

# Metro Board Approved Policy

## Model Public Engagement Program

*Adopted: September 22, 2016*

### Historical Perspective

The full name of this policy is Metro's Model Public Engagement Program and 2016 Public Participation Plan.

The FTA requires that Metro issue a Public Participation Plan to guide all outreach as part of its Title VI Program Update every three years. This plan is accountable, first and foremost, to the public, and it demonstrates Metro's ongoing commitment to provide a robust and inclusive public engagement program that sustains, strengthens and deepens our relationships with stakeholders countywide. The plan meets and exceeds the requirements set forth by the FTA, FHWA, and Title VI, and it aligns with our mission and commitment to excellence in service and support. Adoption of the Model Public Engagement Program will formally establish the agency's baseline commitment to providing a robust and inclusive public engagement process that provides critical public participation throughout the life of projects, programs and initiatives.



**Metro**



Metro®

## **Acknowledgments**

### Metro Title VI Program Updates Committee

Ana Vallianatos, Marketing  
Ann Kerman, Community Relations  
Armineh Saint, Local Programming  
Ayda Safaei, Construction Relations  
Bronwen Trice Keiner, Community and Municipal Affairs – Lead Preparer  
Bunrort Em, Digital Communications  
Dan Levy, Office of Civil Rights  
Gabriela Garcia, Office of Civil Rights  
Gail Harvey, Customer Relations  
Jackie Martinez, Transit Safety Programs  
Jazmin De La Torre, Marketing  
Jeanmarie Hance, Construction Relations  
Jeff Boberg, Office of Strategic Initiatives  
Jennifer Mendoza-Arndt, Transit Safety Programs  
Jody Feerst Litvak, Community and Municipal Affairs  
Jonaura Wisdom, Office of Civil Rights  
Lan-Chi Lam, Digital Communications  
Paul Gonzales, Public Relations  
Pauletta Tonilas, Chief Communications Officer  
Susana Andres, Marketing  
Yvette Rapose, Construction Relations

### Commenters

Aaron Paley, General Public Stakeholder  
Ann Dorsey, General Public Stakeholder  
Bill Weisman, Metro Citizens Advisory Council Member  
Dalila Sotelo, Metro Citizens Advisory Council Member  
David Feinberg, Metro Westside Central Service Council Chair  
Elliott Petty, Metro Westside Central Service Council Member  
Hank Fung, Metro Citizens Advisory Council Member  
Investing in Place Board Members  
J.K. Drummond, Metro South Bay Service Council Attendee  
Jerard Wright, Metro Citizens Advisory Council Member  
Jess Talamantes, Metro San Fernando Valley Service Council Member  
Jim Stoker, General Public Stakeholder  
Joanne Kumamoto, General Public Stakeholder  
Kevin Burton, General Public Stakeholder  
LA County Commission on Disabilities Commission Members  
Maria Sipin, Metro Westside Central Service Council Member  
Metro Accessibility Advisory Committee Members  
Michael Cano, Metro San Fernando Valley Service Council Chair  
Mr. Timberlake, Metro San Fernando Valley Service Council Attendee  
Rey Fukuda, General Public Stakeholder  
Richard Stanger, General Public Stakeholder  
Seymour Rosen, Metro Citizens Advisory Council Member  
Tony Banash, Metro Citizens Advisory Council Member  
Wally Shidler, Metro Citizens Advisory Council Member  
Yvette Lopez-Ledesma, Metro San Fernando Valley Service Council Member  
Yvonne Price, Metro Accessibility Advisory Committee Staff

---

## Table of Contents

1. Introduction to Metro’s Los Angeles County Stakeholders.....	1
2. Goals and Guiding Principles.....	2
3. Strategies, Methods, and Procedures.....	13
4. Range of Public Participation Methods Employed by Metro.....	24
5. Public Engagement Measures and Objectives.....	33
6. Conclusion.....	35
7. CEO Signature Page.....	36
8. Resources Page.....	37
9. Attachments (see following pages):	
• Attachment 1 - Metro Transit Projects.....	38
• Attachment 2 - Metro Highway Projects.....	39
• Attachment 3 - Database of Stakeholders.....	40
• Attachment 4 - Database of Media Including Ethnic Media.....	43
• Attachment 5 - Metro's 2016 Draft Public Participation Plan Outreach Summary.....	49
• Attachment 6 - Metro's 2016 Draft Public Participation Plan Comment Matrix & Letter.....	52

---

# Los Angeles County Metropolitan Transportation Authority's (Metro's) 2016 Public Participation Plan

## 1. Introduction to Metro's Los Angeles County Stakeholders

The Los Angeles County Metropolitan Transportation Authority (Metro) considers all who reside, work and travel within Los Angeles County to be stakeholders of the agency. Residents, institutions, locally situated businesses and the elected officials who represent them are particularly important in relation to public participation planning and outreach. Communications with the public is a continuum of involvement concerning service, fare changes, studies and initiatives, short and long range planning documents, environmental studies, project planning and construction and transit safety education.

This Public Participation Plan (Plan) has been assembled to capture the methods, innovations and measurements of the agency's commitment to not just meet, but exceed the prescribed requirements of U.S. Department of Transportation (USDOT), including Federal Transit Administration (FTA) Circulars C 4702.1B citing recipients' responsibilities to limited English Proficient Persons, FTA Circular C 4703.1, guiding recipients on integrating principles of Environmental Justice into the transportation decision-making process, and Federal Highway Administration's (FHWA) Title VI program. The Plan is also consistent with Title VI, (non-discrimination regulations) of the Civil Rights Act of 1964, Section 162(a) of the Federal-Aid Highway Act of 1973 and The Age Discrimination Act of 1975.

### *Service Area and Agency Functions*

On a daily basis, Metro rolls out more than 2,228 buses to 15,967 stops for 183 bus routes covering 1,433 miles of bus service area with over 1 million average daily boardings. On the 100 miles of light and heavy rail, another 330,000 daily boardings are logged. Total system wide monthly boardings often exceed 34 million.

Metro plans, funds, constructs and operates public transportation for 4,751 square miles of land area for the benefit of nearly 10 million residents, making it the most populous of California's 58 counties. The remainder of Southern California's surrounding counties adds more than 11 million residents to comprise a greater regional population totaling over 21 million. Agency accountability for conveying information to the people of the 88 cities and the unincorporated areas that lie within Los Angeles County's borders requires a commitment to appreciate the diverse

composition of stakeholders who have been identified in American Community Survey data as 48.1% Hispanic, 27.2% white, 13.8% Asian, 8.0% African American and a broad spectrum of ethnicities that make-up the remaining 2.9%. 14.6% of the population has earnings below the poverty level, 50% of the population is male, 50% of the population is female and 43.5% of the population is age 40 or older. Additionally 32 languages with multiple dialects have been identified with 1,000 or more language practitioners. Los Angeles County is a multi-culturally enriched environment and a transportation hub for the region, the state and the world.

## **2. Goals and Guiding Principles**

This Plan guides all of Metro's outreach to gather important public input on possible changes to bus and rail service, new projects in planning and construction, fare changes and other programs. As the system expands, Metro is uniquely positioned with an unprecedented opportunity to invest in Los Angeles County's transportation system for all types of travel – highways, buses, trains, and more. This transformation through transportation will impact stakeholders throughout the region. As such, it is essential that Metro continues to bridge connections with communities and individuals who have deep relationships and insights into community specific needs and opportunities through a comprehensive and sustained public participation program regarded as the nation's gold-standard.

This Plan meets and exceeds the requirements set forth by the FTA, FHWA, and Title VI, and it aligns with Metro's mission and commitment to excellence in service and support. It is accountable, first and foremost, to the public, and it reflects the agency's dedication to provide a robust and inclusive public engagement program that sustains, strengthens and deepens our relationships with stakeholders countywide.

Given that many non-English speaking and low-income communities use public transit as a primary method of transport, and over half of Los Angeles County will be Hispanic by 2040, Metro must continue to emphasize access to multi-lingual resources, holding meetings that are flexible around working hours, enhancing new outreach methods, measuring the effectiveness of community outreach and encouraging meaningful participation especially for those who rely on walking, bicycling, buses and trains for their daily trips.<sup>1</sup>

It is also critical that Metro continue to look at community decision-making processes through several lenses, taking into consideration neighborhood and community

---

<sup>1</sup> This key principle is from Investing in Place's comment letter (see Attachment 6).

values, Los Angeles County community structures, urban and rural areas, and special ethnic and cultural groups. Metro must also continue exploring unconventional but effective approaches like popular education methods<sup>2</sup> to explain harder to decipher technical details and utilizing participatory planning tools to increase awareness and understanding.

Metro has established eight Minimum Baseline Thresholds for Public Outreach (see table below) and grounded this Plan with these principal strategies to ensure that surrounding neighborhoods, individuals and civic engagement organizations are involved in all stages of the life cycle of each project, program or initiative, from planning to implementation.

***Minimum Baseline Thresholds for Public Outreach***

Metro encourages public participation at every decision opportunity, including:

- New policy and policy changes, such as possible changes to bus and rail service, fares, and other programs<sup>3</sup>
- Development, planning and construction of new projects and programs, including bus, rail, highway, and transit oriented communities

Outreach Method	Description
Community Meeting and Public Hearing Noticing	Stakeholders will be given a minimum of 10 days’ notice for all Metro-hosted community meetings and public hearings. Notices will be provided in English and Spanish at a minimum, and translated into multiple other languages as demographics indicate. Ads and take-one notices will be placed on adjacent buses and trains for specific area meetings whenever possible. Meeting and hearing materials will also be posted online for those who are unable to attend in person.
Community Meeting and Public Hearing Locations and Times	Metro-hosted community meetings and public hearings will be held at transit-convenient, ADA compliant venues at times that are flexible around working hours, such as at nighttime and on the weekends. Venues will be near the communities of interest.

---

<sup>2</sup> Popular education methods are an educational approach that encourages people to teach and learn from each other about issues that matter most in their lives; it sees all participants as learners and teachers. These methods include brainstorming, cooperative learning, group exercises and interactive games. Like participatory planning, popular education involves and empowers the entire community in the planning process. “What is Popular Education?”, The Popular Education News, <http://www.popednews.org/newsletters/definitions.html>)

<sup>3</sup> The Minimum Baseline Thresholds for Public Outreach outlined here are in addition to the guidelines for public hearings on fares and service changes that are described in Metro’s *Title VI Program Update* which will be available at [www.metro.net/civilrights](http://www.metro.net/civilrights).

Outreach Method	Description
Community Meeting Language Translation	Community meeting materials and live translation will be provided in English and other languages spoken by significant populations in the project area, as resources allow, and as outlined in Metro's LEP Plan Four Factor Analysis <sup>4</sup> ; additional languages and ADA accommodations, such as large print and Braille, will be provided upon request with at least three working days' (72 hours) notice. Language translation will be performed by fluent speakers.
Public Hearing Language Translation and Documentation	Public hearing materials and live translation will be provided in English and Spanish at a minimum; other languages and ADA accommodations, such as large print and Braille, will be provided upon request with at least three working days' (72 hours) notice. Language translation will be performed by fluent speakers. Court reporters will also document the hearing proceedings and public comments.
Neighborhood/Community Lenses	Metro will look at community decision-making processes through several lenses, including neighborhood and community values, LA County community structures, urban and rural areas, and special ethnic and cultural groups, paying particular attention to users with the most need who rely on walking, bicycling, buses and trains to meet their daily needs. <sup>5</sup>
Non-traditional Popular Education Methods	Metro will strive to use videos, pictures, examples, participatory planning tools (such as interactive maps and activities), the use of real life examples, art, and other popular education programs whenever possible to explain harder to decipher technical details and increase public awareness and understanding.
Online Language Translation	The Metro Rider's Guide, available on <a href="http://www.metro.net">www.metro.net</a> , will provide web visitors with transportation information assistance in nine languages in addition to English. Additionally, Metro will offer Google Translate on every web page for language accessibility above Title VI requirements. Metro's website content will also be ADA accessible; it will be compatible with screen reading devices for individuals with visual impairments.

---

<sup>4</sup> Metro's 2016 LEP Plan Four Factor Analysis can be found in the *Title VI Program Update* which will be available at [www.metro.net/civilrights](http://www.metro.net/civilrights).

<sup>5</sup> This key principle based on comment letter from Investing in Place (see Attachment 6) and section on community engagement from the USC Program for Environmental and Regional Equity Report (2013). *An Agenda for Equity: A Framework for Building a Just Transportation System in Los Angeles County* [https://dornsife.usc.edu/assets/sites/242/docs/Executive\\_Summary\\_Agenda\\_for\\_Equity\\_PERE\\_A.pdf](https://dornsife.usc.edu/assets/sites/242/docs/Executive_Summary_Agenda_for_Equity_PERE_A.pdf)



Outreach Method	Description
Telephone Interpretation	Metro’s Customer Relations Department will provide patrons with LEP with transportation information assistance in over 200 languages by utilizing a third party language interpretation service. Telephone interpretation will also be ADA accessible; Metro’s Customer Service line will be accessible with California Relay Line <a href="http://ddtp.cpuc.ca.gov/default1.aspx?id=1482">http://ddtp.cpuc.ca.gov/default1.aspx?id=1482</a> . In addition to Customer Relations, Rail Operations will utilize the third party languages interpretation service to provide information and emergency response to LEP patrons who contact the Rail Operations Center (ROC) using the communication devices (G-Tel, P-Tel, and E-Tel) located on rail platforms.

***Public Participation Plans for Individual Studies and Initiatives***

Beyond the Minimum Baseline Thresholds, this Plan outlines additional Strategies, Methods, and Procedures (Section 3) that Metro uses to conduct comprehensive community outreach and encourage robust community engagement at every decision opportunity. It also describes how each Metro study or initiative develops an individual Public Participation Plan that targets the individual needs of its stakeholders. This tailored approach results in meaningful dialogue and broad public access throughout the decision-making process.

To achieve both State and Federal sustainability goals for the region, and in accordance with fulfilling the Short and Long Range Transportation Plans to consider a range of multi-modal solutions, Metro is typically conducting 30 or more studies at any given time throughout Los Angeles County to determine preferred alternatives for consideration to fund, build and operate. These studies evaluate both transit and highway as well as local arterial impacts and analyze the factors that improve air quality, mobility, pedestrian and cycling accessibility as well as all of the required CEQA and NEPA disciplines necessary for completion of an environmental document. In all cases, for all studies and initiatives, Metro applies the concepts articulated in the Four Factor Analysis<sup>6</sup> as paramount to the structure and implementation of public participation. This tenet ensures that public investment includes those who require encouragement through targeted outreach in order to be at the table as options are considered and decisions are made.

---

<sup>6</sup> Metro’s 2016 LEP Plan Four Factor Analysis can be found in the *Title VI Program Update* which will be available at [www.metro.net/civilrights](http://www.metro.net/civilrights).

Each Metro study has an individual public participation plan that targets the specific needs of the stakeholders of a project that frequently goes above and beyond Metro's baseline thresholds for public participation. Metro includes evidence in this document of successful public participation efforts that have influenced decisions regarding both mode and design by communities who, by definition, are considered within the environmental justice framework<sup>7</sup>.

Strategies for public participation vary depending on the scope and breadth of the study or initiative and what is known to be familiar and accessible locations, forms, and forums for communication. In addition to tailored strategies, many studies and projects at Metro have their own website, Facebook and Twitter accounts. Others utilize existing Metro social media resources. Advances in electronic communication and social media platforms have cleared new pathways for widespread distribution of information that are especially helpful when there are outlying communities in geographically expansive study areas.

### ***Implementation of the Guiding Principles: An Integrated Team for Stakeholder Engagement and Continuity***

Given the range of agency responsibilities and the breadth of the county it serves, Metro has developed expertise in outreach and public participation that is carefully tailored according to the specific needs of each project or program while maintaining a sustained relationship to stakeholders countywide. The commitment to engage stakeholders in the decision making process has resulted in the development of specialty teams that function under the banner of Community Relations. Those teams are Community and Municipal Affairs, Construction Relations and Transit Safety Programs. Public participation is also fostered and maintained by five sub-regional Metro Service Councils, an Accessibility Advisory Committee, a Citizens Advisory Council, a Technical Advisory Committee, as well as several other non-elected planning and advisory committees that provide guidance and leadership on numerous Metro programs and initiatives. The objective of Community Relations is to ensure Metro's connectivity to stakeholders whether it relates to daily issues, operations, studies, initiatives, construction activity impacts and preparation for safe use of a system once built and ready for service. All of these agency activities require a measure of public participation. In close coordination is Metro's Customer Relations Department whose staff receive, track and respond to all travel inquiries, comments, and complaints from the general public.

---

<sup>7</sup> See Attachments 1 and 2 for a list of projects.

At the fore of **Community and Municipal Affairs** is the understanding that members of a “community” live, work and travel in local jurisdictions within Los Angeles County. In this baseline acknowledgment, there are qualities and characteristics of a community that are known, such as the cultural or ethnic composition and what values may be expressed and reflected through local elected representation. When a study or initiative is taken up by Metro, this information is integral to the design and implementation of a public participation program that will incorporate these factors. In addition, a number of other considerations, such as convenient meeting locations, announcements in local publications and identification of organizations, serve, in combination, to establish both qualitative and quantitative standards for engagement.

