Housekeeping

1. Meeting length: 1.5 hour
2. This meeting is being recorded
3. All participant lines will be muted
4. At the end, there will be a Q&A session
5. If you have a question during the presentation, please type it into the chat box or press the "raise hand" function
6. We will log all questions and then voice a selection at the end of the presentation
7. Closed captioning can be turned on by clicking "Show captions" on the Zoom ribbon
8. A recording of this webinar and the PowerPoint slides will be available on the SCAG website. We will send a link to everyone who has registered after the event
9. Please fill out our survey at the end to help us improve future Toolbox Tuesdays!

Agenda

- Claudia Preciado, Hayden AI
- Stephen (Tito) Corona, LA Metro
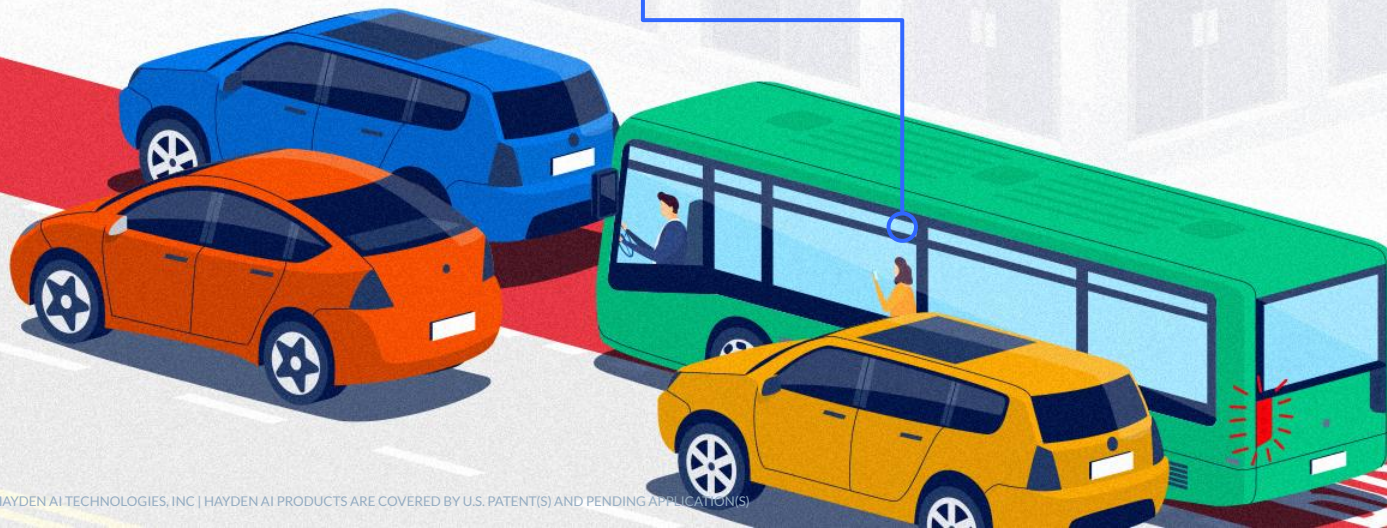- Abdallah Daboussi, City of Santa Monica
- Q&A

AI-Powered Mobility Intelligence Platform

SCAG Toolbox Tuesday

January 2026

What's happening on our city streets

I'm already running late for work!

What's happening on our city streets

What's happening on our city streets

Supporting Your Agency's Goals

Increased Operational Efficiency and On-Time Performance

Increased Ridership and Customer Happiness

More Insights on Infrastructure Usage and On-the-Ground Priorities



Increased Safety for All Road Users

About Hayden AI

- Established in 2019: SF-based technology company leveraging vision AI to improve transit service and road safety

- Only company in US to deploy mobile automated bus lane and bus stop enforcement in multiple cities

