into the workshop</p> <ul style="list-style-type: none"> <li>47 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>113 roll-out map comment submissions</li> <li>16 comment card submissions</li> <li>0 online GIS comment submissions</li> <li><b>129 total comments submitted</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>Mike Bonin, Los Angeles City Council Member, West LA 11<sup>th</sup> District</li> <li>Alfredo Torales, Santa Monica Big Blue Bus</li> <li>Tim McCormick, Santa Monica Big Blue Bus</li> <li>James Morez, Venice Neighborhood Council</li> <li>Erin Schneider, Field Deputy, Office of LA County Board Supervisor Sheila Kuehl, 3<sup>rd</sup> District</li> <li>Rob Kadota, Mar Vista Community Council</li> <li>David Graham-Caso, Deputy Chief of Staff, Office of Los Angeles City Council Member Mike Bonin, West LA 11<sup>th</sup> District</li> <li>Eric Bruins, Transportation Director, Office of Los Angeles City Council Member Mike Bonin, West LA 11<sup>th</sup> District</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>Reduce the number of police officers on buses. The use of alternative security like security guards and social workers should be promoted.</li> <li>Provide interactive touchscreen maps for the public to plan trips using the bus and rail.</li> <li>Create late night bus service running from West LA into Downtown LA.</li> <li>Improve the service frequency of the 10 and 105 bus lines.</li> <li>Create Owl service for the 94 and 212 bus lines.</li> </ul>



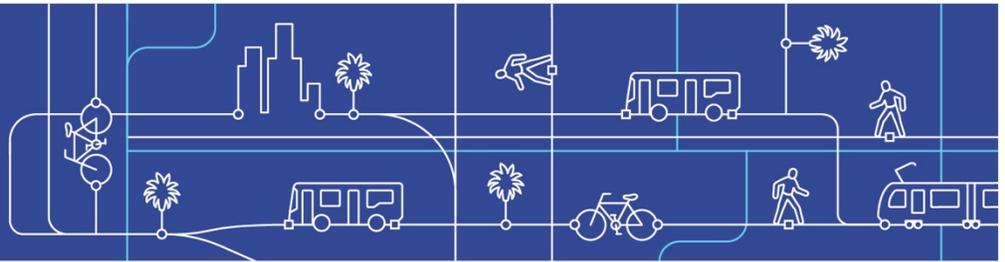
# NEXTGEN Bus Study



Compton - Greater Zion Church Family Thursday, March 7 <sup>th</sup> , 2019	
<b>People Attending</b>	<p>A total of 31 people signed into the workshop</p> <ul style="list-style-type: none"> <li>• 29 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>• 25 roll-out map comment submissions</li> <li>• 13 comment card submissions</li> <li>• 0 online GIS comment submissions</li> <li>• <b>38 total comments</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Diana Medel, Field Representative, Office of Assembly Member Mike Gibson 64<sup>th</sup> District</li> <li>• Gustavo Romo, City of Bell</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>• Improvements to bus stops and stations are needed. Increase the presence of Metro security officers at stops and on buses.</li> <li>• Buses in Compton are very crowded. Service frequency improvements are needed especially during peak hours.</li> <li>• Increase the number of restrooms available to those using public transit.</li> <li>• Greater safety measures are needed to ensure women and children traveling alone are safe.</li> <li>• Increase the frequency of buses branching from Blue and Green rail lines.</li> </ul>

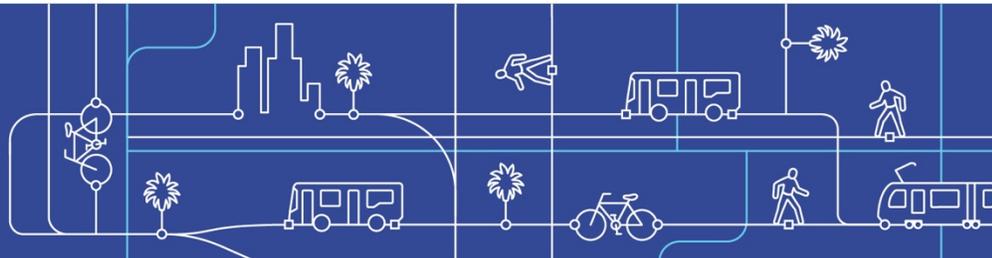


# NEXTGEN Bus Study



Calabasas - District Office of Supervisor Sheila Kuehl Tuesday, March 12 <sup>th</sup> , 2019	
<b>People Attending</b>	<p>A total of 15 people signed into the workshop</p> <ul style="list-style-type: none"> <li>• 15 attendees provided a home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>• 24 roll-out map comment submissions</li> <li>• 2 comment card submissions</li> <li>• 0 online GIS comment submissions</li> <li>• <b>26 total comments submitted</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Diana Weynand, Climate Reality West Valley Chapter</li> <li>• Dennis Washburn, San Fernando Valley Service Council</li> <li>• Madeleine Moore, Deputy of Special Projects, Office of LA County Board Supervisor Sheila Kuehl 3<sup>rd</sup> District</li> <li>• Vivian Deutsch, Climate Reality West Valley Chapter</li> <li>• Terry Dipple, Executive Direct, Las Virgenes-Malibu Council of Governments</li> <li>• Brad Vanderhook, West Hills Neighborhood Council</li> <li>• Bill Rose, West Hills Neighborhood Council</li> <li>• Charlene Rothstein, West Hills Neighborhood Council</li> <li>• Tessa Charnofsky, District Director, Office of LA County Board Supervisor Sheila Kuehl 3<sup>rd</sup> District</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>• Create a limited stop freeway service from Thousand Oaks Transit Center to Universal Red Line station.</li> <li>• Begin to implement fully electric buses into the Metro bus fleet.</li> <li>• Improve service of the 161 along PCH running into Malibu.</li> <li>• Create more weekend and late night service for West Valley lines (161, 165, 152, 166).</li> </ul>

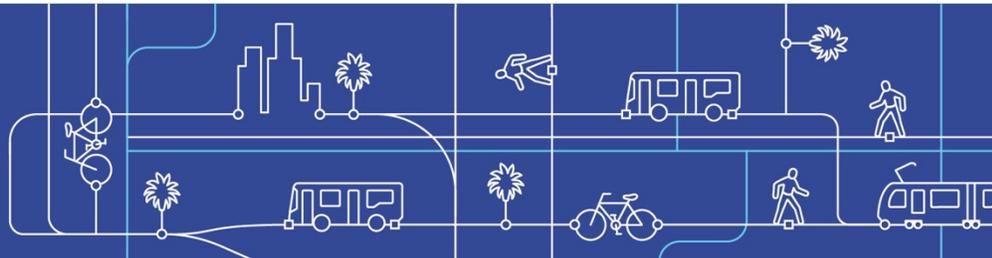
# NEXTGEN Bus Study



<b>South West Los Angeles - Holman United Methodist Church</b> <b>Wednesday, March 13<sup>th</sup>, 2019</b>	
<b>People Attending</b>	A total of 34 people signed into the workshop <ul style="list-style-type: none"> <li>• 34 attendees provided a home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>• 79 roll-out map comment submissions</li> <li>• 12 comment card submissions</li> <li>• 0 online GIS comment submissions</li> <li>• <b>91 total comments submitted</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Cynthia Langley, Los Angeles Christian Health Centers (LACHC)</li> <li>• Kenneth Galbreth, Los Angeles Christian Health Centers (LACHC)</li> <li>• L. Kerr, National Association for the Advancement of Colored People (NAACP)</li> <li>• Wajeha Bilal, Build Plus</li> <li>• Julia Salinas, Transportation Manager, Office of Mayor Eric Garcetti</li> <li>• Cesar Montoya, Field Representative, California State Assembly</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Elizabeth Fuller, Larchmont Buzz</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>• Implement the use of larger buses for more frequented lines.</li> <li>• Improve the Metro app to include loading fares and improve accuracy of arrival/departure times.</li> <li>• Increase the amount of Owl service bus lines in Central Los Angeles.</li> <li>• Improve the frequency of the 28 line.</li> <li>• Expand weekend service to lines throughout Central Los Angeles.</li> </ul>

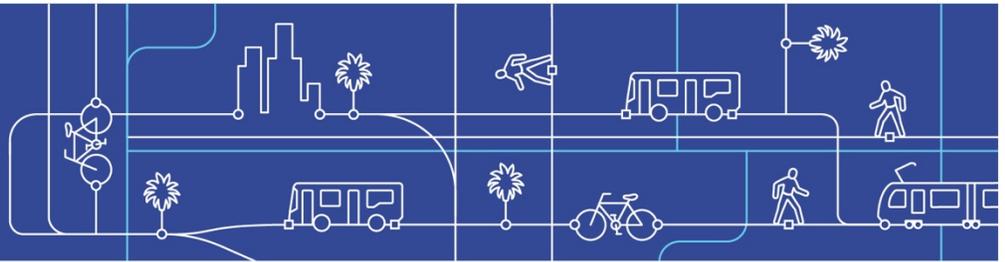


# NEXTGEN Bus Study



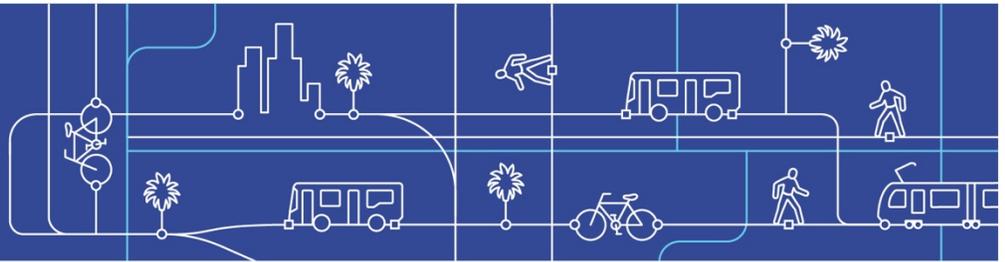
East Los Angeles - East Los Angeles Service Center Tuesday, March 19 <sup>th</sup> , 2019	
<b>People Attending</b>	A total of 49 people signed into the workshop <ul style="list-style-type: none"> <li>• 45 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>• 120 roll-out map comment submissions</li> <li>• 26 comment card submissions</li> <li>• 0 online GIS comment submissions</li> <li>• <b>146 total comments submitted</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Henry Lo, Senior Field Representative, Office of State Assembly Member Ed Chau District 49</li> <li>• Louis Burns, Access Services</li> <li>• Joseph Martinez, Director of District Operations, Office of LA County Board Supervisor Hilda Solis District 1</li> <li>• Abigail Marquez, Office of State Assembly Member Ed Chau District 49</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>• Increase safety for students and children using the bus system.</li> <li>• Increase the number of bus stop shelters.</li> <li>• Include Santa Monica Big Blue Bus and OCTA in accepting the Metro EZ pass.</li> <li>• Increase weekend service of the 780 through Pasadena.</li> <li>• Improve the frequency of the 78 line through East Los Angeles.</li> <li>• Extend the 258 and 260 lines south into Gateway/South Bay cities.</li> </ul>

# NEXTGEN Bus Study



<b>Malibu - Malibu City Hall, Multipurpose Room Tuesday, April 9<sup>th</sup>, 2019</b>	
<b>People Attending</b>	A total of 17 people signed into the workshop <ul style="list-style-type: none"> <li>13 attendees provided home address and/or email address</li> </ul>
<b>Comment Cards</b>	<ul style="list-style-type: none"> <li>13 roll-out map comment submissions</li> <li>6 comment card submissions</li> <li>0 online GIS comment submissions</li> <li><b>19 total comments submitted</b></li> </ul>
<b>Elected Offices / Key Stakeholders</b>	<ul style="list-style-type: none"> <li>Skylar Peak, Malibu City Council</li> <li>Elizabeth Shavelson, Assistant to the Malibu City Manager</li> <li>Tim Pershing, Senior Field Representative, Office of State Assembly Member Richard Bloom 50<sup>th</sup> District</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Key Themes</b>	<ul style="list-style-type: none"> <li>Improve transit connectivity between Malibu and the San Fernando Valley</li> <li>Collaborate with Ventura County Transportation Commission (VCTC) to increase transit trips between Malibu and Ventura County coastal cities.</li> <li>Implement the use of smaller, full electric buses in the Metro bus fleet.</li> <li>Consider extending the 534 bus through Santa Monica into Westwood and West Los Angeles.</li> <li>Redesign the location of bus stops along PCH to make stops safer for those waiting for buses and passengers exiting.</li> </ul>





## ATTACHMENTS

### **Attachment A: Working Group Organizations**

### **Attachment B: Workshop Locations**

B.1 Round 1 Workshop Locations

B.2 Round 2 Workshop Locations

### **Attachment C: Workshop Materials**

C.1 Workshop Guide

C.2 Fact Sheet

C.3 FAQ

C.4 Comment Card

### **Attachment D: Media Toolkits Examples**

D.1 Stakeholder Toolkit

D.2 Elected Official Toolkit

### **Attachment E: Earned Media Table**

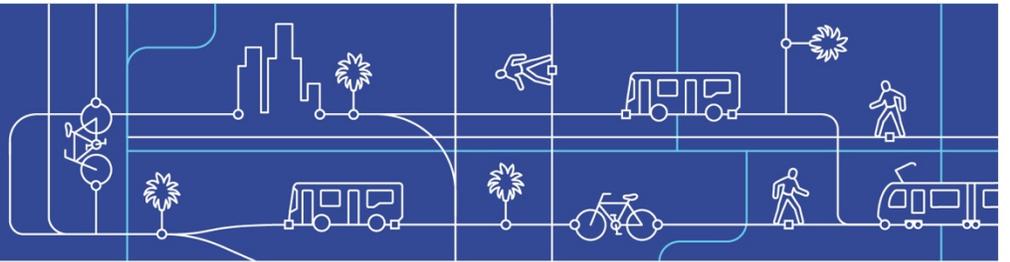
E.1 Round 1 Earned Media

E.2 Round 2 Earned Media

### **Attachment F: Social Media Examples**

F.1 Facebook

F.2 Twitter



# **Attachment A: Working Group Organizations**

## Working Group Organizations

#	Category	Sub Category	Organization
1	Advisory Council	Metro Advisory Council	Citizens' Advisory Council (CAC)
2	Business Organizations	Business Development	BizFed
3	Business Organizations	Economic Development	Los Angeles Economic Development Corporation
4	Business Organizations	Tourism	Los Angeles Tourist Visitors & Convention Bureau
5	Chamber of Commerce		Los Angeles Area Chamber of Commerce
6	Community Organizations	Environmental/Social Equity/Low Income Groups	Build Plus Community Marketplace
7	Community Organizations	Bicycle Groups	CicLAvia
8	Community Organizations	Environmental/Social Equity/Low Income Groups	Climate Reality Leadership Corps
9	Community Organizations	Environmental/Social Equity/Low Income Groups	Climate Resolve
10	Community Organizations	Environmental/Social Equity/Low Income Groups	Commission on the Status of Women
11	Community Organizations	Environmental/Social Equity/Low Income Groups	Communities for a Better Environment
12	Community Organizations	Environmental/Social Equity/Low Income Groups	Community Build/Watts Rising Collaborative
13	Community Organizations	Environmental/Social Equity/Low Income Groups	East Yard Communities for Environmental Justice (EYCEJ)
14	Community Organizations	Professional Development	Encounter LA (LATTTC Architecture)
15	Community Organizations	Environmental/Social Justice	Enterprise Community Partners
16	Community Organizations	Environmental/Social Equity/Low Income Groups	Fixing Angelenos Stuck in Traffic (FAST)
17	Community Organizations	Previous EWG Member	Global First Ladies Alliance
18	Community Organizations	Environmental/Social Equity/Low Income Groups	Investing in Place
19	Community Organizations	Environmental/Social Equity/Low Income Groups	LA Voice
20	Community Organizations		LA Walks
21	Community Organizations	Bicycle Groups	Los Angeles County Bicycle Coalition (LACBC)
22	Community Organizations	Environmental/Social Equity/Low Income Groups	Pacoima Beautiful
23	Community Organizations	Environmental/Social Equity/Low Income Groups	SELA Collaborative
24	Community Organizations	Environmental/Social Equity/Low Income Groups	South Los Angeles Transit Empowerment Zone (Slate-Z)
25	Community Organizations	Environmental/Social Equity/Low Income Groups	Trust South LA

