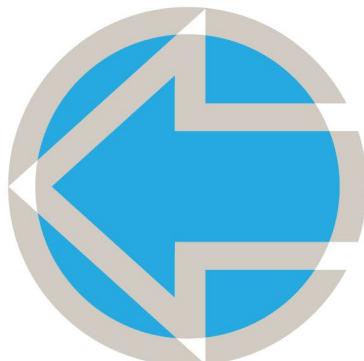
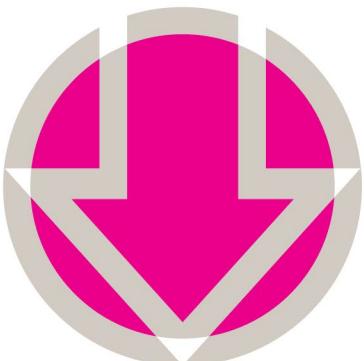
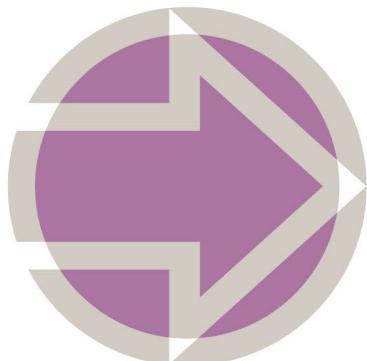
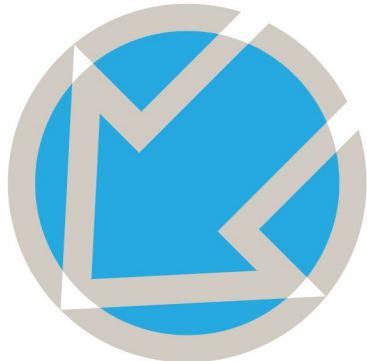


# Public Participation Plan

June 2025





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## Executive Summary

This Public Participation Plan (Plan) outlines the methods and procedures by which the Los Angeles County Metropolitan Transportation Authority (Metro) fulfills—and seeks to exceed—the requirements of the U.S. Department of Transportation (USDOT) related to public engagement. The Plan specifically addresses the following federal mandates:

- **Federal Transit Administration (FTA) Circular C 4702.1B**, which outlines responsibilities to Limited English Proficient (LEP) persons.
- **Federal Highway Administration (FHWA) Title VI program**, including Title VI of the Civil Rights Act of 1964, Section 162(a) of the Federal-Aid Highway Act of 1973, and the Age Discrimination Act of 1975.

Metro updates this Plan every three years to remain in compliance with federal requirements. Public input was solicited from **May 23, 2025, to June 23, 2025**, to ensure the Plan reflects current community needs and communication expectations. Comments received were used to refine the Plan and incorporate updated outreach strategies that reinforce Metro's commitment to transparency, equity, and community-centered planning.

This Plan outlines Metro's guiding principles, outreach strategies, data-driven methodologies, and coordination with advisory groups and community partners to deliver inclusive engagement. These efforts support Metro's broader mission of providing accessible, equitable, and world-class transportation solutions for Los Angeles County.

As a result of the public comments received during the review period, updates incorporated into this final plan include:

- A new table illustrating the full menu of tools Metro uses to conduct outreach to the public (“Communication Toolbox”) in Chapter 6.
- Additional information throughout the document about how members of the public can access American Sign Language (ASL) and other ADA-compliant services.

## 1. Goals & Guiding Principles

This Plan guides Metro's outreach efforts to gather public input on bus and rail service changes, new projects, fare adjustments, and other programs. As the system grows, Metro has a unique opportunity to strengthen LA County's multimodal transportation network for a wide range of stakeholders.

Meaningful, ongoing public participation helps Metro better understand and respond to local needs.

Exceeding FTA, FHWA, and Title VI requirements, the Plan reflects Metro's mission and commitment to inclusive engagement. It emphasizes transparency, accountability, and building strong relationships across the county.

Recognizing that many non-English-speaking, Limited English Proficient (LEP), and low-income residents rely on transit, Metro prioritizes multilingual resources, flexible meeting options, innovative outreach, and participation tracking. These efforts are especially critical for people who walk, bike, or take the bus or train.

Metro also considers the needs of long-distance commuters, using proven tools such as station intercept surveys, media outreach, telephone town halls, and digital platforms to broaden engagement. The agency evaluates decisions through multiple lenses—including demographics, neighborhood context, marginalized communities, and people with disabilities—and uses participatory planning and popular education methods to make technical information more accessible. Flexibility remains key, enabling Metro to adapt outreach during emergencies such as the COVID-19 pandemic and the January 2025 wildfires.

### 1.1 Strategies & Methods

The strategies, methods, and procedures outlined in this document are integral components to the effectiveness of Metro's Plan in meeting and exceeding federal guidelines. They are consistent with the letter of law and legislative intent of Title VI of the Civil Rights Act of 1964, Executive Order 12898 (Executive Order for Federal Agencies to address Environmental Justice in Minority Populations and Low-Income Populations) and FHWA's Title VI program obligations.

Guidelines from FTA Circular 4702.1B, directing recipients on the responsibilities to integrate their programs and activities to include LEP (70 FR 74087, December 14, 2005), are also acknowledged by specific outreach activities defined in this section.

The strategies, overarching methods, and procedures summarized present comprehensive and targeted ventures customized to serve the public and meet federal law and guidelines. They also broaden the value of transit service through stakeholder access and deliberations.

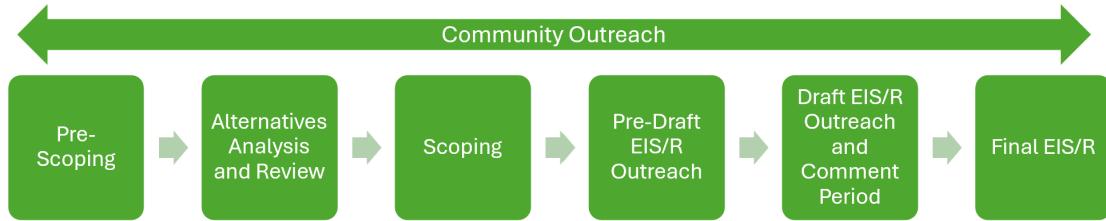
Metro's charge is to develop strategic plans and implement methods to be consistent with Circular 4702.1B as follows:

- Ensure the level and quality of public transportation service provided in a non-discriminatory manner.

- Promote full and fair participation in public transportation decision-making regardless of race, color, national origin, sex, age, disability, religion, sexual orientation, gender identity, or other protected classes enumerated in federal and state laws.
- Ensure meaningful access to transit-related programs and activities for persons with limited English proficiency.

## 1.2 Strategies for Public Engagement

# Public Outreach Milestones in the Environmental Process



Metro's Plan offers a range of accessible communication platforms to engage the public and facilitate meaningful dialogue with staff on operations and proposed projects. These platforms support both broad outreach and targeted interactions, helping reach a wide and diverse audience.

The following strategies support ongoing public involvement in decision-making for regional and local plans:

Convene an advance-planning team—including technical planners, data analysts, and outreach specialists—to identify potential stakeholder concerns early.

- Utilize additional data resources, beyond Metro's LEP Four Factor<sup>1</sup> sources, to enhance outreach planning for diverse socioeconomic communities.
- Advance environmental justice by including staff with cultural, linguistic, historical, and local knowledge to develop best practices and reduce participation barriers.
- Partner with community leaders, government agencies, and Community-Based Organizations (CBOs) to identify and address communication challenges.
- Recognize CBOs as vital to Metro's service network and ensure equitable processes for engaging them in professional services.
- Work with civic and grassroots leaders to improve local information-sharing efforts.

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<sup>1</sup> [Four-Factor Analysis for Limited English Proficiency](#), CA Dept of Housing and Urban Development.

- Use demographic data and community feedback to develop communication strategies—such as multilingual and sign language resources—that ensure equitable access to project information from start to finish.
- Conduct outreach activities to inform communities about projects and prepare for formal public hearings.
- Create feedback loops that allow for early public comment and integration of input into ongoing planning.
- Allow sufficient time for public review and response during engagement periods.
- Use digital tools—websites, videos, and social media—while ensuring people with limited internet access receive the same information through alternative channels.
- Evaluate engagement efforts through public feedback and metrics to improve future outreach.
- Customize outreach approaches based on each project’s goals and target audience.

### **1.3 Methodology**

As part of our public outreach process, Metro uses a variety of tools to engage the public in dialogue and activities. This often includes creating advisory groups with diverse civic, community, and government representatives directly and indirectly affected by proposed projects or service changes (See Chapter 3). In other cases, we disseminate project information through written notices and our network of community-based partners.

Engagement is tailored to the diverse population of Metro’s stakeholders, regardless of income, housing status or ability. We offer meaningful access by providing interpreters and translating materials into appropriate languages, and we adapt media communications to increase participation.

## **2. Metro's LA County Stakeholders**

With over 9.8 million residents, LA County is the most populous county in the nation, accounting for approximately 27% of California's total population. Its 88 incorporated cities and 4,084 square miles span a diverse topography, including mountain ranges, wetlands, deserts, and coastal areas, making it a uniquely distinct region. Metro considers all who reside, work, and travel within LA County to be stakeholders of the agency.

Residents, institutions, businesses, community-based organizations, and the elected officials who represent them play a crucial role in public participation, planning, and outreach. Communication with the public is an ongoing process to inform and receive input on service levels, fare changes, studies, planning documents, environmental assessments, project planning, construction, and transit safety education.

