



**Metro**

Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

213.922.2000 Tel  
metro.net

17

**AD HOC CONGESTION PRICING COMMITTEE  
NOVEMBER 19, 2008**

**SUBJECT: CONGESTION REDUCTION DEMONSTRATION PROJECT PUBLIC  
OUTREACH AND COMMUNICATIONS PLAN**

**ACTION: ADOPT THE PUBLIC OUTREACH AND COMMUNICATIONS PLAN**

**RECOMMENDATION**

Adopt the Public Outreach and Communications Plan for the Congestion Reduction Demonstration Project (Attachment A).

**ISSUE**

At its July 24, 2008 meeting, the Board approved execution of a Memorandum of Understanding (MOU) with US Department of Transportation and Caltrans for the Congestion Reduction Demonstration Project. The Project seeks to convert existing high-occupancy vehicle (HOV) lanes on Interstates 10 and 110 to high-occupancy toll (HOT) lanes and implement complementary transit projects as a means to increase throughput\* and manage the traffic flow on the existing freeways.

Senate Bill 1422 (Ridley-Thomas) conveys tolling authority to the Los Angeles County Metropolitan Transportation Authority (Metro) on Interstates 10 and 110. Section 2.149.9(c) (4) of the bill requires us to implement a public outreach and communications plan in order to solicit public input into the development of the demonstration program.

**POLICY IMPLICATIONS**

The recommendation is consistent with the Board-approved execution of the MOU with the USDOT, as directed in July 2008.

\* Throughput is the number of people who are moved, not the number of vehicles.

## **OPTIONS**

The Board could elect to defer or not approve our recommendations to approve the Plan. However, we do not recommend those options as the Plan has been developed to meet the requirement of SB 1422.

## **FINANCIAL IMPACT**

Funding for implementation of the Plan is included in contract PS0844402110/PB America in cost center #2210, project #405548 task #01.03.

## **BACKGROUND**

On April 24, 2008 the Board authorized the Chair and the Chief Executive Officer to execute a Congestion Reduction Demonstration Agreement with the USDOT. On July 24, 2008, the Board authorized the CEO to execute an amendment to the MOU with the USDOT, changing the priority for implementing HOT lanes on the Interstate 10 and 210 to the Interstate 10 and Interstate 110 instead. In order to fully engage community members in the I-10 and I-110 corridors, and consistent with our community outreach protocols, we have developed a Public Outreach and Communications Plan specifically for the Congestion Reduction Demonstration Project.

The Plan incorporates a number of strategies aimed at further encouraging community participation. These strategies include proactive engagement of business, civic and other stakeholder groups, and regularly scheduled project “open houses” and community briefings that allow interested stakeholders to receive current, accurate information on a continuous basis, as well as maintenance and update of an interactive project website, regular media updates, and an ongoing presence at community events, fairs and street festivals.

The baseline message to all community groups is that the demonstration project is a travel demand strategy that is intended to provide benefits for both vehicular and public transit travelers. Extensive outreach will include regularly scheduled meetings with Corridor Advisory Groups that have been established to provide direct input into the process, as well as local cities, local governments, private and public agencies, and community groups.

The Public Outreach and Communications Plan is comprised of the following primary elements:

- (1) Establishment of Corridor Advisory Groups (CAGs) and Coordination with Technical Advisory Group
- (2) Facilitation of Community Participation within CAGs with community organizations, and Community Workshops
- (3) Issues Identification & Management

(4) Marketing Communications

(5) Ongoing Monitoring and Review

The purpose of the Plan is to increase public awareness of the Congestion Reduction Demonstration Project and related activities and enhance meaningful public participation in the process. This need is especially important to comply with the legislative requirement and to ensure successful project implementation by December 31, 2010.

### **NEXT STEPS**

With Board approval of the Plan, staff will immediately begin implementation of the Plan. Quarterly reports will be prepared reflecting community input, status of key metrics, and attainment of the goals set forth in the Plan.

