CHAPTER 8—PUBLIC AND AGENCY OUTREACH

This chapter documents the Westside Subway Extension Project Public Participation Plan for the Environmental Impact Statement/Environmental Impact Report (EIS/EIR), in compliance with the *National Environmental Policy Act* (NEPA)(42 USC 4321-4347) and the *California Environmental Quality Act* (CEQA) (PRC 21000 et seq.). It also documents the public participation process and activities from the early scoping period (October 1 to November 7, 2007) for the Alternatives Analysis (AA) and the formal scoping period (April 9 to May 7, 2009) to the release of this Draft EIS/EIR for public and agency review and comment.

The goals of the Public Participation Plan are as follows:

- Use an inclusive outreach strategy that maximizes input from a broad range of project stakeholders
- Provide forums for meaningful participation
- Create multiple opportunities for generation of ideas and comments

8.1 Public Outreach Techniques

The AA phase incorporated a public participation process that included scoping meetings, community update meetings, key stakeholder meetings, and elected officials briefings, as well as development and dissemination of informational materials, a project website, a project information line, social networking, and media relations. The EIS/EIR phase of the Project built upon and enhanced the public engagement efforts developed during the AA phase, re-engaging existing stakeholders while, at the same time, identifying and involving potential new stakeholders. The intent of the public involvement process during this phase was to work cooperatively with the community toward the development of a locally preferred alternative that meets the purpose and need of the Project.

8.1.1 Stakeholder Identification

The primary objectives of the Public Participation Plan were to identify, contact, and inform stakeholders and the general community about plans to improve transit along the Westside Corridor and to gather public comment. Stakeholders for this study include, but are not limited to, local, county, State, and Federal elected and appointed officials; public agencies/officials; neighborhood councils, homeowner associations, and community councils; business and labor associations and groups; representatives of retail, entertainment, and employment centers/key destinations; representatives of education, cultural, religious, and health care institutions along the proposed alignments; transit advocacy and environmental groups; and corridor cities; and individuals who live, work, and travel in the Study Area. The stakeholder list is a living document that will continue to grow throughout the Project. The current stakeholder database for the Westside Subway Extension Project includes more than 1,700 individuals, businesses, and organizations. The stakeholders that have been identified to date and were contacted during this process are listed below.



Public Agencies/Officials

Federal and State

- Members, U.S. House of Representatives
- U.S. Senators
- Office of Arnold Schwarzenegger, Governor of California
- California State Senators
- California State Assembly Members
- Federal Aviation Administration
- Federal Bureau of Investigation
- Federal Railroad Administration
- Federal Transit Administration
- Federal Highway Administration
- Federal Emergency Management Agency
- National Marine Fisheries Service
- National Park Service
- U.S. Army Corps of Engineers
- U.S. Department of Defense
- U.S. Department of Homeland Security
- U.S. Department of the Interior
- U.S. Department of Veterans Affairs
- U.S. Fish and Wildlife Service
- U.S. General Services Administration
- U.S. Army Reserve
- California Public Utilities Commission
- California Air Resources Board
- California Coastal Commission
- California Department of Forestry and Fire Protection
- California Department of Housing and Community Development
- California Department of Parks and Recreation
- California Department of Toxic Substances Control
- California Department of Public Resources
- California Energy Commission
- California Department of Fish and Game
- California Environmental Protection Agency
- California Department of Health and Human Services
- California Department of Transportation
- State Board of Mining and Geology
- State Office of Historic Preservation
- Advisory Council on Historic Preservation

Regional

- Los Angeles Regional Water Quality Control Board
- County of Los Angeles
 - Supervisorial Districts 2 and 3
 - Department of Public Works

The primary objectives of the Public Participation Plan were to identify, contact, and inform stakeholders and the community about plans to improve transit on the Westside and to gather public comment.

- ► Fire Department
- Health Services
- Regional Planning
- Sherriff's Department
- Southern California Regional Rail Authority
- Metropolitan Water District of Southern California
- South Coast Air Quality Management District
- Southern California Association of Governments
- Amtrak
- California High Speed Rail Authority

City of Los Angeles

- Office of the Mayor
- General Services Department
- Council Districts 4, 5, 10, 11, and 13 Administration
- Department of Transportation (LADOT)
- Department of City Planning
- Community Redevelopment Agency
- Public Works, Bureau of Engineering
- Recreation and Parks
- Emergency Management
- Housing Authority
- Department of Building and Safety
- Office of Historic Resources
- Cultural Affairs Department
- Police Department
- Fire Department

City of Beverly Hills

- Office of the Mayor
- City Council members
- City Manager
- Fire Department
- Police Department
- Public Works and Transportation Department
- Planning Department
- Community Development Department
- Community Services Department

City of Santa Monica

- Office of the Mayor
- City Council members
- City Manager
- Department of Public Works, Civil Engineering and Architecture Division
- Planning and Community Development Department
- Water Resources Division



- Environmental and Public Works
- **Opens Space Management Division**
- Santa Monica Big Blue Bus
- Fire Department
- Police Department

City of West Hollywood

- City Manager
- City Council members
- Public Safety and Community Services Division
- Community Development Department
- Planning Division
- Public Works Department, Transportation Division

Culver City

- City Manager
- Public Works
- Culver City Bus
- Fire Department
- Police Department

Westside Cities Council of Governments

Institutions

- Los Angeles County Museum of Art
- Cedars-Sinai Medical Center
- UCLA Santa Monica Hospital
- St. John's Hospital
- Veterans Administration West Los Angeles Hospital and Medical Center
- Peterson Automotive Museum
- Page Museum
- Armand Hammer Museum

Schools, Colleges, and Universities

- Beverly Hills Unified School District
- University of California, Los Angeles (UCLA)
- Los Angeles Unified School District
- Los Angeles Community College District
- Los Angeles County Office of Education
- Santa Monica/Malibu Unified School District

Chambers of Commerce and Business Groups

- Los Angeles Convention Center
- Beverly Hills Chamber of Commerce
- Central City Association
- Century City Chamber of Commerce
- Hollywood Chamber of Commerce Legislative Committee

The stakeholder list is a living document that will continue to grow throughout the life of the Project. The current stakeholder database for the Westside Subway Extension Project includes more than 1,700 individuals, businesses, and organizations.

