

# We're engaging our communities in everything we do.

## PUBLIC PARTICIPATION PLAN

2022



Metro®



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## Table of Contents

<b>1. Introduction to Metro’s LA County Stakeholders</b>	<b>5</b>	<b>4. Strategies, Methods and Procedures</b>	<b>22</b>
1.1 Service Area & Agency Functions	5	4.1 Languages Spoken in LA County (with more than 1,000 LEP persons)	24
<b>2. Goals and Guiding Principles</b>	<b>6</b>	4.2 Strategies for Public Engagement	25
2.1 Metro Equity Platform Framework	7	4.3 Methodology and Menu of Public Participation Tools & Purpose	27
2.2 Community-based Organization (CBO) Partnering Strategy	7	4.3.1 Meeting Planning – Location & Structure	28
2.3 Minimum Baseline Thresholds for Public Outreach	7	4.3.2 Meeting Types	29
2.4 Public Participation Plans for Individual Studies and Initiatives	11	4.3.3 Public Meeting Notice – Delivery System	29
<b>3. Implementation of the Guiding Principles An Integrated Team for Stakeholder Engagement and Continuity</b>	<b>12</b>	4.3.4 Online Communications – Meetings, Updates & Ongoing Communications	30
3.1 Operations, Local Government & Countywide Initiatives (OLGCI)	13	4.3.5 Limited English Proficient (LEP) Language Assistance Tools	31
3.1.2 Operations & Countywide Initiatives	13	4.3.6 Broadcast & Print Media	32
3.2 Planning & Environmental Communications (PEC)	14	4.3.7 Additional Approaches to Communications	32
3.3 Project Delivery, Construction Relations & Mitigation Programs (PDCRMP)	14	4.3.8 Evolving Practices – All Stakeholders Including LEP, Minority, Low Income and Individuals with Disabilities	33
3.4 Art & Community Enrichment	16	4.3.9 Metro’s Response to Community Engagement During Covid-19	33
3.4.1 On the Move Riders Program (OTMRP)	16	<b>5. Range of Public Participation Methods Employed by Metro</b>	<b>34</b>
3.5 Customer Care	17	<b>6. Public Participation Case Studies</b>	<b>36</b>
3.6 Metro Advisory Groups	18	6.1 Project: 5th Street/6th Street Improvements	37
3.6.1 Metro Service Councils	21	6.2 Project: Purple (D Line) Extension Transit Project, Section 3	38
		6.3 Project: Vermont Transit Corridor	39
		6.4 Program: Community Conversations	41
		<b>7. Public Engagement Measures and Objectives</b>	<b>42</b>
		<b>8. Conclusion</b>	<b>43</b>

# Executive Summary

This Public Participation Plan has been assembled to capture the methods, innovations and measurements of the agency's commitment to meet and exceed the prescribed requirements of the U.S. Department of Transportation (USDOT), including Federal Transit Administration (FTA) Circulars C 4702.1B citing recipients' responsibilities to Limited English Proficient (LEP) persons, FTA Circular C 4703.1, guiding recipients on integrating principles of Environmental Justice into the transportation decision-making process, and Federal Highway Administration's (FHWA) Title VI program. The plan is also consistent with Title VI, (non-discrimination regulations) of the Civil Rights Act of 1964, Section 162(a) of the Federal-Aid Highway Act of 1973 and The Age Discrimination Act of 1975.

Every three years, Metro updates the Public Participation Plan per the requirements listed above. As of the last update in 2019, the plan was released in Spring 2022 for the public to review and provide input. The Draft 2022 Plan and its draft revisions included:

- > Metro's Equity Platform Framework
- > Community-Based Organization (CBO) Partnering Strategy
- > Updates to Minimum Baseline Threshold for Public Outreach
- > The implementation of virtual outreach due to the onset of the COVID-19 global pandemic, "Safer At Home" and other public health orders
- > Metro's Advisory Body Compensation Policy
- > Organizational changes to Metro's Community Relations Department
- > Updated case studies that reflect Metro's commitment to reach the public in ways beyond traditional methods

Metro sought input from the public for the Plan from April 27, 2022 to May 27, 2022 to ensure we are doing the best we can to inform the public about Metro projects, programs and initiatives. Metro staff received 43 comments and updated the Plan based on new outreach tools that could support Metro's commitment to go above and beyond federally prescribed requirements.

The updates incorporated into this final plan include:

- > Added "Community Advisory Council" as title reference for the Citizens Advisory Council (see page 20)
- > Added "Virtual/Hybrid Meetings" and "Education/Training" to Community Engagement Methods Toolbox (see page 34)
- > Added Sustainability Council to Metro Advisory Groups (see page 21)
- > Added On the Move Riders to our Stakeholder Engagement efforts (see page 16)

For more information on the Plan, visit [metro.net/projects/public-participation-plan-development](https://metro.net/projects/public-participation-plan-development).



## CHAPTER 1

# Introduction to Metro's LA County Stakeholders

Metro (The Los Angeles County Metropolitan Transportation Authority) considers all who reside, work and travel within LA County to be stakeholders of the agency. Residents, institutions, locally situated businesses, and the elected officials who represent them are particularly important in relation to public participation planning and outreach. Communication with the public is a continuum of involvement concerning service, fare changes, studies, and initiatives, short- and long-range planning documents, environmental studies, project planning and construction, and transit safety education.

## 1.1

### Service Area & Agency Functions

- > As of March 1, 2022, Metro operates daily service with a **fleet of 2176 buses serving 12,2680 stops for 119 bus routes covering 1,469 miles of bus service area with 568,150 average weekday boardings** in February 2022 (compared with 871,486 pre-COVID boardings in February 2020).
- > On the **101.5 miles of light and heavy rail served by 295 railcars, another 179,827 average weekday boardings** were logged in February 2020 (compared to 321,444 pre-COVID boardings in February 2020).
- > Total system wide **monthly boardings were just under 15 million** in February 2022 (compared to just under 24 million pre-COVID in February 2020).
- > Metro ExpressLanes **operates 75.4 lane miles with 42 million annual trips** on the I-10 and I-110 corridors.
- > In addition, Metro Bike Share operates more than **200 stations in Downtown and Central Los Angeles**, Koreatown, Expo Park, Hollywood, the Westside and North Hollywood.
- > As of April 2022, **over 1.3 million trips have been taken and over 4.6 million miles traveled** using Metro Bike Share.
- > Metro also provides services, such as the **Freeway Service Patrol**, which assists motorists with transportation needs and the Los Angeles Services Authority for Freeway Emergencies (LA SAFE) provides **Southern California 511 (SoCal 511)** to assist LA County residents with transportation needs.

- > Metro plans, funds, constructs and operates public transportation for **4,751 square miles of land area** for the benefit of nearly 10 million residents, which makes LA the **most populous of California's 58 counties**.
- > The remainder of Southern California's surrounding counties adds **more than 11 million residents** to comprise a greater regional population totaling over **21 million**.
- > Agency accountability for conveying information to the people of the **88 cities and the unincorporated areas** that lie within LA County's borders requires a commitment to appreciate the diverse composition of stakeholders who have been identified in American Community Survey data as:
  - **African American/Black 7.8%**
  - **American Indian/ Alaskan Native 0.2%**
  - **Asian 14.6%**
  - **Native Hawaiian/ Other Pacific Islander 0.2%**
  - **Hispanic or Latino 48.3%**
  - **White 25.9%**
 and a broad spectrum of ethnicities that make up the remaining **3%**.
- > LA County is a multicultural environment and a transportation hub for the region, the state and the world. Additionally, 32 languages with multiple dialects have been **identified with 1,000 or more** language practitioners.

## CHAPTER 2

# Goals and Guiding Principles

This Plan guides all of Metro's outreach to gather important public input on possible changes to bus and rail service, new projects in planning and construction, fare changes and other programs. As the system expands, Metro has an unprecedented opportunity to invest in LA County's transportation system for all types of travel – highways, buses, trains, bikes, active transportation and more. This transformation through transportation will benefit and impact stakeholders throughout the region. As the nation's gold standard, Metro continues to bridge connections with communities and individuals who have deep relationships and insights into community-specific needs and opportunities, through comprehensive, equitable and sustained public participation programs.

This Plan meets and exceeds the requirements set forth by the FTA, FHWA, and Title VI, and it aligns with Metro's mission and commitment to excellence in service and support. The Plan is accountable, first and foremost, to the public, and it reflects the agency's dedication to provide a robust and inclusive public engagement program that sustains, strengthens, and deepens our relationships with stakeholders countywide.

Many non-English speaking, Limited English Proficient (LEP) and low-income communities use public transit as a primary method of transport, and since over half of LA County will be Hispanic by 2040, Metro must continue to emphasize access to multilingual resources, hold meetings that are flexible around working hours, enhance new outreach methods, measure the effectiveness of community outreach, and encourage participation, especially for those who rely on walking, bicycling, buses and trains for their daily trips.

## COVID-19 Engagement

In 2020, during the "Safer At Home" public health order, virtual, live and asynchronous engagements proved to be successful at engaging stakeholders who previously did not participate in any of Metro's programming activities, beyond their daily commutes. Virtual meetings, recorded presentations, responding to online dialogue and providing synopsis of events created new avenues of engagement.

When reviewing communication plans, we must consider those who are traveling hours to access job corridors. Intercept surveys at stations, telephone town halls and media engagement have also proven to be successful.

It is also critical that Metro continue to look at community decision-making processes through several lenses, taking into consideration neighborhood and community values, LA County community structures, urban and rural areas, ethnic and cultural groups, marginalized and under-represented communities, populations with limited education attainment and people with disabilities. Metro must also continue exploring approaches, like popular education methods, to explain harder to decipher technical details, and utilizing participatory planning tools to increase awareness and understanding, while doing it through an equitable lens.





2.1

### Metro Equity Platform Framework

Since Metro’s adoption of the Metro Equity Platform Framework in February 2018, various community-based organizations have expressed the community’s desire for equity to be integrated into the public participation process. The Equity Platform Framework is comprised of four pillars to guide Metro’s approach and work towards equitable outcomes. To achieve these outcomes, Metro must understand how to increase access to opportunities for those facing the most barriers, starting with understanding their needs. The second pillar, “Listen and Learn,” recognizes that community partners are essential for Metro to steward change through its projects, programs and services – and that change only moves at the speed of trust. To build trust, the agency must intentionally collaborate with communities through intentional listening and meaningful engagement that leave community members feeling heard, reflected and respected.

As such, Metro positions equity at the forefront of the public participation process throughout the life cycle of all Metro projects, programs, and initiatives. Metro will ensure an open and transparent public participation process that empowers low-income communities, communities of color, people living with disabilities, and other marginalized groups by removing barriers to participation in decision-making that affects these communities.

#### FOUR PILLARS

-  1: Define And Measure
-  2: Listen And Learn
-  3: Focus And Deliver
-  4: Train And Grow

2.2

### Community-based Organization (CBO) Partnering Strategy

Community-based organizations (CBOs) are a vital part of the economy, social service networks and communities that are served by Metro. Furthermore, they are key players in civic life, public policy and public program provision. Metro partners with Community-Based Organizations (CBOs) in a variety of ways and for diverse purposes. With the CBO Partnering Strategy, Metro is establishing consistent and equitable processes for Metro to utilize across the agency when directly or indirectly engaging CBOs for professional services. This is a direct response to an existing need for improving internal efficiencies and effectively partnering with CBOs when professional services and compensation are involved.

The strategy establishes consistent and clear parameters for partnering with CBOs to leverage internal and external expertise and lessons-learned resulting in efficiencies, cost savings and strengthening our relationships with CBOs based on a shared understanding of partnership, trust and respect. The Strategy aligns with Equity Platform Framework by allowing Metro to better engage members of LA County’s historically marginalized and most vulnerable populations, including, but not limited to, Black, Indigenous and People of Color, people with low-incomes, people with limited English proficiency, people with limited education attainment and people with disabilities.