### **ATTACHMENT(S)**

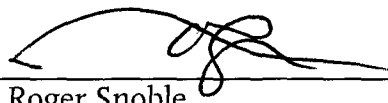
A. Draft Congestion Reduction Demonstration Project: Public Outreach and Communications Plan

Prepared by: Roger Moliere, Chief, Real Property Development & Management  
Lynda Bybee, DEO, Regional Communications



---

Roger Moliere  
Chief, Real Property Development & Management



---

Roger Snoble  
Chief Executive Officer

## DRAFT

### FASTLANES PUBLIC OUTREACH AND COMMUNICATIONS PLAN

#### Los Angeles County Congestion Reduction Demonstration Project

*SB 1422 SEC 2 (4) and (5) The LACMTA shall implement a public outreach and communications plan in order to solicit public input into the development of the demonstration program. In implementing the program, the LACMTA shall identify the affected communities in the respective corridors and work with those communities to identify impacts and develop mitigation measures.*

#### **Background**

In July 24, 2008 Caltrans District 7 and Los Angeles County Metropolitan Transportation Authority (Metro) as its partner agency entered into a Memorandum of Understanding to qualify for a \$210 million grant from the U.S. Department of Transportation (USDOT). This grant is predicated on meeting certain requirements that include the conversion of HOV (high occupancy vehicle) lanes to HOT (high occupancy toll) lanes in two corridors.

The initial corridors to be evaluated are the I-10 from the I-605 to Alameda Street (Union Station) and the I-110 between Adams Boulevard and 182<sup>nd</sup> Street/Artesia Transit Center, 24 and 33 lane miles, respectively. The grant will provide needed financial assistance to fund the conversion of the HOV lanes, the purchase of vehicles to expand transit services and capacity along these corridors, improvements to transit stations, and expanded park and ride facilities in the corridors. The target date for implementation of this demonstration project is December 31, 2010.

For the duration of the project, Metro will be seeking feedback from the communities in these corridors as the partner agencies explore the concept, opportunities, impacts and advantages that would occur with implementation of conversion.

Metro has contracted with PB Americas, which has assembled a consultant team of experts on public outreach as well as the technical expertise required to evaluate, model, and plan options for the HOT lane conversion. The quality of the response accumulated from public participation is the essential building block for evaluating the nexus of value pricing/congestion management with improved transit and with toll revenues to be invested in local jurisdictions for HOV and transit improvements.

## **Purpose**

The purpose of the Plan is to offer a systematic and strategic approach for reaching diverse groups of people and interests throughout the I-10 and I-110 Corridors. This Plan provides a structure that allows for the scheduling, documentation and evaluation of each step of the public involvement process and engagement efforts. The concerns, issues, creative ideas and needs of community members will inform the outreach effort throughout the course of the demonstration project.

The purpose of this public outreach effort is threefold:

- (1) To provide the public multiple opportunities to review the proposed options, the implications of the options, and alternative implementation approaches for the Demonstration Project;
- (2) To create and distribute public information packages using a multi-media approach that is user friendly and culturally sensitive to the communities affected by the program;
- (3) To provide policy makers with information about the public's opinion about the options.

The Plan incorporates a number of strategies aimed at encouraging community participation. These strategies include proactive engagement of business, civic and other stakeholder groups, including elected officials; regularly scheduled project open houses and community briefings that allow interested stakeholders to receive current, accurate information; maintenance of an interactive project website; regular media updates; and an ongoing presence at community events, fairs and street festivals. These forums provide multiple ways for Metro to receive input from the public.

## **Goals**

The goals of the Plan reflect the steps that are required to solicit the input of the public and build awareness of the project throughout diverse communities. Public information on the Demonstration Project will be straightforward, factual, and designed to be appreciated by non-technical audiences. Finally, the Plan will have measurable objectives tied to the milestones that are required for the successful conclusion of the project. The goals of this Plan are as follows:

- Communicate effectively with the diverse communities and stakeholders, as reflected by the demographics of the I-10 and I-110 Corridors
- Create public forums and collateral materials that provide a clear, concise and easy-to understand information to enable the public to make informed decisions about the project

- Develop a strong list of public and regional benefits that the project will generate
- Respond to public and stakeholder feedback on the Demonstration Project in an accurate, consistent and timely manner
- Provide accurate, timely and comprehensive documentation on the public involvement process
- Publish and distribute the draft environmental documents for review and also notify the public, elected officials and other stakeholders of upcoming community meetings and public hearings
- Create and implement a meaningful public involvement process, and
- Evaluate the public involvement process on a regular basis

### **The Plan**

The Public Outreach and Communications Plan for the Congestion Reduction Demonstration Project is comprised of the following primary elements:

- (1) Establishment of Corridor Advisory Groups and Coordination with Technical Advisory Group
- (2) Facilitation of Community Participation within CAGs and with community organizations (including Community Workshops) and Legislative Briefings
- (3) Issues Identification & Management
- (4) Marketing Communications
- (5) Ongoing Monitoring and Review

