



Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.2000 Tel
metro.net

July 28, 2014

TO: BOARD OF DIRECTORS

THROUGH: ARTHUR T. LEAHY *AL*
CHIEF EXECUTIVE OFFICER

FROM: NOELIA RODRIGUEZ *NR*
CHIEF COMMUNICATIONS OFFICER

SUBJECT: "CENTURY CRUNCH" WEEKEND COMMUNICATIONS

ISSUE

The bridge crossing at Century and Aviation in Los Angeles by LAX was demolished over the weekend as part of the Crenshaw/LAX Transit Project making way for a future Century/Aviation Station. The demolition project was dubbed, "Century Crunch." A link to the time lapsed video is attached.

DISCUSSION

To inform the public and various stakeholders over the July 25-28 weekend, Metro Communications performed the following Media and Community Relations activities:

Media Relations

- Conducted the final weekly Public Information Officer meeting at the Airport IPMO to discuss interagency outreach logistics and staffing of both the Joint Information Center in the Mobile Command Unit and the Unified Command at the project office. Meeting included representatives from Metro, LAWA, LADOT, CHP, LAPD, LAFD, L.A. County Emergency Management, Caltrans, and Los Angeles Office of Emergency Management.
- Provided early morning on-site media interviews on Friday at Wally Park by the Century Bridge. All major TV news channels conducted interviews with Media and Community Relations staff. KNX, KABC and KPCC radio also covered.
- "Live at 5" press conference was held on site Friday evening with Metro, LAWA, LADOT, CHP, police officials and Metro Board Director Dupont-Walker.

Supervisor and Metro Board Director Mark Ridley-Thomas stopped by after the press conference and was interviewed by KNX radio. Channels 2, 4, 5, 7, 9, Fox-TV, KNX radio and other media attended.

- Provided on-site media access at Mobile Command Center by Century/Aviation and staffed the Joint Information Center. Conducted numerous one-on-one interviews and held periodic press briefings with Metro, LAWA and LADOT staff throughout the weekend.
- On Sunday staff members were interviewed one-on-one by media and held news briefings at 4:30 p.m. and 8:00 p.m. An advisory was issued at 11 p.m. noting completion expected within three hours. Media was notified at 1:30 a.m. to announce the intersection was open to traffic. Century Crunch completed 4 ½ hours ahead of schedule.
- Media and Community Relations staff provided early morning on-scene media interviews with channels 2, 4, 9 and KNX radio on the completion of demolition and reopening of Century Boulevard on Monday morning.

Construction Relations Outreach

Beginning Friday evening, Construction Relations issued nightly recaps to the project database and local stakeholders informing them of the progress. Similar communications were provided to the Board, their deputies and Executive Management three times daily. Through the Joint Information Center, the project spokesperson addressed the media both informally through one-on-one briefings and formally through periodic press briefings at the mobile command center by the bridge, and media advisories sent to City News Service and other media outlets.

No complaints were received either on the project hotline or the project email throughout the weekend.

NEXT STEPS

Construction Relations will continue to implement public outreach, collaborate with affected parties and coordinate solutions with the project management team and the contractor. Starting on Friday, Construction Relations will host a meet and greet with stakeholders local to each of the impacted areas (MLK, Expo and Century/Aviation). The intent is to provide a briefing status on construction activities, listen to community feedback and address impacts as appropriate.