OUTREACH METHOD EXAMPLES	DESCRIPTION
<b>Community Meeting and Public Hearing Noticing</b>	<ul style="list-style-type: none"> <li>&gt; Stakeholders will be given a minimum of 10 days’ notice for all Metro-hosted community meetings and public hearings.</li> <li>&gt; Notices will be provided in English and Spanish at a minimum and translated into multiple other languages as demographics indicate.</li> <li>&gt; Ads and take-one notices will be placed on adjacent buses and trains for specific area meetings whenever possible.</li> <li>&gt; Meeting and hearing materials will also be posted online for those who are unable to attend in person. Additionally, when possible, meetings will also be shared digitally using webcasts, webinars and other online platforms.</li> </ul>
<b>Community Meeting and Public Hearing Locations and Times</b>	<ul style="list-style-type: none"> <li>&gt; Metro-hosted community meetings and public hearings will be held at ADA-compliant venues and are accessible or convenient for transit riders and bicyclists.</li> <li>&gt; Meetings will also be at times that are flexible around working hours, and when most convenient for stakeholders, such as at night-time and on the weekends.</li> <li>&gt; Venues will be near the communities of interest, which can include faith-based and community-based institutions.</li> </ul>
<b>Community Meeting Language Translation</b>	<ul style="list-style-type: none"> <li>&gt; Community meeting materials and live translation will be provided in English and other languages spoken by significant populations in the project area, as resources allow, and as outlined in Metro’s (LEP) Plan Four Factor Analysis<sup>1</sup>.</li> <li>&gt; Language translation will be performed by fluent speakers.</li> <li>&gt; Additional languages and ADA accommodations, such as large print and Braille, will be provided upon request with at least three working days’ (72 hours) notice by calling 323.466.3876.</li> </ul>
<b>Public Hearing Language Translation and Documentation</b>	<ul style="list-style-type: none"> <li>&gt; Public hearing materials and live translation will be provided in English and Spanish at a minimum.</li> <li>&gt; Other languages and ADA accommodations, such as large print and Braille, will be provided upon request with at least three working days’ (72 hours) notice by calling 323.466.3876. Language translation will be performed by fluent speakers.</li> <li>&gt; Court reporters will also document the hearing proceedings and public comments.</li> </ul>
<b>Neighborhood/Community Lenses</b>	<ul style="list-style-type: none"> <li>&gt; Metro will look at community decision-making processes through several lenses, including neighborhood and community values, LA County community structures, urban and rural areas, and ethnic and cultural groups.</li> <li>&gt; Metro will pay attention to users who are under-represented, with limited education attainment and have disabilities.</li> </ul>
<b>Innovation</b>	<ul style="list-style-type: none"> <li>&gt; Metro will strive to use participatory planning tools (such as interactive maps and activities), the use of real-life examples, partnerships with CBOs, art, and other digital tools that may be available whenever possible to explain harder to decipher technical details and increase public awareness and understanding.</li> </ul>
<b>Online Language Translation</b>	<ul style="list-style-type: none"> <li>&gt; The website <i>metro.net</i>, which was updated within the last few years, provides web visitors with transportation information assistance in seven languages in addition to English.</li> <li>&gt; Additionally, Metro will offer Google Translate on every webpage for language accessibility above Title VI requirements.</li> <li>&gt; Metro’s website content will also be ADA-accessible; it will be compatible with screen-reading devices for individuals with visual impairments.</li> </ul>
<b>Telephone Interpretation</b>	<ul style="list-style-type: none"> <li>&gt; Metro’s Customer Care Department will provide patrons with LEP with transportation information assistance in over 200 languages by utilizing a third-party language interpretation service.</li> <li>&gt; Telephone interpretation will also be ADA accessible; Metro’s Customer Service line will be accessible with California Relay Line <a href="http://ddtp.cpuc.ca.gov">ddtp.cpuc.ca.gov</a>.</li> <li>&gt; In addition to Customer Care, Metro Rail Operations will utilize the third-party languages interpretation service to provide information and emergency response to LEP patrons who contact the Rail Operations Center (ROC) using the communication devices (G-Tel, P-Tel, and E-Tel) located on rail platforms.</li> </ul>

### 2.3 Minimum Baseline Thresholds for Public Outreach

Metro encourages public participation at every decision opportunity at all stages of the lifecycle of each project, program, or initiative, from planning to implementation, including:

- > New policy or policy changes, such as possible changes to bus and rail service, fares and other programs
- > Development, planning and construction of new projects and programs, including bus, rail, highway and transit-oriented communities

Metro has established minimum baseline thresholds (see below) for public outreach activities to ensure they are aligned with the agency's Equity Platform, which emphasizes the importance of engaging historically marginalized and underrepresented voices, including people of color and people with low incomes. Outreach tactics are specifically tailored based on the characteristics of the surrounding community, stage of the project and related outreach objective, history of Metro activity in the area, and other factors that vary between project, program, and initiative. As an agency serving the nation's most populous county, Metro outreach tactics seeks to scale the availability of information and input opportunities to the widest possible audience as allowed by available budgets and tools, with priority on current and prospective riders and people that may be disproportionately harmed or burdened, as follows:

- > **Transit riders.** Metro knows from its annual customer surveys that the current population of transit riders includes a higher percentage of people with low-incomes, people of color and people with more limited transportation options than the general population of LA County. For this reason, outreach related to updating, modifying, or expanding service prioritizes inclusion of transit rider voices as a primary audience. While Metro values input from all members of the public, operating successful public transportation is its core mission; thus, the agency makes special efforts to receive input from its riders, those more likely to ride public transit and those more likely to benefit from access to Metro services. Riders have more insight on the type of services, routes and investments that improves their experience and that of future riders.
- > **Low income, people of color and people who regularly use Metro.** As part of the Equity Platform framework's guidance for defining equity, Metro adopted a working profile for its equity prioritization by mapping incomes, race and ethnicity, and limited automobile ownership; the areas where all these characteristics are most present are known as Equity Focus Communities (EFCs) and represent areas with the greatest mobility needs across Los Angeles County. These demographic characteristics guides Metro's work to reach historically marginalized communities and ensures that their voices are included in Metro processes. In doing so, Metro also considers other need-based factors, such as barriers for people with disabilities, to prioritize efforts to gain input from communities with the greatest needs that can be served by improved access to transportation.
- > **Representative of the corridor.** Using internal data resources, Metro generates a demographic profile of the impacted area for each project, program, or initiative – some of which are countywide. Based on that profile, Metro sets targets for reach of information, and quantities of feedback and input that match the demographics of this profile, including prevalence of EFC demographic characteristics. At minimum, this helps Metro ensure that EFCs and communities with the highest needs have input at levels representative of their prevalence in the area that the project, program or initiative touches.

### 2.4 Public Participation Plans for Individual Studies and Initiatives

Beyond the Minimum Baseline Thresholds, this Plan outlines additional Strategies, Methods and Procedures (Section 4) that Metro uses to conduct comprehensive community outreach and encourage robust community engagement at every decision-making opportunity. It also describes how each Metro study or initiative develops an individual Public Participation Plan that targets the individual needs of its stakeholders. This tailored approach provides a structure for meaningful dialogue and broad public access throughout the decision-making process.

To achieve both state and federal sustainability goals for the region, and in accordance with fulfilling the Short and Long-Range Transportation Plans' range of multi-modal solutions, Metro is typically conducting 30 or more studies at any given time throughout LA County to determine preferred alternatives for consideration to fund, build and operate. These studies evaluate both transit and highway, as well as local arterial impacts, and analyze the factors that improve air quality, mobility, pedestrian and cycling accessibility, as well as the required California Environmental Quality Act (CEQA) and National Environmental Protection Act (NEPA) disciplines necessary for completion of an environmental document. For all studies and initiatives, Metro applies the concepts articulated in the Four Factor Analysis as paramount to the structure and implementation of public participation. This tenet ensures that public investment includes those who require encouragement through targeted outreach to be at the table when options are considered and decisions are made.

Each Metro study has an individual public participation plan that targets the specific needs of the stakeholders of a project that frequently goes above and beyond Metro's baseline thresholds for public participation.

Strategies for public participation vary depending on the scope and breadth of the study or initiative and on what is known to be familiar and accessible locations, forms, and forums for communication. In addition to tailored strategies, many studies and projects at Metro have their own websites and can communicate with stakeholders digitally through social media. Others utilize existing Metro social media resources. Advances in electronic communication and social media platforms have cleared new pathways for widespread distribution of information that are especially helpful when there are outlying communities in geographically expansive study areas.

## CHAPTER 3

# Implementation of the Guiding Principles

## An Integrated Team for Stakeholder Engagement and Continuity

Given the range of agency responsibilities and the breadth of the county it serves, Metro has developed expertise in outreach and public participation that is carefully tailored according to the specific needs of each project or program, while maintaining a sustained relationship to stakeholders countywide. The commitment to engage stakeholders in the decision-making process has resulted in the development of specialty teams that function under the banner of Community Relations.

Those teams are:

- > Operations, Local Government and Countywide Initiatives (OLGCI)
- > Planning and Environmental Communications (PEC)
- > Project Delivery, Construction Relations and Mitigation Programs (PDCRMP)
- > Art + Community Enrichment
- > Customer Care

The objective of Community Relations is to ensure Metro's connectivity to stakeholders, whether it relates to daily issues, operations, studies, initiatives, construction activity impacts or preparation for safe use of a system once built and ready for service. All these agency activities require a measure of public participation. In close coordination is Metro's Customer Care Department whose staff receive, track and respond to all travel inquiries, comments and complaints from the public.

Public participation is also fostered and maintained by five sub-regional Metro Service Councils, an Accessibility Advisory Committee, a Citizens Advisory Council, a Technical Advisory Committee, as well as several other non-elected planning and advisory committees which provide guidance and leadership on numerous Metro programs and initiatives

### *Organizational Changes to Metro's Community Relations Department*

#### 3.1 Operations, Local Government & Countywide Initiatives (OLGCI)

This unit provides the link between Metro and the 88 cities and unincorporated communities of Los Angeles County. OLGCI staff build relationships across Los Angeles County with grassroots organizations, local government partners, Councils of Governments (COGs), business, Metro Service Councils, and other stakeholders to design, support, and implement equitable public engagement to advance efforts for all agency initiatives, bus and rail operations, planning studies, projects and programs.

The unit represents the agency and serves as a resource to city elected officials and staff, as well as other stakeholders such as chambers of commerce, COGs, faith leaders, institutions, community based and other organizations. The OLGCI team provides information about Metro bus and rail service, projects, programs and initiatives in public meetings, community presentations, public hearings, city council meetings, community events, and other stakeholder gatherings. OLGCI works closely with the Planning and the Environmental Communications team. Some staff have crossover duties in both teams. Team members are assigned to geographic subregions or program areas ensuring they are familiar with the communities, issues and stakeholders throughout the County.

The team is also assigned to support Metro's Service Councils, Citizens Advisory Council, community roundtables, and other established advisory committees, as well as to oversee or support special community partnership initiatives such as Metro Conversations, Youth Council and Metro's Countywide Faith Leaders Roundtable.

#### 3.1.2 Operations & Countywide Initiatives

The Operations and Countywide Initiatives (OCI) team leads, develops and implements innovative community engagement strategies to ensure all communities have an equitable voice in helping to shape Metro countywide initiatives and programs. The team supports community engagement efforts on operational changes to the Metro system such as implementation of the NextGen Bus Plan, service changes and shake ups, and the current operator recruitment effort, among others. The team also leads engagement activities that support the implementation of the agency's Customer Experience Plan.

#### 3.2 Planning and Environmental Communications (PEC)

The Planning and Environmental Communications (PEC) team leads in developing and implementing community engagement programs to support Metro Planning, Highway, Regional Rail and Congestion Reduction Projects that are in the planning phase of development. The PEC team delivers comprehensive, inclusive and equitable engagement activities for Los Angeles County residents in accordance with Metro's Public Participation Plan, Equity Platform, and California Environmental Quality Act (CEQA) and National Environmental Protection Act (NEPA) guidelines. The team also manages, develops and implements public participation programs for CEQA and NEPA environmental clearance procedures and guides projects through key milestones to deliver engagement activities on-time and on-budget from the environmental planning phase through engineering and construction, minimizing the risk to project schedules.