#### **(1) Corridor Advisory Groups (CAGs) and Technical Advisory Group (TAG)**

The Education and Outreach Program will be organized principally around Corridor Advisory Groups comprised of stakeholders along the I-110 and I-10/210 Corridors. The primary role of the CAGs is to:

- Provide consultation to the project team on key community issues
- Help identify impacts and develop mitigation measures

The TAG is comprised of agency representatives with technical expertise relative to the congestion reduction demonstration project, including Metro, Caltrans, SCAG, LADOT, Metrolink, FTA, FHWA, Los Angeles County Public Works, Foothill, Gardena and Torrance Municipal Transit, San Gabriel Valley COG, South Bay Cities COG, Gateway Cities COG, and LAEDC. Others may be added over the course of the study. The TAG's role is to vet all of the technical aspects of the program and be available to the CAGs for consultation.

## **(2) Facilitation of Community Participation**

- (a) Develop database of all stakeholders (community groups, residents, local and regional business owners, labor, environmental organizations, employers, employees, academia, cultural and entertainment attractions, emergency responders, media, surface transportation industry, policy leaders, other institutions, etc.) Track interested individuals and groups, their areas of interest, communication with them, and other pertinent information for the duration of the program.
- (b) Organize agenda, meeting participants and all logistics for quarterly meetings of each CAG
- (c) Conduct legislative briefings and community briefings on an ongoing basis

## **(3) Meeting Coordination and Facilitation**

- (a) Develop facilitation plan to include schedule of CAG and community group meetings/workshops, locations, meeting formats, speakers/presenters, and content of presentation material
- (b) Document all meetings (agendas, notices, ads, website, meeting materials, summaries, notes and minutes, public comment log)
- (c) Include “New” media in outreach (virtual meetings, blogs, electronic news outlets, discussion boards, etc.). Monitor these forums and incorporate findings into issues analyses.

## **(4) Issues Identification and Management** (including residential and business impacts re: equity, mobility, commute times, general purpose lanes, surface streets, carpoolers, van poolers, mitigations, toll signage, transponder distribution, other).

- (a) Determine how various aspects of the project impact stakeholders and other constituency groups.

## **(5) Marketing and Education Communications**

- (a) Identify target audiences (commuters, transit providers, residents, businesses, employers, employees, labor, environmental, policy leaders, government agencies etc.) and develop corollary key messages that are consistent with the goals and objectives of the demonstration project.
- (b) Conduct market research to assess attitudes and perceptions among target audiences, and identify barriers, advantages and levels of support. The market research will assess perceptions and attitudes among elected officials, general public, low income commuters, car poolers, and transit



users and will identify the key issues involved in effective implementation of congestion pricing, including lessons learned, barriers, environmental justice, selling points, level of understanding and support, and other critical factors. The market research will be conducted before and after implementation.

- (c) Implement Media Relations and Public Affairs Strategy (community based marketing, media planning)
- (d) Implement Marketing Plan (surveys, multi-media advertising)
- (e) Develop Collateral Educational Materials (bi-lingual website, brochure, poster, newsletters, fact sheets, FAQs, Take Ones, video, etc.)
- (f) Create a series of special purpose documents related to issues that the public is sensitive to and that can be shared with key stakeholders and policy makers. These issues may include community benefits, economic development impacts, job opportunities, neighborhood economic development, project funding/costs, public process, station development and others as they may develop.
- (g) Refine Marketing Plan for Demonstration Project implementation

**(6) Ongoing Monitoring and Review**

Quarterly Progress Reports will be prepared to document and evaluate progress on Plan goals. Develop evaluation criteria to determine that goals have been met after every phase of Public Involvement activity.

**Dates, Target Audiences, and Project Milestones for Public Outreach**

<b>Dates*</b>	<b>Target Audiences</b>	<b>Project Milestone for Outreach Activity</b>
Aug/Sep 2008	General Public	Community Workshops (introduce project for I-10 and I-110)
Nov 2008	CAGs	Review Public Outreach Plan
Jan/Feb 2009	CAGs, General Public	Concept of Operations
Apr/May 2009	CAGs	Draft Assessment of Impact on Low Income Commuters
Jul/Aug 2009	CAGs, General Public	Draft Environmental Document
Oct/Nov 2009	CAGs, General Public	Next Steps for Implementation

\* Dates subject to change.