#	Category	Sub Category	Organization
26	Community Organizations	Environmental/Social Equity/Low Income Groups	USC Cecil Murray Center
27	Educational Institutions	University	Cal State University System
28	Educational Institutions	University	Cal State University, Northridge
29	Educational Institutions	Community College	Los Angeles Community College District
30	Educational Institutions	County	Los Angeles County Office of Education
31	Educational Institutions	Community College	Los Angeles Trade Technical College
32	Educational Institutions	School District	Los Angeles Unified School District
33	Educational Institutions	Environmental/Social Equity/Low Income Groups   University	Cal State LA Pat Brown Institute
34	Educational Institutions	Educational Institutions	University of California, Los Angeles
35	Educational Institutions	University	University of Southern California
36	Educational Institutions	University	USC Program for Environmental and Regional Equity
37	Government Agencies	COG	Arroyo Verdugo Council of Governments
38	Government Agencies	Military and Veterans	Department of Military and Veterans Affairs
39	Government Agencies		Gateway Cities Council of Governments (GCCOG)
40	Government Agencies	Housing	Housing Authority of the City of Los Angeles
41	Government Agencies	Cities	LADCP
42	Government Agencies	COG	Las Virgenes Malibu Council of Governments (LADCP)
43	Government Agencies	COG	Las Virgenes/Malibu Council of Governments
44	Government Agencies	County	Los Angeles Department of City Planning (LADCP)
45	Government Agencies	Homeless Services	Los Angeles Homeless Services Authority
46	Government Agencies	COG	San Fernando Valley Council of Government (SFVCOG)
47	Government Agencies	COG	San Gabriel Valley Council of Governments (SGVCOG)
48	Government Agencies	COG	South Bay Cities Council of Governments
49	Government Agencies	COG	Westside Cities Council of Governments
50	Non-Profit	Seniors	AARP
51	Religious Institutions		Endless Touch Church
52	Religious Institutions		Greater Zion Church Family

#	Category	Sub Category	Organization
53	Service Council		Gateway Cities Service Council
54	Service Council		San Fernando Valley Service Council
55	Service Council		San Gabriel Valley Service Council
56	Service Council		South Bay Cities Service Council
57	Service Council		Westside/Central Service Council
58	Transportation Agencies	Municipal Operators	Big Blue Bus
59	Transportation Agencies	Municipal Operators	Los Angeles Department of Transportation (LADOT)
60	Transportation Agencies	Rail	South Bay Cities Council of Governments/SCAG
61	Transportation Agencies	Rail	Southern California Regional Rail Authority (Metrolink)
62	Transportation Services and Groups	Paratransit Service Agency	Access Services
63	Transportation Services and Groups	ADA	Accessibility Advisory Committee
64	Transportation Services and Groups	ADA	Aging & Disability Transportation Network
65	Transportation Services and Groups	Advocacy	Association for Commuter Transportation
66	Transportation Services and Groups	Advocacy	Move LA



# Round 1 Workshop Locations

Metro NextGen Bus Study Public Workshops - Round 1			
Workshop	Date	Location/ Address	Service Council
Community Workshop- #1	Tues., January 8, 2019 4pm-7pm	Hubert Humphrey Park 12560 Filmore St, Pacoima, CA 91331	San Fernando Valley
Community Workshop- #2	Wed., January 9, 2019 4pm-7pm	Plummer Park 7377 Santa Monica Blvd, West Hollywood, CA 90046	Westside/ Central
Community Workshop- #3	Sat., January 12, 2019 9am-12pm	Bell Community Center 6250 Pine Ave, Bell Gardens, CA 90201	Gateway Cities
Community Workshop- #4	Wed., January 16, 2019 4pm-7pm	Asian Youth Center 100 Clary Ave, San Gabriel, CA 91776	San Gabriel
Community Workshop- #5	Thurs., January 17, 2019 5:30pm-8:30pm	El Camino Community College 16007 Crenshaw Blvd, Torrance, CA 90506	South Bay
Community Workshop- #6	Wed., January 23, 2019 4pm-7pm	Dollarhide Community Center 301 N Tamarind Ave, Compton, CA 90220	Gateway Cities
Community Workshop- #7	Thurs., January 24, 2019 4pm-7pm	Pasadena Senior Center 85 E Holly St, Pasadena, CA 91103	San Gabriel
Community Workshop- #8	Sat., January 26, 2019 9am-12pm	Los Angeles Trade-Tech College 400 W Washington Blvd, Los Angeles, CA 90015	Westside/ Central
Community Workshop- #9	Thurs., January 31, 2019 4pm-7pm	Inglewood City Hall One Manchester Blvd, Inglewood, CA 90301	South Bay
Community Workshop- #10	Wed., February 6, 2019 4pm-7pm	Marvin Braude Constituent Center 6262 Van Nuys Blvd, Van Nuys, CA 91401	San Fernando Valley

## Round 2 Workshop Locations

Metro NextGen Bus Study Public Workshops - Round 2			
Workshop	Date	Location/ Address	Service Council
Community Workshop- #1	Thurs., February 28, 2019 12:30pm-3:30pm	Independent Living Center of Southern California 14151 Haynes St, Van Nuys, CA 91401	San Fernando Valley
Community Workshop- #2	Sat., March 2, 2019 10am-1pm	Providence Wellness and Activity Center (MPR) 470 Hawaiian Av, Wilmington, CA 90744	South Bay
Community Workshop- #3	Mon., March 4, 2019 4pm-7pm	St. Lawrence Brindisi Church 10122 Compton Av, Los Angeles, CA 90002	South Bay
Community Workshop- #4	Tues., March 5, 2019 4pm-7pm	Felicia Mahood Senior Multipurpose Center 11338 Santa Monica Bl, Los Angeles, CA 90025	Westside/Central
Community Workshop- #5	Thurs., March 7, 2019 4pm-7pm	Greater Zion Church Family 2408 N Wilmington Av, Compton, CA 90222	Gateway Cities
Community Workshop- #6	Tues., March 12, 2019 4pm-7pm	Supervisor Sheila Kuehl's District Office, Community Room 26600 Agoura Rd, Calabasas, CA 91302	San Fernando Valley
Community Workshop- #7	Wed., March 13, 2019 4pm-7pm	Holman United Methodist Church 3320 W Adams Bl, Los Angeles, CA 90018	Westside/Central
Community Workshop- #8	Tues., March 19, 2019 4pm-7pm	East Los Angeles Service Center 133 N Sunol Dr Los Angeles, CA 90063	San Gabriel valley
Community Workshop- #9	Tues., April 9, 2019 6pm-7:30pm	Malibu City Hall, Multipurpose Room 23825 Stuart Ranch Rd. Malibu, CA 90265	Westside/Central
Community Workshop- #10	Tues., April 16, 2019 12:30pm-2:30pm	Communities Actively Living Independent & Free 634 South Spring Street Los Angeles, CA 90014	Westside/Central



# NEXTGEN Bus Study

## STAY CONNECTED

 [metro.net/nextgen](https://metro.net/nextgen)

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

 323.466.3876 x2

*Español*

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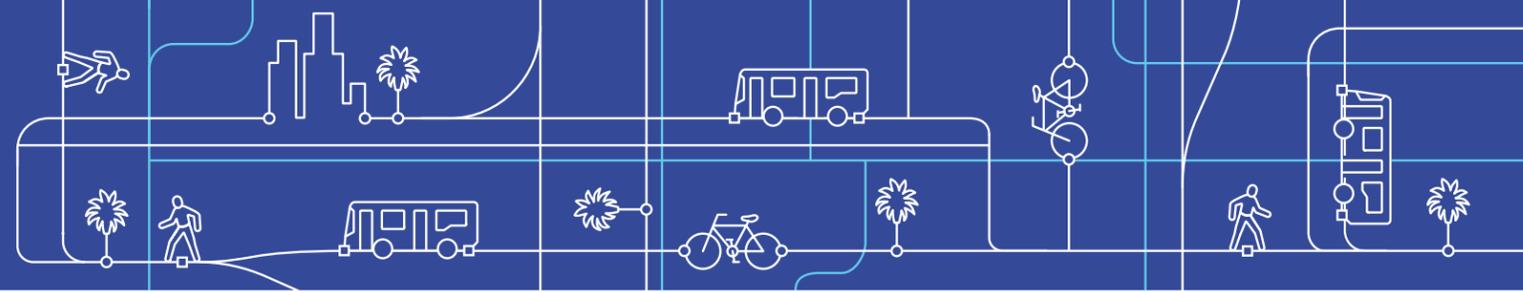
한국어	日本語
中文	русский
ភាសាខ្មែរ	ภาษาไทย
Tiếng Việt	ភាសាជប៉ុន

# Welcome Public Workshop

Winter 2019



# Station Summaries



## Station 1 - Project Purpose

Through the NextGen Bus Study, Metro is designing a modern, more useful bus network that better fits the needs of today's rider.

## Station 2 - What We've Heard

We're gathering input from stakeholders across LA County. To date, this feedback has resulted in the following recurring themes to be addressed by the NextGen Bus Study:

### TO BE ADDRESSED BY NEXTGEN:

- > Equity
- > Customer Experience
- > Accessibility
- > Connectivity
- > Schedule
- > Engagement

### TO BE ADDRESSED BY OTHER METRO INITIATIVES:

- > Operator Issues
- > Education
- > Safety and Security
- > Technology
- > Fares

## Station 3 - What We've Learned Through Data

We've studied travel patterns and preferences of more than 5 million people in LA County and we've learned where transit is already successful and where we need to improve and rethink service.

## Station 4 - Service Redesign Considerations

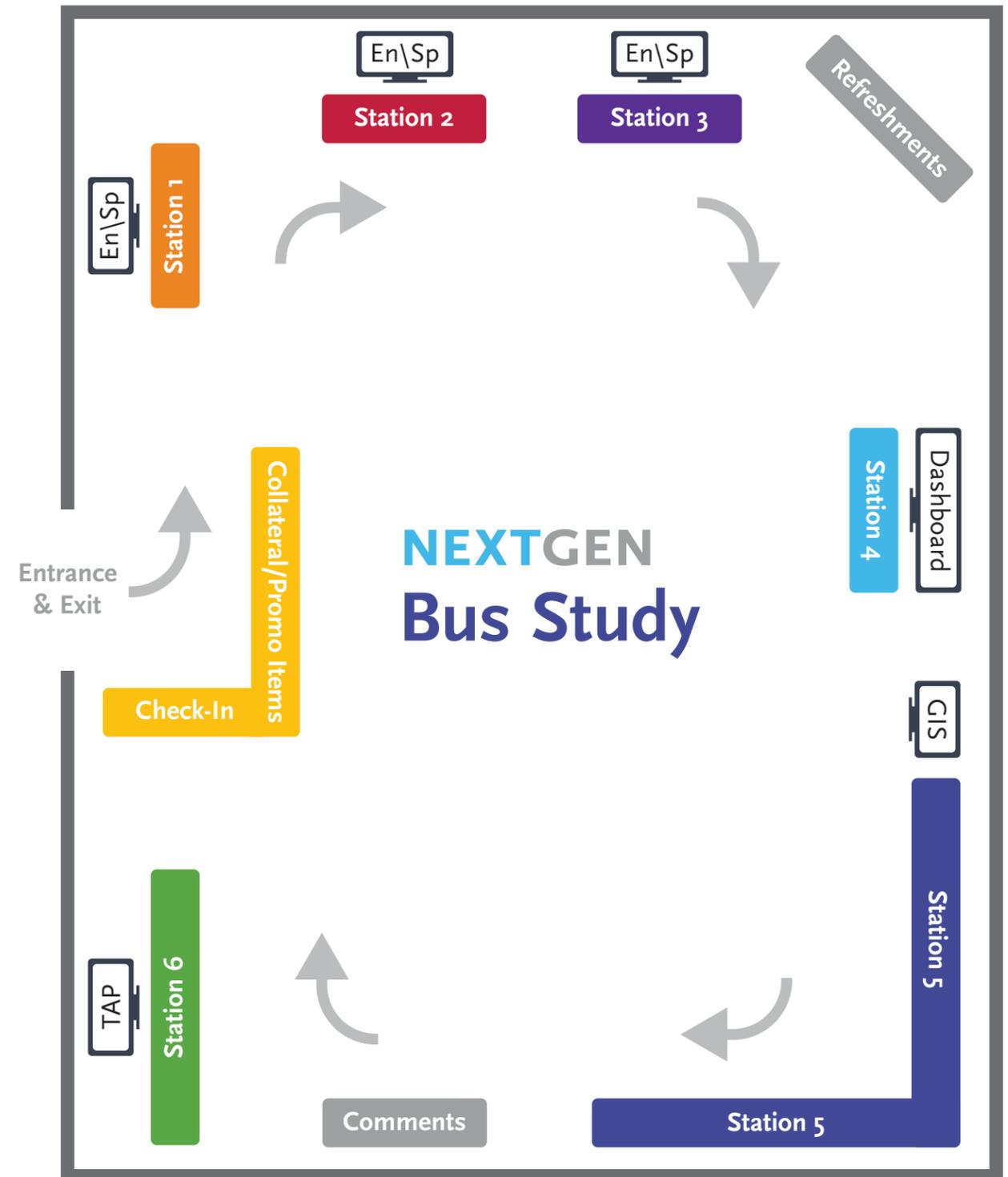
We're reviewing many considerations in evaluating the bus service. These include which areas perform the strongest, where more service is needed, where riders want/need to go, and how much service is needed for each corridor, and more.

## Station 5 - Interactive Mapping and Public Comments

Public participation throughout LA County is critical to the success of this study. Interactive maps will gather valuable input and information from you to help us shape the new Bus Service Plan.

## Station 6 - Metro Departments and Other Initiatives

Metro representatives from various departments will be on hand to answer questions and discuss other initiatives that will integrate with the NextGen Bus Study.



