



ARTHUR V. SOHIKIAN

President

Arthur V. Sohikian, President of AVS Consulting, Inc. in Los Angeles, California, brings over 31 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 industry innovator and seek his perspective on land-use and transportation.

In late 2018/early 2019 AVS started work as a certified SBE subcontractor with the project management team on **the LA County Metro Good Movement Strategic Plan** to guide Metro's investment, policy, planning, and programming strategies for goods movement in Los Angeles County. The transformative, comprehensive, significant, and innovative Good Movement Strategic Plan focuses on the Los Angeles County goods movement story today and what it could be tomorrow—with all its challenges and opportunities—and that will serve as a resource for LA County agencies and stakeholders in support of a better goods movement system.

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 approved the STPP, a comprehensive parking plan for its roughly 24,000 spaces. A parking short and long-term strategic plan was developed that included the implementation 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.

In July 2018, Mr. Sohikian was awarded the Executive Director professional consulting services contract to plan, educate and implement the **North County Transportation Coalition JPA (NCTC)** transportation and mobility priorities for the North Los Angeles region. The NCTC JPA is governed by the California Brown Act Open Public Meeting law and includes the cities of Lancaster, Palmdale, Santa Clarita and Unincorporated LA County, 5th District. The NCTC JPA is governed by the California Brown Act Open Public Meeting law. **In February 2019**, Sohikian led the NCTC JPA Board through the process that led to Metro Board of Directors approval of the North LA County **Measure M Multi-Year Regional Program**.

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.

Sohikian recently partnered with Metro, Caltrans and the California Transportation Commission to create a funding plan for the **I-5 North County Capacity Enhancements, Truck/HOV Lanes project**. The truck lanes opened in 2014 while the HOV lanes to Parker Road in Castaic are in final Design with construction slated for 2020.

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 a five-year contract to **woman-owned SBE/DBE firm for Construction Management Support Services (CMSS)** for LA Metro Rail facilities projects.

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 economic development & health care services.

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 1987 and began his career working for the Speaker Pro Tempore of the California State Assembly. 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 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).**