- Miracle Mile Chamber of Commerce
- Beverly Hills/Greater Los Angeles Area Association of Realtors
- Wilshire Center Business Improvement District
- Building Owners and Managers Association of Greater Los Angeles
- Westwood Village Business stakeholders

Community Organizations, Neighborhood Groups, Neighborhood Councils, and HOAs

- Greater Wilshire Neighborhood Council
- Hollywood Hills West Neighborhood Council
- Traffic Committee, West Los Angeles Community Police Advisory Board
- Westwood/Comstock Homeowners Association
- South Brentwood Residents Association
- Bel Air/Beverly Crest Neighborhood Council
- Fremont Place Association
- Hancock Park Homeowners Association
- Miracle Mile Residential Association
- Park La Brea Residents Association
- Southwest Beverly Hills Homeowners
- Tract 7260 Homeowners Association
- Windsor Square Association
- Windsor Village Community Association

Religious Organizations

- Wilshire United Methodist Church
- Westwood Presbyterian
- Westwood Hills Christian Church

Other

- Metro Westside/Central Service Governance Council
- Westside Transportation Partners
- Westside Urban Forum
- Southern California Edison
- Southern California Gas Company
- Southern California Transit Advocates
- Subway to the Sea Coalition
- Move LA

8.1.2 Outreach Materials

Project Fact and Frequently Asked Questions Sheets

Project fact sheets describing the planning process were prepared for the AA. The fact sheets, including illustrative maps, discussed the new transit improvements under evaluation in the Westside Subway Extension Study Area, the importance of the corridor, transportation needs, the study area, alternatives, and project schedule. The fact sheets were updated throughout the project development process. A set of frequently asked questions was also developed and updated throughout the AA process to address key



issues and questions about the Project. The team distributed the fact sheets to interested stakeholders via mail, fax, meetings (scoping, community update, key stakeholder, and elected official briefings), and community meetings. The fact sheets were also made available on the project website at http://www.metro.net/projects/westside/.

Mailings, Flyers, and Email

Various means were used to invite public comment on the Project, including email, direct mail to stakeholders on the project database, and "Take One" brochures placed on public transit and in public venues, such as local libraries. At the initiation of the study period, meeting notices were timed to be released at least 2 weeks ahead of each public meeting.

Metro buses and trains serve as an effective way to reach out to an existing pool of transit riders. Preceding the public meetings, "Take One" brochures that invited transit users to the meetings were placed on Metro buses and trains in and adjacent to the Project area. The "Take One" brochures were identical in content to the direct mail notices.

The project team disseminated e-blasts, or electronic mailings, to stakeholders in the database with email addresses, including elected officials, neighborhood councils, community-based organizations, and individual stakeholders. These groups then were asked to forward these e-blasts to their constituents and/or members. E-blasts were typically used to instantly distribute meeting announcements and other project information to large numbers of people.

Website, Social Networking, and Media Outreach and Coordination

The Project website (http://www.metro.net/projects/westside/) serves as a central point where stakeholders can obtain information about the Project via the Internet. The project website was initially used for the AA phase and was updated for the purposes of the Draft EIS/EIR phase, including publicizing the public scoping meetings. Website content includes a project overview, information about meetings and collateral materials including fact sheets, presentations made at public meetings, and other information of interest to the public from both the current and previous project phases. The website will continue to be updated at key study milestones of the Draft EIS/EIR phase and the Project overall.



In addition to the project website, in the spring of 2008, Metro launched the "Metro Westside Extension" group on the Facebook social networking site. The Westside Subway Extension Facebook group was an enormously helpful tool in educating the public about the Project and in particular getting a younger demographic interested in the Project. To date, over 2,300 people have joined the Westside Subway Extension Facebook group. In March 2010, Metro also launched a Facebook fan page for the Westside Subway Extension which has now garnered over 1,500 "fans". This more

interactive service from Facebook was not available when the group was launched in 2008. Metro continues to support both the Facebook group and fan page while encouraging people to transition to the new service. Metro's Facebook Fan Page can be viewed at http://www.facebook.com/WestsideSubwayExtension

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Metro took a proactive role working with the mainstream media to publicize all community meetings and to raise awareness of the Project. This includes the development of press releases and placement of display advertisements. This effort is complemented by outreach to grassroots, ethnic and niche print media, broadcast and new media (such as Facebook, blogs, electronic news outlets, chat rooms, discussion boards, etc.), as well as the Spanish and Korean-language media.

Project Video ("A Subway Story")

In the summer of 2009, Metro initiated the production of a project video. Shooting of the video took place all throughout West Los Angeles to capture the essence and complexity of the Wilshire Corridor. Key stakeholders, such as UCLA Vice Chancellor Steve Olsen, Los Angeles County Museum of Art CEO Michael Govan and President Melody Kanschat, and Hollywood Business Improvement District = Executive Director Kerry Morrison, appeared in the video and provided feedback on the positive impact the subway would have on their constituencies. Additionally, through "A Subway Story," Metro summarized the history of the Wilshire Corridor and discussed its construction process. This video continues to be shown at public and stakeholder meetings, is posted on the Metro website and Facebook, and sent to numerous organizations for distribution to their memberships.

8.2 Government and Other Agency Consultation

8.2.1 Section 6002 of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act—A Legacy for Users

Section 6002 of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act—A Legacy for Users (SAFETEA-LU) (Public Law 109-59) is intended to promote efficient project management by lead agencies and enhanced opportunities for coordination with the public and with other Federal, State, local, and tribal government agencies during the project development process. As part of the environmental review process, the lead agency must identify as early as practicable any other Federal or non-Federal agencies that may have an interest in the Project, and invite such agencies to become participating agencies in the environmental review process.

Participating agency letters of invitation per Section 6002 of SAFETEA-LU were mailed to agencies at the onset of formal scoping in March 2009. Participating outreach efforts included an agency scoping meeting (described in Section 8.4.3), agency coordination meetings, and coordination meetings with individual agencies, including, but not limited to, the U.S. Army Corps of Engineers, the California Department of Transportation, and the cities in the project corridor. Coordination efforts will be on-going throughout the project development process.

