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TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON 
CHIEF EXECUTIVE OFFICER

FROM: YVETTE RAPOSE 
CHIEF COMMUNICATIONS OFFICER

**SUBJECT: CRENSHAW/LAX TRANSIT PROJECT PUBLIC OUTREACH
AND COMMUNICATIONS**

ISSUE

Walsh Shea Corridor Constructors' (WSCC) target date for completion of the Crenshaw/LAX Transit Project was May 2019. That date was later revised to December 2020. WSCC will not be able to meet the revised date. Although the project is over 97% complete, Metro is dissatisfied with several aspects of WSCC's work. Most notably, the remaining work which includes stations and critical systems work like train control signals, station ventilation, electricity delivery to trains and stations and intrusion alarms; these 'life-safety-vital' systems are the most critical work and have yet to be completed.

At the November/December Board of Directors Meeting, Metro staff reported that an official opening date would be announced once Metro's contractor, WSCC, reached a sufficient level of completion in their testing. This will include five to six months of equipment testing and training of Metro operations and maintenance staff.

Implementation of a comprehensive and enhanced public outreach plan to notify stakeholders and the community about the changes in project completion date began in early April 2019 when WSCC failed to meet their initial scheduled completion. Staff have continued to notify stakeholders through the pandemic, albeit virtually through regular email and digital communications.

DISCUSSION

Metro continues to implement a comprehensive bilingual (English/Spanish) outreach and communications plan on the Crenshaw/LAX Transit Project which includes door-to-door outreach, community construction update meetings, key stakeholder group briefings and presentations, support of community events and informational sessions,

distribution of construction notices, e-notifications, and press releases. A fact sheet inclusive of the project's hotline number, website and email address has been widely distributed and posted on the project website. Additionally, local small businesses have been provided with information about and how to apply for the Eat Shop Play construction mitigation program and the Business Interruption Fund.

The Metro Construction Relations team continues to implement this robust outreach and communications plan to notify the neighboring communities, stakeholders and the public of construction progress and changes to the project's schedule despite the COVID-19 pandemic.

In early 2019, the public outreach plan was further enhanced by:

- Briefings between CEO Phil Washington and key community leaders that included updates on construction milestones, challenges and WSCC's changes to the anticipated project completion date. Key community leaders include Community Leadership Council members, local business owners as well as faith-based leadership.
- Providing updates to key community leaders via a letter from CEO Phil Washington;
- Weekly e-notifications to the over six thousand project stakeholder list;
- Phone calls to stakeholders;
- Bi-monthly virtual online community construction progress meetings with options to participate by phone; and
- Ongoing monthly briefings to council staff, neighborhood councils, chambers, and area community-based organizations.

Outreach to local small businesses continues through one-on-one phone calls and emails to inform them of the benefits offered by the Eat Shop Play mitigation program. To date over 80 small businesses have registered as participants of this program. As participants, they have been provided free advertisement in English and Spanish either on local print/virtual ads, Metro station digital kiosks, bus cards, banners or spotlighted on e-newsletters and/or through various social media platforms.

As COVID-19 restrictions increase, the Eat Shop Play program will bring back weekly emails to the entire Eat Shop Play distribution (over 18,000 addresses), including the Regional Connector and Purple Line Extension stakeholders. This email campaign focuses on businesses that have online offerings, or restaurants that offer takeout or delivery options. During the initial days of Safer-At-Home, the email campaign experienced an above average email open rate. The social media campaign will also be ramped-up, as Eat Shop Play businesses that offer online activities are expected to increase.

Throughout the rollout of these enhanced communications, Metro has been transparent in its communications with the public and has made clear that safety is its number one priority. It will not accept the project until all testing has been satisfactorily completed to

assure a safe and reliable system for the public. The community have appreciated our transparency and continued communications.

NEXT STEPS

The Metro Construction Relations team will continue to provide focused communications on the project's progress to the community and stakeholders via weekly e-notifications, phone calls to stakeholders directly impacted by construction activities, bi-monthly virtual community construction update meetings and briefings with key stakeholder groups. The project's latest news and construction updates will also be published on the project's website and through multiple social media platforms.

The Communications team will continue its tactics including press releases, media availability, as well as through the agency's digital assets.