

Supplemental Agenda

One Gateway Plaza
3rd Floor Boardroom

FINANCE AND BUDGET COMMITTEE

Wednesday, January 18, 2006 – 2:30 p.m.

33. LOWENTHAL MOTION:

As the MTA begins the 2007 budget process, this Committee should **comprehensively review Metro's current advertising policy** to ensure that revenues are maximized and Metro services are effectively marketed. This review should include the following elements:

Current Policy:

- A summary of five-year's worth of advertising revenue
- How does it compare to similar agencies?

Review of Best Practices:

- Is Metro keeping pace with industry standards and innovation
- Revisiting existing Board policy
- Is MTA advertising media reaching non-English speaking populations; Spanish, Chinese, Vietnamese and other language media
- Seeking advertisement targeting diverse populations
- Seeking specific outreach to diverse transit-dependent populations?

Integration of Metro information and advertising:

- Review of what other agencies do, examine the possibility of sponsored information, marketing, and creative use of fare media and Metro information
- Sponsored Metro information, maps, announcements
- Sponsored weekly, monthly and EZ pass



Los Angeles County
Metropolitan Transportation Authority

Metro

I, therefore request, that appropriate staff return to the next committee meeting with at minimum, an overview of Metro's current policy and revenue history and a timeline for the rest of the elements. (HANDOUT)

EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE

Thursday, January 19, 2006 – 9:00 a.m.

34. RECEIVE AND FILE **quarterly report on audit activities of the Office of the Inspector General (OIG).**

35. ADOPT the following **position on Federal Legislation:**

H.R. 4653 (Waxman) – A bill that would repeal a prohibition on the use of federal funds on the Los Angeles to San Fernando Valley Metro Rail project. **SUPPORT.**

36. ADOPT the following **positions on State Legislation:**

A. SB 1024 (Perata) – Safe Facilities, Improved Mobility and Clean Air Bond Act. **SUPPORT – WORK WITH AUTHOR.**

B. Strategic Growth Plan (Governor Arnold Schwarzenegger) – Infrastructure Financing. **SUPPORT – WORK WITH AUTHOR.**

C. AB 1783 (Nunez) – California Infrastructure Improvement, Smart Growth, Economic Reinvestment, and Emergency, Preparedness Financing Act of 2006. **SUPPORT WORK WITH AUTHOR.**

37. APPROVE the following nominees for membership on the **Westside/Central Service Sector Governance Council:**

Jirard Wright – new appointment, replacing Presley Burroughs
Elda Martinez – new appointment, replacing Carlos Collard

38. APPROVE the following nominee for membership on the **Gateway Cities Service Sector Governance Council:**

Vincent Torres – new appointment to fill newly created seat on Council.

39. APPROVE the following nominee for membership on the **San Fernando Valley Service Sector Governance Council:**

Ara Najarian – new appointment, replacing Rafi Manoukian

OPERATIONS COMMITTEE

Thursday, January 19, 2006 – 12:00 p.m.

40. RECEIVE oral monthly report on **Orange Line safety. (HANDOUT)**

ADJOURNMENT