



REVISED
OPERATIONS COMMITTEE
JANUARY 15, 2004

SUBJECT: MTA CLEANLINESS POLICY

ACTION: ADOPT THE MTA CLEANLINESS POLICY

RECOMMENDATION

- A. Adopt the MTA Cleanliness Policy defined in Attachment A.
- B. ~~Approve revisions to Chapter 2 (Attachment B) to the MTA Procurement Policy Manual.~~

ISSUE

In September 2003, Director Antonio Villaraigosa urged the formation of a taskforce to make recommendations to improve the cleanliness of bus and rail vehicles, rail stations, bus stops and MTA owned facilities. At the direction of Deputy Chief Executive Officer, John B. Catoe, a taskforce consisting of three-subcommittees (Bus, Rail and Facilities and Stops) was formed. This taskforce has provided Cleanliness Policy recommendations that are in alignment with CEO Roger Snoble's vision of becoming the best transportation agency in the nation as set forth in the MTA Strategic Performance Program FY03-FY07 plan (Goal #2, Improve Transit Systems).

The MTA owns approximately 2,700 buses (including contractor operated buses), 225 rail cars, 65 rail stations, 19 facilities and 18,000 bus stops. Maintaining the cleanliness of the revenue equipments, stations, bus stops and MTA owned facilities has been a difficult challenges for the MTA due to ever-increasing amounts of graffiti and the evolving forms of vandalism. For example, as the forms of vandalism evolves from the typical spray can graffiti to the acid solutions, sharp instrument etching and slap tags, it has forced the MTA to replace the items vandalized, costing the agency money that could be spent elsewhere. The MTA continues to demonstrate regional leadership by aggressively removing all forms of graffiti and vandalism and maintaining the cleanliness of our bus and rail vehicles, rail stations, bus stops and facilities.

POLICY IMPLICATIONS

Adoption of the attached Cleanliness policy will provide the MTA with its first formal policy on our commitment in preventing graffiti and promoting its eradication for the purpose of

preserving our property, equipment and its value, all of which are threatened by graffiti and graffiti-related vandalism. The Board will be briefed twice a year on the progress of the programs and its measurement indicators.

OPTIONS

The Board may choose not to adopt the Cleanliness Policy and provide staff policy direction on alternate approaches to achieving a cleaner system.

FINANCIAL IMPACT

Adoption of the Cleanliness Policy will not have a financial impact. Implementation of new programs in support of this policy will either be absorbed in the existing operating budget or will be presented to the Board prior to financial commitment.

BACKGROUND

In January 1993, the MTA implemented a pilot program known as the Enhanced Graffiti Abatement program. The objective of this program, which was initiated by Director Antonio Villaraigosa, was to provide graffiti-free service utilizing a three-prong approach: Graffiti Mitigation and Prevention, Community Outreach and Education, and Law Enforcement. The goal was to achieve and maintain a zero-tolerance standard for graffiti on Line 30/31 out of Division 1. This program included graffiti-free roll-out, mobilization of cleaning crews, equipment and material modifications, establishment of measurable tasks and standards, establishment of a Division Advisory Committee, Transit Police Outreach Activity, LAPD involvement, and the Transit Mediation and Restitution Program.

The experience gained from the Enhanced Graffiti Abatement program allowed the MTA to develop a more extensive program. In July 1995, the MTA implemented a comprehensive "zero tolerance" graffiti abatement program for the bus system that included specific programs aimed at graffiti mitigation, new technology applications for equipment and materials, operating procedure modifications, graffiti prevention programs, community outreach efforts and stronger partnerships with law enforcement. The Zero Tolerance program proposed to maintain the buses free of painted graffiti and included increased emphasis on cleaning the interiors of buses. In April 1997, the Board extended the Zero Tolerance program to include all MTA owned or controlled property. Although MTA employees made every effort to achieve the goals established within the Zero Tolerance program, additional resources were still necessary to effectively combat graffiti.

Over the past two decades, several other anti-graffiti programs have been implemented. They include such programs as the Graffiti Abatement Program; The Vandalism Abatement Program; The Zero Tolerance Program; The Quality Integration Program; and The Mediation and Restitution Services (MARS).

While many of the components of these various programs are still practiced today, the overall intended effect of the programs have diminished over the past two decades due to operations funding challenges and the differing priorities of the executive staff. Programs were decentralized in the nature of their implementation and did not have a single point of accountability. Additionally, it is important to note that the evolution of bus vandalism over the past two decades has forced the agency to adapt new approaches to meet the ever changing vandalism challenges. A combination of the Cleanliness Policies contained in this report and the forthcoming Metro Clean Program should strengthen the longevity of these programs in the future.

