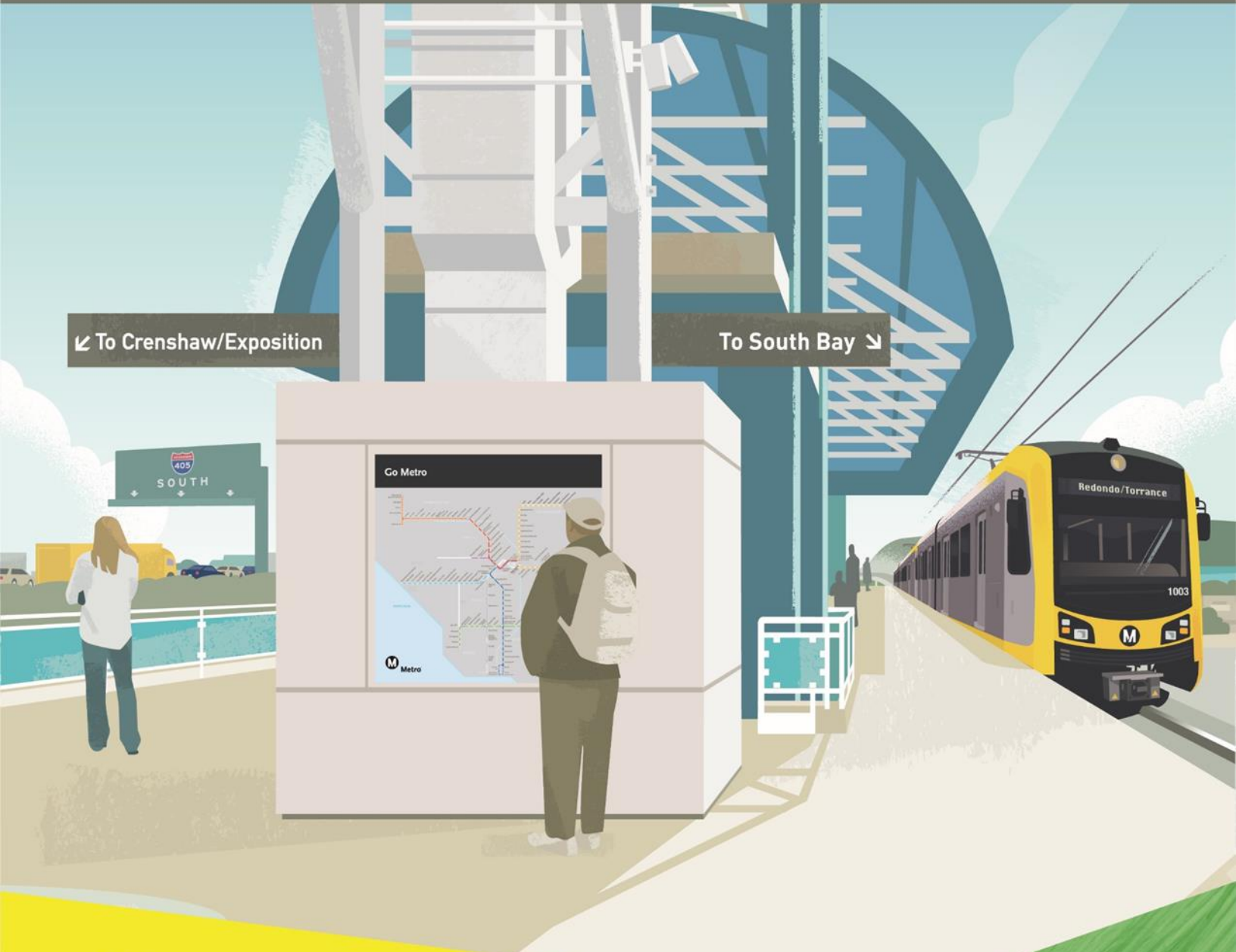


Outreach Summary Report

Summer-Fall 2022

C LINE (GREEN) EXTENSION TO TORRANCE



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January 2023

Contents

- 1. Introduction4**
- 2. Transit Rider Intercepts4**
- 3. Door-to-Door Business Outreach.....5**
- 4. August 2022 Open House Meetings.....6**
 - 4.1 OPEN HOUSE MEETING NOTIFICATIONS7
 - 4.2 COMMUNITY OPEN HOUSE FACILITATION AND PARTICIPATION8
 - 4.3 MEETING FEEDBACK12
- 5. Next Steps13**