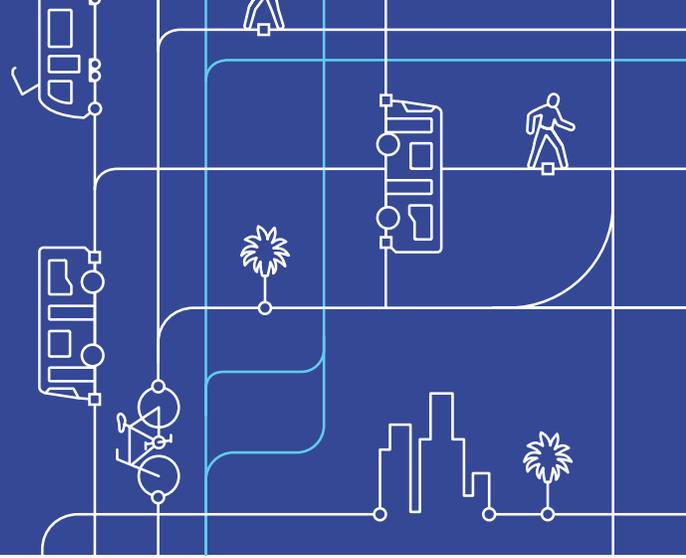
\*En = English, Sp = Spanish

# NEXTGEN Bus Study

Fact Sheet - Winter 2019

Every day, we hear your comments about how Metro's buses can better serve you.

We've listened. We've heard you. We've taken action.



## So, what is NextGen?

In 2018 Metro began the process to reimagine and restructure our bus system to better meet the needs of past, current and future riders. The goal of the NextGen Bus Study is to design a new bus network that is more relevant, reflective of, and attractive to the residents of LA County. We believe this redesigned network will improve service to current customers, attract new customers and win back past customers.

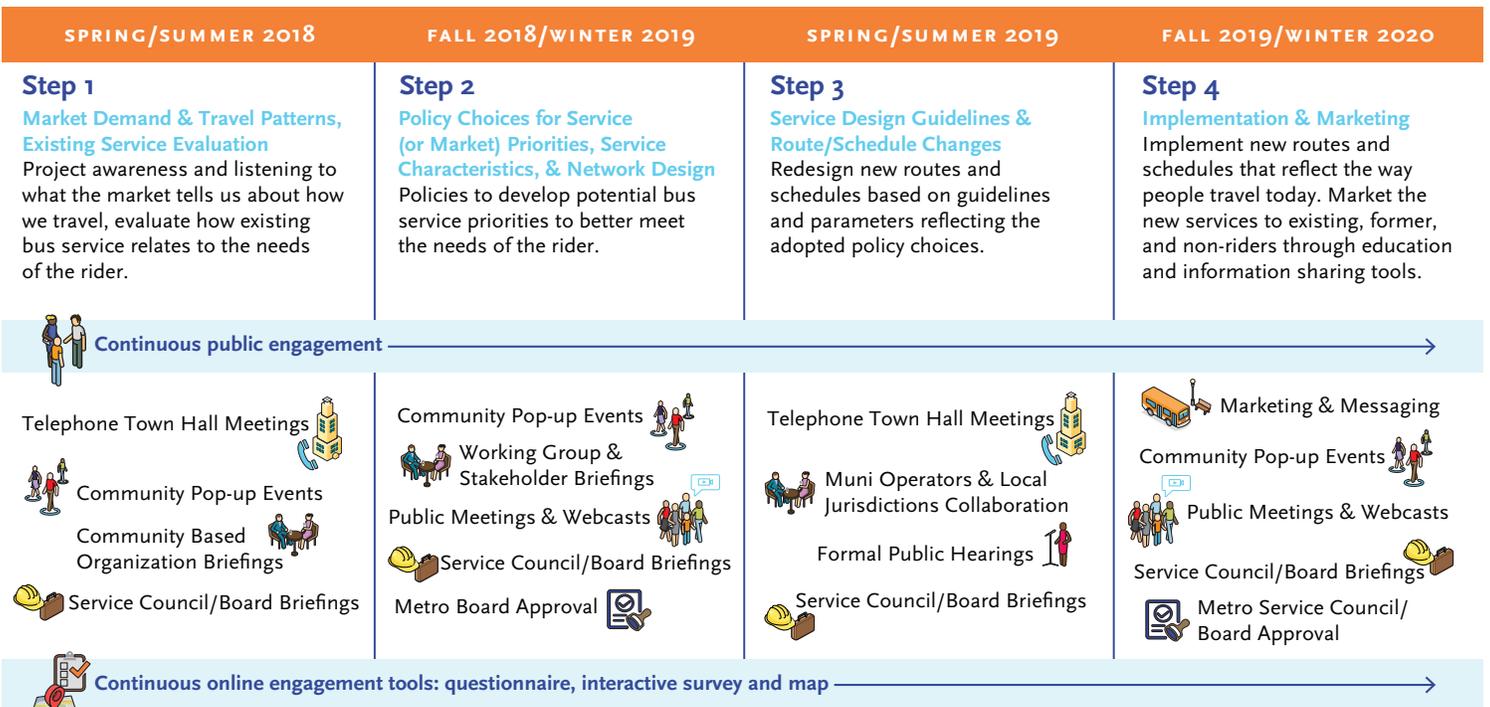
## Why is Metro doing this?

Simply put, the bus network in LA County carries over 70% of Metro customers but has not had a major overhaul in 25 years. Since that time, our county has evolved dramatically. Over a million residents have been added, transforming many local

communities with new travel patterns. The Metro Rail system was just beginning 25 years ago, but now LA County has 105 miles of service and service will continue to grow steadily over the next 25 years. In addition, with new transportation options like ride hailing apps and bike share, it is important that our bus system integrates with all the ways Angelinos travel today, with flexibility built in for the future.

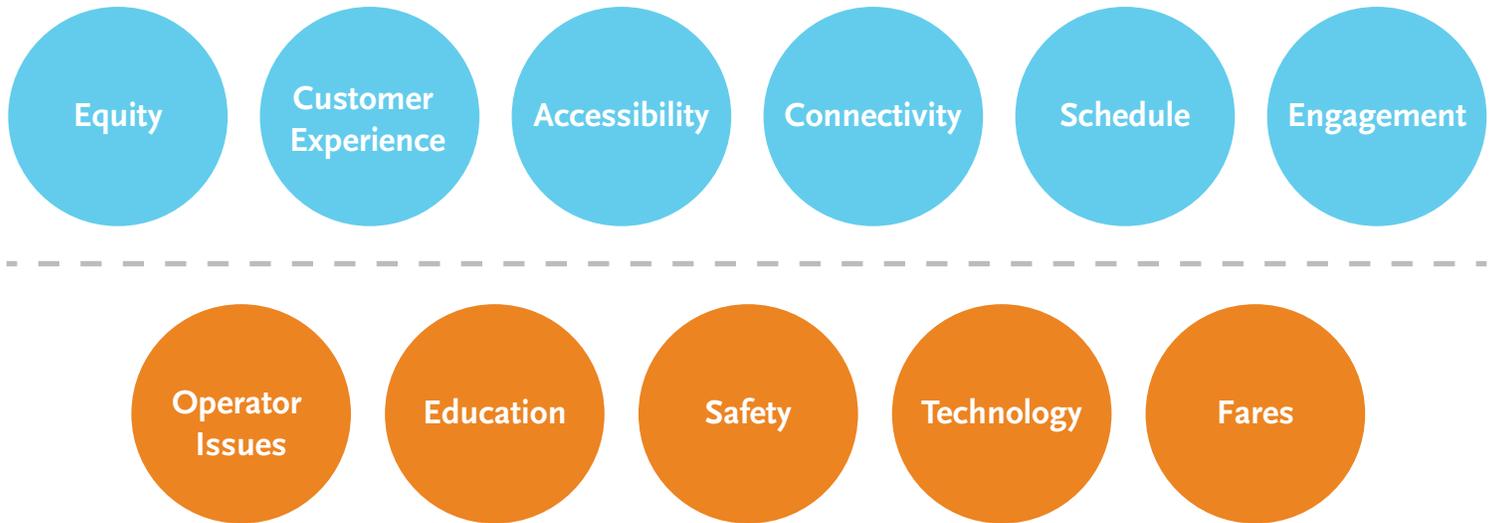
## What is the timeline?

The NextGen Bus Study began in spring 2018 with a new bus service plan scheduled for rollout as early as December 2019. The NextGen Bus Study consists of four steps. At each step, the public will be encouraged to actively participate. We are currently in step 2 and Metro is working on processing all of the robust input received to date to prepare the draft service concepts.



## What We've Heard

Metro is gathering input from stakeholders across LA County. To date, we have identified the following recurring themes as a result of this input.



● To be addressed by **NEXTGEN** ● To be addressed by other Metro initiatives

## How can you participate?

This is all about you. So, we need you as our partner. Public engagement is critical to the success of the NextGen Bus Study and every step of the process will include several opportunities for public input. Here are some of the current and upcoming opportunities:

- > Attend any of the 10 public workshops being held throughout the county between January 8 and February 6, 2019 - visit [metro.net/nextgen](http://metro.net/nextgen) to find a location in your Service Council area
- > Email your thoughts or request a presentation for your organization or event by contacting Robert Cáliz at [nextgen@metro.net](mailto:nextgen@metro.net)
- > Check the project website regularly or sign-up for our mailing list at [metro.net/nextgen](http://metro.net/nextgen)

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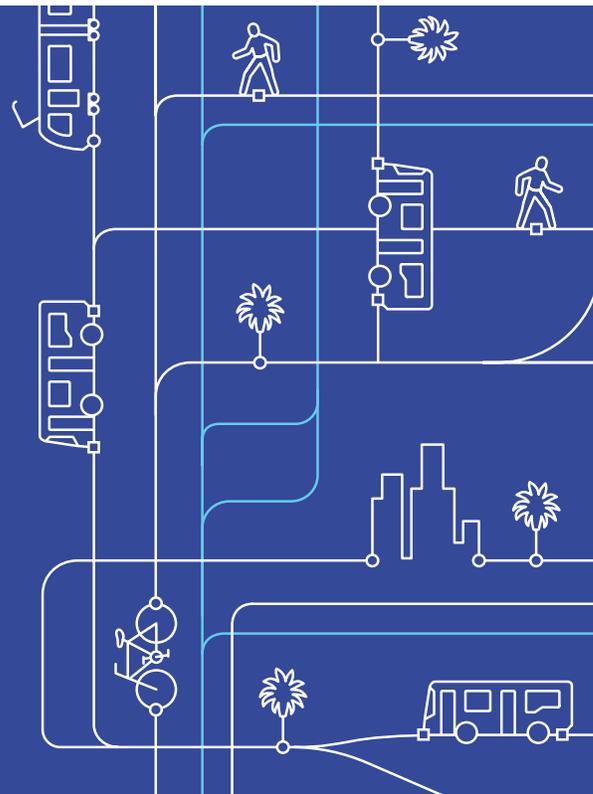
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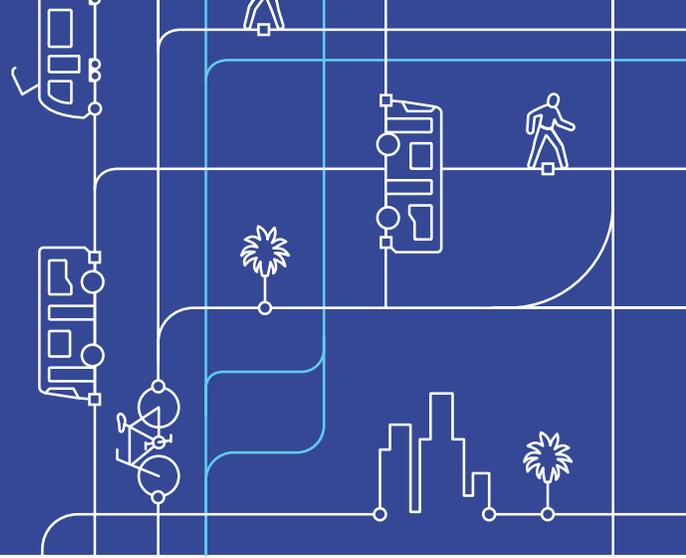


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# NEXTGEN Bus Study

## Frequently Asked Questions (FAQ) *Winter 2019*



### OVERVIEW

#### 1) What is the NextGen Bus Study?

Metro has set out to design a new bus network that is more relevant, reflective of, and attractive to the residents of LA County. We believe this redesigned network will improve service to current riders, attract a new generation of users and win back past customers. The NextGen Bus Study consists of four steps. At each stage, the public will be encouraged to actively participate and provide informative and valuable input.

#### 2) Why is Metro doing this now?

Simply put, the bus network in LA County carries over 70% of Metro customers but has not had a major overhaul in 25 years. Since that time, our county has evolved dramatically. Over a million residents have been added, transforming many local communities with new travel patterns. The Metro Rail system was just beginning 25 years ago, but now LA County has 105 miles of service and service will continue to grow steadily over the next 25 years. In addition, with new transportation options like ride hailing apps and bike share, it is important that our bus system integrates with all the ways Angelinos travel today, with flexibility built in for the future.

#### 3) What is the timeline for the NextGen Bus Study?

The NextGen Bus Study began in Spring 2018 with a new Bus Service Plan anticipated for rollout as early as December 2019.

#### 4) Will the NextGen Bus Study result in minor adjustments to the current bus network or truly redesign the system with a “clean slate approach”?

The goal of the NextGen Bus Study is to create an attractive and competitive world-class bus system. To achieve this goal, all aspects of Metro bus service are on the table for study, including speed, distance, frequency, time of day, reliability as well as quality of service and safety. Some of the most heavily traveled lines, e.g. Vermont Ave., Western Ave., Ventura Blvd., may not see major changes, but may be modified to provide better connections to other routes and services. Public input along with the technical evaluation of travel data will inform the extent of the changes.

### PLANNING AND PUBLIC FEEDBACK

#### 5) How will the NextGen Bus Study be integrated with Metro’s other studies and projects?

Metro will account for long and short-term transit projects and studies that involve or impact the NextGen Bus Study and its resulting Bus Service Plan. Among the projects being considered are the Metro Bus Rapid Transit (BRT) Vision and Principles Study, Metro Rail/BRT Capital Projects, Metro Long Range Transportation Plan, and the Metro MicroTransit Pilot Project and Mobility on Demand Grant Program.



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## 6) Will bus service provided by the LA County municipal transit operators also be included in the NextGen Bus Study?

Through the NextGen Bus Study, we are taking a holistic approach to the LA County bus system that does not look at Metro alone but instead leverages all resources, including municipal operators.

## 7) At this point in the NextGen Bus Study what type of feedback has been received?

In an effort to gain public input Metro has participated in public outreach activities including the distribution of surveys and attendance at over 170 meetings and events. Metro has received input from the public and stakeholders, including responses from over 12,000 survey participants. To date, this feedback has resulted in the following recurring themes to be addressed by the NextGen Study: equity, customer experience, connectivity, engagement, accessibility and schedules. Additional input received focuses on operator issues, education, safety, technology and fares. While these issues will not be specifically addressed by the NextGen Bus Study, comments related to these topics will be shared with the appropriate internal departments for consideration.