When consultant support is part of the plan, great effort is made to contract with outreach specialists who have a depth of knowledge about a study area, including bilingual skills for the diverse needs of communities. Consultants must provide detailed written records of public feedback to Metro for every meeting they attend and every touchpoint they have with the community. Metro must consider all comments - positive and negative - and employ them to affect meaningful decisions. When multiple jurisdictions are involved in the joint study or initiative (for example, when SCAG, Caltrans and/or other agencies partner with Metro), Metro will ensure that at least the Minimum Baseline Thresholds outlined in this Plan are upheld.

As the Metro system ages and expands, the need to address and resolve day-to-day operational issues is increasingly important. Community and Municipal Affairs managers coordinate internally with Operations, Planning, Customer Relations, and other business units to build strategic relationships with the 88 cities of Los Angeles County, Councils of Government, business and civic organizations and other key stakeholders around the County on behalf of Metro. A lead Community Relations Manager is assigned to each geographic area of the county, including the outlying areas. He or she will identify opportunities to develop new and enhance existing partnerships with cities and stakeholders and regularly attend city council meetings; bring issues/concerns to resolution proactively; and lead outreach efforts for all agency initiatives, bus and rail operations, planning studies, projects and programs. These Managers lead all communications on operational issues and respond quickly to complaints, comments and suggestions from these stakeholders. The Service Councils, Citizens Advisory Council, Technical Advisory Committee, and other advisory committees described further down provide valuable guidance and feedback on daily operational issues, updates and challenges.

When a project proceeds into construction, the **Construction Relations** team steps in to manage the community impacts called out in the environmental planning documents. This team is the beneficiary of the expertise developed in the study and

planning stage where very specific issues have been memorialized and now require in-the-field strategies for palliative measures that sustain communities through the rigors of system construction. Metro Construction Relations is co-located in field offices with the Project Team including Construction Management and the Contractor.

In July 2013, Metro's Board of Directors approved a Metro Construction Relations Model to support construction mitigation for all transit and highway projects. This model established a baseline of outreach and communications efforts that communities affected by construction can expect. It includes pre-construction surveys of residents and businesses, methods and strategies for keeping the public informed, processing and response to complaints, palliative measures for construction impacts, maintaining safety, access and business visibility and informing the public of claims procedures. Public participation during construction includes regularly scheduled public meetings conveniently located within the community.

Significantly, most contact with the community is via one-on-one interaction with the Construction Relations staff that is available daily and, if required, round the clock to address community concerns. Almost every Metro project is staffed with bi-lingual expertise reflective of the ethnicity and Limited English Proficient Population of the project area. Informational materials are distributed in as many languages as necessary to successfully communicate project information to the community including all time-sensitive notifications. For continued public participation through the end of the project, Metro holds regularly scheduled community meetings where input on construction schedules and activities are shared and feedback is sought regarding traffic controls, hours of work, and possible impacts to scheduled community events or activities.

As the final year of construction commences on a new at-grade rail system or segment, Metro's **Transit Safety Programs** is responsible for increasing public awareness and knowledge amongst the residents of Los Angeles County on how to live, work and travel safely around trains and grade crossings to reduce pedestrian, vehicle and bicycle accidents. The program covers a 1.5 mile radius of all Metro at-grade light rail lines, and countywide as requested. The team activates a comprehensive community outreach plan by presenting to schools and facilities, including community centers, senior centers, health care institutions, libraries and places of worship on a yearly basis. The outreach plan leaves a permanent impression through the use of safety and site specific presentations, Safety Orientation Tours, On the Move Riders Clubs, participation at community events/activities and deployment of Rail Safety Ambassadors. On many of Metro's alignments, this involves engagement with communities where several languages may be represented. All materials and

presentations are matched to the diversity of the community and its language requirements for successful communications.

To continuously address Metro's bus and rail service issues, five sub-regional Service Councils have been established. The **Metro Service Councils** are staffed by Operations personnel with participation from Community and Municipal Affairs. Council member appointments are made by local jurisdictions and COGs for approval by the Metro Board of Directors. As a condition of membership, Council members must live, work, or represent the communities within the boundaries of the designated region they represent. These Councils meet on a monthly basis, receive public input on Metro service, review and recommend service changes, receive presentations on all agency initiatives and meet quarterly with the Chief Executive Officer of the agency. All Service Council Meetings are publicly noticed in accordance with the Brown Act and, as such, are open to the public. The Councils, which have been active for over a decade, have proven to be a valuable, sustained source of community input and meaningful public participation.

Metro's **Accessibility Advisory Committee (AAC)** meets monthly and is facilitated by the Office of Civil Rights. The purpose of the AAC is to provide feedback on accessibility-related issues regarding Metro's services (including over 200 bus and rail routes) and facilities, which must be fully accessible to all customers, including those with disabilities. AAC agendas are available in alternative formats upon request and live captioning is provided at every AAC meeting.

The Metro **Citizens Advisory Council (CAC)** was authorized by State Charter as an advisory body of community representatives from throughout the region to consult, obtain and collect public input on those matters of interest and concern to the community and communicate key feedback and CAC recommendations to staff and the Metro Board. Issues may also be assigned to the CAC by Metro for its review, consideration, and recommendation. The CAC meets twice monthly, once at the beginning of the month for their Executive Committee Meeting, and once towards the end of the month for the General Assembly Committee Meeting. Every Metro Board member may appoint up to four members to the CAC.

Metro's **Technical Advisory Committee (TAC)** was established by state law in 1977 and is staffed by Metro's Planning department. It has undergone periodic reviews of its membership, functions and responsibilities based upon the changing needs of Metro; however, its function remains relatively unchanged. The TAC reviews, evaluates, and provides comment on various transportation proposals and alternatives within Los Angeles County. Transportation issues transmitted to the committee include the funding, operation, construction and maintenance of streets and freeways, bus and rail transit, demand and system management, accessibility for the disabled and air quality

improvements. The TAC meets monthly and is currently composed of thirty-five voting and non-voting members representing countywide agencies. In addition, the TAC includes four subcommittees: Bus Operations, Streets and Freeways, Local Transit Systems, and Transportation Demand Management/Air Quality.

In addition, several other non-elected planning and advisory committees provide important guidance and leadership on a variety of Metro projects, programs and subject-area initiatives. For example, Metro started the Bicycle Roundtable in 2010 to discuss bicycle-related issues with the community. It provides a regular forum for LA County's bicycle community to engage with Metro staff on Bike Planning, including the Bike Share Program, which among other things helps address first mile/last mile issues. Such stakeholder participation will increase in importance as bicycling becomes ever more integrated into Metro's transportation system.

The Crenshaw/LAX Community Leadership Council (CLC) is another example of a corridor-based transportation advisory body which was formed in 2010 for the purpose of sustained involvement by representatives who serve in a liaison role to the greater community as this light rail transit project is brought to fruition into operations<sup>8</sup>. Similarly, the Regional Connector Community Leadership Council (RCCLC) was formed in 2012 to provide a continuum of station-area working groups to advise Metro through construction.

Another example of an advisory committee is the Boyle Heights Design Review Advisory Committee which was established in 2013 to advise Metro on the design of Metro joint development (JD) projects within Boyle Heights; to serve as the formal means through which the community members are involved in the evaluation of the JD design process; and to act as representatives of residents, businesses, and institutions in the project area.

With this encompassing framework, Metro's Community Relations team has achieved the objective of sustaining quality relationships with our stakeholders where we make the agency accountable for public participation in all key areas of the agency's stated mission, vision and goals.

Finally, **Metro's Customer Relations** department is the communication link to ensuring that customers receive timely and accurate responses to their travel inquiries, resolution to their complaints/concerns and assistance with Transit Access Pass (TAP) services. There are three different functional units within the department and they are: Metro Information Contact Center, TAP Information Contact Center and Customer

---

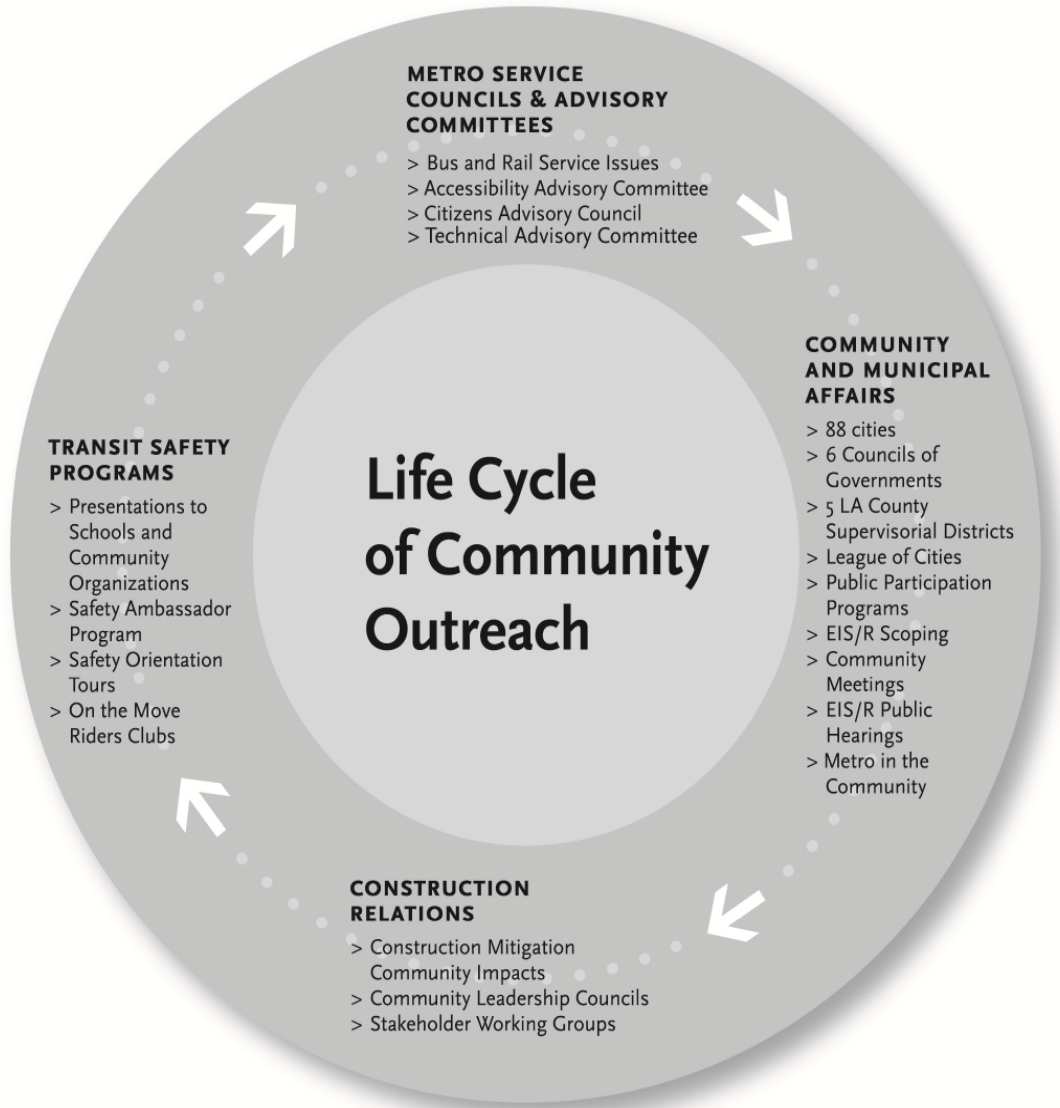
<sup>8</sup> See Section 4. "Range of Public Participation Methods Employed by Metro" for more information.

Complaints. The two contact centers respond to and support regional programs/services and Customer Complaints receives, tracks and addresses customer comments/complaints from the general public.

Metro's Information Contact Center provides route, schedule, fare and other transit information to an average of two and a half million customers annually who call 323.GOMETRO for trip planning and travel assistance, seven days a week. It also maintains schedule, route, fare and stop data for 70 transit properties including Metro, in and around Los Angeles, Ventura, Orange, Riverside and San Bernardino Counties that is uploaded on Metro Trip Planner. The TAP Information Contact Center responds to regional customers, who call 866.TAPTOGO (866.827.8646) or send emails to TAPTOGO.NET requesting assistance with TAP services weekdays including the twenty-six local transit agencies on TAP, plus Metro.

The Customer Complaints team receives, tracks, investigates and responds to all complaints, inquiries and suggestions received via phone, email, internet, written correspondence and walk-in customers regarding Metro services, programs and projects. It is also responsible for responding to the [customerrelations@metro.net](mailto:customerrelations@metro.net) email box and the agency's switchboard weekdays.

“The Life Cycle of Community Outreach” graphic below depicts traditional points of community interaction based on proactive and required outreach.





### 3. Strategies, Methods, and Procedures

The strategies, methods, and procedures outlined here are integral components to the effectiveness of Metro's Plan in meeting and exceeding Federal guidelines. They are consistent with the letter of law and legislative intent of: Title VI Civil Rights Act of 1964, Executive Order 12898 (Executive Order for Federal Agencies to address Environmental Justice in Minority Populations and Low-Income Populations) and FHWA's Title VI program obligations. The Plan is also responsive to the direction of FTA Circular 4703.1 that provides guidance "in order to incorporate environmental justice principles into plans, projects and activities that receive funding from FTA." Guidelines from FTA Circular 4702.1B, directing recipients on the responsibilities to integrate their programs and activities to include Limited English Proficient ("LEP") Persons (70 FR 74087, December 14, 2005) also are acknowledged by specific outreach activities defined in this section.

The strategies, overarching methods description and procedures summarized present comprehensive and targeted ventures customized to serve the public and meet Federal law and guidelines. They also broaden the value of transit service through stakeholder access and deliberations.

Metro's charge is to develop strategic plans and implementing methods to be consistent with Circular 4702.1B as follows:

- a. ensure level and quality of public transportation service is provided in non-discriminatory manner
- b. promote full and fair participation in public transportation decision-making without regard to race, color or national origin
- c. ensure meaningful access to transit-related programs and activities by persons with limited English proficiency.

In addition, and consistent with FTA Circular 4703.1, Metro conducts an Environmental Justice Analysis, as required, that:

"avoids, minimizes and mitigates disproportionately high and adverse effects, ensures the full and fair participation by all potentially affected communities and prevents the denial of, reduction in, or significant delay in the receipt of benefits by minority and low income populations."

***Race/Ethnicity/Income/Persons with Physical Disabilities – LA County in 2015***

<b>Category</b>	<b>Percentage</b>
<b>Race/Ethnicity</b>	
African American/Black (not Hispanic)	8%
American Indian/Alaskan	.2%
Asian/Asian American	13.8%
Native Hawaiian/Other Pac. Islander	.2%
Hispanic	48.1%
White (not Hispanic)	27.2%
Other	.3%
Multiracial	2.2%
<b>Income</b>	
Median Household Income (2010-2014)	\$55,870
Per Capita Income (2010-2014)	\$27,987
Persons Below Federal Poverty Level (2010-2014)	14.6%
<b>Persons With Physical Disabilities</b>	
Persons with Vision Difficulty	1.9%
Persons with Hearing Difficulty	2.4%
Persons with Ambulatory Difficulty	5.3%

Source: 2010-2014 American Community Survey (ACS) 5- Year estimates

***Languages Spoken in Los Angeles County (With More Than 1,000 LEP Persons)***

Limited English Proficiency (LEP) Populations: The 2010-2014 ACS 5- Year estimates show a total population of 9,974,203 for Los Angeles County. Data on languages spoken in Metro’s service area is gathered from multiple sources for the Four Factor Analysis<sup>9</sup>. Of the 9,329,565 people who are at least 5 years old, an estimated 2,407,270 people, or 25.80%, speak English less than “well”. The table below shows the breakdown of those languages for Los Angeles. Maps included in the 2013 Factor One LEP Analysis<sup>10</sup> show concentrations of LEP groups by language within the County of

<sup>9</sup> Metro’s 2016 LEP Plan Four Factor Analysis can be found in the *Title VI Program Update* which will be available at [www.metro.net/civilrights](http://www.metro.net/civilrights).

<sup>10</sup> *Ibid.*

Los Angeles, especially within the City of Los Angeles, and will be utilized for targeted customer outreach in those languages.

