AUGUST 24, 2018

TO: BOARD OF DIRECTORS
THROUGH: PHILLIP A. WASHINGTON
CHIEF EXECUTIVE OFFICER

FROM: THERESE W. MCMILLAN
CHIEF PLANNING OFFICER

SUBJECT: METRO ORANGE LINE BUS RAPID TRANSIT IMPROVEMENTS PUBLIC OUTREACH PLAN

ISSUE

At the July 26, 2018 meeting, the Metro Board of Directors approved the Metro Orange Line (MOL) Bus Rapid Transit (BRT) Improvements Project and authorized staff to file the Statutory Exemption. At that time, the Board requested staff prepare a Board Box within 30 days covering the following items:

- Outreach Plan, including a schedule and list of key stakeholders;
- Project benefits and impacts, including traffic reconfigurations due to intersection gating; and
- Project Milestones Schedule, including completion of preliminary engineering, final design, construction, and revenue service.

Staff was also asked to coordinate with the North Hollywood Joint Development team since its timeline will track very closely and affect the MOL easterly terminus.

Per Measure M, the MOL BRT Improvements Project (Project) is scheduled to open in Fiscal Year (FY) 2025. The current Project schedule targets a groundbreaking date in FY 2019, with revenue service in FY 2025. This Project is on the list of 28 major projects that Metro is trying to complete in time for the 2028 Olympic and Paralympic Games to be held in the Los Angeles area.
DISCUSSION

Outreach Plan

Metro is committed to continuing its comprehensive public participation program for the Project in order to inform the community about the benefits and impacts of the Project and to solicit their meaningful input and feedback as the Project progresses through the next year of technical analysis, preliminary engineering and on through construction to opening.

In line with the Project goals and objectives, the key outreach messages include, but are not limited to the following themes:

- The Project will improve safety for MOL riders, motorists, cyclists and pedestrians.
- The Project will improve travel times for MOL riders.
- The MOL Project is a critical link in the transportation network Metro is building to transform the San Fernando Valley and improve regional mobility following the passage of Measure M. The Orange Line is expected to connect to four other Measure M projects: the East San Fernando Valley Transit Corridor Project, the Sepulveda Transit Corridor Project, the North Hollywood to Pasadena BRT Project and the North San Fernando Valley BRT Project.

Because the majority of the Project corridor is located within disadvantaged and/or low-income communities, Metro will also continue its focus on outreach to disenfranchised and hard-to-reach audiences, with an emphasis on authentic listening and community engagement.

As the Project reaches key milestones, and new information is available to share with the public, Metro will repeat and expand the successful outreach methods used in the past year:

Outreach Methods

- Metro Board updates
- Presentations to agencies and community organizations
- Community meetings, including online webinars
- All project materials available on Project website including meeting materials in English and Spanish
- Pilot gate tours for elected officials and key San Fernando Valley (SFV) stakeholders
- Back-to-school events at colleges and schools along the Project alignment
- Pop-up tables at MOL Stations
- Information booths at local community events
• Posts on Metro’s blogs The Source and El Pasajero
• Information shared via Metro’s social media platforms
• E-mail blasts to the project database
• Press events
• Ads in print, radio, Web and social media channels
• Advertising inside and outside MOL buses and banners and map inserts at MOL Stations

Target Audiences
• Metro Board of Directors
• Elected officials – federal and state elected officials and City of Los Angeles councilmembers from the San Fernando Valley
• Public agencies and organizations – Los Angeles Department of Transportation, SFV Council of Governments, San Fernando Valley Service Council
• MOL customers
• Stakeholders of other SFV Measure M transit projects
• Residents, homeowners’ associations, Chambers of Commerce, businesses, neighborhood councils, colleges and schools, community-based organizations, motorists, and active transportation advocates
• Disadvantaged and low-income communities near the Project corridor

Outreach Schedule
The next phase of community engagement will provide the public with the results of the traffic and noise technical analysis. The community outreach schedule is as follows:

<table>
<thead>
<tr>
<th>Key Events</th>
<th>Target Dates</th>
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</thead>
<tbody>
<tr>
<td>Back-to-school outreach at colleges and schools</td>
<td>Fall 2018</td>
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<tr>
<td>Fact sheets and announcements at North Hollywood-Pasadena BRT and North SFV BRT Community meetings</td>
<td>Fall 2018</td>
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<tr>
<td>Project Groundbreaking event</td>
<td>October 2018</td>
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<tr>
<td>Marketing and media outreach</td>
<td>Winter 2018</td>
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<tr>
<td>Pop-up tables at MOL Stations</td>
<td>Winter 2018</td>
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<tr>
<td>Community meetings and webinar</td>
<td>Winter 2018</td>
</tr>
<tr>
<td>Pilot gate tours</td>
<td>Spring 2019</td>
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<tr>
<td>Marketing and media outreach</td>
<td>Spring 2019</td>
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<td>Spring 2019</td>
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<tr>
<td>Community meetings and webinar</td>
<td>Spring 2019</td>
</tr>
<tr>
<td>Information booths at community events</td>
<td>Ongoing</td>
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</tbody>
</table>
Gate Systems
The approved railroad-style gates at up to 35 intersections along the Project will greatly reduce collisions at intersections and traffic violations. With the increased safety enhancements provided by the gates, MOL buses can operate at higher speeds, as allowed within the busway. The gate systems combined with the grade separations at Van Nuys and Sepulveda are expected to reduce travel times for MOL riders by approximately 20 percent between North Hollywood and Chatsworth. However, the gate systems could also increase delays and travel times for motorists on intersecting streets. As indicated in the July report (Legistar File 2018-0246), a more detailed analysis to confirm these impacts and identify strategies for minimizing them is being conducted.

This analysis is being conducted in coordination with LADOT and is anticipated to be completed by fall 2018. Upon completion, a series of community meetings will be held to inform the public of the results of the analysis including the benefits and impacts of gating.

Based on the traffic impact analysis and input from the City of Los Angeles and the public, Metro will develop preliminary engineering designs for each gated intersection. The design plans will incorporate necessary treatments to resolve engineering challenges to improve safety, efficiency, and minimize impacts along the line.

Project Schedule
The project milestone schedule is as follows:

<table>
<thead>
<tr>
<th>Key Milestones</th>
<th>Target Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Clearance (Statutory Exemption)</td>
<td>Summer 2013</td>
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<tr>
<td>Traffic Impact Analysis</td>
<td>Fall 2013</td>
</tr>
<tr>
<td>Noise Impact Analysis</td>
<td>Fall 2018</td>
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<tr>
<td>Pilot Gate</td>
<td>Spring 2019</td>
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<tr>
<td>Preliminary Engineering</td>
<td>Winter 2019</td>
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<tr>
<td>Right-of-Way Acquisition</td>
<td>Winter 2020</td>
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<tr>
<td>Final Design</td>
<td>Fall 2020</td>
</tr>
<tr>
<td>Construction</td>
<td>Summer 2024</td>
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<tr>
<td>Revenue Service</td>
<td>Summer 2024</td>
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Key activities to take place over the next year:
- Station design coordination with the East San Fernando Valley Transit Corridor and Sepulveda Transit Corridor Projects
- Advance designing of grade separations at Van Nuys and Sepulveda
- Coordination with the City of Los Angeles
- Pilot gate testing
- Coordination with the North Hollywood Joint Development Project
Coordination with the City of Los Angeles is underway in implementing a pilot installation of railroad gates at a non-public, traffic signal-controlled intersection along the Project corridor to test and verify the reliable activation and proper operation of gates for BRT application. The target completion date of the pilot gate is in spring 2019.

Coordination with North Hollywood Joint Development
The North Hollywood Joint Development Project is scheduled to begin the CEQA process in the summer of 2019 and begin construction mid-2021. The MOL BRT Improvements Project will continue to coordinate closely with the North Hollywood Joint Development team to minimize service disruptions during construction and to ensure a streamlined and integrated final project that improves and enhances the customer experience for all transit patrons at the North Hollywood Station.

NEXT STEPS:
The MOL CEQA Notice of Exemption 35-day circulation period will end on August 29. Upon closing, preliminary engineering will be advanced and staff will implement the next phase of community outreach and engagement.