



## OFFICE OF EXTRAORDINARY INNOVATION

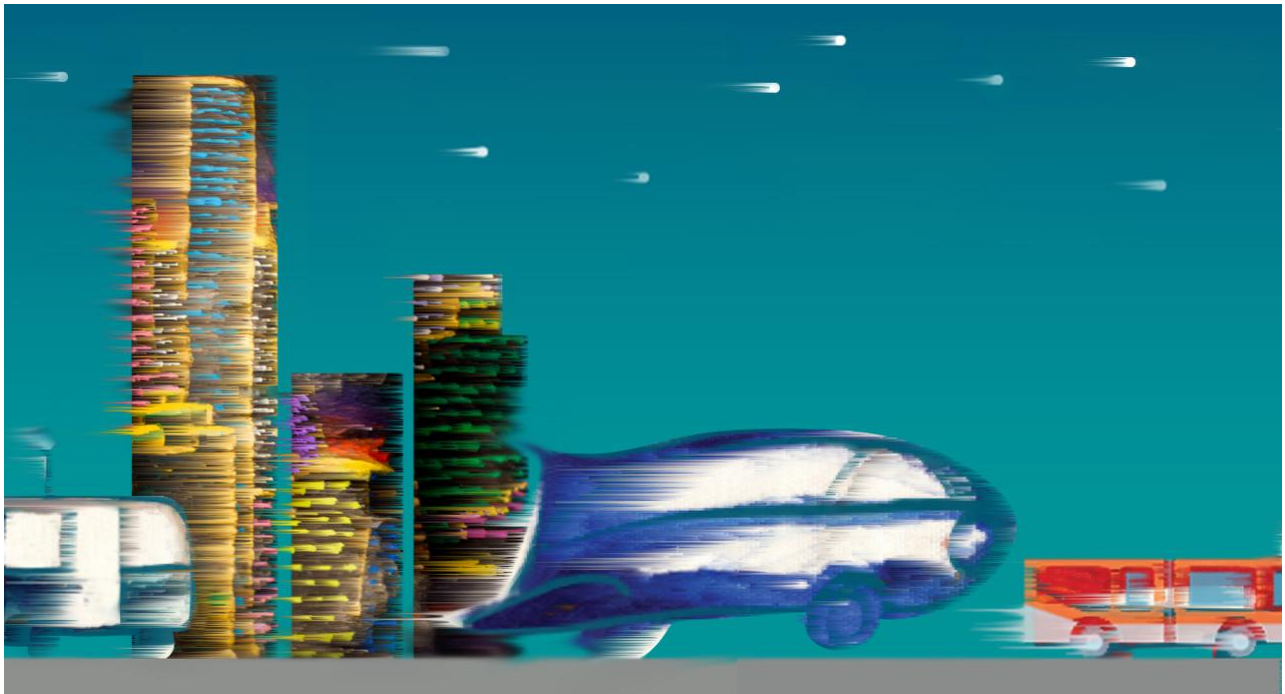
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*If you're like us, you get to work each day excited and inspired by the world of extraordinary transportation innovations happening all around us. Technologies emerge and evolve. Mobility platforms grow and connect us in new ways. Groundbreaking partnership models are developed to address some of the most challenging mobility problems in America.*

*This is a space to focus on these innovations, the impact they could have, and how they might be used here in Los Angeles County. We want to move the conversation forward, amplify the ideas that excite us the most, and highlight what our Office is doing to take advantage of what the world has to offer.*

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**August 2016**



## THE FUTURE IS NOW

### What does Elon Musk's Master Plan for Tesla Have to do with Metro?

Ten years ago, entrepreneur Elon Musk set out to disrupt the auto industry with Tesla - his new line of electric vehicles (EVs), and largely succeeded. But even in Elon's autonomous auto-focused imagination, public transit will play a key role in delivering mobility. [Read more...](#)