		TOTAL	LEP Population (Speaks English Less than Well)	Percent of Total Population over 5 yrs. old
1	Spanish or Spanish Creole	3,678,805	1,656,302	16.61%
2	Chinese	354,501	212,843	2.13%
3	Korean	183,483	112,411	1.13%
4	Armenian	171,484	86,432	0.87%
5	Tagalog	227,733	73,492	0.74%
6	Vietnamese	82,707	49,598	0.50%
7	Persian	73,447	30,391	0.30%
8	Russian	51,529	26,589	0.27%
9	Japanese	51,723	25,095	0.25%
10	Mon-Khmer; Cambodian	30,804	17,561	0.18%
11	Arabic	43,105	16,916	0.17%
12	Thai	22,847	14,109	0.14%
13	French (incl. Patois; Cajun)	39,033	6,081	0.06%
14	Hindi	23,769	5,567	0.06%
15	Hebrew	23,990	4,762	0.05%
16	Portuguese or Portuguese Creole	12,701	3,400	0.03%
17	Italian	15,372	3,021	0.03%
18	Urdu	9,081	2,830	0.03%
19	Gujarathi	9,193	2,818	0.03%
20	German	23,089	2,817	0.03%
21	Hungarian	4,736	1,607	0.02%
22	Greek	6,745	1,522	0.02%
23	Polish	5,187	1,497	0.02%
24	Serbo-Croatian	5,845	1,465	0.01%
25	Laotian	3,232	1,362	0.01%

Metro is charged with developing strategy and implementing a public access practice that informs and engages distinct socio-economic communities within large geographic swaths of Los Angeles County. However diverse, these communities are connected by an opportunity for improved transit services and the desire to reduce or improve their daily commutes to jobs, health providers, schools and businesses. The Plan formally outlines the way in which Metro provides pragmatic and cost-effective outreach that is responsive to information gathered in LEP community surveys and other public comment on the types of information and interactions deemed most useful.

This information is critical to informing Metro’s Plan. A comprehensive community outreach, public information and engagement strategy is designed to serve all stakeholders regardless of their sex or age and including LEP, minority, low-income, and people with disabilities, within the project service or study area. The strategies, methods, and overview of implementation elements present traditional outreach practices with overlays of evolving technological tools. Some of these have been established in the last few years. Metro has harnessed the power of the internet to broaden communication, public information and involvement recognizing that there are many communities without equal, daily access to the range of social media sites in use. Therefore, the development of each specific public participation plan includes the assessment of how best to effectively communicate with technology within low-income, LEP, and minority communities coupled with outreach methods to engage people with disabilities, hard to reach communities and general population stakeholders. This combined approach provides meaningful and broad public access to the public process.

The agency is informed quickly through technology that allows immediate feedback and perspective on the value of these applications in engagement. It also presents user performance measures through comments. Qualitative and quantitative results are used to adjust project/plan outreach and to contribute over time to strategic outreach planning.

Metro’s Plan provides multiple platforms for communication providing comfortable, accessible, far-reaching, broadly serving and individually engaging settings. The examples below are associated with public participation plans of the last 3 years on both regional and local plans. These strategies, methods and tools have been overlaid to foster ongoing public involvement in decision-making.

### ***Strategies***

Metro’s strategic elements include:

- Convene an advance planning team that includes technical project planners, demographic and data resource researchers and community outreach specialists to identify anticipated issues from various stakeholder positions.
- Utilize additional data resources beyond Metro’s LEP Four Factor<sup>11</sup> sources, as appropriate, to advance the effectiveness of team outreach planning in diverse socioeconomic communities.

---

<sup>11</sup> *Ibid.*

- Advance and integrate the principles of environmental justice through the Plan by selecting Metro team members with special cultural and linguistic abilities, as well as historical, economic and local knowledge, who can contribute to the development of a best practice palette addressing barriers and broadening input.
- Identify community leaders, government and community-based organizations to provide input on known barriers to communication.
- Analyze existing community-based informational connections, via appropriate organizations' networks and through consultation with civic, community or grassroots leadership to advance transmission of information at a grassroots level.
- Identify and create ongoing communication practices that respond to communication barriers, including multilingual platforms (including sign language translation) that will provide a means of involvement and information exchange.
- Identify a range of outreach activities that can inform members of diverse communities of new or ongoing projects and programs, or to plan in advance for a formal public hearing process.
- Develop a multi-language communication platform, based on demographic and community input that equalizes opportunities among identified stakeholders for access to information from the inception of a project through its completion and operation phase.
- Identify outreach options that provide opportunities for initial comments, and create the means by which those comments are incorporated into the ongoing outreach process and, as feasible, into the plans and projects themselves.
- Ensure that if Metro is requesting public feedback, stakeholders are given sufficient lead time to provide comments: 30-days at a minimum.
- Identify the potential uses of electronic communication, including websites, web video and social media, while ensuring the Plan takes into consideration individuals and households in low-income, minority and limited English proficiency communities who may have limited access to computers and other communications electronics.

- Measure public engagement and adjust public participation plans by monitoring website metrics and transit stakeholders' comments on websites and social media.
- Measure public engagement and adjust long-range planning services based on query and monitoring of public comment from varied customer service interactions and stakeholder groups.

### ***Methodology and Menu of Public Participation Tools & Purpose***

For every program, plan, project or other activity, Metro's technical, environmental and community outreach planners evaluate and determine the most effective methods for involving the public during the decision-making process. This advance team also identifies, designs and implements ongoing communication methods that engage Metro customers and open up opportunities for expanded participation.

As part of our public involvement process, Metro uses varied tools to encourage, facilitate, and engage the public in dialog and activities. This is sometimes accomplished through the creation of advisory groups that include varied civic, community, and government entities affected by proposed or planned projects or service changes and the dissemination of notice and project information through various formats, in person, by written notice, and those advanced through networks of technology with community partners.

Methods of outreach are tailored to engage our diverse population. We are mindful in identifying and including in this process minority and low income participants, people with limited English proficiency, and people with disabilities and in providing meaningful access to our outreach activities by making available the service of translators and providing materials in appropriate languages, adapting a wide range of media communications to advertise and increase public participation.

The menu of public participation tools follows with an explanation of its value to this process. Marketing materials and translation practices are consistent with Metro's LEP Plan<sup>12</sup> and Federal guidelines. Additional interpretive language assistance, whether officially required or not, is provided as needed.

---

<sup>12</sup> *Ibid.*

## Menu of Public Participation Tools & Purpose

### ***Meeting Planning - Location & Structure***

First and foremost, meeting venues should be transit accessible and ADA compliant. Meeting planning takes into consideration minority, low income, and LEP community members and individuals with disabilities on varied work and family schedules. Meeting times and venues are selected to allow for greater participation of diverse groups including non-typical participants (college age, seniors, disadvantaged). Metro publicizes meetings through multiple distribution channels, is sensitive to multiple language needs, and selects transit accessible venues in compliance with the *Americans with Disabilities Act of 1990 (ADA)*.

Meeting venues are selected on a number of criteria: (1) room size (selected to accommodate anticipated attendance and ADA requirements), (2) room layouts that help facilitate dialog/input, (3) technology infrastructure for presentations or multilingual communication, (4) hours of operation of facility tied to area transit options to ensure transit dependent community attendance, and (5) geographic location within impacted or hard to reach stakeholder communities for convenience and comfort of dialog.

Selection of language services takes into consideration meeting format as well as these factors: (1) Simultaneous E/S translation – Spanish is the non-English language that is most frequently encountered in the Metro service area, and is therefore offered at virtually every public meeting. In addition, fact sheets and other handouts are translated consistent with demographic analysis. Multilingual communications are called for in many communities, and documents and translations are offered if useful and as required. ADA accommodations, such as sign language interpreters, are provided on an as-request basis provided that requests are made with at least three working days' (72 hours) advance notice. In addition, information is also made available in large print and Braille as necessary.

### ***Meeting Types***

Metro values direct interaction with community members. The following are the types of meetings designed to achieve that goal:

- Milestone Meetings (required meetings) introduce the public to the proposed projects and plans, present anticipated ongoing activities, provide ways to engage and follow the project and register comments and concerns. Meetings are translated as required given demographic and LEP factors. Collateral

materials are also developed and distributed when required and to facilitate dialog and an understanding of key stakeholder issues.

- Workshops and briefings are held to update stakeholders and resolve new or ongoing issues.
- Advisory Committees Meetings among constituents at the grassroots level offer input and resolution to issues/mitigations.
- At the introduction of a proposed project, service or plan, the schedules are translated into multiple languages as appropriate given research to reasonably facilitate meetings. At the outset, stakeholders are provided the schedule, the engagement period/s, and both formal public and Board meetings.
- Project update meetings are provided during the environmental review process. Participants include local civic, business and community organizations, elected officials and the general public. Meetings are noticed in multiple languages through mailers and e-blasts, and via new media sources (Twitter, Facebook, and blogs).
- Community relationships are enhanced through the established Metro Service Councils, a sustained source of community input for the last 15 years.

### ***Public Meeting Notice - Delivery System***

A wide variety of media are available to notice public meetings:

- US Postal Service – Traditional mail service can be employed for initial project noticing, as well as to publicize community workshop opportunities, project updates and activities during the environmental process and for construction updates and service impacts.
- Email – Email can be used in addition to traditional mailing to stakeholders and community members. Recipients have previously opted in to email communications by providing their email addresses. “E-blasts” are sent by Metro and through community partners in advance of initial milestone meetings and for updates.
- Location Placement – Meeting notices in multiple languages are often posted in high-traffic gathering places that can include: colleges, parks, libraries, community and senior centers, farmers’ markets, cultural events, local elected officials’ offices, civic and other community based organizations.



- Transit – Meeting leaflets or “Take-ones” and related collateral may also be available on buses and rail, notifying riders of upcoming meetings and providing basic Metro contact information.
- Community Networking – Metro frequently partners with civic and business organizations, non-profits and individuals to distribute notices through their proprietary channels and social media networks. Metro’s team attends and distributes notices at cultural and neighborhood events when feasible. Metro provides content to varied community groups for posting on community calendars including transit coalitions and economic development councils.
- Posters – Multilingual posters at terminal points can also be used as an effective means of noticing meetings and directing individuals to general information about Metro.

***Online communications – meetings, updates and ongoing communications***

- The Metro Rider’s guide, available on [www.metro.net](http://www.metro.net), provides web visitors with transportation information assistance in nine languages in addition to English. Additionally, Metro offers Google Translate on every web page for language accessibility above Title VI requirements.
- Metro’s “The Source” is a transit blog presented in English; its Spanish-language counterpart is “El Pasajero.” The Source announces meetings, project updates, proposed project plans, video presentations, Board actions and other transportation news. Readers can also comment on stories or share them on their own personal social media sites.
- Metro has created landing pages for many of its projects, with up-to-date information available in bi- or multilingual formats, as appropriate. Visitors are invited to provide comments, stream recorded meetings, view PowerPoint presentations, and sign up to receive email updates about the specific project.
- Metro strategically utilizes online advertising in English, Spanish and other commonly-used languages, targeted to demographic groups and project parameters in such platforms as Facebook, Twitter, and others.
- Metro is actively engaged in popular social media sites Facebook and Twitter to launch outreach campaigns, provide project updates, and direct users to information, meeting announcements and special events.
- Metro monitors its social media outlets to ensure content is appropriate and useful, gauge areas of concern and interest as well as measure customer satisfaction.

Metro's Comment Guidelines will be updated to include platforms such as Twitter, Instagram, and other social media platforms as needed. Staff will also be trained on the policy.

- The public is invited to contact project staff through project helplines. The system allows callers to leave messages and staff with appropriate language skills return calls. The public is advised of the project specific helpline through Metro's website, printed materials, ads and in-person outreach.
- E-mail updates - As projects develop and reach milestones, e-mail updates are sent to community stakeholders. Metro also shares these email updates with its key stakeholders, including partners and community based organizations, to distribute the email updates through their own networks.

### ***Other language access sites or tools***

A Metro advisory card has been prepared listing how to get language assistance services. As identified in Metro's LEP Plan<sup>13</sup>, the information is listed in nine languages other than English. Pocket transit guides are also offered in nine languages, distributed at meetings and through customer service sites. These can assist stakeholders with long-term interest in the plan, project or service change action, to more easily access community meetings and get additional information in-language.

### ***Broadcast and print media***

- Media alerts and releases are distributed to multi-lingual news sources, media briefings for minority-owned and distributed newspapers
- Purchase of display ads in Spanish-language media and other outlets as appropriate
- Press releases are distributed to websites, blogs, Facebook/Twitter

(For a complete list of media outlets, see Attachment 4 - Database of Media.)

### ***Additional approaches to communications***

- Business Webinars are announced on the project website, notice is emailed to stakeholders, promoted via a project's social media sites, on regional blogs, and local organizations' websites.
- Virtual meetings and simultaneous broadcast of meetings are often used via Ustream, GotoMeeting, Periscope and Metro's website.

---

<sup>13</sup> *Ibid.*

- YouTube videos are produced and posted to provide broad accessibility and include: news programs, transit project information, bus routes, rail services, safety and security as well as public meetings. Information posted is often relayed in multiple languages and includes video dubbing and subtitles for some public service messages.
- Door-to-door campaigns in various languages in both residential and business communities are employed to increase participation and access of potentially affected stakeholders.

### *On-going Communication Activities & Approaches*

- Briefing Meetings/Workshops are established in addition to required meetings to bring the public up to date on project elements, respond to initial comments, and address specific conflicts or concerns of community members.
- One-on-one and group briefings are conducted with community leaders, elected officials and staff, and individual stakeholders.
- Scoping meetings are held to present the public with initial discussion and results or changes.
- Specific design meetings engage the public by introducing the technical considerations and offer solutions to potential impacts or present design opportunities
- Tours are offered to area stakeholders for better understanding of the proposed project/service change.

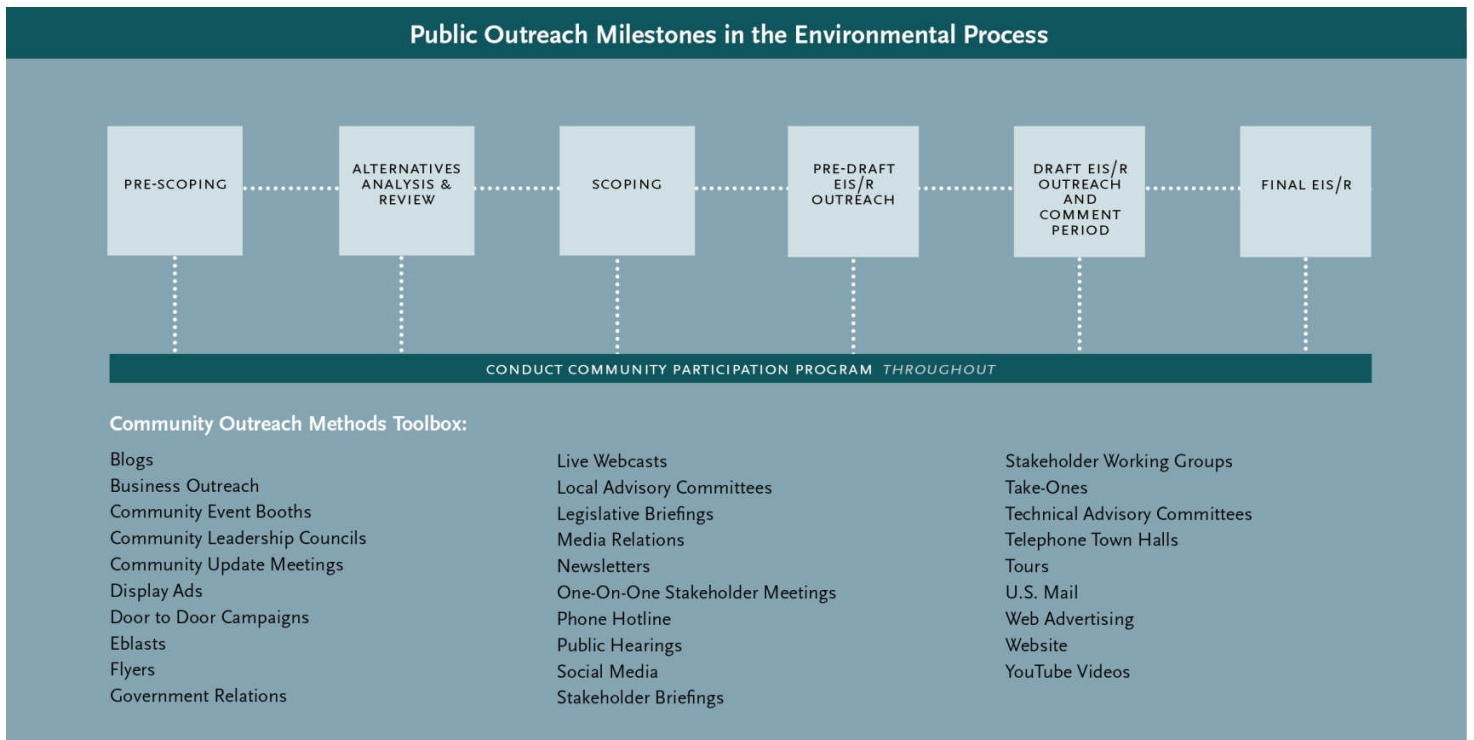
### *Evolving Practices - All Stakeholders Including LEP, Minority, Low Income, and Individuals with Disabilities*

- **Management: “Advance Team” Assignment** - Staff with multilingual, cultural, historical, economic or special community knowledge provide early input to outreach strategies partnering with technical staff on planning matters and statistical experts to design outreach approach.
- **Technology: Public Engagement Platform Development** - The launch of an internet-based Interactive GeoSocial Map presents a model for enhanced public participation, allowing close examination of proposed transit projects by stakeholders living anywhere within the Los Angeles County 4,751 square miles. Users may examine various perspectives and details of routes, post comments on maps and images to be viewed by all interested parties and further shared on social media sites such as Facebook and Twitter. This innovative informational tool, also compatible with varied phone applications, brings greater involvement and a new level of engagement typically found

through community meetings. In addition to its value as a public participation element, it also contributes as a project monitoring and tracking mechanism.