## 8) Will the NextGen Bus Study consider the unique needs and desires of my community?

One of the goals of the NextGen Bus Study is to receive input from stakeholders throughout LA County. Public participation will help ensure that the NextGen Bus Service Plan considers each community's needs and character.

## FUNDING/RESOURCES

### 9) Will the NextGen Bus Service Plan be constrained to the current level of service hours?

The initial assumption of the NextGen Bus Study is to develop a service plan within the range of 7 million service hours, plus or minus 10 percent (6.3 million to 7.7 million hours). However, this does not preclude Metro from developing a service plan that exceeds this range should the benefits justify any tradeoffs to other Metro projects and programs.

### 10) How will fares be affected?

Fares are not being considered as part of this effort.

### 11) Will there be further opportunities for public input on the NextGen Bus Study?

Yes. Public engagement is critical to the success of the NextGen Bus Study and Metro is actively soliciting input. Here are some of the current and upcoming opportunities:

- > Attend any of the 10 public workshops being held throughout the county between January 8 and February 6, 2019 - visit [metro.net/nextgen](http://metro.net/nextgen) to find a location near you
- > Email your thoughts or request a presentation for your organization or event by contacting Robert Cáliz at [nextgen@metro.net](mailto:nextgen@metro.net)
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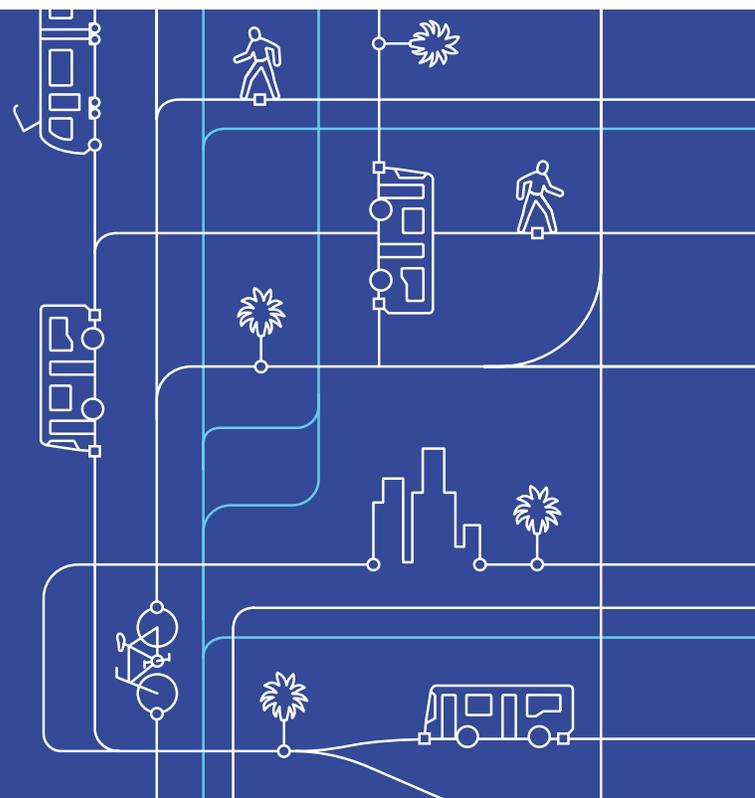
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# NEXTGEN Bus Study



## COMMENT CARD (OPTIONAL INFORMATION)

NAME:		DATE:
AGE: <input type="checkbox"/> Under 18 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-49 <input type="checkbox"/> 50-64 <input type="checkbox"/> 65 or older		GENDER: <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Non-binary
AFFILIATION:		PHONE:
ADDRESS:		EMAIL:
CITY:	STATE:	ZIP:

PLEASE SPECIFY WHICH MEETING YOU ARE ATTENDING:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Tuesday, January 8, 2019 - Pacoima          | <input type="checkbox"/> Thursday, January 17, 2019 - Torrance    | <input type="checkbox"/> Thursday, January 31, 2019 - Inglewood |
| <input type="checkbox"/> Wednesday, January 9, 2019 - West Hollywood | <input type="checkbox"/> Wednesday, January 23, 2019 - Compton    | <input type="checkbox"/> Wednesday, February 6, 2019 - Van Nuys |
| <input type="checkbox"/> Saturday, January 12, 2019 - Bell           | <input type="checkbox"/> Thursday, January 24, 2019 - Pasadena    |   |
| <input type="checkbox"/> Wednesday, January 16, 2019 - San Gabriel   | <input type="checkbox"/> Saturday, January 26, 2019 - Los Angeles |   |

PLEASE SPECIFY WHICH OPERATIONAL TOOLS YOU PREFER FOR EACH TRANSIT MARKET: (CHECK UP TO 3 MAXIMUM)

**HIGH TRAVEL: URBAN**

*Example: Downtown LA*

- More peak hour frequency
- More midday frequency
- More evening service
- More weekend service
- More geographic coverage
- More reliable service
- Better real-time bus arrival information

**MEDIUM TRAVEL: URBAN/SUBURBAN**

*Example: Pasadena/West Hills*

- More peak hour frequency
- More midday frequency
- More evening service
- More weekend service
- More geographic coverage
- More reliable service
- Better real-time bus arrival information

**LOW TRAVEL: SUBURBAN**

*Example: Rancho Palos Verdes*

- More peak hour frequency
- More midday frequency
- More evening service
- More weekend service
- More geographic coverage
- More reliable service
- Better real-time bus arrival information

ADDITIONAL COMMENTS:

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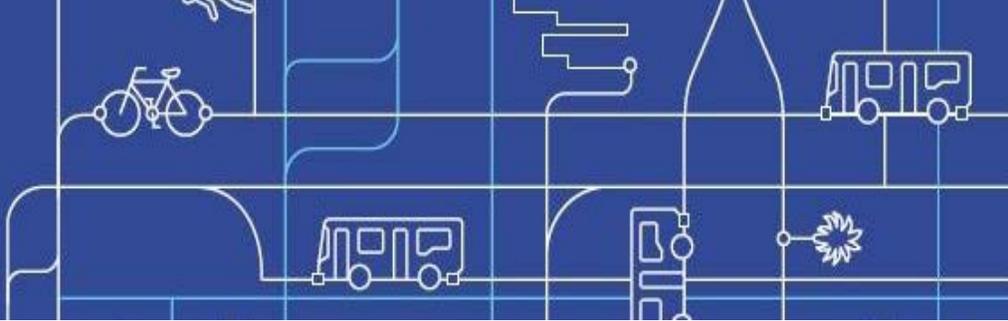
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Place  
Stamp  
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**Metro NextGen Bus Study  
c/o Arellano Associates  
5851 Pine Avenue, Suite A  
Chino Hills, CA 91709**



# NEXTGEN Bus Study



Dear Stakeholder,

The purpose of this electronic toolkit is to provide you with notification materials to assure that your community is aware about this initiative and has the opportunity to provide input regarding the redesign of Metro's bus system. The copy-ready text allows you to easily share information that can be utilized with the online platform of your choice. Below are some of the ways that you can help us spread the word about the upcoming series of public workshops.

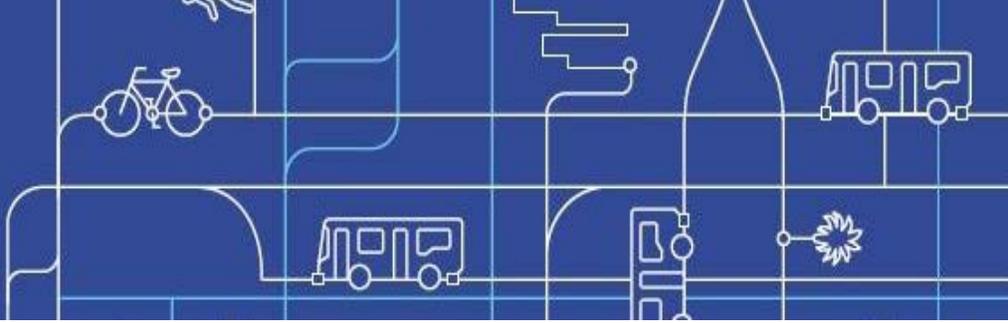
1. **Distribute electronically via email:** share any of the included graphics and content with your email contacts.
2. **Post to your website:** you can use any of the images provided to post to your homepage. Link the image to the online workshop notice.
3. **Feature the workshop dates and details on your events calendar:** promote the upcoming workshop dates in your region on your online events calendar (if applicable) and make announcements at your meetings or other special events.
4. **Social media posting/sharing:** use the provided image of your choice on your social media profiles (Facebook, Twitter, Instagram) and share the link on your post.
5. **Workshop Notice:** share the workshop notices we will be sending you by placing it on your front counters, message boards, and other publicly accessible areas. Let us know if you need additional notices.
6. **Events:** let us know if there are any upcoming events where the team can make an announcement to share the workshop dates and distribute workshop notices.

Thank you in advance for your assistance in getting the word out for the NextGen Bus Study public workshops. If you have any questions, please contact me directly at 213-922-5644 or [CalixR@metro.net](mailto:CalixR@metro.net).

Sincerely,

Robert Calix  
Senior Manager  
Los Angeles County Metropolitan Transportation Authority

# NEXTGEN Bus Study



## **Eblast:**

– Text:

Subject: Join us at a Workshop Jan 8 to Feb 6, 2019, and Receive a Free TAP card

Come to any public workshop between January 8 and February 6, 2019, to help us redesign the bus system. You'll meet with Metro staff, learn about the study and share your thoughts on how to improve LA's bus system. We want your thoughts on bus routes, frequencies, day and times of operation. Stop in anytime during the workshop hours.

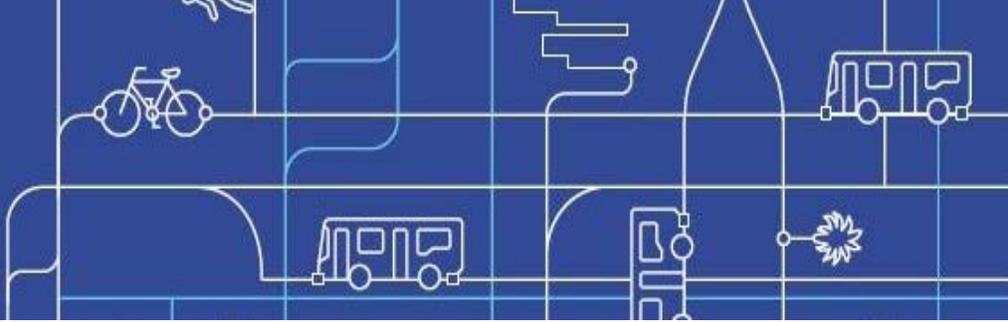
\*Everyone will receive a free TAP card, while supplies last. We'll also be raffling additional Metro transit passes.

For more information, visit [metro.net/projects/nextgen/upcoming-meetings](https://metro.net/projects/nextgen/upcoming-meetings) or view the [workshop notice](#) to find a location near you.

Link the Metro NextGen Bus Study image to the following link:  
<https://tinyurl.com/NGWNotice>



# NEXTGEN Bus Study



## Website:

– Text:

Help Metro design our new bus system, and get a free TAP card\*, you might even win a transit pass! Come to any NextGen public workshop between January 8 and February 6, 2019, to help us redesign the bus system. You'll meet with Metro staff, learn about the study and share your thoughts on how to improve LA's bus system. We want your thoughts on bus routes, frequencies, day and times of operation. Stop in anytime during the workshop hours.

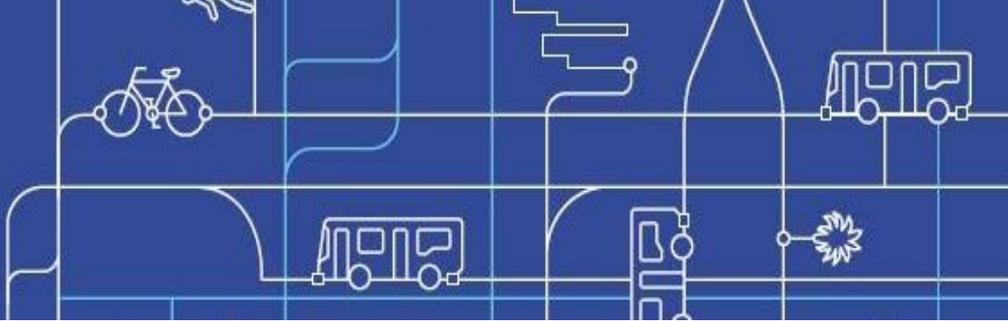
\*Everyone will receive a free TAP card, while supplies last. We'll also be raffling off additional Metro transit passes.

For more information, visit [metro.net/projects/nextgen/upcoming-meetings](https://metro.net/projects/nextgen/upcoming-meetings) or view the [workshop notice](#) to find a location near you.

Link the Metro NextGen Bus Study image to the following link: <https://tinyurl.com/NGWNotice>



# NEXTGEN Bus Study



## **Facebook:**

– Text:

Join @losangelesmetro at any of our 10 public workshops and receive a free TAP card, while supplies last! Visit [metro.net/projects/nextgen/upcoming-meetings](https://metro.net/projects/nextgen/upcoming-meetings) for more information and to find a location near you!

Link the Metro NextGen Bus Study image to the following: <https://tinyurl.com/NGWNotice>

metro.net/nextgen

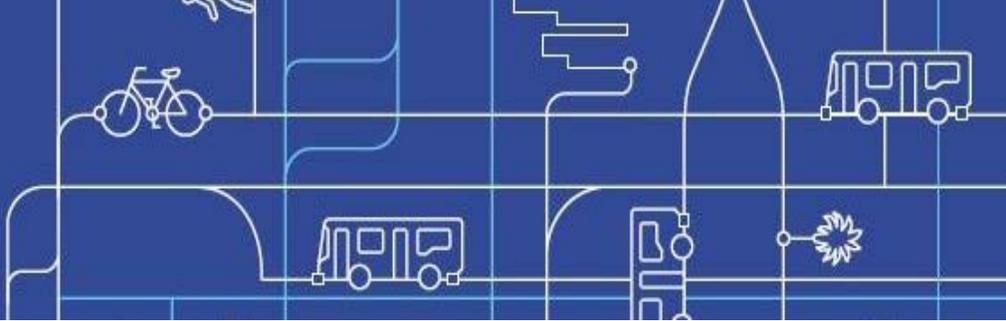
Help us make the bus system better.

Public Workshops - Jan 8 to Feb 6, 2019

Join us at a workshop to receive a free TAP card, while supplies last. We'll also be raffling off additional Metro transit passes.

