

# Division 20 Portal Widening and Turnback Facility



## Public Engagement Summary Report: Scoping through DEIR

October 2018

Submitted by



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## 1. Overview

The Los Angeles County Metropolitan Transportation Authority (Metro) is proposing service improvements for its Red and Purple Lines with the Division 20 Portal Widening and Turnback Facility project (Proposed Project). Collectively, the Red and Purple Lines carry over 140,000 passengers daily, with ridership expected to increase by 49,000 following the Purple Line Extension to the Veterans Affairs West Los Angeles Medical Center. Currently, these trains reverse at Union Station, which limits the frequency of service. The Proposed Project aims to address these service reliability and safety issues with three core improvements, which include:

- Widening the heavy rail tunnel south of U.S. Highway 101 freeway (Portal Widening) to accommodate additional special trackwork and high-speed train movements;
- Developing of a new, surface-level Turnback Facility in the existing Division 20 Rail Yard; and
- Reconfiguring and expanding the surface-level rail storage tracks.



Image 2: Project Area Map

In preparation for the Proposed Project’s environmental review process, an outreach engagement strategy was developed by Arellano Associates (AA) in agreement with and approved by Metro and the technical team, consisting of ICF International, Inc. and Terry Hayes and Associates, Inc. (TAHA), collectively known as the Project Team. This Public Participation Plan (PPP) provided the Project Team initial direction and guidance throughout the environmental phase, including:

- A general understanding of the project area’s demographics and languages;
- An initial list of key stakeholders and stakeholder groups;
- A plan to compile, develop and maintain a database of project stakeholders and other interested parties;
- Detail on additional management tools, which would be employed to direct and document outreach outcomes;
- Identify communication tools, such as branding and messaging, key messages, printed materials, and digital and web-based tools to facilitate public as well as agency awareness and inclusion in the environmental process; and
- Layout the types of meetings and notifications, which would be used to execute the Project Team’s objectives for public and agency inclusion and participation.

The PPP’s intended period of engagement was set to include all activities occurring between the start of the scoping process (October 18, 2017) and the close of the hearing process (April 30, 2018), which included the release of Draft Environmental Impact Report (DEIR). Subsequent to the end of this initial scoping period, the Proposed Project footprint was expanded to include an additional property that had been offered to Metro at 100-120 North Santa Fe Avenue. This change initiated a revised scoping (lasting from January 3, 2018 to February, 2, 2018), resulting in additional process notifications and comment feedback. Record of each process and the outreach conducted to involve, both, agency and public participation can be found in the Public Scoping Summary Report and in the DEIR Public Engagement Summary Report.

Table 1 provides a summary of executed project outreach initiatives.

*Table 1: Executed Outreach Initiatives*

Type	Executed Outreach
Project Database	✓
Project Communication Resources	✓
Branding and Languages Served (English, Spanish and Japanese)	✓
Key Messages	✓
Fact Sheet	✓
Frequently Asked Questions	✓
Project Website	✓
Webcast (or Webinar) Meeting	✓
Project Video	✓
Elected Official Briefings	✓
Stakeholder Briefings	✓
Meetings & Meeting Notifications	✓
Scoping	✓
Hearing	✓
Print Meeting Notices (Mail, Posted and Counter Drop)	✓
Electronic Mail Notifications (E-blasts)	✓
Newspaper Advertisements (or Press Releases)	✓
Facebook	✓
Twitter	✓
Blogs	✓