- Online/Digital Communication for Input and Telephone Town Halls:** In 2016, Metro reached over 2.7 million Angelenos with promoted posts on social media and educational content on The Source, Metro’s English language blog, regarding the Long Range Transportation Plan (LRTP). On Twitter and Facebook, Metro used the hashtag #MetroPLan to encourage public feedback on the LRTP and engage the public directly in a conversation about details of the plan. An online virtual meeting was held where participants asked questions and shared their views in real time. In addition, more than 47,947 people participated in 14 telephone town halls to discuss Metro’s draft expenditure plan. Metro will continue to develop these fun, user-friendly and effective digital communication tools to maximize public input and community engagement.

#### 4. Range of Public Participation Methods Employed by Metro



A range of public participation strategies, methods and tools are developed and used to engage diverse communities and create on-going public access, participation and input throughout the environmental process. While Metro’s outreach planning begins early and continues past the environmental approval, the purpose of this section is to present specific examples of how

barriers to communication are identified and addressed, engagement is strengthened, input is garnered, issues are resolved and projects are adapted to reflect the public's values.

A comprehensive public participation plan is one that provides early and on-going access for all stakeholders while demonstrating the principles of environmental justice and meeting the statutory obligations placed on Federal recipients under Title VI non-discriminatory regulations. Through the principles and practices herein, each public outreach process engages varied stakeholders: residents, businesses, transit users, elected officials, local area industries, local organizations and others. The parameters for development of each public participation plan are based on required analytical methods, such as demographic analysis, language assessments, customer and employee surveys articulated through the Four Factor Analysis<sup>14</sup>. Other considerations include the type of plan, program, or service and resources available. Additionally, Metro applies further community analysis beyond LEP's Four Factors to examine linguistic, cultural, historic, economic, and social barriers that may prevent stakeholders from participating in the public decision-making process.

Once the public process has been initiated, continual adjustments are made to improve outreach, deliver information and encourage participation. Targeted measures are customized to relay project design or respond to community issues, to facilitate discussion on determined disproportionate/disparate impacts or to expand and balance participation among stakeholders. Project updates are provided on a continuum via Metro's website, social media and multi-language print venues including localized community network bulletins and newspapers to promote further vetting at a grassroots level.

The following five Public Participation Plan examples summarize customized outreach eliminating communication barriers, promoting participation and input, resolving issues and delivering meaningful participation.

- Crenshaw/LAX Community Leadership Council (CLC)
- Regional Connector Little Tokyo Working Group (LTWG) and Community Leadership Council (RCCLC)
- I-710 Community Participation Framework
- Metro ExpressLanes Corridor Advisory Groups
- Metro Bike Share Crowd Sourcing Outreach

Introduction: Given the large geographic reach of each of these projects, the Public Participation Plan provided a range of measures to promote inclusive and meaningful

---

<sup>14</sup> *Ibid.*

involvement. The full description of each mentioned project's Public Participation Plan can be provided upon request or referred to in Metro's Title VI Triennial Program Update<sup>15</sup>.

The five (5) cases below illustrate customized outreach elements designed to: respond to a community's specific concern or request, advance communication and participation within low-income, limited English proficiency and/or minority community, expand and balance participation among diverse stakeholders, provide a heightened and on-going communication system between interested parties, identify and address issues of greatest impact or concern, and expand benefits to project-adjacent communities through dialog.

***Project: Crenshaw/LAX Light Rail Transit Project***

Description: The Crenshaw/LAX Light Rail Transit Project is an 8.5 mile alignment from the Exposition/Crenshaw station on the north following Crenshaw Blvd south and west to the Metro Green Line connection. The project purpose is to improve public transit service and mobility in the Crenshaw Corridor between Wilshire and El Segundo Blvds. The overall goal of the project is to improve mobility in the corridor by connecting with existing lines such as the Metro Green Line and the Expo Line. The alignment traverses both South Los Angeles and the City of Inglewood, comprised primarily of minority populations.

***Customized Approach - Establishment of Crenshaw/LAX Community Leadership Council (CLC) for Sustained Involvement & Continuity through Project Buildout***

In addition to Metro's traditional and targeted outreach measures engaged during early deliberations, in 2010 Metro pioneered the formation of the CLC. The CLC is a corridor-based transportation advisory body, formed for the purpose of sustained involvement by representatives who will serve in a liaison role to the greater community as the LRT is brought to fruition into an operating system. The mission of the CLC is to promote community-based dialogue around opportunities arising from the Crenshaw/LAX Line development and engage a wide base of community stakeholders with ongoing project activities throughout communities located along the Project alignment in a way that's equitable, beneficial, resourceful and meets the needs of the community. The CLC is racially diverse, and includes representatives from small business, faith-based organizations, labor, local media, academia, local empowerment congress, chambers, local economic development corporations and law enforcement. Participation in the CLC also allows for engagement on topics that have direct correlation to the assets of a new transit system linking the corridor to Metro's countywide rail and transit system. The CLC, led by Co-Chairs representing the City of Los Angeles and the City of

---

<sup>15</sup> Metro's 2016 Title VI Triennial Program Update can be found in the *Title VI Program Update* which will be available at [www.metro.net/civilrights](http://www.metro.net/civilrights).

Inglewood, meets on a quarterly basis and is assisted in their duties by a series of Working Groups.

Working Groups are topic-specific groups open to the public that convene quarterly or as-needed to set goals, strategize and implement working plans that support the project area communities and/or the Crenshaw/LAX Transit Project. These Working Groups serve as a platform to share information, address community concerns and develop work plans related to community opportunities arising from the Project. The four working groups include:

- 1) Community Engagement**  
Solicit input and encourage dialogue in the community on topics surrounding the Project.
- 2) Economic Development**  
Establish opportunities for job creation, commercial development, capital investment, jobs and small business development within the project area.
- 3) Quality of Life**  
Identify opportunities to improve quality of life for the community within the areas of mobility, safety and environmental health.
- 4) Special Projects**  
Additional areas of community interest

**Result:** Metro, working with the CLC, has succeeded in fostering greater awareness of and involvement in the new transit line and the attendant mobility and economic development benefits that will accrue to the community. Additionally, the CLC was instrumental in identifying the need for an additional station at the historic Leimert Park, a center of community, family, artistic and business activities. On June 27, 2013, Metro's Board of Directors approved a contract to build the line including stations at Leimert Park and Westchester/Veterans.

***Project: Regional Connector Transit Project***

Description: The Metro Regional Connector Project connects the Metro Gold, Blue and Expo Lines through downtown Los Angeles from the Little Tokyo/Arts District Station to the 7th Street/Metro Center Station. The 1.9-mile alignment will serve Little Tokyo, the Arts District, Civic Center, The Historic Core, Broadway, Grand Avenue, Bunker Hill, Flower St. and the Financial District.

This new Metro Rail extension will also provide a one-seat ride for travel across Los Angeles County. From the Metro Gold Line, passengers will be able to travel from Azusa to Long Beach and from East Los Angeles to Santa Monica without transferring to and from the Red/Purple lines.

### *Customized Approach - Formation of Little Tokyo Working Group for Impact Issues Resolution and Collaboration with Diverse Area Stakeholders*

In addition to required technical and demographic analysis leading to a multi-lingual platform for communication, outreach measures were developed to address cultural, historic and economic impact concerns among stakeholders. One of the communities in the project area, Little Tokyo, is one of only three remaining "Japantowns" in the United States. Over the years, Little Tokyo has experienced the loss of some significant portions of its community to the construction of several city, state, and federal buildings via eminent domain. Many community members saw the Regional Connector as one more attempt to encroach into Little Tokyo, further reducing its size and negatively impacting the community's cultural identity and economic viability. This unease peaked when the Little Tokyo community coalesced against both of the build alternatives initially proposed for study in the Draft EIS/EIR at several Metro Board and community meetings in the summer and fall of 2009.

In 2010, recognizing the unique challenges and opportunities of the proposed project, Metro developed a response to specific input raised during public discussions, intended to respond to specific stakeholder concern on design and impacts as well as to identify mitigation measures.

This outreach culminated in the formation of the Little Tokyo Working Group (LTWG), comprised of Metro staff and leaders of the Little Tokyo Community Council (LTCC), which represents over 100 business and community organizations. It included engagement of a wide diversity of stakeholders and opinion leaders including business organizations, chambers of commerce, business improvement districts (BIDs), neighborhood councils, community councils, arts organizations, and residential groups in downtown Los Angeles.

The LTWG worked collaboratively to develop an alternative and discussed possible mitigation measures that could address the construction and operational impacts of the Regional Connector. Metro also provided funding to hire a consultant to assist the community in acquiring an in-depth understanding of the environmental process and develop potential mitigation measures for documentation in the Draft EIS/EIR.

**Result:** The ongoing work with the LTWG led to the development of a new alternative that not only was acceptable to Little Tokyo stakeholders, but also generated widespread enthusiasm and support for the Regional Connector. In February 2010, in response to the LTWG and LTCC, the Metro Board of Directors approved the addition of the new alternative to the Draft EIS/EIR for a full environmental evaluation. Significant numbers of Little Tokyo community members attended the Board meeting to show their support for the new alternative and to commend



Metro for addressing their concerns. Following the conclusion of the Draft EIS/EIR public review period, the Metro Board of Directors designated the Fully Underground LRT Alternative as the Locally Preferred Alternative (LPA) at the October 28, 2010 meeting.

Henceforth, the Metro Board approved the Project in 2012, refined to reduce project impacts and improve design in response to input from the Little Tokyo community and other stakeholders in the project area. This interaction led the Metro Board to approve a fully underground light rail transit alternative, which in turn, generated considerable community support for the project. The community engagement process continues today with an alignment-wide Regional Connector Community Leadership Council (RCCLC) led by an executive committee comprised of the chairs from each of the three station areas, 1<sup>st</sup> St/Central Av, 2<sup>nd</sup> St/Broadway St, 2<sup>nd</sup> Pl/Hope St, and the Financial District. The advisory body meets monthly to review construction activities, monitor mitigation compliance, and to identify unique means of leveraging this transit investment to foster economic vitality. The Regional Connector Community Leadership Council will remain in place throughout construction to further stakeholder participation. Furthermore, bi-monthly project wide construction update meetings, with in-language assistance, are held to keep the general public appraise on the project.

***Project: I-710 Corridor EIR/S***

Description: The I-710 Corridor has long been a vital transportation artery for goods movement from the Ports of Los Angeles and Long Beach. The Corridor stretches 18 miles from the ports moving north through the Gateway Cities region which is home to one of the most socio-economically diverse areas in the County. The Ports together form the largest container-port complex in the country, and the 5<sup>th</sup> largest in the world. As a result of population growth, cargo container growth, increasing traffic and an aging infrastructure the I-710 freeway now suffers from serious congestion and safety issues. Expressed community priorities are to improve air quality and public health, increase mobility, reduce congestion, improve safety and assess alternative, green, goods movement technologies.

***Customized Approach: Formation of Varied Stakeholder Committees Influencing Regional Decision-Makers & Funders***

In this case, Metro developed a Community Participation Framework to identify and address the range of local issues and gather feedback on an on-going basis to inform decision-makers and the partner agencies.

The community participation framework for the I-710 Corridor Project Study encourages corridor communities to stay informed about the project, and to provide input throughout the process. Local Advisory Committees (LACs) represent the communities along the corridor, and

are made up of residents and business owners from each community the project touches. The Chair of each LAC sits on the Corridor Advisory Committee, along with other appointees representing corridor-wide interests.

The primary responsibility of the Corridor Advisory Committee is to advise the Project Committee (PC), which is made up of elected officials and funding partners, which in turn provide recommendations to a high-level Executive Committee comprised of members of County Board of Supervisors, Chairpersons of the funding partners, and the co-chairs of the Project Committee. There is also a Technical Advisory Committee (TAC), made up of technical experts from corridor jurisdictions, city and community staffs and Funding Partners who advise the PC on technical aspects of the project. The Executive Committee (EC) is the highest level committee, and is comprised of representatives from Los Angeles County and the Funding Partner agencies, as well as the co-Chairs of the PC. This committee provides policy direction and final recommendations to Caltrans and FHWA.

**Result:** The participation framework has promoted superior dialogue within the study area, and often times resulted in significant changes to the project during the planning phases, such as greater attention to health issues and incorporation of state-of-the-art technology in the goods movement industry and the addition of complete street elements to the project. Upon review of the extensive feedback received during the Draft EIR/EIS public comment period, Metro, Caltrans, and the project Funding Partners decided in March 2013 to move forward with a Recirculated DEIR/Supplemental DEIS (RDEIR/SDEIS) to be released for public review and comment in Fall 2016. The project team continues to work closely with the advisory committees to provide progress updates and receive feedback.

***Project: Metro ExpressLanes Corridor Advisory Groups***

Description: Metro and State of California Department of Transportation (Caltrans) District 7, along with other L.A. County municipal operators, partnered in a one-year demonstration program during which existing carpool lanes on the I-10 El Monte Busway and I-110 Harbor Transitway were converted to High Occupancy Toll (HOT) lanes— called Metro ExpressLanes. The Program was primarily funded with a \$210 million congestion reduction demonstration grant from the U.S. Department of Transportation (USDOT), and today it is self-sustaining and made permanent by the state legislature in 2014. The I-110 ExpressLanes opened November 10, 2012; the I-10 ExpressLanes opened February 23, 2013. These are the first toll lanes in Los Angeles County.

***Customized Approach: Corridor Advisory Groups in LEP & Low Income Communities Established to Collaborate with Area Stakeholders to Expand Project Involvement***

Early in the planning phase, Metro recognized that robust stakeholder outreach was needed to inform and involve the diverse populations along the I-10 and I-110 in the

City of Los Angeles, South Bay and San Gabriel Valley. In January 2009, the Metro Board approved a Public Outreach and Communications Plan that outlined a strategy to reach diverse groups of people and interests – including minority, Limited English Proficiency, and low-income communities – throughout the I-110 and I-10 project areas. Three Corridor Advisory Groups (CAGs) were established, comprised of stakeholders along the I-10, I-110 North and I-110 South corridors. The CAGs facilitated community participation and collaboration with businesses, community groups, institutional/cultural groups, employers, City of Los Angeles neighborhood councils, local governance and councils of governments, and legislative representatives, among others.

Metro held numerous CAG meetings to share information about the program and get feedback on everything from the concept of operations to the toll rates and tolling policy to the mitigation for low-income commuters. Eight public hearings were held during the environmental planning phase and another seven public hearings were held to collect public feedback on the performance of the program in 2014. Meetings were held with Spanish and Mandarin translation provided, and were advertised in foreign-language and English newspapers as well as ethnic newspapers along the corridors. Since its inception the program team has conducted more than 400 grassroots stakeholder briefings with neighborhood councils, community organizations, and local city councils to get meaningful community input.

**Result:** Whenever there is talk of pricing the issue of fairness is raised. Senate Bill 1422 (Ridley-Thomas), which conveyed tolling authority to Los Angeles County Metro, required that Metro assess the impact of the program on low income commuters and provide mitigation. As a result, in March 2010 the Metro Board authorized the implementation of a Low Income Assistance Plan for low-income commuters that is the first of its kind in the country. With the Low Income Assistance Plan, residents of Los Angeles County with an annual household income (family of 3) equal to or below \$40,180 (twice the 2015 federal poverty level) qualify for a \$25 credit when they set up their account.

Since the Low Income Assistance Program began in 2012, more than 7,991 L.A. County households have enrolled. When transponders became available, Metro executed a countywide and targeted paid media campaign in English, Spanish and Mandarin to get the word out to diverse communities throughout the County. The campaign included billboards, radio and TV advertising, focus groups, social media, eblasts, briefings, information tables, and mobile van events reaching thousands of residents in LA County. The Metro ExpressLanes Mobile Van “MEL” was also launched to distribute transponders and provide Program information with particular emphasis in low-income and hard to reach areas. To date, over 245 MEL events and information

tables have been held at community fairs, schools, churches, businesses and conferences reaching thousands of residents directly in their neighborhoods.

During the evaluation phase, the team launched another multilingual paid media campaign, conducted focus groups on carpools and the Low Income Assistance Plan, and garnered extensive media coverage as well as more than 670 public comments.

In response to comment, Metro has increased transit service significantly in the ExpressLanes to provide more options that do not require payment of a toll. As a result of the increased transit investment there has been a 126% increase in Metro Silver Line ridership from 2011.

In addition, all net toll revenues must be invested in transit improvements in the corridors where they are generated. This offers a unique opportunity to advance the Long Range Transportation Plan (LRTP) and Metro's goals for a more sustainable countywide transportation system. During Round One, over \$20 million was distributed in the I-10 and I-110 corridors to increase mobility through a series of integrated strategies (transit operations, transportation demand management, transportation systems management, active transportation, and capital investments).