**M** Metro **NEXTGEN** Bus Study

# NEXTGEN Bus Study



## **Twitter:**

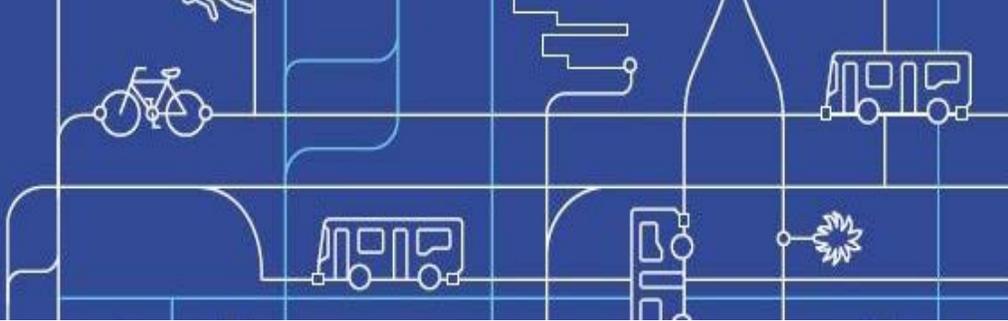
– Text:

Join @metrolosangeles at any of our 10 public workshops and receive a free TAP card, while supplies last! More info at [metro.net/projects/nextgen/upcoming-meetings](https://metro.net/projects/nextgen/upcoming-meetings)

Link the Metro NextGen Bus Study image to the following: <https://tinyurl.com/NGWNotice>



# NEXTGEN Bus Study



Dear Honorable Representative,

The purpose of this electronic toolkit is to provide you with notification materials to assure that your community is aware about this initiative and has the opportunity to provide their input regarding the redesign of Metro's bus system. The copy-ready text allows you to easily share information that can be utilized with the online platform of your choice. Below are some of the ways that you can help us spread the word about the upcoming series of public workshops.

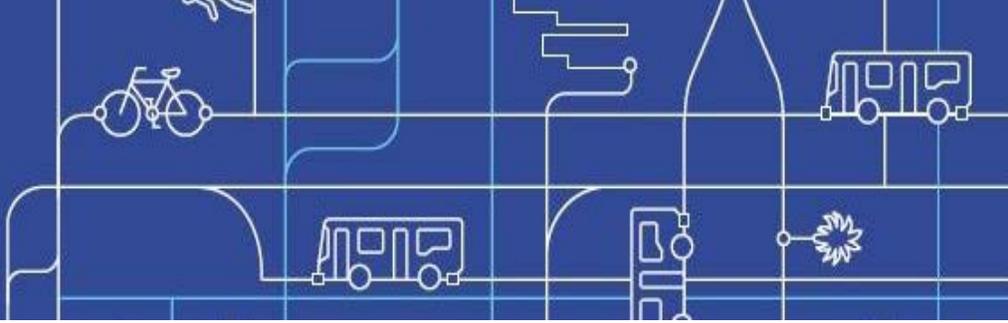
1. **Distribute electronically via email:** share any of the included graphics and content with your email contacts.
2. **Post to your website:** you can use any of the images provided to post to your homepage. Link the image to the online workshop notice.
3. **Feature the workshop dates and details on your events calendar:** promote the upcoming workshop dates in your region on your online events calendar (if applicable) and make announcements at your meetings or other special events.
4. **Social media posting/sharing:** use the provided image of your choice on your social media profiles (Facebook, Twitter, Instagram) and share the link on your post.
5. **Events:** let us know if there are any upcoming events where the team can make an announcement to share the workshop dates and distribute workshop notices.

Thank you in advance for your assistance in getting the word out for the NextGen Bus Study public workshops. If you have any questions, please contact me directly at 213-922-5644 or [CalixR@metro.net](mailto:CalixR@metro.net).

Sincerely,

Robert Calix  
Senior Manager  
Los Angeles County Metropolitan Transportation Authority

# NEXTGEN Bus Study



## **Eblast:**

– Text:

Subject: Join us at a Workshop Jan 8 to Feb 6, 2019, and Receive a Free TAP Card

Come to any public workshop between January 8 and February 6, 2019, to help us redesign the bus system. You'll meet with Metro staff, learn about the study and share your thoughts on how to improve LA's bus system. We want your thoughts on bus routes, frequencies, day and times of operation. Stop in anytime during the workshop hours.

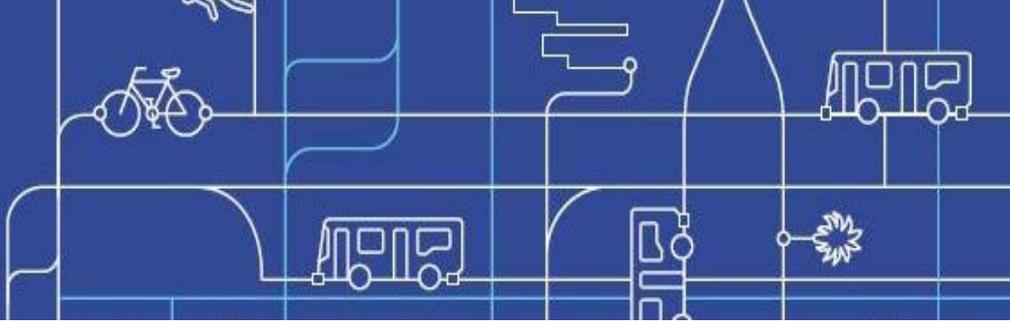
\*Everyone will receive a free TAP card, while supplies last. We'll also be raffling additional Metro transit passes.

For more information, visit [metro.net/projects/nextgen/upcoming-meetings](https://metro.net/projects/nextgen/upcoming-meetings) or view the [workshop notice](#) to find a location near you.

Link the Metro NextGen Bus Study image to the following link:  
<https://tinyurl.com/NGWNotice>



# NEXTGEN Bus Study



## Website:

– Text:

Help Metro design our new bus system, and get a free TAP card\*, you might even win a transit pass! Come to any NextGen public workshop between January 8 and February 6, 2019, to help us redesign the bus system. You'll meet with Metro staff, learn about the study and share your thoughts on how to improve LA's bus system. We want your thoughts on bus routes, frequencies, day and times of operation. Stop in anytime during the workshop hours.

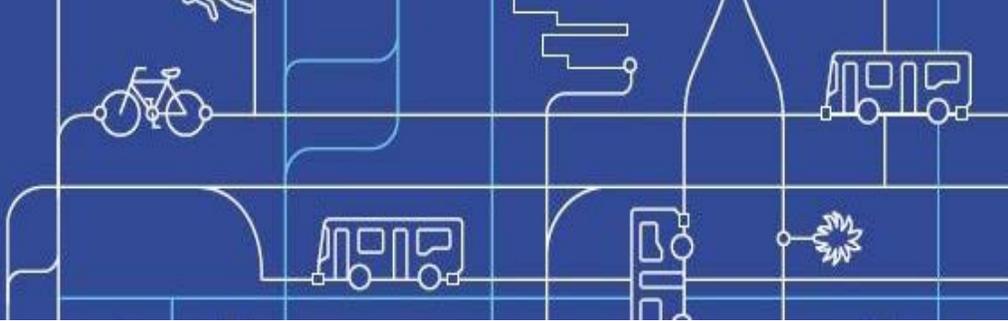
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For more information, visit [metro.net/projects/nextgen/upcoming-meetings](https://metro.net/projects/nextgen/upcoming-meetings) or view the [workshop notice](#) to find a location near you.

Link the Metro NextGen Bus Study image to the following link: <https://tinyurl.com/NGWNotice>



# NEXTGEN Bus Study



## **Facebook:**

– *Text:*

Join @losangelesmetro at any of our 10 public workshops and receive a free TAP card, while supplies last! Visit [metro.net/projects/nextgen/upcoming-meetings](https://metro.net/projects/nextgen/upcoming-meetings) for more information and to find a location near you!

Link the Metro NextGen Bus Study image to the following: <https://tinyurl.com/NGWNotice>

metro.net/nextgen

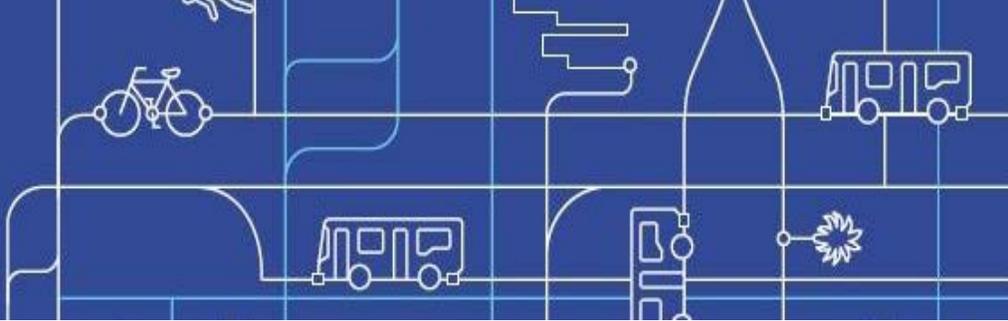
**Help us make the bus system better.**

**Public Workshops - Jan 8 to Feb 6, 2019**

Join us at a workshop to receive a free TAP card, while supplies last. We'll also be raffling off additional Metro transit passes.

**M** Metro **NEXTGEN Bus Study**

# NEXTGEN Bus Study



## **Twitter:**

– Text:

Join @metrolosangeles at any of our 10 public workshops and receive a free TAP card, while supplies last! More info at [metro.net/projects/nextgen/upcoming-meetings](https://metro.net/projects/nextgen/upcoming-meetings)

Link the Metro NextGen Bus Study image to the following: <https://tinyurl.com/NGWNotice>

metro.net/nextgen

**Help us make the bus system better.**

Public Workshops - Jan 8 to Feb 6, 2019

Join us at a workshop to receive a free TAP card, while supplies last. We'll also be raffling off additional Metro transit passes.

**M** Metro **NEXTGEN Bus Study**



## Metro NextGen Bus Study Workshops Earned Media

Round 1

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1095749516068864003">https://twitter.com/metrolosangeles/status/1095749516068864003</a>	2/13/2019	Link included in post announcing second round of meetings.
Facebook	LA Metro	Transit Agency	<a href="https://www.facebook.com/losangelesmetro/?tn=%2C&amp;cp=%2C&amp;eid=ARBFo7_YhLZ_g5WzmBl_CZO8SU3wHi-251nBsu6z48QUpFTI_GNSHh2Q9_BmxCNGhAPkUxerMFC7_r1B">https://www.facebook.com/losangelesmetro/?tn=%2C&amp;cp=%2C&amp;eid=ARBFo7_YhLZ_g5WzmBl_CZO8SU3wHi-251nBsu6z48QUpFTI_GNSHh2Q9_BmxCNGhAPkUxerMFC7_r1B</a>	2/7/2019	Link to The Source included in post.
Twitter	Foodie&Nerdie	Resident	<a href="https://twitter.com/FoodieandNerdie/status/1093567655468969986">https://twitter.com/FoodieandNerdie/status/1093567655468969986</a>	2/7/2019	Post wondering if there will be a meeting in Long Beach.
Twitter	ILCSC	Company/ Organization	<a href="https://twitter.com/ILCSC/status/1093583861638778880">https://twitter.com/ILCSC/status/1093583861638778880</a>	2/7/2019	Post includes flyer for ADA Van Nuys meeting.
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1093321920534249472">https://twitter.com/metrolosangeles/status/1093321920534249472</a>	2/6/2019	Photo of Van Nuys workshop included in post.
Twitter	Southeast Valley Community Plan Update	Company/ Organization	<a href="https://twitter.com/SEValleyCPU/status/1092931079470600192">https://twitter.com/SEValleyCPU/status/1092931079470600192</a>	2/5/2019	Link to Van Nuys meeting included in post.
Twitter	LA County Bike Coalition	Company/ Organization	<a href="https://twitter.com/lacbc/status/1091050743052656640">https://twitter.com/lacbc/status/1091050743052656640</a>	1/31/2019	Information regarding the Inglewood meeting included in post.
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1091134806237343749">https://twitter.com/metrolosangeles/status/1091134806237343749</a>	1/31/2019	Pictures from Inglewood meeting included in post.

## Metro NextGen Bus Study Workshops Earned Media

Round 1

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	Colleen Stoll (Santa Monica office of transportation)	Resident	<a href="https://twitter.com/cefisherstoll/status/1090068538096640001">https://twitter.com/cefisherstoll/status/1090068538096640001</a>	1/28/2019	
Blog Post	Streets Blog LA	Blog	<a href="https://la.streetsblog.org/2019/01/28/this-week-in-livable-streets-183/">https://la.streetsblog.org/2019/01/28/this-week-in-livable-streets-183/</a>	1/28/2019	Schedule for Inglewood and Van Nuys meetings included in blog post.
Twitter	Kenny Uong	Resident	<a href="https://twitter.com/KennyUong/status/1089217988723597313">https://twitter.com/KennyUong/status/1089217988723597313</a>	1/26/2019	Photos from Compton meeting included in post.
Facebook	Marc Caraan	Resident	<a href="https://www.facebook.com/search/top?q=NextGen%20bus%20study&amp;epa=SEARCH_BOX">https://www.facebook.com/search/top?q=NextGen%20bus%20study&amp;epa=SEARCH_BOX</a>	1/26/2019	
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1089233723877441536">https://twitter.com/metrolosangeles/status/1089233723877441536</a>	1/26/2019	Photos from LATTTC meeting included in post.
Blog Post	Streets Blog LA	Blog	<a href="https://la.streetsblog.org/2019/01/25/also-in-metros-28-by-2028-funding-proposal-new-mobility-fees-mostly-on-lyft-uber/">https://la.streetsblog.org/2019/01/25/also-in-metros-28-by-2028-funding-proposal-new-mobility-fees-mostly-on-lyft-uber/</a>	1/25/2019	Article mentions NextGen bus study as part of 28 by 2028 funding proposal
Twitter	Angels Moving Forward	Company/ Organization	<a href="https://twitter.com/angelsmovingfwd/status/1088525138285318144">https://twitter.com/angelsmovingfwd/status/1088525138285318144</a>	1/24/2019	Pictures from Compton meeting included in post.
Twitter	Dan Wentzel	Resident	<a href="https://twitter.com/danwentzel/status/1088523808808423424">https://twitter.com/danwentzel/status/1088523808808423424</a>	1/24/2019	Post includes photo of GIS map as well as a link to news article.

## Metro NextGen Bus Study Workshops Earned Media

### Round 1

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	San Gabriel Valley COG	Municipality	<a href="https://twitter.com/SGVCOG/status/1088477213534474240">https://twitter.com/SGVCOG/status/1088477213534474240</a>	1/24/2019	Post advertises Pasadena NextGen community meeting.
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1088599122263855104">https://twitter.com/metrolosangeles/status/1088599122263855104</a>	1/24/2019	Photos from Pasadena meeting included in post.
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1088245293462761477">https://twitter.com/metrolosangeles/status/1088245293462761477</a>	1/23/2019	Photo from community meeting included in post.
Twitter	City of Pasadena	Municipality	<a href="https://twitter.com/PasadenaGov/status/1088117365995229184">https://twitter.com/PasadenaGov/status/1088117365995229184</a>	1/23/2019	Information regarding Pasadena Senior Center included in post.
Twitter	LATTC	University		1/23/2019	Meeting notice for 1.26.19 meeting at LATTC.
Twitter	City of Beverly Hills	Municipality	<a href="https://twitter.com/CityofBevHills/status/1087784496387239938">https://twitter.com/CityofBevHills/status/1087784496387239938</a>	1/22/2019	Link to NextGen meeting schedule included in link
Blog Post	Joe Linton/ Streets Blog LA	Blog	<a href="https://la.streetsblog.org/2019/01/22/this-week-in-livable-streets-182/">https://la.streetsblog.org/2019/01/22/this-week-in-livable-streets-182/</a>	1/22/2019	
Twitter	Matt	Resident	<a href="https://twitter.com/mwinner213/status/1087409749350445056">https://twitter.com/mwinner213/status/1087409749350445056</a>	1/21/2019	
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1087120111708852224">https://twitter.com/metrolosangeles/status/1087120111708852224</a>	1/20/2019	Link to Metro NextGen website included in post.
Twitter	Pasadena DOT	Transit Agency	<a href="https://twitter.com/PasadenaDOT/status/1086065676534587393">https://twitter.com/PasadenaDOT/status/1086065676534587393</a>	1/17/2019	Post includes information for Pasadena meeting.

