



November 2024

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1.0 PROJECT SUMMARY

The Interstate 605 (I-605) freeway is one of the busiest highways in the greater Los Angeles (LA) area. It connects nine east-west freeways and is a critical transportation corridor for people and goods traveling from the LA County San Gabriel Valley and foothill communities in the north to the Gateway Cities and coastal communities in the south and beyond. The I-605 is frequently congested during peak travel times and experiences collisions at rates higher than the statewide average. The I-605 Corridor Improvement Project (Project) was proposed to find solutions to help improve regional circulation, and safety along the corridor from the City of Baldwin Park to the City of Norwalk and includes improvements along the I-605 as well as to segments of Interstate 10 (I-10), State Route 60 (SR-60), Interstate 5 (I-5), and Interstate (I-105).

From 2016 to 2020, the Los Angeles County Metropolitan Transportation Authority (Metro), conducted a significant amount of planning and outreach in collaboration with Caltrans, I-5 Joint Powers Authority, San Gabriel Valley Council of Governments (SGVCOG), Gateway Cities Council of Governments (GCCOG), local Cities, and the County of Los Angeles in the Project area. Several proposed alternatives were developed with the goal of relieving congestion and improving traffic safety along the corridor. In 2020, the Metro Board (Board) directed staff to delay release of the Draft Environmental Impact Report/Environmental Impact Statement (EIR/EIS) due to concerns over the high number of likely property relocations. The Board further directed staff to come up with less impactful improvements, while increasing multi-modal alternatives and better aligning proposed improvements with various local and state policies related to equity, greenhouse gas emissions, and smart freeway management technology.

The following **Project Goals** outline the primary purpose and need for this project.

- Improve operations and safety
- Enhance mobility and regional connectivity
- Increase person throughput via carpooling, transit, multimodal use
- Avoid residential displacements by accommodating the design mostly within the Caltrans-owned right of way (ROW).

Pursuant to the Board's direction, in 2023 the Metro Team coordinated with Caltrans to redesign of the project alternatives, and from July to August 2024, they engaged with corridor residents and other stakeholders to present the '*Reimagined*' I-605 Corridor Improvement Project.

The updated **Project Alternatives** include:

Alternative 1 – Existing conditions (no build)

Alternative 2 – Convert the existing HOV lanes to ExpressLanes and incorporate multimodal and Transportation System/Demand Management (TSM/TDM) improvements

Alternative 3 – Convert existing HOV lanes to ExpressLanes, add an additional ExpressLane in each direction, and incorporate multimodal and TSM/TDM improvements

Alternative 4 – Maintain the existing HOV lanes, add a second HOV lane in each direction, and incorporate multimodal and TSM/TDM improvements

1.1. Report Organization

The Public Outreach summary that follows includes seven main sections, as described below:

- **Section 2.1** provides a high-level overview of the public meeting effort and its outcome;
- **Section 2.2** summarizes the public meetings and other engagements and the feedback collected;
- **Section 2.3** summarizes the additional presentation and briefings with key stakeholders;
- **Section 2.4** summarizes the various information resources employed by the team to manage and inform the public;
- **Section 2.5** summarizes Project Team led notification tools and tactics employed to reach and involve the public in the meeting process;
- **Section 2.6** summarizes CBO Partner led notification tools and tactics employed to reach and involve the public in the meeting process; and
- **Section 2.7** summarizes the identified earned media that resulted from the collective outreach effort.

2.0 PUBLIC OUTREACH

An updated outreach campaign was planned and executed to communicate the reimagined project to the public and key stakeholders. This plan featured a series of public meetings and included a comprehensive notification plan, supported by partnerships with Community Based Organizations (CBO's), a series of community meetings, and multiple key stakeholder briefings. The Project website and collateral materials were also updated in support of this engagement effort. The report that follows provides a detailed summary of these efforts and the feedback received during this time.

2.1. Public Meeting Highlights

In the summer of 2024, six (6) community meetings were held to present the reimagined project and revised alternatives. The series began on July 9th and completed on August 29th with five (5) meetings held in person in the Cities of Downey, El Monte, La Puente (Avocado Heights), Norwalk, and Pico Rivera, as well as one (1) meeting held virtually via the Zoom online meeting platform. The webinar video is now available for viewing by anyone with access to the internet, via the Metro Project website: www.metro.net/projects/i-605-corridor-improvement-project/.

Metro hosted these community meetings to provide updates on the project and to gauge the community's level of interest and support. Each meeting followed a consistent format, starting with a 30-minute open house where attendees could learn about the project, view exhibits, and engage with the project team. This was followed by a formal presentation and a Question and Answer (Q&A)

session. After each Q&A, the Project Manager and team addressed specific questions from the attendees.

Meetings were scheduled in the evenings to allow residents and commuters the opportunity to attend after their workday. The Project Team collaborated closely with corridor city staff, the Gateway Cities Council of Governments, and the Offices of Metro Board Director Hilda Solis (SD-1) and Board Director Janice Hahn (SD-4) to develop and implement a robust public outreach strategy. This strategy included materials in English and Spanish, with simultaneous interpretation to ensure broad participation. Table 1 summarizes the attendance and participation for both meetings.