### 3.3 Project Delivery, Construction Relations and Mitigation Programs (PDCRMP)

When a project proceeds into construction, the Project Delivery, Construction Relations and Mitigation Programs (PDCRMP) team steps in to manage the community impacts called out in the environmental planning documents and the impacts that are created by construction activities. This team is the beneficiary of the expertise developed in the study and planning stage where very specific issues have been memorialized and now require in-the-field strategies for palliative measures that sustain communities through the rigors of construction. Metro's PDCRMP team is often co-located in field offices with the project team, including Construction Management and occasionally the contractor.

In July 2013, Metro's Board of Directors approved a Metro Construction Relations program as the model to support construction mitigation for all construction projects, moving forward, including transit and highway projects. PDCRMP directs, leads, designs and develops agency-wide strategic planning for public outreach, stakeholder communications, and impact mitigation policies and procedures for construction projects. As project experts, PDCRMP communicates in layman's terms detailed construction activities to the public while ensuring accessibility is maintained to businesses and residents, to ensure fewer complaints and needed mitigations.

Public participation during construction includes regularly scheduled public meetings conveniently located within the community to the many diverse segments with the project alignments. Almost every Metro project is staffed with bilingual expertise reflective of the ethnicity and LEP population of the project area. The goal is to understand the cultural resources and inventory of community assets by utilizing diverse methods for reaching stakeholders in advance of major project milestones. Information is provided when construction is occurring in the public right-of-way, or is impactful, or activities that have a long duration.

Shared details include activity, work hours, duration and impacts. These tactics include both traditional and non-traditional outreach including construction notices through email blasts, social media, project websites, door-to-door distribution and community centers and commercial buildings. Community support is provided through a project hotline, which operates around the clock, and is staffed with on-call team members.

The PDCRMP team was required to change course slightly during the Covid-19 pandemic and moved in-person community meetings to virtual meetings. Meeting times were moved to more convenient times for each community, including early morning, lunch time or evening meetings. CRMP saw increased attendance at all construction-update meetings during virtual meetings. The team is considering how to incorporate a hybrid model of in-person and virtual meetings moving forward.

PDCRMP is responsible for Eat, Shop, Play (ESP), which is a neighborhood focused mitigation program that seeks to engage the community in supporting small businesses during construction. This is a consumer-incentivized program, free of charge to participating businesses with the goal of featuring local businesses to both the community and regional audiences, while encouraging residents, businesses, and visitors to eat at local restaurants, shop at local stores and play at local entertainment venues within each project area. Specific benefits include the following: business profiles, marketing materials, business spotlights, signage, vendor days and "lunch and learns".

In addition to Eat Shop Play, PDCRMP supports another project-based mitigation program, the Business Interruption Fund (BIF). The BIF provides financial assistance to small "mom and pop" business located along specific project alignments that are impacted by transit rail construction. The goal is to help small businesses continue to thrive through construction and post construction. The BIF is a demonstration of Metro's commitment to being a trusted community builder, partner and stakeholder.

Construction Relations and Mitigation Programs also oversees leadership councils formed as mitigation measures to support project construction. They are:

- > **Crenshaw/LAX Community Leadership Council (CLC)** is another example of a corridor-based transportation advisory body, which was formed in 2010, for the purpose of sustained involvement by representatives who serve as liaisons to the greater community as this light rail transit project is brought to fruition and into operation. The CLC has been instrumental in providing the project with assistance in informing the hard-to-reach populations of the community.
- > **Regional Connector Community Leadership Council (CLC)** was formed in 2012 to provide a continuum of station-area working groups to advise Metro through construction, specifically in the Little Tokyo community, an Environmental Justice Community. The CLC was instrumental in sharing vital information about the nuances of daily community life and helped avoid impacts that could have caused an interruption to work, saving the project money.
- > **East San Fernando Valley Light Rail Transit Project Community Leadership Council (CLC)** is expected to be formed in 2022, prior to the start of construction for this much needed transit project in the San Fernando Valley.

### 3.4 Art + Community Enrichment

The Metro Art + Community Enrichment department delivers the agency's public art programs, exhibitions, cultural programs, public tours, intergenerational educational programs, rail safety programs, a volunteer Docent Council and the agency's first Youth Council and related public participation programs. The department strives to create meaningful connections between people, neighborhoods, and destinations in advancing Metro's vision to provide world-class transportation for all.

The Community Education & Mobility unit is responsible for increasing rail safety awareness through safety education programs including informative, site-specific presentations, Rail Safety Orientation Tours and the deployment of Rail Safety Advisors. They also conduct travel training to the older adult community, provide field trips for students, and are facilitating the agency's Youth Council. The programs serve diverse communities in the neighborhoods within a 1.5-mile radius of at-grade light rail lines. The team employs outreach methods that address any potential disparities and evaluates the impact of its existing and new outreach methods with a focus on marginalized groups within equity focused communities.

As the County's cultural connector, Metro Art provides increased and equitable access to arts and culture for the agency's diverse ridership. Projects and programs uplift and reflect the needs and values of communities served through active and intentional paths of inclusion. Metro Art staff lead regular technical assistance initiatives to increase opportunities for artists at all stages of their careers. Community engagement utilizing innovative arts and cultural strategies is a longstanding foundational aspect of this program. The department has partnered with numerous arts and community-based organizations and continues to place community voices at the forefront.

#### 3.4.1 On the Move Riders Program (OTMRP)

On the Move Riders Program (OTMRP) works to empower older adults with the information and confidence to travel on fixed-route transportation, by providing one-on-one and/or group travel training, informational transit tours and safety education presentations. Through our regional Older Adult Transportation Pop-Up events, Transportation Expo and Raised on Records Concert, we strive to spread the word on our program and the value in learning how to travel on public transportation. Through these efforts, OTMRP strives to remove barriers and enhance mobility among the older adult population.

### 3.5 Customer Care

Metro's Customer Care department is the primary communication link to ensuring customers receive timely and accurate responses to their travel inquiries, resolution to their complaints, concerns, assistance with Transit Access Pass (TAP) services and other in-person customer service needs.

Metro's Information Contact Center provides route, schedule, fare and other transit information to approximately 2.5 million customers annually who call 323.GOMETRO for trip planning and travel assistance, seven days a week. It also maintains schedule, route, fare and stop data for 70 transit agencies, including Metro, in and around Los Angeles, Ventura, Orange, Riverside and San Bernardino Counties, which upload on Metro Trip Planner. Customer Information launched the operation of the Historical Union Station Information Booth, which provides in-person transit information to patrons inside Union Station.

The TAP Information Contact Center responds on weekdays to regional customers, who call 866.TAPTOGO (866.827.8646) or send emails to [customerservice@taptogo.net](mailto:customerservice@taptogo.net) requesting assistance with TAP services, on the 25 local transit agencies on TAP, including Metro. Assistance can also be requested via email at [customerrelations@metro.net](mailto:customerrelations@metro.net) or visiting the [metro.net](http://metro.net) website.

The Customer Relations team receives, tracks, investigates and responds to all customer complaints, inquiries and suggestions received via phone, email, internet, written correspondence and walk-in customers regarding Metro services, programs and projects. It is also responsible for responding to the [customerrelations@metro.net](mailto:customerrelations@metro.net) email box and the agency's switchboard on weekdays.

Customer Programs and Services respond to and support regional programs/services, provide fare media sales and pre-screen Reduced Fare and Low-Income Fare is Easy (LIFE) applications at five Metro Customer Center locations. The Mobile Customer Center travels to special events, senior centers and schools to sell fare media and pre-screen Reduced Fare applications. The Reduced Fare Program is an application processing unit; processing reduced fare applications for eligible seniors, persons with disabilities and students, providing equitable access to public transit within LA County. The Stockroom Operation processes and delivers TAP fare media orders to over 400 TAP third party vendors and the Metro's Lost & Found location which receives, inventories and provides customer retrieval of lost articles found on our buses and trains.

In person support by Customer Care can be found at centers located countywide and they are:

#### **Union Station/Gateway Transit Customer Center – East Portal**

One Gateway Plaza  
Los Angeles, CA 90012  
6:00am–6:30pm, Monday–Friday  
Photo booth available

#### **Baldwin Hills Crenshaw Customer Center**

3650 W. Martin Luther King Blvd., Ste 189  
Los Angeles, CA 90008  
10:00am–6:00pm, Tuesday–Saturday  
Photo booth available

#### **East Los Angeles Customer Center**

4501 B Whittier Bl  
Los Angeles, CA 90022  
10:00am–6:00 pm, Tuesday–Saturday  
Photo booth available

#### **Rosa Parks Customer Center Willowbrook/Rosa Parks Station**

11720 Wilmington Ave  
Los Angeles, CA 90059  
6:00am–6:30pm, Monday–Friday

#### **Wilshire/Vermont Customer Center**

3183 Wilshire Blvd, Ste 174,  
Los Angeles, CA 90010  
10:00am–6:00pm, Monday–Friday

### 3.6 Metro Advisory Groups

In addition, Metro Community Relations units provide additional support to non-elected planning and advisory committees, which offer important guidance and leadership on a variety of Metro projects, programs and subject-area initiatives.

#### Advisory Body Compensation Policy (ABCP)

In September 2021, the Metro Board approved an advisory body compensation policy (ABCP) that was spearheaded by the Office of Equity and Race. ABCP determines if and when members of the public who serve on Metro advisory bodies can be compensated. Advisory bodies are defined as Metro-created or sanctioned groups that voluntarily provide input to Metro on programs, projects and other initiatives. The ABCP has three tier categories for compensation: 1) Advise, 2) Advise and Prepare and 3) Advise and Collaborate. The level of responsibility, time commitment and roles of the advisory member increase with each tier, along with the compensation rate, as described below:

1. **Advise:** Applies to advisory bodies that largely play the role of an advisor for Metro staff with minimal responsibilities outside of attending meetings.
2. **Advise and Prepare:** Applies to advisory bodies responsible for one to two hours of advance preparation for meetings on top of attending meetings.
3. **Advise and Collaborate:** Applies to advisory bodies whose responsibilities include collaboration with other members, Metro staff, and/or other community members or external partners, to develop a shared vision and outcomes. The Advise and Collaborate tier should be applied when advisory members have a moderate to significant workload outside of advisory committee meetings.

Compensation tiers were developed to reflect the difference in roles and responsibilities of members including the difference between regular advisory body members and alternate members.

All members of the public are eligible for ABCP regardless of immigration status, housing status, ability or any other status that may be a barrier to participation. Members serving on any formal advisory body, that has been or is created or sanctioned by Metro are eligible for compensation under the Policy as of October 1, 2021, unless determined ineligible by legislation, preceding charters or bylaws, or provisions in the Policy.

The Policy excludes Metro employees and any public agency, Councils of Governments, or elected officers and their staff who serve on advisory bodies as part of their professional role. Members who 1) work for a contractor or organization holding an active contract with Metro and 2) participate or are listed in the contract activities, while serving on an advisory body are not eligible for advisory body compensation for the duration of the contract. This applies to all contractors, including non-profit organizations and community-based organizations. Once no longer under contract with Metro, an advisory body member may receive compensation.

Metro's current roster of advisory groups are:

**Metro's Accessibility Advisory Committee (AAC)** meets twice every quarter and is facilitated by the Office of Civil Rights, Racial Equity, and Inclusion. Meetings are held in person at Metro headquarters but have temporarily migrated to a virtual platform due to the Covid-19 pandemic. The purpose of the AAC is to provide feedback on accessibility-related issues regarding Metro's programs, services (including over 200 bus and rail routes) and facilities, which must be fully accessible to all customers, including those with disabilities. AAC agendas are available in alternative formats upon request and live captioning and language interpretation is provided at every AAC meeting.

**Metro Citizen's Advisory Council (CAC)** was authorized by State Charter as an advisory body of community representatives from throughout the region to consult, obtain and collect public input on matters of interest and concern to the community, and communicate key feedback and CAC recommendations to Metro. Issues may also be assigned to the CAC by Metro for its review, consideration and recommendation. The CAC meets twice monthly, once at the beginning of the month for their Executive Committee Meeting and once towards the end of the month for the General Assembly Committee Meeting. Every active/voting Metro Board member may directly appoint up to four members to the CAC.