Furthermore, SAFETEA-LU emphases public participation, requiring that the public participation plans of metropolitan planning processes "be developed in consultation with all interested parties and … provide that all interested parties have reasonable opportunities to comment on the contents of the transportation plan." SAFETEA-LU also expanded the definition of participation by "interested parties" to include partners, groups, and individuals affected by or involved with transportation in the appropriate

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County and surrounding region. Examples of parties who should be provided with a reasonable opportunity to comment on the Project include citizens, affected public agencies, representatives of public transportation employees, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties. The Public Participation Plan was developed cognizant of compliance with SAFETEA-LU and conforms to the public participation requirements of NEPA, CEQA, and the FTA New Starts program.

8.2.2 Section 106 Consultation

The extensive effort to contact, identify, and consult with various cultural groups and agencies, in order to identify traditional cultural properties and cultural practices during the environmental planning process, will be documented as part of consultation efforts for the Section 106 consultation process. The purpose of a Section 106 consultation is to identify cultural resources and other concerns relating to the Project's potential effects on cultural resources. Information from individuals and organizations likely to have knowledge of potential resources in the Study Area was sought as part of this consultation.

During the process of conducting archival research and field studies for historic resources, the project team maintained communication with the State Historic Preservation Officer (SHPO) and other jurisdictional agencies. The team conferred with the California Native American Heritage Commission (NAHC) in Sacramento, local California Indian organizations, and interested public historical or cultural organizations.

A search of the sacred lands file of the NAHC was requested on June 3, 2009. As recommended by the NAHC, individuals who may have further knowledge on sacred or prehistoric cultural resources within the project area were contacted. These include individuals from the Gabrielino Tongva Indians of California Tribal Council, Gabrielino Tongva Nation, Gabrielino Tongva Territorial Tribal Nation, Los Angeles City/County Native American Heritage Commission, Ti'At Society, Gabrielino Tongva San Gabriel Band of Mission Indians, and Gabrielino Tongva Tribe. Coordination with SHPO, interested parties of the Native American Heritage Commission, and Native American community is on-going.

8.2.3 Urban Design Working Group

A key component of the station area planning for the Project is the urban design process. The urban design process initiated in the AA phase was continued during the Conceptual Engineering phase with the formation of the Urban Design Working Group (UDWG). The UDWG is composed of key staff from the Cities of Los Angeles, Beverly Hills, Santa Monica, and West Hollywood. The goals of the UDWG are as follows:

- Facilitate discussion about the vision and identity of the Westside Subway Extension and how individual station areas could be designed to fit within this framework
- Provide a forum for critical analysis of how the Project should approach considerations of land use, design, and linkages between stations along the line and their urban neighborhoods

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- Propose design considerations for station areas so they will fit appropriately within the surrounding urban context
- Involve stakeholders and the Westside Extension planning team in a comprehensive station planning process
- Facilitate discussion about sensitive areas to assist in the station location decisionmaking process so that alternative station locations can be resolved, if necessary
- Help ensure that planning for the Project corridor considers and builds upon the needs, desires, and policies of the Westside cities
- Assist in establishing guidelines and standards that may be helpful for future Metro transit corridor initiatives

The UDWG participated in station location urban design workshops and potential station entrance portal locations that were closely coordinated with the Public Outreach effort. The UDWG participated in an initial urban design workshop on July 15, 2008, with a follow-up meeting on September 4, 2008, to discuss the urban design concepts and potential station locations. The UDWG examined local issues, urban design guidelines, or specific geographic concerns regarding station locations and station design. The workshops were part of the public outreach effort during the AA phase and will be part of the continuing design process for the station area planning process in future phases of the Project.

8.3 Community Outreach during the Alternatives Analysis Phase

The AA encompassed an in-depth public participation process that included early scoping meetings, community update meetings, key stakeholder meetings, and elected officials' briefings, as well as development and dissemination of informational materials, a project website, a project information line, and media relations. The AA phase began in October 2007 and concluded in January 2009 when it was approved by the Metro Board of Directors, who also authorized proceeding into the Draft EIS/EIR phase.

8.3.1 Early Scoping Meetings

Metro used an early public scoping process that was consistent with the Federal Transit Administration's (FTA)' requirements for an AA. This early scoping process was designed to solicit from stakeholders the variety of possibilities regarding the modes of



transportation and potential alignments and station locations prior to their further analysis in the AA. The official notification for the Westside Transit Corridor Study early scoping process began with a public notice published in the *Federal Register*, Volume 72, No. 189 on October 1, 2007. The official early scoping comment period was initially scheduled to continue until November 1, 2007, but was extended until November 7, 2007, at the request of several stakeholders.

As shown in Table 8-1, the early scoping process included six public scoping meetings where agency representatives and the general public could provide verbal and written comments.

Table 8-1. Westside Subway Extension Early Scoping Meetings

Location	Date and Time	Number of Attendees
Emerson Middle School 1650 Selby Avenue, Los Angeles	October 9, 2007 6 to 8 p.m.	77
Pan Pacific Park Recreation Center 7600 Beverly Boulevard, Los Angeles	October 11, 2007 6 to 8 p.m.	58
Wilshire United Methodist Church 4350 Wilshire Boulevard, Los Angeles	October 16, 2007 6 to 8 p.m.	73
City of Beverly Hills Public Library 444 N. Rexford Drive, Beverly Hills	October 17, 2007 6 to 8 p.m.	69
City of Santa Monica Public Library 601 Santa Monica Boulevard, Santa Monica	October 18, 2007 6 to 8 p.m.	81
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	October 29, 2007 6 to 8 p.m.	111

A variety of methods were employed to notify stakeholders about the early public scoping meetings. These meetings were publicized by distributing more than 600 direct mail notices and 700 emails to those listed in the study database, as well as distributing an additional 3,100 emails through proprietary lists. Meeting notices were mailed on September 27, 2007. Emails were sent on September 27, 2007, with follow-up reminders sent on October 2, 2007. A final reminder to the community to submit written comments was delivered on October 30, 2007.

The project team developed a public scoping meeting invitation flyer for postal distribution within the Study Area. Poster-sized versions of the flyer were distributed to 43 locations throughout the Study Area, including Metro Service Centers, offices of local elected officials, libraries, and at community, recreation, and senior centers. Information was also posted on Metro's website and Facebook pages and sent to all Facebook group members. Advertisements were displayed in multi-lingual publications (English, Spanish, and Korean), and notices were placed on Metro buses and trains serving the project area.

