

CEO BRIEF | EVERY VOICE COUNTS

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Metro Transit Data Available on 700 Million iPhones

Apple turned on Metro's transit data in Apple Maps this week. This is the first fruit of September's data-sharing agreement between Metro and Apple Inc. of Cupertino, CA. The agreement made it easier for customers with Apple devices to plan transit trips in the Los Angeles region -- there are 700 million estimated iPhones worldwide. The Transit feature will include schedules for all of Metro's rail and bus service as well as Metro's service alerts.

The Apple agreement followed similar public/private partnerships Metro has inked with Google and Waze. Metro's transit data has been available on Google Maps since 2009, and Metro real time arrivals have been added to Google Maps this month.

Map technologies and mobile devices have been on the rise with Metro customers. The majority of website visitors (65%) access Metro.net from mobile devices, and Apple devices account for a large share of the traffic with 42% of 1.3 million sessions per month. Metro's mobile app, Go Metro Los Angeles, generates another 1 million sessions per month, with 15% of these sessions originating from Apple devices.

The year-long negotiation was facilitated by Douglas Goodwin and Lan-Chi Lam of Communications – Web and Mobile with assistance from Janice Kasai and Greg Levine from the Office of County Counsel. Metro's transit data is created and managed by Service Performance Analysis, Dan Nguyen, Susan Phifer, and Rollin Baker, for Apple, Bing and Google via the General Transit File Specification (GTFS).

COMTO Partners and Builds with Communities on Major Projects

Yesterday, the Conference of Minority Transportation Officials (COMTO) Los Angeles Chapter held a one day transportation seminar titled 'Partnering and Building with Communities on Major Projects' at Los Angeles' Southwest College. With the help of Former U.S. Secretary of Transportation Rodney E. Slater, who conferenced in, Metro Board Director Jacquelyn Dupont-Walker, and Metro Chief Innovation Officer Joshua Schank, I emphasized the importance of engaging communities throughout the entire life of a project and through its operation to ensure that the project supports the community and is supported by the community. I had the chance to explain how communities can take part in all of the exciting things Metro has going on. Throughout the day, attendees also explored topics

including contracting opportunities, utilization of Historically Underutilized Businesses, cyber security, diversity in employment and workforce development.

Metro Launches ADA Compliance Oversight Program

On Tuesday, December 15, 2015, the first comprehensive Metro ADA Compliance Oversight Program for Subrecipients workshop took place. The Accessibility Programs unit of Civil Rights Programs Compliance rolled out the new program to qualified grant recipients to ensure that all Metro subrecipients are compliant with the Americans with Disabilities Act (ADA) and other transit-related accessibility laws and regulations.

Over 30 federal grant subrecipient agencies were in attendance at Metro headquarters to receive guidance on the FTA and ADA requirements that must be met. Subrecipients in attendance included County and Municipal representatives from Burbank, Calabasas, El Monte, Glendale, Monterey Park, Pasadena, Whittier, and others. Also attending were community based organizations providing assistance in the areas of health care, learning and education, mobility, older adult services, and other service organizations.

Yvonne Price, Interim Accessibility Programs Manager, lead the discussion highlighting FTA requirements, transparency, technical requirements, and Metro support to subrecipients. Grants Management provided background support to ensure a successful event.

I applaud the teamwork between the departments, and expect to hear new success stories from and about Metro's subrecipient compliance with ADA requirements in the future.

Metro Extends Silver Line to San Pedro

On Monday, in the shadow of the battleship USS Iowa in San Pedro, L.A. County Supervisor and Metro Board Chair Mark Ridley-Thomas, L.A. Mayor and Metro Board Member Eric Garcetti, L.A. City Councilman Joe Buscaino and I celebrated the launch of the Metro Silver Line Express – the newest way for commuters from San Pedro to conveniently reach downtown Los Angeles and for tourists to access one of L.A. County's most important and historic war museums: the USS Iowa. The event, which underscored the historical significance of the San Pedro community, was attended by 60 school children from White Point Elementary who represent its future.