#### Metro Advisory Body Compensation Structure\*

COMPENSATION	REGULAR COMPENSATION RATE	MAXIMUM COMPENSATION PER FISCAL YEAR	ALTERNATE RATE	MAXIMUM COMPENSATION PER FISCAL YEAR
Community Meeting and Public Hearing Noticing	\$100 per meeting	\$3,100	\$75 per meeting	\$2,500
Community Meeting and Public Hearing Locations and Times	\$150 per meeting	\$4,300	\$125 per meeting	\$3,700
Community Meeting Language Translation	\$200 per meeting	\$5,500	\$175 per meeting	\$4,900
Public Hearing Language Translation and Documentation	\$50 per meeting	\$3,100	\$50 per meeting	\$1,200

\*CPI annual increases can occur.

During the pandemic, Metro staff rapidly mobilized to transition in-person CAC meetings to online virtual meetings. Metro staff ensured continued public access to these meetings via web and/or via toll-free telephone hotline options. All CAC meetings were held in accordance with the Brown Act and frequently emerging policy changes related to the ongoing COVID-19 pandemic. Despite the health crisis these past couple of years, Metro's CAC gained greater diversity of its membership and saw an increase in the numbers of public members attending these meetings. Additionally, during the pandemic, the CAC started implementing Metro's Equity & Race Department's recently adopted Advisory Body Compensation Policy efforts.

To be more inclusive of the people it serves, the CAC is referenced by their informal name "Community Advisory Council" (CAC). This change, per the councilmembers request, connotes a much more welcoming atmosphere at their meetings. The Community Advisory Council is legislatively identified in Public Utility Code §13000 et seq. as the Citizens' Advisory Council.

**Metro's Technical Advisory Committee (TAC)** was state mandated in 1977, and Metro's Planning Department oversees the group. It has undergone periodic reviews of its membership, functions and responsibilities based on the changing needs of Metro; however, its role remains relatively unchanged. The TAC reviews, evaluates and comments on various transportation proposals and alternatives within Los Angeles County. Transportation issues heard by the committee include the funding, operation, construction and maintenance of bus and rail transit, streets and freeways, demand and system management, accessibility for persons with disabilities, air quality improvements, goods movement, sustainability, and active transportation. The TAC supports the equity platform and all Board-adopted priorities. The committee is currently composed of 35 voting and non-voting members representing agencies throughout LA County. The TAC includes four subcommittees: Bus Operations Subcommittee (BOS), Local Transit Systems Subcommittee (LTSS), Streets and Freeways and Transportation Demand Management (TDM)/Sustainability.

**Metro's Transportation Business Advisory Council (TBAC)** was established by state law in 1992 and is staffed by Metro's Diversity & Economic Opportunity Department (DEOD). It is comprised of professional business associations representing an array of industries and trades to advise Metro on matters regarding the disadvantaged business enterprise program to enable the authority to meet or exceed women and minority business enterprise participation goals. TBAC plays an important role in advocating for small business owners to have increased access to Metro contracting opportunities.

**I-710 Task Force** was initiated in September 2021 and meets approximately every four weeks. The task force meetings are a space for task force members to meet, discuss, plan and debate issues related to the I-710 South Corridor. Ultimately, the I-710 Task Force will develop recommendations for multimodal strategies, projects and programs, and an Investment Plan to improve communities and transportation within the I-710 South Corridor and adjacent communities.

**Metro Policy Advisory Council (PAC)** was established in early 2017 to review, comment and provide input on the draft Measure M Master Guidelines, the Long-Range Transportation Plan (LRTP) and other work plans and policy areas that the Metro Board may request. The PAC meets quarterly to advise on Metro's priorities for the region, including increased equity and improved mobility for all Metro stakeholders.

**Metro's Public Safety Advisory Committee (PSAC)** was established by the Metro Board of Directors in June 2020 to provide recommendations on how Metro can reimagine public safety and include community-based approaches. This includes providing feedback on non-law enforcement alternatives, such as the transit ambassador program and community stewardship. The 15-member committee meets the first and third Wednesday of each month and translation services are provided at each meeting. Due to the pandemic, meetings have been held virtually.

**Metro Youth Council** debuted in October 2021, when Metro announced that it was creating its first Youth Council to develop the capacity of young people to engage with and participate in Metro's plans, projects, programs and initiatives. The first council members were selected after receiving over 200 applications countywide. When selecting youth, staff were committed to ensuring membership was equitable and consisted of young people that reflected the diverse demographics of Los Angeles County.

Metro's Youth Council has 27 members between the ages of 14 to 17 years old. Members will serve for a one-year term where Metro aims to: listen to concerns, learn from, and receive new ideas and perspectives, engage our future community leaders, and increase their awareness of Metro, empower youth to share their voices in transportation decision making and create lifelong riders.

**Metro's Sustainability Council** has a mission to improve sustainability efforts by developing targets, metrics and strategies to assist Metro in achieving stated sustainability program goals. The council advises in the development of Metro's sustainability goals, establishes targets and performance measures, and assists in the tracking and reporting on a quarterly basis as outlined in Motion 57's four major categories:

1. Climate Change & Resiliency
2. Energy
3. Solid Waste & Recycling
4. Water

The council also aims to improve understanding of our constituents and stakeholders of the sustainability-related efforts and opportunities at LA Metro.

### 3.6.1 Metro Service Councils

To continuously address Metro bus and rail service concerns in the communities they address, the Metro Board created five sub-regional Service Councils established in 2003. The Metro Service Councils are staffed by Operations personnel with participation from the Local Government & Community Partnerships Unit. Councilmember nominations are made by local jurisdictions and Councils of Government (COGs), then approved for appointment by the Metro Board of Directors. As a condition of membership, Councilmembers must live, work or represent the communities within the boundaries of the designated regions they represent. These Councils meet monthly, receive public input on Metro service, review and recommend service changes, receive presentations on all agency initiatives, and meet quarterly with the Chief Executive Officer of the agency. Public participation is encouraged at all Service Council meetings which are publicly noticed in accordance with the Brown Act.

The Service Councils transitioned to virtual meetings in May 2020 in response to the COVID-19 pandemic. With that transition, Service Councils began to stream their meetings via the Metro website, accept public comments prior to meetings via email, and in real time during meetings via online comment forms and by phone. This transition has enhanced the ability of the public to conveniently participate and has resulted in the participation of new members of the public who had never previously attended or commented at a Service Council meeting. The Service Councils are currently exploring methods to continue to offer this enhanced access to these public meetings once in-person meetings resume.

CHAPTER 4

# Strategies, Methods and Procedures

The strategies, methods and procedures outlined here are integral components to the effectiveness of Metro’s Plan in meeting and exceeding federal guidelines. They are consistent with the letter of law and legislative intent of: Title VI Civil Rights Act of 1964, Executive Order 12898 (Executive Order for Federal Agencies to address Environmental Justice in Minority Populations and Low-Income Populations) and FHWA’s Title VI program obligations. The Plan is also responsive to the direction of FTA Circular 4703.1 that provides guidance “in order to incorporate environmental justice principles into plans, projects and activities that receive funding from FTA.” Guidelines from FTA Circular 4702.1B, directing recipients on the responsibilities to integrate their programs and activities to include LEP (70 FR 74087, December 14, 2005), are also acknowledged by specific outreach activities defined in this section.

The strategies, overarching methods description and procedures summarized, present comprehensive and targeted ventures customized to serve the public and meet federal law and guidelines. They also broaden the value of transit service through stakeholder access and deliberations.

Metro’s charge is to develop strategic plans and implementing methods to be consistent with Circular 4702.1B as follows:

- > Ensure level and quality of public transportation service is provided in non-discriminatory manner
- > Promote full, fair and equitable participation in public transportation decision-making without regard to race, color or national origin, sex, age, disability, religion, sexual orientation, gender identity or other protected classes enumerated in federal and state laws
- > Ensure meaningful access to transit-related programs and activities for persons with limited English proficiency.

In addition, and consistent with FTA Circular 4703.1, Metro conducts an Environmental Justice Analysis, as required, that:

Avoids, minimizes and mitigates disproportionately high and adverse effects, ensures the full and fair participation by all potentially affected communities and prevents the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

## LA County in 2020

RACE/ ETHNICITY	
African American/ Black (not Hispanic or Latino)	7.8%
American Indian/ Alaskan Native Alone	0.2%
Asian Alone	14.6%
Native Hawaiian/ Other Pacific Islander Alone	0.2%
Hispanic or Latino	48.3%
White (not Hispanic or Latino)	25.9%
Some other race alone	0.4%
Two or more races	2.6%

INCOME	
Median Household Income (dollars)	\$71,358
Per Capita Income (dollars)	\$35,685
Percentage of families and people whose income in the past 12 months is below the poverty level	14.2%

TOTAL CIVILIAN NONINSTITUTIONALIZED POPULATION WITH DISABILITY	
Persons with Vision Difficulty	2.0%
Persons with Hearing Difficulty	2.5%
Persons with Ambulatory Difficulty	5.8%

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year

### 4.1 Languages Spoken in LA County (with more than 1,000 LEP Persons)

Limited English Proficiency (LEP) Populations: The 2016-2020 ACS five-year estimates show a total population of 10,014,009 for LA County. Data on languages spoken in Metro’s service area is gathered from multiple sources for the Four Factor Analysis. Of the 9,447,621 people who are at least five years old, an estimated 2,191,084 people, or 23%, speak English less than “very well.” The table shows the breakdown of those languages for Los Angeles. Maps included in the 2019 Factor One LEP Analysis show concentrations of LEP groups by language within the County of Los Angeles, especially within the City of Los Angeles, and will be utilized for targeted customer outreach in those languages.

Metro is charged with developing strategy and implementing a public access practice that informs and engages distinct socio-economic communities within large geographic swaths of LA County. However diverse, these communities are connected by an opportunity for improved transit services and the desire to reduce or improve their daily commutes to jobs, health providers, schools and businesses. The Plan formally outlines the way in which Metro provides meaningful, pragmatic and cost-effective outreach that is responsive to information gathered in LEP community surveys and other

public comment on the types of information and interactions deemed most useful.

This information is critical to informing Metro’s Plan. A comprehensive community outreach, public information and engagement strategy is designed to serve all stakeholders regardless of their gender or age and including LEP, minority, low-income and people with disabilities, within the project service or study area. The strategies, methods and implementation combine traditional outreach practices with evolving technologies. Metro recognizes that there are many communities without equal, daily access to the range of social media sites in use. Therefore, the development of each specific public participation plan includes the assessment of how best to effectively communicate with technology within low-income, LEP and minority communities, coupled with outreach methods to engage people with disabilities, hard-to-reach communities, and general population stakeholders. This combined approach provides meaningful and broad public access to the public process.

The agency is informed quickly through technology that allows immediate feedback and perspective on the value of these applications in engagement. It also presents user

LANGUAGE SPOKEN AT HOME (AGE 5 AND OLDER)	TOTAL POPULATION	NUMBER OF LEP LANGUAGE SPEAKERS	PERCENT OF TOTAL POPULATION	PERCENT OF LEP POPULATION
Spanish	3,657,846	1,458,177	15%	67%
Chinese (incl. Mandarin, Cantonese)	386,759	228,429	2%	10%
Other Indo-European languages	370,326	142,364	2%	6%
Korean	167,915	99,518	1%	5%
Other Asian and Pacific Island languages	159,900	72,278	1%	3%
Tagalog (incl. Filipino)	227,097	70,467	1%	3%
Vietnamese	83,012	50,519	1%	2%
Russian, Polish, or other Slavic languages	68,972	28,674	0%	1%
Arabic	44,002	16,509	0%	1%
Other and Unspecified Languages	64,099	14,704	0%	1%
French, Haitian or Cajun	42,488	6,504	0%	0%
German or other West Germanic languages	26,797	2,941	0%	0%

## Public Outreach Milestones in the Environmental Process



### ONGOING PUBLIC PARTICIPATION

performance measures through comments. Qualitative and quantitative results are used to adjust project/plan outreach and to contribute over time to strategic outreach planning.

#### 4.2 Strategies for Public Engagement

Metro's Plan provides multiple platforms for communication, providing comfortable, accessible, far-reaching, broadly serving and individually engaging settings. The examples below are associated with public participation plans on both regional and local plans. These strategies, methods and tools have been overlaid to foster ongoing public involvement in decision-making.