Figures

- Figure 1. Flyer Distribution Map: One-Mile Radius 7
- Figure 2. Redondo Beach Community Open House Meeting 9
- Figure 3. Torrance Community Open House Meeting 10
- Figure 4. Lawndale Community Open House Meeting 11

Tables

- Table 1. Transit Rider Intercepts 4
- Table 2. Door to Door Business Outreach..... 5
- Table 3. Community Open House Events 6
- Table 4. Meeting Station..... 8
- Table 5. Meeting Comment Cards 12

Abbreviations/Acronyms

EIR Environmental Impact Report
 Metro Los Angeles County Metropolitan Transportation Authority
 ROW Right-of-Way

1. INTRODUCTION

This report summarizes outreach efforts held in the second half of 2022 as part of the Metro C Line Extension to Torrance Project. Between Summer and Fall 2022, the Project Team continued to engage the public through a round of community meetings, as well as targeted transit rider intercepts and pop-up events to reach community members who might not typically attend a public meeting.

2. TRANSIT RIDER INTERCEPTS

Outreach efforts to existing transit riders were conducted to help ensure that those taking transit within the project area were aware of the project, the upcoming community meetings, and had opportunities to provide feedback. To accomplish this, existing transit riders were interviewed were conducted at key stops with high ridership along the C Line Extension to Torrance proposed alignments. Details of this outreach are provided in Table 1.

Table 1. Transit Rider Intercepts

Date/Time	Stop Location	Count of Transit Riders
Friday, August 5, 2022, 7:00 – 9:00 AM	Artesia and Kingsdale Stops	11
Tuesday, August 9, 2022, 7:00 – 9:00 AM	South Bay Galleria Transit Center (on Kingsdale)	16
Wednesday, August 10, 2022, 7:00 – 9:00 AM	Hawthorne/Artesia Stops	80
Total:		107

Source: The Robert Group, 2022

The following key takeaways were received from the transit rider intercepts:

- > Hawthorne/Artesia Bus Stops were the busiest area with over 80 transit riders intercepted
- > Engaged with approximately 20 transit riders during the morning commute at the Artesia and Kingsdale Bus Stops and South Bay Galleria Transit Center (on Kingsdale Avenue)
- > Most people took the project flyer, when offered
- > Not many people were aware of the project
- > Some people showed interest in attending the summer open house
- > Some people asked inquired about the status of the project and when alignment would be selected and finalized.

3. DOOR-TO-DOOR BUSINESS OUTREACH

Outreach efforts were conducted to businesses along Artesia Boulevard, Hawthorne Boulevard, Redondo Beach Boulevard, Manhattan Beach Boulevard and Inglewood Avenue to further inform business owners and employees located in the project area about the updated project, to gauge support for the project, and distribute flyers about the upcoming Community Open Houses. Flyers were left with owners, receptionists, or employees of businesses and information about the project was shared verbally where businesses were open. If business was not open, a flyer was left at the door. Details of this outreach are provided in Table 2

Table 2. Door to Door Business Outreach

Date/Time	Location	Businesses Contacted/Flyers Left
Friday, August 5, 2022, 10:00AM – 3:00 PM	Artesia Blvd: Amie Ave to Inglewood & Redondo Beach Blvd: Artesia to Freeman	91
Monday, August 8, 2022, 9:00AM – 3:00 PM	Hawthorne Blvd: 405 FWY to 190th St	159
Tuesday, August 9, 2022, 9:30AM – 1:30 PM	Inglewood Ave: 405 Fwy to 160th & Manhattan Beach Blvd: 405 Fwy to Gibson Pl	67
Total:		317

Source: The Robert Group, 2022

The following key takeaways were received from the door-to-door business outreach:

- > Some business owners were aware of the project.
- > Many businesses on Artesia Boulevard, Redondo Beach Boulevard, Manhattan Beach Boulevard, and Inglewood Avenue were indifferent about project info.
- > Majority of business on Hawthorne Boulevard were positive interactions of project info, employees of fast-food businesses were very supportive.
- > Corner store S & S Liquor was very supportive and asked about additional flyers to give out to community for upcoming Open House meetings.
- > South Bay Sk8kids was very supportive of project, took open house info to distribute to clients.

