



ARTHUR V. SOHIKIAN

President

Arthur V. Sohikian, President of AVS Consulting, Inc. in Los Angeles, California, brings over 30 years of experience in issue advocacy and public affairs to his consulting practice.

In 2014, AVS Consulting received the Los Angeles County Metropolitan Transportation Authority (Metro) Small Business Enterprise (SBE) certification.

Sohikian founded AVS Consulting, Inc. in 1997, specializing in message development, strategic advocacy communications and community outreach to achieve needed approvals for public and private sector clients.

AVS approach to problem solving is simple – work together to find solutions. This collaborative principle has forged alliances that have delivered projects most said could not be achieved. Sohikian has guided numerous clients through Federal, State and Local governmental processes to secure millions in investment for a wide-range of transportation and land-use projects. Public officials, business leaders, community stakeholders and media outlets recognize Sohikian as an expert transportation industry innovator and seek his perspective on land-use and transportation policy issues.

AVS Consulting was a Metro SBE subcontractor on the **Subregional Mobility Matrix** project providing transportation planning, funding and financing expertise at the Federal, State and Regional levels. The Mobility Matrix projects were included in the landmark 2016 LA County Measure M, a transportation sales tax approved by over 70% of voters.

In March 2018, AVS began work as an SBE subcontractor on the Communications and Community Outreach team for the **Metro NextGen Bus Study** which seeks to transform the Metro Bus system. The goal of the 24-month NextGen Bus Study is to design a new bus network that is more relevant, reflective of, and attractive to the residents of LA County.

AVS was part of the project management consultant team as a certified SBE who also worked on community outreach on the **Metro Supportive Transit Parking Program Master Plan (STPP)**. Metro initiated the development of a comprehensive parking study for its roughly 24,000 spaces. A parking short and long-term strategic plan was developed that included the implantation of a new pricing pilot program at several new Metro locations. **In June 2018 AVS was awarded an SBE Prime three year contract for Metro Long Range Parking Planning Support Services** for Metro Parking Management.

Sohikian recently partnered with Metro, Caltrans and the California Transportation Commission to create a funding plan for 13.4 miles **I-5 North County Capacity Enhancements Truck Lanes/HOV Lanes project through the Newhall Pass in the Santa Clarita Valley**. A portion of the truck lanes opened in 2014 while additional truck lanes and the HOV lane extension from the I-5/SR 14 Interchange to Parker Road in Castaic is in Final Design with construction slated for 2019 and completion in 2023.

Working with the County of Los Angeles, City of Santa Clarita, the North County Transportation Coalition (NCTC), Metro and Caltrans, Sohikian was instrumental in numerous efforts that led to investing millions in transportation infrastructure throughout **North Los Angeles County**.

In July 2018, Mr. Sohikian was awarded the Executive Director professional consulting services contract to plan, educate and implement the NCTC transportation and mobility priorities for the North Los Angeles region. The 12-member NCTC JPA is governed by the California Brown Act Open Public Meeting law and includes the municipalities of Palmdale, Lancaster, Santa Clarita and Unincorporated LA County, 5th District.

Sohikian is eager to foster green sustainable land-use and transportation projects. He led a team to achieve a contract with Metro to purchase **Zero-Emission Electric Buses** adding economic development and jobs by having the electric buses built in Lancaster, CA.



Sohikian provided strategic advocacy communications consulting to achieve an eight-year contract for **Construction Management Support Services (CMSS) for the Metro Measure R Regional Connector Transit Corridor Project** that connects the Gold, Blue and Expo Lines of Metro's light rail transit system.

Sohikian led the effort for the expansion of the **Henry Mayo Newhall Memorial Hospital and the Valencia Town Center** through complex municipal land-use entitlement processes to provide expanded health care services and economic development.

In the early-to-mid-1990s, Sohikian was the Director of Government Affairs for LA Metro. In this capacity, he was the primary contact with the Clinton Administration and Congress responsible for overseeing one of the nation's most ambitious transportation policy and funding programs, including funding for the Metro Red Line subway from East Los Angeles to the San Fernando Valley.

Sohikian graduated from the University of Florida in 1986 and began his career working for the Speaker Pro Tempore of the California State Assembly in mid-Wilshire Los Angeles. Splitting time between Los Angeles and Sacramento, he worked on numerous issues – from the motorcycle helmet law in California, to building public parks near downtown Los Angeles.

Sohikian serves on the **Board of Directors for the Santa Clarita Valley YMCA**. Sohikian is a **member of the Santa Clarita Valley Chamber of Commerce, the American Public Transit Association (APTA), and the California Transit Association (CTA).**