



# Reimagining Westlake/MacArthur Park Station Thru Pilot Interventions

*July 2023*



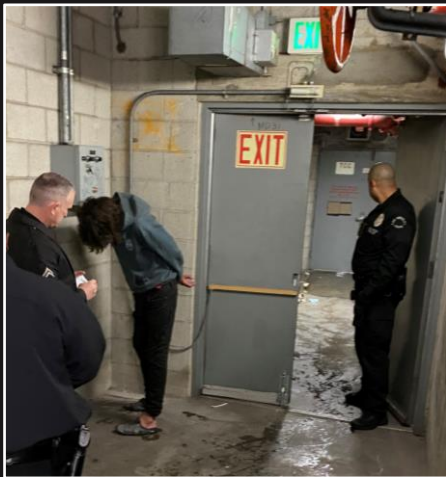
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# MACARTHUR PARK | BACKGROUND & ISSUE



- Typically over 22,000 daily boardings and alightings
- Equity Focused Community where 94% do not own a car
- Six fatalities and one shooting in 2022
- CX Survey: Female rail ridership has declined to 44% with nearly 1 in 2 women citing crime, harassment and safety as concerns on Metro
- Nearly 60 calls for police response in Summer 2022
- Nearly 30 medical emergencies from Nov 2022-Jan 2023
- Most issues related to alleged drug activity
- Board Motion 30 approved Feb 2023

*Physical altercation on platform as train approaches*



*Trespassers, encampments, human waste, bodily fluids found in non-public ancillary areas; frontline personnel require hazmat PPE*

# MACARTHUR PARK | SIGNIFICANT PROGRESS TO DATE

## ***PHASE ONE: JAN-MAR 2023***

- Rightsized footprint of station area to increase safety in numbers, reduce inappropriate activity and associated cleanups and increase visibility of layered staffing
  - Outdoor plaza
  - Secondary entrance and passageway
- Playing of background music through station speakers
- Increased layered staffing presence (Ambassadors, Security, Law Enforcement)
- Increased station fresh air circulation

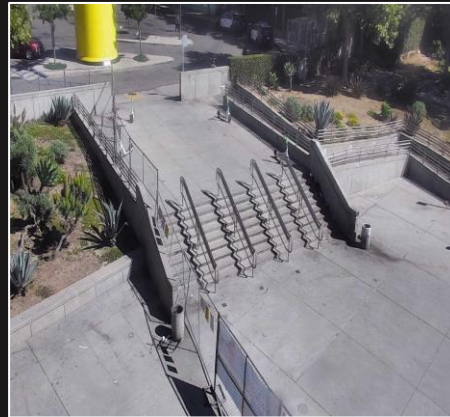
## ***PHASE TWO: APR-MAY 2023***

- Installed new, brighter lights at end-of-platforms and elevator doors to improve safety and reduce hiding areas
- Added new CCTV cameras and lighting on outdoor plaza
- Deployed Low Income Fare is Easy (LIFE) program pop-up signups
- Deployed TAP Blue Shirt ambassadors
- Partnered with Mobile Health and Harm Reduction Clinic from LA County Dept of Health Services for on-site treatment
- Revised station entry/exit plan to improve fare compliance and access control in paid areas of the station (including train platform)

# MACARTHUR PARK | PLAZA / STREET LEVEL



Added new CCTV cameras on plaza/street level for 24-hour coverage



Brighter lighting to illuminate hiding spots used for drug activity



Provide no cost medical treatment and harm reduction treatment to 32 people experiencing homelessness, through LA County Department of Health Services.



