

Section 6.0 Community Outreach and Public Involvement

6.1 Understanding of Public Outreach Challenges and Opportunities

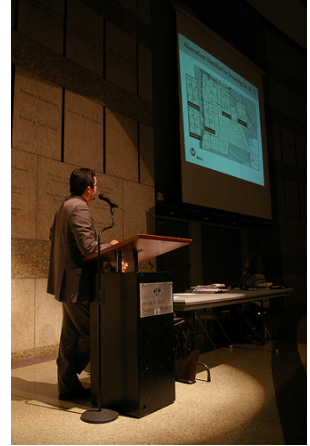
The Regional Connector is a project that brings challenges as well as opportunities to the public involvement process. While its actual design, engineering and operational impacts are focused on a relatively small area in downtown Los Angeles, its potential benefits accrue to all those served by transit throughout the entire Southern California region. Therefore, it was important to reach out not only to downtown stakeholders including the employees, residents, tourists and businesses, but also to those benefiting from improved system connectivity from one side of Los Angeles County to the other.

Downtown Los Angeles has undergone a transformation over the last decade from primarily a daytime employment destination to a dynamic community with a growing residential population. Established business organizations, Chambers of Commerce, Business Improvement Districts (BIDs), Neighborhood Councils, and others, provided access to stakeholders and organized groups. Through these key groups, the project team established contact and ongoing communication channels to downtown stakeholders.

It was equally important to reach out to stakeholders and commuters who could potentially benefit from the regional transit connectivity of the project. These constituents included transit users from the Metro Blue Line which begins in Long Beach, the Metro Gold Line from Pasadena and transit users who would potentially utilize public transit once the Metro Expo Line and Metro Gold Line Eastside Extension finished construction. The project team reached this widely disbursed population segment through electronic and web-based communications as well as by placing meeting notices on existing public transit vehicles prior to the scoping process and each subsequent meeting.

6.1.2 Community Outreach and Public Involvement Program

A detailed Community Outreach and Public Involvement Plan was developed in order to ensure that the public was kept informed about the study on an ongoing basis and provided with opportunities to comment at key milestones throughout the study. The Plan included detailed stakeholder identification, communications protocols, public input tracking, and a proposed schedule for interfacing with the public and recommendations for how meetings should be conducted at various stages of the study. Additional recommendations for key stakeholder interviews or briefings, inter-agency coordination, and topical meetings were also included in the Plan. The Plan was developed with the



necessary flexibility to accommodate changing circumstances and enhanced approaches required for complex projects. Details of outreach efforts can be found in the Community Participation Summary and Report prepared in November 2008. Other documents such as public comment sheets, meeting handouts, presentation materials, public notices, and various meeting items can be found in the appendix sections of the Community Participation Summary and Report.

6.1.3 Stakeholder Identification and Database Development

A comprehensive stakeholder identification process was initiated to coincide with the early scoping process. A comprehensive study database was developed for the purposes of a targeted email and direct mail campaign to:

- Elected officials on the local, state and federal level
- Neighborhood Councils and other elected groups
- Homeowners Associations and Neighborhood Organizations
- Chambers of Commerce and business leaders
- Community-based and civic organizations
- Key employment centers and cultural/entertainment destinations
- Transportation advocates and interest groups
- Print, broadcast and electronic media, including community-based publications and blogs
- Local Business Improvement Districts (BIDs)
- Property management firms serving lofts and condominiums in the Downtown Los Angeles area

A copy of the stakeholder database is located in Appendix A.

Hand-in-hand with the development of the project database was preparation of a Community Profile which highlights the key opinion leaders for this project, as well as their possible issues, concerns and potential support/opposition to the alternatives.

6.2 Public Meetings

Three series of public meetings were held in November 2007, February 2008, and October 2008 as part of the ongoing community outreach and public involvement process.

6.2.1 Early Scoping Meetings

In addition to the Early Scoping Notice which was published in the Federal Register on October 31, 2007, a Public Meeting Notice was developed to notify communities about the Regional Connector study, the early scoping meetings, and opportunities for stakeholders to provide their input prior to the deadline for public comment.

Public Meeting Notices were distributed in a number of ways. A detailed list of 83 regional media outlets was developed which included mainstream, community-based and ethnic/foreign language print and broadcast outlets. A complete list of the media contacted for this project is included in Appendix H.

A press release (provided in Appendix C.5 of the Community Participation Summary and Report) was developed and distributed to all 83 outlets; for the community-based and ethnic print media, a specific request was made for inclusion of early scoping meeting information in their community calendars.

In addition, display advertisements for the early scoping meetings were placed in three (3) newspapers in the study area and were selected based on their geographic focus, language needs and audited circulation numbers. Newspaper advertisements for the early scoping meetings were placed in the following newspapers:

Outlet	Run Date	Language	Circulation
Los Angeles Downtown News	October 26, 2007	English	49,000
Los Angeles Garment and Citizen	October 26, 2007	English, Spanish	25,000
Rafu Shimpō	October 23, 2007	Japanese	45,000

Approximately 400 individuals and organizations with email addresses were included in the initial stakeholder database. Email notices were sent out on October 23, 2007, with follow-up reminders sent on November 5, 2007. An electronic reminder to the community to submit comments was sent on November 21, 2007. Comments were accepted until November 30, 2007 – an extension of the original date of November 21st.

Over 500 notices were mailed to residents, agencies, and organizations in the study area. Meeting notices were mailed on October 23, 2007. Notices were posted online at www.metro.net/regionalconnector.