### **2.1 Demographic and Linguistic Diversity in LA County**

The 2019-2023 American Community Survey (ACS) five-year estimates show a total population of 9,848,406 for LA County. Data on languages spoken in Metro's service area is gathered from multiple sources. Of the 9,329,609 people who are at least five years old, an estimated 2,164,190 people, or 23.2%, speak English less than "very well." Metro uses the term Limited English Proficiency (LEP) to describe this demographic.

The table below shows the breakdown of those languages for Los Angeles. Maps included in the 2019 Factor One LEP Analysis show concentrations of LEP groups by language within LA County, especially within the City of Los Angeles, and will be utilized for targeted customer outreach in those languages.

## Race / Ethnicity / Income /Persons with Physical Disabilities in LA County in 2023

RACE/ ETHNICITY	
African American/ Black (not Hispanic or Latino)	7.4%
American Indian/ Pacific Islander	0.4%
Asian alone	15.4%
Hispanic or Latino	48.4%
White (not Hispanic or Latino)	24.6%
Two or more races/Other	3.8%
INCOME	
Median household income (dollars)	\$86,587
Per capita income (dollars)	\$43,478
Percentage of households who do not own a car	9.02%
Percentage of families and people whose income in the past 12 months is below the poverty level	13.58%
TOTAL CIVILIAN NONINSTITUTIONALIZED POPULATION WITH DISABILITY	
People with vision difficulty	2.3%
People with hearing difficulty	2.7%
People with ambulatory difficulty	6.1%

*Source: U.S. Census Bureau, 2023 American Community Survey*

Metro is charged with developing a strategy and implementing a public access practice that informs and engages distinct socio-economic communities within LA County. Metro gauges what outreach methods will be most meaningful, pragmatic, and cost-effective based on information gathered in LEP community surveys and other public comments.

This information ensures engagement for all stakeholders, including LEP, minority, low-income, and disabled individuals, regardless of gender, sex, or age. It blends traditional outreach with evolving technologies for effective communication.

Metro recognizes that many communities lack consistent access to the internet and social media. Therefore, each public participation plan assesses the best ways to communicate with low-income, LEP, and minority communities while incorporating outreach methods for people with disabilities, hard-to-reach groups, and the public. This approach ensures broad and meaningful participation.

Technology enables Metro to receive immediate feedback and assess engagement effectiveness. This feedback provides performance insights, as well as both qualitative and quantitative data which help refine outreach strategies and long-term planning.

## 2.2 Service Area & Agency Functions

- As of March 2025, Metro operates daily service with a fleet of 2,050 buses serving 11,912 stops. Our 118 bus routes cover 1,447 square miles of bus service area with 753,249 average weekday boardings in March 2025 (compared with 871,486 pre-COVID boardings in February 2020).
- Metro provides 109 miles of light and heavy rail service to 107 stations provided by 437 heavy and light rail cars.
- In March 2025, Metro trains carried an average of 203,343 weekday boardings (compared to 321,444 pre-COVID boardings in February 2020) putting the total number of combined bus/train weekday ridership at over a million riders a day.
- Metro saw 26.5 million total boardings (bus + rail) in March 2025 (versus 31.8 million boardings in March 2019 (pre-COVID)).
- Metro ExpressLanes operates 50 lane miles on the I-10 and I-110 corridors. These lanes carried 40 million annual trips in the past year.
- Metro has built 20.7 miles of soundwalls since 2000 to grant privacy and reduce noise pollution in impacted communities.
- Metro Bike Share operates at more than 225 stations systemwide. As of December 2024, Metro Bike Share has been responsible for over 2.5 million trips and over nine million miles traveled.
- Metro also provides the Freeway Service Patrol, a congestion mitigation program managed in partnership with Metro, California Highway Patrol (CHP) and Caltrans which assists motorists on all major freeways in LA County. The largest of its kind in the US, the patrol serves 475 miles of freeway and assists 25,000 motorists monthly resulting in an estimated annual emissions reduction of 150 million kg of CO2.
- Metro Micro, an on-demand rideshare service, operates 85 vehicles in eight different service zones across LA County. As of December 2024, the service had provided 2,343,191 total trips.
- Metro plans, funds, constructs, and operates public transportation for the benefit of LA County's population.
- Metro is accountable for distributing information to residents in the 88 incorporated cities and unincorporated areas about our projects and services, honoring the diverse racial, linguistic and cultural characteristics of its people.
- The remainder of Southern California's surrounding counties add more than 11 million residents to comprise a greater regional population totaling over 21 million.
- Below is the racial composition of LA County<sup>2</sup>:
  - African American/ Black 7.4%
  - Asian 15.4%
  - Native American/ Pacific Islander 0.4%
  - Hispanic or Latino 48.4%
  - White 24.6%

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<sup>2</sup> 2024 American Community Survey (ACS) data)

- Other 3.8%

Additionally, 32 languages, each with multiple dialects, are spoken by at least 1,000 residents in LA County.

### **3. Metro's Equity Platform**

Since adopting the Metro Equity Platform Framework in 2018, community-based organizations have emphasized the need to integrate all lived experiences into public participation. The framework's four pillars guide Metro's efforts to ensure that all community members' voices are heard, starting with understanding and addressing barriers to access. The four pillars are:

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

While all pillars are utilized in the outreach process, the second pillar, "Listen and Learn," epitomizes Metro's approach and is the most critical for the purposes of this Plan. It acknowledges that progress moves at the speed of trust. To build trust, Metro engages communities through intentional listening and meaningful participation that leaves them feeling heard, respected, and represented.

Metro is committed to a robust and transparent process that empowers low-income communities, communities of color, people with disabilities, and other marginalized groups by removing barriers to influence and decision making.

#### **3.1 Community-Based Organization (CBO) Partnering Strategy**

Community-based organizations (CBOs) are integral to Metro's service network and policy efforts. In 2021 the Metro Board of Directors adopted a CBO Partnering Strategy that establishes a consistent process for engaging them in professional services. This strategy improves internal efficiency and strengthens partnerships by providing clear parameters for collaboration, leading to cost savings and deeper relationships based on trust and mutual respect.

As the cornerstone of this strategy, in 2023, Metro launched the [CBO Database](#), a one-stop portal for Community Based Organizations (CBOs) to register and explore partnership opportunities. As of early 2025, there are 340 registered CBOs in the database who can connect with Metro for contracts in community engagement, research, and other aligned projects. Metro teams also use the database to identify potential collaborations as new initiatives emerge.

#### **3.2 Minimum Baseline Thresholds for Public Outreach**

Metro encourages public participation at every stage of a project, program, or initiative—from planning to implementation. This includes policy changes, such as adjustments to bus and rail service, fares, and programs, as well as the development, planning, and construction of bus, rail, highway, and transit-oriented community projects.

To align with its Equity Platform, Metro sets minimum baseline thresholds for outreach, prioritizing historically marginalized communities, including people of color and low-income residents. Outreach strategies are tailored based on community characteristics, the stage of a project, prior Metro activity in the project area, and other relevant factors. As the agency serving the nation's most populous county, Metro seeks to maximize access to information and input opportunities within budget constraints, with

a focus on current and prospective riders and those disproportionately affected by transportation decisions.

**Key Outreach Priorities:**

**Transit Riders:** Metro prioritizes rider input, as they have direct experience with services, routes, and improvements. Annual surveys show that transit riders are more likely to be low-income, people of color, or have limited transportation options, making their voices crucial in shaping service updates and expansions.

**Equity-Focused Communities (EFCs):** Metro identifies EFCs—[areas](#) with high concentrations of low-income residents, people of color, and limited vehicle access—to guide outreach efforts. These communities have the greatest mobility needs, and Metro works to ensure their perspectives are included in decision making.

**Corridor Representation:** Using demographic data, Metro profiles impacted areas to set outreach targets, ensuring EFCs and high-need communities have a voice proportional to their presence in the area.

The matrix below details each minimum baseline threshold for Metro-hosted public meetings relative to noticing, venues, times, and language:

Outreach Method Examples	Description
Community Meeting and Public Hearing Noticing	<ul style="list-style-type: none"><li>• Stakeholders will receive at least 10 days' notice for all Metro-hosted community meetings and public hearings.</li><li>• Notices will be provided in English and Spanish, with additional translations as needed.</li><li>• Whenever possible, ads and notices will be placed on nearby buses and trains.</li><li>• Meeting materials will be posted online, and meetings may be shared via webcasts, webinars, and other digital platforms.</li></ul>
Community Meeting and Public Hearing Locations and Times	<ul style="list-style-type: none"><li>• Metro-hosted meetings and public hearings will be held at ADA-compliant, transit- and bike-accessible venues near relevant communities, including faith- and community-based institutions.</li><li>• Meetings will be scheduled at convenient times, including evenings and weekends, to accommodate stakeholders.</li></ul>

Outreach Method Examples	Description
Community Meeting Language Translation	<ul style="list-style-type: none"> <li>Meeting materials and live translation will be provided in English and other languages spoken by significant populations in the project area, as outlined in Metro's Limited English Proficiency Plan Four Factor Analysis<sup>3</sup> (discussed at length in Section 4.1), and as resources allow.</li> <li>Translation will be performed by fluent speakers.</li> <li>Additional languages will be provided upon request with at least three working days' notice (72 hours) by calling 323.466.3876.</li> </ul>
Public Hearing Language Translation and Documentation	<ul style="list-style-type: none"> <li>Public hearing materials and live translation will be provided in English and Spanish at a minimum.</li> <li>ADA accommodations (ASL, large print or Braille materials) will be provided upon request within 72 hours notice by contacting Metro's ADA Department at 213-922-6919 or by email at <a href="mailto:accessibility@metro.net">accessibility@metro.net</a>.</li> <li>Attendees can also request modified meeting procedures such as extended speaking time if they have difficulty communicating during public comment due to a disability.</li> <li>Language translation will be performed by fluent speakers.</li> <li>Court reporters will document the hearing proceedings and public comments.</li> </ul>
Neighborhood/Community Lenses	<ul style="list-style-type: none"> <li>Metro will look at community decision-making processes through several lenses, including neighborhood and community venues, LA County community structures, urban and rural areas, and ethnic and cultural groups.</li> <li>Emphasis will be given to include perspectives from those who are under-represented, with limited education attainment, and/or with disabilities.</li> </ul>
Innovation	<ul style="list-style-type: none"> <li>Whenever possible, Metro will use participatory planning tools (such as interactive maps, renderings, and activities), real-life examples, CBO partnerships, and other digital tools to increase awareness and understanding of complex technical details.</li> </ul>

<sup>3</sup> [Limited English language proficiency plan: 4 factor analysis](#), Metro, updated 2013.

