

Thursday, September 20, 2012 10:30 AM

Agenda

Executive Management Committee Meeting

One Gateway Plaza
3rd Floor Board Room

Call to Order

Directors

Michael D. Antonovich, Chair
Diane DuBois, Vice Chair
Richard Katz
Don Knabe
Mark Ridley-Thomas
Michael Miles, non-voting member

Officers

Arthur T. Leahy, Chief Executive Officer
Michele Jackson, Board Secretary
Karen Gorman, Ethics Officer
Karen Gorman, Acting Inspector General
County Counsel, General Counsel



Los Angeles County
Metropolitan Transportation Authority

Metro

METROPOLITAN TRANSPORTATION AUTHORITY BOARD RULES (ALSO APPLIES TO BOARD COMMITTEES)

PUBLIC INPUT

The meetings of the Metropolitan Transportation Authority Board are open to the public. A member of the public may address the Board on agenda items, before or during the Board or Committee's consideration of the item for up to 5 minutes per item, or at the discretion of the Chair. A request to address the Board should be submitted in person at the meeting to the Board Secretary prior to the start of the meeting.

The public may also address the MTA on non-agenda items within the subject matter jurisdiction of the MTA during the public comment period, which will be held at the end of each meeting. Each person will be allowed to speak for one minute and may speak no more than once during the Public Comment period. Public Comment will last a maximum of 30 minutes, or as otherwise indicated by the Chair. Speakers will be called according to the order in which the speaker request forms are received until the Public Comment period has expired. Elected officials, not their staff or deputies, may be called out of order and prior to the Board's consideration of the relevant item.

In accordance with State Law (Brown Act), all matters to be acted on by the MTA Board must be posted at least 72 hours prior to the Board meeting. In case of emergency, or when a subject matter arises subsequent to the posting of the agenda, upon making certain findings, the Board may act on an item that is not on the posted agenda.

CONDUCT IN THE BOARD ROOM - The following rules pertain to conduct at Metropolitan Transportation Authority meetings:

REMOVAL FROM THE BOARD ROOM The Chair shall order removed from the Board Room any person who commits the following acts with respect to any meeting of the MTA Board:

- a. Disorderly behavior toward the Board or any member of the staff thereof, tending to interrupt the due and orderly course of said meeting.
- b. A breach of the peace, boisterous conduct or violent disturbance, tending to interrupt the due and orderly course of said meeting.
- c. Disobedience of any lawful order of the Chair, which shall include an order to be seated or to refrain from addressing the Board; and
- d. Any other unlawful interference with the due and orderly course of said meeting.

INFORMATION RELATING TO AGENDAS AND ACTIONS OF THE BOARD

Agendas for the Regular MTA Board meetings are prepared by the Board Secretary and are available prior to the meeting in the MTA Records Management Department and on the Internet. Every meeting of the MTA Board of Directors is recorded on CD's and as MP3's and can be made available for a nominal charge.

DISCLOSURE OF CONTRIBUTIONS

The State Political Reform Act (Government Code Section 84308) requires that a party to a proceeding before an agency involving a license, permit, or other entitlement for use, including all contracts (other than competitively bid, labor, or personal employment contracts), shall disclose on the record of the proceeding any contributions in an amount of more than \$250 made within the preceding 12 months by the party, or his or her agent, to any officer of the agency, additionally PUC Code Sec. 130051.20 requires that no member accept a contribution of over ten dollars (\$10) in value or amount from a construction company, engineering firm, consultant, legal firm, or any company, vendor, or business entity that has contracted with the authority in the preceding four years. Persons required to make this disclosure shall do so by filling out a "Disclosure of Contribution" form which is available at the LACMTA Board and Committee Meetings. Failure to comply with this requirement may result in the assessment of civil or criminal penalties.

ADA REQUIREMENTS

Upon request, sign language interpretation, materials in alternative formats and other accommodations are available to the public for MTA-sponsored meetings and events. All requests for reasonable accommodations must be made at least three working days (72 hours) in advance of the scheduled meeting date. Please telephone (213) 922-4600 between 8 a.m. and 5 p.m., Monday through Friday. Our TDD line is (800) 252-9040.

LIMITED ENGLISH PROFICIENCY

A Spanish language interpreter is available at all Board Meetings. Interpreters for Committee meetings and all other languages must be requested 72 hours in advance of the meeting by calling (213) 922-4600.

HELPFUL PHONE NUMBERS

Copies of Agendas/Record of Board Action/Recordings of Meetings - (213) 922-4880 (Records Management Department)
General Information/Rules of the Board - (213) 922-4600
Internet Access to Agendas - www.mta.net
TDD line (800) 252-9040

NOTE: ACTION MAY BE TAKEN ON ANY ITEM IDENTIFIED ON THE AGENDA

39. RECEIVE **report of the Chief Executive Officer.**
 - **Presentation of commendations** to Metro employees Jose Aguilar and Guillermo Ramos.

