



Los Angeles County  
Metropolitan Transportation Authority

**Metro**

**News**

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## **Nearly 400 Attend Metro's First-of-its-Kind Global Industry Forum to Partner In Creating Breakthrough Ideas for Mobility Challenges**

Nearly 400 business and industry leaders today joined the Los Angeles County Metropolitan Transportation Authority (Metro) for Transformation through Transportation (T3), a groundbreaking Industry Forum at the J.W. Marriott in downtown Los Angeles. During the half-day event, State and local elected officials and Metro executives outlined existing projects and programs and invited industry to contribute ideas for battling traffic in L.A. County.

“Today’s forum was a call for innovation; a call to the great business minds of today to join us in creating thoughtful solutions for our mobility challenges ... not just for L.A. County but for the world,” said Los Angeles County Supervisor and Metro Board Chair Mark Ridley-Thomas.

Throughout the day, attendees heard Metro’s vision for innovation, the current status of projects and programs, plus challenges, risks and opportunities. A networking reception concluded the day’s activities and provided prospective proposers with a chance to talk with Metro staff and ask follow-up questions.

“As a major supporter of transportation and mobility solutions for California, today I was pleased to witness a major transit agency opening its doors to private industry and inviting them to help the transportation industry look at problems in new ways,” said California Assemblymember Jim Frazier, who is chair of the Assembly Transportation Committee. “Today’s T3 Industry Forum will undoubtedly be the catalyst for new solutions to help us ease traffic in California and beyond.”

Business and industry leaders from around the world responded. Countries represented included China, Canada and many parts of the United States, as the T3 Forum debuted a new style of Unsolicited Proposal Policy – one that invites the private sector to approach Metro with ideas for projects, rather than the reverse.

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**Industry Forum**

It works like this: Starting at the Forum, the private sector can submit written proposals directly to Metro. These will be written without Metro's supervision, endorsement, direction or direct involvement. These conceptual proposals will quickly be reviewed by Metro. If they are found to meet important criteria – such as being innovative, pragmatic, fiscally responsible and useful -- the proposers may be asked to submit a more detailed proposal for review.

The goal is to create new partnerships between Metro and the private sector so that Metro can continue to create a balanced transportation system that includes all modes, from walking and bicycling to buses and trains, road and highway improvements to goods movement through our ports.

“Los Angeles is always on the move, but too often that move is bumper to bumper. We do not have to settle for that in the creative capital of the world,” said L.A. Mayor and Metro Board Second Vice Chair Eric Garcetti. “Easing congestion must be our top transportation priority, and the Unsolicited Proposal Policy allows Metro to deepen collaborative efforts, and find innovative solutions by tapping into ingenuity that is already in our backyard.”

Also discussed were Metro's plans for current and future transportation delivery and ways to partner with the private sector to introduce pilot programs, leverage local and state funds, optimize services and enhance the overall customer experience in an effort to increase transit ridership and ease congestion.

“We are opening our ears and minds to the private sector to listen to their ideas for tackling complex transportation problems in Los Angeles County in an efficient, cost-effective and innovative manner,” said Metro Chief Innovation Officer Joshua Schank.

Those attending today were individuals from around the world who represented various business sectors that included finance, investment, engineering, construction, technology and security. Metro's Office of Innovation was also introduced as an office designed to be an incubator and implementer of innovative ideas -- ideas that can help Metro achieve better mobility, convenience and more transportation options.

“No project is too great or small,” said Metro CEO Phil Washington. “Even a seemingly minor computer app could be a key to helping our customers in their daily commutes. If so, we want to hear about it.”

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**About Metro**

Metro is a multimodal transportation agency that is really three companies in one: a major operator that transports about 1.4 million boarding passengers on an average weekday on a fleet of 2,000 clean air buses and six rail lines, a major construction agency that oversees many bus, rail, highway and other mobility related building projects, and it is the lead transportation planning and programming agency for Los Angeles County. Overseeing one of the largest public works programs in America, Metro is, literally, changing the urban landscape of the Los Angeles region. Dozens of transit, highway and other mobility projects largely funded by Measure R are under construction or in the planning stages. These include five new rail lines, the I-5 widening and other major projects.

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