Outreach Method Examples	Description
Online Language Translation	<ul style="list-style-type: none"> <li>The website metro.net provides web visitors with transportation information assistance in seven languages, in addition to English.</li> <li>Additionally, Metro offers Google Translate on every webpage for language accessibility, exceeding Title VI requirements.</li> <li>Metro's website content is ADA-accessible and compatible with screen-reading devices for individuals with visual impairments.</li> </ul>
Telephone Interpretation	<ul style="list-style-type: none"> <li>Metro's Customer Care Department provides customers with limited English proficiency transportation information assistance in over 200 languages through a third-party language interpretation service.</li> <li>Telephone interpretation is also ADA accessible. Metro's Customer Service line coordinates with California Relay Line "711" service.</li> <li>In addition to Customer Care, Metro Rail Operations utilizes third-party languages interpretation services via communication devices (G-Tel, P-Tel, and E-Tel) located on rail platforms to provide information and emergency response to LEP customers who contact the Rail Operations Center.</li> </ul>

### 3.3 Public Participation Plans for Individual Studies and Initiatives

Metro develops tailored outreach and engagement strategies for each study or initiative, ensuring meaningful dialogue and broad public access throughout the decision-making process. These strategies often exceed baseline requirements through customized Public Participation and Communications Work Plans.

To support state and federal sustainability goals and align with its Short- and Long-Range Transportation Plans, Metro conducts over 30 studies across LA County. These studies evaluate impacts on transit, highways, and local roads, assessing vehicle miles traveled (VMT), air quality, mobility, and access for pedestrians and cyclists. All efforts comply with CEQA, NEPA, and incorporate the Four Factor Analysis.

Participation methods are customized to each study's scope, location, and communication needs. Many projects feature dedicated websites and use social media and other digital platforms to reach stakeholders.

## **4. Implementation of the Guiding Principles: An Integrated Team for Stakeholder Engagement & Continuity**

Given its broad responsibilities and countywide reach, Metro has developed expertise in tailored outreach and public participation for each project, while maintaining ongoing stakeholder relationships. This commitment is supported by specialty teams under Metro's Customer Experience Department:

- Community Relations
- Arts and Community Enrichment
- Customer Care
- Customer Programs and Services
- Strategy and Programming

Metro's Customer Experience Teams ensure the agency's connectivity with stakeholders on daily issues, operations, studies, initiatives, and construction impacts. Public participation is also supported by five sub-regional Metro Service Councils, an Accessibility Advisory Committee, a Community Advisory Council, a Technical Advisory Committee, and other advisory committees that guide various Metro programs and initiatives.

### **4.1 Community Relations**

The Community Relations Unit has several teams leading public participation in focused areas that include:

- Local Government Relations
- Countywide Initiatives
- Planning and Project Delivery

#### **Local Government Relations**

This unit connects Metro with all 88 cities and unincorporated areas of LA County. Local Government Relations (GR) staff build relationships with grassroots organizations, local governments, Councils of Governments, businesses, Metro Service Councils, and other stakeholders to support public engagement for Metro's operations, planning studies, projects, and initiatives.

Local GR serves as a resource to city officials, chambers of commerce, faith leaders, institutions, and community organizations, sharing information about Metro's work through public meetings, presentations, hearings, city council sessions, and other events.

The team works closely with the Planning and Environmental Communications teams, with some staff serving across functions. Team members are assigned to geographic subregions or program areas to maintain strong local connections.

## **Countywide Initiatives**

The Countywide Initiatives team leads key engagement platforms such as the Metro Faith Leaders Roundtable, Markets at Metro, and otherwise initiatives across the county that gather stakeholder input and ensure community voices inform Metro's work. By fostering meaningful connections, the team empowers diverse perspectives to influence transportation efforts that reflect the needs of LA County residents.

Countywide Initiatives also supports outreach for service changes and operational updates, helping keep communities informed and involved. The team facilitates the Citizens Advisory Council and Public Safety Advisory Committee and acts as a vital link between Metro and the public, promoting equitable and effective engagement across the county.

## **Planning & Project Delivery**

This team is comprised of three units:

- Planning and Environmental Communications
- Project Delivery & Construction Relations
- Mitigation Programs

### *Planning and Environmental Communications (PEC)*

The Planning and Environmental Communications (PEC) team designs and delivers community engagement programs for Metro Planning, Highway, Regional Rail, and Active Transportation projects in the planning phase.

In alignment with Metro's Public Participation Plan and CBO Partnering Strategy, the PEC team ensures inclusive and equitable outreach across LA County. It also manages public participation for CEQA and NEPA environmental review processes, guiding projects through key milestones and delivering engagement activities on time and within budget—from environmental planning through engineering and construction—helping to minimize schedule risks.

### *Project Delivery & Construction Relations*

Once a project enters construction, the Project Delivery & Construction Relations teams manage public outreach, informing stakeholders about project benefits, construction activities, and mitigation measures identified during environmental review. Drawing on early planning insights, the team implements field strategies to support communities during construction and works within the Integrated Project Management Office (IPMO) alongside Project Management and the contractor.

Established by Metro's Board in July 2013, the Construction Relations program sets the standard for managing construction impacts across transit and highway projects. It leads outreach, stakeholder communication, and mitigation efforts to ensure clear, consistent messaging and minimize disruptions to businesses and residents.

Public engagement includes multilingual community meetings tailored to local demographics, and outreach methods are adapted to provide timely updates ahead of major milestones, detailing activity type, hours, duration, access changes, and potential impacts.

The team uses a mix of traditional and digital tools, such as notices, email blasts, newsletters, social media, project websites, and door-to-door distribution. Additional support includes a 24/7 hotline and a dedicated email response team. Since the pandemic, the team has adopted a hybrid model, offering both virtual and in-person meetings.

#### *Mitigation Programs*

The Mitigation Programs team manages Eat, Shop, Play (ESP), which promotes businesses in construction zones. For over a decade, Metro has supported local businesses through marketing, and this year ESP adds free digital marketing courses and Metro-sponsored promotions to boost visibility and encourage patronage.

The team also supports two other programs: the Business Interruption Fund (BIF), providing financial aid to small businesses affected by rail construction, and the Business Solution Center (BSC), offering free coaching, planning, marketing, and capital resources. Together, these reinforce Metro's commitment to the community.

Additionally, the team oversees community-led leadership councils formed to support project construction, including Community Leadership Councils (CLCs), which advise Metro on outreach and engagement during construction.

## **4.2 Arts & Community Enrichment**

The Metro Arts & Community Enrichment department delivers public art programs, exhibitions, cultural initiatives, public tours, educational programs, rail safety efforts, the Youth Council, and the Docent Council. It fosters connections between people, neighborhoods, and destinations in support of Metro's vision for World Class Transportation for All.

The Unit is comprised of three focus areas:

- Metro Art
- Rail Safety Education
- On The Move Riders Program

#### **Metro Art**

As the County's arts connector, Metro Art provides access to arts and culture for the agency's diverse ridership. The program "Percent for Art" funds projects and arts programs that uplift and reflect the needs and values of communities served. Metro Art staff lead regular technical assistance initiatives to increase opportunities for artists at all stages of their careers. Community engagement utilizing innovative arts and cultural strategies is a longstanding foundation of this program. The department has partnered with numerous community-based arts organizations and continues to place community voices at the forefront.

### **Rail Safety Education**

Metro's Rail Safety & Mobility Programs unit promotes rail safety through education, site-specific presentations and Rail Safety Orientation Tours. Additionally, Rail Safety Advisors conduct safety training at new grade alignments as part of CPUC (California Public Utilities Commission) requirements. It also offers travel training for older adults, student field trips, and facilitates the Youth Council. Serving diverse communities within 1.5 miles of at-grade rail lines, the team ensures outreach efforts address disparities and prioritizes equity-focused communities.

### **On the Move Riders Program (OTMRP)**

On the Move Riders Program (OTMRP) empowers older adults with the information and confidence to travel on fixed-route transportation by providing one-on-one and/or group travel training, transit tours, and workshops. Through regional Older Adult Transportation pop-up events and the Countywide Older Adult Transportation Expo, OTMRP strives to spread the word on the program and the value in learning how to travel on public transportation. Through these efforts, OTMRP strives to remove barriers and enhance mobility among the older adult population.

## **4.3 Customer Care**

Metro's Customer Care Department serves as the primary communication link for ensuring timely and accurate responses to customers' travel inquiries, complaints, concerns, and requests for assistance. The department's goal is to provide exceptional customer service and support for a variety of customer needs.