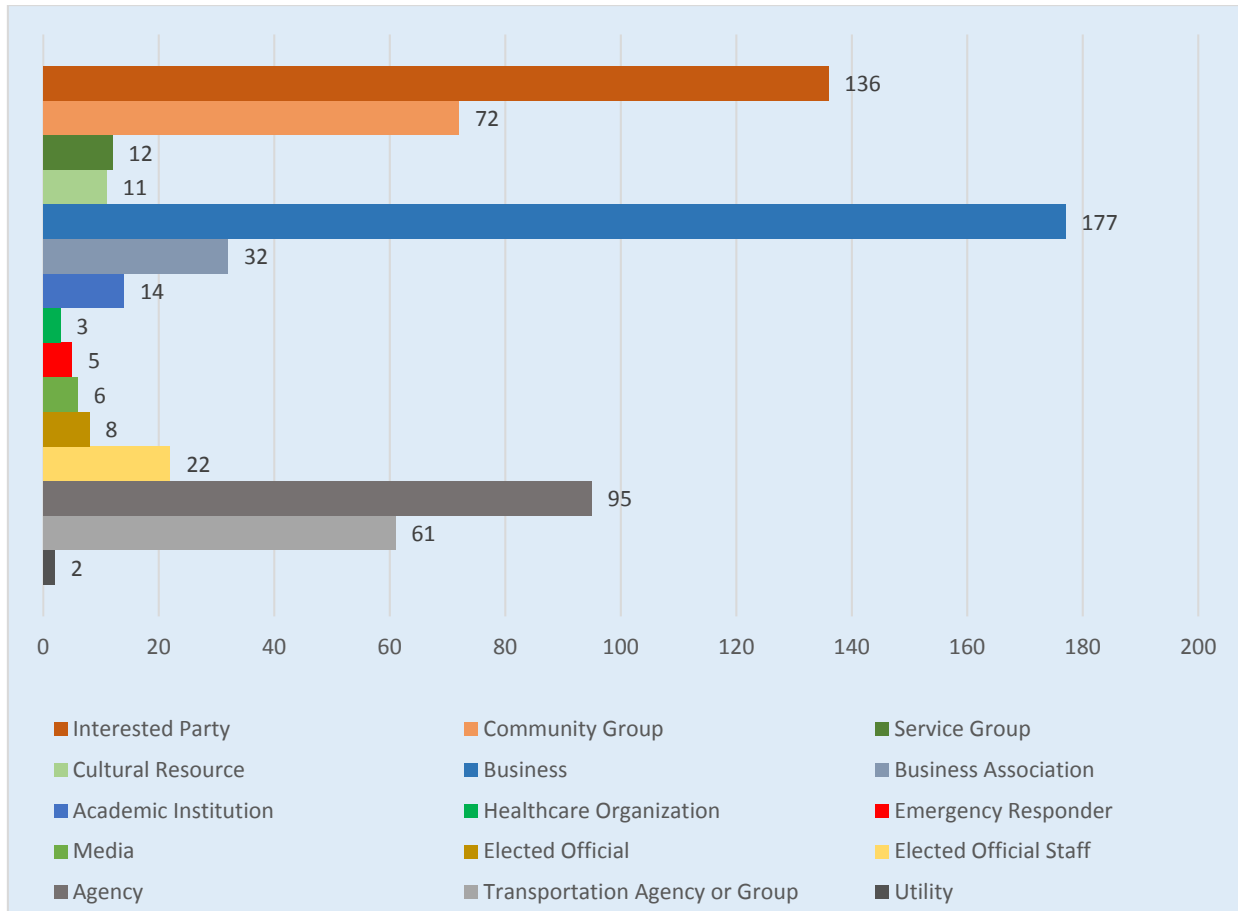
Executed outreach initiatives and highlights are designated in each of the sections below, sorted by Project phase “timing.” Timing stages include: Scoping, Revised Scoping, Release of DEIR/Hearing and Release of FEIR/Board.

## 2. Project Database

The project database has served as the primary resource for public notification. Database contacts have received noticed invitations to community meetings by means of direct mail, e-blasts, and through extended outreach to key stakeholders. Additional notification list for use in the release of preliminary

notifications, were also generated to include project database contacts. At the project’s start, an initial list of database contacts was developed and included 577 stakeholders. This list of stakeholders grew to 683 by the end of project. The project database includes a total of 478 contacts with mailing addresses, and 84% of all contact records include email. Database contact categories and count are as follows in the graph below.

Figure 1: Project Database by Category



### 3. Project Communication Resources

Outreach proposed in the PPP included a number of communications tools to aid in building public awareness to encourage public participation.

#### a. Branding

In conjunction with Metro Marketing, the Project Team established a clean and representative branding, which was used for all print and electronic tools and notifications. Branded project templates were created to facilitate the development of fact sheets and other handouts, meeting PowerPoint presentations, and display boards.

