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November 24, 2015

TO: BOARD OF DIRECTORS

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SUBJECT: METRO GOLD LINE BUS BRIDGE – REGIONAL
CONNECTOR SHOOFLY

ISSUE

As briefed to the Metro Board in System Safety, Security and Operations Committee last week by Metro Chief Operations Officer Jim Gallagher, Metro is accelerating the Gold Line shoofly work and related closure at the Little Tokyo Station.

Metro Gold Line Service from LA Union Station to Pico Aliso Station will be provided by a Bus Bridge beginning December 5, 2015 for 73 days to accelerate completion of a Shoofly for the Regional Connector Transit Project in Little Tokyo. Completion of the Shoofly prior to the opening of the Foothill Gold Line Extension will allow for seamless travel from Azusa to East Los Angeles and be less of an impact overall to Gold Line riders.

On December 4, 2015, Metro will begin construction of the Regional Connector Shoofly track in Little Tokyo for 73 days. Accelerating the construction of the Shoofly Track will ensure completion prior to the opening of the Foothill Gold Line Extension. Major construction project activities will include:

- Little Tokyo Station construction and redesign to allow for installation of Shoofly Tracks
- Construction of Shoofly Tracks and rail infrastructure

- Realignment of 1st Street traffic travel lanes and signal system

In cooperation with the City of Los Angeles, Metro will accelerate construction activities to ensure completion of the Shoofly Tracks prior to the opening of the Foothill Gold Line Extension. The Gold Line rail stations that will be affected are Union Station, Little Tokyo and Pico/Aliso. Metro Bus Operations will also reroute affected lines around the 1st Street and Alameda intersection to minimize service disruptions due to closure of traffic lanes for construction activities.

Construction is scheduled to begin on December 4, 2015 at 9:00 p.m. and be completed within 73 calendar days. Closure of the Little Tokyo/Arts District Station and associated tracks will require train operations to cease south of Union Station and west of Pico/Aliso Station with use of dedicated bus service to provide service to the affected stations. Metro will provide dedicated bus bridge service, resources and staffing to ensure customers experience a minimal impact to their trip. Preliminary plans are to maintain the regular Rail headway schedule from Union to Sierra Madre Stations, ten minute Rail headway from Pico/Aliso to Atlantic Station and supplement service with buses maintaining a 6 minute headway during peak service and 10 minute headway during non-peak and on weekends.

DISCUSSION

Construction Necessity

Bus Bridge # 1 will start on December 5, 2015 and the Little Tokyo Arts District Station will remain closed through February 15, 2016. During this period, patrons will use the Bus Bridge from Union Station to Little Tokyo and to the Pico/Aliso Station.

Phase 1 (12/5/15 – 1/15/16)

During this phase the west half of 1st and Alameda will be shut down along with WB 1st Street. Regional Corridor Constructors (RCC) will install a section of the 36" water line that travels North-South along Alameda and begin the construction of the Shoofly.

Phase 2 (1/15/16 – 2/15/16)

During this phase the east half of 1st and Alameda will be shut down along with WB 1st Street. RCC will continue work on the DWP water lines, finish the Shoofly construction and build the new south entrance to the Little Tokyo/Arts District Station. At the end of this phase trains will run on the new tracks.

Operations Plan/Strategy

Planning for the proposed closure includes all internal and external stakeholders to ensure continuity of service and notification to customers and residents. The planning process and notification has been ongoing and will continue for customers and residents. The Planning Team is comprised of stakeholders from various cross sections of Operations including other Metro departments such as Community Relations, Bus and Rail Transportation, Maintenance-of-Way, Law Enforcement, Customer Information,

Revenue Collection, Safety and Service Planning. The team developed and implemented plans in support of construction activities, bus bridge operations and customer information.