- Only company in US to deploy mobile automated bike lane enforcement

- Under contract with 5 of the 10 largest US transit agencies

Hardware

Antenna

AI Perception Engine

Cameras
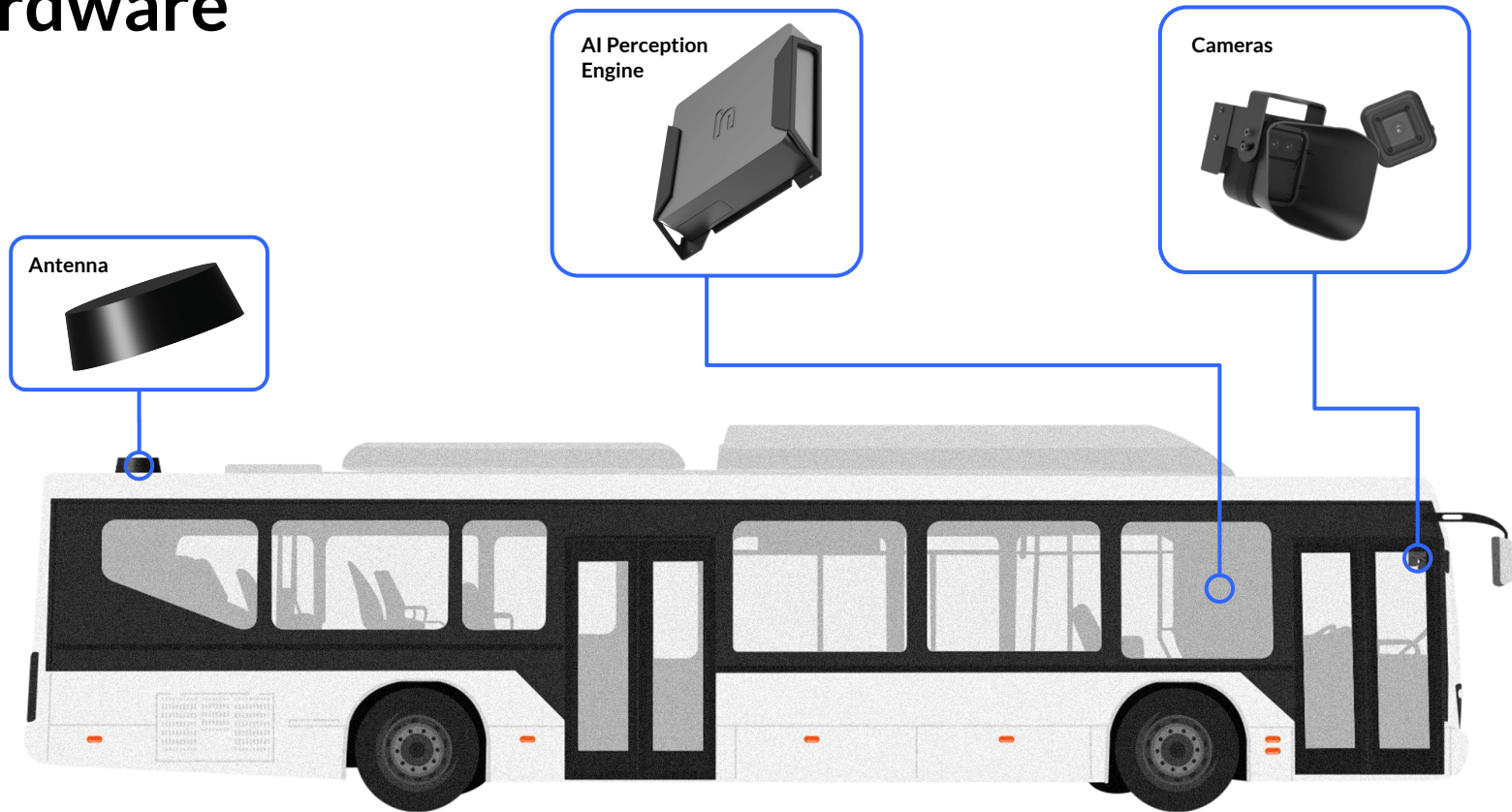
What Our System Sees
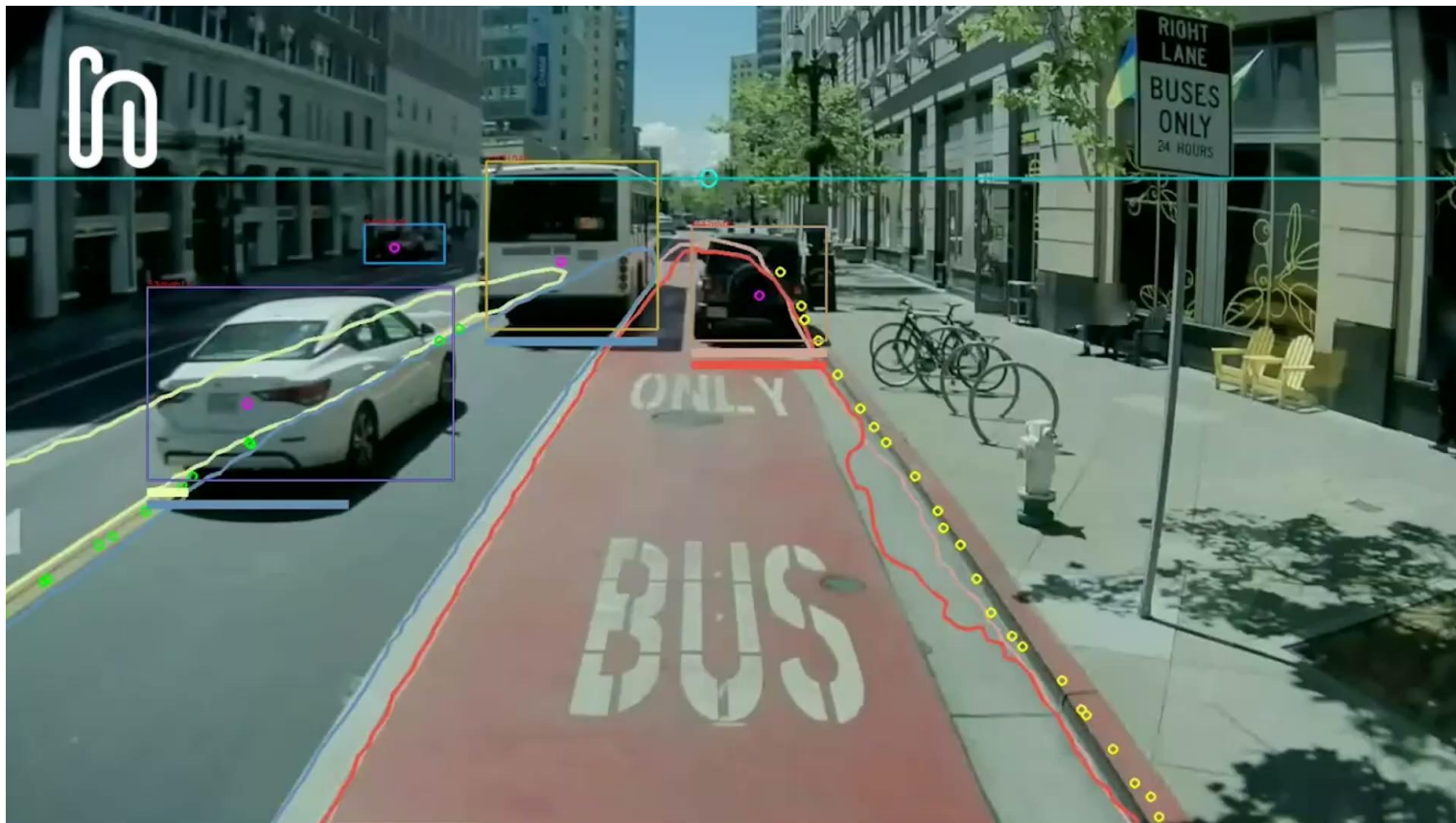
Proven Track Record of Success

MTA New York City Transit

WMATA (Washington, D.C.)