**b. Messaging**

A vision for project outreach and core messaging was developed early in the process by the Project Team. This messaging was used in print collateral, such as fact sheets and meeting notices, and share electronically, via webpage and e-blasts. Messaging was modified and materials updated to meet with the demands of project timing and to reflect mitigations or response to public comment.

**c. Fact Sheets**

An 8 ½” W x 11” L branded Fact Sheet was developed by the Project Team as the foundational collateral outreach tool. This two-sided project summary outlined the project partners and goals, highlighted project work, and presented a schedule of proposed activity. The Fact Sheet also provided links to key resources and project contacts. The handout was updated once during the project as result of the revised scoping process.



**Image 3: Project Fact Sheet & Frequently Asked Questions**

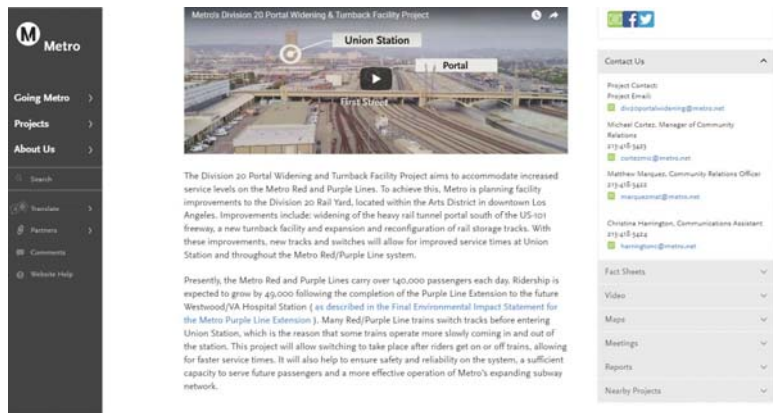
**d. Frequently Asked Questions (FAQ)**

A two-sided, 8 ½” W x 11” L branded FAQ was also prepared to assist in communicating proposed project work, schedule and contacts. This hand-out includes a series of project questions and responses in an easy to digest format. A second copy of the FAQ was also prepared for the revised scoping.

**e. Project Website**

The project website (<https://www.metro.net/projects/division-20/>) has served as both, anchor and archive, for the project’s outreach initiatives, providing the public access to:

- Core, project information;
- An online comment form for the DEIR and project contact information for other methods of comment;
- Posts for upcoming meeting notifications;
- Meeting summary reports and other meeting materials for continued reference;
- A link to the recorded project hearing webcast; and
- Links to additional projects operating within the greater Proposed Project area.



**Image 4: Project Website Landing Page**



The website remains a primary method for interested parties to sign-up for future information and meeting updates.

#### *f. Webcast*

A live webcast was implemented to enhance the reach of the project’s DEIR hearing and increase comment participation. The hearing presentation and oral comments were recorded and broadcasted live to expand meeting participation on the night of the event and to capture the experience for project record. The webcast video has since been posted on the Metro project website ([www.metro.net/projects/division-20](http://www.metro.net/projects/division-20)). An English, Spanish and Japanese version of the hearing PowerPoint presentation was also prepared and uploaded to the project webpage, providing an additional reference for those interested in reviewing Metro’s progress at that stage of the project.



*Image 5: Metro Board Room*

#### *g. Project Video*

An educational project video was created and shared with the public via Metro’s English-language blog The Source and Spanish-language blog El Pasajero, by way of e-blasts to the project’s database contacts, through the project website, and at the projects’ DEIR hearing. The video assisted with visualizing the project’s proposed improvements and to-date has received almost 5,000 views.

### **4. Meeting Notification Efforts**

A variety of notification methods were employed to reach-out to the public and encourage participation in upcoming public meetings, including print and electronic meeting notices. The sections below further details each notification method used.

#### *a. Preliminary Notice*

Either a Notice of Preparation (NOP) or Notice of Availability (NOA) had been prepared and distributed for each stage of the Proposed Project to announce the progress on the Environmental Impact Report (EIR). Each of the three (3) notices were drafted and finalized in agreement with California State and Metro standards. The initial distribution list was developed by the Project Team, including 69 key stakeholders. Each subsequent notification list was reviewed and updated to include the previous stakeholders as well as the most current list of those whom had shared public comment. All preliminary notices were delivered by both, postal mail and e-mail, when available.