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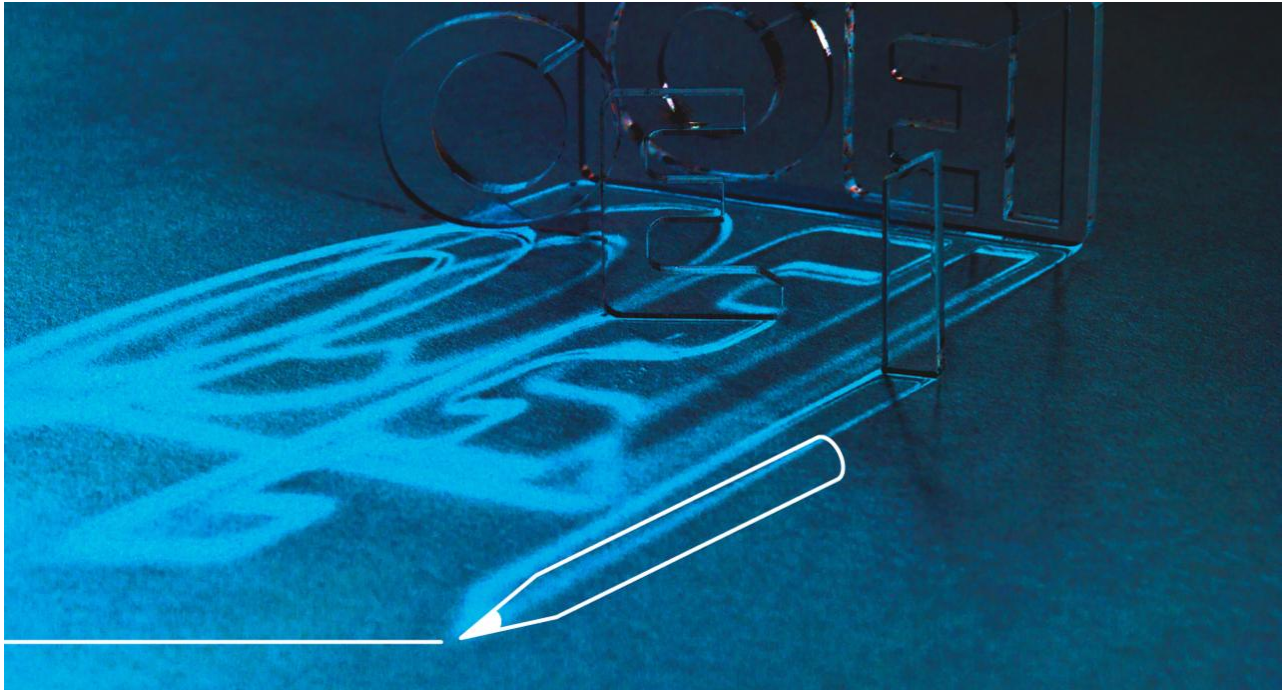
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## ISO BILLION-DOLLAR IDEAS

### Office of Innovation Seeks creative entrepreneurs for BIG thinking...

Metro is searching for a few brilliant ideas that can change the face of transportation in Los Angeles County. Do you have one of them? [Read more...](#)

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## HOW TO DELIVER: BEST PRACTICES FOR UPS

### Three Tips for Crafting a Compelling Proposal

Metro's Unsolicited Proposal Process is brand new, and we're learning as much as we'd hoped. Here are three potential pitfalls to avoid when preparing and submitting an Unsolicited Proposal. [Read more...](#)

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## SPOTLIGHT ON INNOVATION: METRO GOES VIRAL

Los Angeles is one of the world's largest media markets. To break through the noise requires seriously innovative marketing skills. But Metro's Social Media team have accepted the challenge, embracing the opportunity to play on the big stage. [Read more...](#)

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## AN OPEN LETTER TO METRO STAFF

The Office of Extraordinary Innovation has been trying to figure out how to introduce ourselves to each of our 10,300 colleague partners in an expeditious, but meaningful, way. This is one small attempt to tell you a little about us, *en masse*. [Read more...](#)

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## INNOVATION SHOUT OUTS

Metro's Office of Extraordinary Innovation is tasked with identifying the best ideas in transit from around the country and around the world and evaluating them for implementation at LA Metro. Our central tool for accomplishing this is the Unsolicited Proposal Process, through which any private sector firm with a new idea can have it reviewed by experts at Metro. This tool would not be possible without the extraordinary talent and effort of the Metro staff who have lent their time and expertise to serve as part of an Innovation Review Team.

OEI would like to thank the following Metro staff for their contribution to evaluating a recent unsolicited proposal:

Nalini Ahuja	Cris Liban
Ed Alegre	Jacob Lieb
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Vincent Tee  
Stephen Tu  
Andrew Quinn  
David Yale

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