



**We're supporting thriving communities.**

**Metro Economic Development Program  
Small Scale Retail**



**March 15, 2023**

# Housekeeping

**Today's meeting is being recorded.**



Attendee cameras are off and microphones are muted.



During the meeting, comments can be submitted using the Q&A icon.



Oral public comments following the presentation.  
Please use the 'raise hand' icon.



For technical support, call or text 951-254-2616.



# Project Team Introductions

## Metro Team

### **Michelle Banks-Ordone**

Senior Manager  
Transit Oriented Communities

### **Jeffrey Logan**

Community Relations Manager

### **Brett Roberts**

Community Relations Manager

## Community Engagement Team

### **Katie Kiefer**

Co-Project Lead  
Lee Andrews Group  
Vice President of External Affairs

### **Ricardo Mendoza**

Co-Project Lead  
Coalition for Responsible Community  
Development (CRCD)



# Agenda

- I. Greetings and Introductions
  
- I. Agencywide Objectives
  
- II. Agency Announcements
  
- III. Equity Platform
  
- IV. Project Overview
  
- V. Community Outreach Process
  
- VI. Questions



**Metro has a plan to make it easier to get around LA. It includes creating access to opportunity. This project works to support local businesses and activate the station plaza for transit riders, residents, and the community at large.**

# Agency-wide Initiatives

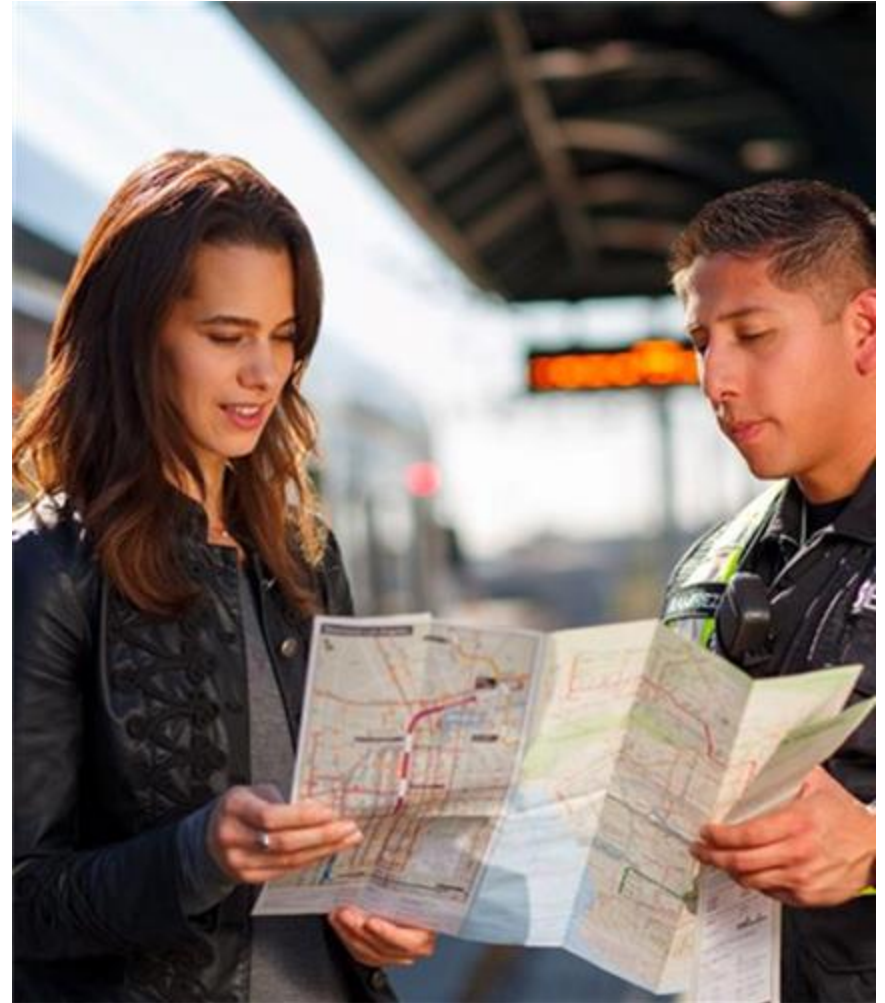
**Brett Roberts**

Community Relations Manager

# Let's Ride Safely Together

Keeping riders safe is our number one priority and we're committed to providing you with a great experience on Metro. That's why we've launched a plan that reimagines the way we approach public safety, to ensure all our riders feel safe, comfortable, and welcome on our system.

Check out 'Let's Ride Safely Together' at [metro.net/riding/safety-security/](https://metro.net/riding/safety-security/) to learn how we're improving security, cleanliness, and customer care on our buses and trains.