The Corridor Advisory Group and its Net Toll Revenue Grant Program Subcommittee continues to meet at least twice a year to provide strategic guidance and valuable feedback on the Grant Program, process, and eligibility guidelines. The Subcommittee, which was formed in 2014, reviews staff recommendations for grant recipients. In 2016, they will meet again to evaluate applications for the Round Two grants to ensure that the process is open, transparent, fair, and accountable.

***Project: Metro Bike Share Crowd Sourcing Outreach***

Metro partnered with the City of Los Angeles to launch the Downtown Los Angeles Metro Countywide Bike Share Pilot Program in Summer 2016. The Pilot Program features up to 1,000 bicycles and 80 stations in Downtown Los Angeles. The Program provides a fleet of bicycles that can be borrowed for short periods from strategically placed bike share stations. This user-friendly bike share system will increase transportation choices for people making short trips and traveling to and from transit stations. There are options to expand the system countywide to other bike-ready communities throughout Los Angeles County in future years. Metro is supporting communities throughout the region as they prepare to join the Metro Bike Share program, and working with other cities that are launching bike share programs, such as Santa Monica and Long Beach, to create an interoperable system.

### ***Customized Approach: Engage Social Media, Grassroots Outreach and Local Business Districts to Maximize Stakeholder Involvement in the Station Siting Process***

In Summer 2014, Metro's Bike Share team developed a list of pilot bike share stations in downtown Los Angeles, Long Beach and Pasadena using community input received through an interactive crowd sourcing map. In December 2014 the team further refined that list by taking additional public suggestions for bike share locations throughout the county. Metro received a tremendous response with suggested locations identified from Arleta to Pomona.

**Result:** Based on preliminary studies and this robust public feedback process involving stakeholders throughout LA County, over 100 possible station locations were identified for the pilot program in Downtown Los Angeles.

Metro is further refining station locations based on additional public feedback. In November 2015 a crowd sourcing website – [www.metro.net/bikeshare](http://www.metro.net/bikeshare) – was launched which allowed members of the public to view the map of proposed Bike Share station locations and say why they liked or disliked a location directly on the map. Business Improvement Districts and community organizations shared this link with their networks, and the team encouraged feedback from stakeholders who live and work throughout Downtown Los Angeles through social media networks.

In addition, the Bike Share team provided numerous briefings to BIDs and community organizations in Downtown Los Angeles to collect input from residents, businesses and property owners on their Bike Share station siting preferences. This engagement program involved the community at every step of the planning process by allowing hundreds of stakeholder to state their station preferences. The terrific response from the public is expected to result in a strong sense of ownership and involvement among users when the program is launched in Summer 2016.

## **5. Public Engagement Measures and Objectives**

- **Monitoring and Tracking**

In Los Angeles County, an immense service area encompassing 10 million residents, the responsiveness of the public transit system to public opinion is essential to the sustainability of the system. In order to meet the needs and expectations of residents and stakeholders, Metro's Plan must be monitored, fine-tuned and adjusted.

The Plan has been developed utilizing a wide range of analytical tools, data sources – including the Four Factor Analysis<sup>16</sup> – culturally- and community-informed human resources, social media, partnerships with community-based organizations and institutions including government, engagement of area businesses and informed and applied outreach practices.

Metro’s metric for monitoring and tracking public engagement and participation in projects/programs/service changes, is based on and evaluated concurrently at four levels:

- Metro’s Community Relations Team management, which convenes weekly to assess the methods employed and provide assessment and approval of reasoned adjustments in county-wide outreach based on updated community input, staff experiences, desires and concerns of transit stakeholders, participation levels, new project information and issues to be conveyed.
- The project team is comprised of staff who are vested in grassroots community engagement and who solicit, receive and record input as the public process is initiated. This recordkeeping and observation of community engagement provide insight to short-term adjustments and informs long-term strategic planning.
- Responses from social media messaging can be assessed on a virtually daily basis through web analytics.
- In order to continually provide excellence in service and support for all Metro customers, including people with Limited English Proficiency, Metro surveys its customers twice a year in English and Spanish as well as maintains a website with the survey in the seven other languages identified in Metro's Limited English Proficiency Plan Four Factor Analysis. Metro assesses the languages spoken in the communities of interest at the outset of environmental planning studies for new projects. For public meetings, Metro often provides translation into Spanish or another language known to be prevalent in the community where the meeting is occurring. The agency also provides translation into other languages at meetings if the request is received at least three working days (72 hours) prior to the meeting and meeting notices provide basic information for how to request this translation.

In addition, under Title VI reporting measures and LEP Plan updates, the public is surveyed through various methods on Metro’s public engagement measures and objectives. These were considered in developing this Plan model.

---

<sup>16</sup> Metro’s 2016 LEP Plan Four Factor Analysis can be found in the *Title VI Program Update* which will be available at [www.metro.net/civilrights](http://www.metro.net/civilrights)

The previously presented best practice project examples are perhaps the most compelling measure of meaningful access: projects that carry the impression of community comment through program design.

## **6. Conclusion**

This Plan must, first and foremost, be accountable to the public. This plan ensures that no person shall on the grounds of race, color, national origin, sex, disability, age or any other protected category described by state or federal law be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any Metro programs or activities. This Plan has been assembled to capture the methods, innovations and measurements representative of the agency's commitment to meet and exceed the prescribed requirements as a recipient of public investment, Title VI regulations, FTA Circular instructions in consideration of Environmental Justice, FHWA requirements, and on behalf of Limited English Proficient, low-income, and minority communities and individuals with disabilities.

## 7. CEO Signature Page

---

Phillip A. Washington, Chief Executive Officer

Date:



## 8. Resources Page

Gail Harvey  
Director, Customer Relations  
(213) 922-1530  
harveyg@metro.net

Jonaura Wisdom  
Director, Equal Employment Opportunity  
and Civil Rights and Metro's Title VI  
Coordinator  
(213) 922-7134  
wisdomj@metro.net

Jeff Boberg  
Transportation Planning Manager,  
Executive Office of Strategic Initiatives  
(213) 922-7659  
bobergj@metro.net

Paul Gonzales  
Senior Public Communications Officer,  
Public Relations  
(213) 922-2702  
gonzalesp@metro.net

Jennifer Mendoza-Arndt  
Interim Director, Transit Safety Programs  
(213) 922-5255  
MendozaArndtj@metro.net

Yvette Rapose  
Director, Construction Relations  
(213) 922-2297  
raposey@metro.net

Jody Feerst Litvak  
Director, Community and Municipal  
Affairs  
(213) 922-1240  
litvakj@metro.net

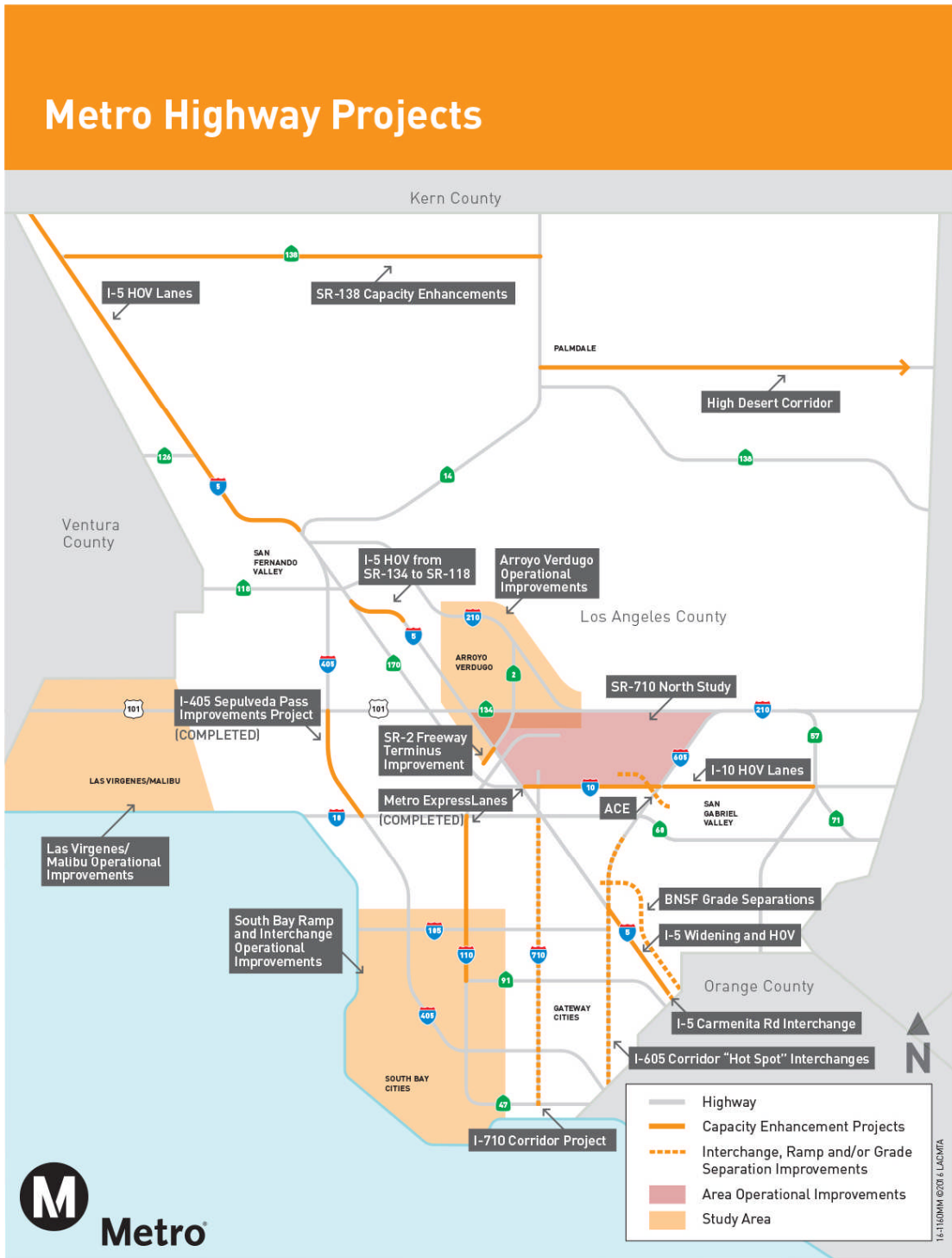
## 9. Attachments (see following pages)

- Attachment 1 - Metro Transit Projects
- Attachment 2 - Metro Highway Projects
- Attachment 3 - Database of Stakeholders
- Attachment 4 - Database of Media Including Ethnic Media
- Attachment 5 - Metro's 2016 Draft Public Participation Plan Outreach Summary
- Attachment 6 - Metro's 2016 Draft Public Participation Plan Comment Matrix and Letter

# Metro Transit Projects



Attachment 2 – Metro Highway Projects



### Attachment 3 - Database of Stakeholders

Active Transportation Stakeholders (including Bicycle and Pedestrian)
Advertising Firms
Advocacy Organizations
Airports (including Burbank, John Wayne, Long Beach, Los Angeles World, Santa Monica, and Van Nuys Airports)
Braille Institute
Business Improvement Districts
Business Organizations and Trade Associations (including LA County Business Federation, Valley Industry Alliance and Valley Industry and Commerce Association)
Carpoolers and Vanpoolers
Chambers of Commerce
Citizens Advisory Committees
City and County Commissions, including commissions on disabilities
City and County Staff throughout the 88 cities and unincorporated areas of LA County (including City Managers, City Planning and Public Works Departments)
City Planning Associations
Civic Clubs (including Rotary and Kiwanis)
Commercial Bus, Taxi, and Car Share Services, Car Rental Agencies, and Transportation Network Companies (including Uber and Lyft)
Community Advisory Groups
Community Fairs and Festivals
Community Food Banks and Pantries
Community Leadership Councils
Community-Based and Nonprofit Organizations
Constituents/Residents (Members of the General Public)
Councils of Government (including Arroyo Verdugo, Gateway Cities, North County Transportation Coalition, Las Virgenes-Malibu, San Fernando Valley, San Gabriel Valley, South Bay Cities and Westside Cities) and Southern California Association of Governments
Cultural/Arts Organizations
Developers/Real Estate Firms
Educational Institutions (including K-12, Higher Ed, Trade Schools and Apprenticeship Programs) and School Bus Services
Employee Transportation Coordinators
Energy Industry
Entertainment Industry and Major Entertainment Venues

Environmental Justice Advocates
Environmental Organizations and Conservancy Groups (Air, Soil, and Water Quality and Remediation)
Farmers Markets
Federal, State, and Local Elected Officials and Staff (including Senators, Members of Congress, State Senators and Assemblymembers, County Supervisors, Mayors and City Councilmembers representing the 88 cities and unincorporated areas of LA County)
Financial Institutions
Foundations
Government Agencies (including General Services Administration)
Healthcare Industry / Hospitals and Medical Institutions
Homeowners Associations, Block Clubs, and Community/Neighborhood Watch Groups
Hospitality Industry (including LA Tourism and Convention Board, tourist and visitor centers)
Independent Living Councils
LA County Economic Development Corporation
LA River Advocates and Organizations
Labor Organizations (including Unions, Project Labor Agreement Stakeholders)
Law Enforcement Sector and Public Safety Organizations (including California Highway Patrol, LA Sheriff's Department Transit Services Bureau, and Police and Fire Departments through LA County)
League of Cities
Legal Sector
Logistics Firms (including Delivery Services and United States Parcel Services)
Los Angeles County Economic Development Corporation
Media, Blogs and Social Media Outlets
Metro Service Councils, Citizens Advisory Council, and Other Advisory Committees (including the Accessibility Advisory Committee, Blue Ribbon Committee, Technical Advisory Committee and Subcommittees, Measure R Oversight Committee, and Transportation Business Advisory Council)
Native American Tribal Organizations
Neighborhood and Town Councils
Office of the Inspector General
Parks and Recreation Groups

Ports (including California Association of Port Authorities, Ports of Los Angeles and Long Beach, and San Pedro Cruise Ports)
Professional Organizations
Public Agencies
Public Libraries
Regional Centers (for individuals with developmental disabilities and their families)
Rail Companies and Agencies (including Amtrak, BNSF, High Speed Rail, and Metrolink)
Rancho Los Amigos
Religious Organizations and Faith-Based Institutions
Senior Centers
Social Service Agencies
Stakeholder Working Groups and Outreach Advisory Committees
Trade Associations
Transit Advocates (including Bus Riders Union)
Transit Agencies and Providers
Transportation Agencies and Advocates (including AAA)
Trucking Associations
Vendors, Consultants and Contractors
Veterans Administration
WorkSource Centers

#### Attachment 4 - Database of Media Including Ethnic Media

<b><u>Major Dailies/General Market/Wire Services</u></b>
LA Times-Full Run
Los Angeles News Group Metro (Includes Daily News, Long Beach Press-Telegram, Torrance Daily Breeze, San Gabriel Valley Tribune, Pasadena Star News, Whittier Daily News)
City News Service
Associated Press
Reuters
UPI
Bloomberg News
New York Times
EFE (Spanish Language News Group)
Notimex
<b><u>Westside Central/Downtown Los Angeles</u></b>
The Malibu Times
Santa Monica Mirror
Santa Monica Daily Press
Beverly Hills Courier
Beverly Hills Weekly
Los Angeles Independents (Part of Wave Nwsp Group. Includes the LA Independent and Wave Culver City Star)
Prk Labrea Nws/Bev Press
L. A. Downtown News
The Argonaut
Culver Cty Nws/Blue Pacific
Culver City Observer Grp
Includes: Culver City Observer, Santa Monica Observer
Inglewood Today Weekly
Our Weekly LA
L.A. Business Journal
Beach Reporter
UCLA Daily Bruin
Wehonews.com
Brentwood News
L.A. Weekly
Watts Times

Larchmont Chronicle
Random Length News
<b><u>San Fernando Valley</u></b>
Daily News
Valley News Group (Includes Warner Center News, Valley Vantage and Las Virgenes Enterprise)
SVF Sun\El Sol
The Toluca Times
Chatsworth Patch
Encino Patch
San Fernando Valley Business Journal
Glendale News Press
Santa Clarita Signal
Toluca Times
Van Nuys Press
<b><u>San Gabriel Valley</u></b>
San Gabriel Valley News Group
Eastern Group
Pasadena Weekly
Beacon Media Full Group (Includes Pasadena Independent, Arcadia Weekly, Monrovia Weekly, San Gabriel Sun, Sierra Madre Weekly, Temple City Tribune, Azusa Beacon, Duarte Dispatch, El Monte Reader, Rosemead Reader)
The Outlooks
Includes La Canada Flintridge Outlook and Pasadena Outlook
Mid Valley News
East L.A. Times
South Pasadena Review
Whittier Daily News
Alhambra Source
<b><u>South Bay</u></b>
Torrance Daily Breeze
Beach Reporter
PV Peninsula News
Herald Pubs Group (Includes: El Segundo Herald, Torrance Tribune, Hawthorne Press Tribune, Inglewood News, Lawndale Tribune)
Easy Reader
Gardena Valley News
Inglewood Today



