January 18, 2017

Dear Metro Partner:

Metro is forming a Policy Advisory Council ("Council") to aid in the development and implementation of Measure M Master Guidelines ("Guidelines"). The Guidelines will address administration and oversight of Measure M, and the Council will provide insight and input on the Guidelines themselves. Additionally, the Council will advise the Metro Board of Directors ("Board") on a new Long Range Transportation Plan which will commence this year. The purpose, role, and composition of the Council are detailed in the attached Memorandum to the Board dated December 20, 2016 ("Memo").

The Memo outlines constituencies that must be included on the Council. Your organization represents consumer stakeholders in the area of Environmental/Social Equity. There will be three members from this category. We seek Council members whose primary role is to represent the many constituent voices in your focus area, as opposed to a position on behalf of any single entity or agenda. It is critical that the representatives provide a conduit for a wide array of perspectives on key policy issues before the Board, whether or not consensus is desired or achievable. The Council representative must be able to meet the following requirements:

• Access to resources to reach out to a variety of advocates (groups and individuals) in your focus area, including mailing lists and time to perform duties;
• Said resources need to be independent of Metro budget assistance and staffing to underscore the independence of the Council and its advisory capacity; and
• Regular attendance of policy meetings (schedule TBD).

In order to proceed quickly on the formation of the Council, we invite you to attend a meeting on Thursday, February 2nd, from 1-3 pm at the Metro Headquarters Board Room. At this meeting you will learn more about the Council, and the process for selecting the representatives, including clarifications of the requirements outlined above. Please note that the representatives ultimately selected hold the responsibility of reaching out to you as an interested stakeholder throughout the Measure M Guideline and Long Range Transportation Planning process. Therefore, you have input through the Advisory Council whether or not you would be selected to hold a seat on the Council itself.

However, if you do believe you can meet the representative requirement, you can submit yourself as a nominee in your category for Council representative or as an alternate. There will be a 2-year term to allow a rotation amongst your focus area representatives. Attached is a list of organizations that have received this letter, as well as a nomination form.
Your immediate attention and contribution to this effort is greatly appreciated as this is a critical time for Measure M. The draft Guidelines will be completed by March 2017, at which time the Council will review and comment. There will also be a public outreach process during April and May 2017. Staff will bring final Guidelines to the Board for adoption in June 2017. We believe the Guidelines will streamline and expedite delivery of Measure M projects and programs, especially if implemented prior to the effective date of the Measure M Ordinance, which will begin collection on July 1, 2017.

As stated in the Memo, the success of Measure M hinges on the continued involvement of a diverse and committed coalition that supported its passage. We look forward to an active engagement of all stakeholders, and appreciate your support of this effort. You may submit your nomination to Vivian Rescalvo via email at Rescalvov@metro.net. If you have any further questions you may contact her at (213) 922-2563.

Thank you,

Phillip A. Washington
Chief Executive Officer

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON
CHIEF EXECUTIVE OFFICER

FROM: THERESÉ MCMILLAN
CHIEF PLANNING OFFICER

SUBJECT: POLICY ADVISORY COUNCIL FOR MEASURE M GUIDELINES
AND THE LONG RANGE TRANSPORTATION PLAN

ISSUE

On June 23, 2016, the Metro Board of Directors approved the Los Angeles County
Traffic Improvement Plan Ordinance (#16-01). This Ordinance, titled Measure M, was
approved by more than 71% of voters at the November 8, 2016 general election. As a
result, the projects and programs in the Expenditure Plan of the Ordinance have been
approved and must now be implemented. Implementation will require Long Range
Transportation Plan resources as well as Measure M revenues.

At the December 1, 2016 Board Meeting, Chief Executive Officer Phillip Washington
presented the Proposed Staff Approach for Measure M Implementation, which included
a recommendation for a Policy Advisory Council that would directly advise the Board
regarding Measure M Guidelines and the Long Range Transportation Plan. The
proposed Policy Advisory Council will not vote on single positions, but will instead
provide broad input from all perspectives represented on the Council.