- Staff will be assigned to guide customers between rail and bus service at the affected stations and bus bridge transfer point at Union Station
- Customer Relations/Revenue Collection personnel will provide information and assist customers transferring between buses and trains
- Law Enforcement and Transit Security will provide security for the bus bridge transfer location and monitor the construction areas and affected stations
- Bus and Rail Transportation will provide supervisory personnel to monitor and direct the bus-to-rail interface
- Bus Bridge bus operators will operate the designated route making stops at all affected stations along the route

Service Planning's strategy is to maintain seamless transportation revenue service by developing schedules allowing for rail transfers to waiting buses, to the extent possible. Community Relations will conduct outreach programs to external stakeholders by providing construction plans and schedules and service mitigation information. Marketing will inform customers about service impacts and adjustments and assist in preparing materials for distribution and posting.

Public Outreach

Utilizing a full range of communication tools, the public has already been and will continue to be notified of the Shoofly activities on the Regional Connector Project and corresponding Bus Bridging that will take place from Union Station to Little Tokyo and to the Pico Aliso Station in Boyle Heights.

Construction and Community Relations, in partnership with Marketing and Operations have developed an outreach plan that includes multiple methods for communication that includes both traditional and social media for riders and adjacent stakeholders alike. Some of these include: door-to-door distribution of printed flyers and construction notices, email blasts, Facebook, Twitter, Next Door and Waze; updates on the project website, radio, online and print media buys.

Taking advantage of station and train resources, we will be placing rail poster, car cards and take ones with details about the Little Tokyo Station closing and bus bridge on the entire Metro Gold Line System; and will place messages on existing TPIS screens, and utilizing the functions for operator and station platform announcements.

Engagement Modes and Methods		
Traditional	Online	Metro Rail/Bus System
<ul style="list-style-type: none"> • Media Release • Postal Mailer • Print Advertising • Construction Notice • Take One/Brochure • Walking Man Distribution • “Windshield” Distribution at Gold Line Park/Ride lots • Detour Map • Bus Shuttle Map • Door-to-door briefings with immediate impacted neighbors • Small stakeholder briefings • Community meeting • Radio advertising 	<ul style="list-style-type: none"> • Web page with complete construction and detour information • Update RIITS/Go511 • Stories on Metro Blogs (The Source, El Pasajero) • Waze advertising and alert • Outreach on NextDoor • Facebook and Twitter posts and targeted advertising • Online advertising • Email Distribution to over 3,500 emails 	<ul style="list-style-type: none"> • Station Platform Announcements in 4 languages • Display Advisories • Service Alerts & Advisories • Rail Cards • Rail Posters • Union Station directional signage • Pico/Aliso directional signage • Little Tokyo/Arts District directional signage • Operator Announcements • Elevator signage • Road signage • Alert on Metro Insider • Take Ones • Union Station way finding signs and decals • TPIS Screen Messages
Metro Agency Activity		Additional Points of Information
<ul style="list-style-type: none"> • Customers Service talking points • 323.Go.Metro hold message • Metro Brief article 		<ul style="list-style-type: none"> • Materials have been translated in 4 languages and hotline in-language translation available 24/7

Stakeholders adjacent to the construction area have been and continue to be briefed on the construction activities and service interruptions to the Metro Gold Line through Construction Relations. A closure specific meeting is set for Monday, November 30th.

Starting in early November, briefings have been provided to local residences such as Savoy and Hikari Apartments, local businesses in Japanese Village Plaza and along 1st St., including organizations such as the Little Tokyo Community Council, the Little Tokyo Business Association, the Chamber of Commerce, the Japanese American National Museum, the Geffen Contemporary at MOCA, local Buddhist temples and faith based organizations in the Arts District, the Regional Connector Community Leadership Council, neighborhood councils, BIDs, The LA Convention & Visitor’s Bureau, LA Convention Center and Grand Avenue Cultural Institutions. In addition, Construction and Community Relations have extended their office hours at the Little Tokyo Community Office through shoofly implementation to be available to answer questions.

In preparation for the Bus Bridge, notifications are being provided to stakeholders within two blocks of the Metro Gold Line from the Pico Aliso Station to the terminus station at Atlantic/Pomona. These will go to residents, businesses and other stakeholders. Affected schools along the alignment will also be informed with direct visits and eblast notification. Surrounding Downtown hotels concierges have been given notification and advised of what to expect. LADOT DASH, Montebello Bus Lines and El Sol East Los Angeles Bus lines have also been notified.