PPA and SEPTA (Philadelphia)

CTA (Chicago)

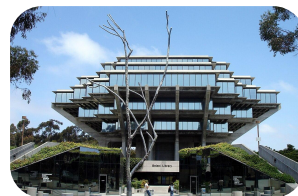Metro (Los Angeles and West Hollywood)

SacRT and Sacramento

AC Transit (Oakland, CA)

Big Blue Bus (Santa Monica)

Culver CityBus

UC San Diego

We're bringing you a reliable, more accessible bus experience.

BUS LANE ENFORCEMENT (BLE) PROGRAM

Metro

Background

- As the NextGen Speed & Reliability Program expands Bus Priority Lanes, there have been growing issues with violators blocking buses from using these lanes

- Riders have articulated frustration from Metro Rapid Line 720 (Wilshire Bl) passenger focus groups that the bus lanes fall short of expectations to improve transit service

- The Proof of Concept found 800+ violations on the Wilshire bus lanes in a single month

- A survey of over 200 bus riders indicated vehicles block Bus Lanes on Alvarado 50% of the time.

- Bus lane violators decrease effectiveness and safety by requiring lane weaving in/out of traffic.

- Clear bus lanes deliver faster/reliable bus service, which can be reinvested into more frequent service.
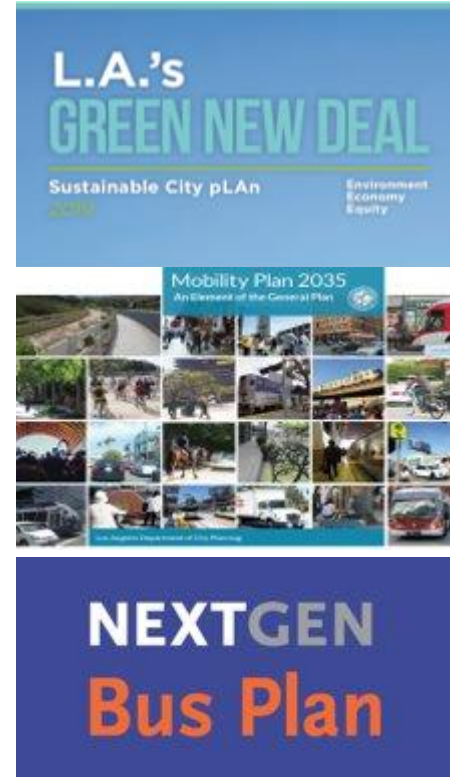
Bus Priority Lanes

Bus Priority Lanes improve speeds by 15% or more, increase service frequency and reliability, and move more people without requiring additional infrastructure.
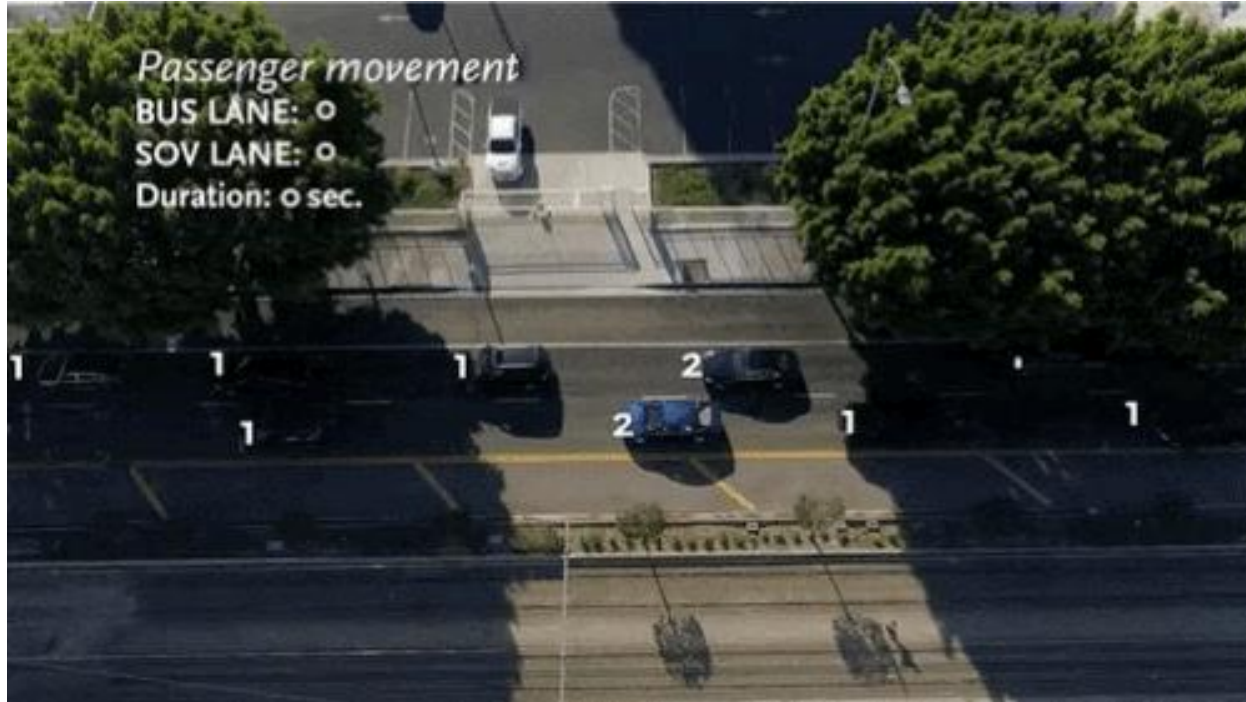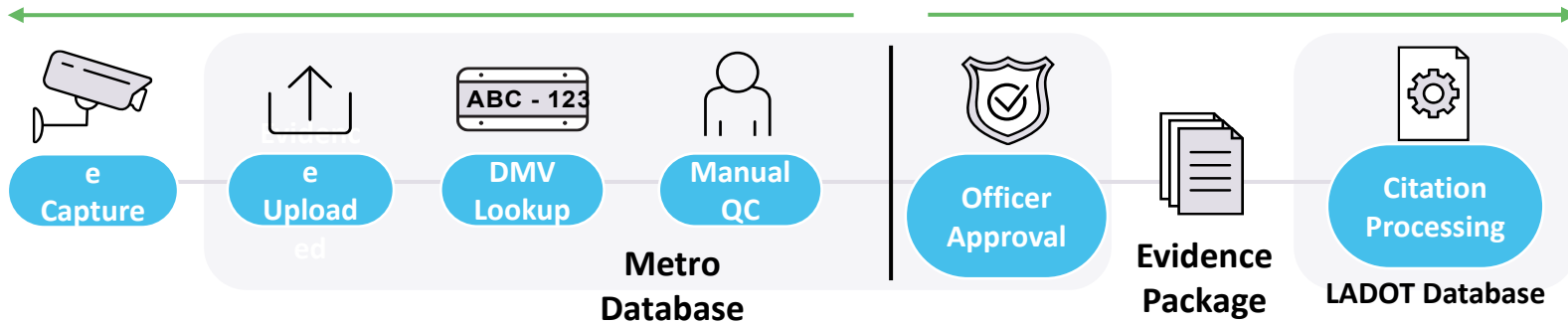
Improving Bus Service in LA