Inglewood News
Morningside Park Chronicle
California Crusader
Long Beach Post
L.A. Focus
<b><u>Gateway Cities</u></b>
Long Beach Press Telegram
Los Angeles Wave Publications Group (Include Wave West, Wave East, NE Wave, The Press, Herald American, Lynwood Press)
Downey Patriot
The Compton Bulletin
Cerritos Comnty News Group (Includes Los Cerritos Community News, Norwalk Community News, Pico Rivera Community News, La Mirada Lamplighter, Downey Community News)
Gazette Newspapers (Includes Downtown Gazette, Grunion Gazette)
Signal Tribune (Signal Hill)
<b><u>Antelope Valley</u></b>
Antelope Valley Press
Antelope Valley Times
<b><u>African-American</u></b>
L.A. Watts Times
Los Angeles Sentinel
Inglewood Today
<b><u>Spanish</u></b>
La Opinion
Impacto USA
Hoy
Dia a Dia
La Voz Libre
CNN Latino
CNN Espanol
Vida Nueva
<b><u>Other including Armenian, Asian and Jewish Media</u></b>
China Press
Chinese Daily News
World Journal News
Sing Tao Daily
The Korea Daily

The Korea Times
The Rafu Shimpo
Sereechai News Inc.
Asbarez Armenian Daily Newspaper
Nor Gyank
Philippine Media
Asian Journal Pub, Inc.
Asian Pacific News
Panorama
Asian Pacific News
Jewish Journal
Epoch Times
International Daily News
Japanese Daily Sun
Bridge
Frontline
LaLaLa
Vivinavi
Nikkansan
Japan Up
<b><u>Major Television Stations/Cable</u></b>
KCBS/KCAL 2/9
KNBC 4
KTLA 5
KABC 7
KTTV 11
KMEX 34
KTAN & LA 18
KWHY 22
KVEA 52
KAZA 54
KBS 24
KRCA 62
LA City View 35
ETTV America (Chinese)
Skylink TV
Crown City News
CNN

KCET
Time Warner Cable
Asahi TV
Annenberg TV News
MBC
NTDTV
TVKZU
Telemundo
Univision
Time Warner Cable News Channel Antelope Valley
UTB
NHK
<b><u>Major Radio Stations</u></b>
KNX
KFWB
KFI
KCRW
KPCC
KPFK
KROQ
KABC Radio
KWKW Radio
Metro Networks
Radio Exitos
Univision Radio
KCSN
National Public Radio
Voce of America
Radio Korea
Radio Manila
Radio Seoul
<b><u>Blogs</u></b>
L.A. Streetsblog
Curbed L.A.
Laist.com
BlogDowntown
The Source
El Pasajero

Latinola.com
USC Neon Tommy
Huffington Post
L.A. Observed
Planetizen
Transit Coalition
Metroped.net
Latino California
The Eastsider
The Voice
<b><i>Trades</i></b>
Passenger Transport
Fleets and Fuels
Engineering News Record
Mass Transit
Metro Magazine
Builders & Developers
Building Trade News

## Attachment 5 - Metro's 2016 Draft Public Participation Plan Outreach Summary

### Background

In February 2016, Metro Community Relations released the Draft Public Participation Plan (Plan) for a 30-day public comment period concluding March 12, 2016. The FTA requires Metro to issue a Plan as part of its Title VI Program Update every three years. This plan guides all of Metro's outreach to gather important public input on possible changes to bus and rail service, new projects in planning and in construction, fares and other programs. Metro sought the public's input to help make this plan the best it can be.

### Outreach on Draft Plan

Metro sent an e-blast to more than 11,000 stakeholders county-wide, presented at Metro's five sub-regional Service Councils, Citizens Advisory Council, Accessibility Advisory Committee, and LA County Commission on Disabilities. Metro also spread the word through social media, The Source and El Pasajero. Based on the public feedback, the Draft Plan was revised and will be submitted to the Metro Board of Directors for their consideration.

- Metro went above and beyond what was legally required in seeking public input to help make the Draft Plan the best it can be.
- The Plan that was approved by the Metro Board in 2013 was updated in early 2016 by a multidisciplinary committee of Metro Departments, including Marketing, Construction Relations, Community and Municipal Affairs, Local Programming, Transit Safety Programs, Digital Communications, Office of Civil Rights, Customer Relations, the Office of Strategic Initiatives, and Public Relations.
- In addition to the Plan, this committee updated other documents as part of the 2016 Title VI Program Update, including the Four Factor Analysis (led by Strategic Initiatives and Marketing) and Triennial Program Update (led by Community Relations).

### Outreach Plan and Schedule

A variety of methods were employed to get meaningful public feedback on the Plan.

- Metro asked members of the public to say what they thought by sending comments to [communityrelations@metro.net](mailto:communityrelations@metro.net) or Metro Community Relations, One Gateway Plaza, MS 99-13-1, Los Angeles, CA 90012 by 3/12/16
- Members of the public visited [metro.net/communityrelations](http://metro.net/communityrelations) to:
  - View the Draft Plan in English and other languages, including Armenian, Chinese, Japanese, Korean, Russian, Spanish, Thai, and Vietnamese
  - Learn about meetings where the plan was presented
  - View the presentation

### Feb/Mar 2016 - Public Comment Period

A 30-day comment period was held for the Draft Plan from Friday, February 12 – Saturday, March 12, 2016, during which time Metro used the following outreach methods to maximize public feedback:

- Posted the plan in nine languages (English plus eight languages listed above) on the Community Relations website – [metro.net/about/community-relations/](http://metro.net/about/community-relations/).
- Every Voice Counts (EVC) – CEO Brief
  - Placed a paragraph in CEO’s EVC Brief on Friday, Feb. 19<sup>th</sup> to announce availability of the Plan to the Metro Board.
- Sent eblast to the following stakeholders\*:
  - Federal, State and Local Elected Officials throughout LA County
  - City Managers, Public Works Directors, and Planning Directors
  - Key Organizations, Non-profits and Businesses throughout LA County
  - Cultural and Ethnic Stakeholders throughout LA County
  - Metro’s Rider Relief Transportation Program Stakeholders
  - Metro Advisory Councils and Committee Members, including Metro Service Councils, TAC and TAC Subcommittees, Measure R Oversight Committee, Accessibility Advisory Committee, Office of the Inspector General, and Blue Ribbon Committee
  - COG Executive Directors
  - Construction Project Databases

\*These stakeholders were encouraged to eblast the Plan to their networks to further broaden the reach.

- Provided presentations on the plan at all five Metro Service Councils, Accessibility Advisory Committee, Citizens Advisory Council, and LA County Commission on Disabilities on the following dates and included a link to the presentation on the Community Relations webpage:
  - San Fernando Valley Service Council- Wednesday, February 3, 2016 at 6:30 pm at Marvin Braude Constituent Center in Van Nuys, 6262 Van Nuys Bl
  - San Gabriel Valley Service Council- Monday, February 8, 2016 at 5 pm at Metro Division 9 building (adjacent to the El Monte Station) in El Monte, 3449 Santa Anita Ave, 3rd Floor Service Council Room
  - Westside/Central Service Council- Wednesday, February 10, 2016 at 5 pm at Metro Gateway Headquarters, adjacent to Union Station
  - Accessibility Advisory Committee – Thursday, February 11, 2016 at 10:30 am at Metro Gateway Headquarters, adjacent to Union Station
  - Gateway Cities Service Council- Thursday, February 11, 2016 at 6 pm at Salt Lake Park Community Center in Huntington Park, 3401 E Florence Av
  - South Bay Service Council- Friday, February 12, 2016 at 9:30 am at Inglewood City Hall, One Manchester Bl
  - LA County Commission on Disabilities on Wednesday, February 17 and April 20, 2016 at 1 pm, 500 W. Temple Ave., 3rd floor room 374A

- Citizens Advisory Council- Wednesday, February 24, 2016 at 6:30 pm and Friday, May 6, 2016 at 12pm at Metro Gateway Headquarters, adjacent to Union Station
- Spread the word via Facebook (facebook.com/losangelesmetro), Twitter (@metrolosangeles), The Source, Metro English language blog, and El Pasajero, Metro's Spanish language blog.

In Spring 2016, after the 30-day public comment period, Metro's multidisciplinary committee:

- Tabulated Public Comments.
  - 46 comments were received, including:
    - 3 related to Advisory Councils' Roles
    - 3 related to Environmental Justice
    - 3 were General comments
    - 13 related to Goals and Guiding Principles
    - 3 related to Language Translation
    - 2 related to Media
    - 3 related to PPP examples
    - 2 related to PPP outreach
    - 3 related to Stakeholder outreach
    - 4 related to Service Change outreach
    - 3 related to Service Councils' Roles
    - 2 related to Strategies, Methods and Procedures
    - 2 related to Website and Social Media Policy
- Revised the Draft Plan in response to the public comments.

Afterwards, the 2016 Plan was submitted to the Metro Board of Directors for their consideration.

**Attachment 6 - Metro's 2016 Draft Public Participation Plan Comment Matrix and Letter**



**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

<b>Name</b>	<b>Date</b>	<b>Format</b>	<b>Comment</b>	<b>Response</b>	<b>Any Change(s) Made to PPP</b>
SFV Service Council Chair Michael Cano	Wed., Feb 3, 2016	San Fernando Valley (SFV) Service Council Meeting at 6:30 pm, Marvin Braude Constituent Center in Van Nuys, 6262 Van Nuys Bl	Verbal: Is the draft plan in all of the languages that it will be presented?	Verbal: Yes, It's in Armenian, Cambodian, Chinese, Japanese, Korean, Russian, Spanish, Thai and Vietnamese. - Community Relations Manager Karen Swift	No.
SFV Service Council Member Jess Talamantes	Wed., Feb 3, 2016	San Fernando Valley (SFV) Service Council Meeting at 6:30 pm, Marvin Braude Constituent Center in Van Nuys, 6262 Van Nuys Bl	Verbal: You forgot Tagalog.	A federally required Four Factor Analysis of Limited English Proficiency (LEP) persons found that with the number of Metro riders, the English fluency reported in this community, and resources available, Tagalog was not one of the eight non-English languages identified in Metro's 2013 LEP Plan.	No.
SFV Service Council Member Yvette Lopez-Ledesma	Wed., Feb 3, 2016	San Fernando Valley (SFV) Service Council Meeting at 6:30 pm, Marvin Braude Constituent Center in Van Nuys, 6262 Van Nuys Bl	Verbal: I think this is great. I can't stress enough the value of community outreach, and you've done an excellent job and now it's time to just work on Metro to be really able to make sure this outreach -- let people know about things that are coming like the corridor and the planning process, but also in encouraging people, you know, to use the service.	N/A	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
Mr. Timberlake	Mon., Feb 8, 2016	San Gabriel Valley (SGV) Service Council at 5 pm, Metro Division 9 building in El Monte, 3449 Santa Anita Ave, 3rd Floor Service Council room	Verbal: Mr. Timberlake commented on public participation at hearings when a bus line is proposed for cancellation or to be assumed by another municipal operator. He has ridden three of the lines proposed for cancellation and hardly anyone he spoke to on the bus knew about the proposed changes. He suggested placing an 8 1/2" by 11" sign on the bulkhead with information about the bus line. It should be large enough that people see it. Of the 30 people he spoke with, only 2 knew that the line was proposed for cancellation. The take one brochures are not enough to inform people of proposed changes.	Despite Metro's best efforts to notify the public, some stakeholders were unaware of the service change proposals. Staff has taken a step to select time and locations for public hearings that may be scheduled for July 2016 that would affect service. By having this step already completed, additional time is being allowed for Metro to advertise the hearing dates and times and to further provide opportunities for more people to obtain the required information.	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
WC Service Council Member Maria Sipin	Wed., Feb 10, 2016	Westside/Central (WC) Service Council at 5 pm, Metro Gateway Headquarters	Verbal: I'm looking at the life cycle of community outreach, and it strikes me as really interesting that the Metro service councils seem to be in its own little bubble, in its own world, detached. I would think it would have some relation to community and municipal affairs or have more of a list below it, but I also understand that we focus on bus and rail service issues.	Verbal: All of these core functions relate to one another. The Community Relations Department is comprised of community and municipal affairs managers, construction relations managers, and transit safety managers. Although they are not Metro staff, Service Councils provide them guidance and leadership. Service Councils also provide feedback on the service of the system comes to the community and municipal affairs managers, and that feedback is factored into their activities as well as into the agency's big picture endeavors. - Community Relations Manager Eric Geier	Yes. The Accessibility Advisory Committee and Citizens Advisory Council were added to the Metro Service Councils' unit of the The Life Cycle of Community Outreach graphic in the Goals and Guiding Principles section. This better reflects the breadth of advisory committees that provide guidance and leadership on bus and rail service issues and more.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
WC Service Council Member Maria Sipin	Wed., Feb 10, 2016	Westside/Central (WC) Service Council at 5 pm, Metro Gateway Headquarters	Verbal: I really wanted to hear from you how you think we could operate better in terms of these meetings. I think our last discussion at our last meeting talked about some of our ways that we can improve getting better attendance in this room. Just stepping back, how do you view the service councils and do you have any recommendations you can make in terms of how we can better improve these meetings and how we operate?	Verbal: There have been suggestions to hold the meeting at a different location. I understand the challenges that come along with that, but I also understand the benefits. There's a lot of the services that goes on the Westside. It is the "Westside/Central" service council but as I look around the room and see folks that are from further west, getting Downtown at 5 pm on a weekday night isn't necessarily the easiest thing to do. I think there's definitely credence to seeing about holding the meeting in another location. - Community Relations Manager Eric Geier	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
See above.	See above.	See above.	See above.	<p>Verbal: We also have live web casts, media relations, newsletters, public hearings and social media. While it might not necessarily be apparent from the attendance at the service council meetings, a lot of the times service council members do work outside of the meetings. They inform their own stakeholders and public interest groups about the things that they are educated about and that they weigh in on here at the meetings. They are seen in the community when there are community meetings held for draft EIS/EIR and workshops regarding station naming or other public events. They're all interrelated.</p>	See above.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
See above.	See above.	See above.	See above.	Service councils all vary specifically in terms of the organizational charts under bus and rail service. But over the last year or two particularly, the current Metro Board has been looking more and more towards Service Councils to make sure that everything from fare structures, to bus service changes, to larger projects, are brought before them. Their functions are becoming more integrated. Unfortunately it's not always reflected in the attendance at the meetings. - Service Council Analyst Dolores Ramos	See above.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
WC Service Council Member Elliott Petty	Wed., Feb 10, 2016	Westside/Central (WC) Service Council at 5 pm, Metro Gateway Headquarters	Verbal: The FTA requires that the plan be responsive to environmental justice principles. Can you define what those types of principles are that the FTA put forth?	Verbal: We do a Title VI analysis for service changes that studies distributive equity, and who's receiving the services that are being paid for using federal or other tax dollars. That is one of the essential parts, and we look at not only the individuals who are being affected by the projects but the wider community, and that's part of the environmental justice activity. - Deputy Executive Officer Gary Spivack	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
WC Service Council Vice Chair David Feinberg	Wed., Feb 10, 2016	Westside/Central (WC) Service Council at 5 pm, Metro Gateway Headquarters	Verbal: Have transit systems done any disparate impact studies to make sure that your impacts, when you make service changes, aren't impacting certain communities [disproportionately]. If they are, how do you respond to that so that it's very clear?	Verbal: The most basic example I can give is the outreach we provide to different audiences and different languages. Metro studies what language groups use our system and are in L.A. County. As a result of that, information regarding all public meetings is listed in nine languages on the front of every single service council agenda. We also provide translation of major documents on the website, including the draft public participation plan which was translated into nine languages. - Service Council Analyst Dolores Ramos	No.
WC Service Council Vice Chair David Feinberg	Wed., Feb 10, 2016	Westside/Central (WC) Service Council at 5 pm, Metro Gateway Headquarters	Verbal: If you have a service change on a line, does that trigger a public hearing?	Verbal: Yes. In fact, as a result of the public hearing that we're going to have after this meeting, all of the information will be transcribed and put into the analysis, and we will make recommendations back to the service council in March relative to the hearing comments. - Deputy Executive Officer Gary Spivack	No.