Metro's examples of strategies include:

- > Convene an advance-planning team that includes technical project planners, demographic and data resource researchers and community outreach specialists to identify anticipated issues from various stakeholder positions.
- > Utilize additional data resources beyond Metro's LEP Four Factor sources, as appropriate, to advance the effectiveness of team outreach planning in diverse socioeconomic communities.
- > Advance and integrate the principles of environmental justice through the Plan by selecting Metro team members with special cultural and linguistic abilities, as well as historical, economic, and local knowledge, who can contribute to the development of a best practice palette

to address barriers and broadening input.

- > Identify community leaders, government and community-based organizations to provide input on known barriers to communication.
- > Analyze existing community-based informational channels, via appropriate organizations' networks and through consultation with civic, community or grassroots leadership to advance transmission of information at a grassroots level.
- > Identify and create ongoing communication practices that respond to communication barriers, including multilingual platforms (including sign language translation) that will provide a means of participation and information exchange.
- > Identify a range of outreach activities that can inform members of diverse communities of new or ongoing projects and programs, or to advanced planning for a formal public hearing process.
- > Develop a multi-language communication platform, based on demographic and community input, that equalizes opportunities among identified stakeholders for access to information from the inception of a project through its completion and operation phase.
- > Identify outreach options that provide opportunities for initial comments and create a structure to incorporate received feedback throughout the ongoing outreach process and, when feasible, into the plans and projects themselves.
- > Ensure that if Metro is requesting public feedback, stakeholders are given sufficient lead time to provide comments.
- > Identify the potential uses of electronic communication,

including websites, web video and social media, while ensuring the Plan takes into consideration individuals and households who may have limited access to or challenges using computers and other communications electronics.

- > Measure public engagement and adjust public participation plans by monitoring metrics and transit stakeholders' comments.
- > Measure public engagement and adjust long-range planning services based on query and monitoring of public comment from varied customer service interactions and stakeholder groups.
- > Metro is working on a translation glossary for each of the Limited English Proficiency (LEP) languages so that Metro key terms are translated consistently by internal and external translators. This will significantly reduce variances in translation and overall confusion by customers.

For every program, plan, project or initiative, Metro's technical, environmental and community engagement evaluates and determines the most effective methods for involving the public during the decision-making process. These methods are adjusted to fit the project audience goals, and objectives. This advanced team also identifies, designs,

and implements ongoing communication methods that engage Metro customers and increase opportunities for expanded participation.

#### 4.3 Methodology and Menu of Public Participation Tools & Purpose

As part of our public involvement process, Metro uses varied tools to encourage, facilitate and engage the public in dialogue and activities. This is sometimes accomplished through the creation of advisory groups that include varied civic, community and government entities affected by proposed or planned projects or service changes. In other instances, this is facilitated by the dissemination of notice and project information, through various formats via in person and by written notice, and through our network of community-based partners.

Engagement approaches are tailored to engage our diverse population. In this process, the plan is mindful in identifying and including people of color and low-income participants, people with limited English proficiency (LEP) and people with disabilities. Methods provide meaningful access to our engagement activities by making available the service of interpreters and providing materials in appropriate languages, adapting a wide range of media communications to advertise and increase public participation.

The menu of public participation tools listed below includes an explanation of its value to this process. Marketing materials and translation practices are consistent with

Metro's LEP Plan and federal guidelines. Additional interpretive language assistance, whether officially required or not, is provided as needed.

### 4.3.1 Meeting Planning – Location & Structure

First and foremost, meeting venues should be transit accessible and ADA compliant. Meeting planning takes into consideration minority, low-income, LEP community members and individuals with disabilities on varied work and family schedules. Meeting times and venues are selected to allow for greater participation of diverse groups, including under-represented participant groups (college age, seniors, disadvantaged). Metro publicizes meetings through multiple distribution channels, is sensitive to multiple language needs and selects transit accessible venues in compliance with the Americans with Disabilities Act of 1990 (ADA).

Meeting venues are selected on several criteria:

- > Room size (selected to accommodate anticipated attendance and ADA requirements)
- > Room layouts that help facilitate dialogue, input and accessibility
- > Technology infrastructure for presentations or multilingual communication
- > Hours of operation of facility coincide with nearby transit service hours to ensure transit dependent community's attendance
- > Geographic location within impacted or hard-to-reach stakeholder communities for convenience and comfort of dialogue

Spanish is the non-English language that is most frequently encountered in the Metro service area and is therefore offered at virtually every public meeting. In addition, fact sheets and other handouts are translated consistent with demographic analysis. Multilingual communications are called for in many communities, and documents and translations are offered if useful and as required. ADA accommodations, such as sign language interpreters, are provided on an as-requested basis if requests are received by staff at least three working days'

(72 hours) advance notice. In addition, information is also made available in large print and Braille as necessary when requested.

### 4.3.2 Meeting Types

Metro values direct interaction with community members. The following are the types of meetings designed to achieve that goal:

- > Scoping meetings and public hearings (required meetings) introduce the public to the proposed projects and plans, present anticipated ongoing activities, provide ways to engage and follow the project, and register comments and concerns.
- > Meetings are translated as required, given demographic and LEP factors. Collateral materials are also developed and distributed when required and to facilitate dialog and an understanding of key stakeholder issues.
- > Workshops and briefings are held to update stakeholders and resolve new or ongoing issues.
- > Advisory committees/roundtables among constituents at the grassroots level offer input and resolution to issues/mitigations.
- > Community meetings are provided during pre-environmental, environmental review process and other Metro-related projects, programs and initiatives. Participants include local civic, business and community-based organizations, elected officials, and the public. Meetings are publicized in multiple languages through postal mailers and e-blasts, and via new media sources.

- > Pop-ups are utilized for Metro staff to provide project information and gather input from stakeholders at local community events, such as festivals, conferences and holiday gatherings.
- > Community tours are designed and hosted by Metro staff to provide stakeholders an experiential learning opportunity to better understand a proposed project, construction activities, Metro's extensive art program, transit safety or other programs and initiatives at Metro.
- > One-on-one and group briefings are conducted with community leaders, elected officials and staff and individual stakeholders.
- > Specific design meetings engage the public by introducing the technical considerations and offer solutions to potential impacts or present design opportunities.
- > Community relationships are enhanced through the established Metro Service Councils, a sustained source of community input for the last 16 years.

### 4.3.3 Public Meeting Notice-Delivery System

A wide variety of media are available to notice public meetings:

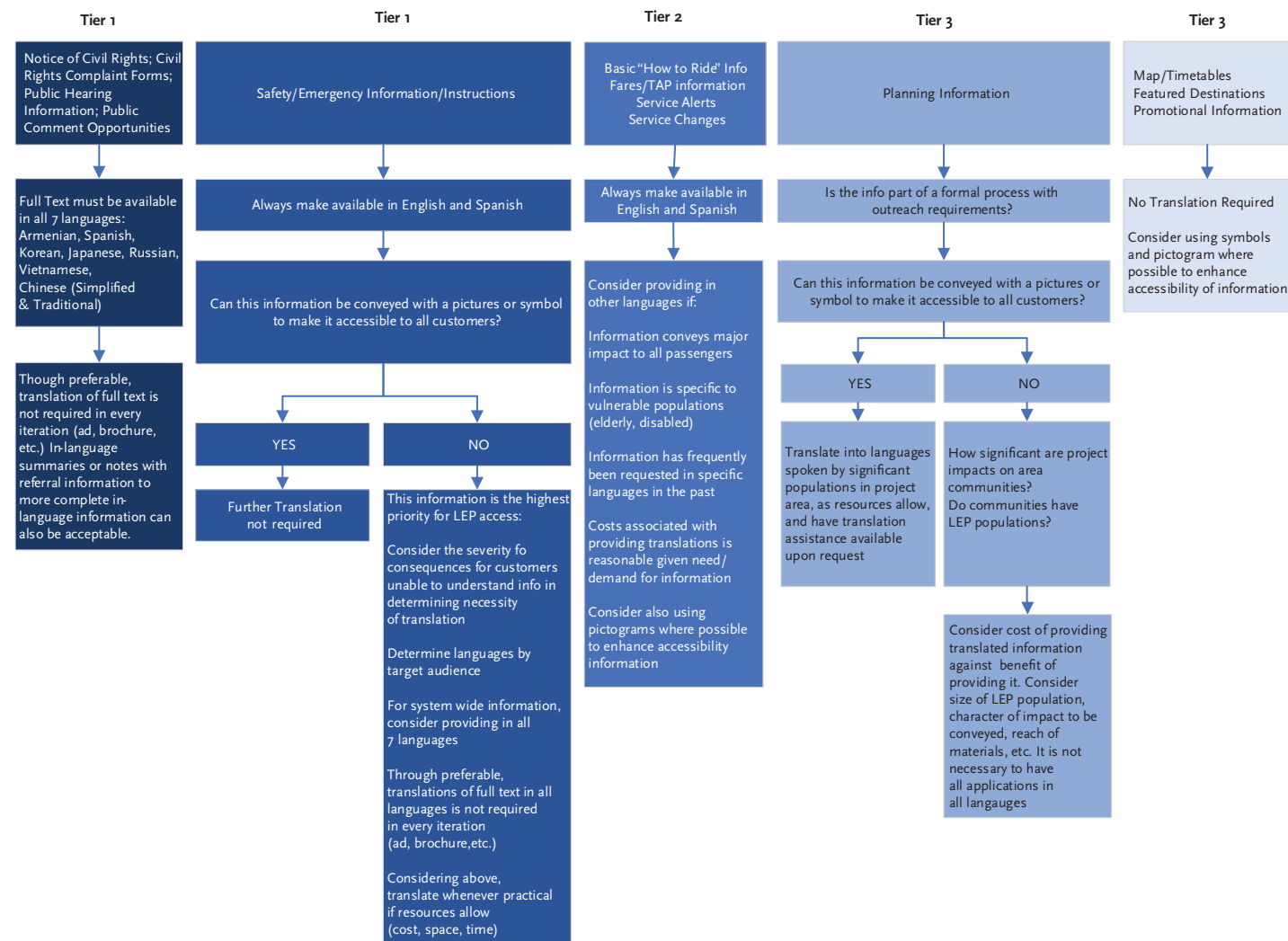
- > **U.S. Postal Service** – Traditional mail service can be employed for initial meeting noticing, as well as to publicize community workshop opportunities, project updates and activities during the environmental process and for construction updates and service impacts.
- > **Email** – Email can also be used to reach stakeholders and community members. Recipients have previously opted into email communications by providing their email addresses. E-blasts are sent by Metro and through community partners in advance of initial milestone meetings and for updates.
- > **Location placement** – Meeting notices in multiple languages are often posted in high-traffic gathering

places that can include colleges, parks, libraries, community and senior centers, farmers markets, cultural events, local elected officials' offices, civic and other community-based centers.

- > **Community networking** – Metro frequently partners with community and business organizations to distribute notices through their proprietary channels and social media networks. Metro's team attends and distributes notices at cultural and neighborhood events when feasible. Metro provides content to varied community groups and elected officials for posting on community calendars including transit coalitions, neighborhood and economic development councils.
- > **Posters** – Multilingual posters at terminal points can also be used as an effective means of noticing meetings and directing individuals to general information about Metro.
- > **Social media and paid advertising** – Strategic use of paid advertising on Facebook, Instagram and other platforms in English, Spanish and other languages as needed are often used to target locations and/or demographic groups that are directly affected by what is shared at the meetings. Metro's Facebook, Twitter, Instagram and other social media platforms are also used to provide notices of upcoming meetings.
- > **Metro's blogs and press releases** – Meeting notices are often shared through Metro's English-language blog *The Source* and Metro's Spanish-language blog

### Metro’s Language Assistance – Reference Guide

To determine translation requirements, first ask: “In which category does this item belong?”  
Please contact Civil Rights Office for questions.



*El Pasajero*. Metro also provides press releases to a broad spectrum of media partners to share information about upcoming meetings.

comments, stream recorded meetings, view PowerPoint presentations and sign up to receive email updates about the specific project.