Homeless outreach teams have had 132 engagements and 15 enrollments into services

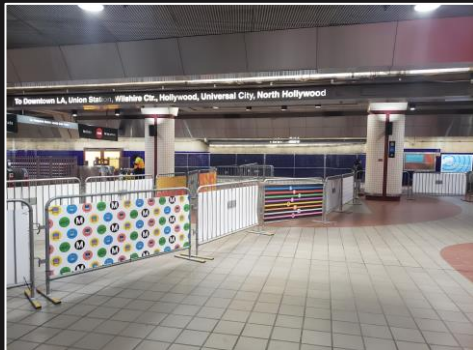
# MACARTHUR PARK | CONCOURSE / MEZZANINE LEVEL



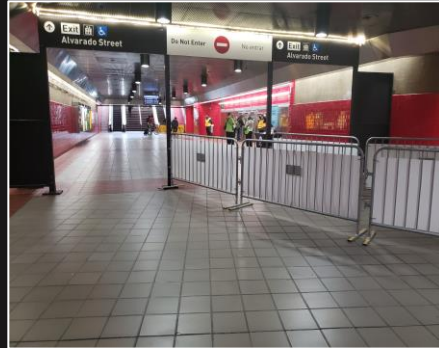
*Deployed TAP Blue Shirt staff to assist customers*



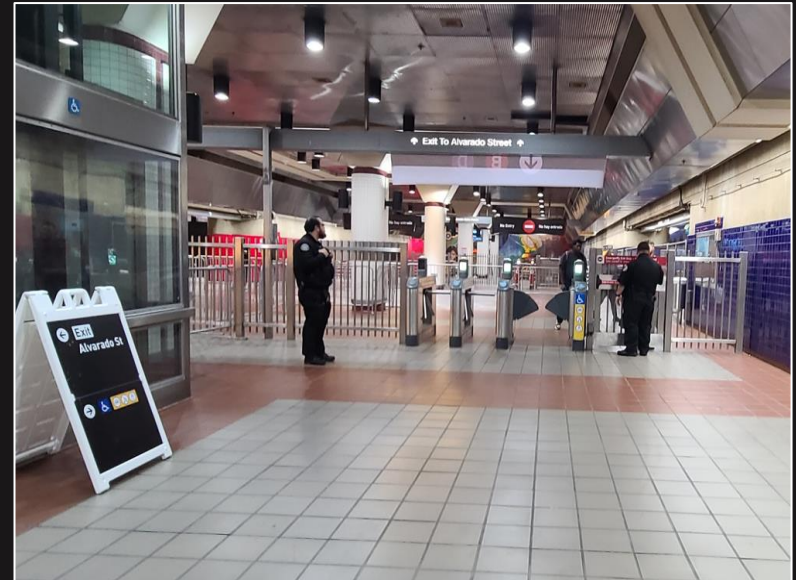
*Record enrollment (1,300+ new signups) in LIFE equity fare program*