A comparative summary of each can be found in Table 2.

*Table 2: Distribution of Preliminary Notice of Action and Environmental Report*

Timing	Notice	Review (R) and/or Comment Period (CP)	Method of Distribution	Date of Mail & Counter Distribution	Date of Newspaper Distribution	Key Stakeholder Notices	Hard Copy Locations
Scoping	NOP for Preparation of Draft EIR	30-day R/CP	Postal Mail & Print Newspaper Ads	10/18/17	10/18/17	69	N/A
Revised Scoping	NOP for Preparation of Draft EIR	30-day R/CP		01/03/18	01/03/18 – 01/08/18	104	N/A
Release of DEIR/ Hearing	NOA for Release of Draft EIR	45-day R/CP	Postal Mail, Print Newspaper Ads, & Public Counter Placement	03/16/18	03/16/18 – 03/22/18	107	3

Print copies of each NOA, along with the corresponding Draft or Final EIR, were also placed at three (3) public counters to provide community access to hard copy notices and reports for review and public comment. The following libraries supported this method of distribution:

- Los Angeles Public Library, Central Library
- Los Angeles Public Library, Little Tokyo Branch
- Kappe Library at SCI-Arc

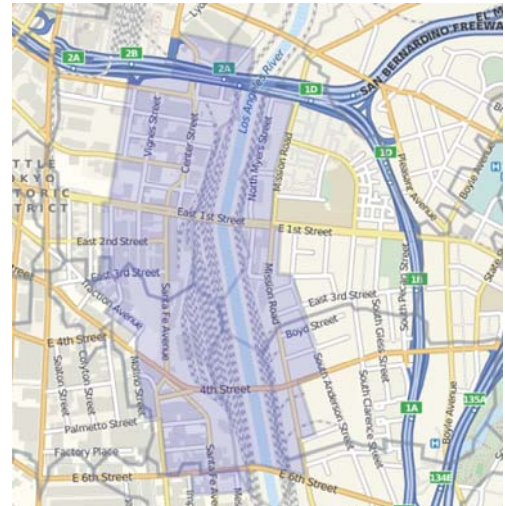
***b. Newspaper Advertisements***

As noted in Table 2 above, print newspaper advertisements were also used to publicly share all NOP and NOA notifications to announce the different stages of the Proposed Project. Five (5) local papers with diverse audiences and language preference were identified and used in this notification effort. Collectively, each notice newspaper circulation reached approximately 409,000 community addresses.

Newspapers used to engage the public follow in Table 3, below.

**Table 3: Distribution of Newspaper Advertisements**

Timing	Method of Distribution	Language	Approximate Readers/Subscribers
All	Downtown News	English	150,000
	Eastside Journal	English	24,000
	La Opinion	Spanish	115,000
	Los Angeles Daily News	English	80,000
	Rafu Shimpo	Japanese	40,000



**Image 6: Notification Area Boundary Map**

**c. Primary Notice**

Print public meeting notices were developed in English, Spanish, and Japanese, by the Project Team and served as the primary means of project meeting notification. Three (3) meeting invitations were produced and distributed to mailing addresses, consisting of database stakeholders, property owners, and occupants located within 1,000 feet of the Proposed Project area to build project awareness, to encourage public involvement, and to solicit comment.

Table 4 includes a summation of each notice.

**Table 4: Primary Meeting Notices**

Timing	Type	Date of Distribution	Method of Distribution	Notices	Messaging
Scoping	Trifold 8 ½" W x 11" L	10/18/17	Postal Mail & Door to Door Outreach	1,903*	<ul style="list-style-type: none"> <li>• Invitation to scoping meetings</li> <li>• Description of project</li> <li>• Purpose of scoping meetings</li> <li>• Overall project benefits</li> <li>• Meeting details, including: date, time, location and parking information</li> <li>• Request and methods to provide public comment</li> </ul>
Release of DEIR/ Hearing	Postcard 11" W x 6" L	03/16/18	Postal Mail & Door to Door Outreach	2,366**	<ul style="list-style-type: none"> <li>• Invitation to attend the public hearing</li> <li>• Meeting details, including: date, time, location and parking information</li> <li>• Request and methods to provide public comment</li> </ul>

\* Postal notification included 1,608 for scoping.

