


CEO BRIEF | EVERY VOICE COUNTS



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APA Los Angeles Selects Metro to Receive 2020 Planning Awards

I am pleased to announce that Metro and partners have been selected by the American Planning Association (APA) Los Angeles to receive 2020 Planning Awards. Our Metro Planning department was informed that the First/Last Mile Walk Audit Application has been selected to receive the Award of Merit in the Innovative Use of Technology category, while Metro's "Understanding How Women Travel Study" has been selected to receive the Award of Excellence in the Best Practices category.

Metro is being recognized, along with our partners: City of Los Angeles, Steer, City of Inglewood, and The Robert Group, for our Walk Audit Mobile App. The app is used in first/last mile planning, allowing planners and community members to record observations about accessibility, safety, and aesthetics affecting how people get to and from transit stations. Entries made by walk auditors into the app log accurate geo-coded information, including photos, into a database in real time. First/Last Mile planning, including participatory walk audits, combines technical planning with grassroots community engagement with an equity focus.

Also, initiated by Metro's Women and Girls Governing Council, the groundbreaking "Understanding How

Women Travel Study” is a first step by any transit agency in the United States towards disaggregating transit data by gender to better understand the ways in which women travel, how those patterns differ, and what types of solutions might have the biggest effect in reducing the travel burdens faced by women. The comprehensive and creative approach utilized by the study ensured that the study effectively captured “hard-to-reach” populations and embodied the project’s intersectional approach to gender. Understanding How Women Travel provides a foundation of knowledge upon which Metro can actively work toward enhancing the quality of the travel experience for women in LA County. The next step includes preparing a Gender Action Plan to pivot from research findings into actionable changes.

APA received a diverse and competitive pool of applications but was impressed with the ways in which these projects met the criteria for excellence. Congratulations to the First/Last Mile and Understanding How Women Travel project teams for this noteworthy achievement. APA Los Angeles is actively working to identify alternate ways to honor award recipients.

Metro's Eat Shop Play Program Continues to Support Local Businesses as Construction Progresses

The past two months, Metro's Eat Shop Play construction mitigation program has been developing new and engaging content through newsletters, social media, ads, and blog posts to highlight essential businesses that remain open near the project’s construction sites. These communication tactics have been generating a high open rate from readers and highlight business information, hours, availability, online shops, menu changes, and special promotions.

The Crenshaw/LAX Transit Project has been highlighting locally-owned mom and pop businesses in the Crenshaw district and Inglewood in particular eateries and specialty businesses operating pick-up and delivery. The Purple Line Extension has worked closely with a few Chambers of Commerce and Business Improvement Districts located along the alignment to enroll new businesses and promote business opportunities. The Regional Connector has been working closely with community organizations such as the Little Tokyo Community Council’s Go Little Tokyo program to help increase visibility for businesses by sharing information through newsletters and social media posts.

These strategic engagement tactics demonstrate the Eat Shop Play program's value with business participants, especially during this unprecedented time. Eat Shop Play is a construction impact mitigation program managed by Community Relations with support from Marketing and Public Relations.

Metro Partners with Transit to Replace Agency’s Smartphone App and Improve Customer Experience

Metro has partnered with the Canadian-based company Transit to replace the agency’s smartphone app and collaborate on improving real-time bus and train arrival information for riders and the overall customer experience. Metro riders are encouraged to download the app, *Transit*, on their Android or iOS device as a replacement for Metro’s “GoMetro” app, which is outdated and will be phased out.

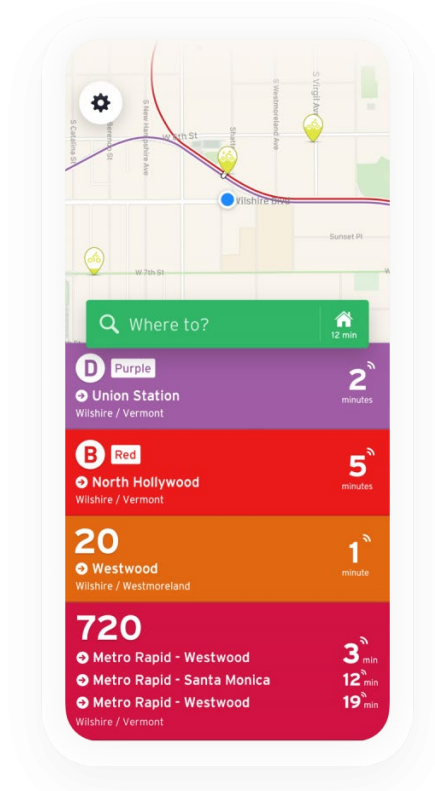
The Transit app will provide a greatly improved customer experience, including:

- Accurate real-time arrival information for buses and trains.
- Step-by-step navigation with Transit’s GO feature.
- The ability to plan trips with transfers within Metro and to other agencies, along with the ability to

combine public transit with options like Metro Bike Share and private ride share services.

- Personalized service alerts, so riders can set favorite lines and easily find information on the buses and trains they ride without having to comb through a long list of alerts.
- Offline functionality, including trip planning and schedules.
- Tools to help visually impaired riders navigate the system.
- Improved reliability that will also provide more consistent information across the Transit app, Metro.net and our digital signage at stops and stations.

In addition, riders can use the app to get fare information and even call customer service. Additional Metro features are expected to be integrated into the app in the future.



What's on Your Mind - Social Media Highlights

I want to join our customers in thanking our Operations staff – their service to the public is a critical lifeline for thousands of residents. The most current ridership numbers indicate that Metro is carrying about 416,000 passengers a day on buses and trains. Customers are now required to wear masks or face coverings when riding Metro and field observations are showing that most customers are following this order when riding on our system. We will continue to do our absolute best to ensure our front line employees stay safe. Thanks to our operators, and thanks to our customers for their positivity and encouragement during these times.

Blvd./Crescent Heights Blvd. area starting Monday, May 11, 2020, through Friday, August 14, 2020. Street

parking will be restricted. To learn more, click [here](#).

Regional Connector: Street Restoration closures at 1st/Alameda in DTLA

Street restoration at the 1st St and Alameda St intersection is now underway and scheduled to last through August 31, 2020. Plan ahead as lane reductions and road closures will be in place through the summer, as this work will be completed in two stages, each lasting approximately four months.

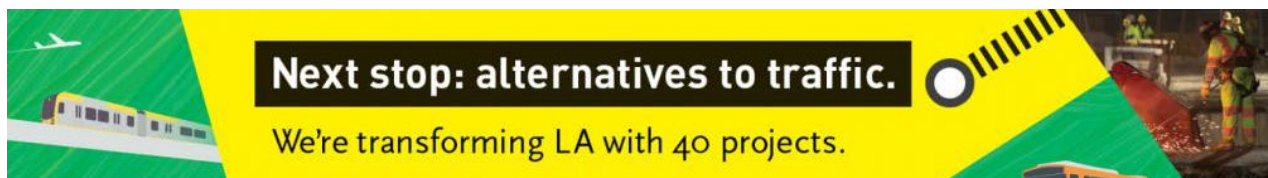
This effort marks the transition into the final phase of construction for the Regional Connector and brings it one step closer to testing and revenue operation. To learn more, click [here](#).

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

"Nothing in life is to be feared, it is only to be understood. Now is the time to understand more,
so that we may fear less."

~ Marie Curie

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