### 4.3.4 Online Communications – Meetings, Updates & Ongoing Communications

The ongoing pandemic and supporting health orders have encouraged the agency to take different approaches to engage those who support and depend on the transportation infrastructure. The timing of online meetings shifted during the height of the “Safer At Home” orders, with online meeting attendance and participation hitting all-time highs during daytime hours and plummeting with evening hours. Construction update meetings shifted from lunchtime, in-person meetings to online afternoon meetings.

To make best use of resources, staff conducts a complete review of why an online meeting is needed, what information is to be presented, what response or direction is needed from stakeholders, and how can staff appropriately engage and respond to community concerns. The Metro workforce is in transition, and how people move throughout the day is changing. Our online engagement must evolve to best support this transition.

- > The Metro Rider’s guide, available on metro.net, provides web visitors with transportation information assistance in seven languages in addition to English. Additionally, Metro offers Google Translate on every web page for language accessibility above Title VI requirements.
- > Metro’s *The Source* is a transit blog presented in English; its Spanish-language counterpart is *El Pasajero*. *The Source* announces meetings, project updates, proposed project plans, video presentations, Board actions and other transportation news. Readers can also comment on stories or share them on their own personal social media sites.
- > Metro has created landing pages for many of its projects, with up-to-date information available in bi- or multilingual formats, as appropriate. Visitors are invited to provide

- > Metro strategically utilizes online advertising in English, Spanish and other commonly used languages, targeted to demographic groups and project parameters in such platforms as Facebook, Twitter, Instagram and others.
- > Metro is actively engaged in popular social media sites Facebook, Twitter, and Instagram to conduct engagement campaigns, provide project updates, and direct users to information, meeting announcements and special events.
- > Metro monitors its social media outlets to ensure content is appropriate and useful, to gauge areas of concern and interest and to measure customer satisfaction.
- > The public is invited to contact project staff through project helplines. The system allows callers to leave messages and staff with appropriate language skills return calls. The public is advised of the project-specific helpline through Metro’s website, printed materials, ads and in-person engagement.
- > As projects develop and reach milestones, email updates are sent to community stakeholders. Metro also shares these email updates with its key stakeholders, including partners and community-based organizations, for them to distribute the email updates through their own networks.
- > The agency maintains online space on the Nextdoor platform, located at [nextdoor.com/pages/los-angeles-county-](https://nextdoor.com/pages/los-angeles-county)

*metropolitan-transportation-authority-metro*; and regularly posts project information, construction updates and major agency announcements.

Facebook, Twitter and Instagram.

### 4.3.5 Limited English Proficient (LEP) Language Assistance Tools

A Metro advisory card has been prepared listing how to get language assistance services. As identified in Metro's LEP Plan, the information is listed in seven languages other than English. Pocket transit guides are also offered in seven languages and distributed at meetings and through customer service sites. These can assist stakeholders with long-term interest in the plan, project or service change action, to access community meetings and get additional information in-language more easily.

To provide quality and meaningful LEP assistance to our customers, Metro staff utilizes the following Tier System as a guide to determine translation requirements.

### 4.3.6 Broadcast & Print Media

- > Media alerts and releases are distributed to multilingual news sources, media briefings for minority-owned and distributed newspapers
- > Display ads in Spanish-language media and other outlets are purchased as appropriate
- > Press releases are distributed to websites, blogs,

### 4.3.7 Additional Approaches to Communications

- > Business Webinars are announced on the project website, notice is emailed to stakeholders, promoted via a project's social media sites and posted on regional blogs and local organizations' websites.
- > Virtual meetings and simultaneous broadcast of meetings are often hosted via Lifesize, Zoom, GoToMeeting, Microsoft Teams and Metro's website.
- > YouTube™ videos are produced and posted to provide broad accessibility, and include news programs, transit project information, bus routes, rail services, safety and security information as well as public meetings. Information posted is often relayed in multiple languages and includes video dubbing and subtitles for some public service messages.
- > Door-to-door campaigns in various languages in both residential and business communities are employed to increase participation and access of potentially affected stakeholders.

### 4.3.8 Evolving Practices – All Stakeholders Including LEP, Minority, Low Income, and Individuals with Disabilities

- > Management: "Advance Team" Assignment – Staff with multilingual, cultural, historical, economic, or special community knowledge provide early input to engagement strategies partnering with technical staff on planning matters and statistical experts to design outreach approach.
- > Technology: Public Engagement Platform Development – The launch of an internet-based Interactive GeoSocial Map presents a model for enhanced public participation, allowing close examination of proposed transit projects by stakeholders living anywhere within the LA County 4,751 square miles. Users may examine various perspectives and details of routes, post comments on maps and images to be viewed by all interested parties and further shared on social media sites such as Facebook, Twitter and Instagram. This innovative informational tool, also compatible with varied phone applications, brings greater involvement and

a new level of engagement typically found through community meetings. In addition to its value as a public participation element, it also contributes as a project monitoring and tracking mechanism.

- > Online/Digital Communication for Input and Telephone Town Halls: Metro will continue to develop engaging and effective digital communication tools to maximize public input and community engagement.

### 4.3.9 Metro's Response to Community Engagement during COVID-19

Online Engagement and Equity: During the COVID-19 Pandemic, Metro was still working to serve all its communities and to complete its comprehensive capital construction efforts. Metro endeavored to create new engagement tools and to reach out to communities disproportionately impacted by the pandemic. These are some of the new engagement tools that Metro created and will continue to implement where possible:

- > **Off-site public participation centers** – During the pandemic, Metro was concerned about the public having access to decision makers during key project milestones. To address these concerns, Metro partnered with local cities to establish remote listening locations at local City Halls and park facilities. During the Metro Board meeting the public was able to attend these remote locations along the project corridor to share their thoughts and comments as a part of the public comment process. Computers with Zoom links were set up and assistance was provided by staff to answer questions and translate languages as needed. The process brought the project closer to equity focus communities by providing technology and staffing to assist in the engagement process.
- > **Mobile Vans** – Metro established mobile van locations during public hearings and meetings to assist the public in providing comment during Draft EIS/EIR hearings for major projects. Translation, computer assistance and questions were responded to at these locations. The vans were parked at parking lots near community

centers and parks. The events were outdoors to facilitate social distancing. The mobile vans were also procured through local community-based organizations to better facilitate community engagement.

- > **Online Virtual meetings** – As a regular practice Metro set up virtual meeting rooms utilizing ArcGIS as a platform to create meetings spaces online. The StoryMap for the virtual meeting included such things as project timeline, environmental impacts, property impacts and acquisitions and project descriptions. The virtual meeting was open for the entire comment period and comments were collected with Smart Comment and added to the overall project files.
- > **Zoom Meetings** – Metro further engaged the public for public hearings, meetings and scoping meetings by using Zoom as an online engagement program. Translation was provided utilizing Zoom's translation application which allowed simultaneous translation in as many languages as were needed. Meetings often included as many as four to five languages at the same time. Presentation materials such as PowerPoints and Fact Sheets were made available in the chat and the website in all these languages.

## CHAPTER 5

# Range of Public Participation Methods Employed by Metro

A range of public participation strategies, methods and tools are developed and used to engage diverse communities and create ongoing public access, participation, and input throughout the environmental process. While Metro's engagement planning begins early and continues past the environmental approval, the purpose of this section is to present specific examples of how barriers to communication are identified and addressed, engagement is strengthened, input is garnered, issues are resolved and projects are adapted to reflect the public's values.

A comprehensive public participation plan is one that provides early and ongoing access for all stakeholders, while demonstrating the principles of environmental justice and meeting the statutory obligations placed on federal recipients under Title VI non-discriminatory regulations. Through the principles and practices herein, each public outreach process engages varied stakeholders: residents, businesses, transit users, elected officials, local area industries, local organizations and others. The parameters for development of each public participation plan are based on required analytical methods, such as demographic analysis, language assessments, customer and employee surveys articulated through the Four Factor Analysis. Other considerations include the type of plan, program or service and resources available. Additionally, Metro applies further community analysis beyond LEP's Four Factors to examine linguistic, cultural, historic, economic and social barriers that may prevent stakeholders from participating in the public decision-making process.

Once the public process has been initiated, continual adjustments are made to improve outreach, deliver information, and encourage participation. Targeted measures are customized to relay project design or respond to community issues, to facilitate discussion on determined disproportionate/disparate impacts or to expand and balance participation among stakeholders. Project updates are provided on a continuum via *metro.net*, social media and multi-language print venues, including localized community network bulletins and newspapers to promote further vetting at a grassroots level.

## Community Engagement Methods Toolbox:

- > U.S. Mail
- > Agency-owned Monitors Located at Metro Stations
- > Blogs
- > Business Outreach
- > Community Event Booths
- > Community Leadership Councils
- > Community Update Meetings
- > Display Ads
- > Door-to-door Campaigns
- > Email distribution
- > Education/Training
- > Flyers
- > Government Relations
- > Information Telephone Lines
- > Legislative Briefings
- > Live Interviews
- > Live Webcasts
- > Local Advisory Committees
- > Media Relations
- > Newsletters
- > Nextdoor
- > One-on-one
- > Paid Media Advertisements
- > Postal Mail
- > Public Hearings
- > Social Media
- > Stakeholder Briefings
- > Stakeholder Meetings
- > Surveys
- > Take-ones
- > Technical Advisory Committees
- > Telephone Town Halls
- > Tours of Construction Areas, Project Alignments
- > Virtual/Hybrid Meetings
- > Web Advertising
- > Websites
- > Stakeholder Working Groups
- > YouTube Videos

## CHAPTER 6

# Public Participation Case Studies

The following Public Participation Plan examples summarize customized engagement, mitigating and removing communication barriers, promoting participation and input, resolving issues and delivering meaningful participation.

- > 5th & 6th Streets Improvement Project
- > Purple (D Line) Extension Transit Project, Section 3
- > Vermont Transit Corridor Project
- > Community Conversations Program

Given the large geographic reach of each of these projects, the Public Participation Plan provided a range of measures to promote inclusive and meaningful involvement. The full description of each mentioned project's Public Participation Plan can be provided upon request or referred to in Metro's Title VI Triennial Program Update.

The four cases below illustrate customized outreach elements designed to respond to a community's specific concern or request, advance communication and participation within low-income, limited English proficiency and/or communities of color, expand and balance participation among diverse stakeholders, provide a heightened and ongoing communication system between interested parties, identify and address issues of greatest impact or concern and expand benefits to project-adjacent communities through dialog.

## 6.1 5th Street/6th Street Improvement Project

In July 2019, the Metro Board of Directors approved Motion 22.1 (NextGen Bus Speed Engineering Working Group) as part of the NextGen Service Concept. This motion directed staff to develop a list of priority bus supportive infrastructure projects needed to support the NextGen bus service plan, with an emphasis on near-term improvements that could be implemented concurrently with each phase of NextGen. The 5th Street/6th Street Improvement Project in downtown Los Angeles was the first of these projects to be implemented and included installation of dedicated bus lanes and protected bike lanes on 5th Street and 6th Street, between Flower Street and Central Avenue.

Metro's Operations and Countywide Initiatives unit within Community Relations began strategizing the communications plan and tactics in February 2020 and initiated coordination efforts with the Los Angeles Mayor's Office and the Los Angeles Department of Transportation (LADOT). Metro staff coordinated closely with Los Angeles City Council District 14 to understand the specific stakeholders and businesses that should be targeted for outreach, as well as identify what their concerns were likely to be. Metro staff also worked closely with StreetsLA, the City of Los Angeles Department responsible for maintaining and renewing the city street network, to coordinate their scheduled repaving effort with the installation of this project.

After a careful review of the potential benefits and challenges of the project, Community Relations staff developed a comprehensive outreach and engagement strategy. The outreach and engagement strategy utilized an equity-based assessment of the project and identified potential impacts to key stakeholders including businesses, residents/residential properties, and homeless service providers in the area. Direct engagement with key stakeholders was key to understanding both the needs and concerns of the broader community as it relates to bus service. Multiple engagement methods were used including:

- > Surveying businesses on 5th Street and 6th Street to fully understand the types of businesses and services being offered along these corridors.
- > Conducting virtual meetings and presentations to key stakeholders including Business Improvement Districts (BIDs), neighborhood councils, homeless services providers, property management groups and residential associations.
- > Distributing a mailer describing the project and timeline to every registered business, residence and property owner in the project area.
- > Conducting flyer drops on vehicles parked along the corridors to ensure ample noticing to businesses, residents, employees, and customers, as well as those who routinely park along these streets.
- > Engaging with 5th Street/6th Street bus riders post-implementation via bilingual (English/Spanish) questionnaires and video-recorded interviews to gather feedback on the customer experience and the effect these bus priority lanes had on their trip times.

