



Metro

Los Angeles County
Metropolitan Transportation Authority

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TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: PAULETTA TONILAS *P.T.*
CHIEF COMMUNICATIONS OFFICER

SUBJECT: REGIONAL CONNECTOR'S PUBLIC OUTREACH
EFFORTS TO SUPPORT THE FULL CLOSURE OF 6TH ST

ISSUE

The Regional Connector Transit Project will implement a five month full street closure of 6th St between Flower St and Hope St and the southbound I-110 Harbor Freeway 6th St off-ramp starting June 3, 2017 in order to relocate utilities in conflict with cut and cover activities. Community Relations Project Management has implemented a comprehensive outreach plan to educate the general public and local stakeholders on the need for the street closure and inform them on available alternative routes.

BACKGROUND

In preparation for tunnel box work and in advance of cut and cover activities, 100 year-old electrical infrastructure and a network of power lines will need to be moved out of the tunnel box alignment. Extensive utility investigation indicates the existing electrical vaults are fragile, shallow, and unsafe to protect in place during deck installation. In order to address these challenges, the Regional Connector Project will perform a five-month closure of 6th St. east of Flower St. starting June 3, 2017, that will also include the closure of the southbound I-110 Harbor Freeway 6th St. off-ramp. Simultaneous pile installation work, requiring lane reductions, will take place on the easterly side of Flower St. between 5th St.

and Wilshire Bl. The construction area will be separated from live traffic and pedestrians with enhanced construction barriers.

Public Outreach

Community Relations Project Management is working with Public Relations, Bus Operations and key stakeholders to rollout a comprehensive communications program to advise the public about the closures, publicize detour routes and bus service changes, and minimize traffic congestion in the surrounding community.

Implementation of the communications plan began February 2017 with monthly presentations to the Community Leadership Council on the closure, a description of the work to be performed, alternative routes, traffic mitigations, bus stop relocation and detours, and efforts to inform the public.

Approximately 30 property owners adjacent to the closure have received similar briefings. Furthermore, business associations, local businesses, residences, delivery and messenger services and other interest groups have also received closure information.

Public Information

The project's website, www.metro.net/regionalconnector, contains closure information, including relevant fact sheets, detour maps, presentations and take-ones. Closure information is also available through social media outlets, including Facebook and Twitter. Direct mail within a 1.5-mile radius from the 6th St./Flower St. intersection will be mailed to further inform those closest to the closure. WAZE, a traffic application, will inform downtown LA drivers starting June 3.

Marketing and Advertisement

In order to effectively balance reaching a wide audience of commuters across the county, while simultaneously targeting downtown residents and stakeholders, ads will be placed in key downtown locations to alert the public to the upcoming closure. This approach has proven to be successful in previous instances of extended road closures implemented by the project and represents a comprehensive approach to notifying the community in a cost-effective manner.

Traditional print media, online and social media advertisement began running mid-April 2017, six weeks before the June 3, 2017 implementation date. Bilingual radio announcements targeting commuter during peak drive times complemented a press release by Media Relations four weeks in advance of the closure.

Furthermore, digital ads in impacted and surrounding high-rise buildings and display ads on City and County buses, as well as Metro stations, will further inform the general public on the closure.

NEXT STEPS

Community Relations Project Management is working closely with the downtown LA community to ensure that businesses, residents and visitors are informed about the upcoming construction work. We will continue to inform and promote through our website, media buys, social media, and our partner organizations in downtown LA. The live-24/7 in-language hotline will continue to be available to the public to obtain information and address concerns and inquiries.