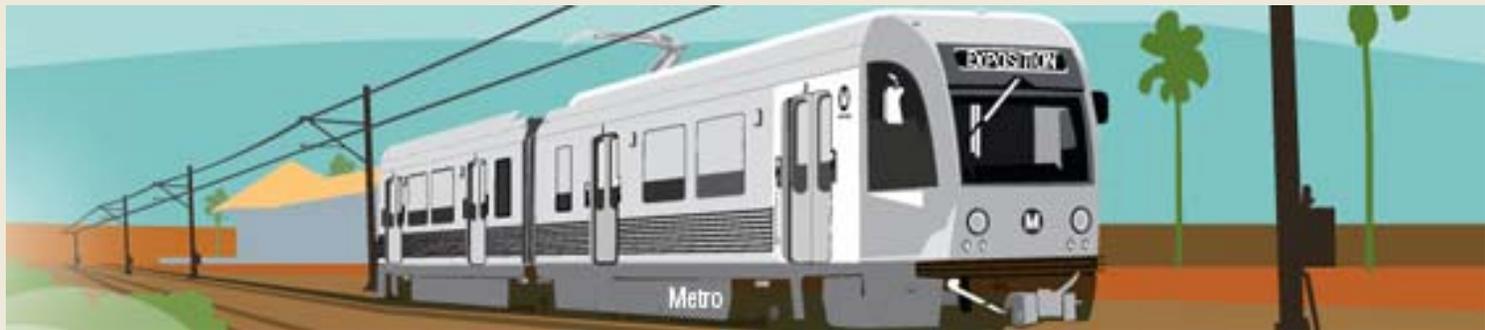




# Los Angeles California

# Exposition Light Rail Transit Project



November 13, 2007  
Honolulu Transit Symposium  
Business & Community Involvement

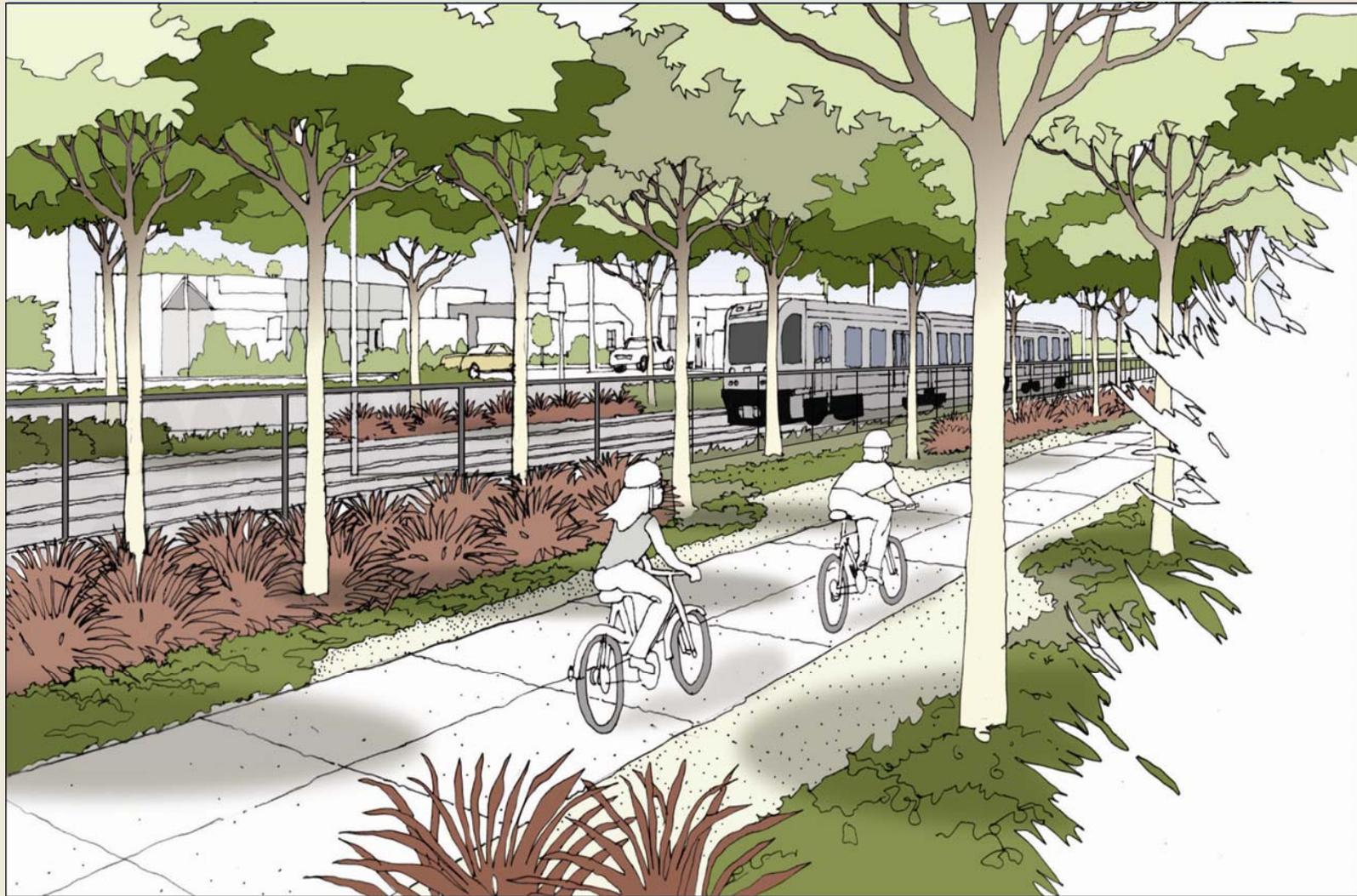
- 8.6 mile corridor from downtown to Culver City in West Los Angeles
- 1.3 miles shared with existing Metro Blue Line
- 10 stations, 2 shared with Blue Line
- 1,500 spaces at 3 park and ride lots
- 27,000 Daily Riders in 2020
- 30 min travel time from Downtown to Culver City
- Project Completion – Summer 2010
- Estimated Cost - \$808 million