Various components of the foregoing programs have been consolidated into a Cleanliness Policy that will serve to guide bus and rail vehicle, rail station, bus stops and MTA owned facilities cleanliness programs into the future. Now in its final stages of development, the Metro Clean Program will incorporate the Cleanliness Policy, if adopted by the Board, and various components of previous programs. The Metro Clean Program will replace and consolidate the most appropriated components of the previous programs into a single guiding document.

~~Since the Cleanliness Policy will affect the procurement process, it is recommended that it be incorporated into the Procurement Policy Manual. The Board approves all changes to the Procurement Policy Manual. Therefore, staff is seeking the Board's support for its recommendation B, incorporating the Cleanliness Policy.~~

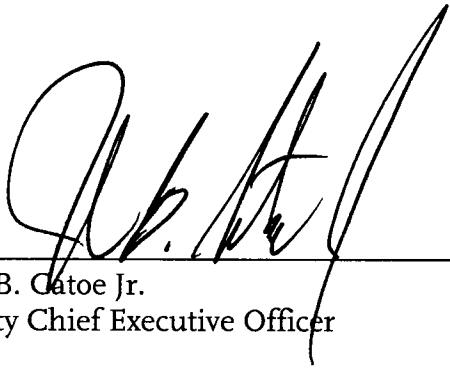
NEXT STEPS

Should the Board adopt the Cleanliness Policy, staff will return to the Operations Committee in February 2004 with recommendations to implement the Metro Clean Program, consistent with this policy. Staff will report to the Board on the progress of the Metro Clean Program semi-annually.

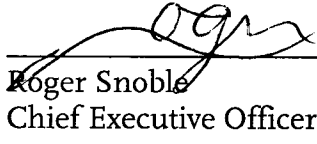
ATTACHMENTS

- A. Cleanliness Policy
- B. ~~Proposed Revision to Chapter 2 of the MTA Procurement Policy Manual~~

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John B. Catoe Jr.
Deputy Chief Executive Officer



Roger Snoble
Chief Executive Officer

CLEANLINESS POLICY

Purpose

The purpose of MTA's Cleanliness policy is to improve our customers' quality of life on the transit system by augmenting current processes to further reduce and more expeditiously remove the effects of vandalism on bus and rail vehicles, rail stations, bus stops and other MTA owned facilities. MTA's customers have a right to enjoy a relatively graffiti-free system.

This Cleanliness policy seeks to prevent vandalism and to expedite its eradication as vandalism adversely and negatively affects public and private property. Studies have shown that the expeditious removal of vandalism can reduce the frequency of the next act of vandalism.

The Cleanliness policy, implemented through the Metro Clean Program, places a high priority on the cleanliness of bus and rail vehicles, rail stations, bus stops and MTA owned facilities. The Metro Clean Program includes graffiti removal programs, vandalism repair and replacement, new capital expenditures, educational outreach, community involvement and aggressive law enforcement.

The MTA Board of Directors is responsible for approving the agency-wide Cleanliness policy. The Chief Executive Officer is responsible for ensuring that the policy is converted to an action plan, budgeted for and implemented by staff.

Policy

1. It is the policy of the Los Angeles County Metropolitan Transportation Authority (MTA) to maintain a high, measurable level of cleanliness for the bus and rail vehicles, bus stops, rail stations and MTA owned facilities.
2. The MTA shall create programs that target utilization of new equipment that is revolutionary; results oriented; and shall be clearly measurable and offer the greatest opportunity for sustaining improvement.
3. ~~The Chief Executive Officer shall award contracts from procurements for the cleanliness programs that are issued as in IFB and awarded to the lowest, responsive and responsible bidder.~~
4. The MTA will develop a comprehensive set of operating/cleanliness procedures, processes and measurement criteria to ensure compliance with the cleanliness policy.

5. The MTA will establish a stringent vehicle inspection rating for the bus and rail fleet. Similar inspection ratings will also be developed for facilities, stations and stops.
6. MTA encourages a cooperative working relationship with its law enforcement partner, community, schools, business owners and other public entities to help prevent and remove graffiti as quickly as possible.
7. The MTA shall manage, coordinate, measure, document and report to the Board semi-annually on the progress of the Metro Clean program.
8. Community Relations will implement strategies to educate Los Angeles area neighborhoods and secure their support for the cleanliness campaign. Media will provide publicity for the various activities of the cleanliness campaign and Internal Communications will seek ways to engage MTA employees and create a cleanliness culture.