DISCUSSION

Background
The projects and programs included in Measure M were developed through a “bottoms
up” process where cities and subregions developed their priority projects to meet their
mobility needs and submitted them to Metro for inclusion in the measure. A draft
expenditure plan was then developed based on performance metrics approved by the
Metro Board.

Following the release of the Draft Potential Ballot Measure Expenditure Plan in March
2016, Metro undertook a comprehensive public review and input process which resulted
not only in a refined list of projects and programs, but a greater appreciation of the
mobility related needs across the spectrum of the Los Angeles County populous –
young, senior and disabled travelers; low income communities seeking broader
transport options; businesses large and small who wish to partner in the delivery of this
massive infrastructure package, entrepreneurs seeking innovation; and those
committed to protecting our natural and social resources. In this same spirit of collaboration, Metro seeks to involve stakeholders in review of its proposed guidelines. The success of Measure M hinges on the continued involvement of a diverse and committed coalition that supported its passage.

Policy Advisory Council
Staff recommends that a new Policy Advisory Council be established to review and comment on the draft Guidelines and provide advisory policy recommendations and input directly to the Board. The Policy Advisory Council will provide insight and input on the Measure M Master Guidelines document and the Long Range Transportation Plan (LRTP). The development process for both documents will be reported separately to the Metro Board in related staff reports in January and February.

The Advisory Council will ensure an equal, representative voice for the following constituencies: transportation consumers; transportation providers; and accountable jurisdictions. These categories represent: those who use or are impacted by our complex transport system; those who supply or regulate transportation infrastructure and services; and elected bodies accountable to the needs of both consumer and provider constituencies. The development of the Advisory Council is described in Attachment A to this report.

Based on conversations with the Chair since its presentation to the Board on December 1, 2016, staff has incorporated the following modifications to the the Advisory Council structure:

- The Accountable Jurisdictions category will be modified to accommodate representatives from the COGs. The COGs will be responsible for being a conduit to all cities within their jurisdictional boundaries. Consistent with the direction provided to representatives in the Transportation Consumer and Transportation Provider categories, the COGs are to represent the various voices of cities with respect to issues and questions relative to the Guidelines, not the agenda of individual COG Boards, per se.

- The original staff proposal had eight (8) representatives within each of three categories. Because accommodating the COGs would result in a total of nine representatives in this category, an additional seat is being added to both the Consumer and Provider categories. It is essential to the purpose of the Advisory Council that representation be equal across the three categories.

- It is recommended that the additional slot in the Consumer category be assigned to the Chair of Metro’s Citizen’s Advisory Council (for reasons elaborated below). For the Provider category, it is recommended that the additional slot be assigned to an entity representing bicycle and/or pedestrian facilities and programs, to round out the modal representation in that group.

The proposed Council will also serve as advisors during the development of a new LRTP, ensuring that Metro includes the voices of the constituencies it serves as it
implements the Plan. Equally represented voices for transportation consumers, providers and jurisdictions serving side by side on the Council should create a forum for diverse discourse for the myriad of policies and priorities that the LRTP must consider and balance.

Alternatives Considered
Staff investigated the use of existing committees at the request of Board Chair John Fasana at the December 1st Board Meeting. Specifically, Metro has two existing advisory groups that were considered as options for Measure M guideline development review. Metro has a Technical Advisory Committee, made up of representatives from municipal transit operators, as well as the local cities and the County of Los Angeles. Metro also has a Citizens Advisory Council, which is intended to represent a broad spectrum of interests and all geographic areas of the County. Both entities were formed pursuant to California Public Utilities Code §130105.

Individually, these bodies represent components of the interests that staff seeks to include in the Measure M guideline development process, but both groups are limited in different ways (e.g., private versus public representatives). For this reason staff recommends a fresh and more expeditious approach as outlined in Attachment A. However, we recommend that the Chair of the Citizens Advisory Council be added to the Transportation Consumer category of the Policy Advisory Council.