The Customer Care Unit is comprised of several teams whose primary focus is to serve the needs of our customers.

- Customer Information Center
- TAP Information Contact Center
- Customer Relations

### **Customer Information Center**

The Customer Information Center handles approximately 1.1 million customer calls annually through 323.GOMETRO (323.466.3876), offering trip planning, route guidance, schedule details, fare information, and transit assistance seven days a week. Services are available in multiple languages.

The center maintains transit data for 70 transit agencies across Los Angeles, Ventura, Orange, Riverside, and San Bernardino counties, ensuring that accurate information is uploaded to the Metro Trip Planner, an online resource to help riders plan their trips. It also operates the Historical Union Station Information Booth, providing in-person transit information to Union Station patrons.

### **TAP Information Call Center**

The TAP Information Call Center addresses regional TAP card-related customer inquiries via phone, email and in person. Assistance is also available online at [www.taptogo.net](http://www.taptogo.net). The center supports services for 25 local transit agencies, including Metro.

### **Customer Relations**

Customer Relations receives, tracks, and investigates customer comments, complaints, inquiries, and suggestions submitted through phone, email, online platforms, written correspondence, and walk-ins. This department offers services in seven languages to ensure that all members of the public can learn about Metro services in their own language.

The department forwards inquiries to the appropriate teams for further investigation and resolution as needed, ensuring a timely response. Additionally, Customer Relations manages the [customerrelations@metro.net](mailto:customerrelations@metro.net) email inbox and operates the agency's switchboard during weekdays.

### **4.4 Customer Programs and Services**

Customer Programs and Services supports regional programs and services by providing fare media sales and pre-screening Reduced Fare and LIFE (Low-Income Fare is Easy) applications at five Metro Customer Center locations.

The Reduced Fare Program processes applications for seniors, people with disabilities, and students, ensuring fair access to public transit within Los Angeles County. Customer Programs and Services also leads the stockroom operations, delivering TAP fare media to over 400 third-party TAP vendors. The department oversees Lost & Found, managing the inventory and return of items found on Metro buses and trains.

### **Metro GoPass**

The Metro GoPass is a free transit pass for students, allowing access to Metro buses, trains, and participating transit agencies. Eligible students from registered schools receive a TAP card and activation code from their school, which they can activate online, by phone, or via a virtual TAP card on the TAP LA app.

### **Low Income Fare is Easy (LIFE Program)**

LIFE is a discount fare program to reduce the cost of transit for low-income riders. Discounts are applied toward the purchase of weekly and monthly transit passes on Metro and other participating transit agencies in LA County, or toward a 20-ride pass for use on any one of the participating agencies. This team also operates the Mobile Customer Center, which travels to special events, senior centers, and schools to sell fare media and pre-screen Reduced Fare applications.

### **Metro Customer Center Locations**

Metro operates five different customer center locations throughout LA County. These customer center locations are strategically placed in high-need communities where many residents are transit-

dependent. One center is in Metro's Headquarters at Union Station, and the other four are in the Baldwin Hills, East Los Angeles, Willowbrook, and Koreatown neighborhoods.

## 4.5 Strategy & Programming

The Strategy and Programming team leads Metro's efforts to deliver targeted, timely, and unbiased communications for capital projects and initiatives. Guided by a strategic framework, the team develops and manages digital campaigns, messaging roadmaps, and email workflows aligned with regional priorities and agencywide goals. Their tactics include segmented email outreach, lifecycle messaging, Salesforce-driven project updates, Customer Relationship Management (CRM) data integration for refined targeting, and collaboration with Community Relations to craft persuasive content. By focusing on stakeholder needs and platform performance, the team ensures Metro's messaging is proactive, consistent, and accessible.

Their measurable outcomes target increased reach, engagement, and action. Key metrics include email open and click-through rates, project website traffic growth, and higher stakeholder participation after outreach. Supporting tactics include A/B testing of subject lines and visuals, automating recurring content like newsletters, and real-time campaign tracking. They also analyze engagement data by region and stakeholder type to improve message relevance and response rates across Metro's diverse audiences.

This approach supports the Plan's emphasis on transparency, early engagement, and culturally competent outreach. The team implements multilingual messaging, tailored engagement workflows for Environmental Review and CEQA milestones, and aligns digital tools with outreach timelines. Their work enables field teams to provide accurate, consistent updates, helping Metro meet participation goals at scale. By combining strategy with actionable tactics, Strategy and Programming fulfills the agency's commitment to informed, inclusive public engagement.

## 4.6 Metro Advisory Groups

Metro further enhances public participation via several non-elected planning and advisory committees, which offer important guidance and leadership on a variety of Metro projects, programs, and subject-area initiatives. Advisory bodies voluntarily provide input to Metro on programs, projects, and other initiatives.

### Advisory Body Compensation Policy (ABCP)

In September 2021, the Metro Board approved an Advisory Body Compensation policy (ABCP) that was spearheaded by the Office of Equity and Race. ABCP determines if and when members of the public who serve on Metro advisory bodies can be compensated.

The ABCP has three categories for compensation: 1) Advise, 2) Advise and Prepare, and 3) Advise and Collaborate. The level of responsibility, time commitment, and roles of the advisory member increase with each tier, along with the compensation rate, as described below:

**Advise:** Applies to advisory bodies that largely play the role of an advisor for Metro staff with minimal responsibilities outside of attending meetings.

**Advise and Prepare:** Applies to advisory bodies responsible for one to two hours of advance preparation for meetings on top of attending meetings.

**Advise and Collaborate:** Applies to advisory bodies whose responsibilities include collaboration with other members, Metro staff, and/or other community members or external partners, to develop a shared vision and outcomes. The Advise and Collaborate tier should be applied when advisory members have a moderate to significant workload outside of advisory committee meetings.

All members of the public are eligible for ABCP regardless of immigration status, housing status, ability, or any other status that may be a barrier to participation. Compensation alternatives are available to accommodate advisory body members who may not be able to accept compensation for a variety of reasons in the form of a check or direct deposit. The Policy excludes Metro employees and any public agency, Councils of Governments, or elected officers (except for elected officials on serving councils) and their staff who serve on advisory bodies as part of their professional role.

Metro Advisory Body Compensation Structure				
Compensation Type	Regular Compensation Rate	Maximum Compensation Per Fiscal Year	Alternate Rate	Maximum Compensation Per Fiscal Year
Advise	\$100/Meeting	\$3,100	\$75/Meeting	\$2,500
Advise and Prepare	\$150/Meeting	\$4,300	\$125/Meeting	\$3,700
Advise and Collaborate	\$200/Meeting	\$5,500	\$175/Meeting	\$4,900
Subcommittee Participation	\$50/Meeting	\$1,200	\$50/Meeting	\$1,200

Note: CPI annual increases can occur

## **Current Advisory Bodies**

The **Accessibility Advisory Committee (AAC)** is facilitated by the Office of Equity and Race and meets on the second Thursday of February, March, May, June, August, September, November, and December. Meetings are held in person at Metro Headquarters as well as online via Zoom and by telephone.

The purpose of the AAC is to provide feedback on accessibility-related issues regarding Metro's programs, services (including over 200 bus and rail routes) and facilities, which must be fully accessible to all customers, including those with disabilities. AAC members are encouraged to disseminate information they obtain to other members of their community. Agendas are available in alternative formats upon request; live captioning and language interpretation are provided at every AAC meeting.

The **Community Advisory Council (CAC)** was authorized by the state charter as an advisory body of community representatives from throughout the region to consult, obtain, and collect public input on matters of interest and concern to the community, and communicate recommendations to Metro. Every active/voting Metro Board member may directly appoint up to four members to the CAC.

The CAC voted to informally be referred to as the "Community Advisory Council" (CAC), even though it is legislatively identified in Public Utility Code §13000 et seq. as the "Citizens' Advisory Council."

The **Technical Advisory Committee (TAC)** was state mandated in 1977, and Metro's Planning Department oversees the group. It has undergone periodic reviews of its membership, functions, and responsibilities based on the changing needs of Metro; however, its role remains relatively unchanged.

The TAC reviews, evaluates and comments on various transportation proposals and alternatives within LA County. Transportation issues heard by the committee include the funding, operation, construction, and maintenance of bus and rail transit, streets and freeways, demand and system management, accessibility for people with disabilities, air quality improvements, goods movement, sustainability, and active transportation.

The committee is currently composed of 58 voting and non-voting members representing agencies throughout LA County. The TAC includes four subcommittees: Bus Operations Subcommittee, Local Transit Systems Subcommittee, Streets and Freeways, and Transportation Demand Management (TDM)/Sustainability.

The **Transportation Business Advisory Council (TBAC)** was established by state law in 1992 and is staffed by Metro's Diversity & Economic Opportunity Department (DEOD). It is comprised of professional business associations representing an array of industries and trades to advise Metro on matters regarding the disadvantaged business enterprise program to enable the authority to meet or exceed women and minority business enterprise participation goals. TBAC plays an important role in advocating for small business owners to have increased access to Metro contracting opportunities.

The **Policy Advisory Council (PAC)** was established in early 2017 to review, comment and provide input on the draft Measure M Master Guidelines, the Long-Range Transportation Plan (LRTP), and other work plans and policy areas that the Metro Board may request. The PAC meets on an ad-hoc basis and annually before adopting Metro's Fiscal Year budget to advise on Metro's priorities for the region, including improved mobility for all stakeholders.