Copies of the postal mailer document were delivered to property managers at 12 residential loft and condominium locations for posting in their public areas.

“Take-Ones” were placed on Metro buses and trains serving, and feeding into, the study area on October 29, 2007.

All those on the stakeholder database either received two (2) email notices about the early scoping meetings (i.e., an initial notice followed by a reminder), or one (1) piece of direct mail. The offices of elected officials representing portions of the project study area were also contacted and alerted about the meetings.

Multiple organizations were contacted requesting that they forward invitations to the early scoping meetings to their members or constituents. These organizations included transportation advocacy groups, neighborhood and business organizations, civic groups, and academic institutions.

Metro staff also made follow-up calls to agencies inviting them to attend the Agency Early Scoping Meeting.

One (1) Agency Early Scoping Meeting and two (2) Public Early Scoping Meetings were held as follows:

6.2.2 Agency Early Scoping Meeting

Tuesday, October 30, 2007; 12:30 – 2:30 p.m.

Metro Headquarters, Board Overflow Room

One Gateway Plaza, Los Angeles, CA 90012

In attendance were 15 individuals, representing the following agencies:

- City of Los Angeles
- Department of City Planning
- Department of Transportation
- Department of Public Works: Bureau of Engineering
- Cultural Affairs Department
- Los Angeles County
- Metro
- Sheriff's Department: Transit Safety Bureau
- Los Angeles Community College District
- Los Angeles Regional Water Quality Control Board
- Southern California Regional Rail Authority
- State of California
- Public Utilities Commission
- United States Department of Homeland Security: Transit Security Agency

Comments were received during the review period from the City of Los Angeles Community Redevelopment Agency (CRA/LA), the Metropolitan Water District (MWD) and the City of Los Angeles Department of Public Works Bureau of Engineering. A copy of the agency early scoping meeting materials is provided in Appendix N of the Community Participation Summary and Report, including the Early Public Scoping Packet, copy of the Power Point presentation and the exhibits.

6.2.3 Public Early Scoping Meetings

Two (2) Public Early Scoping Meetings were scheduled for November 2007. Public comment received at these Early Scoping Meetings formed the basis for development of a comprehensive range of alternatives for further study in the AA.

Meeting locations were selected to reflect equitable geographic coverage, proximity to public transportation and to minimize overlap with other meetings scheduled in the study area. The public comment period was facilitated, and speakers were asked to limit their comment to two minutes.

The Public Early Scoping Meetings were scheduled as follows:

Early Scoping Meeting #1: Central Business District/Downtown Los Angeles,
Tuesday, November 6, 2007; 11:30 a.m. to 1:30 p.m.
Los Angeles Central Public Library, Meeting Room A
630 W. 5th St., Los Angeles, CA

68 people signed in at this meeting, and 17 individuals elected to speak. Metro received 15 written comments at the end of this meeting.

Early Scoping Meeting #2: Little Tokyo area/Downtown Los Angeles
Wednesday, November 7, 2007; 6 p.m. to 8 p.m.
Japanese American National Museum
369 E 1st St., Los Angeles, CA

49 people signed in at this meeting, and 16 individuals elected to speak. Metro received 13 written comments at the end of this meeting.



6.2.3.1 Overview of Comments Received

The public comment period for the Regional Connector commenced with the publication of the Early Scoping Notice in the Federal Register on October 31, 2007 and written comments were accepted until November 30, 2007.

A total of 132 individuals signed in at the Agency and Public Early Scoping Meetings. However, it is estimated that at least 160 people attended all three meetings. Formal public comments were collected from 88 people in five possible ways prior to the close of the comment period:

- 27 Verbal comments at Public Early Scoping Meetings
- 18 Written comments at Public Early Scoping Meetings
- 29 Written comments via email
- 14 Written comments via US mail
- 0 Verbal comments on the Information Phone Line

This section summarizes the 88 comments received from the public in verbal testimony at the early scoping meetings, written comments submitted at the early scoping meetings, via emails, and letters mailed to Metro.

The overwhelming majority of comments received supported the need for a Regional Connector to enhance the efficiency of the current and future rail system by providing through service between the Metro Blue Line, Gold Line, Gold Line Eastside Extension and Expo Line, and service to link these rail corridors directly to Union Station. Most commentators supported almost equally a Grand Avenue and 1st St. alignment, below grade (i.e. subway), and utilizing Light Rail Transit (LRT) technology. Several potential stations received wide popularity, including, in order of their level of support, Little Tokyo, 7th St./Metro Center, Bunker Hill, Union Station, Main/1st St. and Civic Center (i.e., in the northern portion of the study area).



No comments were received opposing the Regional Connector, though a few remarks noted that other transit projects may need to receive a higher priority. Many commentators specifically pointed out the need to develop a transit system that connects multiple lines, as well as expanding the 7th St./Metro Center Station to accommodate enhanced service and upgrading various operational systems. Of those providing feedback about the evaluation criteria, most thought that access was paramount.

The detailed comments were scanned and are provided in Appendix D.4 of the Community Participation Summary and Report. The following is a summary of the general type of comments received and number of comments received associated with each type and issue by general subject matter and issues identified:

Comments Related to Mode

Whether the comments provided were written, emailed or submitted at the early scoping meetings, public comments showed tremendous support for LRT technology as the preferred mode for the Regional Connector. There was some support for looking at streetcars, but negligible interest in considering Bus Rapid Transit (BRT), Personal Rapid Transit (PRT) or monorail technology.