## Metro NextGen Bus Study Workshops Earned Media

Round 1

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1086097585524346883">https://twitter.com/metrolosangeles/status/1086097585524346883</a>	1/17/2019	Post promoting El Camino College meeting.
Twitter	City of Glendora	Municipality	<a href="https://twitter.com/CityofGlendora/status/1086036340184014848">https://twitter.com/CityofGlendora/status/1086036340184014848</a>	1/17/2019	Image of meeting schedule included in post.
Facebook	Arellano Associates	Company/ Organization	<a href="https://www.facebook.com/arellanoassociates/?_tn_=%2Cd%2CP-R&amp;eid=ARDjhu_n2EyfhWrmXUBTT6_VEVipK9BbJELvIqB8h5J6pA7RJ7NWAKJTXBayS_7JY6bZoWHDNzeBCBCI">https://www.facebook.com/arellanoassociates/?_tn_=%2Cd%2CP-R&amp;eid=ARDjhu_n2EyfhWrmXUBTT6_VEVipK9BbJELvIqB8h5J6pA7RJ7NWAKJTXBayS_7JY6bZoWHDNzeBCBCI</a>	1/16/2019	Video of West Hollywood meeting included in post.
Twitter	Burbank Transportation Management Organization	Company/ Organization	<a href="https://www.facebook.com/TheBTMO/?ref=search&amp;_tn_=%2Cd%2CP-R&amp;eid=ARAGbd7HHhDCJ3T68v5F_Y09SYIC-bZwVLHO28ugaETXpRYeYV1tgpnvphyya8VZDVYMX8hIWvMxy-">https://www.facebook.com/TheBTMO/?ref=search&amp;_tn_=%2Cd%2CP-R&amp;eid=ARAGbd7HHhDCJ3T68v5F_Y09SYIC-bZwVLHO28ugaETXpRYeYV1tgpnvphyya8VZDVYMX8hIWvMxy-</a>	1/16/2019	Link to Van Nuys meeting included in post.
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1085703538716565504">https://twitter.com/metrolosangeles/status/1085703538716565504</a>	1/16/2019	Photos from San Gabriel meeting included in post.
Twitter	City of San Gabriel	Municipality	<a href="https://twitter.com/search?q=NextGen&amp;src=typd">https://twitter.com/search?q=NextGen&amp;src=typd</a>	1/15/2019	Post includes link to meeting schedule.
Twitter	Urbanize.LA	Company/ Organization	<a href="https://twitter.com/UrbanizeLA">https://twitter.com/UrbanizeLA</a>	1/14/2019	Retweet of City of Alhambra post.

## Metro NextGen Bus Study Workshops Earned Media

Round 1

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	San Gabriel Valley COG	Municipality	<a href="https://twitter.com/SGVCOG/status/1084965164992974849">https://twitter.com/SGVCOG/status/1084965164992974849</a>	1/14/2019	Reminder post of upcoming SGV community meeting
Twitter	City of Alhambra	Municipality	<a href="https://twitter.com/cityofalhambra/status/1084877642157805568">https://twitter.com/cityofalhambra/status/1084877642157805568</a>	1/14/2019	Link to meeting schedule included in link.
Twitter	Kenny Uong	Resident	<a href="https://twitter.com/KennyUong/status/1084269536591790080">https://twitter.com/KennyUong/status/1084269536591790080</a>	1/12/2019	Multiple Posts that include pictures from Bell community meeting.
Twitter	Hilda Solis	Elected Official	<a href="https://twitter.com/HildaSolis/status/1084152061694926848">https://twitter.com/HildaSolis/status/1084152061694926848</a>	1/12/2019	Photos of Bell meeting included in post.
Facebook	Francisco Valencia	Resident	<a href="https://www.instagram.com/p/Bsb4dPGhbpT/">https://www.instagram.com/p/Bsb4dPGhbpT/</a>	1/10/2019	Photos of event from Plummer Park.
Twitter	Dan Wentzel	Resident	<a href="https://twitter.com/danwentzel/status/1083159625728327681">https://twitter.com/danwentzel/status/1083159625728327681</a>	1/9/2019	Video of attendance at WeHo meeting included in post.
Instagram	Pacoima Beautiful	Company/ Organization	<a href="https://www.instagram.com/p/BsZGOYBE7z/">https://www.instagram.com/p/BsZGOYBE7z/</a>	1/9/2019	Post includes image of meeting schedule.
Twitter	City of West Hollywood	Municipality	<a href="https://twitter.com/WeHoCity/status/1083136335857229824">https://twitter.com/WeHoCity/status/1083136335857229824</a>	1/9/2019	Link to meeting dates included in post
Twitter	City of Glendale	Municipality	<a href="https://twitter.com/MyGlendale/status/1083106186566815754">https://twitter.com/MyGlendale/status/1083106186566815754</a>	1/9/2019	
Twitter	Pacoima Beautiful	Company/ Organization	<a href="https://twitter.com/PB_Community/status/1082782300465700864">https://twitter.com/PB_Community/status/1082782300465700864</a>	1/8/2019	Post includes time and date of Pacoima meeting.

## Metro NextGen Bus Study Workshops Earned Media

Round 1

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	City of Malibu- Government	Municipality	<a href="https://www.facebook.com/CityofMalibu/photos/basw.Abo5yGD8JPX1EBoiEa75JSdJSz8lulns_5oHNeiR1N3bVvGw8d2T_rL7f3EKFUaZ2ysl_ItE6RPWtWI_Sc6P8PWrrYIQSagKxrwiV5NYwGX--NwBjrYVOPDJSWxrh6y2A9E_38jPWJ5UZEGDkfvzPQOEHCfY2X9wp2ufkEUAXWeBnHg.2085749794825215.2402529143110080.2164108256950665.1526747467453470.1745422005524664.1845533918846805.1186241431529832.1711417935591738.1745421915524673/2402529143110080/?type=1&amp;opaqueCursor=AbrW8Xye_5W6X3hOEBqlquaolsJhU_59Pssdf2aiK3esWvl5TO8FALp1D5X6uNb">ok.com/CityofMalibu/photos/basw.Abo5yGD8JPX1EBoiEa75JSdJSz8lulns_5oHNeiR1N3bVvGw8d2T_rL7f3EKFUaZ2ysl_ItE6RPWtWI_Sc6P8PWrrYIQSagKxrwiV5NYwGX--NwBjrYVOPDJSWxrh6y2A9E_38jPWJ5UZEGDkfvzPQOEHCfY2X9wp2ufkEUAXWeBnHg.2085749794825215.2402529143110080.2164108256950665.1526747467453470.1745422005524664.1845533918846805.1186241431529832.1711417935591738.1745421915524673/2402529143110080/?type=1&amp;opaqueCursor=AbrW8Xye_5W6X3hOEBqlquaolsJhU_59Pssdf2aiK3esWvl5TO8FALp1D5X6uNb</a>	1/9/2019	Link to meeting dates included in post
Twitter	Women & Girls Initiative	Company/ Organization	<a href="https://twitter.com/LACWGI/status/1083055505218560000">https://twitter.com/LACWGI/status/1083055505218560000</a>	1/9/2019	Pictures of Pacoima meeting included in post.
Twitter	West Hollywood Advocates for Metro Rail (WHAM)	Company/ Organization	<a href="https://twitter.com/WHAMRAIL/status/1083152649770262529">https://twitter.com/WHAMRAIL/status/1083152649770262529</a>	1/9/2019	Photo of WeHo event space included in post.
Twitter	UCLA Transportation	University	<a href="https://twitter.com/UCLACommuter/status/1082795395900674049">https://twitter.com/UCLACommuter/status/1082795395900674049</a>	1/8/2019	Link to meeting dates included in post

## Metro NextGen Bus Study Workshops Earned Media

Round 1

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	City of Lynwood	Municipality	<a href="https://www.facebook.com/search/str/metro+nextgen+bus+study/keywords_search?epa=SEARCH_BOX">https://www.facebook.com/search/str/metro+nextgen+bus+study/keywords_search?epa=SEARCH_BOX</a>	1/8/2019	Link to meeting schedule included in post.
Twitter	Radio Justice LA	Company/ Organization	<a href="https://twitter.com/RadioJusticeLA">https://twitter.com/RadioJusticeLA</a>	1/8/2019	Link to South Bay and San Gabriel meetings included in post.
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1082422935695036416">https://twitter.com/metrolosangeles/status/1082422935695036416</a>	1/7/2019	Link to <i>The Source</i> included in post.
Twitter	AARP California	Company/ Organization	<a href="https://twitter.com/metrolosangeles/status/1082422935695036416">https://twitter.com/metrolosangeles/status/1082422935695036416</a>	1/7/2019	Retweet of Metro post
Twitter	Discover Arcadia	Municipality	<a href="https://twitter.com/metrolosangeles/status/1082422935695036416">https://twitter.com/metrolosangeles/status/1082422935695036416</a>	1/7/2019	Retweet of Metro post
Twitter	Valerie	Resident	<a href="https://twitter.com/oneroadrunner/status/1082409302751555584">https://twitter.com/oneroadrunner/status/1082409302751555584</a>	1/7/2019	Link to Metro NextGen Website included in post.
Twitter	LA County Bike Coalition	Company/ Organization	<a href="https://twitter.com/lacbc/status/1082355647293796352">https://twitter.com/lacbc/status/1082355647293796352</a>	1/7/2019	Link to Metro NextGen Website included in post.
Twitter	Hilda Solis	Resident/ Elected Official	<a href="https://twitter.com/HildaSolis/status/1082434226652409856">https://twitter.com/HildaSolis/status/1082434226652409856</a>	1/7/2019	Post includes information regarding the City of Bell NextGen meeting.
Twitter	Angeles Moving Forward	Company/ Organization	<a href="https://twitter.com/angelsmovingfwd/status/1082399643219030016">https://twitter.com/angelsmovingfwd/status/1082399643219030016</a>	1/7/2019	Link to Metro NextGen Website included in post.

## Metro NextGen Bus Study Workshops Earned Media

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	Bryan M. Sastokas	Resident (Metro CIO)	<a href="https://twitter.com/metrolosangeles/status/1082422935695036416">https://twitter.com/metrolosangeles/status/1082422935695036416</a>	1/7/2019	Retweet of original Metro tweet.
Facebook	Go Glendale	TMO/TMA	<a href="https://www.facebook.com/search/str/nextgen+bus+study/keywords_search?epa=SEARCH_BOX">https://www.facebook.com/search/str/nextgen+bus+study/keywords_search?epa=SEARCH_BOX</a>	1/7/2019	Link to meeting schedule included in link.
Twitter	Go Glendale	TMO/TMA	<a href="https://twitter.com/GoGlendaleTMA/status/1082336993835544576">https://twitter.com/GoGlendaleTMA/status/1082336993835544576</a>	1/7/2019	Link to meeting schedule included in link.
Twitter	Pau Aguilar	Resident	<a href="https://twitter.com/metrolosangeles/status/1082422935695036416">https://twitter.com/metrolosangeles/status/1082422935695036416</a>	1/7/2019	Retweet of original Metro tweet.
Twitter	Arthur Sohikian	Resident/ Local Busines Owner	<a href="https://twitter.com/metrolosangeles/status/1082422935695036416">https://twitter.com/metrolosangeles/status/1082422935695036416</a>	1/7/2019	Retweet of original Metro tweet.
Twitter	Transit Tweets	Company/ Organization	<a href="https://twitter.com/metrolosangeles/status/1082422935695036416">https://twitter.com/metrolosangeles/status/1082422935695036416</a>	1/7/2019	Link to <i>The Souce</i> included in post.
Web Post	City of West Hollywood	Municipality	<a href="https://www.weho.org/Home/Components/News/News/8236/23">https://www.weho.org/Home/Components/News/News/8236/23</a>	1/7/2019	Includes link to Metro NextGen website.
Twitter	Kathryn E. Campbell	Resident	<a href="https://twitter.com/sparks_kc/status/1081587816935546880">https://twitter.com/sparks_kc/status/1081587816935546880</a>	1/5/2019	Link to Metro NextGen Website included in post.
Twitter	Laura Barrera	Resident	<a href="https://twitter.com/LauraBarreraMPH/status/1081574406176952321">https://twitter.com/LauraBarreraMPH/status/1081574406176952321</a>	1/5/2019	Link to community meeting dates included in post.