The **Public Safety Advisory Committee (PSAC)** was established by the Metro Board in June 2020 in response to growing safety concerns on public transit. The committee was created to address rising crime rates, passenger safety, and public perceptions of safety on Metro trains, buses, and stations. This initiative is part of Metro's broader effort to improve security and enhance rider experience while also engaging communities to explore innovative solutions for reimaging public safety. The PSAC provides feedback on non-law enforcement alternatives, such as Metro's Ambassador Program.

The committee meets monthly and is comprised of 15 diverse voting members throughout LA County. Committee members have expertise in areas such as transit access, social services, homelessness, mental health, public safety, and law enforcement. Metro is committed to ensuring that the perspectives of older adults, youth, and women are represented on the committee.

**Metro's Youth Council** is a one-year program for members aged 14 to 17 from communities across LA County. During their term, members help Metro achieve key goals: listening to youth concerns and ideas, engaging future community leaders, increasing awareness of Metro, empowering young people to share their voices in transportation decision making, and fostering lifelong Metro riders.

**Metro's Sustainability Council** aims to improve sustainability efforts by developing targets, metrics, and strategies to assist Metro in achieving stated sustainability program goals. The council advises in the development of Metro's sustainability goals, establishes targets and performance measures, and assists in the tracking and reporting on a quarterly as outlined in [Motion 57's](#) four major categories:

- Climate Change & Resiliency
- Energy
- Solid Waste & Recycling
- Water

The council also aims to improve the understanding of our constituents and stakeholders of the sustainability-related efforts and opportunities at LA Metro.

#### **Latinx Working Group**

To ensure culturally relevant communication with the largest non-English-speaking demographic in Los Angeles County, Metro's Customer Experience Department established the Latinx Working Group in 2023. This group meets monthly and consists of Metro employees from various units, including Marketing, Community Relations, Media Relations, Arts + Community Enrichment, Customer Experience, and Customer Care.

The Latinx Working Group plays a critical role in ensuring Metro's external communications align with the agency's policies. The group advises on communication campaigns and develops Spanish-language content that resonates more effectively with this audience.

#### **4.7 Metro Service Councils**

To continuously address Metro bus and rail service concerns in the communities they serve, the Metro Board established five subregional Service Councils in 2002. The service councils are staffed by Operations personnel with participation from Local Government Relations.

Councilmember nominations are made by the region's designated nominating authorities. These include local cities, Councils of Government (COGs), the City of Los Angeles Mayor's Office, and four of LA County Supervisor Offices. Nominations must be approved for appointments by the Metro Board of Directors. As a condition of membership, councilmembers must live, represent, or work in the communities within the boundaries of their designated region.

These councils meet monthly to gather public input on Metro service, review and recommend service changes, receive presentations on all agency initiatives, and meet quarterly with the agency's CEO.

All service council meetings are publicly noticed in accordance with the Brown Act, and public participation is strongly encouraged. Meetings are held in a hybrid in-person and virtual format to maximize participation. Staff coordinate real-time streaming of meetings, as well as accepting comments submitted via email and online. Meeting locations are all accessible by Metro transit.

## **5. Meetings**

When considering the appropriate times and places for public meetings, Metro creates events and schedules meetings to maximize participation of diverse groups. These include minority, college age, seniors, disadvantaged, low-income, LEP community members and individuals with disabilities on varied work and family schedules. Meetings are publicized in multiple languages through postal mailers, e-mail, websites, door-to-door canvassing, and via social media sources, including Facebook, X, and NextDoor.

### **5.1 Meeting Locations & Structure**

Meeting venues are selected based on several criteria:

- Room size (selected to accommodate anticipated attendance and ADA requirements)
- Room layouts that help facilitate dialogue, input, and accessibility
- Technology infrastructure for presentations or multilingual communication
- Hours of operation of facility coincide with nearby transit service hours to ensure transit-dependent community's attendance
- Geographic location within impacted or hard-to-reach stakeholder communities for convenience and comfort of dialogue
- Neutrality of venue – choosing community centers with social, recreational and educational purposes.

Spanish is the most commonly spoken non-English language in the Metro service area and is offered at every Metro-hosted public meeting. Fact sheets and handouts are regularly translated based on demographic analysis. Multilingual communications are provided as needed or required in various communities. ADA accommodation, such as sign language interpreters, is available upon request if staff receive notice at least three working days before the event. Information is also provided in large print and Braille when requested.

### **5.2 Meeting Types**

Metro values direct interaction with community members. The following are the types of meetings Metro hosts to garner community input:

- Legally required scoping meetings and public hearings introduce the public to the proposed projects and plans. At these meetings, Metro staff present anticipated ongoing activities, provide ways to engage and follow the project, and document comments and concerns from the public.
- Meetings are translated as required, given demographic and LEP factors. Collateral materials are also developed and distributed when required to facilitate dialogue and increase public engagement.
- Workshops and briefings are held to update stakeholders and resolve new or ongoing issues.
- Advisory committees/roundtables among constituents at the grassroots level offer input and resolution to issues/mitigations.
- Community meetings are provided for projects in various development phases, including during pre-planning, planning, pre-construction, construction, and operations. They are also

hosted to communicate information and gather feedback for other Metro-related programs and initiatives. Participants include local civic, business, and community-based organizations, elected officials, and the public.

- Pop-up events are utilized for Metro staff to provide project information and gather input from stakeholders at local community events, such as festivals, conferences, and holiday gatherings.
- Community tours are designed and hosted by Metro staff to provide stakeholders with an experiential learning opportunity to better understand Metro programs. These could include proposed projects, construction activities, Metro's extensive art program, transit safety, or other initiatives.
- One-on-one and group briefings are conducted with community leaders, elected officials and staff, and individual stakeholders on an as-needed basis.
- Specific design meetings engage the public by introducing technical considerations and offering solutions to potential impacts or present design opportunities.
- Community relationships are enhanced through the established various Metro advisory bodies, Metro Service Councils discussed in section 3.6.1.

### **5.3 Public Meeting Notice-Delivery System**

Metro employs a multi-channel approach to ensure public meeting notices effectively reach all stakeholders. A well-coordinated delivery system provides timely information about meetings, project updates, and opportunities for public participation, maximizing awareness through a blend of traditional and digital methods tailored to diverse communities.

To overcome challenges like limited internet access and language barriers, Metro uses multiple outreach tactics, including direct mail, email notifications, community partnerships, and strategically placed public notices. Each method aims to increase visibility and encourage engagement in decision-making.

Traditional mail remains vital for reaching areas with limited digital access. Metro sends printed notices to key neighborhoods, delivering meeting details, project updates, and feedback instructions directly to residents and business owners. Posters and flyers are also displayed in high-traffic locations such as libraries, community centers, transit hubs, and local businesses to extend outreach.

Email communication is another key component. Metro maintains a curated list of stakeholders who opt in for updates. Meeting notices and follow-up reminders are sent to community members, local leaders, and partner organizations. Additionally, Metro's website hosts a dedicated project page with regularly updated information, agendas, and documents.

Community partnerships amplify outreach by leveraging neighborhood organizations, business groups, and elected officials to distribute notices through their channels. This ensures the information reaches audiences less engaged with Metro's traditional methods. Metro also provides content for community calendars, newsletters, and social media managed by trusted local entities.

Social media and online advertising target specific audiences on platforms like Facebook, NextDoor, and Instagram. Metro shares multilingual updates and uses paid, geotargeted campaigns to reach communities directly affected by meeting topics.

For in-person outreach, Metro staff distribute notices at transit stations, farmers markets, and community events, offering direct engagement and encouraging participation. Door-to-door outreach in selected areas provides personal invitations and materials in residents' preferred languages.

By combining these strategies, Metro ensures all stakeholders receive accessible information across their preferred channels, enhancing transparency, fostering public participation, and demonstrating Metro's commitment to robust community engagement.

#### **5.4 Limited English Proficient (LEP) Language Assistance Tools**

A Metro advisory card is available for the public listing how to get language assistance services in seven languages other than English. An example of this advisory card is seen below:

##### **Additional Languages & ADA Accommodations**

ADA accommodations, such as ASL, large print and braille materials, will be provided upon request with 72 hours-notice by contacting Metro's ADA Department at 213-922-6919 or by email at [accessibility@metro.net](mailto:accessibility@metro.net).

Additional languages will be provided upon request with at least three working days (72 hours) notice.