Table 3.1-1: Summary of Community Meetings

No	Date / Time	Location / Address	Sign-ins Collected		Questions / Comments
			Email / Mobile Phone	Attendees (Approx.)	
1.	Tuesday, July 09, 2024 6:00pm – 8:00 pm	The Arc, Reagan Banquet Center 9545 Washburn Rd Downey, CA 90242	33/30	63	16
2.	Wednesday, July 10, 2024 6:00pm – 8:00 pm	Pico Rivera Golf Club 3260 Fairway Dr Pico Rivera, CA 90660	26/26	51	36
3.	Thursday, July 11, 2024 5:30 pm – 7:30 pm	Lambert Park Auditorium 11431 McGirk Av El Monte, CA 91732	16/8	19	9
4.	Tuesday, July 16, 2024 12:00 pm – 1:30 pm	Zoom Webinar	84	94	89
5.	Thursday, July 18, 2024 6:00 pm – 8:00 pm	Cerritos College, Fine Arts Building 11110 Alondra Blvd Norwalk, CA 90650	19/8	22	21
6.	Thursday, August 29, 2024 6:00 pm – 8:00 pm	San Angelo Park 245 S San Angelo Av La Puente, CA 91746	41/18	58	31
Total			219/90	307	202

Over 300 public comments were received during the meeting series. Much of the comments, questions and resulting dialogue centered on: Right-of-Way (ROW) impacts (e.g. potential for property acquisitions), noise concerns due to inadequate wall height, construction impacts, a safety issue at I-105 and Studebaker, bike lane safety issues, the support for carpool and HOT lane alternatives without acquisitions, freeway expansion increasing congestion, resulting improvements on local and highway traffic operations and speed, use of single occupant vehicles on HOT lanes, support for alternatives without displacing homes, induced demand and vehicle miles traveled (VMT), eliminating bottlenecks, and tackling climate change. Participants with more specific or unique inquiries were encouraged to speak with staff on a one-on-one basis at the exhibit stations following the Q&A, allowing for more in-depth responses and providing more Q&A time for comments/questions, which served the greater audience interests.

An individual summary for each public meeting including all comments, the in-person and virtual presentations, and display exhibits may be found in Appendix A.

2.2. Public Meeting Process, Messaging & Input

The public and key stakeholders were included in the outreach process through a series of public meetings. Each engagement provided project information, built awareness, educated participants on the Project's revised need and goals, and encouraged participation and feedback.

2.2.1. In-person Meeting Process

Upon arrival at the public meetings, participants were welcomed, thanked for their attendance, encouraged to sign-up for future meeting invitations and Project updates, provided with informational materials, and invited to review display station exhibits with Project staff. Comment cards were made available to solicit community feedback. Spanish-speaking staff offered interpretive equipment to Spanish-speaking attendees, and a Spanish language interpreter provided a simultaneous experience to assist attendee's comprehension of the presentation, as needed.

Each meeting provided the same materials, listed below:

- Meeting Agenda (Bilingual; English & Spanish)
- Overview Fact Sheet (English & Spanish)
- Frequently Asked Questions (FAQs) (English & Spanish)
- Comment Card (Bilingual; English & Spanish)
- Exhibit Boards (English)
- Presentation (Bilingual; English & Spanish; Available upon request only)

Several days after the meetings, an e-mail blast was sent to all meeting attendees who provided their email address, as well as to all stakeholders in the Project database, to invite them to view and download the meeting materials, including meeting presentation, fact sheet and FAQ, which were made available on the Project website.

A PowerPoint presentation was conducted by Metro. Each meeting's presentation lasted approximately 30 minutes, and the content was the same for each of the meetings. The presentations were initiated by Ms. Kim Tachiki-Chin, Community Relations Manager, who welcomed the audience and introduced the Project Team. A local elected official made opening remarks, and Metro's Project Manager, Mr. Carlos Montez, conducted the presentation. The presentation covered:

- Project Purpose & Overview
- Project History & Updates
- Current Activities
- Next Steps

Presentations concluded with a microphone enabled Q&A session supported by the various experts from the Project team. Metro staff led the session by reading aloud comments and questions that had been submitted through in-meeting comment cards providing transparency for all to hear. Attendees were invited to comment or ask general questions.

2.2.2. Meeting Stations

The July and August meetings had four information stations. At Station 1, guests had the opportunity to discuss Mobility and view an informational board featuring a Bicycle network map and imagery of complete streets. Station 2 focused on ExpressLanes and featured information on the Metro ExpressLanes program features. Station 3 displayed the proposed project alternatives for each of the five major freeways and interchanges. Lastly, Station 4 displayed a summary about Community Based Organization (CBO) outreach partnerships. Further description of these stations can be found in the table below.

Table 3.2.2-1: In-Person Meeting Display Stations

Station No. / Topic	Materials
Station 0: Welcome/ Refreshments	Display Boards <ul style="list-style-type: none"> Welcome/Agenda Project Need and Purpose Contact Us Handouts <ul style="list-style-type: none"> Comment Card Project Factsheet Metro Pocket Maps
Station 1: Mobility Improvements: Bicycle, Pedestrian and Transit Networks	Display Boards <ul style="list-style-type: none"> Bicycle Network Improvements Pedestrian & Transit Improvements
Station 2: How ExpressLanes Work TSM/TDM Strategies	Display Boards <ul style="list-style-type: none"> How Express Lanes Work TSM/TDM Strategies
Station 3: Design/Cross Sections	Display Boards <ul style="list-style-type: none"> Updated Alternatives: Cross-section I-605 Updated Alternatives: Cross-section I-5 Updated Alternatives: Cross-section SR-60 Updated Alternatives: Cross-section I-605/I-105 Interchange Connector Updated Alternatives: Cross-section I-605/I-10 Interchange Connector
Station 4: Partnering with Communities	PowerPoint Presentation: <ul style="list-style-type: none"> Partnering with Communities