A media release was distributed to 83 local, regional, ethnic, and multi-lingual publications, as well as broadcast media, blogs, and other online news and information outlets. Notices were provided in English, Spanish, and Korean and were published in the following publications: *Beverly Hills Courier, Century City News, Jewish Journal, Korean Central Daily, Park La Brea/Beverly Press, The Wave (Los Angeles/West Hollywood Independent), La Opinión (Spanish language),* and *Santa Monica Daily Press.*

To address the growing prevalence of "new" media in this region, outreach was also conducted to online sites for traditional news organizations, online-only news sites, and "blogs," which are best described as an online continuous open conversation. The

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Southern California region is host to thousands of websites and blogs and, after some research, 34 key websites were identified that discuss transit, traffic, community development, and neighborhood issues. These 34 bloggers identified were sent a copy of Metro's press release and the Federal Register public notice.

Prior to the close of the comment period, 484 comments were received. Through the early scoping process, the overwhelming majority of stakeholders supported the need for a transit improvement in the Westside Transit Corridor Study Area, with a Wilshire Boulevard subway identified as the most favored route and mode. While the Santa Monica alignment also received noticeable support, many stakeholders suggested that Metro consider a project that would include both a Wilshire Boulevard and a Santa Monica Boulevard alignment. In many cases, where the public was in favor of both these alignments, most thought that the Wilshire alignment should take precedence. Limited backing was voiced for aerial/monorail, light rail, or bus rapid transit.

8.3.2 Agency Scoping Meeting

One agency scoping meeting was held during the early scoping period on October 10, 2007, at the Los Angeles County Sheriff Substation Briefing Room (720 N. San Vicente Boulevard, West Hollywood). Eighteen individuals attended, representing the following agencies and jurisdictions:

- City of Beverly Hills
- California Public Utilities Commission
- Federal Transit Agency
- UCLA
- City of Los Angeles—Bureau of Street Lighting
- City of Los Angeles—Community Redevelopment Agency
- City of West Hollywood
- City of Santa Monica Police Department
- City of Santa Monica Big Blue Bus
- City of Beverly Hills Fire Department
- City of Culver City Fire Department
- City of Culver City Community Development
- Los Angeles County Sheriff's Department

8.3.3 Community Meetings

Subsequent to the close of the early scoping period, Metro hosted "Community Update" meetings in late January and early February 2008, which presented initial alternatives incorporating the public comments submitted during the early scoping period. The purpose of these meetings was to keep the public informed at key study milestones of how their comments were considered in the decision-making process as alternatives were developed and refined. Based on additional analysis and public feedback, Metro identified seven alternatives for further study that were presented to the public in May 2008.

In September 2008, Metro held the final round of community meetings for the AA phase of the Westside Subway Extension study to provide stakeholders with its



preliminary recommendations based on public input and technical analysis conducted over the previous 12 months. These meetings are shown in Table 8-2.

Table 8-2. Community Update Meetings

Location	Date and Time	Number of Attendees
Los Angeles County Museum of Art (LACMA)— West 5905 Wilshire Boulevard, Los Angeles	January 31, 2008 6 to 8 p.m.	113
Westwood Presbyterian Church 10822 Wilshire Boulevard, Los Angeles	February 5, 2008 6 to 8 p.m.	106
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	February 6, 2008 6 to 8 p.m.	108
LACMA—West 5905 Wilshire Boulevard, Los Angeles	May 5, 2008 6 to 8 p.m.	70
Westwood Presbyterian Church 10822 Wilshire Boulevard, Los Angeles	May 6, 2008 6 to 8 p.m.	47
Santa Monica Public Library Multipurpose Room, 2nd Floor 601 Santa Monica Boulevard, Santa Monica	May 8, 2008 6 to 8 p.m.	64
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	May 12, 2008 6 to 8 p.m.	69
Santa Monica Public Library, Auditorium, 1st Floor 601 Santa Monica Boulevard, Santa Monica	September 3 6 to 8 p.m.	75
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	September 4, 2008 6 to 8 p.m.	66
Beverly Hills Public Library—Auditorium, 2nd Floor 444 N. Rexford Drive, Beverly Hills	September 6, 2008 6 to 8 p.m.	52
LACMA—West Terrace Room, 5th Floor 5905 Wilshire Boulevard, Los Angeles	September 8, 2008 6 to 8 p.m.	66
Westwood Presbyterian Church 10822 Wilshire Boulevard, Los Angeles	September 10, 2008 6 to 8 p.m.	71

More than 1,400 people attended all four rounds of community meetings, and more than 900 comments were received in all forms. The public indicated overwhelming support for transit improvements in the area. Metro consistently heard from stakeholders that their preferred mode of transit is a subway, with more than 90 percent of comments received favoring a Wilshire alignment. Support was also expressed for a subway on both the Wilshire and Santa Monica alignments, with most comments requesting that the Wilshire alignment be constructed before the Santa Monica alignment, if phasing is necessary. In the last round of five meetings in September 2008, the public expressed support for the two heavy rail alignments that were identified for further analysis through the Draft EIS/EIR.

8.3.4 Stakeholder Briefings

A series of meetings with stakeholders and elected officials representing business and homeowners associations/community councils, transit advocacy groups, and local agencies were held prior to the public scoping and agency meetings conducted in fall

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2007. This targeted outreach effort provided for more detailed review and discussion with these particular groups. The briefings involved the following stakeholders:

- Central City Association
- Greater Wilshire Neighborhood Council
- Traffic Committee, West Los Angeles Community Police Advisory Board
- Hollywood Chamber of Commerce Legislative Committee
- Century City Chamber of Commerce
- Metro Westside/Central Governance Council
- Beverly Hills and Greater Los Angeles Association of Realtors Special Meeting
- Southern California Transit Advocates
- Westside Cities Council of Governments (COG) and COG Transportation Committee
- Westside Transportation Partners
- Westwood Village stakeholders
- Westwood/Comstock Hills stakeholders

8.3.5 Elected Officials Briefings

Briefings were hosted for local elected officials and their staff. The briefings served as a sounding board for the project team and provided these officials notification about upcoming meetings as well as preliminary information about the status of the Project. Representatives from elected offices continued to support the AA and were interested to learn about potential funding sources and phasing. The elected officials and agencies who participated in the briefings included the following:

- United States, Office of Congressman Henry Waxman
- United States, Office of Senator Dianne Feinstein
- United States, Office of Senator Barbara Boxer
- State of California, Office of State Senator Sheila Kuehl
- State of California, Office of Assemblyman Mike Feuer
- State of California, Office of State Senator Mark Ridley Thomas
- State of California, Office of Assembly Speaker Karen Bass
- City of Santa Monica, Councilman Kevin McKeown
- City of Beverly Hills, Transportation Department
- City of Los Angeles, Office of Mayor Villaraigosa
- City of Los Angeles, Office of Councilman Tom LaBonge
- City of Los Angeles, Office of Councilmember Bernard Parks
- City of Los Angeles, City Planning Department
- City of Los Angeles, Office of Councilman Weiss
- City of Los Angeles, Community Redevelopment Agency
- City of Los Angeles, Department of Transportation
- City of West Hollywood, Department of Transportation
- Metro Board Member Pam O'Connor
- Metro Board of Deputies
- Metro Chief Planning Officer and Westside Consultants' team



8.4 Community Outreach during the EIS/EIR Phase

It was decided to change the project name to the "Westside Subway Extension" at the inception of the Draft EIS/EIR. This was as a result of overwhelming public opinion regarding the need for a western extension of the Red/Purple Lines during the AA process.

8.4.1 Scoping Meetings

This Draft EIS/EIR was initiated in March 2009 with the publication of the Notice of Intent (NOI) in the Federal Register and the Notice of Preparation (NOP) being sent to the State Clearinghouse on March 24, 2009. The NOP was distributed to agencies and organizations within the study corridor and to jurisdictions with an interest in the Project on March 24, 2009. NOP packages were sent to 25 Federal agencies, 48 State agencies, seven regional agencies (including utility providers), and 98 local agencies (including school districts and study area cities).

Six scoping meetings provided the public an opportunity to comment on the Project's purpose, the alternatives to be considered, and issues and areas of concern that should be considered in the Draft EIS/EIR. The locations, dates, and number of attendees are shown in Table 8-3.

Table 8-3. Westside Subway Extension Scoping Meetings

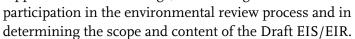
Location	Date and Time	Number of Attendees
LACMA - West, 5905 Wilshire Boulevard, Los Angeles	April 13, 2009 6 to 8 p.m.	72
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	April 14, 2009 6 to 8 p.m.	44
Beverly Hills Public Library 444 N. Rexford Drive, Beverly Hills	April 16, 2009 6 to 8 p.m.	43
Westwood Presbyterian Church 10822 Wilshire Boulevard, Los Angeles	April 20, 2009 6 to 8 p.m.	65
Wilshire United Methodist Church 4350 Wilshire Boulevard, Los Angeles	April 22, 2009 5 to 7 p.m.	40
Santa Monica Public Library 601 Santa Monica Boulevard, Santa Monica	April 23, 2009 6 to 8 p.m.	78

The project team reached out to the media in anticipation of the public meetings and held a media briefing at the initiation of scoping via a web-based conference system for newspapers, print, broadcast, and digital media. At least five media groups participated in the media briefing. Other media groups, who were unable to participate and expressed interest, were briefed individually.

Metro notified stakeholders about the scoping meetings via email to approximately 1,080 individuals and via postal mail to approximately 470 individuals. In addition, meeting notifications were posted to the Westside Subway Extension Facebook group, which had approximately 1,650 members at the time. In addition, electronic distribution of the

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meeting notice occurred on March 19 and April 9, 2009. Notices were sent to 1,032 email addresses within the existing project database. An email was also sent to those in the project database on April 30, 2009, as a reminder for stakeholders to submit their comments prior to the comment deadline of May 7, 2009. Homeowner associations, chambers of commerce, community organizations, and the general public were contacted by phone, as a supplement to the mailings, to encourage their members'



Display advertisements for the scoping meetings were placed in seven print and one online newspaper within the study area. These were selected based on their geographic focus, language needs, and audited circulation numbers. Newspapers that carried scoping meeting advertisements included the *Korean Times* (Korean language), *Beverly Press/Park La Brea News, Los Angeles Independent* (Hollywood and West Hollywood Editions), *UCLA Daily Bruin* (Online), *Jewish Journal, Beverly Hills Courier, Santa Monica Daily Press,* and *Hoy* (Spanish language).

At the scoping meetings, 91 verbal and 31 written comments were received, and a total of 253 comments were received during the scoping period. The majority of comments received supported the need for major transit improvements in the study area, specifically a heavy rail subway extension as a means of reducing Westside traffic congestion. Only four comments stated opposition to the Project. Most comments

expressed support for a subway, with most supporting the Combined Wilshire/Santa Monica alignment and that the Wilshire segment of the combined alignment should be built first. There was minimal support for the No Build and Transportation Systems Management (TSM) Alternatives and monorail alternatives. In general, comments reflected a variety of topics, including potential station locations, phasing of the construction process, discussion about parking, and the need for connectivity. Several comments also mentioned urban design preferences and urged that the proposed system be "green" by using innovative technologies and approaches. Various comments were also received addressing construction issues and possible mitigation measures.

The scoping meetings were held with an open house format followed by a formal presentation and a subsequent comment period. Project team members were present to answer technical questions. Spanish and Korean language translators were available, as well as closed captioning for the hearing-impaired. The scoping meetings were recorded by a court reporter and documented in the Scoping Report as a part of the Draft EIS/EIR planning effort. The notices and comments received during scoping are included in the Scoping Report.





8.4.2 Agency Scoping Meeting

The agency scoping meeting was held at 10 a.m. on Monday, April 13, 2009, at Metro, 1 Gateway Plaza in Los Angeles. Twenty-four individuals represented the following local, State, and Federal agencies and other organizations:

- U.S. General Services Administration
- UCLA
- City of Los Angeles Planning Department
- City of Los Angeles Recreation and Parks Department
- City of Los Angeles Police Department
- County of Los Angeles Planning Department, Fire Department
- County of Los Angeles Community and Senior Services Department
- City of Culver City Police Department
- Federal Transit Administration
- Southern California Association of Governments
- City of Beverly Hills Transportation Department
- City of Santa Monica Fire Department
- U.S. Army Corps of Engineers
- Exposition Construction Authority
- California Department of Transportation
- Occupational Safety and Health Administration California Tunneling Unit

The agency representatives viewed the presentation and engaged in discussion related to the Westside Subway Extension. Approximately five agencies submitted formal written comments during the scoping period. The comments submitted stressed the need for the subway and particular station locations, such as UCLA's desire for a stop near its campus. Additional comments discussed the necessary coordination with the various cities' planning, police, and fire departments if and when construction begins.