The messaging on all of the outreach tactics is simple:

- The Gold Line Little Tokyo/Arts District Station is closed temporarily due to Regional Connector construction
- A bus bridge will be in effect from Union Station to Pico Union Station
- After the completion of the bus bridge, the Little Tokyo/Arts District Station will reopen
- Closure and construction details are available at www.metro.net/regionalconnector

Media Relations

Media Relations issued the first news release to the news media on November 10 noting that the closure will take place beginning December 4 and last for three months. The release also noted the bus bridge that will be in place and pre-construction work taking place on the weekend of November 20.

A second news release was issued on November 18, 2015 again reminding news media of the upcoming November 20 weekend closure as well as the December 4 three month closure and placement of the bus bridge shuttle service from Union Station to Little Tokyo and to the Gold Line Pico/Aliso Station.

A third news release will be issued November 30 advising of the upcoming closure, traffic detours and bus bridge information. All news releases are posted at metro.net and additional stories on the closure and bus bridge have been posted on The Source and at El Pasajero blogs. One-on-one media interviews will be offered the week of November 30 alerting the public of the upcoming closure and construction work. Service alerts and Twitter alerts will be issued. During the course of the construction work, progress releases will be issued to news media.

Mitigations

Eat, Shop, Play Little Tokyo

Staff continues to work closely with impacted businesses providing opportunities through Eat, Shop, Play Little Tokyo. Paid advertisement in the local newspaper will encourage shoppers to keep Little Tokyo in mind during this holiday shopping season. Impacted businesses will continue to be included in the Metro Vendor Days through the shoofly operation. Staff will continue to spotlight impacted businesses through social

media and with partner organizations. Most recently a flyer was distributed to local stakeholders, partner organizations, City Hall, County Hall of Administration and Metro to consider a Little Tokyo venue for their holiday party planning. Staff continues to seek out opportunities to promote Little Tokyo as a destination and more importantly the impacted businesses as providers of goods.

Business Interruption Fund

In keeping with Metro's intent to support small businesses throughout construction and post construction, Metro's Business Interruption Fund (BIF) will continue to provide access to financial assistance for small businesses in the Little Tokyo area that are directly impacted by the construction activity. Eligible small businesses that demonstrate direct impact and meet the program requirements can apply for Metro's BIF. Metro staff and the fund administrator, Pacific Coast Regional Small Business Development Corporation, initiated outreach to small businesses in the Little Tokyo area immediately following the program launch in early 2015. Metro has hosted a series of BIF workshops in the Little Tokyo area to provide small businesses with information on program requirements including how to apply for the BIF along with informational program materials translated in three languages. Metro and the fund administrator will continue to advance proactive outreach efforts to directly impacted small businesses throughout construction.

Shuttle through little Tokyo

Community and Construction Relations are continuing to work with Operations to see how we might be able to enhance the bus bridge to provide *through* service in Little Tokyo providing opportunities to carry riders to and through the Little Tokyo shopping district through the holiday shopping season and for the length of the Shoofly construction.

Go Little Tokyo Holiday Marketplace

1st Annual Go Little Tokyo Holiday Marketplace December 12th & 13th - Working through golittletokyo.com (a Metro sponsored marketing and outreach effort for Little Tokyo), the public is encouraged to skip the malls and head to Little Tokyo for a weekend full of live entertainment, gift shopping, special promotions and free drawing from Little Tokyo's one-of-a-kind shops. Highlights of the Marketplace include: a Little Tokyo Passport that when stamped with 5 or more stickers allow entry into a free drawing, Fukubukuro "Lucky Bags" offering great mystery deals and great prices, Special, Deal and Promotions for one weekend only, a Social Media Contest, Shogun Santa, Free Family Day (Mele Kalikimaka) at the Japanese American National Museum, Mobile Mural Lab Painting Workshop, a Photo Booth and free music and entertainment. This is a joint effort between Metro, The Little Tokyo Community Council in cooperation with the Little Tokyo Business Association's Shogun Santa annual event team.

NEXT STEPS

Metro staff will continue to keep the Board and public informed as the project progresses. Construction of the Regional Connector will be ongoing until the completion of the line. Staff will continue to work on mitigating Rail service impacts during construction.