### Results

The project was successfully installed in early August 2020. As part of the post-implementation engagement strategy, Community Relations staff developed a bilingual "How to Use the New Lanes" handout to educate residents, businesses and visitors to the area on safety and the new rules of the road. When issues arose related to people parking and leaving bulky items and debris in the bus priority lanes, Community Relations staff developed a "Help Keep the Bus and Bike Lanes Clear" bilingual handout and coordinated distribution with key stakeholder groups in the area including the BIDs, property management groups and homeless services providers. Metro operates roughly a dozen bus lines on 5th Street and 6th Street resulting in over 95,000 boardings per weekday (pre-COVID). This project provides significant equity benefits for bus riders along these corridors: 85% of these riders do not own or have access to a car and rely on Metro bus service; 88% are people of color; and 55% are below the poverty line (data from the Fall 2019 Customer Survey).

## 6.2 Purple (D Line) Extension Transit Project, Section 3

The last section of the Purple (D Line) Extension Transit Project, Section 3, will add 2.56 miles of new rail to Metro's Rail system and connect downtown Los Angeles to the Westside. Two new stations, Westwood/UCLA and Westwood/VA Hospital, will also be constructed along Wilshire Bl. These new stations will provide patrons easy access to the Westwood Medical Center, Hammer Museum, UCLA campus and the surrounding Westwood Village as well as access to administrators, patients and visitors of the West LA VA Medical Center. Section 3 is fully funded and received a Full Funding Grant Agreement (FFGA) from the Federal Transit Administration (FTA) in 2020.

Recognizing that this project area encompasses many stakeholders, community engagement went beyond reaching general stakeholder groups and it targeted select stakeholders that have a special interest in the construction of Section 3 stations.

### 6.2.1 Customized Approach

For the Westwood/UCLA Station, select stakeholders include UCLA, The Geffen Academy, The Muller Co. (owner of the Westwood Medical Plaza) and the Westwood Business Improvement District (BID). For the Westwood/VA Hospital Station, select stakeholders are the administrators, patients, and visitors of the West LA VA Medical Center. Another select group of stakeholders are bus riding patrons who rely heavily on bus services to travel to and from the westside.

#### **Westwood**

Many transit riders work, play or attend school in West LA or Westwood and do not live on the westside, and are often exclusively dependent upon public transportation. Riders who regularly take buses to and from the westside include people who do not have drivers' licenses, people with impairments or disabilities, people who cannot afford to own personal vehicles and people who simply do not want to own or drive a car.

Understanding the diverse impacts that access to public transportation can have on bus riding commuters, Metro committed to maintaining bus service levels in West LA and Westwood during construction of the two Section 3 Purple Line Extension stations. Metro understands that maintaining current bus service levels is crucial for providing riders access to westside employment centers, healthcare facilities and educational institutions.

To ensure that bus service levels were maintained during construction, Metro coordinated a series of in-person bus stop relocation meetings with 13 area municipal and regional bus lines that provide service to West LA and Westwood.

The in-person meetings were held at UCLA's on-campus transportation offices. However, after COVID-19 social restrictions were implemented, Metro transitioned from coordinating in-person meetings for the bus agencies to hosting virtual meetings instead.

Metro hosted virtual meetings for the bus agencies and facilitated the relocation of some bus stops out of construction zones while maintaining overall bus service levels. The coordinated effort demonstrated Metro's commitment to maintaining bus service levels so that bus riding stakeholders would not be unfairly disadvantaged due to service reductions.

#### **West LA VA Hospital Campus**

The future Westwood/VA Hospital station will be located across the West LA VA Hospital, on the corner of Wilshire Bl and Bonsall Ave. Construction activities required Metro and its contractors to work in the hospital's main parking lot. To mitigate the parking changes, Metro partnered with VA leadership to provide free valet service for patients, as well as a free 24/7 shuttle service for hospital staff.

Construction plans also require work on Bonsall Av, the main street used for hospital access from Wilshire Bl and the north side of the VA campus. Coordination with Metro, both contractors, LA County, Department of Transportation (DOT), and the local bus agencies, allowed the project to develop a plan that would benefit the VA Hospital community as well as the work schedule. To maintain hospital access, the contractors agreed to work nights and weekends, outside of the hospital's busiest hours.

Weekly notices were sent to the veteran and hospital community, informing them of upcoming work. Piling activities on Bonsall Ave was done without any issues. Metro will work with VA leadership again to ensure a smooth process for decking across Bonsall Ave.

## 6.3 Vermont Transit Corridor Project

In planning for the project, in alignment with the CBO Partnering Strategy Recommendations, Metro has developed a community-based planning approach to better engage the diverse Vermont Avenue corridor stakeholders on defining the “Project,” prior to initiating the official environmental review process in accordance with the California Environmental Quality Act (CEQA).

Vermont Avenue carries the highest ridership numbers systemwide for north-south travel. The corridor that will play a significant role during the 2028 Olympic and Paralympic Games, as it provides key access to Olympic hubs such as the Los Angeles Memorial Coliseum, USC, The Forum, Los Angeles City College, among others. Further, the entire corridor serves Equity Focus Communities that require tailored engagement activities to ensure their participation and feedback in the planning of this project. As such, a community-based planning approach for the Vermont Transit Corridor will define the project’s mode (bus, light rail, or heavy rail) and overall transit improvements for this high demand transit corridor.

### 6.3.1 Customized Approach

#### ***Formation of a Community Partnership Program to Elicit Seldom Heard Stakeholders Engaged in Sharing a Transit Vision for Vermont***

The highlight of the community-based planning approach is Metro’s commitment to partner with community-based, faith-based, arts and cultural-based organizations (Community Based Partners – CBPs) to deliver a comprehensive engagement program that focuses on involving seldom heard audiences. CBPs are compensated by Metro and are contractor professional/technical members involved in the planning process.

The CBP program has allowed Metro staff to reach community members who speak only Spanish, Armenian and Korean as well as unsheltered individuals and those with health and mental disabilities. Through the CBPs, Metro staff has engaged with these diverse stakeholders, reaching them at faith-based centers, homeless shelters, health services facilities, schools and other similar types of locations. These efforts have increased participation of marginalized community members – many of which identify as Black, Indigenous, People of Color (BIPOC).

#### **Results**

Since December 2022 – May 2022, the Vermont Transit Corridor Project CBP Program has:

- > Reached more than 3,000 stakeholders along the corridor.
- > Partnered with 13 community organizations to implement the program.
- > Facilitated various community events, meetings and presentations.
- > Held nine (9) public opinion focus groups, engaging with 72 participants that provided their thoughts to help shape the transit vision of Vermont Avenue.
- > Conducted a public opinion survey asking participants to share their transit vision for Vermont Avenue that resulted in receiving responses from many stakeholders.

Metro has received overwhelmingly positive feedback from Community Based Partners and stakeholders have been genuinely involved in the dialogue about the importance of transit improvements along Vermont for the short-, medium- and long-term.

## 6.4 Community Conversations Program

In the Summer of 2019, in response to the COVID-19 pandemic where state and local guidelines were enforced to stay at home and social distance, Metro moved many of its traditional methods of in-person community outreach and engagement online. Metro recognized the need to come up with innovative ways to continue reaching communities countywide and therefore created a new program called Community Conversations.

### 6.4.1 Customized Approach

#### ***Formation of a Virtual Community Partnership Program to Highlight Communities Countywide***

Led by the Local Government and Community Partnerships (LGCP) unit, Community Conversations is a public webinar series where Metro invites community leaders from historically disadvantaged communities in Los Angeles County to share stories and knowledge about their local activism and community engagement related to culture and arts, neighborhood history, education, environment, housing, environmental justice, business, transportation and youth engagement. Since its inception, the program has evolved into a regular outreach tool to engage stakeholders and further develop partnerships with communities countywide.

Community Conversations is an authentic space for elevating community-led stories and building relationships with stakeholders, thereby achieving the Equity Platform Framework’s “Listen and Learn” pillar and Vision 2028’s goal 3.3: “Metro is committed to genuine public and community engagement to achieve better mobility outcomes for the people of LA County.” The resulting relationship-building with stakeholders contributes to Metro’s future success in engaging communities about projects, programs, and initiatives, the hallmark of Metro’s 2019 Public Participation Plan.

#### **Results**

In FY21, LGCP hosted eight events featuring thirteen organizations and community leaders, with over 1,200 attendees. The program now has a sustained following and Metro’s YouTube channel houses a video archive as a resource for the public and staff.

These conversations included:

- > **Chinatown:** “Why I Love Chinatown”. Guest Speaker Eugene Moy (Chinese Historical Society/Activist)
- > **Little Tokyo:** “Spirit of the 60s & 70s: A Snapshot of the Asian American Movement”. Guest Speaker Miya Iwataki (Little Tokyo Historical Society/Activist)
- > **South Los Angeles:** “Histories, Triumphs, and Challenges: Stories from our South LA”. Guest speakers Nourbese Flint (Black Women for Wellness & Action project), Corey Matthews (Community Coalition), Dr. Michael Fisher (Greater Zion Church)
- > **San Fernando Valley:** “Mainstreet San Fernando Valley: Sustainable Economic Futures”. Guest Speaker Sonya Kay Blake (Valley Economic Alliance)
- > **Tongva:** “Our Journey to Visibility: Tongva Representation in Public Art”. Guest Speaker Julia Bogany
- > **Earth Month Special:** “Community Conversations with Friends of LA River, Las Fotos Project, and TreePeople”. Guest Speakers Liliana Griego (Friends of LA River), Lucia Torres (Las Fotos Project), Ariel Lew Ai Le Whitson (Tree People)
- > **Boyle Heights:** “Mi Centro es Tu Centro: A Place of Pride for Boyle Heights”. Guest Speakers Alan Acosta (Los Angeles LGBT Center), Jo Cerda (Los Angeles LGBT Center), Eddie Martinez (Mi Centro & Latino Equality Alliance)

Metro has received overwhelmingly positive feedback from attendees – people share their gratitude, affirm the importance of this programming and have made meaningful connections with community leaders.

## CHAPTER 7

# Public Engagement Measures and Objectives

In LA County, an immense service area encompassing 10 million residents, the responsiveness of the public transit system to public opinion is essential to the sustainability of the system. To meet the needs and expectations of residents and stakeholders, Metro's plan must be monitored, fine-tuned and adjusted.

The plan has been developed utilizing a wide range of analytical tools, data sources – including the Four Factor Analysis – culturally- and community-informed human resources, social media, partnerships with community-based organizations and institutions, including government, engagement of area businesses and informed and applied outreach practices.

Metro's metric for monitoring and tracking public engagement and participation in projects, programs and service changes, is based on and evaluated concurrently at four levels:

- > Metro's Community Relations Team management, which convenes weekly to assess the methods employed and provide assessment and approval of reasoned adjustments in countywide outreach, based on updated community input, staff experiences, desires and concerns of transit stakeholders, participation levels, new project information and issues to be conveyed.
- > The project team is comprised of staff who are vested in grassroots community engagement and who solicit, receive and record input as the public process is initiated. This recordkeeping and observation of community engagement provide insight to short-term adjustments and informs long-term strategic planning.
- > Comments from social media messaging can be assessed on a virtually daily basis through web analytics.
- > To continually provide excellence in service and support for all Metro customers, including people with Limited English Proficiency, Metro surveys its customers twice a year in English and Spanish, and maintains a website with survey results in the seven other languages identified in Metro's Limited English Proficiency Plan Four Factor Analysis. Metro assesses the languages spoken in the communities of interest at the outset of environmental planning studies for new projects. For public meetings, Metro often provides translation into Spanish or other languages known to be prevalent in the community where the meeting is occurring. The agency also provides translation into other languages at meetings if the request is received at least three working days (72 hours) prior to the meeting. Meeting notices provide basic information for how to request this translation.