**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

<b>Name</b>	<b>Date</b>	<b>Format</b>	<b>Comment</b>	<b>Response</b>	<b>Any Change(s) Made to PPP</b>
WC Service Council Vice Chair David Feinberg	Wed., Feb 10, 2016	Westside/Central (WC) Service Council at 5 pm, Metro Gateway Headquarters	Verbal: I didn't know if this public participation plan was different than the public hearing policy so I wanted to make sure.	Verbal: It's the whole ball of wax relative to what we're doing as an agency and how we communicate to the public. - Deputy Executive Officer Gary Spivack	Yes. A footnote was added to Goals and Guiding Principles to clarify that the Plan's new Minimum Baseline Thresholds for Public Outreach are in addition to the guidelines for public hearings on fares and service changes.
AAC Board Member	Thu., Feb 11, 2016	Accessibility Advisory Committee (AAC) at 10:30 am, Metro Gateway Headquarters	Verbal: I highly recommend that you add Metro's AAC to the ["Life Cycle of Community Outreach"] process wheel.	Verbal: We think this is a great idea. The graphic will be revised to include the AAC. - Sr. Community Relations Officer Bronwen Keiner	Yes. The Accessibility Advisory Committee and Citizens Advisory Council were added to the Metro Service Councils' unit of the Life Cycle of Community Outreach graphic in the Goals and Guiding Principles section. This better reflects the breadth of advisory committees that provide guidance and leadership on bus and rail service issues and more. In addition, a paragraph summarizing the role of the AAC was added to the Goals and Guiding Principles section.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
AAC Board Member	Thu., Feb 11, 2016	Accessibility Advisory Committee (AAC) at 10:30 am, Metro Gateway Headquarters	Verbal: You should have city and county commissions on disabilities on your stakeholder list. Independent Living Councils (ILCs) need to be informed on this as well. We need an email on this so we can distribute it to our contacts, too.	Verbal: An e-blast regarding the PPP was sent to county-wide stakeholder database on Friday, 2/12. Metro asked staff and members of the AAC to forward it along to their own contacts and stakeholders in turn. In addition, contacts for the ILCs and city and county commissions on disabilities will be added to Metro's stakeholder database to receive updates on all Metro's projects, and programs. - Sr. Community Relations Officer Bronwen Keiner	Yes. ILCs and contacts for the city and county commissions on disabilities have been added to the Database of Stakeholders as noted in Attachment 3.
AAC Staff Person Yvonne Price	Wed., Feb 10, 2016	Westside/Central (WC) Service Council at 5 pm, Metro Gateway Headquarters	Verbal: Recommended that the PPP be presented at the LA County Commission on Disabilities (LACCOD) as well.	Verbal: Excellent suggestion. Follow-up: Joanna Lemus provided an update at the LACCOD meeting on 2/16 and Bronwen Keiner provided the presentation at the LACCOD meeting on 4/20. Commissioners provided input at both meetings.	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
J.K. Drummond	Fri., Feb 12, 2016	South Bay Service Council at 9:30 am, Inglewood City Hall, One Manchester Bl	Verbal: J.K. Drummond commented on the Draft Public Participation Plan presentation on Metro's outreach to gather important public input on possible changes to rail and bus service. He feels outreach has been inadequate and in one case distorted. Maps of all the proposed changes should be available at all of the Council meetings along with maps of routes outside of the South Bay. Residents connect with lines outside the South Bay and the changes affect them. The legal descriptions on the public change notice were inadequate. He feels maps are needed.	Metro staff have not traditionally provided maps of service changes at the time that a hearing date is selected. Other brochures describe the change, but do not include maps because of space requirements and costs for advertising. Metro meets all of the requirements for providing information to the public regarding service changes. Metro staff will investigate the possibility of including maps for future notifications.	No.
Commission Member	Wed., Feb 17, 2016	LA County Commission on Disabilities at 1pm, Kenneth Hahn Hall of Administration, 500 W. Temple Ave., 3rd floor room 374A	Verbal: Suggest that Metro have surveys on the bus to gather input from customers who may not have internet accessibility.	Metro surveys its customers twice a year in English and Spanish as well as maintains a website with the survey in the seven other languages identified in Metro's 2013 Limited English Proficiency Plan Four Factor Analysis.	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

<b>Name</b>	<b>Date</b>	<b>Format</b>	<b>Comment</b>	<b>Response</b>	<b>Any Change(s) Made to PPP</b>
Commission Member	Wed., Feb 17, 2016	LA County Commission on Disabilities at 1pm, Kenneth Hahn Hall of Administration, 500 W. Temple Ave., 3rd floor room 374A	Verbal: Comment that input taken at outreach events is not being effectively shared with Metro employees. The impression is that many outreach events are led by consultants who do not make an effort to share the public's concerns.	Good feedback. A change was made to the Goals and Guiding Principles section of the Plan.	Yes. A section was added to the Goals and Guiding Principles explaining that consultants must provide detailed written records of public feedback received to Metro.
Commission Member	Wed., Feb 17, 2016	LA County Commission on Disabilities at 1pm, Kenneth Hahn Hall of Administration, 500 W. Temple Ave., 3rd floor room 374A	Verbal: Comment that some feel that feedback is provided however changes are not seen.	Good feedback. A change was made to the Goals and Guiding Principles section of the Plan.	Yes. A section was added to the Goals and Guiding Principles explaining that Metro must consider all comments received and employ them to affect meaningful change.
CAC Member Tony Banash	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: Asked "What is environmental justice?" He hears this buzzword a lot.	Verbal: Responded that "incorporating environmental justice principles into plans, etc." means that Metro is responsible for conducting effective outreach to communities throughout LA County - equitably across geographic regions - including to minority and low-income communities that have been historically disadvantaged. - Sr. Community Relations Officer Bronwen Keiner	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
CAC Member Wally Shidler	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: Noted that 80% of Metro ridership is below the federal poverty level, and that this ridership is very diverse. He asked, "What does Metro need to do to get a more economically diversified ridership?"	Verbal: Responded that this was a good comment and would be considered in the updated Draft Plan. - Sr. Community Relations Officer Bronwen Keiner	Yes. The Goals and Guiding Principles section was updated to highlight Metro's diverse ridership. A Minimum Baseline Threshold was added to require that Metro look at community decision-making processes through several lenses, including neighborhood and community values, LA County community structures, urban and rural areas, and special ethnic and cultural groups, paying particular attention to users with the most need who rely on walking, bicycling, buses and trains to meet their daily needs.
CAC Member Seymour Rosen	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: Thinks we need to look at transportation differently here in LA County than they do in other cities such as San Francisco, Chicago, etc. because LA is so much larger and spread out geographically.	Verbal: We definitely agree with this point, and we will consider it as we update the Draft Plan. - Sr. Community Relations Officer Bronwen Keiner	Yes. See above.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
CAC Member Hank Fung	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: Hank Fung read the entire Draft Plan and made several comments/suggestions: o Overall, he thinks it's a good document with lots of good examples. He suggested that the SR710 Conversations be added as they are a very well-done model for public participation and education.	Verbal: Thanked him and replied that this is exactly the type of feedback that we are looking for. All of Mr. Fung's comments will be considered in the update of the Draft Plan. - Sr. Community Relations Officer Bronwen Keiner	No.
CAC Member Hank Fung	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: The Plan should clarify "What is Metro's role?". How does Metro differ from Caltrans and the local jurisdictions, etc. in terms of project implementation, funding, etc? On the clarification, basically it's describing how this plan relates to other plans. For instance SCAG and Caltrans have their own PPPs, how does this relate, which one is followed for planning activities like the SR-710 North project? Because, in that project, Caltrans is preparing the EIR but Metro is involving in funding it through Measure R. Email Follow-Up (3/12/16): Coordination/relationship between Metro, SCAG, and Caltrans public participation plans - which plan is considered controlling depending on which project?	See above.	Yes. A sentence explaining that when multiple jurisdictions are involved in the same study or initiative (for example, when SCAG, Caltrans and/or other agencies partner with Metro), Metro will ensure that the Minimum Baseline Thresholds outlined in this Plan are upheld, at the least.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
CAC Member Hank Fung	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: We should re-evaluate whether to use traditional Chinese or simplified Chinese in the written translation. Simplified Chinese is used among more recent immigrants and people from Taiwan whereas traditional Chinese is used by older immigrants from mainland China. So there are political implications. Email Follow-up (3/12/16): - Recognize diversity of Asian community, particularly Chinese (Simplified and Traditional Chinese writing, Mandarin and Cantonese dialects, among others).	This comment is important and will be considered in Metro's 2016 Limited English Proficiency Plan Four Factor Analysis.	No.
CAC Member Hank Fung	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: There should be a broad social media policy that covers all of Metro's social media pages and it should be welcoming to encourage an active dialogue, free speech and a variety of opinions. For example, Hank was blocked from the ExpressLanes Twitter page for posting something controversial but not foul or defamatory, yet he is still actively posting on the Metro general Facebook page. Why was he blocked from one and not the other? The policies need to be consistent.	Both Hank Fung and Erik Griswold have been unblocked from the ExpressLanes Twitter page.	Yes. An explanation of Metro's social media monitoring was included in the Online Communications section of the Strategies, Methods and Procedures. A sentence was added to note that Metro's Comment Guidelines will be updated to include platforms such as Twitter, Instagram, and other social media platforms as needed. Staff will also be trained on the policy.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
See above.	See above.	See above.	<p>Email Follow-Up (3/12/16): - Need a social media policy, especially for blocking. Public agencies should not be blocking people from reading their tweets or comments - this should be a hard and fast rule. If people are being abusive then the proper tool is to mute the person, or block them from posting comments on Facebook or the comment board in question. In particular, Erik Griswold's critical tweets on the Expresslanes site were not abusive and he should be unblocked. When individuals are muted, there needs to be a process of warning that person and due process. If they are making threats against Metro personnel or property, there should be existing procedures to refer them to law enforcement to determine if they are a threat and take appropriate action.</p>	See above.	See above.



**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
CAC Member Hank Fung	3/12/2016	Email	Need to have community meetings in transit accessible locations, and at times accessible to the public. Public hearings, especially, like at the sector councils need to be held at 6 pm or later, in places where there is transit access until 8 or 9 pm. For events and workshops that gear to both practitioners and nonprofits, put them in the late afternoon. I think the time for the active transportation plan workshops, for example, in the late afternoon were a good example, to allow people to participate in their work time if it is work related, while interested stakeholders not participating for work can leave early to attend. Also, live stream these meetings to allow those who are not present to watch presentations. This is easy to do with Periscope and Ustream, and has been done before with some Metro projects - but needs to be more consistent.	Verbal: Thanked him and replied that this is exactly the type of feedback that we are looking for. All of Mr. Fung's comments will be considered in the update of the Draft Plan. - Sr. Community Relations Officer Bronwen Keiner	Yes. A Minimum Baseline Threshold on "Community Meeting Locations and Times" was added to the Goals and Guiding Principles to require that all Metro-hosted community meetings and public hearings will be held at transit-convenient, ADA compliant venues at times that are flexible around working hours, such as at night and on the weekends. Venues will also be near the communities of interest. In addition, Periscope was added to the Strategies, Methods and Procedures section under "Additional approaches to communications" as a way Metro may often live streams community meetings.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
CAC Member Hank Fung	3/12/2016	Email	When there are presentations for CAC, steering committees like 710 TAC, etc. they should be posted within 7 days of them being presented. Once it is going out at a public meeting, it should be for public consumption. Create a policy for posting handouts, documents, etc. so that they are all online so people who couldn't make in person meetings have access to documents.	See above.	Yes. A Minimum Baseline Threshold on "Community Meeting Noticing" was added to the Goals and Guiding Principles to require that stakeholders are given a minimum of 10 days' notice for all Metro-hosted community meetings and public hearings. Notices will be provided in English and Spanish at a minimum, and translated into multiple other languages as demographics indicate. Ads and take-one notices will be placed on adjacent buses and trains for specific area meetings whenever possible. It also requires that meeting and hearing materials will also be posted online for those who are unable to attend in person.
CAC Member Hank Fung	3/12/2016	Email	News sites: Include Antelope Valley news outlets like the Antelope Valley Press, Antelope Valley Times, Time Warner Cable NewsChannel Antelope Valley, etc. The Antelope Valley is part of LA County, too!	See above.	Yes. Antelope Valley news outlets, include Antelope Valley Press, Antelope Valley Times, Time Warner Cable News Channel Antelope Valley were added to Metro's Database of Media outlined in Attachment 4.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
CAC Member Hank Fung	3/12/2016	Email	I think Metro could do better outreach to suburban city councils. Major utilities and County departments often attend city council meetings to share progress of items and projects. It would be nice for Metro to make presentations to the city councils of some of these outlying cities so that elected officials can feel connected to the agency and know what is going on. Work with the city managers to get a block of time, but even if it's not available, showing up to a public meeting and giving a three minute summary of activities every few months would help.	See above.	Yes. A Minimum Baseline Threshold was added to the Goals and Guiding Principles section to require that Metro look at community decision-making processes through several lenses, including rural areas. In addition, a paragraph was added to the Implementation of Guiding Principles ensuring that a lead Community Relations Manager is assigned to each geographic area of the county, including the outlying areas. He or she will identify opportunities to develop new and enhanced existing partnerships with cities and stakeholders and regularly attend city council meetings.
CAC Member Jerard Wright	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Jerard Wright asked if there was a Source article about the Draft Plan.	Verbal: Yes, the link to the Source article is here: <a href="http://thesource.metro.net/2016/02/14/for-your-consideration-metros-draft-public-participation-plan/">http://thesource.metro.net/2016/02/14/for-your-consideration-metros-draft-public-participation-plan/</a> - Sr. Community Relations Officer Bronwen Keiner	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
CAC Member Bill Weisman	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Bill Weisman commented that he has been active on the SR710 Community Advisory Committee. He said he's noticed that some Metro projects have contracted with outside consulting firms and some haven't. He asked, "What is the criteria for whether an outside consultant is hired?" He also noted that with the I-710 S lane addition and other projects, communities in historically disadvantaged neighborhoods are disproportionately affected by proposed infrastructure projects than others in more affluent areas.	Verbal: Traditionally Metro contracts with outside consultants if a project is large in size and has a definitive time-frame and scope of work. Metro typically contracts with outside consultants for projects in the environmental phase but typically not in construction or transit safety programs. The comment on disproportionate impacts is also noted. - Sr. Community Relations Officer Bronwen Keiner and Community Relations Manager Danielle Valentino	No.
CAC Member Darrell Clarke	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: Darrell Clarke noted that Metro does a good job with our capital projects, but day-to-day operational issues are increasingly important. We need to do a better job of communicating with the public on operational issues, updates and challenges. Many CAC discussions revolve around this topic of operations and special attention to operations outreach should be highlighted in the Draft Plan.	Verbal: This is an excellent comment that will be considered as we update the Draft Plan. - Sr. Community Relations Officer Bronwen Keiner	Yes. A paragraph was added to the Implementation of Guiding Principles section outlining Metro's pressing need to resolve operational issues as the system ages and expands and guidelines for how Community Relations, Service Councils and advisory committees will communicate and coordinate to address daily operational issues, updates and challenges.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
CAC Member Tony Banash	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: Tony Banash commented that the Citizens Advisory Council (CAC) has a clearly outlined mandate and code of conduct (Tony was specifically commenting on the short paragraph that is printed on the back of the CAC Agenda template that has been used since 2003). Follow-up: Per Tony's feedback, Metro needs to more clearly describe what the CAC does and to not repeat what in the past has resulted in a "gag order" on comments by CAC members.	Verbal: We think this is a great idea. The graphic will be revised to move the CAC into the Service Councils and Advisory Committees unit. More detailed information is also being added on the CAC's purpose and mandate.- Sr. Community Relations Officer Bronwen Keiner	Yes. The CAC and Accessibility Advisory Committee were added to the Metro Service Councils and Advisory Committees' unit of the Life Cycle of Community Outreach graphic in the Goals and Guiding Principles section. This better reflects the breadth of advisory committees that provide guidance and leadership on bus and rail service issues and more. In addition, details clarifying the CAC's purpose and mandate were added to the Goals and Guiding Principles section.
CAC Member Dalila Sotelo	Wed., Feb 24, 2016	Citizens Advisory Council at 6:30 pm, Metro Gateway Headquarters	Verbal: Dalila Sotelo asked presenter Bronwen Keiner to return in May to provide feedback on what we heard from constituents and explain how we incorporated their comments, suggestions and edits into the Draft Plan. That way the CAC could review the Final Draft before it is submitted to the Board for their consideration in the Fall.	Verbal: Bronwen responded that she would return in May to report on the updated Plan and would also provide a report on the updated Four Factor Analysis (focus groups on multi-lingual outreach in LA County). - Sr. Community Relations Officer Bronwen Keiner Follow Up: Bronwen Keiner and Jeff Boberg presented to the CAC Executive Committee on 5/6.	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
Commission Member	Wed., Apr 20, 2016	LA County Commission on Disabilities at 1pm, Kenneth Hahn Hall of Administration, 500 W. Temple Ave., 3rd floor room 374A	Verbal: This is a very thorough process that Metro goes through for outreach. I would like to suggest that contacts for the Regional Centers in LA County (offices for individuals with developmental disabilities and their families) should be in your database to receive updates and information. A lot of people there accessing those services also ride the bus.	This is an excellent comment. Community Relations will ensure that contacts for the LA County Regional Centers are already in or have been added to Metro's outreach database and will receive information and updates on all of Metro projects, programs and initiatives.	Yes. Contacts for the LA County Regional Centers have been added to Metro's Database of Stakeholders as noted in Attachment 3.
Aaron Paley	3/4/2016	Email	Just read it over. Looks fine to me! Thank you for sharing.	N/A	No.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
Jim Stoker	3/4/2016	Email	<p>1. Large areas of Los Angeles County have been left out of this plan. In particular, Palmdale and Lancaster seem to be missing in action. High desert residents already feel abandoned by most government agencies.</p>	<p>These comments - #1 regarding a need for outreach to the High Desert Corridor and #2 a need for Metro to engage the average commuter at every decision opportunity - were considered in the update of the Plan and related changes were made to the Goals and Guiding Principles.</p>	<p>Yes. 1. A Minimum Baseline Threshold was added to the Goals and Guiding Principles section to require that Metro look at community decision-making processes through several lenses, including rural areas. In addition, a paragraph was added to the Implementation of Guiding Principles ensuring that a lead Community Relations Manager is assigned to each geographic area of the county, including the outlying areas. He or she will identify opportunities to develop new and enhanced existing partnerships with cities and stakeholders and regularly attend city council meetings.</p>