Comments Related to Grade

Almost all of the comments received by speakers at the early scoping meetings were in favor of a subway, or for a below-grade system. Of the 44 comments that spoke directly to grade preference, 36 stated a preference for a below-grade system. Of the 23 comments that spoke directly to a mode preference, 15 stated a preference for LRT. One comment received was mode neutral.

Comments Related to Alignment

Comments from these early scoping meetings indicated a nearly even split between supporters of a Grand Ave. alignment or a 1st St. alignment. Also receiving limited support was 2nd St., and an extension of the Blue Line. Limited preference was expressed for other routes including 3rd St. and Flower, with even less interest in the other potential alignments identified on the map that was displayed and distributed at the early scoping meetings.

There was also a small, but vocal, minority concerned with the lack of alignment options to provide connectivity with the southern portion of the study area, and the lack of existing transit options serving Central City East and the Toy District. Some felt that the alignment should move considerably south, using Alameda St., and make a connection through these underserved areas directly to the 7th St./Metro Center Station.

Comments Related to Station Locations

Several potential stations showed wide popularity, and were somewhat reflective of those preferring the 1st St. route or a Grand Ave. option. The potential station location that received the most support was Little Tokyo, which was seen as the gateway of the Regional Connector into the study area; followed by the 7th St./Metro Center Station, which is regarded as a key hub; Bunker Hill; Union Station; Main/1st St.; and Civic Center, serving the area in the northern portion of the study area.

Key Issues Identified

Those stakeholders providing their comments about key issues felt strongly about the need for the Regional Connector to provide a link with Metro's transit line. Those providing input also noted that construction of this project would eventually require upgrades to power distribution, signals and controls systems, and would likely entail an expansion of and upgrades to the 7th St./Metro Center Station. Other issues raised included the need to add rail cars, improve station maintenance, examine increased safety for both stations and the lines, and consider implementing the technology used to construct the Gold Line tunnels.

Comments Related to Evaluation Criteria

There were only a few comments submitted that related to additional evaluation criteria that should be used. Three commentators requested that evaluation criteria include pedestrian, stroller and ADA access. A smaller number of commentators suggested that air quality and community impacts (with respect to downtown development) be heavily weighted.

Other General Comments

Of the general comments received, 28 expressed overall support for the project, and emphasized the need for connections to even more transit lines. Other responders emphasized that completion of the Regional Connector would ensure access to the Westside from all around the region. Others felt that the Regional Connector was not as important as other projects and should not be Metro's first priority. In addition, some felt that local funding for the Regional Connector should be sought, and that funding for the project should not come from raising fares.

6.3 Community Update Meeting Series #1

After the initial scoping meetings, a set of two community update meetings was held to present stakeholders with the results of the early scoping process.



In preparation for the meetings, focused outreach to the neighboring communities, key stakeholder groups, and local media was conducted. Beginning February 13, 2008, with the distribution of the media notice, a multimedia approach was conducted to alert the community to the upcoming meetings using direct mail and distribution of electronic notices.

In addition, to reach both residents and those working in the downtown area, advertisements were placed in Rafu Shimpō, Los Angeles Garment and Citizen, and the Los Angeles Downtown News. The advertisements were developed by Metro's graphic department.

Outlet	Run Date	Language	Circulation
Los Angeles Downtown News	February 18, 2008	English	49,000
Los Angeles Garment and Citizen	February 22, 2008	English, Spanish	25,000
Rafu Shimpō	February 21, 2008	English	45,000

Over 500 notices were mailed to residents, agencies, and organizations in the study area via US mail or direct mail where no email contacts were available. Meeting notices were mailed on February 10, 2008. Notices were also posted online at www.metro.net/regionalconnector.

All those in the stakeholder database either received two (2) email notices about the early scoping meetings (i.e., an initial notice followed by a reminder), or one (1) piece of direct mail. The offices of elected officials representing portions of the project study area were also contacted and alerted about the meetings.

Multiple organizations were contacted requesting that they forward invitations to the early scoping meetings to their members or constituents. These organizations included transportation advocacy groups, neighborhood and business organizations, civic groups, and academic institutions.

Meeting notices were sent via email to those with email addresses in the study database. Approximately 383 individuals and organizations with email addresses were included in the initial stakeholder database. Email notices were sent out on February 14, 2008, with follow-up reminders sent again on February 18, 2008. An electronic reminder to the community to submit comments was sent on March 6, 2008.

Community meetings were held at the following locations:

Little Tokyo area/Downtown Los Angeles
Tuesday, February 26, 2008; 6 p.m. to 8 p.m.
Japanese American National Museum
369 E 1st St., Los Angeles, CA

Central Business District/Downtown Los Angeles
Thursday, February 28, 2008: Noon to 1:30 p.m.
Los Angeles Central Public Library, Meeting Room A
630 W. 5th St., Los Angeles, CA

6.3.1 Overview of Comments Received

Eleven alternatives were presented to the community at this series of meetings. All alternatives identified LRT as the preferred mode; however, of the alignments presented, most were below grade, though one alternative included an aerial component. Of the alternatives considered, 7 utilized the 2nd St. tunnel.

59 people signed in at the Japanese American National Museum, with 14 people speaking at the meeting. 55 people signed in at the meeting held at the Central Los Angeles Public Library, with 12 people speaking at that meeting. In total, 57 comments were received:

- 26 Verbal comments at Public Community update meetings
- 6 Written comments at Public Community update meetings
- 25 Written comments via email
- 0 Written comments via US mail
- 0 Verbal comments on the Information Phone Line

This section summarizes the 57 comments received from the public in verbal testimony at the meetings, written comments submitted at the community update meetings, and via emails.