➤ Partnering with City of LA and the City of West Hollywood to improve speed, frequency, and reliability of bus service

➤ Reducing parking violations in bus lanes and bus stops is a key component of carrying out this plan

➤ **City of LA adopted Green New Deal in 2015 (updated in 2019):** supports improving travel time on LA County's bus network by 30 percent in 2028

➤ **City of LA adopted Mobility Plan 2035 in 2016:** recommends strategic corridors of bus lane improvements for a Transit Enhanced Network

➤ **NextGen Bus Plan approved by Metro Board in October 2020:** Four rounds of NextGen service changes implemented (Dec 2020, June 2021, Sept 2021, Dec 2021)

How It Works

e Capture → e Uploaded → DMV Lookup → Manual QC

Metro Database

Officer Approval

Evidence Package

Citation Processing

LADOT Database

- AB 917 (Bloom) enables automated license plate reader (ALPR) cameras as evidence for parking violations

How It Works

1

Provides context of

2

Provides image and

3

Zoomed-in license plate image

Success Stories

- SF, NYC & Washington DC noted:
    +30% improvement in bus speed and
    +20% improvement in ridership growth.

- Supports the goals and vision of the NextGen Bus Plan.

Ⓜ

Pilot BLE Operational Program

- Installation of **100** automated license plate reader (ALPR) enabled cameras on bus fleet.

- Legislation (AB 917) authorizes a 3-year program period (through December 31, 2026) to evaluate the benefits/impact of the new Bus Lane Enforcement program.

- Two Phases
  - Phase 1; December, 2024 – February, 2025
    - Lines 212 and 720
  - Phase 2; March, 2025 – May, 2025
    - Lines 70, 910 and 950

- Fleet includes some red BRT, new ZEB silver/gray and poppy vehicles.

Citation Process

- Automated license plate reader (ALPR) cameras will be used as evidence for parking violations.

- Program includes a 60-day start-up period where citations are warnings (i.e., no fee violations).

- Citation Rate:

| Fine	Fine w Late Penalty	Fine w 2nd Penalty
$293	$381	$406

- Shared citation revenue (Metro/City of LA; Metro/City of West Hollywood) under a Memorandum of Understanding between agencies.

Ⓜ

Communications, Outreach & Engagement

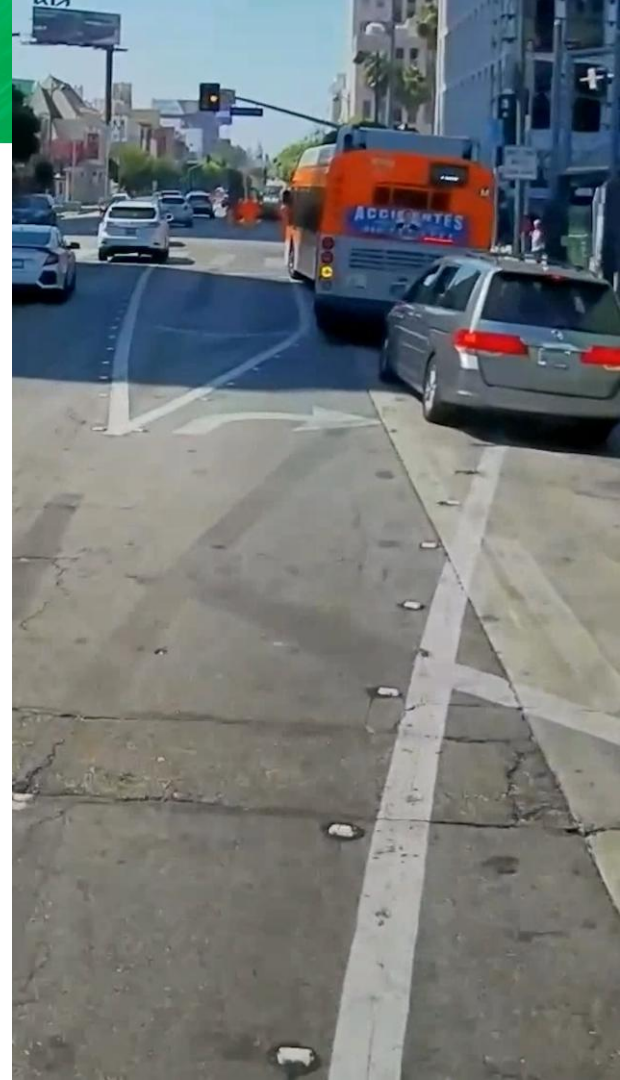**As part of Phases 1 & 2, the program launch included:**

- Community Relations education-focused outreach with key stakeholders along the bus lane corridors, starting 60 days before launch and increasing visibility as implementation approached.