\*\* Postal notification included 1,812 for hearing and 90 for Metro Committee distributions.

**d. Door to Door Outreach**

As noted in Table 4 above, the primary public meeting notices were also shared via door to door outreach through the support of key stakeholders in and around the project area. Metro focused this effort on building project awareness within the Little Tokyo/Arts District area to help spread the word about upcoming meetings to community stakeholders. Bundles of notices were placed with approval at key stakeholder locations, providing additional opportunities for public engagement. AA provided support, as needed, to Metro staff in distributing the notices throughout the community. Collectively, 759 notices were shared with the public via this method of outreach.

The level and reach of extended outreach can be found below in Table 5.

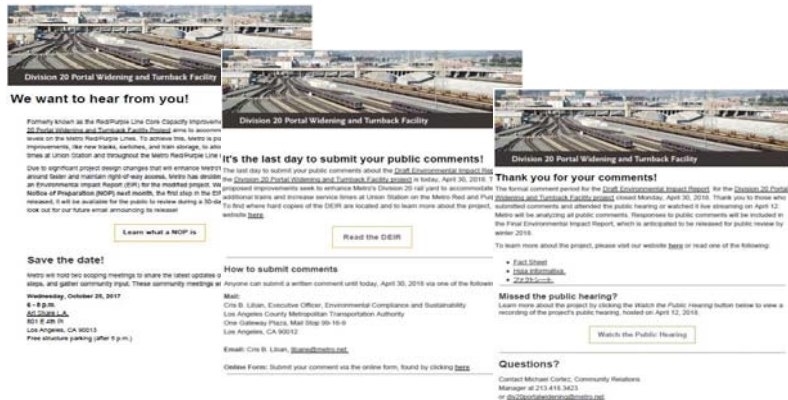
**Table 5: Door to Door Distribution of Public Meeting Notices to Key Stakeholders**

Timing	Name	Date of Distribution	Key Stakeholders	Public Counter Notices
Scoping	Arts District	10/19/2017	16	95
	Little Tokyo	10/19/2017	4	200
Release of DEIR/ Hearing	Arts District	03/27/18	22	209
	Little Tokyo	03/27/18	6	180
	Center Street & Vicinity	03/27/18	8	75

**e. Electronic Mail Notifications**

Metro prepared and scheduled 23 electronic mail notices during the project. These e-blasts were sent to e-mails collected in the project database and via MyEmma and Salesforce platforms.

A complete detail of electronic notices can be found below (Table 6).



**Image 7: Project E-blasts**

*Table 6: Distribution of E-blast Notifications*

Timing	Date of Distribution	E-blasts	Sent Notices	Delivered Notices	Opened Notices
Scoping	10-03/17 – 11/17/17	8	2,844	2,814	1,156
Revised Scoping	01/03/18 – 02/06/18	5	5,180	5,163	1,384
Release of DEIR/ Hearing	03/16/18 – 05/03/18	10	4,822	4,725	1,382

**f. Social Media Posts**

Social media was used to support the public hearing notification process. A total of 17 social media posts were scheduled and posted from March 19<sup>th</sup> through April 11<sup>th</sup> to give audiences the most advanced and timely noticing regarding the public hearing and public comment period. Posts were published and shared by several Facebook and Twitter users and sparked dialogue among followers.

Table 7 (below) details each use of social media and metric results.

*Table 7: Distribution of Social Media Posts*

Timing	Method of Distribution	Post Date	Posts	Metrics
Scoping	Facebook	10/18/17	1	92 Likes, 2 Comments
	Twitter	10/20/17 – 11/06/17	4	15 Likes, 15 Retweets, 1 Comment
Revised Scoping	Facebook	01/04/18	1	48 Likes, 4 Shares, 3 Comments
	Twitter	01/04/18 – 01/29/18	4	22 Likes, 11 Shares, 2 Comments
Release of DEIR/ Hearing	Facebook	03/19/18 – 4/11/18	3	125 Likes, 14 Shares
	Twitter	03/19/18 – 4/03/18	4	30 Likes, 13 Retweets, 1 Comment

**g. Blog Publications**

Blog publications provided additional notification support and aided in building project awareness. Metro’s online blog publications, The Source (English) and El Pasajero (Spanish), ran nine (9) project-focused or -related articles during the course of the project. Two additional, unsolicited earned media blogs articles, posted by notable transportation blogs, were also identified.