2.2.3. Virtual Meeting Process

The virtual community meeting took place on July 16, 2024, via Zoom. The webinar covered the same information presented during the in-person community meetings, including a general project overview, project updates, and proposed alternatives. During the presentation, participants were encouraged to provide comments and ask questions via the Zoom Q&A feature. After the formal presentation, project team members addressed these questions verbally for all to hear. Additionally, Project Staff shared links to resources, including a copy of the presentation and the project website, through Zoom's chat feature, adding convenience and improved access to help inform and educate those in attendance. A recording of the virtual meeting is available through the Project webpage for those that were unable to attend a scheduled meeting.

2.2.4. Public Input & Key Themes

The six community meetings collectively attracted over 300 participants who submitted more than 200 questions and comments. Community feedback was only gathered through in-meeting comment cards and the Zoom Q&A function which were then read aloud by Metro Staff, providing consistency of process for all meetings. The Team also encouraged attendees to provide additional thoughts through September 13, 2024, to allow for more comprehensive input from the public. In total, the Project received 113 written comment card submissions and 89 comments and questions via virtual Q&A feedback.

2.2.4.1. *Comment Themes from In-Person Meetings*

Below is a list of common themes compiled from written comment cards collected during the six in person community meetings and highlighted social, practical, and environmental concerns.

Property and Community Impact:

- Many comments were concerned with the potential impact on properties, such as homes, businesses, and community spaces. There were questions about whether properties would be acquired or demolished, and how the project would affect local neighborhoods.
- **Examples:**
 - Will there be any demolition of homes on Linard Street, South El Monte?
 - Are you going to acquire any residences? Yes or no?

Opposition to Expanding Freeways:

- Many comments expressed concerns about expanding freeways, adding new lanes, or creating express lanes. There was a strong preference for alternatives to freeway expansion, such as public transportation or carpool lanes.
- **Examples:**
 - No expansion; no more new lanes.
 - Expanding I-605 is totally inappropriate. Those same funds should be better spent on non-automotive transportation projects.

Safety and Traffic Concerns:

- Several comments focused on specific safety concerns related to traffic, dangerous intersections, and the impact of the project on local schools, parks, and residential areas.
- **Examples:**
 - 605 South exit on Whittier Blvd. is dangerous for cars turning sharply onto Esperanza.
 - What will be the impact on Unsworth Elementary and Dennis the Menace Park?

Equity and Social Impact Concerns:

- There was concern that paid express lanes could exacerbate inequality, benefiting wealthier individuals while disadvantaging low-income communities. Additionally, there were worries about potential displacement of residents, particularly from working-class neighborhoods.
- **Examples:**
 - Strongly oppose paid lanes on freeways = double taxation.
 - Working-class families have a history of displacement in LA CO—I am not confident about this—sorry.

Concerns About Environmental Impact:

- Several comments mentioned the potential negative environmental impacts of the project, such as increased greenhouse gas emissions, the heat island effect, and worsening air quality in already polluted areas.
- **Examples:**
 - Global climate disruption, caused by tailpipe emissions, is setting heat records—killing people in California.
 - How are increased demand, increased GHG, and increased VMTs being addressed?

Concerns About Specific Infrastructure Issues:

- Commenters also raised issues related to specific infrastructure elements, such as sound walls, bridges, bike lanes, and pedestrian improvements.
- **Examples:**
 - Will there be a sound wall installed on 5 North freeway from 605 freeway to Lakewood Blvd?
 - The bridge at Whittier Blvd. over the crossing is in need of repair—it sounds like it's ready to fail.

Need for Congestion Relief:

- Attendees communicated their frustration with existing congestion on the freeway and surrounding local streets. Participants complained of long commute times and access issues getting on and off the freeway.
- **Examples:**
 - How will traffic be reduced? Will motorcycle traffic be controlled? How will the express and HOV lanes be monitored?
 - We need a signal for the on-ramp North between Washington and Slauson off Pioneer – causes traffic to back up into Slauson.

Support for Public Transportation:

- A significant number of comments advocated for investment in public transportation, including rail options, bus rapid transit (BRT), and non-automotive transportation solutions.
- **Examples:**
 - We need more commuter-rail options.
 - The best way to get cars off the road is to make it easier to use public transportation.

Requests for Transparency and Information:

- There were multiple requests for more information, clearer communication, and greater transparency about the project's details, timelines, and decision-making processes.
- **Examples:**
 - How can I get a copy of the presentation?
 - When will you update your website with new slides?

2.2.4.2. Comment Themes from Virtual Meeting

The common themes listed below were compiled from the 89 comments submitted during the virtual community meeting. Participants submitted their comments through the Zoom Q&A function.

Opposition to Freeway Expansion and Widening:

- Many comments expressed strong opposition to the expansion and widening of freeways, citing concerns about its effectiveness in reducing congestion and its negative impact on the environment and communities. There's a preference for alternatives such as public transportation improvements and non-freeway-related projects. Examples:
- **Examples:**
 - There is absolutely no justification for freeway widening in the modern era. We know that adding lanes does not decrease congestion and encourages driving.
 - Why is Metro wasting \$5B widening freeways and encouraging more driving if we are in a climate crisis?