8.4.3 Community Meetings

In August 2009, Metro conducted a series of community update meetings on the Westside Subway Extension, with nearly 250 stakeholders participating. The meetings provided an update for community members to learn about Metro's continued progress with this Project. Meetings also provided the community an overview of the subway. Table 8-4 summarizes the locations, dates, and number of attendees for the community update meetings.

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Table 8-4. Community Update Meetings after Scoping

Location	Date and Time	Number of Attendees
Wilshire United Methodist Church 4350 Wilshire Boulevard, Los Angeles	August 4, 2009 6 to 8 p.m.	42
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	August 5, 2009 6 to 8 p.m.	41
Santa Monica Library 601 Santa Monica Boulevard, Santa Monica	August 6, 2009 6 to 8 p.m.	38
Beverly Hills Library 444 N. Rexford Drive, Beverly Hills	August 11, 2009 6 to 8 p.m.	46
Westwood Presbyterian Church 10822 Wilshire Boulevard, Los Angeles	August 12, 2009 6 to 8 p.m.	77

Mailers were sent to members of the Westside Subway Extension database three weeks prior to the start of the meeting series. E-blasts were sent prior to meetings to the Westside Subway Extension database and Facebook group members. Prior to the Westwood meeting, the Century City Chamber of Commerce also sent out an email blast to its list of Century City stakeholders. Similarly, the Metro Chamber of Commerce sent out an e-blast to all Beverly Hills Chamber members announcing the meetings. "Take One" brochures were placed on bus and Red/Purple Lines servicing the corridor. Flyers were made available at the Pio-Pico Library, Wilshire Library, Pan Pacific Park, Plummer Park, West Hollywood City Hall, West Hollywood Park, Beverly Hills Public Library, Westwood Library, Westwood Recreation Center, Felicia Mahood Center, Santa Monica Public Library, and Westfield Corporate Offices for distribution at the Westfield Century City Shopping Center.

A press release was emailed to print and digital media for each meeting, including the Los Angeles Times, Santa Monica Daily Press, Santa Monica Mirror, The Argonaut, Santa Monica Observer, LAist, Curbed LA, Green LA Girl, Beverly Press, Korean Times, Korea Daily News, Daily Journal, Jewish Observer, Southwest Law Review, Larchmont Chronicle, LA Observed, Los Angeles, Business Journal, The Sentinel, WeHo News, Beverly Hill Courier, and Daily Bruin.

Stakeholders continued to express support for the Project but also were generally concerned about the disruption construction could cause for residents in the areas nearest the proposed station locations. Community members in the City of Beverly Hills were concerned about construction staging locations within city limits as the project alignments traverse important business and retail hubs. Community members were also interested to learn more about the actual station construction timeframe.



Wilshire/Crenshaw Optional Station Meeting March 2010

Station Area Information Meetings

Metro conducted its "Station Area Information Meetings" in October and November 2009. These meetings had outstanding attendance, with nearly 500 community members attending and actively engaging in discussions about such topics as station box locations, potential station access points, locations for passenger pick up/drop off, bicycle and pedestrian access, transit connections, and other issues that relate to the facilities at or near station entrances. These meetings also provided the community with updates on the Project. More than half of

the attendees were new to the Project. Table 8-5 summarizes the location, date, time, and number of attendees at these meetings.

Postcards specific to each station were sent to residents within a one-quarter mile radius of each respective station location. E-blasts were sent prior to meetings to the Westside Subway Extension database and Facebook group members. CBRE/Century Park sent out an e-blast to property owners and tenants prior to the Westwood meeting. "Take One" brochures were placed on bus and Metro Red/Purple Lines servicing the corridor. Hand drops of meeting flyers were made to the Pio-Pico Library, Wilshire Library, Pan Pacific Park, Park La Brea, Plummer Park, West Hollywood City Hall, West Hollywood Park, Beverly Hills Public Library, Westwood Library, Westwood Recreation Center, Felicia Mahood Center, Santa Monica Public Library, and Westfield Century City Mall.

Table 8-5. Westside Subway Extension Station Area Information Meetings

Location	Date and Time	Number of Attendees
Santa Monica Library 601 Santa Monica Boulevard, Santa Monica	October 22, 2009 6 to 8 p.m.	86
Los Angeles County Museum of Art, Terrace Room 5905 Wilshire Boulevard, Los Angeles	October 26, 2009 5:30 to 8 p.m.	122
Pacific Design Center 8687 Melrose Ave, West Hollywood	November 3, 2009 6 to 8 p.m.	117
Beverly Hills City Hall 455 N. Rexford Drive, Beverly Hills	November 4, 2009 5:30 to 8 p.m.	88
Veterans Affairs—Wadsworth Theatre 11301 Wilshire Blvd., Los Angeles	November 5, 2009 6 to 8 p.m.	77

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Fall 2010 station information meeting

A press release was emailed to print and digital media for each meeting, including the Los Angeles Times, Santa Monica Daily Press, Santa Monica Mirror, The Argonaut, Santa Monica Observer, LAist, Curbed LA, Green LA Girl, Beverly Press, Korean Times, Korea Daily News, Daily Journal, Jewish Observer, Southwest Law Review, Larchmont Chronicle, LA Observed, Los Angeles, Business Journal, The Sentinel, WeHo News, Beverly Hill Courier, and the Daily Bruin.