## Metro NextGen Bus Study Workshops Earned Media

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	City of Alhambra	Municipality	<a href="https://twitter.com/cityofalhambra/status/1081244598943379456">https://twitter.com/cityofalhambra/status/1081244598943379456</a>	1/4/2019	Link to meeting schedule included in link.
Twitter	Southeast LA Collaborative (SELA)	Company/ Organization	<a href="https://twitter.com/elacollab/status/1081229430675202049">https://twitter.com/elacollab/status/1081229430675202049</a>	1/4/2019	Post also shared on Instagram page.
Twitter	City of Diamond Bar	Municipality	<a href="https://twitter.com/DiamondBarCity/status/1081291072981094401">https://twitter.com/DiamondBarCity/status/1081291072981094401</a>	1/4/2019	Link to Metro NextGen website included in post.
Twitter	Women & Girls Initiative	Company/ Organization	<a href="https://twitter.com/LACWGI/status/1080904775279902721">https://twitter.com/LACWGI/status/1080904775279902721</a>	1/3/2019	Link include to <i>The Source</i> in post.
Twitter	Move LA Transit	Company/ Organization	<a href="https://twitter.com/MoveLATransit/status/1080913869353041921">https://twitter.com/MoveLATransit/status/1080913869353041921</a>	1/3/2019	Link to meeting dates included in post
Twitter	Justin Bonney	Personal Account/ Resident	<a href="https://twitter.com/JustinTBonney/status/1080901421275508741">https://twitter.com/JustinTBonney/status/1080901421275508741</a>	1/3/2019	Link to news article included in post.
Twitter	Curbed LA	Company/ Organization	<a href="https://twitter.com/CurbedLA/status/1080900136228679681">https://twitter.com/CurbedLA/status/1080900136228679681</a>	1/3/2019	Included in list of thing to look forward to in 2019 in LA.
Twitter	Cambridge Systematics	Company/ Organization	<a href="https://twitter.com/Camsys/status/1080858872850583552">https://twitter.com/Camsys/status/1080858872850583552</a>	1/3/2019	Link to NextGen Tradeoffs video included in post.
Twitter	UCLA Transportation	University	<a href="https://twitter.com/UCLACommute/status/1080931501762588673">https://twitter.com/UCLACommute/status/1080931501762588673</a>	1/3/2019	

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	Mike Bonin	Elected Official	<a href="https://twitter.com/MikeBoninLA/status/1078777407400603648">https://twitter.com/MikeBoninLA/status/1078777407400603648</a>	1/2/2019	Official Twitter account of Councilmember Mike Bonin.
Twitter	Jena Roth	Resident	<a href="https://twitter.com/jrotem/status/1080591307838509057">https://twitter.com/jrotem/status/1080591307838509057</a>	1/2/2019	Link to all 10 community meetings included in post.
Blog Post	Curbed Los Angeles	Company/ Organization	<a href="https://la.curbed.com/2019/1/2/18156744/dodgers-earthquake-tarantino-hollywood-2019">https://la.curbed.com/2019/1/2/18156744/dodgers-earthquake-tarantino-hollywood-2019</a>	1/2/2019	Link to NextGen information and data listed in article.
Twitter	La Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1080525463850795008">https://twitter.com/metrolosangeles/status/1080525463850795008</a>	1/2/2019	Link to <i>The Source</i> blog listed in post.
Twitter	SCAG	Municipality	<a href="https://twitter.com/SCAGnews/status/1080624686256410624">https://twitter.com/SCAGnews/status/1080624686256410624</a>	1/2/2019	
Twitter	Cuong T.	Resident	<a href="https://twitter.com/metrolosangeles/status/1080525463850795008">https://twitter.com/metrolosangeles/status/1080525463850795008</a>	1/2/2019	Retweet of original Metro tweet.

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	City of South El Monte	Municipality	<a href="https://www.facebook.com/CityOfSouthElMonteGovernment/photos/basw.Abo_iHIN1IDA8WIYfyk7sQkiKaackKFQniTSFLibsNTm-CoiU6N7MCvnOaHT4As6BXIIPH36cf_6cHxQqZx_Gg9S5_zoKdQzkiMGtEOV7iq23DyQ15vl85uvzZvNXetpxLijhMh61JQ3HAeXzz_OINmHxy4QKDZLuMXQqbkt0LsHaw.2085749794825215.2402529143110080.2164108256950665.1526747467453470.1745422005524664.1845533918846805.1186241431529832.1711417935591738.1745421915524673/1186241431529832/?type=1&amp;theater">https://www.facebook.com/CityOfSouthElMonteGovernment/photos/basw.Abo_iHIN1IDA8WIYfyk7sQkiKaackKFQniTSFLibsNTm-CoiU6N7MCvnOaHT4As6BXIIPH36cf_6cHxQqZx_Gg9S5_zoKdQzkiMGtEOV7iq23DyQ15vl85uvzZvNXetpxLijhMh61JQ3HAeXzz_OINmHxy4QKDZLuMXQqbkt0LsHaw.2085749794825215.2402529143110080.2164108256950665.1526747467453470.1745422005524664.1845533918846805.1186241431529832.1711417935591738.1745421915524673/1186241431529832/?type=1&amp;theater</a>	1/2/2019	Image of meeting schedule included in post.
Twitter	San Gabriel Valley Cog	Municipality	<a href="https://twitter.com/SGVCOG/status/1080609108393246721">https://twitter.com/SGVCOG/status/1080609108393246721</a>	1/2/2019	Listed times and dates for meeting taking place in SGV (Pasadena & San Gabriel).
Twitter	City of El Monte	Municipality	<a href="https://twitter.com/metrolosangeles/status/1080525463850795008">https://twitter.com/metrolosangeles/status/1080525463850795008</a>	1/2/2019	Retweet of original Metro tweet.

## Metro NextGen Bus Study Workshops Earned Media

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	City of Rosemead-City Hall	Municipality	<a href="https://www.facebook.com/search/str/nextgen+bus+study/keywords_search?epa=SEARCH_BOX">https://www.facebook.com/search/str/nextgen+bus+study/keywords_search?epa=SEARCH_BOX</a>	1/2/2019	Post includes link to meeting schedule
Twitter	City of Duarte	Municipality	<a href="https://twitter.com/metrolosangeles/status/1080525463850795008">https://twitter.com/metrolosangeles/status/1080525463850795008</a>	1/2/2019	Retweet of Metro NextGen post.
Twitter	City of Rosemead	Municipality	<a href="https://twitter.com/CityofRosemead">https://twitter.com/CityofRosemead</a>	1/2/2019	Retweet of Metro NextGen post.
Twitter	LA Community College District	Company/ Organization	<a href="https://twitter.com/laccd">https://twitter.com/laccd</a>	1/2/2019	Retweet of Metro NextGen post.
Twitter	Eric Bruins	Individual Resident	<a href="https://twitter.com/ejfb Bruins">https://twitter.com/ejfb Bruins</a>	1/2/2019	Transportation Policy Director for Mike Bonin.
Twitter	City of Bell	Municipality	<a href="https://twitter.com/CityofBell/status/1080543698444791808">https://twitter.com/CityofBell/status/1080543698444791808</a>	1/2/2019	Link to Instagram posted on same day.
Instagram	City of Bell	Municipality	<a href="https://www.instagram.com/p/BsJMOBGbtUJ/?utm_source=ig_twitter_share&amp;igshid=nw6egmzuh9jr">https://www.instagram.com/p/BsJMOBGbtUJ/?utm_source=ig_twitter_share&amp;igshid=nw6egmzuh9jr</a>	1/2/2019	
Twitter	San Gabriel Valley NOW	Company/ Organization	<a href="https://twitter.com/SGVNOW/status/1080523484093140992">https://twitter.com/SGVNOW/status/1080523484093140992</a>	1/2/2019	Link to Instagram posted on same day.
Instagram	San Gabriel Valley NOW	Company/ Organization	<a href="https://twitter.com/SGVNOW/status/1080523484093140992">https://twitter.com/SGVNOW/status/1080523484093140992</a>	1/2/2019	
Twitter	Keep California Moving	Company/ Organization	<a href="https://twitter.com/KeepCaliMoving/status/1079425627478884352">https://twitter.com/KeepCaliMoving/status/1079425627478884352</a>	12/30/2018	Post includes link to meeting schedule

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	Southern California Association for Commuter Transportation	Company/ Organization	<a href="https://twitter.com/SoCal_ACT">https://twitter.com/SoCal_ACT</a>	12/30/2018	Retweet of Metro Twitter Post
Twitter	Beach City Transit	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1079101036235800578">https://twitter.com/metrolosangeles/status/1079101036235800578</a>	12/29/2018	Retweet of Metro NextGen tweet.
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1079101036235800578">https://twitter.com/metrolosangeles/status/1079101036235800578</a>	12/29/2018	Link to January community meetings included in post.
News Post	LA Daily News	Company/ Organization	<a href="https://www.dailynews.com/2018/12/28/metro-wants-to-upgrade-its-bus-system-and-now-it-seeks-your-input/">https://www.dailynews.com/2018/12/28/metro-wants-to-upgrade-its-bus-system-and-now-it-seeks-your-input/</a>	12/28/2018	Included link to NextGen Transit Competitiveness and Market Potential.
Twitter	Los Angeles Informer	Blog	<a href="https://twitter.com/losangelesinfor/status/1078789653661126656">https://twitter.com/losangelesinfor/status/1078789653661126656</a>	12/28/2018	Link to online article included in post.
Website Post	City of Signal Hill	Municipality	<a href="https://cityofsignalhill.org/CivicAlerts.aspx?AID=493">https://cityofsignalhill.org/CivicAlerts.aspx?AID=493</a>	12/28/2018	Provided link to Metro NextGen website.
Facebook	LA Metro	Transit Agency	<a href="https://www.facebook.com/losangelesmetro/">https://www.facebook.com/losangelesmetro/</a>	12/28/2018	Link to <i>The Source</i> blog listed in post.
Twitter	LA Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1078416510471884800">https://twitter.com/metrolosangeles/status/1078416510471884800</a>	12/27/2018	Link to January community meetings included in post.
Blog Post	The Source (LA Metro)	Company/ Organization	<a href="https://thesource.metro.net/tag/nextgen-bus-study/">https://thesource.metro.net/tag/nextgen-bus-study/</a>	12/26/2018	
Twitter	Kenny Uong	Resident	<a href="https://twitter.com/KennyUong_/status/1076209500015611905">https://twitter.com/KennyUong_/status/1076209500015611905</a>	12/21/2018	

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	Ryan Young	Individual Resident	<a href="https://twitter.com/ryanayng/status/1075208868009897985">https://twitter.com/ryanayng/status/1075208868009897985</a>	12/18/2018	Image of travel operation study included in post.
Website Post	City of Gardena	Company/ Organization	<a href="http://www.cityofgardena.org/21479-2/">http://www.cityofgardena.org/21479-2/</a>	11/17/2018	
Twitter	Investing in Place	Company/ Organization	<a href="https://twitter.com/InvestinPlace/status/1051992510006849537">https://twitter.com/InvestinPlace/status/1051992510006849537</a>	10/15/2018	Link to Metro Board Report included in post.
Twitter	Big Blue Bus	Transit Agency	<a href="https://twitter.com/SMBigBlueBus/status/1044677996358045696">https://twitter.com/SMBigBlueBus/status/1044677996358045696</a>	9/25/2018	Link to NextGen website included in post.
Twitter	Culver City Bus	Transit Agency	<a href="https://twitter.com/CulverCityBus/status/1044337085509906432">https://twitter.com/CulverCityBus/status/1044337085509906432</a>	9/24/2018	Link to NextGen website included in post.
Twitter	GTrans	Transit Agency	<a href="https://twitter.com/RideGTrans/status/1040393341471547395">https://twitter.com/RideGTrans/status/1040393341471547395</a>	9/17/2018	Link to survey included in post.
Instagram	City of Vernon	Municipality	<a href="https://www.instagram.com/p/BnruSo8nCTt/">https://www.instagram.com/p/BnruSo8nCTt/</a>	9/13/2018	Provided link to Metro NextGen website.

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	Friends of South Gate Parks	Company/ Organization	<a href="https://www.facebook.com/160675350686535/photos/basw.Abq0K5W-a6krYerEsyP5-bEVcC2PGsi3LoTXLB1EZTHRWW2vHfuYcbxj5cMLLI9iV4N_5pvVS7Y_51b1giRh4HJWoCOJoMTVwiW3Hf-Y9Q62m4tbiZ7rb7sBQEBVrZJznD18m2xsZlF3eXkouR219_6.1186241431529832.2274793395895399.2083696978326633.1871399709614082.10153549554283999.1526747467453470.1411281222291048.1881427291868695.1968390890094395/1871399709614082/?type=1&amp;theater">https://www.facebook.com/160675350686535/photos/basw.Abq0K5W-a6krYerEsyP5-bEVcC2PGsi3LoTXLB1EZTHRWW2vHfuYcbxj5cMLLI9iV4N_5pvVS7Y_51b1giRh4HJWoCOJoMTVwiW3Hf-Y9Q62m4tbiZ7rb7sBQEBVrZJznD18m2xsZlF3eXkouR219_6.1186241431529832.2274793395895399.2083696978326633.1871399709614082.10153549554283999.1526747467453470.1411281222291048.1881427291868695.1968390890094395/1871399709614082/?type=1&amp;theater</a>	9/1/2018	Link to Metroquest included in post.
Twitter	Ross Zelen	Bart Doyle Assoc./ VERDE Xchange	<a href="https://twitter.com/RZelen/status/1039574793421447168">https://twitter.com/RZelen/status/1039574793421447168</a>	9/11/2018	
Twitter	Carter Rubin	Individual Resident	<a href="https://twitter.com/CarterRubin/status/1037412550676082688">https://twitter.com/CarterRubin/status/1037412550676082688</a>	9/5/2018	Provided link to Metro Blog <i>The Source</i> .
Twitter	Mike Bonin	Elected Official	<a href="https://twitter.com/MikeBoninLA/status/1037310675373240320">https://twitter.com/MikeBoninLA/status/1037310675373240320</a>	9/5/2018	Link to The Source online engagement tool included in post.

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	Carter Rubin	Personal Account/ Resident	<a href="https://twitter.com/CarterRubin/status/1037412550676082688">https://twitter.com/CarterRubin/status/1037412550676082688</a>	9/5/2018	Link to <i>The Source</i> online engagement tool included in post.
Twitter	Ross Zelen	Bart Doyle Assoc./ VERDE Xchange	<a href="https://twitter.com/RZelen/status/1039574793421447168">https://twitter.com/RZelen/status/1039574793421447168</a>	9/1/2018	
Twitter	People for Mobility Justice	Company/ Organization	<a href="https://twitter.com/peopleforMJ/status/1035259443359825920">https://twitter.com/peopleforMJ/status/1035259443359825920</a>	8/30/2018	
Twitter	LA County CSO	Company/ Organization	<a href="https://twitter.com/CSO_LACo/status/1032658758080421893">https://twitter.com/CSO_LACo/status/1032658758080421893</a>	8/23/2018	Link to survey included in post.
Facebook	City of Pomona	Municipality	<a href="https://d.facebook.com/thecityofpomona/photos/a.534855086542665/2164108256950665/?type=3&amp;tn=EH-R">https://d.facebook.com/thecityofpomona/photos/a.534855086542665/2164108256950665/?type=3&amp;tn=EH-R</a>	8/1/2018	
Twitter	SLATE-Z	Company/ Organization	<a href="https://twitter.com/LA_SlateZ/status/1021874941610741761">https://twitter.com/LA_SlateZ/status/1021874941610741761</a>	7/24/2018	
Twitter	Bryn Lindblad	Individual Resident	<a href="https://twitter.com/Bryn_Lindblad/status/993529518970191872">https://twitter.com/Bryn_Lindblad/status/993529518970191872</a>	5/7/2018	

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	Westside Urban Forum	Company/ Organization	<a href="https://www.facebook.com/WestsideUrbanForum/posts/here-s-a-link-to-metros-nextgen-bus-study-that-conan-cheung-discussed-at-last-wee/10155904657293113/">https://www.facebook.com/WestsideUrbanForum/posts/here-s-a-link-to-metros-nextgen-bus-study-that-conan-cheung-discussed-at-last-wee/10155904657293113/</a>	4/26/2018	
News Post	Curbed Los Angeles	Company/ Organization	<a href="https://la.curbed.com/2018/4/9/17202902/metro-los-angeles-bus-improvements-ridership">https://la.curbed.com/2018/4/9/17202902/metro-los-angeles-bus-improvements-ridership</a>	4/9/2018	
Twitter	Crenshaw/ LAX Rail	Transit Agency	<a href="https://twitter.com/crenshawrail/status/983388775140216832">https://twitter.com/crenshawrail/status/983388775140216832</a>	4/9/2018	Link to Metro NextGen Website included in post.
Website Post	Empower LA	Company/ Organization	<a href="http://empowerla.org/metro-nextgen-bus-study/">http://empowerla.org/metro-nextgen-bus-study/</a>	3/27/2018	
Youtube	Los Angelist	Individual Resident	<a href="https://www.youtube.com/watch?v=8vuUHSzp8Os">https://www.youtube.com/watch?v=8vuUHSzp8Os</a>	3/21/2018	
Twitter	Mark Vallianatos	Individual Resident	<a href="https://twitter.com/markvalli/status/960286542622175232">https://twitter.com/markvalli/status/960286542622175232</a>	2/4/2018	
Website Post	City of San Gabriel	Municipality	<a href="http://sangabrielcity.com/Calendar.aspx?EID=1877">http://sangabrielcity.com/Calendar.aspx?EID=1877</a>	NA	Event listed on city calendar of events.
Website Post	City of Lakewood	Municipality	<a href="http://www.lakewoodcity.org/news/displaynews.asp?NewsID=1025&amp;TargetID=1">http://www.lakewoodcity.org/news/displaynews.asp?NewsID=1025&amp;TargetID=1</a>	NA	Link to Metroquest survey listed in post.