Concerns About Express Lanes and Equity:

- Several comments raised concerns about the implementation of express lanes, particularly regarding their impact on equity. Many feel that express lanes benefit only those who can afford them, potentially worsening traffic for those who cannot.
- **Examples:**
 - If you add the express lane (yes you would make money) however, you'd discourage many people who don't have the financial ability to pay for this lane creating more traffic rather than reduce it.
 - One or more of the alternatives proposes the conversion of free HOV lanes to toll Express lanes... Does access only improve for those with surplus income and the ability to pay?

Requests for Public Involvement and Transparency:

- Numerous comments called for greater public involvement in the decision-making process, asking for more opportunities to comment, clearer communication, and transparency about the project details and impacts. Examples:
- **Examples:**
 - Metro board had instructed staff in October 2020 to work with community-based orgs on this project, is this the extent of that outreach?
 - Will there be a public comment section on your website? And if there is, what is the website address or link?

Safety and Environmental Concerns:

- Participants are concerned about the safety and environmental impacts of the proposed alternatives, including potential increases in vehicle emissions, displacement of communities, and insufficient consideration of alternative transportation modes.
- **Examples:**
 - What are the emissions impacts of each of the alternatives?
 - Are traffic fatalities just an excuse to 'increase capacity' at exits like Washington Blvd.?

Interest in Alternative Transportation Solutions:

- Many comments suggested investing in alternative transportation solutions rather than expanding freeways. Suggestions included improving public transportation, enhancing bike paths, and developing light rail routes. Examples:
- **Examples:**
 - Could building out alternative modes of transportation (Metro lines, frequent reliable bus service) that can better handle more people than cars be more valuable than expanding lanes?
 - Metro should help fund the construction of the San Gabriel Valley greenway network before investing more money on freeways.

Technical and Specific Project Details:

- Several comments requested detailed technical information about the project, including costs, design specifics, and the potential impacts on properties and communities.
- **Examples:**
 - How much will each alternative cost for the 605? What are the impacts, Environmental and displacement, on the surrounding community for each alternative?
 - How do I know if my property is affected by Caltrans ROW? I understand there is no displacement, but I am worried about the impact on my property.

2.3. Focused Briefings

In preparation for the public meetings, Carlos Montez (Project Manager) also held briefings with representatives from the United States House of Representatives, Metro Board of Directors, Gateway Cities Council of Governments, County of Los Angeles Board of Supervisors, and others from February to August 2024 to provide project updates and preview the community meeting presentation. These engagements have been detailed below.

Table 3.3-1: Summary of Stakeholder Briefings

No	Date	Stakeholder
1.	2/26/24	Office of Metro Board Director, Janice Hahn, 4 th District: Luke Klipp, Sr. Transportation Deputy
2.	3/15/24	Office of Metro Board Director, Fernando Dutra: Marisa Perez, Executive Deputy GCCOG
3.	03/20/24	Office of Metro Board Director, Hilda Solis, 1 st District: Ben Feldman, Special Projects Deputy
4.	05/02/24	Office of Metro Board Director, Hilda Solis, 1 st District: Ben Feldman, Special Projects Deputy Office of Metro Board Director, Janice Hahn, 4 th District: Vivian Gomez, Transportation Deputy Office of City of Los Angeles Mayor, Karen Bass: Tina Backstrom, Sr. Director of Transportation
5.	05/30/24	Office of Metro Board Director, Fernando Dutra: Fernando Dutra, Director and Marisa Perez, Executive Deputy GCCOG: Yvette Kirrin, Engineer
6.	06/03/24	Office of Metro Board Director, Janice Hahn, 4 th District: Luke Klipp, Sr. Transportation Deputy and Vivian Gomez, Transportation Deputy
7.	06/04/24	GCCOG 91/605/405 Technical Advisory Committee
8.	06/10/24	Metro Technical Advisory Committee Meeting
9.	07/29/24	Office of Metro Board Director, Hilda Solis, 1 st District: Ben Feldman, Special Projects Deputy, Maria Ponce, Field Deputy, Eva Thiel-Maiz, Senior San Gabriel Field Deputy, Andrea Moreno, San Gabriel Valley District Director, Guadalupe Duran-Medina, Planning Deputy
11.	08/02/24	Office of Metro Board Director, Fernando Dutra: Marisa Perez, Executive Deputy GCCOG
12.	08/14/24	Office of Congressman, Linda Sanchez, 38 th District

2.4. Communication Resources

Project information was dispersed primarily through the project website and collateral materials. The project website was continually updated with current project information throughout the engagement period. Collateral materials were developed for sharing both online and at the in-person community meetings. These included the Factsheet and Frequently Asked Questions (FAQs). In addition, a stakeholder database and additional comments log have been maintained since the start of the project. The database was used to capture and communicate to stakeholders through direct mail and email, while the log captured stakeholder input for Project record and for the technical team

to consider and use toward the advancement of the overall improvements. Copies of the Factsheet, FAQ, additional comments log, and letters sent during the comment period can be found in Appendix B. Below is an overview summary of the tools and methods applied to engage the public for each of the corridor jurisdictions.

