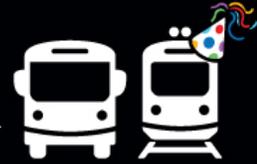


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# CEO BRIEF | EVERY VOICE COUNTS

**Phillip A. Washington**  
Chief Executive Officer

Happy Birthday,  
Metro Rail!



Friday, July 24, 2015  
150724-1

In this Issue:

[Metro Wins SmartRail USA Innovation Award for “Project of the Year”](#)  
[WiFi Pilot in Historic Union Station](#)  
[New Artworks and Poetry Improve Transit Environments for Customers](#)  
[Station Refurbishment Work on the Blue Line Complete Ahead of Schedule](#)  
[Metro Motion Cable TV Show – Metro Rail 25th Anniversary](#)  
[25th Anniversary Banners](#)  
[Special Olympics World Games – Metro Answers the Call](#)  
[Metro’s Creativity and Flexibility Saves 19 Trees from Removal](#)  
[Metro Local Hiring and Geographic Preferences Featured on National Stage](#)  
[Facebook for Small Business](#)  
[Free Bicycle Safety Classes](#)  
[Procurement Postings](#)  
[Construction Notices – Purple Line Extension, I-5](#)

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## **Metro Wins SmartRail USA Innovation Award for “Project of the Year”**

I am happy to report that Metro has won the SmartRail USA Innovation Award for “Project of the Year” for our Metro rail Intelligence Based Surveillance System (IBSS) - Proof of Concept on the Blue Line. This underscores the fact that Metro is making safety its top priority as well as using innovation and technology to improve the customer experience. Primary internal partners on this effort were Operations, Risk/Safety & Asset Management and Information & Technology Services.

IBSS provides for the recording of video and audio of certain events that take place during daily operation on Metro rail revenue service. These events are typically g-force triggered (incident impact, hard braking, etc.) and are used to assist Metro with our overall vehicle safety, training, and accident investigation programs.

In addition to the award, SmartRail will provide media coverage on all of their platforms, an editorial feature, prominent showcase time at SmartRail USA 2015, and a press release. Congratulations to staff who worked on the award winning proof of concept.

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## **WiFi Pilot in Historic Union Station**

As part of Metro’s ongoing efforts to equip buses and trains with WiFi internet connection, Metro has teamed up with ViaSat to pilot WiFi services in Union Station West. Under the terms of the pilot, patrons may use 15 minutes of free daily WiFi, 60 minutes for \$1.99, or 24 hours for \$4.99.

This pilot will be useful in assessing the usage patterns and speed necessary to provide excellent service. Embracing technology is necessary to stay ahead of our competitors, attract customers to our system, and overall improve the customer experience.

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## **New Artworks and Poetry Improve Transit Environments for Customers**

In Metro’s ongoing effort to improve the transit environment and attract customers to our transportation system, Metro Art completed installation of new artwork at the Silver Line Manchester Station as part of the Silver Line Revitalization Project. Created by artist Christine Nguyen, the artwork presents dreamlike imagery of the local flora and fauna. The artwork was carefully fitted and applied to the underside of the glass canopies above the seating areas. Click [here](#) for photos of the artwork as posted on The Source.

Additionally, poetry posters have been placed inside Metro buses system-wide as part of our Poetry in Motion/LA program, a collaboration with the Poetry Society of America, which places poetry directly in the path of more than one million Metro bus

riders daily. A poem by Timothy Donnelly is currently on view. Click [here](#) to read the poem and learn more about this program.

Visibly appealing transit stations attract customers. Thanks to the Metro Art program, we can provide our customers a more colorful and visibly appealing commute.

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#### **Station Refurbishment Work on the Blue Line Complete Ahead of Schedule**

This past weekend marked the end of the Metro Blue Line refurbishment work. This major milestone is a key component of the Blue Line Upgrades project, which is a \$1.2 billion investment to improve and restore our oldest and one of our most heavily used lines. The completion of our refurbishment work ahead of schedule is a testament to our employees' commitment to excellence in service and support. Improved lighting, tiling, security cameras and new canopies at the stations are important design features to modernize and maximize the rider experience.