The majority of those who submitted comments supported a below-grade alignment. There was very little support for an at-grade alignment, particularly in the financial district. There were no concerns expressed about noise and vibration during tunneling through downtown Los Angeles. The community expressed interest in identifying ways to minimize transfers between the transit lines, and improved connections to the Metro Red Line.

Comments Related to Mode

All public comments received (written, emailed or submitted at the community update meetings) expressed continued support for LRT technology as the preferred mode for the Regional Connector.

Comments Related to Grade

Almost all the comments received by speakers at the community update meetings were in favor of subway, or for a below-grade system. Citing congestion concerns, the community preferred that the alignment be located below grade.

Comments Related to Alignment

The community responded overwhelmingly in support of the project's concept, and specifically for alternatives 5, 6, and 8.



- Alternative 5 begins at-grade at the Little Tokyo Gold Line station, and continues below grade through Civic Center, Little Tokyo, Grand Ave., and the financial district.
- Alternative 6, which appeared to have initial community support, places the entire alignment below grade, and requires the reconstruction of the Little Tokyo Gold Line station.
- Alternative 8 would require the Little Tokyo Gold Line station to be relocated further west of the station's current location.

Comments Related to Station Locations

When asked about potential station locations, Grand Ave., Little Tokyo, and Bunker Hill were the most requested by those commenting. Several potential stations were widely popular, and were somewhat reflective of those preferring the 2nd St. option. The order of the level of support was: Little Tokyo, a station connecting Broadway to the LRT alignment at 2nd and Broadway, the 7th St./Metro Center Station, Bunker Hill, and one at the Civic Center, in the northern portion of the study zone.

Key Issues Identified

Those stakeholders providing their comments about key issues were emphatic about the need for the Regional Connector to provide a link with Metro's transit lines. In summary, the project is widely supported; LRT is the preferred mode; and an underground alignment is favored. Other issues raised included the potential need to add rail cars, improve station maintenance, and to consider implementing the technology used to construct the Metro Gold Line tunnels.

6.4 Community Update Meeting Series #2

A final round of community update meetings was held in October 2008 to present to the public Metro's recommendations for the Regional Connector AA study. In preparation for the meetings, focused outreach to the neighboring communities, key stakeholder groups, and local media was conducted. Beginning with the distribution of the media notice, a multimedia approach was implemented to notify stakeholders of the meetings. Ads in major newspapers, community papers, and notification through on-line blogs, direct mail and e-mails rounded out the outreach process.

In order to reach out to downtown residents and those working in the downtown area, advertisements were placed in Rafu Shimpō, Los Angeles Garment and Citizen, and the Los Angeles Downtown News. The advertisements were developed by Metro's graphic department.

Outlet	Run Date	Language	Circulation
Los Angeles Downtown News	October 13 th & 20 th	English	49,000
Los Angeles Garment and Citizen	October 10 th & 17 th	English, Spanish	25,000
Rafu Shimpō	October 11 th	English	45,000

Meeting notifications were sent to the stakeholder database on September 26, 2008 via US mail or direct mail where no email contacts were available. All project information as well as information about the meetings was posted online at www.metro.net/regionalconnector. All elected officials at the local, state and federal levels within the project area were also sent notification of the meetings.

Multiple organizations were contacted requesting that they forward invitations to the early scoping meetings to their members or constituents. These organizations included transportation advocacy groups, neighborhood and business organizations, civic groups, and academic institutions.

Approximately 109 people attended the final round of community meetings. The meetings were held as follows:

Thursday, October 16th; 12:00 p.m. to 1:30 p.m.
Los Angeles Central Public Library
630 W. 5th St., Los Angeles, CA

Tuesday, October 21st; 6:30 p.m. to 8 p.m.
Japanese American National Museum
369 E 1st St., Los Angeles, CA

6.4.1 Overview of Comments Received

51 comments were received from the final round of community meetings:

- 33 Verbal comments at Public Community update meetings
- 11 Written comments at Public Community update meetings
- 4 Written comments via email
- 3 Written comments via US mail
- 0 Verbal comments on the Information Phone Line

Comments Related to Mode

Stakeholders who attended the last round of meetings were overwhelmingly in support of building the Regional Connector as an underground LRT to the extent possible. Due to the heavy vehicular and pedestrian traffic in downtown Los Angeles, stakeholders believed that above ground rail will further congest this area. In addition, there are many festivals, films and other events happening in downtown Los Angeles and stakeholders did not want above ground rail to disturb these activities.

Comments Related to Alignment

There was considerable support in the community within the immediate project area to run the Regional Connector underground, with Alternative 1 as the preferred alignment. The underground alignment emerges at grade in the Little Tokyo area and there were

several concerns raised about safety and congestion because of the heavy pedestrian traffic in this area.

Comments Related to Station Locations

Community members did not offer many comments related to station locations. Those commenting were supportive of Alternative 1, and the few comments related to station locations were centered on building the stations to accommodate the future growth of the Metro system. Another comment related to the mezzanine level station proposed at 2nd St., and suggested that this station be located underground. One other commentator mentioned that closing the 2nd St. tunnel to traffic would be very disruptive and suggested a below-grade option.