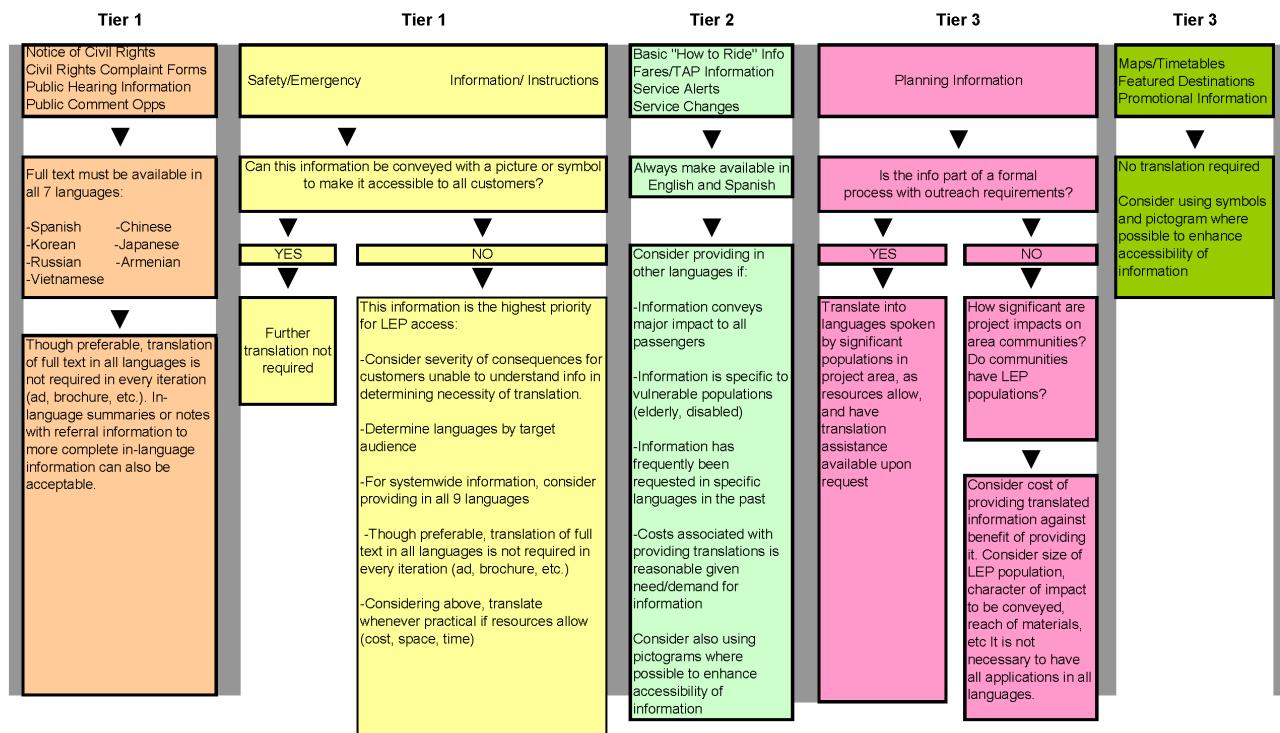
**323.466.3876**

- x2 *Español (Spanish)*
- x3 *中文 (Chinese)*
- x4 *한국어 (Korean)*
- x5 *Tiếng Việt (Vietnamese)*
- x6 *日本語 (Japanese)*
- x7 *русский (Russian)*
- x8 *Հայերէն (Armenian)*

Pocket transit guides are also offered in seven languages and distributed at meetings and through customer service sites. These can assist stakeholders with a long-term interest in the plan, project, or service change action to access community meetings and get additional information in language more easily.

To provide quality and meaningful LEP assistance to our customers, Metro staff utilizes the following Tier System as a guide to determine translation requirements.

## LA Metro Language Assistance Plan - Reference Guidelines



## 6. Communications

### 6.1 Online Communications: Meetings, Updates & Ongoing Communications

Metro's online communications strategy ensures that public meeting notices, project updates, and ongoing engagement efforts are effectively delivered through digital channels. The transition to virtual meetings during the pandemic revealed key insights into participation trends, leading Metro to refine its approach. Data showed that attendance peaked during daytime hours while evening engagement declined, prompting adjustments to meeting schedules. Construction update meetings, traditionally held during lunch hours, shifted to afternoon virtual sessions to maximize attendance.

To optimize resources and engagement, Metro evaluates the necessity of each online meeting, the information being shared, expected stakeholder feedback, and the most effective methods to facilitate meaningful interaction. As remote work and daily travel patterns continue to evolve, Metro remains committed to adapting its digital engagement strategies to meet changing needs.

Metro's website serves as a primary hub for information, with resources like the **Metro Rider's Guide** available in multiple languages and enhanced with Google Translate to expand accessibility. **Project landing pages** provide comprehensive updates on specific initiatives, offering multilingual content, recorded meetings, interactive presentations, and the ability to submit comments or sign up for email notifications.

Metro's digital presence extends beyond its website through strategic use of online publications. **The Source** and its Spanish-language counterpart, **El Pasajero**, deliver project updates, meeting announcements, proposed plans, video presentations, and board actions. Readers can engage with content by commenting, sharing articles on social media, and staying informed about key developments.

Online advertising is a critical component of Metro's outreach, ensuring that meeting notices and project updates reach target audiences. Ads are deployed in English, Spanish, and other prevalent languages, using geotargeting and demographic-specific strategies to maximize visibility. Social media platforms, including Facebook, Instagram, and NextDoor, serve as key engagement tools where Metro provides real-time updates, directs users to additional resources, and promotes public meetings. In addition to posting content, Metro actively monitors social media to gauge public sentiment, address concerns, and respond to inquiries.

For those who prefer direct communication, Metro maintains **project information lines**, allowing community members to leave messages and receive responses from staff proficient in the necessary languages. This ensures accessibility for individuals who may not engage through digital channels but still seek timely information and assistance.

By integrating multiple digital communication tools, Metro enhances transparency, ensures broad access to meeting notices and updates, and fosters meaningful engagement with stakeholders in an increasingly digital landscape.

# Community Outreach Methods Toolbox



## VIRTUAL

- Newsletters
- Eblasts
- Blogs
- Live Webcasts
- Live Interviews
- Digital Advertising
- Social Media
- YouTube Videos
- Digital Surveys

## IN PERSON

- Stakeholder Briefings
- Community Meetings
- Public Hearings
- Advisory Committees
- Legislative Briefings
- Business Outreach
- Community Events
- Community Councils
- Door-to-Door Campaigns
- Stakeholder Working Groups
- Tours
- Flyers
- In-Person Surveys
- Display Ads
- Take Ones

## TRADITIONAL / HYBRID

- U.S. Mailers
- Phone Hotlines
- Media Relations



8

### 6.2 Broadcast & Print Media

Media advisories and press releases are distributed to a variety of local, national and ethnic print, and broadcast outlets. To expand the reach of Metro activities, Metro public relations staff look to distribute content to a diverse combination of digital, radio, print and broadcast outlets across the region.

For a complete list of media outlets, see Attachment E: Media Database.

### 6.3 Additional Approaches to Communications

Metro uses a diverse mix of communication strategies to ensure broad public engagement. Business webinars are a key outreach tool, offering stakeholders updates on projects, contract opportunities, and decision points. These webinars are promoted through project websites, targeted emails, social media, regional blogs, and community organization sites to maximize reach.

Virtual meetings and simultaneous broadcasts are essential for accessibility. Hosted on platforms like Lifesize, Zoom, GoToMeeting, Microsoft Teams, Facebook, and Metro's website, these meetings allow stakeholders to participate remotely. Hybrid formats accommodate both in-person and virtual attendees, enhancing flexibility and inclusivity.

To further accessibility, Metro produces YouTube videos covering transit projects, services, safety initiatives, and public meetings. Available in multiple languages with subtitles or dubbing, these videos reach diverse communities and those unable to attend live sessions.

Targeted in-person engagement complements digital outreach. Door-to-door campaigns in residential and business areas provide direct, multilingual contact, with field teams distributing notices, gathering feedback, and answering questions to build community trust.

Metro's **Community Engagement Toolbox** combines traditional, digital, and direct outreach. U.S. mail reaches those with limited internet access; agency monitors at Metro stations display updates; blogs and newsletters offer ongoing insights. Business outreach programs, community event booths, and advisory committees facilitate direct interaction.

Digital engagement continues to grow via social media, web ads, targeted paid media, email, Nextdoor updates, and stakeholder briefings. Surveys and telephone town halls enable real-time public input, while legislative briefings and media relations keep policymakers and news outlets informed. Live webcasts and virtual meetings remain central to maintaining public dialogue.

Construction site tours and project alignment visits offer stakeholders firsthand experience, while technical advisory committees and working groups provide forums for collaboration. Hybrid meetings further enhance accessibility, allowing Metro's communications to evolve with community needs.

Through this comprehensive, adaptive approach, Metro is committed to informed public participation and transparency throughout all project phases.

#### **6.4 Engagement Platforms**

The launch of an internet-based Interactive GeoSocial Maps presents a model for enhanced public participation, allowing close examination of proposed transit projects by stakeholders living anywhere within LA County.

Users may examine details of routes, post comments on maps and images to be viewed by all interested parties and further shared on social media sites. This innovative tool can be accessed by mobile phone and offers the public a new level of engagement typically found through community meetings. In addition to its value as a public participation element, it also contributes as a project monitoring and tracking mechanism.

Metro will continue to engage effective digital communication tools to maximize public input and community engagement. These digital communications tools can include:

- Visual Simulations
- Augmented Reality
- [Virtual Community Engagement Platforms](#)
- [Interactive Maps](#)
- Telephone Town Halls

## **6.5. Public Engagement Metrics**

Metro is continually assessing its outreach strategies to maximize civic engagement and extend our message to the public at large. To measure our efficacy in reaching the public, Metro tracks the number of total contacts with the community in a variety of different categories.

In 2024, Metro hosted 1,080 events with over 214,000 attendees. Clear and consistent communication remains a priority, with the agency sending 8.4 million emails at a 39% average open rate. To engage specific communities based on project impact, Metro used NextDoor, posting 162 times across 49 initiatives.

## **7. Conclusion**

This Plan is, above all, a declaration of accountability to the public. It affirms Metro's commitment to ensure that no person—on the basis of race, color, national origin, sex, age, disability, or any other protected class—is excluded from participation in, denied the benefits of, or otherwise discriminated against in any Metro program or activity.

The Plan documents the tools, strategies, and measurable practices that uphold Metro's obligations as a recipient of federal funding. It reflects compliance with Title VI of the Civil Rights Act of 1964, guidance in the FTA Circulars on Environmental Justice, and FHWA's public participation standards. In doing so, it also recognizes and centers the needs of Limited English Proficient individuals, low-income and minority communities, and people with disabilities.