A summary of project blogs, which had reported on the project, are shown in Table 8, below.

*Table 8: Distribution of Blog Publication Posts*

Timing	Method of Distribution (Language)	Post Date	Posts
Scoping	The Source (English)	10/18/17	1
	El Pasajero (Spanish)	10/18/17	1
	Other (English)	10/16/18 – 11/16/18	5
Revised Scoping	The Source (English)	01/03/18 – 01/31/18	2
	El Pasajero (Spanish)	01/04/18 – 01/31/18	2
	Other (English)	01/04/18 – 01/17/18	2
Release of DEIR/ Hearing	The Source (English)	03/16/18 – 04/11/18	2
	El Pasajero (Spanish)	04/11/18	1
	Other (English)	03/20/18 – 03/21/18	2

## 5. Community Engagements

The focus of project outreach has been to involve and collect feedback from agencies, key stakeholders and the general public, to adhere to and go beyond CEQA standards. Meetings and briefings were organized and held for this purpose. Meetings marked key milestones during the project schedule, while briefings reached-out to elected officials and stakeholders to assist in guiding the project forward and to address items of interest and concern. A total of three (3) public meetings and six (6) briefings with elected officials and 16 with key stakeholders were conducted with the following goals in mind (Table 9). The Metro Board meeting was not considered as an outreach meeting, rather only the corresponding notification effort was recorded as outreach initiative.

*Table 9: Meetings & Briefings*

Type	Date	Purpose	Meetings/ Briefings
<b>Briefings</b>			
Elected Official Briefings	Sept 26, 2017 – Feb 13, 2018	<ul style="list-style-type: none"> <li>Educate and build awareness with an overview of project, process and technical studies</li> <li>Gather feedback and collaborate on the mitigating potential issues of concern</li> <li>Build consensus and garner support for an ideal outreach strategy</li> <li>Provide project updates before each community meeting</li> <li>Review next steps and anticipated project schedule</li> </ul>	6

Key Stakeholder Briefings	Oct 12, 2017 – Apr 11, 2018	<ul style="list-style-type: none"> <li>Educate and build awareness with an overview of project, process and technical studies</li> <li>Gather feedback and collaborate on the mitigating potential issues of concern</li> <li>Build consensus and garner support for an ideal outreach strategy</li> <li>Review next steps and anticipated project schedule</li> </ul>	16
<b>Meetings</b>			
Scoping Meeting	10/25/17 – 11/08/17	<ul style="list-style-type: none"> <li>Present a description of Proposed Project, corresponding purpose and need, list of criteria, environmental limitations, and potential alternative concepts</li> <li>Share an overview of the process and technical studies that will be conducted</li> <li>Review next steps and anticipated project schedule</li> <li>Communicate tips on how to “Stay Connected”</li> <li>Generate public input on issues that will be addressed in the upcoming technical studies</li> </ul>	2
Public Hearing	04/12/17	<ul style="list-style-type: none"> <li>Update Public on project status</li> <li>Report on technical efforts and findings</li> <li>Set stage for next phase of development</li> <li>Included a live webcast, which was recorded and later distributed via e-mail and project website</li> </ul>	1

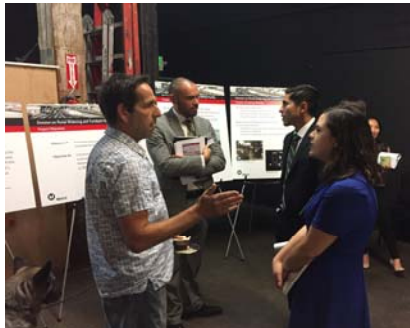


Image 8: Art Share L.A.