Key Issues Identified

The majority of comments from meeting attendees focused on the need for an underground system for this project, and warned of the congestion potential presented by the at-grade alternative. In addition, there were concerns about safety and congestion for the above ground section of Alternative 1 where it emerges in the Little Tokyo area. There were also structural concerns raised about the historic buildings in the immediate project area, especially during tunnel excavation. Most were opposed to perceived disruptions and noise from trains running at-grade.

6.5 Additional Meetings

In addition to the public community meetings held in October, Metro was asked by the Little Tokyo Community Council to attend its October 21st meeting to present the AA findings. Approximately 60 people attended this meeting. Metro's PowerPoint presentation was followed by members of the Council discussing their support for the project as it moves forward. Concerns were raised by several speakers who wanted Metro to consider a construction mitigation program, and look for ways to protect the unique features of Little Tokyo as a neighborhood.

6.5.1 Additional Stakeholder Outreach Meetings

In addition to the public meetings, the project team proactively conducted a series of meetings with key stakeholders on an ongoing basis. The purpose of meeting with these groups was to create an informal forum to discuss specific concerns with individual stakeholder groups and to create an ongoing dialogue with these critical stakeholders as the project moved forward.

At the time the AA was initiated, Little Tokyo was the epicenter for the construction of the Metro Gold Line's Eastside Extension. The Historic Core, the City of Los Angeles, and Broadway theater owners had just started their investigation of integration of a streetcar into downtown Los Angeles. Additionally, the Metro planning team met with the Grand Avenue Project committee to discuss the evolution of that project. This convergence of projects and their associated champions provided Metro with established forums for stakeholder engagement.

6.5.1.1 Little Tokyo

Metro's team subsequently met with two groups from Little Tokyo on an ongoing basis: the Little Tokyo Community Council (LTCC) and the Little Tokyo Service Center (LTSC). The LTCC represents residents, business owners, land owners, civic leaders, City agencies, and educational institutions. As a Community Development Corporation, the Service Center provides social service and other programs to Little Tokyo residents, and assisted the project team in coordinating a meeting with business owners along 2nd St.

Metro's first presentation to the LTCC took place shortly after the first community update meeting on March 12, 2008. In response to concerns regarding the 11 alternatives presented to the community, the LTCC established a subcommittee to communicate directly with Metro as the AA moved forward. The initial concerns regarding the project centered around preserving the identity of the neighborhood, pedestrian impacts, and construction impacts.

Many on the committee felt the Temple St. alignment would best serve the Little Tokyo community. Alternative 2, using Figueroa, Flower, Dewap, to Temple Sts., would have required additional construction to the new LRT bridge at Temple and Alameda St. That alternative was determined to be financially infeasible. Additionally, potential station locations were identified as less desirable when compared to other project alternatives and potential station locations.

At this initial meeting, a "mitigated" Alternative 5 was presented to the group. This alternative would require a grade separation for auto traffic on Alameda St. Since the group responded positively to this change, additional details were presented at a second meeting.

The second meeting of the subcommittee was held on April 2, 2008. The subcommittee reviewed key concerns: pedestrian impacts, loss of neighborhood identity, and how construction might impact small businesses. In response to these concerns, Metro presented a "mitigated" project alternative, which would minimize construction impacts, and increase pedestrian access to the station and nearby neighborhood activities.

During this meeting, Alternatives 3b and 7 were presented to the group. Alternative 3b involves a couplet on both Los Angeles and Main Sts. between 2nd and Temple Sts. Alternative 7 uses 2nd St. from Flower to Los Angeles St., turns at Los Angeles St. and at Temple St. While both alternatives were considered acceptable to the community, Alternative 5 remained as the preferred option.

Alternative 5 includes a grade separation along Alameda St., and the addition of a pedestrian bridge that serves to connect the Japanese American National Museum, the Mangrove project area, and provides an aerial crossing at 1st St. and the Office Depot property (located diagonally from the Little Tokyo/Arts District Gold Line Station.) The appeal of the intersection's treatment and the location of the potential portal satisfactorily addressed the subcommittee's primary concern regarding the construction and operational impacts of the Regional Connector.

A meeting with the Little Tokyo Service Center sought to address the concerns of business owners along 2nd St. This meeting took place on May 13, 2008 at the Japanese American Cultural Center. While there were many operational questions (e.g. how often would the trains cross into Little Tokyo, would the community feel the train passing) that would be addressed during the next phase of the project, the purpose of the meeting was to present the remaining Alternatives 3b, 5, and 7. Overall there was support for the project, and consensus that the business owners would like to be further engaged as the project moves forward. Community preference was for the alignment to be located below grade, to minimize the construction impacts on access to area businesses.

6.5.1.2 Bringing Back Broadway

The Broadway Streetcar project is looking at ways to provide streetcar service along Broadway, connecting the Grand Avenue Project to LA Live. The project is a public/private venture with support from the City of Los Angeles (with the Community Redevelopment Agency and Council District 14 taking the lead on the project). Metro met with 5 separate organizations that play different roles in the Streetcar project:

- The Downtown Los Angeles Neighborhood Council
- Historic Core Business Improvement District
- Bringing Back Broadway Coalition
- Downtown Los Angeles Business Improvement District
- Central City East Association

Initially, there was some uncertainty among stakeholders regarding differences between the Streetcar and Regional Connector projects. Metro clearly defined the differences in the project, namely the project goals, potential funding sources, services provided, and agency support. The intent of the Broadway Streetcar is to act as a “walk extender” and to support downtown pedestrian access, whereas the initial intent of the Regional Connector is to provide continuous service between the LRT options traveling through downtown Los Angeles.