As Metro continues to invest in and expand its transit network, this Plan serves as a framework for meaningful public engagement, guiding how the agency informs, involves, and responds to the people it serves. Its emphasis on innovation, transparency, and equity ensures that Metro's outreach evolves alongside the communities of Los Angeles County.

## **Attachment A – Public Participation Case Study**

To better illustrate how the elements of the Plan are implemented in public engagement, a recent example of a successful community outreach program is described below. This short case study showcases how Metro customized its engagement for a large transportation project to resolve community concerns and drive meaningful and informative public participation and input.

### **I. Project: Vermont Transit Corridor**

#### **OVERVIEW:**

The Vermont Transit Corridor (VTC) is a 12.4-mile stretch with the highest north-south ridership on the system. It plays a key role in regional mobility and will be crucial for the 2028 Olympic and Paralympic Games, providing access to Olympic hubs like the Los Angeles Memorial Coliseum, USC, and Los Angeles City College. Metro is prioritizing community engagement to understand residents' needs, particularly in EFCs that require tailored outreach.

To align with the CBO Partnering Strategy, Metro has developed a community-based planning approach to engage a diverse range of stakeholders, especially seldom heard populations. This approach aims to define the project's mode - Bus Rapid Transit (BRT), light rail, or heavy rail - and guide improvements for this high-demand corridor.

#### **BACKGROUND:**

In April 2019, the Metro Board directed staff to advance both BRT and rail concepts into environmental review and study the feasibility of extending these options south, leading to the Vermont Transit Corridor South Bay Extension Feasibility Study, completed in December 2021. Before beginning the environmental review, Metro conducted a community-based planning effort aligned with its Equity Platform Framework to amplify voices along Vermont Avenue. This early engagement helped define priorities and ensured the final design would reflect the community's needs. From December 2021 to June 2022, Metro collaborated with community organizations, faith-based groups, and local neighborhood organizations to gather input on potential improvements for the VTC Project.

#### **CUSTOMIZED APPROACH:**

To maximize public engagement, Metro employed the following methods to customize outreach to the unique needs and characteristics of the communities most impacted by the Vermont Transit Corridor Project:

- Neighborhood-Specific Assessments
- Station Design Workshops
- CBO Partnership Program
- Elected Official and Stakeholder Briefings
- Transit Rider Survey and Canvassing

*Neighborhood-Specific Assessments:*

In February 2024, Metro hosted three workshops to refine Metro's cultural and historical landmarks list and identify ways to improve transit service and enhance community spaces. Metro also assessed transportation challenges and community priorities, considering income levels, vehicle access, spoken languages, and cultural preferences specific to the neighborhood.

*Station Design Workshops:*

In May and June 2024, Metro hosted workshops to ensure future BRT stations reflect community needs. These sessions focused on:

- Station Location: Input on optimal placement.
- Accessibility: Features like ramps, elevators, and tactile paving.
- Amenities: Seating, weather protection, real-time displays, and public art.
- Neighborhood Integration: Connections to walkways, bike paths, and gathering spaces.

*CBO Partnership Program:*

Metro's partnership with community organizations has notably increased participation from Black Indigenous People of Color (BIPOC) communities and marginalized groups, ensuring their feedback is incorporated into the project. The Community-Based Partners (CBPs), compensated for their efforts, have conducted outreach at faith-based centers, shelters, health service facilities, and schools.

Overall, Metro has received overwhelmingly positive feedback from community-based partners and stakeholders, showing strong engagement and support for the planned transit improvements.

*Elected Official and Stakeholder Briefings:*

Regular briefings have been held with elected officials' staff at the city, state, and federal levels to provide project updates, seek guidance, and gather input from those representing communities along the corridor. Key institutions and stakeholders are also briefed on the project schedule and invited to update meetings.

*Transit Rider Survey:*

Transit rider intercept surveys were crucial for gathering data on rider experiences and satisfaction with recent changes.

*Methodology:*

- Onboard Surveys: Distributing surveys on buses to assess travel times, service frequency, comfort, and amenities.
- Intercept Surveys: Conducting surveys at bus stops and stations to gather demographics, trip purposes, and satisfaction.
- Online Surveys: Reaching a broader audience to gather feedback on proposed improvements and design options.

*Canvas Program:*

Canvassers engaged small business owners, residents, transit riders, and street vendors, educating them about the project and inviting them to meetings.

*Ongoing Communication Methods:*

Metro continues to use multiple channels to keep the public informed, including newsletters, websites, social media, email updates, and interactive platforms like virtual reality and simulation videos. These methods provide various ways for stakeholders to access information and participate in the project.

**RESULTS:**

As a result of Metro's robust outreach strategy, the VTC project has engaged over 24,300 individuals through various activities as of February 2025.

- Public Meetings & Workshops: Eighteen public meetings, including three Cultural Needs Assessment workshops and seven Station Design Workshops, with over 1,621 participants and 900 feedback responses.
- CBO Partnership Program: Since launching the CBO Program in December 2022, Metro has worked with 38 local organizations to expand outreach and build trust, reaching marginalized stakeholders, including Spanish, Armenian, and Korean speakers, unsheltered individuals, and those with health and mental disabilities.
- Elected Official and Stakeholder Briefings: Metro briefed City Council Districts 1, 8, 9, 10, 13, and 15, as well as local institutions, business associations, and advocacy groups.
- Transit Rider Survey: Metro surveyed 371 riders at key stops along Vermont Avenue and on Bus Lines 204 and 754, collecting feedback in multiple languages during on- and off-peak times.
- Canvassing: Since December 2023, Metro canvassed 15 times along the corridor, engaging over 1,286 individuals in Armenian, English, Kiche, Korean, Spanish, Thai, and Zapotec.

At the March 27, 2025, Metro Board meeting, the Board approved the project as recommended by staff. In June 2025, the project received the "Advancing Diversity and Social Change" Award of Excellence by the American Planning Association of California – Los Angeles Chapter.

## Attachment B - Resources

### WEBSITE:

[www.Metro.net](http://www.Metro.net)

### MAILING ADDRESS:

Los Angeles County Metropolitan Transportation Authority (Metro)  
One Gateway Plaza, 99-13-1  
Los Angeles, CA 90012-2952

### METRO CONTACT AND DEPARTMENT INFORMATION

Transit Information: 323.GO. METRO (323.466.3876)  
Metro Community Relations: [communityrelations@metro.net](mailto:communityrelations@metro.net)  
Metro Customer Care: [customerrelations@metro.net](mailto:customerrelations@metro.net)  
Metro Media Relations: [mediarelations@metro.net](mailto:mediarelations@metro.net)

### SOCIAL MEDIA

Facebook: [facebook.com/losangelesmetro/](https://facebook.com/losangelesmetro/)  
X (General Updates): [@metrolosangeles](https://twitter.com/metrolosangeles)  
(Real time service changes): [@MetroLAalerts](https://twitter.com/MetroLAalerts)  
Instagram: [@metrolosangeles](https://instagram.com/metrolosangeles)  
YouTube: [youtube.com/losangelesmetro](https://youtube.com/losangelesmetro)

### Additional Languages and ADA Accommodations

ADA accommodations, such as ASL, large print and braille materials, will be provided upon request with 72 hours notice by contacting Metro's ADA Department at 213-922-6919 or by email at [accessibility@metro.net](mailto:accessibility@metro.net).

Additional languages can be requested at the number given below.