- **On-the-Ground Visibility:** Bus wraps to increase public awareness.
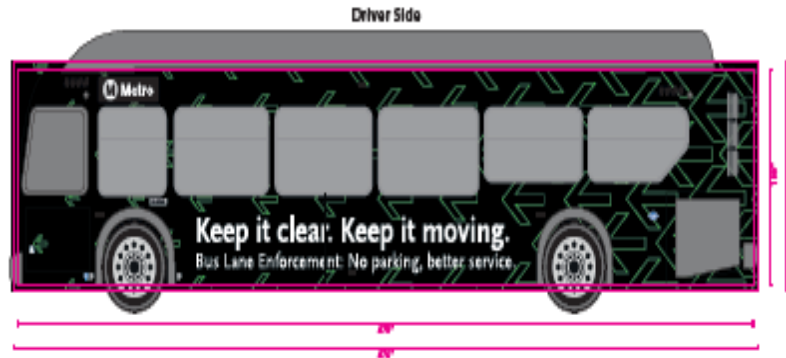
Communications, Outreach & Engagement

As part of Phases 1 & 2, the program launch included:

- **Digital Outreach:** Outreach included a webpage, multilingual e-blasts, targeted social media campaigns, radio ads, print materials, and posts on The Source/*El Pasajero*.

Communications, Outreach & Engagement

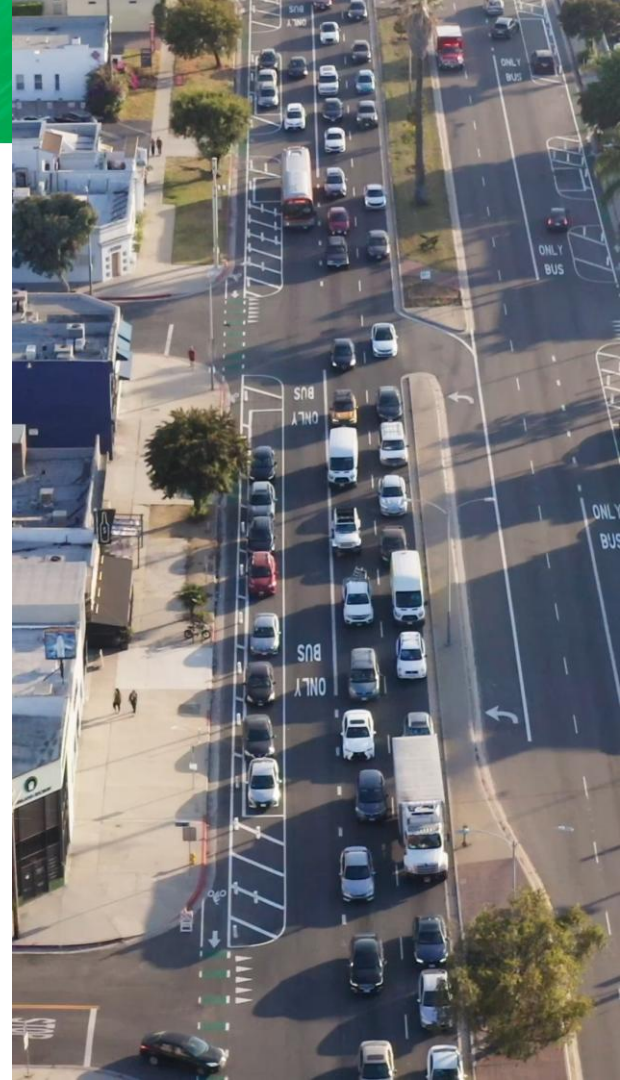**As part of Phases 1 & 2, the program launch included:**

- **Digital Outreach:** Outreach included a webpage, multilingual e-blasts, targeted social media campaigns, radio ads, print materials, and posts on The Source/*El Pasajero*.

Communication - Program Success & Outcomes

Key Outcomes:

- **Broad Awareness:** Reached diverse audiences with inclusive messaging.
- **High Visibility:** Achieved more than 42 million total impressions across print, radio, online video, and paid social.
- **Digital Impact:** Generated over 21 million video views, with digital tactics delivering the majority of impressions.
- **Engagement:** Paid social drove more than 27,000 clicks, demonstrating strong community interest and interaction.
- **Effective Launch Strategy:** Education-first outreach with stakeholders and the public-built understanding and compliance from the start.

BLE Program Benefits

- **Automated Enforcement** - Keeps bus lanes and stops clear of parking violators, improving passenger safety and bus punctuality.

- **ADA Accessibility** - Prioritizes people with disabilities, making bus service more inclusive and reliable.

- **Safety** - Advances a safer, faster, and more accessible transportation system in Los Angeles.

- **Improved Customer Experience** - Uses technology to enhance the overall rider experience.

Violation Stats

Monthly Statistics

- 15,000 Events; 12,000 citations
- Line 720 (Wilshire) has highest violation rate
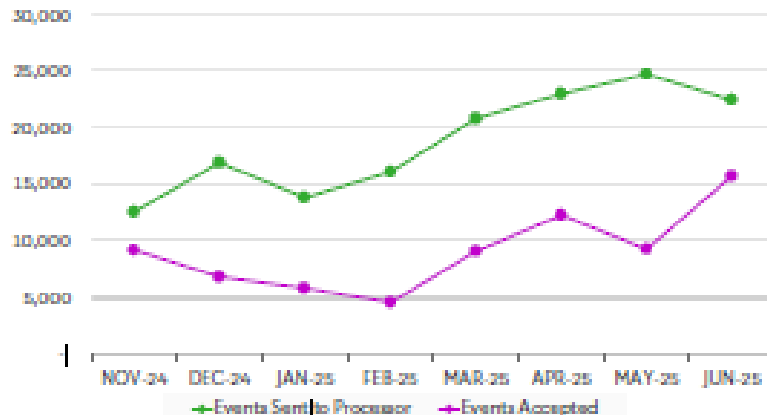
Next Steps

- BLE Expansion – FY27 Capital Request

- Will expand BLE on all bus lane in LA County; 12 additional bus routes/lines.