Metro utilized a new format in gathering public input for this meeting series. Following an open house and formal presentation, community members were asked to break into small groups

around each station location, allowing them to review the specific station area and provide input for refining the alternatives. During the breakout sessions, seven general themes emerged from the various discussions:

- Station access point/portal locations and desire for multiple access points/portals
- Accommodating bikes especially at the stations (e.g., access from street, lockers)
- User-friendly and sufficient pedestrian paths and sidewalks
- The bus and shuttle interface
- General amenities, including elevators, restrooms, and kiosks
- Station security
- Construction staging

Spring 2010 Community Updates

The Westside Subway Extension team concluded its latest round of community update meetings on April 21, 2010. In all, 222 people attended the five meetings held, with 72 providing verbal comments and 18 turning in written comments (Table 8-6). Outgoing West Hollywood Mayor Abbe Land spoke at the West Hollywood meeting and a representative for LA Councilman Paul Koretz also attended the Westwood area meeting. Media represented included the *Larchmont Chronicle*, the *Beverly Press*, and *Lookout News*. In addition,



Spring 2010 community update meeting

the social networking tool Twitter was used to provide live updates of each meeting. This Twitter feed was being followed by 52 people and 19 of the messages were "re-tweeted" or commented on.

This round of meetings provided an update on the status of the Draft EIS/EIR currently underway, including a review of the input received in the fall at the station area information meetings and preliminary ridership information on the five alternatives under review.



Table 8-6. Westside Subway Extension Station Area Spring 2010 Community Meetings

Location	Date and Time	Number of Attendees
LACMA West 5905 Wilshire Blvd, Los Angeles	April 12, 2010 6 to 8 p.m.	51
Plummer Park 7377 Santa Monica Blvd, Los Angeles	April 15, 2010 6 to 8 p.m.	42
Beverly Hills Library Auditorium 444 N. Rexford Drive, Beverly Hills	April 19, 2010 6 to 8 p.m.	52
Santa Monica Public Library 601 Santa Monica Blvd, Santa Monica	April 20, 2010 6 to 8 p.m.	41
Westwood Hills Christian Church 10808 Le Conte Ave, Los Angeles	April 21, 2010 6 to 8 p.m.	41

E-blasts were distributed prior to the meeting series. One "Save the Date" e-blast was distributed on March 24, 2010, to the entire Westside Subway Extension stakeholder list. Subsequent reminder e-blasts were distributed on April 7, 2010, and April 15, 2010. Additionally, the City of Beverly Hills Transportation and Parking Department circulated the e-blast to their constituents. Hand drops of bilingual (English/Spanish) flyers were made at the following locations: Pio-Pico Library, Wilshire Library, Pan Pacific Park, Plummer Park, Beverly Hills Public Library, Westwood Library, Westwood Recreation Center, Felicia Mahood Center, Santa Monica Public Library, and businesses along Larchmont Boulevard. "Take one" brochures were placed on buses and Red/Purple Lines servicing the corridor. A press release was developed by Metro Media and distributed to print and digital media, including *Los Angeles Times, Park La Brea News/Beverly Press, Larchmont Chronicle, LA Independent, LAist, Curbed LA, Green LA Girl, Korean Times, Korea Daily News, LA Observed, Los Angeles, Business Journal, The Sentinel,* and *WeHo Daily*

Summer 2010 Community Updates

The Westside Subway Extension concluded its round of summer updates on July 1, 2010. Approximately 300 people attended and a total of 57 verbal and 6 written comments were received at the five meetings (Table 8-7). Twenty-one people followed the meetings on Twitter. In addition, 23 people participated online as the meeting held in Westwood on June 28 was available via a live webcast.

This was the last round of community update meetings prior to the release of this Draft EIS/EIR. This series of meetings provided a review of issues presented to the public in prior meetings and preparation for the formal public review and comment on this Draft EIS/EIR.

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Table 8-7. Westside Subway Extension Station Area Summer 2010 Community Meetings

Location	Date and Time	Number of Attendees
LACMA West 5905 Wilshire Blvd, Los Angeles	June 14, 2010 6 to 8 p.m.	30
Plummer Park 7377 Santa Monica Blvd, Los Angeles	June 17, 2010 6 to 8 p.m.	14
Westwood United Methodist Church 10497 Wilshire Blvd, Los Angeles	June 28, 2010 6 to 8 p.m.	35
Beverly Hills Library Auditorium 455 N. Rexford Drive, Beverly Hills	June 29, 2010 6 to 8 p.m.	170
Santa Monica Public Library 601 Santa Monica Blvd., Santa Monica	July 1, 2010 6 to 8 p.m.	35

People at the meetings generally asked questions, raised concerns, or expressed their preferences regarding locations of specific stations or alignments relative to tunnel locations in residential areas, how the subway would be built, and so forth.

Beverly Hills Council Members Barry Brucker and Nancy Krasne attended a meeting. Representatives for Supervisor Zev Yaroslavsky and Assemblyman Mike Feuer were also in attendance. Media covering the meetings included *Curbed LA, Beverly Hills Courier, Beverly Hills Patch.com, Park La Brea Beverly Press,* and *Santa Monica Mirror.*

E-blasts were distributed prior to the meeting series. Additionally, the City of Beverly Hills Transportation and Parking Department circulated the e-blast to their constituents. Hand drops of bilingual (English/Spanish) flyers were made at the following locations: Pio-Pico Library, Wilshire Library, Pan Pacific Park, Plummer Park, Beverly Hills Public Library, Westwood Library, Westwood Recreation Center, Santa Monica Public Library and businesses along Larchmont Boulevard. "Take One" brochures were placed on buses and Red/Purple Lines servicing the corridor. Additionally, display ads were purchased in the *Park La Brea Beverly Press, Korean Times, Santa Monica Daily Press, Beverly Hills Courier, The Jewish Journal*, DailyBruin.com and WeHoNews.com.

A press release was developed by Metro Media and distributed to print and digital media including: Los Angeles Times, Park La Brea News/Beverly Press, Larchmont Chronicle, LA Independent, LAist, Curbed LA, Green LA Girl, Korean Times, Korea Daily News, LA Observed, Los Angeles, Business Journal, The Sentinel, WeHo Daily

New to this round of updates was a live webcast of the Westwood meeting on June 28, 2010. Stakeholders were able to watch the public meeting from the comfort of their own home or office by logging on to ustream.com/westsidesubway. A total of 23 people participated online and submitted questions.

Special Community Meetings

Century City Lunch Time "Open House"—February 2, 2010

In addition to large-scale community meetings, Metro also held a special open house in Century City to reach out to the business community that normally would not be able to



participate in evening meetings. The Open House was held from 11:30 AM - 2:00 PM and provided members of the community to learn about the subway's progress and how to stay involved.