40. RECEIVE **report of the Chief Communications Officer.**

41. RECEIVE **oral Federal/State Affairs update.**

42. CONTINUE efforts to **pursue aggressively federal funding** to augment local and state funding for Metro's project and programmatic needs.

43. CONSIDER:
 - A. approving upgrade of Oracle Business Suite (FIS) and establish Life-of-Project budget of \$12.9M for the **Enterprise Business Suite Upgrade**, Project No. 207132; and
 - B. amending the FY13 budget by adding \$1.5M in revenues and expenses to Project No. 207132 Enterprise Business Suite Upgrade.

44. AUTHORIZE the Chief Executive Officer to award:
 - A. Contract No. PS12714022, a five-year revenue-generating contract, inclusive of three one-year options, effective January 1, 2013, for **a license to sell and display advertising on the Metro Bus fleet** on a fixed, guaranteed revenue basis with revenue to Metro totaling \$104,250,000, to CBS Outdoor Group Incorporated; and
 - B. Contract No. PS12714023, a five-year revenue-generating contract, inclusive of three one-year options, effective January 1, 2013, for a license to sell and display advertising on the Metro Rail system on a fixed, guaranteed revenue basis with revenue to Metro totaling \$5,750,000 to CBS Outdoor Group Incorporated.

The total amount of revenue generated from these two contracts will be \$110,000,000.

(CARRIED OVER FROM JULY EXECUTIVE MANAGEMENT COMMITTEE)

45. **KNABE MOTION** that the MTA Board:

1. Instruct the CEO to report back during the next MTA Board meeting cycle in October 2012 on what it would take to **“accelerate” completion of the Green Line to LAX/Airport Metro Connector Project**, with or without Measure J, for construction completed and in revenue service by 2018, on a timeline that complements both the Crenshaw Corridor Light Rail Project and the South Bay Green Line Extension Project, which are connected to and share the Green Line Corridor;
2. Identify and recommend a strategic implementation framework and action plan that includes project and funding alternatives, and options for working with LAWA, as well as local, state, and federal partners, to fund and implement the Green Line to LAX/Airport Metro Connector Project on an accelerated schedule;
3. Identify and recommend advocacy efforts with relevant federal agencies (FTA, FAA, etc) to better coordinate and streamline the federal review process, including resolving any road blocks to project funding, implementation and acceleration;
4. Report back on any relevant comments that may be submitted to LAWA by Metro in response to the LAX SPAS DEIR public review process; and
5. Return to the Board in the October 2012 Board Meeting cycle to present the report and recommendations for consideration and discussion by the full Board.

46. DIRECT staff to prepare a Proposal for the Los Angeles County Metropolitan Transportation Authority (Metro) to become the **Managing Agency of the Los Angeles-San Diego-San Luis Obispo (LOSSAN) Service.**

47. RECEIVE AND FILE report providing a status update on efforts made to address the Board motion regarding **coordination of transit agencies’ schedule development and transfers.**

(ALSO ON SYSTEM SAFETY AND OPERATIONS COMMITTEE)

48. RECEIVE AND FILE report on **Civil Rights Compliance Update. (HANDOUT)**

49. RECEIVE **oral TAP Working Group update.**

73. **YAROSLAVSKY MOTION:**

In March 2000, the MTA Board adopted a policy for Metro System Advertising. One of the key elements of this policy is the prohibition on non-commercial advertising, including public service announcements. Specifically, advertising must promote for sale, lease or other form of financial benefit a product, service, event in primarily a commercial manner for primarily a commercial purpose. Part of reason for this limitation was to ensure that our buses, trains and transit facilities are not deemed public forum. However, there is concern regarding the consequences of the policy.

The policy's prohibition on non-commercial advertising includes advertising for non-profit organizations. The policy's prohibition on non-commercial advertising provides an exception for governmental entities that advance specific government purposes. That exception does not apply to non-profit organizations. As a result, we are presently prohibited from accepting advertising for events such as The March of Dimes Walk, United Way, AIDS Walk Los Angeles, Susan G Komen Breast Cancer Walk, etc.

Very often, non-profit organizations partner with, or are supported by, governmental entities. While our policy may be well intended, the current application of the language prohibits non-profit organizations that are partnered with or supported by governmental entities from advertising on our system. For our collective best interest, we need to reevaluate our policy.

I, THEREFORE, MOVE that the board direct staff to review the current **Metro Advertising Policy** and report back to the Board in 60 days on how the current policy may be amended consistent with the concerns outlined above while preserving the non-public forum status of our system.

Consideration of items not on the posted agenda, including: items to be presented and (if requested) referred to staff; items to be placed on the agenda for action at a future meeting of the Committee or Board; and/or items requiring immediate action because of an emergency situation or where the need to take immediate action came to the attention of the Committee subsequent to the posting of the agenda.

COMMENTS FROM THE PUBLIC ON ITEMS OF PUBLIC INTEREST WITHIN COMMITTEE'S SUBJECT MATTER JURISDICTION

ADJOURNMENT