- Fleet w BLE cameras will increase from 100 vehicles to about 400 vehicles.

Metro Speed & Reliability Project Map
DRAFT, 8/12/2025

Metro Bus Lanes
— Installed
— Planned
— Pending Construction
— Future
▢ City of LA
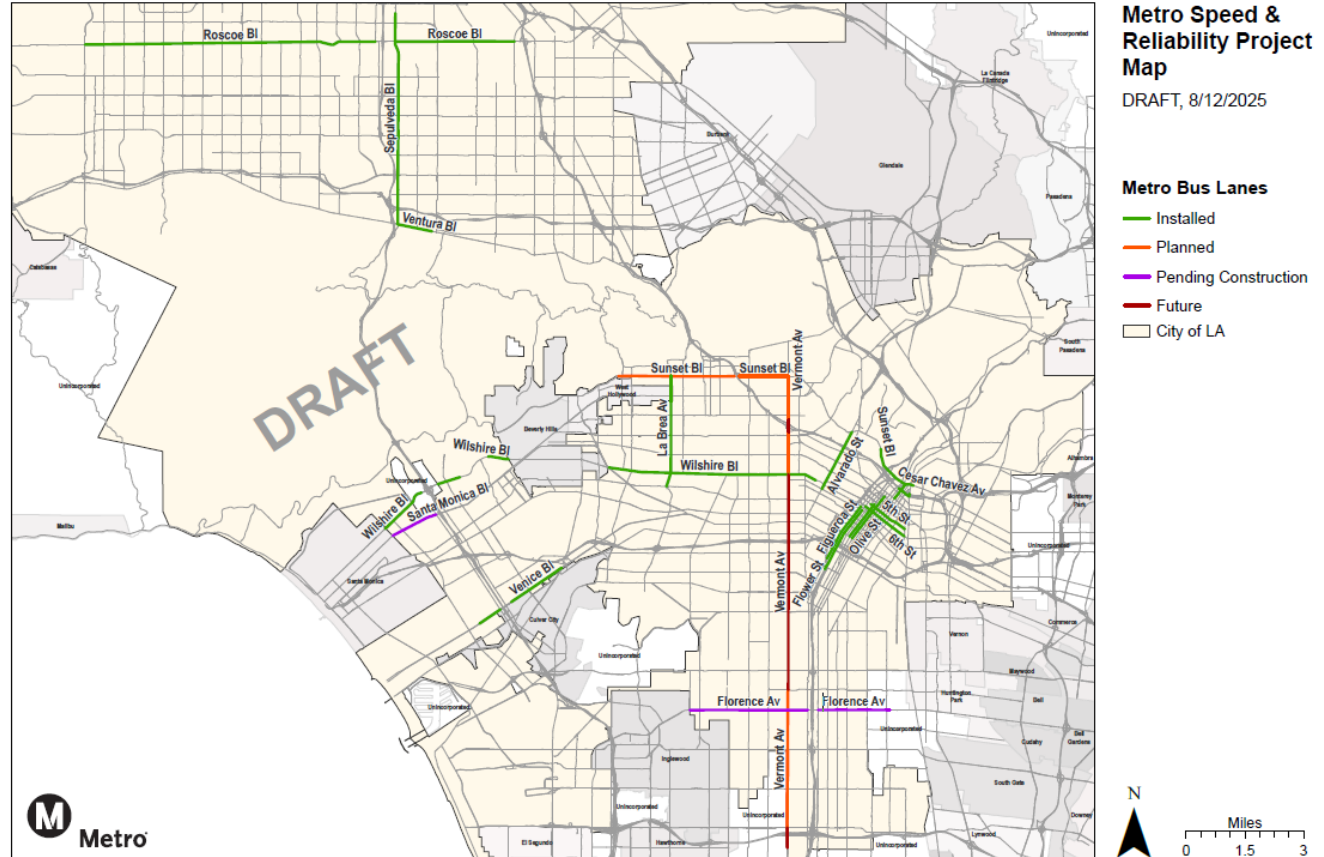
Al Martinez

Q &A

(213) 276-0117

martinezal@metro.net

Big Blue Bus Automated Bus Lane Enforcement (ABLE) Program

1/20/26

big blue bus

Program Description

- Authority Stems from AB917
  - Allows public transit operators to capture images of bus stop/lane parking violations for citations

- Hardware w/ cloud-hosted AI software on 10 Buses

- AI technology monitors for potential *parking* violations at bus stops and bus lanes

- Video evidence generated for flagged events used for issuing citations

- Evidence reviewed by Santa Monica PD traffic enforcement staff and approved

bigbluebus

Automated Bus Lane Enforcement (ABLE) Routes and Stops-Phase 1

Legend:
- Route 1
- Route 2
- Route 3
- Route 7

Ten Buses Serving Four Routes
   Two on Route 1 (SM Blvd/Main Street)
   One on Route 2 (Wilshire Blvd)
   Three on Route 3 (Lincoln Blvd)
   Four on Route 7 (Pico Blvd)