NEXT STEPS
Staff will recruit members for the new Advisory Council according to the plan detailed in Attachment A, so that the members are in place by April 1, 2017 to review the Measure M Master Guidelines document. That document will be drafted by the end of March 2017.

ATTACHMENT
Attachment A - Development Plan for Measure M Policy Advisory Council
ATTACHMENT A

Measure M Advisory Council

The Advisory Council will be made up of three major constituency categories to reflect a diverse coalition. They will represent those constituent groups, and no single or individual agenda. For this reason, it is important to note, that the representatives will not include elected officials.

Members will be called upon to broadly disseminate information to, and input from, their represented constituencies. As a result, they must have resources or access to resources that can support broad, rapid outreach to the constituency.

The Advisory Council ensures an equal, representative voice for the following three (3) categories, each which will get eight (8) representatives, as indicated in the table below:

Transportation Consumers: Impacted by our complex transport system
Transportation Providers: Supply or regulate transportation infrastructure and services
Accountable Jurisdictions: Elected bodies accountable to needs of consumers and constituencies
<table>
<thead>
<tr>
<th>CONSUMERS</th>
<th>PROVIDERS</th>
<th>JURISDICTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elderly/Disabled</td>
<td>Transit Munis</td>
<td>County of LA</td>
</tr>
<tr>
<td>Students</td>
<td>CalTrans</td>
<td>City of LA</td>
</tr>
<tr>
<td>Enviro/Social Equity</td>
<td>Metrolink</td>
<td>San Gabriel COG</td>
</tr>
<tr>
<td>Enviro/Social Equity</td>
<td>Access Services</td>
<td>San Fernando Valley COG</td>
</tr>
<tr>
<td>Enviro/Social Equity</td>
<td>Ports</td>
<td>Gateway COG</td>
</tr>
<tr>
<td>Business</td>
<td>Airports</td>
<td>South Bay COG</td>
</tr>
<tr>
<td>Small Business Assn.</td>
<td>Federal</td>
<td>North County COG</td>
</tr>
<tr>
<td>Labor (Non-Metro)</td>
<td>Auto Club</td>
<td>Westside Cities COG</td>
</tr>
<tr>
<td>CAC Chair</td>
<td>Bike/Pedestrian infrastructure &amp; programs</td>
<td>Las Virgenes/Malibu COG</td>
</tr>
</tbody>
</table>

1 City of Los Angeles holds the Central City COG position. Cities in the Arroyo Verdugo area group of have representation in the SFV, and SG COGs.
The following agencies and entities are potential nomination resources:

<table>
<thead>
<tr>
<th>CONSTITUENCY</th>
<th>POTENTIAL REPRESENTATION RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSUMERS</td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>E.g., School Districts, Comm. Colleges, Universities, Youth Policy Institute</td>
</tr>
<tr>
<td>Environmental/Social Equity (3 members)</td>
<td>E.g., Move LA, EnviroMetro, Investing in Place, Climate Resolve ACT-LA, LA Thrives, ONE LA, Strategic Actions for a Just Economy (SAJE), California Endowment, Advancement Project, Community Coalition of South LA, Mex. American Opportunity Foundation, TRUST South LA</td>
</tr>
<tr>
<td>Business</td>
<td>Chambers of Commerce, LAEDC, BizFed,</td>
</tr>
<tr>
<td>Small Business</td>
<td>Small Business/DBE associations (e.g., Hispanic Business Association)</td>
</tr>
<tr>
<td>Labor (Non-Metro)</td>
<td>Unions (e.g., AFL-CIO, LA/OC Building Trades)</td>
</tr>
<tr>
<td>CAC</td>
<td>CAC Chair</td>
</tr>
<tr>
<td>PROVIDERS</td>
<td></td>
</tr>
<tr>
<td>Transit Munis</td>
<td>Municipal Transit Providers (LACMOA)</td>
</tr>
<tr>
<td>CalTrans*</td>
<td>CalTrans*</td>
</tr>
<tr>
<td>Metrolink*</td>
<td>Metrolink* (SCRRA)</td>
</tr>
<tr>
<td>Access Services*</td>
<td>Access Services*</td>
</tr>
<tr>
<td>Ports</td>
<td>Ports of Long Beach &amp; Los Angeles</td>
</tr>
<tr>
<td>Airports</td>
<td>Bob Hope Burbank Airport, Long Beach Airport, LAX, Palmdale Regional Airport</td>
</tr>
<tr>
<td>Federal</td>
<td>DOT, FTA, FHWA, FRA</td>
</tr>
<tr>
<td>Auto Club*</td>
<td>Auto Club*</td>
</tr>
<tr>
<td>Bike/Pedestrian Programs</td>
<td>E.g., Los Angeles County Bicycle Coalition, CicLAvia</td>
</tr>
<tr>
<td>JURISDICTIONS</td>
<td></td>
</tr>
<tr>
<td>County of LA*</td>
<td>County of LA*</td>
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<tr>
<td>City of LA*</td>
<td>City of LA*</td>
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<tr>
<td>COGs (7 members)*</td>
<td>San Gabriel, San Fernando Valley, Gateway, South Bay, Westside, North County, Las Virgenes/Malibu</td>
</tr>
</tbody>
</table>