# Agency Mobile Apps

## Transit App

Bus and rail schedule information



## LA Metro Transit Watch App

A quick, easy and anonymous way for you to connect to Metro Security. Visit [metro.net/transitwatch](https://metro.net/transitwatch) for all the details.



# Go Pass



## Free transit for students with GoPass!

Students at participating K-12 schools and community colleges ride for free on Metro and other transit agencies.

To find out if your district is participating, contact your school or visit [metro.net/gopass](https://metro.net/gopass).



Metro



# LIFE Program

## Tap into savings with the LIFE Program.

We've made it easier to apply to the program, which offers deep discounts for low-income riders.

To see if you qualify and apply online, visit [metro.net/life](http://metro.net/life).



**Metro**<sup>®</sup>

**SIGN UP AND GET 90 DAYS OF FREE RIDES.**

# Metro's Equity Platform

Metro is committed to providing equitable service and project delivery, policymaking, and resource distribution.

Transportation infrastructure, programs, and service investments must be targeted toward those with the greatest mobility needs first, in order to improve access to opportunity for all.

Four pillars to the Equity Platform:

- Define and Measure
- Listen and Learn
- Focus and Deliver
- Train and Grow



# Project Overview

**Michelle Banks-Ordone**

Senior Manager, Transit Oriented Communities

# Project Overview

## TOC Economic Development Program

### 1) Pilot Investment Fund

- Program Administrator
- Access to Capital
- Technical Assistance

### 2) Station Area Activation

- Small Scale Retail
- Plaza Vending Program
- Joint Development and Housing Accelerator Initiatives



# Small Scale Retail Pilot Program

## Station Area Activation

- Create a safe community space
- Provide amenities for transit riders and residents
- Activate the commercial space with cyclist amenities

## Community Driven and Supported

- Commercial uses guided by community feedback
  - What is a good 'fit' based on space and location?
  - What amenities does the community need/want?
- Occupied by local businesses

## GOALS

- > **Meet** grant requirements
- > **Prevent** displacement
- > **Provide** access to opportunity
- > **Support** small businesses in Equity Focused Communities (EFCs)
- > **Promote** commercial stabilization



# Aerial Photo of Rosa Parks Station



# Photos - Outside Retail Space

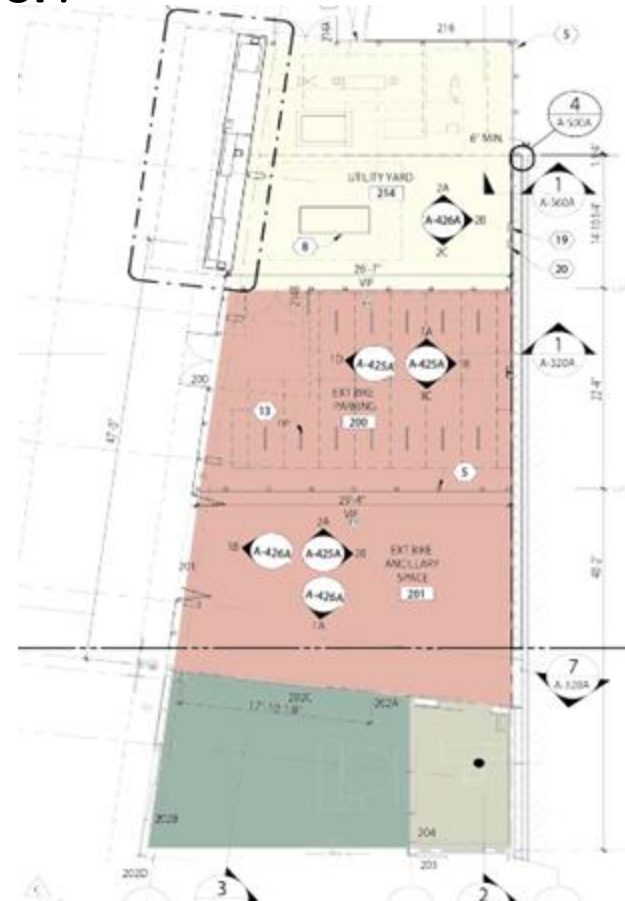
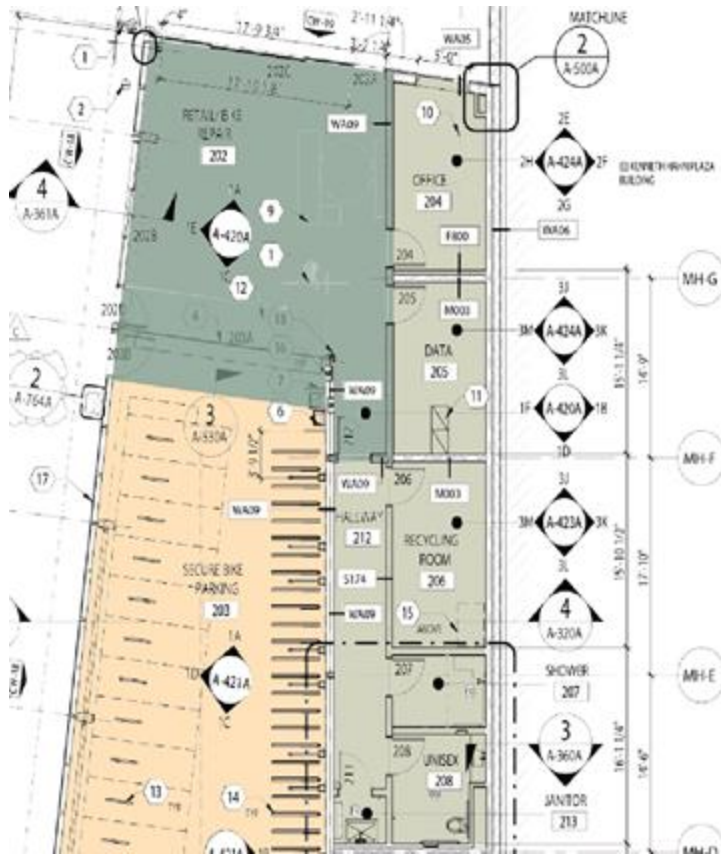