Optional Crenshaw Station Special Meeting—March 17, 2010

Metro promised the stakeholders of the proposed Wilshire/Crenshaw station to hold a special meeting dedicated to this station. The meeting was designed to take input on whether or not the Westside Subway Extension should include the optional station at Wilshire/Crenshaw. City of Los Angeles Planning staff participated. Meeting held at Wilshire United Methodist Church (City of Los Angeles Koreatown/Mid-Wilshire/Wilshire Center area). More than 60 community members participated in the evening's program.

Westwood Alignments Meeting—May 18, 2010

Metro held a special community meeting at Westwood United Methodist Church on Tuesday, May 18 to provide an update on the proposed alignments linking the potential Century City and Westwood/UCLA stations. Nearly 100 stakeholders attended the meeting.

Beverly Hills/Century City Alignments Meeting—June 7, 2010

Metro recently held a special community meeting at Roxbury Park in Beverly Hills on Monday, June 7 to provide an update on the proposed alignments linking the potential Wilshire/Rodeo and Century City stations. Approximately 80 members of the community attended the meeting.

LACMA "Open House"—July 14, 2010

Metro held another open house for the business community in the Miracle Mile area adjacent to the proposed Wilshire/Fairfax station. The Open House was held from 11:30 AM–2:00 PM and provided area businesses and museum employees with an opportunity to learn about the subway's progress. Nearly 90 area business persons and museum employees attended the daytime open house.

8.4.4 Stakeholder Briefings

In addition to the Community Update Meetings and the Station Area Information Meetings, Metro conducted community and stakeholder briefings to homeowner associations, neighborhood councils, local agencies, medical centers, property owners, and others in the Study Area. This targeted outreach effort typically involves emails or meetings that include a project status update and location-specific information. Briefings were held with the organizations listed below and will be on-going throughout the Project development process.

- Century City Chamber of Commerce Transportation Council
- City of Los Angeles Planning Department
- City of Los Angeles Department of Transportation
- Caltrans
- Los Angeles County Museum of Art
- Marlborough School
- City of West Hollywood staff

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- Cedars-Sinai Medical Center
- City of Beverly Hills staff
- Beverly Hills Chamber of Commerce
- UCLA
- Veterans Administration
- Century City Chamber
- Westwood Village stakeholders
- Century Plaza Hotel Developers
- Wilshire/Crescent Heights Developer
- Constellation Place Developer
- Miracle Mile Chamber of Commerce
- Los Angeles—Koreatown, Wilshire Center, Park Mile, and Miracle Mile areas
- Century City property owners (including: CB Richard Ellis, Next Century Associates, Constellation Place, Topa Equities, Century Plaza Hotel, Watt Companies, and Westfield)
- West Hollywood property owners
- Century City area employees
- Neighborhood Councils and Homeowners Associations in Los Angeles
- CD 11 Empowerment Transportation Committee

8.4.5 Elected Officials Briefings

Meetings were held with elected officials and/or their staff during and after scoping. In general, the briefings served as a sounding board for the project team and provided these offices with notification about upcoming meetings and preliminary information about the status of the Project. The following participated in the briefings:

- United States, Office of U.S. Congressman Henry Waxman
- United States, Office of U.S. Senator Diane Feinstein
- United States, Office of U.S. Congresswoman Diane Watson
- State of California, Office of State Assembly Speaker Karen Bass
- State of California, Office of Assemblyman Mike Feuer
- State of California, Office of Assemblyman Ted Lieu
- State of California, Office of State Senator Fran Pavley
- City of Los Angeles, Office of Councilman Jack Weiss/Paul Koretz (District 5)
- City of Los Angeles, Office of Councilman Bill Rosendahl (District 11)
- City of Los Angeles, Office of Councilman Herb Wesson (District 10)
- City of Los Angeles, Office of Councilman Tom LaBonge (District 4)
- City of Los Angeles, Office of Mayor Antonio Villaraigosa
- City of Santa Monica staff
- Office of Los Angeles County Supervisor Mark Ridley-Thomas
- Office of Los Angeles County Supervisor Zev Yaroslavsky
- City of Beverly Hills staff
- City of Beverly Hills, Traffic and Parking Commission
- City of West Hollywood staff

The information was typically well-received, as area elected officials are supportive of the Project.



8.5 Public Hearings

As part of the NEPA and CEQA process, the Draft EIS/EIR is being circulated for a 45-day review and comment period. During this period, the document is being made available to interested and concerned parties, including residents, property owners, community groups, the business community, elected officials, and public agencies, for public and agency comment. The draft document will be placed in public libraries and other repository sites as an effective way of providing ongoing information about the Project. The draft document will also be available on the Project website.

A series of formal public hearings will also be held during this 45-day period. The purpose of the hearings is to give interested parties an opportunity to formally submit comments on the Project and the analysis contained in the Draft EIS/EIR. It is anticipated that five public hearings will be held, geographically dispersed as with previous rounds of meetings. Metro will provide a notice of these hearings in compliance with CEQA and NEPA. A comprehensive effort to inform the public with email, mail, print, broadcast, and digital media, flyers, social networking, and others will be undertaken on a similar scale with the previous rounds of meetings. Attendance at the hearings is not required to submit comments. Responses to comments received will be addressed in the Final EIS/EIR.

8.6 Accommodations for Minority, Low-Income, and Persons with Disabilities

Metro made every effort to ensure minority, low-income, and disabled persons were included in all outreach efforts for this Project. This included sensitivity to multiple distribution channels and language needs, but also in the selection of transit accessible venues in compliance with the *Americans with Disabilities Act of 1990* (ADA) (42 USC 12101-12213). Simultaneous translations were provided at each community meeting. Spanish translation was available at every public meeting with the addition of Russian for meetings held in West Hollywood and Korean for meetings held in the Mid-Wilshire/Koreatown areas. Closed captioning for the hearing-impaired was provided to the community on an as-requested basis provided that requests were made with 72 hours advance notice.

In addition to direct mail and emails, Metro provided notifications at least 10 days in advance of meetings on buses and trains serving the Project area to ensure that those who are transit-dependent had access to information about the Project and were made aware of opportunities to attend the meetings. Transit advocacy groups were included in e-blasts. Furthermore, bi-lingual (Spanish/English or Korean/English) meeting notices were placed in parks, libraries, community centers, and non-profit organizations in the project area. Multi-lingual informational "Take One" brochures were placed on buses and trains throughout the Westside Corridor.

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