*Indicates agency member that does not have to rotate membership.

Each member position will rotate every two years, except where the position is designated for a specific agency (as noted in the above table). The possible constituency sources listed are intended to be examples and not an exhaustive list.
TIMELINE:

December 2016 – Staff will compile list of potential consumers/providers/jurisdictions for participation;

January-February 2017 – Staff will contact entities for representation;

March 2017 – Staff will finalize Advisory Council membership and schedule participation opportunities;

April-May 2017 – Advisory Council review and outreach process for Master Guidelines;

June 2017 – Board consideration of and action on Master Guidelines.
Nomination Form
Policy Advisory Council for Measure M Guidelines and the Metro Long Range Transportation Plan

Name

Title

Organization

I wish to be a:

☐ Representative
☐ Alternative

Qualifications and Experience:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Please describe how you are uniquely qualified to fulfill the responsibilities and requirements of the Policy Advisory Council representative role, and state the nature and breadth of network/outreach at your disposal:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
ENVIRONMENTAL JUSTICE/SOCIAL EQUITY

ACT-LA
ADVANCEMENT PROJECT
AMERICAN HEART ASSOCIATION
AMIgos DE LOS RIOS
CALIFORNIA ENDOWMENT
CALIFORNIA GREENWORKS
CLERGY AND LAITY UNITED FOR ECONOMIC JUSTICE
CLIMATE RESOLVE
COALITION FOR RESPONSIBLE COMMUNITY DEVELOPMENT
COMMUNITIES FOR A BETTER ENVIRONMENT
COMMUNITY COALITION
COUNCIL FOR WATERSHED HEALTH
COUNCIL OF MEXICAN FEDERATIONS IN NORTH AMERICA
EAST LA COMMUNITY CORP
EAST YARD COMMUNITIES FOR ENVIRONMENTAL JUSTICE
FAME
FAST
FRIENDS OF THE LA RIVER
HOMEBOY INDUSTRIES
INVESTING IN PLACE
LA CONSERVATION CORPS
LA NEIGHBORHOOD .AND TRUST
LA THRIVES
LA VOICE
LAANE
LIBERTY HILL
LURN
MOVE LA
MULTICULTURAL COMMUNITIES FOR MOBILITY
ONE LA
PACIFIC ASIAN CONSORTIUM IN EMPLOYMENT
PACOIMA BEAUTIFUL
PEOPLE FOR PARKS
SIERRA CLUB – ANGELES CHAPTER
STRATEGIC ACTIONS FOR A JUST ECONOMY
SUSTAINABLE WORKS
THE CITY PROJECT
TRUST SOUTH LA
VERMONT SLAUSON ECONOMIC DEVELOPMENT CORP