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July 18, 2014

TO: BOARD OF DIRECTORS

THROUGH: ARTHUR T. LEAHY *AKL*
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**SUBJECT: UPDATE ON PUBLIC OUTREACH FOR THE CRENSHAW/LAX
TRANSIT PROJECT**

ISSUE

In April 2013, the Metro Board of Directors approved the Construction Relations Program as the standard model for outreach on all major capital projects moving forward. The program established the agency's commitment to implement mitigation measures identified in the Final Environmental Impact Statement and Final Environmental Impact Report for each project. It is structured to conform to expenditure guidelines set forth in the Federal Transportation Administration 2 CFR Part 225, and provides guidelines for informing the public of construction impacts as the projects proceed.

With construction underway, the underground work at MLK has been impactful to local businesses. Construction Relations has been in frequent communication with the businesses and continually works with the contractor to address businesses concerns. (Specifics are outlined in the **Impacts to Businesses** section below.)

This is an update on how the public outreach is being implemented by Metro's Communications Department for the Crenshaw/LAX Transit Project.

DISCUSSION

Since January 2014 when Walsh Shea Corridor Constructors broke ground on the Crenshaw/LAX Transit Project, Construction Relations has been briefing the community regarding utility relocations and all other upcoming construction activities. Through a "Construction Safety Awareness" program, approximately 1,500 community

stakeholders have attended in-depth sessions on how to be safe around major construction, for many a first in their community.

Public Outreach

A full range of communication tools has been used to provide the public advance notice of specific construction activities taking place on the public rights-of-way as well as providing construction progress updates, with recent efforts focusing on Crenshaw/MLK, Crenshaw/Exposition, Crenshaw/Vernon and Century/Aviation.

Methods have included door-to-door distribution of printed flyers and construction notices, email blasts, social media such as Facebook and Twitter and updates on the project website. Providing information in advance of construction fosters good will for the project with the community and allows the public to plan around the construction. Daily closures are communicated through email and on social media; a weekly recap of construction activities is also provided. For major impacts, such as multiple day full closures, notices are sent via US mail; and during resolution of impacts, daily follow up phone calls are made to impacted parties.

In addition, other outreach methods and collateral materials including fact sheets, videos, renderings and community briefings have been developed to inform the public throughout the alignment about specific activities, new phases of construction, and to promote project milestones.

Since June 1, Construction Relations has:

- Sent 3 eblast updates to a database of over 4,500
- Held 28 stakeholder briefings
- Held individual meetings with 36 impacted businesses on the alignment at MLK and Expo on 5 different occasions
- Published and distributed (door-to-door, email and through social media) 2 new construction notices in the vicinity of Crenshaw between MLK and Stocker to advise on LADWP relocation and soldier pile installation
- Sent out daily closure emails to a database of over 4,500 and through Facebook and Twitter
- Issued weekly construction recaps, meeting announcements, small business opportunities and construction updates via project database and a weekly column in The Sentinel
- Held quarterly Crenshaw Leadership Council (CLC) meeting, two CLC Project Oriented Discussions (Safety and Transit Oriented Development) and a bimonthly Construction Progress Community Meeting. The Project Oriented Discussion meetings each was attended by approximately 25 people and the CLC and Community Meeting was attended by approximately 100 people each
- Several print, online and radio ads were purchased reminding the local community to support local businesses during construction and to announce the full street closures and traffic reconfigurations at both Expo and MLK
- Charles Beauvoir, Project Director was interviewed on The Morning Show on KJLH Radio

Impacts to Businesses during Construction

Metro's on-site Construction Relations team is in the field weekdays and readily available to the businesses to listen to concerns, provide information and resolve impacts in coordination with the contractor. Recent concerns include:

- Reduced street parking
 - WSCC immediately leased several spaces at the Baldwin Hills Mall, while negotiating a lease with the property owner of a parking lot neighboring the businesses. WSCC has reached an agreement with a different owner of another lot near MLK/Crenshaw. A signed lease agreement is anticipated by August 1, 2014. The contractor will make improvements (stripe, light, etc.) then make spaces available to the public. Banners directing the public to this new lot will be produced and erected.
- Construction fences too close to the businesses, creating a tunnel effect for pedestrians
 - WSCC agreed moving the fence further away from the businesses for a period of time until it was absolutely necessary for it to be in the original position.
- Narrowed sidewalks as a result of the fence installation feels unsafe
 - WSCC installed lighting on the fence and have been directed to have their security guard onsite.
 - LAPD agreed to increase their patrols in the area.
- Bus stop relocation along Crenshaw has affected foot traffic of potential patrons
 - Print ads ran in LA Times, Inglewood Today, Our Weekly LA and the Los Angeles Wave West and online at The Sentinel encouraging the public to support businesses along the Crenshaw Corridor, a reminder that they continue to be open during construction.
- Green mesh on chain link fence reduces sunlight, making the sidewalk dark
 - WSCC has found an alternative material that allows 60% more light to pass through. It is being installed on a trial basis.
- Furniture store concerned about limited loading space
 - WSCC has identified a contact for the store to assist the business owner in coordinating all deliveries and pick-ups.
- Use of business names on "We're Open" fence banners
 - Banners were adjusted to address the concern about business names. After polling the businesses, new banners reflecting their preferences were produced and posted on site.

Business Roundtable

In January, Community Relations convened a group of 20 organizations that provide business assistance services. These organizations represented the government (federal, state and local), non-profit and private sectors. The goal of the Business Roundtable was to elicit feedback from each of the organizations as to what they believed would be essential business assistance on Crenshaw and to solicit their commitment to the project area. The organizations committed to working with Metro

and WSCC by seeking opportunities to provide small business resources to businesses along the project corridor.

Many of the Roundtable organizations also supported a DBE event in March sponsored by WSCC in collaboration with DEOD and Community Relations. There were about 25 participating organizations and over 200 attendees. The goal was to provide resources to small businesses and procurement opportunities to subcontractors.

The next matchmaking event will take place August 7th. The goal is to provide an opportunity for one-to-one conversations between local businesses, subcontractors and prime contractors to learn about procurement opportunities and business assistance resources. There will be several 9-minute rotations, similar to a “speed dating” format to optimize engagement opportunities with several potential matches.

Stakeholder Communications

Working with the Project Team, Construction Relations provides briefings to stakeholder groups and elected officials on upcoming activities, and communicates changes to scheduled work activities with as much advance notification as possible. For work in Leimert Park anticipated in early August, staff has already conducted 5 door-to-door briefings with all the businesses along the impacted corridor, sent an email to the project database about upcoming work and started briefing other local stakeholders. Additional communications will convey specific details of planned work activities as they are available.

Major efforts throughout Communications are being made to advise the public of the Century/Aviation closure the weekend of July 25th. Highlights include:

- Press Conference on June 23 with elected officials and interagency participants to announce the 57-hour full street closure
- Radio and newspaper ads in multiple languages starting July 17 alerting the public to the closure
- Video PSA with Metro Board Chair Mayor Garcetti about the closure in English and Spanish
- Information sent to all Employee Transportation Coordinators at large businesses in the area for distribution to employees and other business tenants (also available online for download)
- Map of detours around the closure
- Created a Countdown Clock widget available for webmasters to further spread the word by placing the information on their webpage
- Reached out to GPS companies and major search engine providers
- Created a promotion box on the project website for easy information accessibility for Global Business Travel Association Conventioneers in town that week
- Reached out and briefed all of the immediate neighbors, delivery services (UPS, FedEx, DHL, US Postal Service), local chambers and business associations; and held several community stakeholder briefings
- Media availability session on July 21 to showcase the Metro Mobile Command Center

- Linked with LA's Convention Bureau, LAWA and other travel and tourism affiliated organizations

Stakeholders have multiple ways to reach Construction Relations, including:

- Project Hotline (213) 922-2736, staffed by a live person 24/7
- Via email at crenshawcorridor@metro.net
- Website www.metro.net/crenshaw
- Facebook www.facebook.com/crenshawrail
- Twitter www.twitter.com/crenshawrail

NEXT STEPS

Construction Relations will continue to implement public outreach, collaborate with impacted parties and coordinate solutions with the project management team and the contractor.