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**OCTOBER 23, 2013**

**TO: BOARD OF DIRECTORS**

**THROUGH: ARTHUR T. LEAHY**  
**CHIEF EXECUTIVE OFFICER** 

**FROM: DEBRA A. JOHNSON**  
**INTERIM CHIEF OPERATIONS OFFICER** 

**SUBJECT: BUS STOP USABILITY STUDY OUTREACH PLAN AND  
LOCATION OF PROJECT WORK**

**ISSUE**

At the October 17, 2013 System Safety and Operations Committee meeting, staff was requested to provide additional information on the Bus Stop Usability Study pertaining to the TranSystems and their local subcontractor's outreach strategy. Staff was also asked to provide background on the location of the project work.

**DISCUSSION**

Per the Bus Stop Usability Study scope of work, the contractor will prepare a stakeholder outreach plan with a schedule for Metro's review and approval. Both the TranSystem Project Manager and their local subcontractor Arellano Associates have extensive local knowledge and will be engaging directly with cities, transit providers and the public to identify needs, issues and problems, and advice on planning and implementing recommendations in the respective communities.

The project team plans to involve stakeholder participation at the beginning of the process to refine the outreach approach, to identify methods to disseminate, gather project information and input. Communication tactics to be utilized include webcasts for public workshops and public notifications through email, Metro's website, social media and other media. The outreach process will include meetings to refine communication tools, identify issues, challenges and opportunities. The project team envisions opportunities for interested members of the public to participate in the data collection training sessions. Stakeholder input will be critical for the development of the study and the Bus Stop Management System.

The Bus Stop Usability Study will be principally carried out at the TranSystems office located in Long Beach. The Project Manager worked for Metro and is a long time

resident of Los Angeles County. The Project Manager intends to utilize U.S. Military Veterans residing in Los Angeles County to staff the field survey component of the project. There are two locally based subcontractors, Civic Resource Group and Arellano Associates. Civic Resource Group has expertise in database and software development and management, and Arellano Associates has expertise in outreach, training and public information. Additionally, Mercury Data Systems will be assisting with the global positioning system (GPS) element and will link the precise transit facility location data and attributes with the GPS and global navigation satellite system (GNSS), all work that must be conducted locally. Mercury will train field survey staff in the use of the GNSS receiver, and will assist Civic Resources Group in the development, maintenance, and verification of data collected.

### **NEXT STEPS**

The Bus Stop Usability Study is on the October 24, 2013 Board Meeting agenda for contract award. Upon the approval of the item, the contractor will develop an in-depth stakeholder outreach plan to be approved by Metro.