With this concern resolved, the organizations began to consider how the Regional Connector could interact with the Broadway Streetcar. The Historic Core Business Improvement District and the Bringing Back Broadway Coalition agreed that a connection at 2nd and Broadway made the most sense.

The groups also recognized that a station need not be located directly at 2nd and Broadway if a portal located near 2nd and Broadway would provide the necessary access to the area as well. It was agreed that as long as transit users felt like they were accessing the station at 2nd and Broadway, it did not matter if they needed to walk a block below grade to access the train.



The Historic Core Business Improvement District discussed the economic and transit oriented development opportunities located at 2nd and Broadway. They were hopeful that as the Regional Connector Transit Corridor Study continues, the Bringing Back Broadway Coalition will be active participants in the process, as the two projects are complementary. While the Broadway Streetcar issues did not appear to be as multifaceted as the concerns held in Little Tokyo; these two stakeholder groups played a significant role throughout the AA process.

All of the additional meetings are summarized in Table 6-1.

Table 6-1 Meeting Details			
Organization	Meeting Details	Key Issues	Follow-Up
Office of Councilwoman Jan Perry	July 31, 2007 Attendance: 6	Discussed status of Chief Legislative Analyst's Office RFP for development of property at 1st and Alameda Sts.	None required.
City of Los Angeles Downtown Street Standards	September 14, 2007 Attendance: 15	Wanted additional details once the project has proceeded further e.g. station lengths	Scheduled a follow-up meeting after Early Scoping completed
Grand Avenue Committee	October 9, 2007 Attendance: 11	Wanted to schedule a working meeting with Committee's architect and engineer to consult as the construction of Grand Avenue proceeds	Scheduled a meeting with Committee's architect and engineer
Elected Officials Briefing	October 17, 2007 Attendance: 9	Interested in the participation of other elected officials both within and outside the project area as this is a regional project. Concerned about potential impacts to the Little Tokyo community. Supportive of the economic benefit and environmental benefit potential.	Metro established a regular briefing schedule.
Central City Association, Transportation & Infrastructure Committee	October 25, 2007 Attendance: 15	Interested in galvanizing its membership in support of this study. Also undertook to circulate early scoping meeting information to its membership.	Returned to present this Committee with results of early scoping.
Downtown Neighborhood Council	November 13, 2007 Attendance: 45	Wanted to find ways to bring more transit opportunities to the downtown area. While no final recommendation was supported, the board president felt it was very important Union Station be considered as a part of the study area.	Returned to present this Committee with results of early scoping.
Little Tokyo Service Center	November 20, 2007 Attendance: 64	Supported the project. Concerned that if the Little Tokyo/Arts District Gold line station becomes a terminus, the station would be at capacity. Encouraged by the idea that Little Tokyo would be easier to access, but wanted to protect pedestrian access.	Returned to present this Committee with results of early scoping.
Elected Officials Briefing	2/12/08	Supported of the project and had a good understanding of the project's benefits. Favored the alternative that was going to be the most cost effective.	Continued briefings at key milestones.
Little Tokyo Community Council	2/19/08	Standing community council meeting. Attended as a guest.	Participated with the Council's Regional Connector Subcommittee

**Table 6-1 Meeting Details**

Organization	Meeting Details	Key Issues	Follow-Up
Little Tokyo Community Council	3/12/08	The group was concerned that an at-grade alignment would negatively impact the Little Tokyo community. Earlier in the day, the planning committee passed a resolution recommending the LTCC not support the Regional Connector if it runs along 2 nd St., either above or below grade. This group's preference was for the alignment to follow Temple. Alternative 5 with additional mitigations was then presented. The group reacted positively once the Alternative showing grade separation for auto traffic on Alameda was shown. However, they wanted more information on the operational impacts of the station. The group was willing to consider a presentation of the proposed resolution to support Alternative 5.	LTCC liaison coordinated next meeting with Metro Project Manager
Office of Councilman Huizar	3/14/08	Supported the project. Understood the regional significance of the project and recommended additional meetings outside of the downtown area.	Additional meetings to be conducted in the next phase of the project.
Rotary: LA Morning Club	3/20/08	The Metro team presented the current list of alternatives currently under review. The presentation was warmly received, with most of the questions focused on how to fund the project, and what kind of system connections would be afforded.	Outreach consultant followed up to identify a date for a presentation to the LA 5 Rotary group. (Completed)
Downtown Los Angeles Neighborhood Council (DLANC): Transportation Committee	3/24/08	The presenters emphasized Metro's commitment to investment in Downtown Los Angeles, as well as balancing the need to provide regional service expansion. Those attending the meeting were most receptive to the below grade alternatives. When asked about the potential for direct connections to Broadway and the Historic Core neighborhood, the Metro team concluded that technical, physical, and geographic limitations (regardless of grade) makes a direct connection infeasible.	Scheduled briefing for "Bringing Back Broadway" and HCBID for May 2008. Scheduled follow-up briefing with the DLANC Transportation Committee for April 2008.