# Photos - Inside Retail Space



# Small Scale Retail Space

The retail space is connected to an office, restrooms, showers, storage, and the Bike Hub. There are two spaces that can be utilized as two separate uses or one stand alone use. Overall retail space is **3,772 SF**.



# Grant Requirements and TDM Programs

## Grant Requirements

1. Evaluate programming options
2. Conduct user outreach
3. Develop a program business plan
4. Implement a pilot program
5. Develop marketing materials
6. Conduct training
7. Operate a 1-year pilot program
8. Develop a pilot program evaluation matrix to measure success
9. Develop an easy-to-follow instructional guide to provide guidance for future implementation

## TDM Programs – Bicycle Parking and Micro-Mobility

September 2018 - Board motion directs Metro staff to assess Secure Bicycle Parking Program and provide recommendations for improvements

February 2019 - Secure Bicycle Parking Program Assessment Report finalized

February 2022 - Board approved proposed bicycle parking program

\*Program Improvements anticipated for Willowbrook/Rosa Parks Station following the pilot program in 2024



# Bicycle Parking Program Enhancements

## Program Concept

- Allow daily and monthly locker rentals
- Upgrade bike lockers with electronic locks
- Increase security by placing lockers inside hubs



## Monitoring Service

- Add 24-hour monitoring service, quality cameras, and two-way speaker system
- System alerted when the exterior door is engaged or an external breach occurs



## Policy Updates

- Education campaign including new signage and notices
- Discourage long-term bicycle storage



# Prior Community Feedback

## Community Recommendations – Bike Grant Application & 2016 Survey

- Community serving
- Prevent displacement & support local businesses
- Free, accessible WiFi
- Public restrooms
- Food & beverage goods (coffee, juice, snacks, etc.)



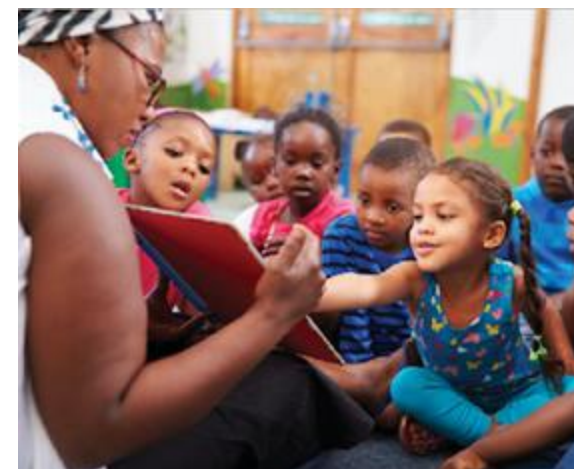
Community Benefit



Customer Experience



Station Area Activation



Business Program Viability



# Mobility Program Models

**There are many potential programmatic models that could be successful at this location, including but not limited to:**

- **Prescribe a bike.** Massachusetts General Hospital patients receive subsidized or free annual memberships to the City's bikeshare program.
- **Earn a bike.** Members participate in bike traffic safety courses at the end of the program, they "earn" a bike.
- **Bike Kitchen.** Participants are given access to a tool workshop on a sliding income scale and learn bicycle repair skills.
- **Lending library** using Metro "found" bikes as may be allowed under state law. At any given time, Metro's lost and found contains approximately 600 bikes, 20% of which go unclaimed. Pending further clarification of legal issues, Metro may be able to use these "found" bikes in the near future to supply and restock a lending library at minimal or no cost.