In addition, under Title VI reporting measures and LEP Plan updates, the public is surveyed through various methods on Metro's public engagement measures and objectives. These were considered in developing this Plan model.

The previously presented best practice project examples are perhaps the most compelling measure of meaningful access: projects that carry the impression of community comment through program design.

## CHAPTER 8

# Conclusion

This plan must, first and foremost, be accountable to the public. This plan ensures that no person shall on the grounds of race, color, national origin, sex, disability, age, or any other protected category described by state or federal law be excluded from participation in, be denied the benefits of or be otherwise subjected to discrimination under any Metro programs or activities. This plan has been assembled to capture the methods, innovations and measurements representative of the agency's commitment to meet and exceed the prescribed requirements as a recipient of public investment, Title VI regulations, FTA Circular instructions in consideration of Environmental Justice, FHWA requirements, and on behalf of Limited English Proficient, low-income and minority communities and individuals with disabilities.

## Resources

### Mailing Address

Metro  
One Gateway Plaza, 99-13-1  
Los Angeles, CA 90012-2952

### Contact Us

Transit Information  
323 GO METRO (323 466 3876)

Metro Community Relations  
[communityrelations@metro.net](mailto:communityrelations@metro.net)

Metro Customer Care  
[customerrelations@metro.net](mailto:customerrelations@metro.net)

Metro Media Relations  
[mediarelations@metro.net](mailto:mediarelations@metro.net)

### Social Media

 [@losangelesmetro/](#)

 [@metrolosangeles](#)


 [@metrolaalerts](#)

 [@metrolosangeles](#)

 [losangelesmetro](#)

### Additional Languages and ADA Accommodations

Additional languages and ADA accommodations, such as large print and Braille, will be provided upon request with at least three working days' (72 hours) notice.

 **323.466.3876**

x2 *Español (Spanish)*

x3 *中文 (Chinese)*

x4 *한국어 (Korean)*

x5 *Tiếng Việt (Vietnamese)*

x6 *日本語 (Japanese)*

x7 *русский (Russian)*

x8 *Հայերէն (Armenian)*



## Stakeholder Database

LA County Stakeholders are an important part of Metro’s network. They include everyone from our riders to businesses, housing advocates, education institutions, environmental groups, faith and community-based organizations. The information includes a general overview of the types of stakeholders Metro works with on projects, programs and initiatives.

- > Active Transportation Stakeholders (including Bicycle and Pedestrian)
- > Advertising Firms
- > Advocacy Organizations
- > Airports (including Hollywood Burbank, John Wayne, Long Beach, Los Angeles World, Santa Monica and Van Nuys Airports)
- > Braille Institute
- > Business Improvement Districts
- > Business Organizations (including Valley Industry Alliance, Valley Industry and Commerce Association and Central City Association)
- > Carpoolers and Vanpoolers
- > Chambers of Commerce
- > Citizens Advisory Committees
- > City and County Commissions, including commissions on disabilities
- > City and County Staff throughout the 88 cities and unincorporated areas of LA County (including City Managers, City Planning and Public Works Departments)
- > City Planning Associations
- > Civic Clubs (including Rotary and Kiwanis)
- > Commercial Bus, Taxi, and Car Share Services, Car Rental Agencies and Transportation Network Companies (including Uber and Lyft)
- > Community Advisory Groups
- > Community Fairs and Festivals
- > Community Food Banks and Pantries
- > Community Leadership Councils
- > Community-based and Nonprofit Organizations
- > Constituents/Residents (Members of the General Public)
- > Councils of Government (including Arroyo Verdugo, Gateway Cities, North County Transportation Coalition, Las Virgenes-Malibu, San Fernando Valley, San Gabriel Valley, South Bay Cities and Westside Cities) and Southern California Association of Governments
- > Cultural/Arts Organizations
- > Developers/Real Estate Firms
- > Educational Institutions (including K-12, Higher Ed, Trade Schools and Apprenticeship Programs) and School Bus Services
- > Employee Transportation Coordinators
- > Energy Industry
- > Entertainment Industry and Major Entertainment Venues
- > Environmental Justice Advocates
- > Environmental Organizations and Conservancy Groups (Air, Soil and Water Quality and Remediation)
- > Farmers Markets
- > Federal, State, and Local Elected Officials and Staff (including Senators, Members of Congress, State Senators and Assemblymembers, County Supervisors, Mayors and City Councilmembers representing the 88 cities and unincorporated areas of LA County)
- > Financial Institutions
- > Foundations
- > Government Agencies (including General Services Administration)
- > Healthcare Industry/Hospitals and Medical Institutions
- > Homeowners Associations and Block Clubs
- > Community/Neighborhood Watch Groups
- > Hospitality Industry (including LA Tourism and Convention Board, tourist and visitor centers)
- > Independent Living Councils
- > LA County Economic Development Corporation
- > LA River Advocates and Organizations
- > Labor Organizations (including Unions, Project Labor Agreement Stakeholders)
- > Law Enforcement Sector and Public Safety Organizations (including California Highway Patrol, LA Sheriff’s Department Transit Services Bureau, and Police and Fire Departments through LA County)
- > League of Cities
- > Legal Sector
- > Logistics Firms (including Delivery Services and United States Parcel Services)
- > LA County Economic Development Corporation
- > Media, Blogs and Social Media Outlets
- > Metro Local Service Councils, Citizens Advisory Council, and Other Advisory Committees (including the Accessibility Advisory Committee, Blue Ribbon Committee, Technical Advisory Committee and Subcommittees, Measure R Oversight Committee, Policy Advisory Council and Transportation Business Advisory Council)
- > Native American Tribal Organizations
- > Neighborhood and Town Councils
- > Office of the Inspector General
- > Parks and Recreation Groups
- > Ports (including California Association of Port Authorities, Ports of Los Angeles and Long Beach and San Pedro Cruise Ports)
- > Professional Organizations
- > Public Libraries
- > Regional Centers (for individuals with developmental disabilities and their families)
- > Rail Companies and Agencies (including Amtrak, BNSF, High Speed Rail and Metrolink)
- > Religious Organizations and Faith-Based Institutions
- > School Districts and other Academic Institutions
- > Senior Centers
- > Social Service Agencies
- > Stakeholder Working Groups and Outreach
- > Advisory Committees
- > Trade Associations
- > Transit Advocates (including Bus Riders Union)
- > Transit Agencies and Providers
- > Transportation Agencies and Advocates (including AAA)
- > Trucking Associations
- > Vendors, Consultants and Contractors
- > Veterans Administration
- > WorkSource Centers

## Database of Media

### MAJOR DAILIES / GENERAL MARKET / WIRE SERVICES

LA Times-Full Run  
 Southern California News Group: Long Beach Press-Telegram, Daily Breeze, San Gabriel Valley Tribune, Pasadena Star News, Whittier Daily News, Los Angeles Daily News, The Press-Enterprise, The San Bernardino Sun  
 City News Service  
 Associated Press  
 Reuters  
 UPI  
 Bloomberg News  
 New York Times  
 Daily Journal  
 EFE (Spanish Language News Group)  
 Notimex

### WESTSIDE CENTRAL / DOWNTOWN

The Malibu Times  
 Santa Monica Mirror  
 Santa Monica Daily Press  
 Beverly Hills Courier  
 Beverly Hills Patch  
 Beverly Hills Weekly  
 Los Angeles Independent  
 Los Angeles Wave: Culver City Star and The Westsider  
 Park La Brea News/Beverly Press  
 L. A. Downtown News  
 The Argonaut  
 Culver City News/Blue Pacific  
 Culver City Observer Group: Culver City Observer, Santa Monica Observer  
 Inglewood Today Weekly  
 Our Weekly LA  
 L.A. Business Journal  
 Pacific Palisades Patch

Westwood/Century City Patch  
 Beach Reporter  
 UCLA Daily Bruin  
 WEHO Times  
 Brentwood News  
 L.A. Weekly  
 Watts Times  
 Larchmont Chronicle  
 Random Length News

### SAN FERNANDO VALLEY

Daily News  
 Valley News Group  
 Includes Warner Center News, Valley Vantage  
 SVF Sun\El Sol  
 The Tolucan Times  
 Chatsworth Patch  
 Encino Patch  
 San Fernando Valley Business Journal  
 Glendale News Press – Los Angeles Times  
 Santa Clarita Signal  
 Toluca Times  
 Van Nuys Press

### SAN GABRIEL VALLEY

San Gabriel Valley Tribune  
 Eastern Group Publications  
 Pasadena Weekly  
 Beacon Media Full Group: Pasadena Independent, Arcadia Weekly, Monrovia Weekly, San Gabriel Sun, Sierra Madre Weekly, Temple City Tribune, Azusa Beacon, Duarte Dispatch, El Monte Reader, Rosemead Reader  
 The Outlooks: La Canada Flintridge Outlook and Pasadena Outlook  
 Mid Valley News  
 East L.A. Times  
 South Pasadena Review  
 South Pasadena Patch

Whittier Daily News  
 Alhambra Source  
 San Marino Patch  
 China Press  
 Chinese Daily News

### SOUTH BAY

Torrance Daily Breeze  
 Beach Reporter  
 PV Peninsula News  
 Herald Pubs Group: El Segundo Herald, Torrance Tribune, Hawthorne Press Tribune, Inglewood News, Lawndale Tribune.  
 Easy Reader  
 Gardena Valley News  
 Inglewood Today  
 Inglewood News  
 Morningside Park Chronicle  
 California Crusader  
 Long Beach Post  
 L.A. Focus

### GATEWAY CITIES

Long Beach Press Telegram  
 Los Angeles Wave Publications Group: Downey Patriot  
 The Bulletin  
 Hews Media Group: Los Cerritos Community News, La Mirada Lamplighter  
 Gazette Newspapers: Grunion Gazette  
 Signal Tribune (Signal Hill)

### AFRICAN-AMERICAN

L.A. Watts Times  
 Los Angeles Sentinel  
 Inglewood Today

### SPANISH

La Opinión  
 Impacto USA  
 Hoy  
 Día a Día  
 Voz Libre  
 CNN Latino  
 CNN Espanol  
 Vida Nueva

### ASIAN/OTHER

World Journal Nws  
 Sing Tao Daily  
 The Korea Daily  
 The Korea Times  
 The Rafu Shimpo  
 Sereechai News Inc.  
 Asbarez Armenian Daily Newspaper  
 Nor Gyank  
 Philippine Media  
 Asian Journal Pub, Inc.  
 Asian Pacific News  
 Panorama  
 Asian Pacific News  
 Jewish Journal  
 Epoch Times  
 International Daily News  
 Japanese Daily Sun

### MAJOR TELEVISION STATIONS/CABLE

KCBS/KCAL 2/9  
 KNBC 4  
 KTLA 5  
 KABC 7  
 KTTV 11  
 KMEX 34  
 KTAN & LA 18  
 KWHY 22  
 KVEA 52

KAZA 54  
 KBS 24  
 KRCA 62  
 LA City View 35  
 ETTV America (Chinese)  
 Skylink TV  
 Crown City News  
 CNN  
 KCET  
 Time Warner Cable  
 Asahi TV  
 Annenberg TV News  
 MBC  
 NTDTV  
 TVKZU  
 Telemundo  
 Univision

### MAJOR RADIO STATIONS

KNX  
 KFWB  
 KFI  
 KCRW  
 KPCC  
 KPFK  
 KROQ  
 KABC Radio  
 KWKW Radio  
 Metro Networks  
 Radio Exitos  
 Univision Radio  
 KCSN  
 National Public Radio  
 Voice of America  
 Radio Korea  
 Radio Manila  
 Radio Seoul


### BLOGS

L.A. Streetsblog  
 Curbed L.A.  
 Laist.com  
 DowntownLA.com  
 The Source  
 El Pasajero  
 Latinola.com  
 USC Neon Tommy  
 Huffington Post  
 L.A. Observed  
 Planetizen  
 Transit Coalition  
 Metroped.net  
 Latino California  
 The Eastsider

### TRADES


Passenger Transport  
 Fleets and Fuels  
 Engineering News Record  
 Mass Transit  
 Metro Magazine  
 Builders & Developers  
 Building Trade News



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Los Angeles County  
Metropolitan Transportation Authority