Table 6-1 Meeting Details			
Organization	Meeting Details	Key Issues	Follow-Up
Little Tokyo Community Council	4/2/08	The group was concerned that an at-grade alignment through Little Tokyo would negatively impact the community. The community was especially concerned about how construction might impact the businesses along 2 nd St., or affect plans for the "Go for Broke" monument planned on Temple. Metro's technical consultant requested specific details about the monument's location and construction timeline from the "Go for Broke" organization.	Continued to alert Community Council about upcoming community workshops LTCC liaison coordinated next meeting with Outreach Consultant (Completed)
Historic Core BID	4/30/08	The Historic Core Business Improvement District (HCBID) requested to meet with Metro's project team for the Regional Connector Transit Corridor study to discuss potential impacts to Broadway, more specifically the HCBID's plans for implementing a streetcar on Broadway. Metro encouraged the HCBID to continue with its planning efforts for the Broadway Streetcar (BSC), and offered to work with the BSC planners to coordinate efforts to make the BSC a success. The HCBID asked whether the BSC should be included in the Regional Connector study, but Metro discouraged this approach.	Outreach Consultant secured meeting sign in sheet (Completed)
Downtown Center BID	5/07/08	Supported the project and saw it as an opportunity to promote business growth in the downtown area. Wanted to make sure there is a nexus between the proposed Broadway Streetcar and future station identification.	Continued to alert BID about upcoming community workshops
Bringing Back Broadway	5/07/08	The BBB organization was in the process of studying potential alignments for a local streetcar. The Broadway Streetcar study was then in its conceptual design phase, with the goal to complete the AA by July 2008. The organization hoped to secure a Negative Declaration designation of impact for the project.	Continued to alert group about upcoming community workshops

Table 6-1 Meeting Details

Organization	Meeting Details	Key Issues	Follow-Up
South Park Stakeholders Group	5/12/08	Group was supportive of the project and saw it as an opportunity to encourage more transit use in the neighborhood, encourage additional residential development, and assist the highly transit-dependent local area workforce. Wanted to find out if the project would include funding for improvements to the current Pico/Chick Hearn station.	Letter of support from the organization. (Letter has not yet been received, followed up with Group liaison via voicemail)
Little Tokyo Service Center	5/13/08	Meeting attendees were most interested in discussing potential construction impacts to 2 nd St. Business owners along 2 nd St. wanted more specific information regarding construction impacts to business owners, how long construction would impact the street, and traffic restrictions. One person asked if they would be able to feel the vibration of a below-grade LRT system under their building. Metro responded by letting the group know the topic would be covered in the EIS/R portion of the study.	Outreach Consultant added the contact information of those in attendance to the project stakeholder database (Completed)
Little Tokyo Community Council	5/20/08	The Little Tokyo Community Council requested a brief project update during their regular board meeting. The Regional Connector presentation took approximately 20 minutes. The Council remained supportive of the project in concept, and looked forward to participating during the EIR/S process, should the board approve this step.	Continued to alert Community Council about upcoming community workshops
Central City East Association	5/28/08	The group was supportive of the project moving forward into the EIR/S phase. CCEA wanted more information during the EIR/S process about how the project would interface with the Broadway Streetcar, and whether construction of the project could be expedited.	Continued to alert BID about upcoming workshops
Downtown Living Weekend	6/6-8/08	Questions from the community surrounded Metro pass prices. Many of the people who asked about pass prices wanted to know which pass to use for access to both Metro and DASH services (EZ Transit Pass). Youth asked how to go about getting bus passes through the school district. Many people who visited the booth were seeking system maps.	No follow up needed

Table 6-1 Meeting Details			
Organization	Meeting Details	Key Issues	Follow-Up
Westside Central Service Sector Governance Council	7/9/08	The Westside Central Service Sector Governance Council requested a brief project update during their regular meeting. The Regional Connector presentation took approximately 20 minutes. The Council was extremely supportive of the project in concept, and looked forward to future updates.	Report back in next phase
Higgins Building HOA	8/7/08	The group was supportive of the project; however they were concerned about construction impacts. The group requested that the “box” of any station located at 2 nd and Main be located closer to 2 nd and Spring or Los Angeles, but station entrances could still be located next to the building.	Continued to alert the HOA about upcoming workshops.
Elected Officials Briefing	10/14/08	The briefing for elected officials was held at Metro. Questions asked pertained to when the project will go to the Board for approval to move into the environmental study. There were questions about station design and connections to the Gold line and Eastside extension.	No follow up necessary.

6.6 Collateral Materials

Various informational materials such as meetings notices, Fact Sheets and Newsletters were completed during the AA.

6.6.1 Meeting Notices

A postal mailer and an email notice were distributed prior to each series of community meetings. The postal mailer was distributed approximately 10 days prior to the first community meeting. The email notice was sent out twice (once as a “Save the Date” and later as a formal announcement) to the stakeholder list. The Regional Connector database is predominately email-based. A follow up email notice was sent to individuals included in the stakeholder database and those who attended the community meetings.

Regional Connector Transit Corridor Project Update Meetings

You are invited to a Metro project update on the Regional Connector Transit Corridor Study.

In November 2007, Metro held two public scoping meetings to obtain community input on the scope of the alternatives to be studied in the Alternatives Analysis. Based on feedback from these meetings, Metro has identified some potential alignments and station locations for more detailed technical analysis.

Please join us to receive a status report on the project and schedule for future steps.

Tuesday, February 26,
6:30 – 8 p.m.
Japanese American National Museum
350 E. 1st St.
Los Angeles

Thursday, February 28
Noon – 1:30 p.m.
Los Angeles Central Library
630 W. 5th St.
Los Angeles

Content presented at these meetings will be identical, so make sure to attend at the time and location most convenient for you.

For more information, visit metro.net/jcrstudy or call 213.922.2738.