# Participant Feedback

**Jeff Logan**

Community Relations Manager, Metro

**Katie Kiefer**

Co-Project Lead, Lee Andrews Group

**Ricardo Mendoza**

Co-Project Lead, Coalition for Responsible Community Development

# Community Input

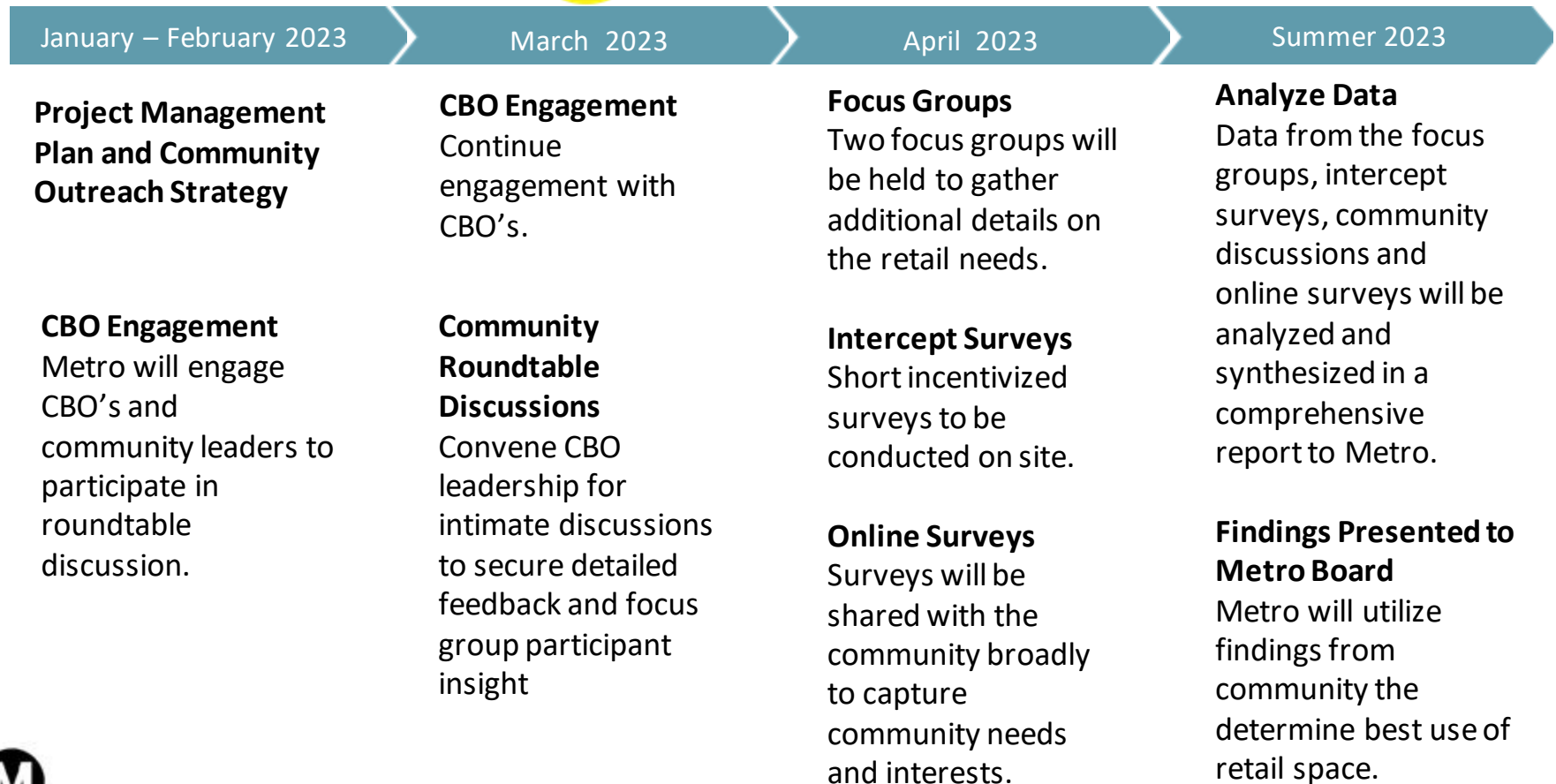
## We are here to get your feedback.

- What type of retail use will complement surrounding uses?  
Compatible with the space size, grant requirements?
- What is missing at the WRP station?
- Is the space more compatible for a business or community-based organization (CBO)?
- Recommendations?
  - Do you have any businesses or CBOs to recommend?
  - Do you recommend yourself, or others, to participate in our focus groups?
- Will you be willing to circulate future electronic surveys?



# Timeline

The Metro Small Scale Retail Pilot Program has various community engagement processes.



# Thank you! Stay Connected!

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# Questions