Table 3.4-1: Outreach by Community

Community*	In-Person Meeting	Pop-up Event	Transit Intercept	Postal Mailing	Flyer Drops	Social Media Ads	CBO Partners	Additional Non-Geographic Tactics
Baldwin Park		✓	✓	✓	✓	✓	✓	✓
El Monte	✓	✓	✓	✓	✓	✓	✓	✓
South El Monte				✓	✓	✓	✓	✓
Avocado Heights, City of Industry & La Puente	✓	✓	✓	✓	✓	✓	✓	✓
Pico Rivera	✓	✓	✓	✓	✓	✓	✓	✓
Whittier		✓	✓	✓	✓	✓	✓	✓
West Whittier & Los Nietos				✓	✓	✓	✓	✓
Santa Fe Springs				✓	✓	✓	✓	✓
Downey	✓	✓	✓	✓	✓	✓	✓	✓
Norwalk	✓	✓	✓	✓	✓	✓	✓	✓

*Communities ordered from north to south along I-605.

**Additional non-geographic outreach tools and tactics summated in the sections that follow.

2.4.1. Website

The website content was created through a collaborative effort involving Arellano Associates, HDR, Parsons, and Metro. This collaboration consisted of updating the project description and status, relevant project documents, and the corridor map. Community meeting dates were added to the website and kept current as new meetings were scheduled. Meeting recordings and presentations were also uploaded to the website for viewers to download and watch at their leisure. The webpage received 9,719 views throughout the outreach period, and was located at this address: <https://www.metro.net/projects/i-605-corridor-improvement-project/>.

2.4.2. Project Factsheet

The project Factsheet was developed in both English and Spanish. It provided updated details about how the reimagined project differed from the initial project goals and alternatives. It also contained background information and outlined the specifics of the various planned alternatives. The factsheet was distributed at community meetings, events, and made available for download on the project website.

2.4.3. Project Frequently Asked Questions

A set of project Frequently Asked Questions (FAQs) was also developed for both English and Spanish audiences. Since the FAQ included detailed project information as well as technical information, it was a lengthier document and therefore was provided solely as online collateral. This ensured that community members could access, view, and download it at their convenience. The FAQ included 20 questions that highlighted changes to the project, offered definitions of key project features, and informed the community about the next steps of the project. It was made available for download on the project website.

2.4.4. Stakeholder Database

The database is a primary record of engagement for the project comprised of local residents and businesses, business associations, local agencies, transportation agencies and groups, academic institutions, community and healthcare organizations, other social interest groups, as well as interested parties. This contact information served as the central foundation for notifications, used to distribute email and postal notices. The resource underwent continuous maintenance with additions stemming from the website, email, helpline, event, and public meeting sign-ups.

2.4.5. Issues Matrix, Email & Helpline Log

Interested parties were encouraged to stay connected through the project's phone number and email, with messages accepted in both English and Spanish. The project team reviewed and collaborated on responses to all inquiries. Between June 17, 2024, and August 23, 2024, a total of 90 calls and comments were received and addressed. All comments were logged in an Additional Comments Log, including source, date, and response, when needed.

2.5. Team Led Notifications

To increase public awareness, various notification methods were employed prior to the community meetings. A mix of traditional and digital methods were used to notify and educate the public. Stakeholders who participated in the previous project outreach efforts were notified early to ensure they had every opportunity to participate in the process. In addition, a postcard was mailed to existing stakeholders along the corridor, emails distributed to known interested parties in the project database, online advertisements distributed through social media to zip codes aligned and adjacent to the corridor, and additional social media posts shared with Metro followers.

2.5.1. Project Update Pre-notification

The project update and awareness message aimed to inform stakeholders that Metro and Caltrans had listened to their concerns and made significant efforts to incorporate the feedback received before the scheduled release of the Draft Environmental Document in October 2020. The letter was sent via USPS mail and email to all stakeholders who had previously been identified and/or opted-in to the database during previous outreach efforts. The letter introduced the reimagined project goals

and alerted stakeholders to upcoming meetings where they would be able to learn more and share their feedback. Copies of the notification can be found in Appendix C.

Table 3.5.1-1: Pre-Notification to Previously Engaged Stakeholders

No	Date Sent	Purpose	Language	Description / Area	Count
1.	06/10/24	Meeting #1 – #5 Invitation	English & Spanish	Pre-existing stakeholder database contacts with mailing addresses .	1,145
2.	06/17/24		English & Spanish	Pre-existing stakeholder database contacts with email addresses .	880

2.5.2. Postal Notices

Postcard invitations were delivered via direct mail to the stakeholder database as well as all residents living within the project corridor. This notice was the principal method of notification for the meeting series. The double-sided postcard included recognizable project branding and advertised the meeting series in both English and Spanish. The notice of invitation was distributed via first-class mail, one week in advance of the community meetings.



Image 3.5.2-1: Meeting #6 Mailing Area

A meeting-specific mailing list was developed and used for the distribution. A list of 23,512 addresses was used to notify property owners, businesses, and tenants located within 1000-feet of the Project's Study area and within ¼-mile buffer of the freeway interchanges at I-605/I-10, I-605/SR-60, I-605/I-5, and I-605/I-105. The core of the mailing list was comprised of the stakeholder database, which will continue to be used and updated throughout the environmental phase to distribute Project meeting notices and updates. See Appendix C for copies of these mailings.

Table 3.5.2-1: Postal Notice Distributions

No	Date Sent	Purpose	Language	Description / Area	Count
1.	06/29/24	Meeting #1 - #5 Invitation	English & Spanish	Stakeholder database and 1,000-foot buffer of the project corridor	22,866
2.	08/12/24	Meeting #6 Invitation	English & Spanish	A team defined pocket community generally bound by the I-605, I-10 and SR-60 freeways. See map above.	9,925
Total					32,791

2.5.3. Electronic Mail

Information about the meeting series was distributed via e-blast in English and Spanish to nearly 1,400 contacts in the project database. These invitations provided an important reminder for stakeholders that had opted to follow the project. The first email was released in late June. A total of 11 notices were distributed. For more on these emails, review Appendix D.