4. AUGUST 2022 OPEN HOUSE MEETINGS

The Metro team hosted community open-house meetings in August 2022 to provide community members with an update on the project, the opportunity to ask questions, and see a preview of the three proposed alignments for the project that will be evaluated in the Draft Environmental Impact Report (EIR) through a 3d conceptual video, engineering plans, diagrams and other visuals. The four open-house community meetings took place in Redondo Beach, Torrance, Lawndale and virtually. The meetings were designed to provide an update to the community on the feedback we've heard to date and how feedback has been incorporated into the planning and design process. The meetings had over 600 attendees, who provided 162 comment cards/Q&A submissions and 52 comments with the court reporters.

The Redondo Beach, Torrance and Lawndale open-house meetings focused on presenting the public with detailed visual materials, listening to the community to understand how certain segments of the Metro right-of-way (ROW), Trench, and Hawthorne Boulevard alignments will impact the existing conditions and addressing concerns that the community may have in an in-person setting. The meetings allowed community members to explore project visuals, speak with and ask questions directly with project team members and provide comments. The virtual meeting included a presentation with the same visuals and allowed the participants to ask questions via a Q&A Zoom feature or by text, with all questions answered by project team members after the presentation.

To accommodate vulnerable populations due to the COVID-19 pandemic and community member's changing schedules, the three in-person community meetings were held on weekday evenings and one virtual community meeting was held on a weekday during mid-day (lunch hour). The in-person meetings were orchestrated to adhere to current Los Angeles County Health guidelines. All materials were available in English and Spanish and were accessible to persons with disabilities. The locations of the community meetings are shown in Table 3.

Table 3. Community Open House Events

Meeting Date	Event Description	Number of People Engaged and Signed up ¹
Thursday, August 11, 2022, 6-8pm	City of Redondo Beach Community Open-House Meeting, Adams Middle School Gym	125
Monday, August 15, 2022, 11am-1pm	Virtual Meeting via Zoom	213
Tuesday, August 16, 2022, 6-8pm	City of Torrance Community Open-House Meeting, Torrance Cultural Arts Center, Toyota Meeting Hall	119
Wednesday, August 17, 2022, 6:30-8:30pm	City of Lawndale Community Open-House Meeting, Leuzinger High School Gym	86
Total:		543 ¹

Source: The Robert Group, 2022

¹ Not all attendees signed-in to registration at in-person meetings.

4.1 OPEN HOUSE MEETING NOTIFICATIONS

Targeted outreach was conducted to project stakeholders via email (e-blasts), door-to-door flyers, direct mailing and social media ads announcing the dates, times and format of the meetings. A total of four e-blasts were sent to over 2,100 unique email addresses notifying the public about the meetings with an average open rate of approximately 35%. All e-blast notifications were distributed in English and Spanish. A total of 32,000 flyers in English and Spanish were distributed door-to-door to homes and businesses within a one-mile radius of the Metro ROW, Trench and Hawthorne Boulevard alignments being studied, including the entire City of Lawndale announcing the registration and availability of the neighborhood walks. Additionally, a total of 35,882 postcards were mailed to residents, property owners and businesses within a one-mile radius of the Metro ROW, Trench and Hawthorne Boulevard alignments being studied, excluding the City of Lawndale. At the request of the City of Lawndale, Metro developed and provided flyers to the City of Lawndale to be mailed to residents within the city boundaries. Figure 1 shows where flyers were distributed.

Figure 1. Flyer Distribution Map: One-Mile Radius



Source: The Robert Group, 2022

4.2 COMMUNITY OPEN HOUSE FACILITATION AND PARTICIPATION

A total of four meetings were held in the cities of Redondo Beach, Torrance, Lawndale, and a virtual meeting to ensure that an opportunity for residents to participate who were unable to attend in-person.

The in-person meetings were designed in an open-house format, allowing community members to visit 12 “stations” (i.e. sets of boards organized by geography/theme) that showcase different elements of the project through visual poster boards with maps and images, a simulation video, and roll plots of the engineering drawings. Metro project team members were available at each station to interface with community members as they moved through the room. All stations are shown in Table 4, with pictures from the meetings shown in Figure 2 through Figure 4. Project team members presented the elements of the project, answered questions, and listened to comments. A Spanish interpreter and Spanish language materials were available. At the final station, visitors could leave written comments or dictate their comments to the court reporter.