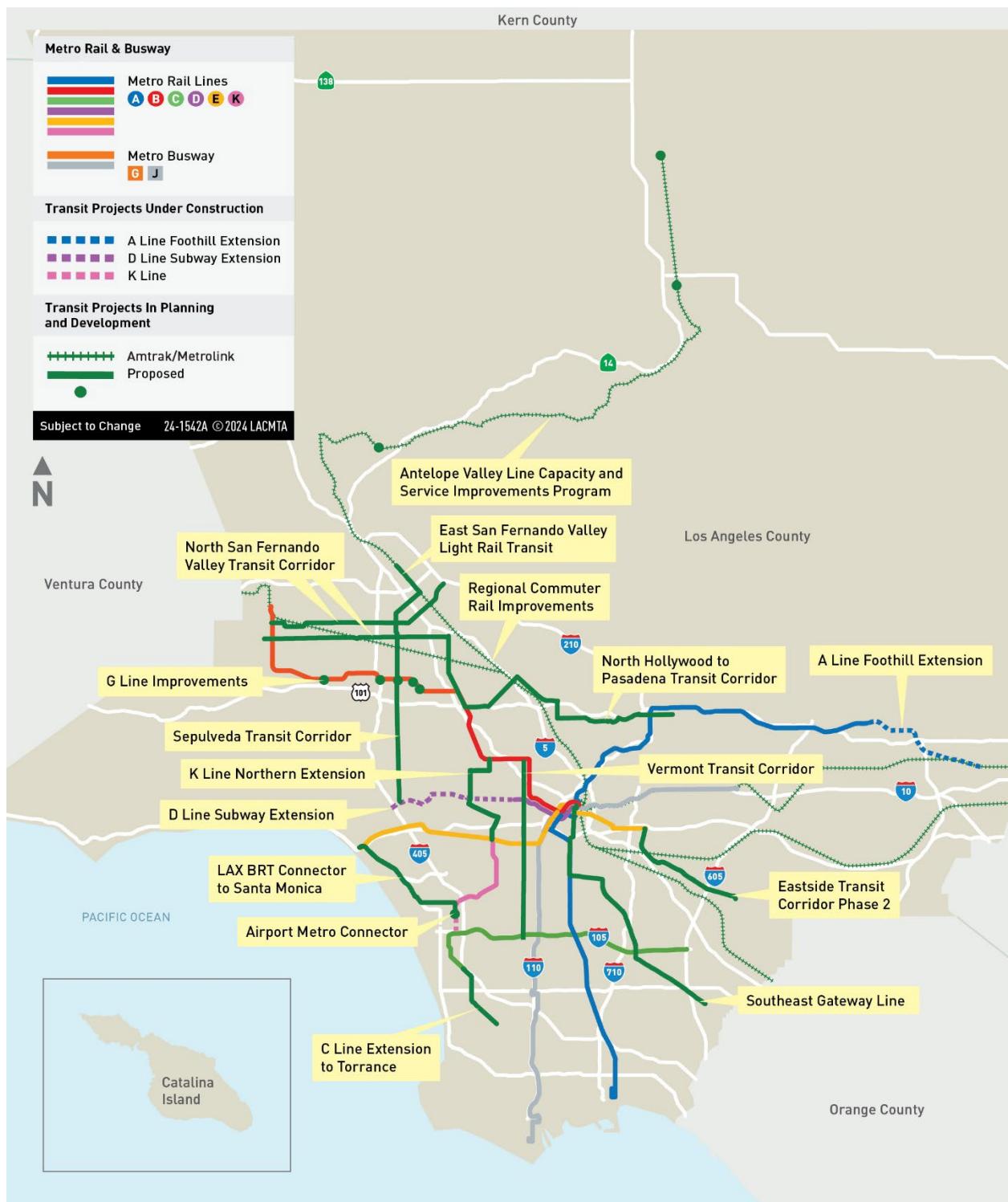


**323.466.3876**

- x2 *Español (Spanish)*
- x3 *中文 (Chinese)*
- x4 *한국어 (Korean)*
- x5 *Tiếng Việt (Vietnamese)*
- x6 *日本語 (Japanese)*
- x7 *русский (Russian)*
- x8 *Հայերեն (Armenian)*

## Attachment C – Planned Transit Projects & Planned Highway Projects Map





**Attachment D**

# Stakeholder Database

LA County Stakeholders are an important part of Metro's network. They include everyone from our riders to businesses, housing advocates, education institutions, environmental groups, and faith- and community-based organizations. The information includes a general overview of the types of stakeholders Metro works with on projects, programs and initiatives.

## **Community-Based and Advocacy Organizations**

Civil Rights and Racial Justice Organizations  
Disability Rights and Independent Living Centers  
Immigrant and Refugee Advocacy Groups  
LGBTQ+ Organizations  
Tenant and Housing Justice Organizations  
Faith-Based and Interfaith Groups  
Homelessness Services Providers  
Food Insecurity and Hunger Relief Organizations  
Veterans Support Organizations  
Senior Advocacy Groups and Aging Networks

## **Civic, Neighborhood, and Resident Groups**

Neighborhood Councils and Homeowner Associations  
Community Leadership Councils  
Parent-Teacher Associations (PTAs)  
Cultural Heritage and Ethnic Community Groups  
Local Volunteer and Mutual Aid Networks

## **Business, Labor, and Economic Stakeholders**

Chambers of Commerce  
Business Improvement Districts (BIDs)  
Small Business Alliances and Entrepreneur Networks  
Labor Unions and Workforce Development Boards  
Minority-Owned Business Associations

## **Education and Youth Engagement**

K-12 School Districts and Charter Networks  
Colleges, Universities, and Trade Schools  
Student Advocacy and Youth Leadership Organizations  
Early Childhood Education Providers  
Literacy and Adult Learning Centers

## **Health and Human Services**

Community Health Clinics and Federally Qualified Health Centers (FQHCs)  
Public Health Departments  
Mental Health and Behavioral Services Providers  
Disability Services Agencies

Regional Centers (serving people with developmental disabilities)

**Transportation and Environmental Partners**

Environmental Justice and Climate Resilience Groups  
Active Transportation and Complete Streets Coalitions  
Transit Rider and Mobility Advocacy Organizations  
Transportation Network Companies (e.g., Uber, Lyft) and Taxi Associations  
Trucking, Freight, and Logistics Stakeholders

**Government and Planning Agencies**

City and County Planning Departments  
Councils of Governments (COGs)  
Regional Transportation Planning Agencies  
Elected Officials and Constituent Offices  
U.S. Department of Housing and Urban Development (HUD) Partners

**Public Safety and Emergency Services**

Police, Fire, and Emergency Management Agencies  
Violence Prevention and Community Safety Groups

**Arts, Culture, and Communication**

Local Arts Councils and Cultural Institutions  
Libraries and Literacy Programs  
  
Ethnic Media and Community Radio Outlets  
Social Media Influencers with Local Reach  
Public Access Television and Local News Networks

**Special Interest and Technical Partners**

Legal Aid and Public Interest Law Organizations  
Technology Equity and Digital Access Nonprofits  
Research Institutions and Think Tanks

## **Attachment E – Media Database**

Metro works with the following media outlets to disseminate information about its projects and initiatives.

### **General Market / Major Dailies / Wire Services**

Associated Press  
Bloomberg News  
City News Service  
Daily Journal  
Los Angeles Times  
New York Times  
Notimex  
Reuters  
UPI

### **Regional and Local Community Newspapers**

#### **San Fernando Valley**

Daily News  
Encino Patch  
Glendale News-Press (LA Times)  
San Fernando Valley Business Journal  
Santa Clarita Valley Signal  
SVF Sun / El Sol  
The Tolucan Times  
Van Nuys News Press

#### **San Gabriel Valley**

Beacon Media Group: Pasadena Independent, Arcadia Weekly, Monrovia Weekly, San Gabriel Sun, Sierra Madre Weekly, Temple City Tribune, Azusa Beacon, Duarte Dispatch, El Monte Reader, Rosemead Reader  
Pasadena Weekly  
San Gabriel Valley News Press  
San Gabriel Valley Tribune

#### **Westside Central / Downtown LA**

The Argonaut  
Beverly Hills Courier  
Beverly Hills Patch  
Beverly Hills Weekly  
Culver City News  
Culver City Observer  
Downtown Weekly LA  
Los Angeles Independent  
LA Downtown News  
Malibu Times

Park La Brea News / Beverly Press  
Santa Monica Daily Press  
Santa Monica Mirror  
Santa Monica Observer

#### **Gateway Cities**

Downey Patriot  
El Pasajero (Metro publication)  
Grunion Gazette (Press-Telegram)  
Hews Media Group: Los Cerritos Community News, La Mirada Lamplighter  
Long Beach Press-Telegram  
Signal Tribune (Signal Hill)  
Los Angeles Sentinel  
We Like LA

#### **South Bay**

Beach Reporter (Daily Breeze)  
Easy Reader News  
Gardena Valley News  
Palos Verdes Peninsula News (Daily Breeze)  
Torrance Daily Breeze

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#### **Multilingual, Ethnic, and LEP-Focused Publications**

##### **Spanish-Language**

La Opinión  
Hoy  
Día a Día News  
Voz Libre  
Vida Nueva  
CNN Español  
El Pasajero (Metro publication)

##### **Asian American, Pacific Islander, and Indigenous**

Rafu Shimpo (Japanese)  
Korea Times / Radio Korea  
Radio Seoul  
Radio Manila  
Pacific Islander Times (NHPI)  
Indian Country Today (Native American)

##### **African and Caribbean Diaspora**

African Times USA  
AfroLA  
African Focus (KPFK radio show)

##### **LGBTQIA+ Media**

The Pride LA  
Los Angeles Blade  
Q Voice News

**Disability-Focused Media**

Ability Magazine  
New Mobility  
Partnerships with Disability Rights California, local access orgs

**Youth and Campus Media**

Daily Bruin (UCLA)  
USC Daily Trojan  
El Camino College Union  
Santa Monica College Corsair  
Youth-run blogs or zines (e.g., *Teen Vogue* digital outreach, social-first newsletters)

**Faith-Based & Cultural Community Media**

Church, mosque, and temple bulletins (e.g., AME, Coptic, Vietnamese Catholic, etc.)  
L.A. Catholic Archdiocese publications  
Local synagogue newsletters  
Islamic Center of Southern California updates

**Broadcast Media**

**Major Television Stations / Cable**

KCBS/KCAL 2/9  
KTLA 5  
KABC 7  
KTTV 11  
KMEX 34 (Univision)  
KVEA 52 (Telemundo)  
KAZA 54  
KSCI LA 18 (Multilingual)  
KBS 24

## **Radio Outlets**

### **English Language**

KABC Radio  
KCSN  
KFI  
KFWB  
KCRW  
KPFK  
KROQ  
KNX  
LAist  
National Public Radio (NPR)  
Voice of America  
Metro Networks

### **Multilingual / Community-Focused**

KWKW (Spanish)  
Radio Exitos  
Univision Radio  
Radio Korea  
Radio Manila  
Radio Seoul

### **Digital Media & Blogs**

The Source (Metro publication)  
El Pasajero (Metro publication)  
LAist  
Discover Los Angeles  
Planetizen  
Streetsblog LA  
We Like LA  
Nextdoor (via Metro partnership)  
Reddit: r/LosAngeles (event sharing, AMAs)  
CivicSignal newsletter  
Urbanize LA

### **Trade, Labor & Industry Publications**

Engineering News Record  
Builders & Developers  
Metro Magazine  
Mass Transit  
Passenger Transport  
Labor Notes  
SEIU Local 721, ATU Local 1277, and other union newsletters