As we celebrate the 25<sup>th</sup> birthday of the Blue Line, we are proud to have made this commitment to its future successes as well. It is an important and established part of our growing system. The importance of investing in our existing and aging infrastructure, even as we grow and build new projects, cannot be overstated. This is about focusing on the basics, it is about safety and customer experience focus, and it is mission critical. Thank you to the employees who helped to achieve this milestone ahead of schedule. As always, we still have work to do. Track maintenance work will continue over the next few months.

To view a slideshow and video on The Source, please click [here](#).

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#### **Metro Motion Cable TV Show – Metro Rail 25th Anniversary**

In celebration of the Metro Rail 25th anniversary, a special edition of Metro Motion — Metro's quarterly cable television show — looks at rail in Los Angeles. Who rides it and why? When did it begin? Why did it end? And what lies ahead now that Los Angeles County has committed to creating modern mobility?

To watch this edition of Metro Motion, please click [here](#). Metro Motion is co-produced with Santa Monica City TV and runs on 80 cable stations throughout Los Angeles County.

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#### **25th Anniversary Banners**

To celebrate 25 years of Metro Rail, Metro is displaying banners at several high traffic locations in LA County including the Gold Line Sierra Madre Villa parking structure and Union Station.

The Sierra Madre Villa banner is one of the largest installations visible from the 210 freeway, and will target commuters and residents of nearby communities. The banners at Union Station will be installed this month and will be visible on the exterior and interior sections of Union Station East, targeting the 60,000 riders that make their way through the station each day. These banners will help generate public awareness that Metro is leading the largest public works program in the nation, including the construction of several rail lines to offer more mobility options and congestion relief in Los Angeles County.

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#### **Special Olympics World Games – Metro Answers the Call**

Metro is proud to be the official transit provider of the Special Olympics World Games, the largest sporting and humanitarian event to be held in Los Angeles since the 1984 Olympics. On Tuesday night, Metro went above and beyond to support this event by quickly dispatching 15 buses to transport hundreds of athletes from LAX to Loyola Marymount University when a private carrier fell through. In the words of Patti MacJennett, a senior vice president at LA Tourism, "Metro Saved the Day."

Our vision statement highlights flexibility as a key to being the best in the world. On Tuesday, we demonstrated flexibility, worked with our partners, and represented Los Angeles with excellence. Thank you to the employees who stepped up to go the extra mile.

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#### **Metro's Creativity and Flexibility Saves 19 Trees from Removal**

On Wednesday, Metro's Purple Line Extension project received unanimous approval from the Los Angeles Board of Public Works for the Tree Removal and Relocation Plan. Outreach to the community began in May 2014 and included 5 public meetings and 5 meetings with the Miracle Mile Civic Coalition. The project worked hard to reduce the number of trees to be removed from 101 to 82 by walking the construction sites with the design-builder and making adjustments where possible. Tree removal will be phased by station area so that trees are only removed when needed to start construction.

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#### **Metro Local Hiring and Geographic Preferences Featured on National Stage**

This week, Metro was featured on a panel with legal experts at the Transportation Research Board Workshop on Transportation Law. Thanks in large part to the efforts by this agency and the support of Congresswoman Karen Bass, Metro's Project Labor Agreement and Construction Careers Policy with our new local hire initiative is cited as a national model. Our combined efforts and that of the Federal Transportation Agency (FTA), Federal Highway Administration (FHWA) and Department of Transportation, overall, have yielded an unprecedented pilot program adopting local hiring initiatives, previously prohibited on Federal projects.

The current Appropriation Act prohibits FTA and FHWA from using FY2015 funds to enforce prohibition on state or local

geographic preferences for construction hiring purposes. Communities impacted by Metro construction will now be able to reap career advantages for local residents. The panel focused on the regulatory framework and the experiences of agencies that have implemented geographic preference hiring. Thank you Miguel Cabral, Deputy Executive Officer, Diversity and Economic Opportunity, for representing Metro on the panel.