Table 4. Meeting Station

Station	Description
1. Project Overview	Learn more about the project, study area, history, timeline and other project-related information.
2. Project Simulation Video	View a 3d conceptual simulation video of the three alignments under study
3. Metro ROW Map Key by Segment	View the Metro ROW map key to help guide you to the different stations by segment.
4. Metro ROW Segment A	View cross-sections and features between the existing Redondo Beach (Marine) Station and Manhattan Beach Blvd along the Metro ROW.
5. Metro ROW Segment B	View cross-sections and features between Manhattan Beach Blvd and Artesia Blvd along the Metro ROW.
6. Metro ROW Segments C + D	View cross-sections and features between Artesia Blvd and the Torrance Transit Center along the Metro ROW.
7. Hawthorne Blvd Map Key by Segment	View the Hawthorne Blvd map key to help guide you to the different stations by segment.
8. Hawthorne Blvd Segment E	View cross-sections and features between existing Marine Station and 162nd St and Hawthorne Blvd.
9. Hawthorne Blvd Segment F + G	View cross-sections and features between 162nd St and 190th St along Hawthorne Blvd.
10. Light rail Examples	Learn more about light rail, its features and examples, and what this project could include.
11. Project Features	Learn more about the potential project features, such as sound walls, neighborhood path and safety enhancements.
12. Outreach and Comments	Learn more about the outreach conducted to date and how to submit comments. Opportunity to provide comments to court reporter.

Source: The Robert Group, 2022

The Virtual Meeting was held through Zoom. The meeting started with a presentation of the same materials as in the in-person meetings. Throughout the presentation, participants were able to submit questions and comments through the Zoom Q+A feature or text them to a number provided at the start.

After the presentation, the project team members responded to approximately 180 questions. Spanish language translation was available.

Figure 2. Redondo Beach Community Open House Meeting



Source: The Robert Group, 2022

Figure 3. Torrance Community Open House Meeting



Source: The Robert Group, 2022

Figure 4. Lawndale Community Open House Meeting



Source: The Robert Group, 2022

4.3 MEETING FEEDBACK

During the meetings, comment cards were made available at sign-in tables and at the comment station. Additionally, each meeting had a court reporter available to record verbal comments and questions. Table 5 provides the number of comment cards, verbal comments and questions received during the meetings.

Table 5. Meeting Comment Cards

Location	# of Comment Cards	# of Verbal Comments (Court Reporter)	Questions Submitted at Virtual Q+A
Redondo Beach	36	26	N/A
Torrance	22	13	N/A
Lawndale	24	23	N/A
Virtual	N/A	N/A	180
Total	82	52	180

Source: The Robert Group, 2022

The following key takeaways were received from each open house.

REDONDO BEACH OPEN HOUSE KEY TAKEAWAYS

- > Comments expressed Hawthorne option is better for business, increased visibility of Metro line
- > Concern for Metro ROW options
 - Noise and vibration concerns near residential areas
 - Senior citizens at Breakwater Village Apartments expressed concerns about the Metro ROW options near their community
- > Concerns about safety as a factor in choice selection, and concerns about potential increase in crime with the expansion of the rail line
- > Questions about ridership and cost of project as taxpayers

TORRANCE OPEN HOUSE KEY TAKEAWAYS

- > Concerns of traffic, noise and vibration
- > Comments regarding importance of preservation of community character
- > Concerns about increase of crime and homelessness
- > Comments in support for the project and hope for a speedy completion

LAWNDALE OPEN HOUSE KEY TAKEAWAYS

- > Comments expressing opposition to the project, and that the City of Lawndale does not need it
- > Concerns that community character could be destroyed by noise and safety issues
- > Concerns about project budget/cost and impacts on taxpayers
- > Comments noting that pedestrian and bike access is important

5. NEXT STEPS

The comments and questions received during the summer community meetings will be reviewed and considered as part of the study and design of the Project. The Draft Environmental Impact Report (EIR) is anticipated to be available for review and public comment in early 2023 followed by public hearings in the Project Area to gather additional community input on the draft environmental document.