- **6.9-7.8 mile corridor from Culver City to Santa Monica**
- **Currently in the DEIS/DEIR Phase**
- **Approximately 7 new stations**
- **Parking provided at park and ride lots**
- **Project Completion – 2014-2015**
- **Estimated Cost – \$1.3 billion**







## BUSINESS OUTREACH

- Identify and meet with major stakeholders early in the process to provide updates and solicit support
  - Hospitals
  - Churches
  - Universities/Schools
  - Major Employers (Studios, Office Complexes)
  
- Meet with developers and businesses along alignment to identify potential opportunities for joint development and Transit Oriented Development (such as shared parking facilities)
  
- Establish relationships with local Chambers of Commerce

## COMMUNITY OUTREACH

- Hold open houses, “coffees,” and other informal meetings to discuss issues and garner support
- Develop database of supporters and interested parties
- Distribute E-Newsletter quarterly and provide updates to stakeholders, homeowners associations and community groups
- Hold quarterly legislative briefings for elected officials
- Conduct tours of the alignment and tours of other light rail systems for community members, stakeholders and elected officials to address questions and concerns
- Coordinate distribution of information with groups who support the project to generate attendance at community meetings and Board meetings
- Develop hotline, to be maintained for duration of project, that is monitored regularly to respond to questions and concerns

## BUSINESS OUTREACH

- Work with Chambers, elected officials and community and faith based organizations to sponsor events in the project area
- Conduct business assessments along the alignment
  - Meet with each business to document access issues, delivery schedules, traffic patterns and address concerns
  - Develop relationships with businesses in the corridor who can provide services for the project
- Work with businesses on lease extensions, relocations and reconfigurations to accommodate construction
- Contractor conducts DBE outreach and mentors firms so they can obtain their DBE certification during design and construction
- Hold workshops with local businesses to promote opportunities for work on the project

## COMMUNITY OUTREACH

- Form Urban Design Committee, comprised of major stakeholders, community members and business interests, to provide input into the design aesthetics of the project
- Hold regular community meetings along the alignment to solicit design input and obtain consensus
- Form Art Advisory Panel, comprised of community members, artists, and major stakeholders, to provide input into the Public Art program
- Sponsor booths and participate in local community events
  - Farmer's Markets
  - Shopping Malls
  - Community Fairs and Festivals
- Seek out opportunities to partner with local schools in the project area (i.e. Construction Art Fence around our construction trailers)

## BUSINESS OUTREACH

- Develop master calendar of major events in the area and coordinate construction activities to accommodate these events
- Keep major stakeholders apprised of construction schedule, closures and detours
- Sponsor events with major stakeholders during construction
  - Ensure flexibility of construction hours
  - Participate with informational booths
  - Hold events in local businesses and community venues during construction to show support
- Develop protocol for quick response to businesses and stakeholders in the event of construction-related emergencies

## COMMUNITY OUTREACH

- Develop mitigation plan for noise, dust and other construction impacts
  - Portable sound walls
  - Variances with City/County agencies
  - Advance notification for businesses and community
  - Flexibility in construction scheduling
- Conduct regular meetings with community, stakeholders and businesses to provide construction updates as well as notification of street closures and traffic plans
- Conduct regular briefings with elected officials and staff
- Develop advanced constituent tracking system that tracks complaints, responses and follow-up

## LOCAL JOBS PROGRAM

- Contract with Design-Build firm calls for 30% of construction hours to be filled by local corridor residents
- Construction trailer accepts job applications
- Contractor works with community based organization to track applicants and placement in jobs, apprenticeship programs or life skills training programs
- Contractor sponsors residents in local union and provides necessary safety gear and tools
- If there are not available jobs on our project, works with other contractors to place residents on other public works projects in the area
- Employs local residents and workers through community based organizations to do non construction jobs (i.e. distribution of notices, maintenance of construction trailers, security along the alignment)
- Work with unions to give priority to local corridor residents for jobs on the project
- Participate in workshops and jobs fairs in the community
- Advertise contracting opportunities in local newspapers and through local media

## CONCLUSIONS

- Develop relationships with major stakeholders during the environmental and design phases of the project
- Look for shared opportunities to promote the project with community support groups and businesses
- Develop support from the community and businesses through appointments to project committees, through the local jobs program and through employment opportunities during design and construction
- Be responsive to the community and businesses during construction
  - Develop protocol for responding to complaints
  - Work closely with stakeholders to provide information in a timely manner and to address concerns