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#### **Facebook for Small Business**

On Tuesday, Metro Community Relations Manager Ginny Brideau was hosted by the Crenshaw/LAX Transit Project Business Solutions Center to lead a "Facebook For Small Business" workshop. Ginny currently leads the New and Social Media programming for Construction Relations. The workshop was attended by over 50 local business owners who conduct business in the Crenshaw District, including tax and business consultants, photographers, theatre and production managers, and a number of stylists. The workshop discussed how to initiate and maintain a professional social media presence. The workshop was excellently received, and a "train the trainer" program will be developed as a result. This workshop is part of Metro's effort to provide small businesses tools that will provide greater visibility and optimize their participation with Eat, Shop, Play Local.

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#### **Free Bicycle Safety Classes**

As part of a multi-modal and multi-discipline strategy to enhance mobility, Metro is working with local non-profit organizations and the National Highway Traffic Safety Administration to help make bicycling safer in Los Angeles County by conducting free bicycle traffic skills classes countywide.

Bicycling is a tried and true first last mile solution. It is a complement to our growing system and it is part of a multi-modal strategy. Without walking and cycling as viable mobility options, we cannot emerge as the best and most innovative transportation agency in the world, which is why Metro is committed to enhancing outreach, improving policies, and launching programs to make Los Angeles more welcoming and accommodating to active transportation. However, concerns over safety and the reality that cars and bikes largely share the same space on the road remains a barrier to getting more cyclists on the road. Metro is undergoing efforts on many fronts to improve conditions for cyclists and eliminate those barriers to realize the mobility, public health and sustainability benefits of active transportation. With these classes, cyclists can empower themselves to be safer and smarter on the road.

Education efforts such as this show that attracting a customer to our system can happen in many ways and across many modes. But when we've attracted a customer to our system, we must provide excellence in service and support to keep them—and that means, first and foremost, providing a safe environment for all.

Classes are offered in three different skill levels. Participants will receive a helmet, bicycle light set and safety manual at completion. To see available times and locations and to sign up for the classes, please click [here](#).

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#### **Procurement Postings**

##### Multifunction Devices - Convenience Copying Services (RFP)

Metro will release a Request for Proposals (RFP) next week to procure convenience copying services from a contractor who will furnish and maintain a fleet of equipment for use by Metro employees. The procurement process blackout period is expected to run from Wednesday, August 5, 2015 to Thursday, October 29, 2015.

Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by Rommel Hilario, Senior Contract Administrator at (213) 922-4654.

##### Technical and Program Management Support for LACMTA Heavy Rail Vehicle Overhaul and Critical Component Replacement Program (RFP)

Metro will release a Request for Proposals (RFP) to procure rail technical and program management support services to assist and augment Metro staff in the Overhaul and Critical Component Replacement Program for the A650 Heavy Rail Vehicles. The procurement process blackout period is expected to run from Monday, July 27, 2015 through Thursday, December 10, 2015.

This engagement will provide oversight of the Overhaul and Critical Component Replacement Program, which is designed to maintain Metro's Heavy Rail Fleet in a state of good repair.

Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by Wayne Okubo, Director, Contract Administration at (213) 922-7466.

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#### **Construction Notices – Purple Line Extension, I-5**

Purple Line Extension Section 1: Abatement work at former Marinello Beauty School at Wilshire Boulevard and Fairfax Avenue

- Design-build contractor *Skanska Traylor Shea (STS)*, and its subcontractors will be removing non-recyclable materials from the former Marinello Beauty School at 6111 Wilshire Boulevard.
- Work complies with the legal requirements for the removal of waste at any building prior to demolition activities.
- Work began Tuesday, July 21, 2015 from 7:00 a.m. to 4:30 p.m. and will continue on weekdays until Friday, July 31, 2015.

For the complete construction notice, please click [here](#).

Caltrans Interstate 5: [All Construction Updates](#)

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*"Excellence is a continuous process and not an accident."*

*~A.P.J. Abdul Kalam*

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