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
See above.	See above.	See above.	<p>2. The most vexing issue with the Metro Community Relations activities has been completely missed: That this group merely advances existing Metro strategies and projects. There is no provision made for hearing and acting on proposals for new projects, alternatives to existing projects, or outside expert opinions relating to proposed or ongoing Metro projects. In short, the Community Relations plan merely describes how Metro will work to manipulate public opinion to its own ends. Probably this is why most current Metro programs are totally irrelevant to the average commuter – except for painful fact that those same commuters are being asked to PAY for those projects.</p>	See above.	<p>2. Metro established eight Minimum Baseline Thresholds for Public Outreach to ensure that the public is involved in all stages of the life cycle of each project, program or initiative, from planning to operations. The Plan encourages public participation at every decision opportunity so that all perspectives are heard and everyone, particularly the average commuter, has a say on everything from changes bus and rail service, new projects in planning and in construction, fares and other programs.</p>



**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
See above.	See above.	See above.	3. This plan fails to address the importance of giving voice to those who will be significantly impacted – either positively or negatively, in the near term or long run – by Metro projects. In fact, recent experience has shown that the hearings are slanted toward and located near only those segments of the population who might see a project in positive light. The intent seems to be to create the impression of unanimous support and commendation of Metro programs.	3. A change was made to the Goals and Guiding Principles section of the Plan.	Yes. 3. A section was added to the Goals and Guiding Principles to explain that Metro is required to consider all comments received - positive and negative - and employ them to affect meaningful change. It also requires that Metro pay particular attention to those who will be significantly impacted, especially those who rely on walking, bicycling, buses and trains to meet their daily needs.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
See above.	See above.	See above.	<p>4. Lastly, this plan fails to deal with the “elephant in the room”: the prevailing public sentiment that Metro has, for decades, spent lavishly without accomplishing anything. Vast, expensive Metro transportation initiatives have been total failures in terms of ridership and benefit to the communities they were meant to serve. Community Relations staff must do the impossible: address decades of negative public sentiment concerning Metro in particular, and Public Transportation in Los Angeles county in general. This will require a radical departure from any strategy ever employed by Metro in trying to shape public opinion – and probably a rebuilding of the entire transit agency from the ground up.</p>	<p>4. This comment is an opinion that Metro's transportation initiatives have been total failures. We respectfully disagree. Metro's investments in public transportation throughout LA County have improved the quality of life for millions of Angelenos. Ridership exceeds 450 million rides a year, 1.4 million rides a day, on 2,200 buses and 99 miles of rail and subway. The system helps ease congestion and get people where they want to go. Metro is expanding through the public's investment, and we have a strong foundation in place to plan for future transportation needs.</p>	<p>4. No change was made to the Plan.</p>

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
Richard Stanger	3/9/2016	Email	Thanks for the opportunity to comment on the public participation process. Metro needs to make sure its web pages for the projects are up-to-date. For example, the drawings for the Expo II line have been those for Expo I from the beginning. If the public wants to compare the progress on Expo II with the EIS/R drawings, that has never been possible. (This may be the first time someone's pointed this out, which of course is no excuse.)	This comment is appreciated and was transmitted to the web team. Follow-up: Metro's updated Expo Line Phase 2 to Santa Monica website debuted in April 2016: <a href="https://www.metro.net/projects/expo-santa-monica/">https://www.metro.net/projects/expo-santa-monica/</a> . It includes links to the Expo Phase 1 website and <a href="http://www.buildexpo.org">www.buildexpo.org</a> website which provides links to the Expo EIR for both phases.	Yes. A phrase was added to the Online Communications section under Strategies, Methods and Procedures to ensure that project landing pages are kept up-to-date with the newest maps and information.
Ann Dorsey	3/10/2016	Email	I am quite impressed with the measures that Metro takes to make it possible for the public to provide feedback regarding Metro Projects. I appreciated being able to comment on the EIR for the plans to extend the 710. It is difficult for me to be at meetings so having the option to read over and comment on projects through the internet makes it possible for me to participate.	This comment is appreciated, and an update to the Plan will be made.	Yes. A Minimum Baseline Threshold on "Community Meeting and Public Hearing Noticing" was added to the Goals and Guiding Principles to, among other things, require that meeting and hearing materials are posted online for those who are unable to attend community meetings in person.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
Kevin Burton	3/10/2016	Email	This is a comment on Metro's Draft Public Participation Plan. In the section on Metro's Los Angeles County Stakeholders, p. 5, please add a short paragraph describing Metro's Bicycle Roundtable, which provides a regular forum for L.A. County's bicycle community to engage with Metro staff on its Bike Planning services for bicyclists, including the Bike Share Program, which among other things helps address first mile/last mile issues. Such stakeholder participation will increase in importance as bicycling becomes ever more integrated into Metro's transportation system.	This is a great suggestion. The Plan will be revised to include Metro's multiple non-elected planning and advisory committees.	Yes. Three paragraphs were added to the end of the Goals and Guiding Principles section describing Metro's multiple non-elected planning and advisory committees, including the Bicycle Roundtable. These committees provide important guidance and leadership on a variety of Metro projects, programs and subject-area initiatives.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
Rey Fukuda	3/11/2016	Email	<p>To whom it may concern:            Little Tokyo Service Center would like to add the following comments to the Draft Plan.</p> <p>General:</p> <ul style="list-style-type: none"> <li>- provide more time for public comment (the email was received this Monday, so we had 5 business days to comment)</li> <li>- have Japanese translation done by someone fluent in Japanese (the translation was very very hard to understand)</li> </ul> <p>How to hold meetings:</p> <ul style="list-style-type: none"> <li>- have more visuals in the plan, pictures of meetings, examples of committees etc</li> <li>- use of participatory planning tools for things like mapping</li> <li>- using popular education methods at meetings such as many visuals, interactive activities, use of real life examples, art</li> </ul>	<p>These are excellent suggestions. Although the Plan was circulated for a 30-day comment period, this stakeholder said he only had 5 business days to comment. Language translation should be provided by fluent language speakers. In addition, meetings should employ visual and participatory planning tools. The Plan will be updated to reflect these comments.</p>	<p>Yes. A bullet was added to the Strategies section to ensure that if Metro is requesting public feedback, stakeholders are given sufficient lead time to provide comments: 30-days at a minimum. In the Goals and Guiding Principles, two Minimum Baseline Thresholds on Language Translation were added to ensure that translation is performed by fluent speakers. In addition, a Minimum Baseline Threshold on Non-traditional Popular Education Methods was added to ensure that Metro uses visual and interactive educational methods to increase public awareness and understanding.</p>
Rey Fukuda	3/11/2016	Email	<p>Outreach:</p> <ul style="list-style-type: none"> <li>- using bus and train ad space to promote meetings</li> <li>- flyering on busses and trains for specific area meetings (match the train with meeting. e.g. Goldline Mariachi Plaza for a Boyle Heights specific meeting)</li> </ul>	<p>These are great suggestions. The Plan will be updated to reflect these comments.</p>	<p>Yes. A Minimum Baseline Threshold on Community Meeting Noticing was added to the Goals and Guiding Principles to ensure that ads and take-one notices are placed on adjacent buses and trains for specific area meetings whenever possible.</p>

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
Rey Fukuda	3/11/2016	Email	Ethnic Media outlets - rename "Other" to "Other including Asian and Jewish media" (or some description instead of just other) Under "Other" add the following: - Bridge - Frontline - LaLaLa - Vivinavi - Nikkansan - Japan Up TV - UTB - NHK	See above.	Yes. The Database of Media "Other" section was renamed to "Other, including Armenian, Asian and Jewish media" and updated to include the outlets noted here.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
Joanne Kumamoto	3/17/2016	Email	I spoke to Ann Kerman on Monday regarding some thoughts on the draft Public Participation Plan on some general observations, not such a cookie cutter approach to Public Participation. Look at neighborhood and community decision making process through several lenses, including neighborhood and community values in Los Angeles County (urban/rural, special ethnic and cultural pockets, etc.) Community structures. Inclusion and/or exclusion of the METRO process. Ann suggested I send my observations in and that the staff will figure out how to include these in the plan.	Metro agrees wholeheartedly with these suggestions, and a new Minimum Baseline Threshold will be added to the Plan reflecting this key principle.	Yes. A Minimum Baseline Threshold on Neighborhood/Community Lenses was added to the Goals and Guiding Principles. This key principle will ensure that Metro utilizes an inclusive and tailored approach to public participation at every at every decision opportunity, paying particular attention to neighborhood and community values in Los Angeles County and users with the most need who rely on walking, bicycling, buses and trains to meet their daily needs.

**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
Investing in Place	3/11/2016	Letter via John Guevarra, Communications and Research Associate, Investing in Place	See attached comment letter.	The thoughtful and insightful letter from Investing in Place - particularly their comments about inclusive, multilingual and socioeconomically equitable outreach - are excellent suggestions that have contributed to several updates to the Plan. We agree that as the system expands, it is critical that Metro bridges connections with communities and individuals who have deep relationships and insights into community specific needs and tailors outreach to users with the most need.	Yes. Several key principles have been incorporated into the Plan to reflect these excellent comments. #1) The Goals and Guiding Principles section has been updated to reflect the acute need for Metro to deepen relationships with stakeholders county-wide, particularly with those who have the greatest need who use public transit as a primary method of getting around. As suggested, a key principle from the USC Program for Environmental and Regional Equity was incorporated as a Minimum Baseline Threshold to ensure that public outreach targets users who rely on walking, bicycling, buses and trains to meet their daily needs.



**Metro's 2016 Draft Public Participation Plan  
Comment Matrix**

Name	Date	Format	Comment	Response	Any Change(s) Made to PPP
See above.	See above.	See above.	See above.	See above.	<p>#2) New Minimum Baseline Thresholds incorporated the suggestions to provide community meetings and materials in multiple languages, hold meetings that are flexible around working hours and encourage meaningful participation especially for those who rely on walking, bicycling, buses and trains for their daily trips. #3) Additional Thresholds were added to ensure that the surrounding neighborhoods and civic engagement organizations are involved at every decision making opportunity and that popular education programs are utilized to increase awareness and understanding.</p>

March 11, 2016



Metro Community Relations  
One Gateway Plaza, MS 99-13-1  
Los Angeles, CA 90012

VIA EMAIL: [communityrelations@metro.net](mailto:communityrelations@metro.net)

Re: Feedback on Metro's Public Participation Plan (PPP)

Dear Metro Office of Community Relations,

We the undersigned thank you for the opportunity to comment on Metro's Public Participation Plan (PPP). We commend Metro's Office of Community Relations for updating the PPP and adhering to the Federal Transit Administration's Title VI standards of the Civil Rights Act of 1964.

After reviewing Metro's PPP, in theory, it is on the right track to ensuring broad community engagement. That said, many of Metro's strategic elements listed on page 11 are great on paper and in practice, we believe the USC Program for Environmental and Regional Equity (USC PERE) report, "An Agenda for Equity: A Framework for Building a Just Transportation System in Los Angeles County,"<sup>1</sup> and Prevention Institute's Healthy, Equitable, Active Land Use (HEALU) Network platform<sup>2</sup> can serve as a valuable resource for fulfilling Metro's methodology of public participation. For instance, Metro should continue bridging connections with community-specific projects by working with community development organizations that have deep relationships and insights into community specific needs and opportunities, have planning expertise and explore unconventional - but effective - approaches like popular education programs to explain harder to decipher technical details.

To summarize a section on community engagement from the USC PERE report, the four following principles can help ground Metro's public participation process:

- Ensure the surrounding neighborhoods and the fabric of civic engagement organizations are involved in all stages of the planning process, especially users with the most need who rely on walking, bicycling, buses and trains to meet their daily needs.
- Ensure that community input is reflected in the research, policy alternatives, and project outcome indicators.
- Ensure that any conflicts represented in community dialogue are worked through and not just avoided.
- Last, ensure that partnerships are sustained from project to project.

<sup>1</sup> USC Program for Environmental and Regional Equity. (2013). An Agenda for Equity: A Framework for Building a Just Transportation System in Los Angeles County. [https://dornsife.usc.edu/assets/sites/242/docs/Executive\\_Summary\\_Agenda\\_for\\_Equity\\_PERE\\_A.pdf](https://dornsife.usc.edu/assets/sites/242/docs/Executive_Summary_Agenda_for_Equity_PERE_A.pdf)

<sup>2</sup> Prevention Institute. (2016). Healthy, Equitable, Active Land Use (HEALU) Network platform. *Forthcoming.*



In addition, Prevention Institute’s forthcoming report can provide guiding points for an equitable public participation process:

- Target investments for community-based “anchor” organizations to build and sustain community engagement in land use processes.
- Invest resources for anchor organizations to elevate the scope and scale of existing community-level training and capacity building initiatives (including collateral materials) to maximize their collective impact and improve health equity outcomes.
- Develop inclusive outreach and public engagement standards modeled on the City of Seattle’s *Inclusive Outreach and Public Engagement* approach.
- Develop and promote early consultation and engagement practices for major land use projects that are grounded in a health equity ethos. Government agencies, the private sector, and community-based anchor organizations should collaborate to ensure healthy equitable and active land uses.
- Prioritize engagement in “high need” or “disadvantaged” communities following Seattle’s example; that city’s Department of Transportation devotes particular attention to engaging people in neighborhoods with high concentrations of immigrants, walking seniors, children, low-income households, and traffic injury “hot spots.”
- Infuse an ethos of equity into high-visibility development initiatives like the development of Transit Oriented Communities. This initiative can explicitly prioritize healthy, equitable development for the communities that need it most; this includes protecting low-income communities from the negative health impacts of displacement.
- Pilot innovative land use policies and projects in low-income communities of color, and apply the lessons learned from successful efforts to drive policy change.

**Specifically, Metro should continue strengthening stakeholder engagement on project selection and investment allocation.**

A particular best practice we have seen at Metro, and we applaud, is the Corridor Advisory Group (CAG) process on page 24 and 25, particularly on Metro’s Express Lanes efforts. We commend the CAG for ensuring diverse and meaningful public engagement and efforts with local community based organizations. Jessica Meaney, Managing Director of Investing in Place, and several other community-based organizations were invited to a participant in Metro’s Express Lanes CAG and appreciate the opportunity to be involved in all stages of the project process and have the opportunity to impact project and funding outcomes. We believe the CAG process can be improved with not only engaging stakeholders for the entire project timeline, but to sustain and grow the relationships with stakeholders in the area for the entire lifecycle of the project.

Los Angeles County Metropolitan Transportation Authority (Metro) is unique among the nation’s transportation agencies. It serves as transportation planner and coordinator, designer, builder and operator for one of the country’s largest, most populous counties. More than 9.6 million people – nearly one-third of California’s residents – live, work, and play within its 1,433-square-mile service area. Metro is responsible for the continuous improvement of an efficient and effective

transportation system for Los Angeles County for all types of travel - highways, buses, trains, local roads and sidewalks. Because transportation shapes communities' access to health-promoting resources like jobs, housing, healthy food, safe places to play and be physically active, and more, Metro has a unique opportunity to shape the health of Angelenos. Prioritizing engagement and investments in “high need” or “disadvantaged” communities would infuse an ethos of health equity into Metro’s work and set a precedent for other regions across the nation.

With an unprecedented opportunity to invest in our transportation system given Measure R and a potential 2016 transportation sales tax measure, we believe it’s critical that Metro continue to grow and expands its efforts to engage the public in a meaningful and equitable way by structuring their engagement process based on best practices. With the fact that many Spanish-speaking and low-income communities use our public transportation as a primary method of getting around, and over half of Los Angeles County will be Latino by 2040, we highly recommend Metro continue to emphasize access to multi-lingual resources, holding meetings that are flexible around working hours, measure the effectiveness of community outreach, and to encourage meaningful participation especially for those who rely on walking, bicycling, buses and trains for their daily trips.

We appreciate Metro’s commitment to achieving their objective of sustaining quality relationships with stakeholders early and being accountable to the public participation process. Please contact Jessica Meaney at (213) 210-8136 or [jessica@investinginplace.org](mailto:jessica@investinginplace.org) with any feedback or questions on this letter.

Sincerely,

Megan McClaire  
Director of Healthy City  
Advancement Project California

Wesley Reutimann  
Project Director  
Bike San Gabriel Valley

Jessica Meaney  
Managing Director  
Investing in Place

Tamika Butler  
Executive Director  
Los Angeles County Bicycle Coalition

Veronica Padilla-Campos  
Executive Director  
Pacoima Beautiful

Manal J. Aboelata, MPH  
Managing Director  
Prevention Institute

Sandra McNeill  
Executive Director  
T.R.U.S.T. South LA

Fernando Cazares  
California Manager, Climate-Smart Cities  
Trust for Public Land