Metro Donates over 1400 Toys, Blankets, Articles of Clothing and Games

On Thursday, December 10, 2015, Metro participated in its 20th Annual Gift Giving Drive. Metro employees donated 1,409 toys, blankets, clothing, and games to The Spark of Love Foundation and Fred Jordan Mission. The Spark of Love Foundation collects toys from Fire Stations throughout Los Angeles County and donates them to underserved children and teens. The Fred Jordan Mission supports 12,000 needy children and families in the City of Los Angeles. A Metro bus was stuffed with toys and delivered to Fire Station No. 4 and the Fred Jordan Mission, and were enthusiastically received by both charities.

Thank you to participating divisions and employees that donated in this year's Gift Giving Drive.

Click [here](#) and [here](#) for photos.

Metro Holds Elected Officials' Briefing on Vermont & North Hollywood to Pasadena BRT

Technical Studies

This past Monday Metro Countywide Planning and Community Relations staff briefed elected officials' offices regarding the Vermont and North Hollywood (NoHo)/Pasadena Bus Rapid Transit (BRT) Corridors technical studies currently underway. The purpose of this briefing was to introduce elected officials' staff to these 14-month studies and serve as a prelude to upcoming stakeholder outreach efforts planned for January 2016.

The Vermont BRT Corridor Study will analyze a 12.5-mile north-south corridor extending from Hollywood Boulevard to 120th Street in the City and County of Los Angeles and develop BRT concepts that best serve the project's goals and objectives to improve travel times and to enhance the overall customer experience. The NoHo to Pasadena BRT Corridor Study will develop and evaluate alternatives along a 16-mile east-west corridor linking the Cities of Los Angeles, Burbank, Glendale and Pasadena. Each study will assess both the operational feasibility and performance of BRT service in their respective corridor and will consider factors such as ridership, traffic/circulation impacts, urban design and environmental issues.

Cellular Service in Tunnels is on the Move

Earlier this week, I received some good news regarding the progress on the installation of antenna systems that will bring Phase 1 cellular service to Metro subway stations and tunnels. Phase 1 construction and installation is substantially complete and is comprised of all stations and tunnels between Union Station and 7th Street/Metro Center Station. The contractor working on this project, InSite Wireless Group, has confirmed that Verizon signed an agreement to provide service in our subway system, while the rest of the major cellular service carriers are either near signing-on or in discussions. I would like to recognize Metro ITS staff for the cooperation and collaboration with InSite which has been critical in bringing the wireless carriers on board the system. Also, thanks to Metro Operations for assisting with track access and project oversight for contractors installing the necessary antenna systems. In addition, I want to acknowledge work performed by Real Estate and General Services in making space available to house the cellular providers' communication equipment.

First Annual Go Little Tokyo Holiday Marketplace

The Regional Connector team, working with partners Little Tokyo Community Council and Community Arts Resources under the marketing umbrella of Go Little Tokyo, hosted the First Annual Holiday Marketplace event last weekend. Highlighting Little Tokyo as an extraordinary destination experience, the public was invited to enjoy a weekend full of live entertainment, gift shopping, special promotions and free drawings from area one-of-a-kind shops. The preliminary results for this small business marketing event include:

- 2,500 Shopping Passports handed out to visitors guiding them to 35 partner stores/restaurants
- 150 people entered for the grand prize by purchasing goods at a minimum of four participating stores
- 22,000 views of the [Go Little Tokyo Facebook](#) page
- 30+ media outlets featured the Holiday Marketplace event familiarizing the public to the experience of Little Tokyo.

This event was made possible through Metro's sponsorship of the First Annual Holiday Marketplace as a construction mitigation advancing small businesses during the period of construction. In addition to Little Tokyo Community Council, our thanks also goes to the Little Tokyo Business Association and the Japanese American National Museum for their participation in cross-promoting their family and cultural events that occurred that same weekend.

