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November 16, 2018

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON PAW
CHIEF EXECUTIVE OFFICER

FROM: JOSHUA SCHANK JS
CHIEF INNOVATION OFFICER

**SUBJECT: UPDATE ON UNSOLICITED PROPOSALS 2.0- THINK
YOU CAN SOLVE TRAFFIC? CHALLENGE AND FORUM**

ISSUE

This is an update to the rollout of Metro's new "reverse pitch" approach and public forum series associated with the Unsolicited Proposal (UP) 2.0. The first in the series is titled *Think You Can Solve Traffic?* will publically launch on November 15, 2018 with a challenge statement and an invitation to a forum on December 4, 2018.

DISCUSSION

Forums

Metro is embarking on a series of forums that seek the brightest ideas from the private sector to help Metro solve transportation challenges. The forums will cover topics like traffic, security and customer service. The forums are an expansion of our existing Metro Unsolicited Proposal program which allows the private sector to submit ideas for Metro's consideration at any time. The first in the series will be *Think You Can Solve Traffic?* on December 4, 2018 at 1-4 PM at the Union Station Ticketing Hall. The public can register to attend the event at www.metro.net/solvingtraffic or respond to the Eventbrite e-blast that will be distributed.

Draft Agenda for Think You Can Solve Traffic? Forum:

1:00 – 1:30 PM Check-In
1:30 PM Welcome: Phillip Washington - Metro CEO

- 1:45 PM Introduction: Joshua Schank - Chief Office of Extraordinary Innovation
- 2:15 PM **Panel 1 –Encouraging New Ways to Move**
 Devon Deming – Metro Director Commute Services/ ACT Southern California President
 Joy Forbes – NBC/Universal Vice President Global Real Estate Planning
 Ratna Amin, SPUR Transportation Policy Director
- 3:00 PM **Panel 2 –Reducing Soul Crushing Traffic**
 Carter Rubin – Mobility and Climate Advocate NRDC
 Stephanie Wiggins – Deputy CEO Metro
 Brian Taylor – Director, Institute of Transportation Studies UCLA
- 3:45 – 4:15 PM Q&A / Wrap-Up Remarks by Moderator

Challenge Statement

In tandem with this first forum, we are launching the *Think You Can Solve Traffic?* challenge on November 15, 2018. Metro will ask for solutions to traffic that align with our Strategic Plan Vision 2028 goals. These may be most suitable as pilots with the potential for eventually scaling them into permanent programs with widespread benefits. Through these solutions to traffic, Metro aims to accomplish the overall Plan goals of improving mobility by decreasing commute times and improving travel reliability and certainty.

The Plan envisions potentially experimenting with the following types of measures to reduce gridlock:

- Incentives to encourage people to carpool, vanpool, rideshare, take transit, walk and/or bike instead of driving alone.
- Incentives to shift people driving at peak periods to non-peak periods.
- Congestion pricing on local roads, highways and/or corridors.
- Parking and curb-use fees that optimize the existing space for cars and other modes.
- And any other tools that can effectively manage travel demand.

Metro recently adopted an Equity Platform Framework. Solutions that include a bottom-up inclusive outreach approach and that address equity in their architecture are strongly encouraged. For example, when developing the architecture of solutions, firms may consider connecting to assistance programs like Electronic Benefit Transfer (EBT), Metro LIFE, Federal Lifeline Program and Pay-Near-Me and communications companies that excel in serving low-income

communities (like Assurance Wireless, BoostMobile, Metro PCS, and LycaMobile). Access to solutions is improved for all when high-tech is supplemented with high-touch in-person outreach.

Who Should Submit Solutions

Metro is looking for multi-disciplinary teams to submit new solutions to solve traffic. Technologist, start-ups, inventors, scientists and urbanists that currently work in a variety of sectors are welcome to submit ideas. We invite the more traditional transportation sector to think outside the box and submit solutions as well.

Challenge Guidelines

Solutions will be reviewed based on the Unsolicited Proposal (UP) Program guidelines. Solutions that are submitted at www.metro.net/solvingtraffic by January 31, 2019 will be considered in this review round. Solutions will be reviewed by Metro's Office of Extraordinary Innovation and an internal panel of Metro experts, and selected ideas may be invited to present to a panel of Metro executives and external experts by Spring 2019 (UP Phase 1). Solutions may have opportunities to advance towards a proof of concept, formal procurement or other next steps (UP Phase 2). Attendance at the forum is not required to submit solutions.

Public Relations Plan

OEI is working with the Communication Department to publicize the *Think You Can Solve Traffic?* challenge launch. We will employ a variety of marketing tactics including hosting a pre-launch press call, distributing an Eventbrite invitation and in-person outreach at LAComotion on November 15-17, 2018.

FINANCIAL IMPACT

The Unsolicited Proposal program is currently budgeted for OEI in the FY19. If solutions are advanced to a phase 2 and a sponsor elects to pursue formal procurement towards implementation, the sponsoring department will likely be responsible for budgeting resources for the project in the FY19 or future budget years.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The *Think You Can Solve Traffic?* challenge and forum aligns well with Strategic Plan Goal 1 – provide high-quality mobility options that enable people to spend less time traveling. Specifically, we are seeking solutions to traffic in the form of incentives and fees which mirrors Goal 1.3 – test and implement pricing strategies to reduce traffic congestion. The outcomes of the potential solutions (shifting from driving alone to carpooling, transit, bike and walk modes) will work towards fulfilling the Vision 2028 goal of doubling non-drive-alone trips in the next 10 years.

NEXT STEPS

Metro will be evaluating the outcomes of *Think You Can Solve Traffic?* to potentially serve as a model for future challenges and forums. Future programs may be planned for calendar year 2019 depending on outcomes.