*Revised exit/entry improves passenger flow and access control*

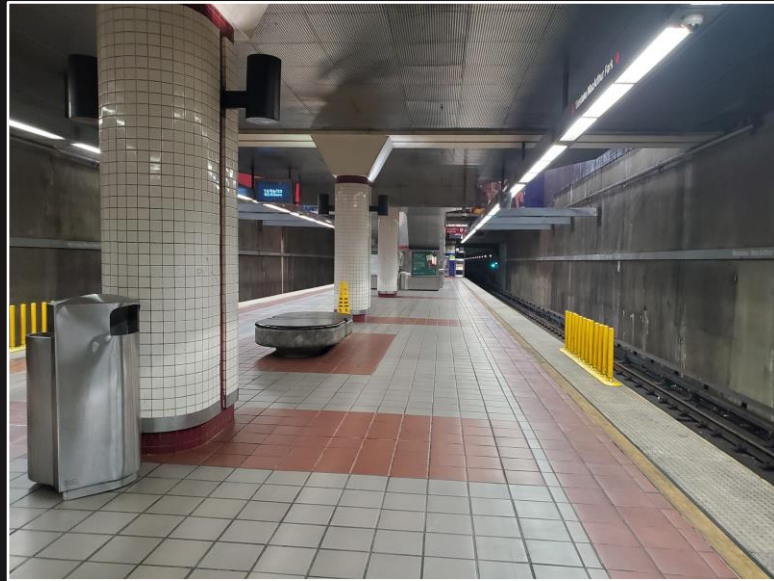


*Revised station exit/entry plan to improve fare compliance*



*Transit Security Officers for Code of Conduct compliance*

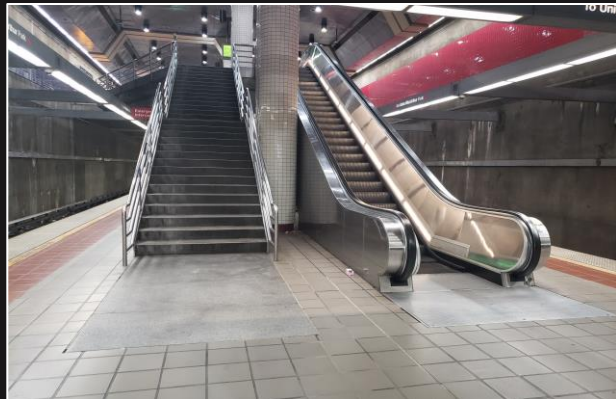
# MACARTHUR PARK | PLATFORM / TRACK LEVEL



*Overnight pressure washing, detailing, and LED lighting upgrade*



*Layered staffing approach includes Transit Ambassadors, TAP Blue Shirts, Homeless Outreach, Security and Law Enforcement; Ambassadors have deployed Narcan six times at WLMP, representing 40% of systemwide usage*



*Installed new, brighter lighting at the end-of-platforms and added fresh air ventilation to reduce hiding areas and restore comfort and safety*

# MACARTHUR PARK | RIDERS SUPPORT, SOCIAL CLIMATE INPUT AND THEMES

- Conducted nearly 500 in-person, bilingual passenger intercept and online surveys on pilot interventions
  - 95% supported (or did not oppose) the new brighter lighting
  - 93% supported (or did not oppose) the increased fresh air ventilation
  - 87% supported (or did not oppose) the recently restored Metro Ambassadors
  - \*\*81% supported (or did not oppose) the playing of music through station speakers
  - 77% supported (or did not oppose) the increased police and security staffing
  - \*\*77% supported (or did not oppose) the closure of the secondary station entrance
  - \*\* *denotes even more support from Spanish speaking riders*
- Station music and Metro Ambassadors had the highest percentage of riders stating this improvement “made the experience at the station much better.”

Encuesta de la estación Westlake MacArthur Park

**M Metro**

La siguiente es una lista de los cambios realizados en la estación durante los últimos seis meses. En una escala del 1 al 5, háganos saber cómo estas mejoras han cambiado su experiencia general al usar esta estación (siendo 1 "lo hizo mucho peor" y 5 "lo hizo mucho mejor", si no sabe, puede decir "yo no sé")

	1 (Lo hizo mucho peor)	2	3	4	5 (Lo hizo mucho mejor)	No sé
Iluminación más brillante en la estación.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apertura de la ventilación al aire exterior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agregar más policía y seguridad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adición de Metro Transit Ambassadors (personal con camisas verdes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cerrar la entrada de una estación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tocar música a través de los altavoces de la estación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Anterior    Siguiente