Table 3.5.3-1: Community Meeting E-blasts

No	Date Sent	Subject	Successful Deliveries	Opens	% Opens	Unique Clicks
1.	06/27/24	Save-the-Date	65	23	35%	3
2.	07/03/24	You're Invited: I-605 CIP – Upcoming Community Meetings	781	329	42%	5
3.	07/05/24	You're Invited: I-605 CIP – Upcoming Community Meetings	1,158	459	40%	134
4.	07/08/24	Reminder – You're Invited!	779	333	43%	7
5.	07/10/24	Reminder – You're Invited!	777	316	41%	5
6.	07/15/24	Reminder – You're Invited!	1,049	416	40%	30
7.	07/17/24	Reminder – You're Invited!	1,134	421	37%	122
8.	08/21/24 Group #1*	You're Invited – An additional meeting added!	1112	396	36%	111
9.	08/21/24 Group #2*	You're Invited – An additional meeting added!	1107	405	37%	28
10.	08/27/24 Group #1	You're Invited – An additional meeting added!	466	184	39%	11
11.	08/27/24 Group #2	You're Invited – An additional meeting added!	1107	362	33%	111
Total			9,535	2,027	3,644	567

*Group 1 included 605 CIP database stakeholders and Group 2 included the additional stakeholders.

2.5.4. Metro E-Newsletters

Metro also updated the public about meetings through its many e-newsletters, with each communicating to unique subsets of Metro's greater email contact lists. Following the meeting series, Metro thanked the public for their participation and sent additional newsletters encouraging the public to submit final comments. The following table presents a list of these 17 notifications and their schedule. An example from each month is included in Appendix D.

Table 3.5.4-1: Metro E-Newsletters

No	Date Sent	Subject
1.	06/28/24	Gateway Cities: Upcoming meetings
2.	07/05/24	Gateway Cities: Upcoming meetings
3.	07/12/24	Gateway Cities: Project Updates
4.	07/19/24	Gateway Cities: Project Updates
5.	07/23/24	Gateway Cities: Project Updates
6.	07/26/24	Gateway Cities: Project Updates
7.	08/09/24	Gateway Cities: Project Updates

No	Date Sent	Subject
8.	08/16/24	Gateway Cities: Project Updates
9.	08/23/24	Gateway Cities: Project Updates
10.	08/30/24	Gateway Cities: Project Updates
11.	09/06/24	Gateway Cities: Project Updates – Thank You
12.	09/06/24	San Gabriel Valley: Project Updates – Final Day to Submit Comment
13.	09/13/24	Central Los Angeles: Project Updates – Final Day to Submit Comment
14.	09/13/24	Gateway Cities: Project Updates – Final Day to Submit Comment
15.	09/13/24	San Fernando Valley: Project Updates – Final Day to Submit Comment
16.	09/13/24	San Gabriel Valley: Project Updates – Final Day to Submit Comment
17.	09/13/24	South Bay: Project Updates – Final Day to Submit Comment

2.5.5. Social Media

Organic and paid social media are two key strategies used to engage with audiences and promote content on social media platforms. Organic social media refers to free content (Facebook posts, Instagram stories, etc.) that users share with their followers on social platforms. Paid social media involves paying for ads that can appear in various formats, such as sponsored posts, banners, or video ads. For this project, both strategies were employed to maximize impact. Screen captures of these posts and ads are documented in Appendix E.

2.5.5.1. Organic Social Media Advertisements

The community meeting series was shared by Metro on organic social media channels including Nextdoor and Facebook. Nextdoor posts received an average of 34,000 impressions.

Table 3.5.5.1-1: Facebook Posts

No.	Date	Impressions
1.	06/25/24	11
2.	06/25/24	12
3.	06/25/24	11
4.	06/25/24	12
5.	06/25/24	13
6.	07/24/24	5
7.	08/24/24	5
Total		69

Table 3.5.5.1-2: Nextdoor Posts

No.	Date	Impressions
1.	07/02/24	33,149
2.	07/09/24	30,806
3.	07/15/24	36,000
4.	07/24/24	37,639
Total		137,594

2.5.5.2. Paid Social Media Advertisements

Paid social media advertisements of the meeting series were promoted to all zip codes within the project corridor, targeting a larger audience and generating many views. These advertisements were posted on Facebook and Instagram. They were posted in both English and Spanish and produced high levels of stakeholder interaction and reach.

Advertisements for the **first round** of meetings were distributed on Facebook and Instagram to reach platform users in the following zip codes:

91706	90242	91733	90603	90606	91765
90240	91731	90601	90604	91746	91789
90241	91732	90602	90605	90631	91792

The **second round** of advertisements were focused on the Avocado Heights community with ads sent to reach users in the following zip codes:

91706	91744	91745	91746
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Table 3.5.5.2-1: Facebook Advertisements

No.	Dates	Run Time	Language	Impressions
1.	06/26/24 – 07/18/24	23 days	English	26,198
2.	06/26/24 – 07/18/24	23 days	Spanish	232,443
3.	08/10/24 – 08/29/24	20 days	English/Spanish	176,477*
Total				435,118*

Table 3.5.5.2-2: Instagram Advertisements

No.	Dates	Run Time	Language	Impressions
1.	06/26/24 – 07/18/24	23 days	English	70,280
2.	06/26/24 – 07/18/24	23 days	Spanish	8,912
3.	08/10/24 – 08/29/24	20 days	English/Spanish	176,477*
Total				255,669*

* Numbers represent a combined count for Facebook and Instagram. Individual counts were not available.