Procurement Postings

Federal Legislative Advocacy Program (RFP)

Metro will release a Request for Proposals (RFP) to procure the federal legislative advocacy services. The procurement process blackout period is expected to run from Tuesday, December 22, 2015 through Thursday, February 25, 2016.

In Los Angeles County, transportation decisions are an integral part of the political process. Because of the dynamic policy-making process and the involvement of multiple levels of government, Metro's ability to plan, program, and deliver transportation services is greatly impacted by federal, state and local legislation. The Federal Advocacy Firm will assist in the development of legislative policies and carry out an aggressive advocacy program to advance Metro's Board approved Federal Legislative Program.

Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by Maria V. Lechuga, Principal Contract Administrator at (213) 922-7206.

Cybersecurity Assessment (RFP) Small Business Prime

Metro will release a Request for Proposals (RFP) to procure cybersecurity assessment services. **This solicitation is open to Metro Certified Small Business only.** The procurement process blackout period is expected to run from Friday, December 18, 2015 through Thursday, March 17, 2016.

Metro is seeking services from an experienced and qualified IT cybersecurity consulting firm to conduct a security assessment which will increase visibility into Metro's network operations and identify the current cybersecurity posture of the ITS organization and environment.

Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by Mark Lu, Senior Contract Administrator at (213) 922-4689.

Nextrip Bus Arrival E-Signage (RFP)

Metro released a Request for Proposals (RFP) to procure Nextrip Bus Arrival E-Signage. The procurement process blackout period is expected to run from Thursday, December 17, 2015 through Monday, April 4, 2016.

The Los Angeles County Metropolitan Transportation Authority (Metro) is the largest planner, builder, and operator of public transportation in Los Angeles County. Metro Bus and Rail routes constitute the third-largest transit system behind New York and Chicago. Serving over 88 member cities and towns, Metro provides 1.5 million passenger trips each weekday and 500 million unlinked trips annually in over 2,500 buses and 270 rail cars. As the state-designated Regional Transportation Planning Authority (RTPA), Metro also coordinates and finances various transportation plans and projects throughout the County.

In keeping with the agency-wide goal of offering efficient, high-quality service to its customers, Metro has introduced Nextrip, a real-time bus arrival information system. Real-time information at the stops is arguably the most accessible and convenient way to communicate this information to a multitude of passengers regardless of mobile phone ownership and level of technological literacy. Customers frequently rank access to real-time transit information as a top priority; this project both directly addresses this expressed desire, and also aligns with Metro's organizational goals articulated in the 2009 Long Range Transportation Plan.

Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by Tamara Reid, Senior Contract Administrator at (213) 922-7215.

Construction Notices – Expo Phase II, Blue Line, Green Line, I-5

Expo Line Phase II: Full Closure of Centinela Avenue – Between Exposition Boulevard and Olympic Boulevard

- In order to complete roadway improvements along Centinela Avenue for the Expo Line Project, the design-build Contractor Skanska-Rados, Joint Venture will need to implement a full closure
- The continuous weekend closure for roadway improvements will begin Friday, December 18, 2015 at 9:00 a.m. and end Sunday, December 20, 2015 at 8:00 p.m.

Metro Blue Line: Bus Shuttles Replace Rail Service – All Stations South of Willow Station

- As part of annual inspections of the overhead power supply system, all stations and rail service south of Willow Station will undergo closures.
- On Sunday, December 20, 2015, Metro will provide bus service to all stations south of Willow Station.

Metro Green Line: Bus Shuttles Replace Rail Service – Between Hawthorne/Lennox and Redondo Beach Stations

- To prepare infrastructure around Aviation/LAX Station and other necessary work for the Crenshaw/LAX Project, station closures will need to be implemented this weekend.
- Stations are slated to close Friday, December 18, 2015 at 9:00 p.m. until Sunday, December 20, 2015, close of service.
- Please allow extra time in your commute to connect with bus shuttles.

“Without a sense of caring, there can be no sense of community.”
~Anthony J. D’Angelo



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