## Metro NextGen Bus Study Workshops Earned Media

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	Invest in Place	Company/Organization	<a href="https://twitter.com/InvestinPlace/status/1108764895846121472">https://twitter.com/InvestinPlace/status/1108764895846121472</a>	3/21/2019	Post includes photo and references Metro Board of Directors meeting
Twitter	StreetblogLA	Blog	<a href="https://twitter.com/StreetblogLA/status/1108778069366456320">https://twitter.com/StreetblogLA/status/1108778069366456320</a>	3/21/2019	Post includes minutes from Metro Ops Committee meeting
Twitter	Arellano Associates	Company/Organization	<a href="https://twitter.com/ArellanoAssoc/status/1108470831653384193">https://twitter.com/ArellanoAssoc/status/1108470831653384193</a>	3/20/2019	Post includes photo from East LA workshop
Twitter	West Hills Neighborhood Council	Municipality	<a href="https://twitter.com/WestHillsNC/status/1108355657478987776">https://twitter.com/WestHillsNC/status/1108355657478987776</a>	3/20/2019	Post includes comment card from NextGen workshops and also includes information as to where it can be mailed.
Twitter	Los Angeles Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1107685659207188480">https://twitter.com/metrolosangeles/status/1107685659207188480</a>	3/18/2019	Post information regarding East LA workshop
Twitter	City of Lynwood	Municipality	<a href="https://twitter.com/MyLynwoodca/status/1105876262151749633">https://twitter.com/MyLynwoodca/status/1105876262151749633</a>	3/13/2019	Link to workshop series schedule included in post. Three total posts.
Twitter	Los Angeles Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1105998633730801664">https://twitter.com/metrolosangeles/status/1105998633730801664</a>	3/13/2019	Photo from South West Los Angeles workshop included in post.
Twitter	Los Angeles Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1105622526716231681">https://twitter.com/metrolosangeles/status/1105622526716231681</a>	3/12/2019	Photo from Calabasas workshop included in post.
Facebook	City of Malibu Office of Public Safety	Municipality	<a href="https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvb190aW1ljoie1wiBmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcjilwMTktMDNcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAzXFxcIn1cIn0ifQ%3D%3D">https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvb190aW1ljoie1wiBmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcjilwMTktMDNcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAzXFxcIn1cIn0ifQ%3D%3D</a>	3/11/2019	Information regarding Calabasas meeting included in post.

## Metro NextGen Bus Study Workshops Earned Media

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Twitter	City of Malibu	Municipality	<a href="https://twitter.com/CityMalibu/status/1105304903277256704">https://twitter.com/CityMalibu/status/1105304903277256704</a>	3/11/2019	Link to Supervisor Kuehl's office workshop included in post.
Twitter	Los Angeles Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1104855725380120578">https://twitter.com/metrolosangeles/status/1104855725380120578</a>	3/10/2019	Link to Metro NextGen Bus Study website included in post.
Twitter	Vroom Vroom	Resident	<a href="https://twitter.com/elanahan/status/1103873556033593346">https://twitter.com/elanahan/status/1103873556033593346</a>	3/7/2019	
Twitter	Los Angeles Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1103719525118300160">https://twitter.com/metrolosangeles/status/1103719525118300160</a>	3/7/2019	Link to The Source included in post.
Twitter	Richard Bloom	Assemblymember District 50	<a href="https://twitter.com/AsmRichardBloom/status/1103032647175946241">https://twitter.com/AsmRichardBloom/status/1103032647175946241</a>	3/5/2019	Information regarding Felicia Mahood workshop included in post.
Twitter	Mike Bonin	LA City Council Member	<a href="https://twitter.com/mikebonin/status/1102951381093167104">https://twitter.com/mikebonin/status/1102951381093167104</a>	3/5/2019	Information regarding Felicia Mahood workshop included in post.
Twitter	Eric Bruins	Resident	<a href="https://twitter.com/ejfbruins/status/1103100150023544832">https://twitter.com/ejfbruins/status/1103100150023544832</a>	3/5/2019	Pictures from Felicia Mahood workshop included in post.
Twitter	Los Angeles Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1102738939385954306">https://twitter.com/metrolosangeles/status/1102738939385954306</a>	3/4/2019	
Facebook	Mike Bonin	LA City Council Member	<a href="https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvbI90aW1lIjoie1wiY3JlYXRpb25fdGltZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcljIwMTktMDNcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAzXFxcln1cInOifQ%3D%3D">https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvbI90aW1lIjoie1wiY3JlYXRpb25fdGltZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcljIwMTktMDNcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAzXFxcln1cInOifQ%3D%3D</a>	3/5/2019	Link to NextGen YouTube video included in post.

## Metro NextGen Bus Study Workshops Earned Media

Round 2

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	Arellano Associates	Company/ Organization	<a href="https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvb190aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCI6XFxcljIwMTktMDNcXFwiLFxcXCI6bW9udGhcXFwiOlxcXCIyMDE5LTAzXFxcln1cIn0ifQ%3D%3D">https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvb190aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCI6XFxcljIwMTktMDNcXFwiLFxcXCI6bW9udGhcXFwiOlxcXCIyMDE5LTAzXFxcln1cIn0ifQ%3D%3D</a>	3/4/2019	Photos from Independent Living Center included in post.
Twitter	Arellano Associates	Company/ Organization	<a href="https://twitter.com/ArellanoAssoc/status/1102723110724235264">https://twitter.com/ArellanoAssoc/status/1102723110724235264</a>	3/4/2019	Photos from Van Nuys meeting included in post.
Twitter	Alliance for a Better Community	Company/ Organization	<a href="https://twitter.com/afabc_la/status/1101304681551167489">https://twitter.com/afabc_la/status/1101304681551167489</a>	2/28/2019	Photo of entire meeting schedule included in post.
Twitter	Big Blue Bus	Transit Agency	<a href="https://twitter.com/SMBigBlueBus/status/1101245682801876997">https://twitter.com/SMBigBlueBus/status/1101245682801876997</a>	2/28/2019	Link to The Source included in post.
Facebook	Wilmington Neighborhood Council	Local Government	<a href="https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvb190aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCI6XFxcljIwMTktMDJcXFwiLFxcXCI6bW9udGhcXFwiOlxcXCIyMDE5LTAyXFxcln1cIn0ifQ%3D%3D">https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvb190aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCI6XFxcljIwMTktMDJcXFwiLFxcXCI6bW9udGhcXFwiOlxcXCIyMDE5LTAyXFxcln1cIn0ifQ%3D%3D</a>	2/28/2019	Information regarding Wilmington workshop included in post.

## Metro NextGen Bus Study Workshops Earned Media

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Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	Big Blue Bus	Transit Agency	<a href="https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlubl90aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCI6FxcjllwMTktMDJcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAyXFxcIn1cln0ifQ%3D%3D">https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlubl90aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCI6FxcjllwMTktMDJcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAyXFxcIn1cln0ifQ%3D%3D</a>	2/28/2019	Information regarding Felicia Mahood workshop included in post.
Newsletter	Mike Bonin	LA City Council Member	<a href="https://us16.campaign-archive.com/?u=cd65eddac57247afc23a13b71&amp;id=c72be6d97b">https://us16.campaign-archive.com/?u=cd65eddac57247afc23a13b71&amp;id=c72be6d97b</a>	2/28/2019	
Twitter	Los Angeles Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1101237990355955712">https://twitter.com/metrolosangeles/status/1101237990355955712</a>	2/28/2019	Photo from Van Nuys meeting included in post
Twitter	Los Angeles Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1100571241776377857">https://twitter.com/metrolosangeles/status/1100571241776377857</a>	2/26/2019	Link to The Source included in post.
Facebook	Harbor Los Angeles Community Plans	CBO	<a href="https://www.facebook.com/search/str/metro+nextgen+/keywords/blended/posts?epa=FILTERS&amp;filters=eyJycF9jcmVhdGlubl90aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCI6FxcjllwMTktMDJcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAyXFxcIn1cln0ifQ%3D%3D">https://www.facebook.com/search/str/metro+nextgen+/keywords/blended/posts?epa=FILTERS&amp;filters=eyJycF9jcmVhdGlubl90aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCI6FxcjllwMTktMDJcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAyXFxcIn1cln0ifQ%3D%3D</a>	2/25/2019	Information regarding 2nd round of workshops included in post.

## Metro NextGen Bus Study Workshops Earned Media

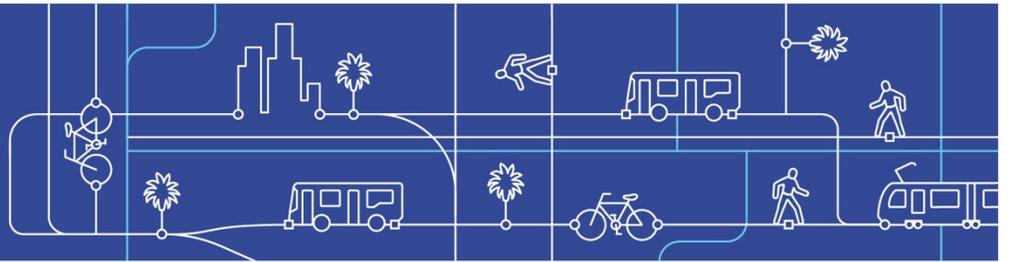
Round 2

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	Paul Koretz	LA City Council Member	<a href="https://www.facebook.com/search/str/metro+nextgen+/keywords/blended_posts?epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvbI90aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcljllwMTktMDJcXFwiLFxcXCJlbmRfbW9udGhcXFwiOlxcClyMDE5LTAYXFxcln1cIn0ifQ%3D%3D">https://www.facebook.com/search/str/metro+nextgen+/keywords/blended_posts?epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvbI90aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcljllwMTktMDJcXFwiLFxcXCJlbmRfbW9udGhcXFwiOlxcClyMDE5LTAYXFxcln1cIn0ifQ%3D%3D</a>	2/22/2019	Information regarding 2nd round of workshops included in post.
Twitter	Los Angeles Metro	Transit Agency	<a href="https://twitter.com/metrolosangeles/status/1098695151655026689">https://twitter.com/metrolosangeles/status/1098695151655026689</a>	2/21/2019	Link to The Source included in post.
Twitter	Streets Blog LA	Blog	<a href="https://twitter.com/StreetsblogLA/status/1098649004735254529">https://twitter.com/StreetsblogLA/status/1098649004735254529</a>	2/21/2019	Post includes financial breakdown of NextGen bus study.
Facebook	Los Angeles Metro	Transit Agency	<a href="https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvbI90aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcljllwMTktMDJcXFwiLFxcXCJlbmRfbW9udGhcXFwiOlxcClyMDE5LTAYXFxcln1cIn0ifQ%3D%3D">https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvbI90aW1ljoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcljllwMTktMDJcXFwiLFxcXCJlbmRfbW9udGhcXFwiOlxcClyMDE5LTAYXFxcln1cIn0ifQ%3D%3D</a>	2/7/2019	Link to 2nd round of workshops included in post.

## Metro NextGen Bus Study Workshops Earned Media

Round 2

Platform	Individual/ Organization	User Type	Link	Date of Post	Details
Facebook	Los Angeles Informer	Blog	<a href="https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvbI90aW1lIjoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcjllwMTktMDJcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAyXFxcIn1cIn0ifQ%3D%3D">https://www.facebook.com/search/top/?q=metro%20nextgen%20bus%20study&amp;epa=FILTERS&amp;filters=eyJycF9jcmVhdGlvbI90aW1lIjoie1wibmFtZVwiOlwiY3JlYXRpb25fdGltZVwiLFwiYXJnc1wiOlwie1xcXCJzdGFydF9tb250aFxcXCi6XFxcjllwMTktMDJcXFwiLFxcXCJlbnRfbW9udGhcXFwiOlxcXClyMDE5LTAyXFxcIn1cIn0ifQ%3D%3D</a>	2/7/2019	Information regarding 2nd round of workshops included in post.



## **Attachment F: Social Media Examples**

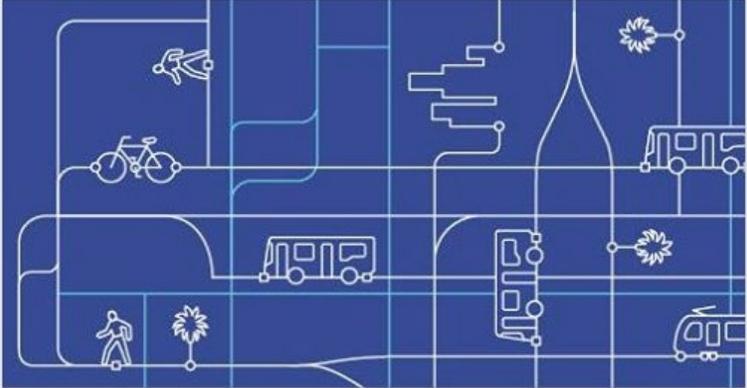
**F.1**

Facebook

**F.2**

Twitter

# Facebook Examples



**JAN 8** **NextGen Workshop (San Fernando Valley)**  
Public · Hosted by Metro Los Angeles

★ Interested   ✓ Going   ...

🕒 Tuesday, January 8, 2019 at 4 PM – 7 PM  
about 2 months ago

📍 Hubert H. Humphrey Recreation Center  
12560 Filmore St, Pacoima, California 91311   [Show Map](#)



**Metro Los Angeles**  
December 28, 2018 · 🌐

Help redesign our bus system!



THESOURCE.METRO.NET

**10 community meetings to be held for NextGen Bus Study beginning in January**

👍❤️ 47   18 Shares

# Twitter Examples

**LA Metro** @metrolosangeles · Mar 12

Our NextGen Bus Study team is at Supervisor Sheila Kuehl's district office in Calabasas through 7pm. Come by and learn more about how we're improving our system!



1 1 19

**LA Metro** @metrolosangeles · Jan 26

One hour left of our NextGen Bus Study meeting at LATT! If you're in the area, come on by via the Expo Line and speak to staff about how we can improve our bus system.



2 12