Image 9 & 10: Japanese American Cultural & Community Center



In support of this summary, all project meetings and briefings were documented and details recorded using Smartsheet.

**a. Elected Official Staff Briefings**

Prior to the initial public meetings and throughout the process, Metro maintained contact with staff of local elected official offices with interest in the Proposed Project area. A total of seven (7) elected official briefings were conducted throughout the course of the project. These briefings provided staff an opportunity to learn about the project and provide feedback and guidance on collaboration with their respective communities.

Below in Table 10, a list of Metro’s engagement with elected offices are summated.



*Image 11: Metro Headquarters, 3<sup>rd</sup> Floor Lobby*

**Table 10: Briefings to Elected Official**

Timing	Type	Briefing Date	Briefings
Scoping	Los Angeles County Supervisor Solis’s Office, District 1 City of Los Angeles Councilmember Huizar’s Office, District 14 City of Los Angeles Mayor Garcetti’s Office	09/26/17 – 12/01/17	5
Revised Scoping	City of Los Angeles Councilmember Huizar’s Office, District 14	01/12/18	1
Release of DEIR/ Hearing	City of Los Angeles Councilmember Huizar’s Office, District 14	02/13/18	1

**b. Stakeholder Briefings and Technical Advisory Meetings**

Additional briefings were also provided to a number of key stakeholder groups to provide open communication on poignant project issues and to encourage continued engagement during the public comment period.

The following matrix (Table 11) represents these efforts.



*Table 11: Briefings to Key Stakeholders*

Timing	Type	Briefing Date	Briefings
Scoping	Business Organizations, Community Organizations, Cultural and Historic Resource Groups & Metro Councils and Committees	10/12/17 – 12/14/17	7
Revised Scoping	Business Organizations, Community Organizations & Cultural and Historic Resource Groups	01/12/18 – 01/31/18	4
Release of DEIR/ Hearing	Business Organizations, Cultural and Historic Resource Groups & Metro Councils and Committees	02/26/18 – 04/11/18	5

**Stakeholders Briefed included:**

Business Organizations

- Arts District Los Angeles (ADLA) BID
- Central City Association (CCA) Transportation, Infrastructure, and Environment Committee

Community Organizations

- Historic Cultural Neighborhood Council (HCNC) Urban Design and Land Use Committee (LUC)
- Little Tokyo Community Council
- Los Angeles Downtown Arts District Space

Cultural and Historic Resource Groups

- Gabrieleño Band of Indians – Kizh Nation: Tribal Consultation
- LA Conservancy

Metro Councils and Committees

- Westside/Central Service Council
- Metro Technical Advisory Committee (TAC)
- Metro’s Union Station Area Roundtable
- Regional Connector Community Leadership Council (RCCLC)

**c. Public Meetings**

Public scoping meetings and a public hearing were used to inform the public and receive input. The Proposed Project included three (3) outreach meetings. Meeting highlights are noted (in Table 12) below.

*Table 12: Meeting Attendance, Participation & Comments Collected*

Timing	Date of Meeting	Meetings	Participant Sign-ins	Webcast Observers	Meeting Oral Speakers	Meeting Comment Cards	Written Public Comments	Written Agency & Elected Office Comments
Scoping	10/25/17 and 11/08/17	2	47	N/A	N/A	4	28	5
Revised Scoping	N/A	N/A	N/A	N/A	N/A	0	9	2
Release of DEIR/ Hearing	04/12/18	1	11	15	4	0	44	5

\* Duplicate written comments, such as that received by postal letter, e-mail or online form, have been reflected as one.

During the course of the project, Metro received 99 formal comments from the public and participating agencies in written form and from oral speakers. Submitted comments were tracked and documented using Smartsheet in the project’s Comment Log & Issues Matrix. Comments collected pointed to a number of topics, among them cultural resources, transportation/traffic and land use & planning to name a few.

**Agencies providing comment included:**

- California High-Speed Rail Authority (CHSRA)
- State of California Department of Transportation, District 7 (Caltrans)
- State of California Native American Heritage Commission (NAHC)
- South Coast Air Quality Management District (SCAQMD)
- Southern California Regional Rail Authority (SCRRA)