2.6. CBO Partner Led Notifications & Engagements

To increase engagement in Equity Focus Communities (EFC) areas, Metro engaged the services of North Star Alliances to lead a strategic community engagement campaign that incorporated community-based organization (CBO) partners and a boots-on-the ground methodology to bring awareness to an even greater range of constituents.

The Partner Team successfully onboarded five (5) CBOs as part of its CBO Partnership Program. This collaborative initiative aimed to leverage the extensive networks and local insights of these organizations to effectively disseminate information regarding the project.

The five CBOs included:

- Mujeres Unidas Sirviendo Activamente (MUSA)
- Rancho Los Amigos National Rehabilitation Center
- Rio Hondo College
- Streets Are For Everyone (SAFE)
- Uptown Whittier Family YMCA

The partnership facilitated a comprehensive series of notification and engagement activities designed to reach a broad audience. Notification efforts encompassed the distribution of flyers and posters, door-to-door notices, the sending of e-blasts/e-newsletters, and the creation of notification toolkits. Furthermore, social media posts, website updates, and local announcements served to amplify the message. On the engagement front, the initiative featured: pop-up outreach booths at key locations along the corridor, and transit intercepts at heavily used bus stops and rail stations within the corridor.

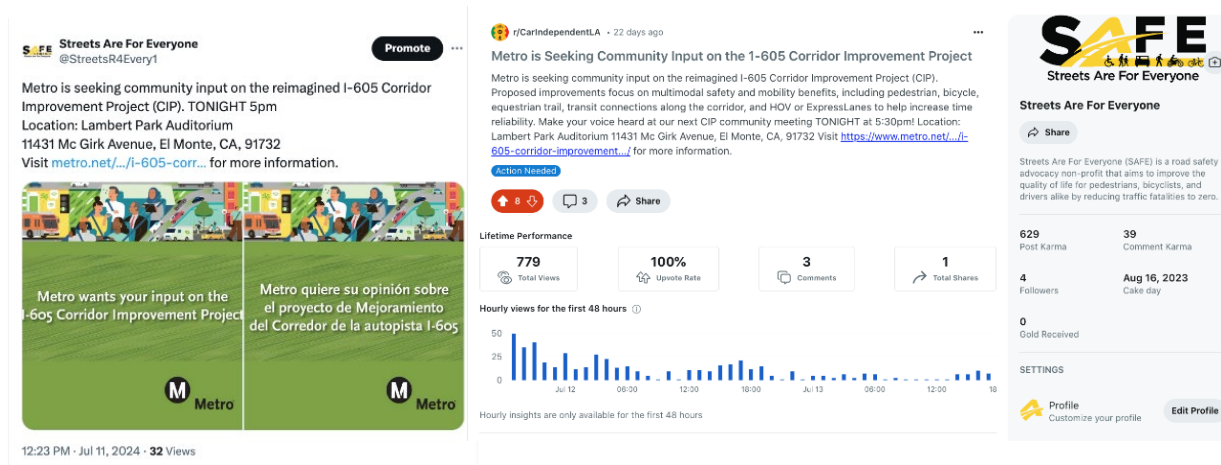


Image 3.6-1: Earned Social Media Posts

Leading up to the above activities, Metro hosted one CBO roundtable meeting with the CBOs. This roundtable meeting was held on July 1, 2024, with four of the five CBOs represented. Metro discussed the history of the project, Metro's Equity Platform, the CBO Partnership Program, CBO roles and responsibilities for the project, and best practices for engagement. Project awareness and information campaign and schedules of upcoming engagement activities were also discussed.

These efforts not only ensured widespread dissemination of project-related information but also fostered an inclusive environment where community members could engage, inquire, and provide feedback on the project, strengthening the bond between Metro and the communities it serves. Through the CBO Partnership Program's efforts, at least **34,921 community members** across the corridor have been engaged to date. See Appendix F for more information about the CBO partnership led outreach.

2.6.1. Notification Toolkit

CBOs used the notification toolkit to reach their members via social media, e-blasts, newsletters, and sharing meeting dates and times on their public calendars on their websites. All five CBOs signed up for social media, in which a minimum number of 7,103 people were reached (not all social media data insights were able to be captured, so the actual reach is higher than this number). Four CBOs signed up for e-blasting the information to their contacts (including CBO newsletters), in which a minimum of 15,478 people were reached (we did not receive the full contact numbers from all CBOs). Three CBOs posted the public community meetings on their public calendars on their websites (total number of calendar views is unknown).

2.6.2. Flyer Distribution

Four CBOs signed up for flyer distribution, in which two of the CBOs (MUSA and SAFE) conducted bundled flyer drops at businesses along the corridor, and two of the CBOs (Rio Hondo College and Uptown Whittier Family YMCA) passed out flyers on their campuses. MUSA conducted flyer drops in the Central and South corridors, while SAFE conducted flyer drops in the North and North-Central corridors. In addition, due to the addition of the La Puente in-person community meeting, SAFE conducted an additional round of flyer drops that promoted the new meeting. The flyers distributed included the project fact sheet and the meeting notices. In total, 4,475 flyer sets (fact sheets/meeting notices) were distributed via this method.