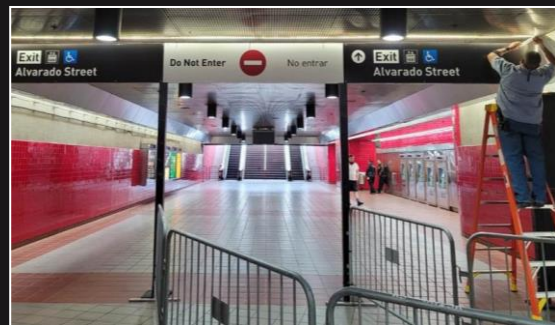
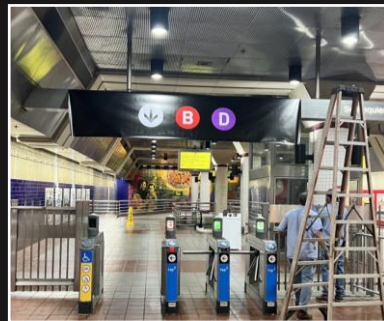
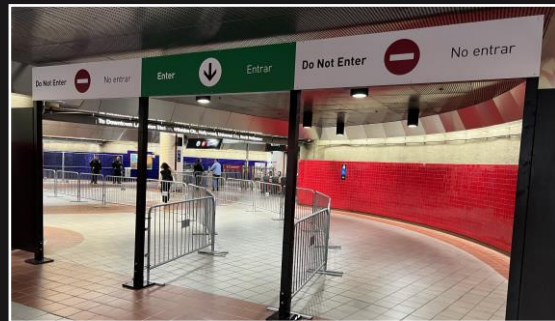
In February 2023, outreach staff collected 211 responses from area riders during the nearby Alvarado St Bus Priority Lane project

- 87% were survey participants identified as Black, Indigenous, People of Color (BIPOC)
- 83% of participants used the corridor for work or school purposes
- 94% stated that they use transit on this corridor at least 3-4 times a week.
- Largely consistent with previous results from an onboard survey conducted in 2019, as well as several recent rider intercept surveys

Over a dozen onsite vendors were interviewed

- 100% indicated they feel safer with the station improvements that have occurred
- Many vendors commented that more surveillance helps vendors and consumers feel safe

# MACARTHUR PARK | FAREGATE IMPROVEMENTS & SURVEY



- Follow-up passenger intercept survey to nearly 100 station riders
  - 98% identified as BIPOC, including 8 in 10 as Hispanic/Latino
  - 97% household total earnings under \$50,000
  - 2 in 3 surveys completed in Spanish
  - 6 in 10 riders reside within station zip code
  - 95% stated the new station entrance/exit system increased their public safety while waiting for the train on the platform
  - 94% stated the new system makes the station feel cleaner
  - 94% stated the new system makes more people pay their fare
- Many station users stated desire for additional police and security especially during late evenings, would make them feel safer at this station
- Fare collection data is consistent with customer feedback
  - Valid faregate entries **+101% increase**
  - Emergency swing gate misuse **-31% reduction**





# MACARTHUR PARK | BLENDED, HUMAN-CENTERED STRATEGIES



- Partnering with key stakeholders to address:
  - People experiencing homelessness
  - People experiencing drug addiction
  - People experiencing mental health crises
- Partnered with LA County Dept. of Health Services (DHS) to regularly host Mobile Health and Harm Reduction Clinic on-site for no-cost medical and substance abuse treatment to people experiencing homelessness
- Engaged with longtime partner People Assisting the Homeless (PATH) to deploy Multidisciplinary Outreach Teams (MDTs) to conduct multiple visits each day
- Contracted law enforcement partners augment efforts to assist people in mental health crisis through the LAPD Homeless Outreach and Proactive Engagement (HOPE) Team and Mental Evaluation Unit (MEU) and LA County Sheriff's Department (LASD) Mental Evaluation Team (MET)
- Partnering with LA County Supervisorial District 1 and LA City Council District 1 to bring community pop-up event incorporating new, uplifting programming activations



**Metro**

## MACARTHUR PARK | NEXT STEPS

- Staff developing recommendations for potential expansion of effective elements to other stations
- Developing criteria which would include ridership, public safety data, cleanliness and functionality data, homeless outreach data, frontline employee feedback and stakeholder input
  - 7<sup>th</sup> St/Metro Center
  - Pershing Square
- Continue to explore site-specific station activation programs with communities
  - Willowbrook/Rosa Parks Small Scale Retail Pilot Program
  - Metro Bike Hub
  - Farmer's Market and monthly community events
- Staff will return to the Metro Board with a proposed project cost, scope and funding sources in Fall 2023