~120 Bus Stops
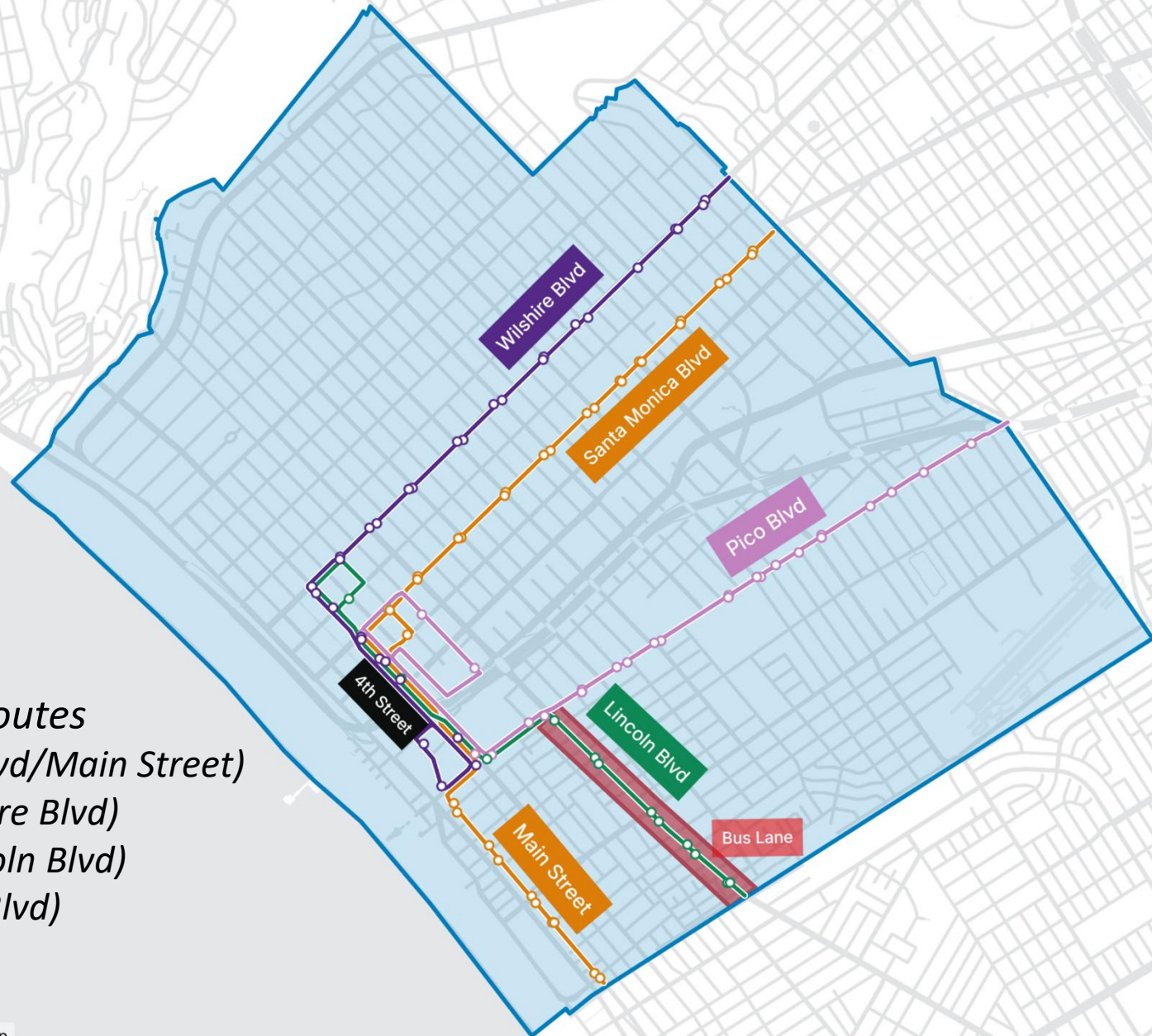
Other Transit Agencies with ABLE

- LA Metro

- Culver City Bus

- AC Transit (Oakland, CA)

- New York MTA

- WMATA (Washington DC)

big blue bus

Various Communication Streams

- Dedicated Landing Page
- Program Fact Sheet
- Press Release
- City Blog Posts
- Social Media Education
- Email Notifications
- Onboard Screen Notice
- Transit App Banner
- GTFS alert
- Community Outreach
  - Neighborhood Associations
  - Local Businesses

More accessible and reliable Big Blue Bus Service

Automated Bus Lane and Bus Stop Enforcement (ABLE) Fact Sheet

The City of Santa Monica's Big Blue Bus is launching Automated Bus Lane and Bus Stop Enforcement (ABLE) to improve bus service in Santa Monica. Keeping bus lanes and bus stops clear for buses is essential to making Big Blue Bus safe, reliable, and accessible to everyone who rides.

Illegal parking in bus lanes and bus stops prevents transit riders from reaching their destinations on time and makes boarding unsafe and inaccessible for riders, especially those with disabilities. In summer 2023, Big Blue Bus piloted ABLE technology on two buses, and found over 500 instances of vehicles illegally parked in bus lanes and bus stops in just 45 days.

Big Blue Bus is launching ABLE to deter illegal parking in bus lanes and bus stops; this program uses advanced, forward-facing camera systems mounted behind bus windshields to detect instances of violations in Santa Monica. Parking officers at the City of Santa Monica will manually review each bus lane or bus stop parking violation.

What do drivers need to know?

Starting July 1, 2025, registered owners of vehicles parked illegally in bus lanes and bus stop zones in Santa Monica will receive warning notices in the mail. Citations will be issued starting September 1, 2025 and cost $293.

Payment plans are available to low-income individuals who receive a citation for parking in a bus lane or bus stop. You can learn more at **bigbluebus.com/confidence**

Program benefits:

- Safe and accessible bus stops
- More reliable, on-time bus service
- Safer roads for everyone moving around Santa Monica

Keeping bus stops clear:

When a bus stop is blocked by an illegally parked vehicle, Big Blue Bus operators are unable to safely deploy wheelchair access ramps on the curb, making it challenging for people using wheelchairs to board and exit buses. Illegal parking at bus stops also forces riders to walk around parked cars and into active traffic lanes to access the bus, putting them in dangerous situations.