2.6.3. Transit Intercepts

Transit intercepts are passing out flyers at high traffic bus or rail stops. Two CBOs signed up for this form of engagement, completing 9 transit intercepts and passing out 5,975 fact sheets and/or meeting notices. Six of the transit intercepts were at bus stops in the communities of Avocado Heights, City of Industry (adjacent to Avocado Heights), La Puente (adjacent to Avocado Heights), Whittier, Pico Rivera, and in Paramount (adjacent to Norwalk/Downey). Three of the transit intercepts were at rail stations: El Monte Station, Norwalk Station, and Lakewood Station (Downey).

Table 3.6.3-1: Summary of Transit Intercepts

No	Date	Location	City
1.	07/03/24	Light Rail Stop	El Monte
2.	07/06/24	Light Rail Stop	Downey
3.	07/07/24	Bus Stop	Downey/Norwalk adjacent
4.	07/07/24	Bus Stop	Downey/Norwalk adjacent
5.	07/08/24	Bus Stop	Pico Rivera
6.	07/09/24	Bus Stop	Avocado Heights
7.	07/09/24	Bus Stop	Whittier
8.	07/10/24	Light Rail Stop	Norwalk
9.	08/21/24	Bus Stop	City of Industry (Avocado Heights adjacent)

2.6.4. Pop-up Events and Information Booths

There were 10 pop-up and information booths. This engagement activity met people where they live, work, and play, as pop-ups were held at parks, farmer's markets, college campuses, a business expo, and other community events such as Parks After Dark events and Back to School Backpack Giveaway events. Pop-ups were held in the cities of Downey, Whittier, Baldwin Park, Pico Rivera, Norwalk, El Monte, and La Puente (Avocado Heights adjacent). There were more than 1,500 interactions and flyers handed out during these events, including more than 460 people signing up for project updates.

Table 3.6.4-1: Pop-up Events

No	Date	Event Name	Location	CBO	Reach
1.	06/12/24	Rio Hondo College Juneteenth	Whittier	Rio Hondo College	187
2.	06/18/24	Whittier Chamber of Commerce Business Expo	Whittier	YMCA	153
3.	06/27/24	Rancho Los Amigos Farmers Market	Downey	Rancho Los Amigos	124
4.	07/06/24	Marvel Day Market	Baldwin Park	SAFE	60
5.	07/10/24	Rico Rivera Farmer's Market	Pico Rivera	MUSA	53
6.	07/17/24	Norwalk Summer Nights Concert	Norwalk	MUSA	126
7.	07/25/24	Parks After Dark – San Angelo Park	La Puente	MUSA	44
8.	08/01/24	Parks After Dark – San Angelo Park	La Puente	MUSA	70
9.	08/09/24	LA Care Back to School	El Monte	MUSA	500
10.	08/22/24	Ready, Set, Backpack	El Monte	MUSA	62
Total					1,379



Image 3.6.4-1: Pop-up Event Photos

2.7. Earned Media

Several articles, newsletters, and social media posts were published in response to the project and the community meeting series. The following table details known external media coverage (Appendix G).

Table 3.6.4-1: External Media Coverage

No*	Date	Source	Article / Title
1.	07/18/23	StreetsBlog	Metro Postpones 605 Freeway Widening Project Community Meetings
2.	07/19/23	StreetsBlog	Metro Announces 605 Freeway Widening Project Will Not Demolish Homes
3.	07/ 01/24	City of Pico Rivera Website	I-605 Corridor Improvement Project
4.	06/17/24	X/Twitter: StreetsBlogLA	Metro just announced that it will host meetings on its plans to widen the 605 freeway...
5.	07/01/24	Instagram: RioHondo_College	Metro is seeking community input on the reimagined I-605 Corridor Improvement Project (CIP)
6.	07/02/24	Instagram: CityofPicoRivera	Metro is seeking community input on the reimagined I-605 Corridor Improvement Project (CIP)
7.	07/08/24	Instagram: YMCAWhittier	PSA: Metro would like your input on the 605-corridor improvement project
8.	07/10/24	StreetsBlog	Metro and Caltrans Still Planning 605 Expansion, Plus Four Connecting Freeways
9.	07/15/24	LAist	LA Metro to hold community meetings for the 605 Freeway expansion project
10.	07/17/24	Instagram: StreetsareForEveryone	Metro wants to hear from YOU about the reimagined I-605 Corridor Improvement Project
11.	08/16/24	LA Daily News	605 Freeway plan won't destroy homes; has wider lanes linked to other freeways
12.	08/26/24	StreetsBlog	I-605 Corridor Improvement Project
13.	08/27/24	Pasadena News Star	Metro 605 freeway may draw some heat at upcoming meeting
14.	08/27/24	San Gabriel Valley Tribune	Metro's 605 Freeway project may draw some heat at upcoming in-person meeting
15.	08/27/24	StreetsBlog LA	Tuesday's Headlines
16.	08/28/24	StreetsBlog LA	Morning Round-up

* Listed earned media includes what was found through an internet search. Additional media may have been shared internally within organizations and groups and/or publicly online but was not identified in search.

3.0 NEXT STEPS

Based on the preliminary study as well as the stakeholder feedback included in this report, the Metro Board of Directors will decide on whether Metro should re-initiate the environmental process for the I-605 Corridor Improvement Project. If the project moves forward, a more formal environmental study will be conducted.