Metro

6.6.2 Fact Sheets

In order to provide the community with an updated project summary, fact sheets were developed and distributed at community update meetings and for community events (such as the Downtown Living Weekend). Four fact sheets were developed for public distribution, and posting on the project webpage.

6.6.3 FAQs

Used as both content for the project webpage and to provide a location for additional information, a “Frequently Asked Questions” was developed and updated as the project moved forward.

6.6.4 Project Website

A project website www.metro.net/regionalconnector was established to provide the public with electronic access to information about the project including collateral materials, the dates, times and locations of the community meetings, as well as an opportunity to provide public comment. In total, 56 emails were received via the project website. The website was updated at key project milestones and as needed.

6.6.5 Project Information Line

A dedicated phone line was also established to provide project information to the public. The telephone number for the information line is (213) 922-7277, and information is available on the line in English, Spanish, and Japanese. Information on the line includes times, dates, and locations of the public scoping and update meetings. Additionally, the callers were encouraged to leave public comment, questions about the project, and requests to be placed on the stakeholder mailing list in order to receive study information as it became available.

The information line was activated in September 2007, and was updated in November 2007, February 2008 and September 2008. The information line was checked on a weekly basis when no community meetings were planned within 30 days. The information line was checked daily two weeks before and after community meetings. A tracking matrix was established to record incoming calls, and manage the follow-up process. There have only been three messages left on the information line to date. These calls were all reservations for a meeting with the Little Tokyo Service Center (held May 13, 2008).



地域接続線交通回廊の調査

ファクトシート（2）初期意見聴取集会における一般意見の要約

市営集会

地域接続線交通回廊（Regional Connector Transit Corridor）の調査における一般の意見は、Federal Registerに「初期意見聴取の通知（Early Scoping Notice）」を掲載することにより2007年10月15日に集まりました。本調査の初期意見聴取プロセスの一環として、メトロでは地域集会所を2回、以下のように開催しました。

2007年11月6日（火）11:30 a.m.～1:00 p.m.
Los Angeles Central Public Library（ロサンゼルス中央市図書館）

2007年11月7日（水）6:00～8:00 p.m.
Japanese American National Museum（全米日米人博物館）

メトロでは、初期意見聴取集会でのほか、電子メール、郵便、携帯電話ライン、本プロジェクトのウェブサイトより一般意見を集めました。初期意見聴取期間における正式な一般意見の受付期間は、2007年11月30日に終了しました。

一般意見の要約

集まった意見の圧倒的多数は、メトロのブルー線、ゴールド線、ゴールド線のイーストサイド延長線およびメトロが線間の直通サービスを提供し、これらの路線回廊を接続し、必要に応じて駅に接続することにより、現在および将来の鉄道システムの効率を上げる地域接続線の必要性を支持するものでした。意見提供者のほとんどは、Grand Avenueあるいは1st Streetに沿った地下鉄線、ライト・レール・トランジット（LRT）技術を利用することを支持しました。駅の可能性として幅広い支持を得たものは、「7th Street/Metro」、「1st Street/Metro」、「Main St」、「1st Street/Metro」などがありました。

地域接続線に反対する意見は稀で、多くの意見者が具体的に指摘したのは、複数の線を経営する交通システムを開発し、サービス強化のため7th Street/Metro駅を拡大、さらに様々な運用制度をデグレードアップする必要性でした。本調査結果に関する意見を提出した方の中ではほとんどの意見が、最も重要なのはアクセス性である、というものでした。一般意見は全体的に以下のように集まりました。

Press releases were distributed by Metro to regional media outlets. The outreach consultant redistributed the press release to the list of media outlets as well as online media outlets, such as blogs to help draw additional coverage.

To ensure that the AA process addressed the growing prevalence of “new” media in this region, outreach was also conducted to “blogs” which can best be described as an online continual open conversation. The Southern California region is host to thousands of blogs, and after some research, 34 key websites were located that discussed transit, traffic, community development, and neighborhood issues. All of the 34 blogs identified were sent a copy of Metro’s press releases and the Public Notices.

Many of these blogs posted notices about the project, the AA process, and the meetings, comments about the project, and summaries of the meetings after they occurred. In many cases, lively on-line “conversations” were initiated. Although it is difficult to ascertain how many “hits” each blog received about the project, the online conversations did contribute to a heightened awareness about the project and increased turnout at the community meetings. In addition, articles and comments posted on the blogs provided the study team with additional insight into public sentiment about the project.

6.6.7 New Media

New media is an ever-changing but widely used medium for communicating vital information quickly and effectively. Recognizing that the use of new media tools is relatively new to many government agencies, Metro committed itself to exploring and pursuing appropriate online media to proactively engage a full range of stakeholders. To this end, Metro established the Regional Connector Facebook page designed to reach out to a relatively untapped audience of college students and young adults. Facebook is a prime example of a communications need meeting a technological opportunity. Launched in September, the Regional Connector Facebook site has registered 64 unique users that are actively engaged in conversation about the project.

Facebook is a social network that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet. Facebook has served as an online complement to the project website. Additionally, this new media element of outreach expanded current visibility encouraging any targeted demographic to access/join.

Assigned administrators updated the site with events, reports, videos and presentations. The Facebook group was monitored daily by the project team, and all comments left on discussion board and group’s wall were captured in a tracking matrix as well as page PDFs. The content was refreshed frequently to ensure that these stakeholders were provided the most accurate information possible. Members of the Regional Connector Facebook page were also able to RSVP to Metro events such as the monthly board meeting and converse with each other about the project.