Keeping bus lanes clear:

The City of Santa Monica has installed dedicated bus lanes to improve bus speeds and keep buses on-time for the thousands of people who rely on Big Blue Bus everyday. Illegal parking in bus lanes slows down buses and prevents riders from reaching their destinations on time.

Learn more:

Visit **bigbluebus.com/confidence** to learn more about the ABLE program.

City of Santa Monica | big blue bus

Summer 2025 60-Day Warning Period

	Jul – Aug 2025
Events	1,259
Warnings	891
Citable events per Day	14.4

- Assuming long term trend of 7.2 citable events per day
  - 50% reduction due to behavior adjustment

bigbluebus

Citation Period Trends

	Sep 2025	Oct 2025	Nov 2025
Events	565	495	514
Citations	326	300	333
Citations per Day	10.9	9.7	11.1

bigbluebus

Consistent Stats... So Far.

- ~500 Events Issued per Month

- 300+ Citations Issued per Month

- 60-65% of events being issued a citation

- ~10 citations per day

bigbluebus

Unexpected Factors

- Ratio of citable vs non-citable events
  - Over 1/3 of events deemed uncitable
    - Need to optimize to make better use of TSO time
    - Need to assess repeat uncitable events/stops

- Citation revenue expectations still uncertain
  - Lag time in citation vs actual payment
  - Legal time limit in issuing this specific citation
  - DMV Data
  - Writing off a portion of citations as unrecoverable

bigbluebus

Citation Details

- **$293!**
- Reviewed and issued by SMPD
- Alleged violator receives citation notice in mail
  - Provides link to view video evidence of violation
  - Has 21 calendar days to pay or contest citation

CITY OF SANTA MONICA
CALIFORNIA

CITY OF SANTA MONICA
P.O. BOX 515214
LOS ANGELES, CA 90051-6514

1 (800) 214-1526 (U.S. calls only)
(213) 689-8423 (outside U.S.)

Mail Date: 04/02/2025

Citation Number: 2010797679
Violation Date: 03/18/25
Violation Time: 04:44 PM
Violation Description: EXCLUSIVE FOR BUSES
Violation Code: 22500M
Vehicle Plate: CAJEFFG
Vehicle Make: TOYT **Vehicle Color:** BK
Vehicle Registration Expiry Date: 08/31/25
Violation Location: SB SOUTH ST

9040518562
BETTY BOOP
2509 TENNIS CT
SANTA MONICA CA 90405-1856

Notice:
Your vehicle was photographed violating California Vehicle Codes §40240, §40240.5 and §40241 and Santa Monica municipal code 22500 (m) on the date and time listed above. Under State and Municipal law, the registered owner of a vehicle is liable for payment of the fine for violations recorded using an automated traffic enforcement system. **POINTS WILL NOT BE ASSESSED.**

Contest Information:
If you wish to contest the parking violation listed on this notice, you must request an Initial Review **ON** or **PRIOR TO** the **04/16/2025** on this notice. This may be done by web, mail, phone, or in person at the offices listed on the back of this notice.

Sanctions Enforced by the City May Apply If Unresolved:
Failure to pay the amount owed by the due date, may result in the City of Santa Monica imposing the following sanctions:
- Additional penalties and collection fees being added to your fine amount (CVC 40203.)
- Registration hold at the Department of Motor Vehicles (CVC 4760(a)(1)
  - Obligation must be complying to re-register your vehicle.
- Vehicle immobilization or impoundment (CVC 22651.7, 22651(i))
- Civil judgment (CVC 40220)

Detach and return this portion with your payment, or you may pay your citation online at: **www.lacity-parking.org**

Citation Number: 2010797679

Vehicle Plate: CAJEFFG
Amount Due: 293.00
Due Date: 04/16/2025

Amount Due If Paid before Due Date: 293.00
Amount Due If Paid after Due Date: 381.00

View your violation online at: SM-Parking.org	LOGIN CREDENTIALS	
	Citation Number	**Pin Number**
	2010797679	

Payment in full must be received ON or PRIOR to the DUE DATE on this notice. Per CVC 40309, payment of parking penalty forwarded by mail is effective only when received by DUE DATE.

Payment Options			
Pay Online	**Pay by Phone**	**Pay by Mail**	**Pay in Person**
Paytickets.smgov.net	(800) 214-1526 or (213) 689-8423 (Outside US)	Check or Money Order with coupon	See reverse side for payment location

FINANCIAL ASSISTANCE IS AVAILABLE FOR THOSE WHO QUALIFY
Payment plans are available for indigent and eligible low-income customers. If you are experiencing homelessness, please inquire about the Community Assistance Parking Program (CAPP).

bigbluebus

Measures of Success

- Improvements to travel time and on-time performance

- Road and passenger safety improvement

- Reduction in citable offenses

- Financial sustainability

  - Sending only events with high citation potential

bigbluebus

Looking Ahead...

- Monitoring Data
  - Parking Behavior Change
  - Bus Run Time Performance
  - Ratio of Citable vs Non-Citable Events
- Stay Connected with PD
- Consider Expansion
  - Number of Busses
  - Routes
  - Service Area
- Advocate for Extending or Eliminating Sunset of AB917
  - Currently scheduled for January 2027

Questions?

abdallah.daboussi@santamonica.gov

bigbluebus

Contact Info

- Claudia Preciado, Hayden AI
  - claudia.preciado@hayden.ai
- Stephen (Tito) Corona, LA Metro
  - coronas@metro.net
- Abdallah Daboussi, City of Santa Monica
  - abdallah.daboussi@santamonica.gov

Tell us how we did!

Take a quick 2-minute survey to help us improve future Toolbox Tuesdays!

SCAN ME