



# Draft Public Participation Plan

*Updated: January 7, 2016*



## Table of Contents

Table of Contents .....	
1. Introduction to Metro’s Los Angeles County Stakeholders .....	1
2. Goals and Guiding Principles.....	2
3. Strategies, Methods, and Procedures .....	6
4. Range of Public Participation Methods Employed by Metro .....	18
5. Performance Measure and Objectives.....	27
6. Conclusion .....	28
7. Attachments (see following pages):.....	29
• Metro Transit Projects.....	30
• Metro Highway Projects.....	31
• Database of Stakeholders .....	32
• Database of Media Including Ethnic Media.....	35

---

# Los Angeles County Metropolitan Transportation Authority (Metro) Draft Public Participation Plan (PPP)

## 1. Introduction to Metro's Los Angeles County Stakeholders

The Los Angeles County Metropolitan Transportation Authority (Metro) considers all who reside, work and travel within Los Angeles County to be stakeholders in the agency. Residents, institutions, locally situated businesses and the elected officials who represent them are of particular import in relation to public participation planning and outreach. Communications 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.

This Public Participation Plan has been assembled to capture the methods, innovations and measurements of the agency's commitment to not just meet, but exceed the prescribed requirements of Federal Transit Administration (FTA) Circulars C 4702.1B citing recipients' responsibilities to limited English Proficient Persons, and FTA Circular C 4703.1, guiding recipients on integrating principles of Environmental Justice into the transportation decision-making process. The Public Participation Plan is also consistent with Title VI, (non-discrimination regulations) of the Civil Rights Act of 1964.

### *Service Area and Agency Functions*

On a daily basis, Metro rolls out more than 2,228 buses to 15,967 stops for 183 bus routes covering 1,433 miles of bus service area with over 1 million average daily boardings. On the 88 miles of light and heavy rail, another 330,000 daily boardings are logged. Total system wide monthly boardings often exceed 34 million.

Metro plans, funds, constructs and operates public transportation for 4,751 square miles of land area for the benefit of nearly 10 million residents, making it 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 Los Angeles County's borders requires a commitment to appreciate the diverse composition of stakeholders who have been identified in American Community Survey data as 48.1% Hispanic, 27.2% white, 13.8% Asian, 8.0% African American and a

broad spectrum of ethnicities that make-up the remaining 2.9%. 14.6% of the population has earnings below the poverty level. Additionally 32 languages with multiple dialects have been identified with 1,000 or more language practitioners. Los Angeles County is a multi-culturally enriched environment and a transportation hub for the region, the state and the world.

## 2. Goals and Guiding Principles

To achieve both State and Federal sustainability goals for the region, and in accordance with fulfilling the Short and Long Range Transportation Plans to consider a range of multi-modal solutions, Metro is typically conducting 30 or more studies at any given time throughout Los Angeles 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 involve the factors that improve air quality, mobility, pedestrian and cycling accessibility as well as all of the required CEQA and NEPA disciplines necessary for completion of an environmental document. In all cases, 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 in order to be at the table as 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. Metro includes in this document evidence of successful public participation efforts that have influenced decisions regarding both mode and design by communities who, by definition, are considered within the environmental justice framework<sup>1</sup>.

Strategies for public participation vary depending on the scope and breadth of the study or initiative and what is known to be familiar and accessible locations, forms, and forums for communication. In addition to tailored strategies, every study and project at Metro has its own website, Facebook and Twitter account. 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.

---

<sup>1</sup> See Attachments 1 and 2 for a list of projects.

### *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 Community and Municipal Affairs, Construction Relations and Transit Safety Programs. Public participation is also fostered and maintained by five sub-regional Metro Service Councils and a Citizens Advisory Council. 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 and preparation for safe use of a system once built and ready for service. All of these agency activities require a measure of public participation.

At the fore of **Community and Municipal Affairs** is the understanding that the members of the community live, work and travel in local jurisdictions within Los Angeles County. In this baseline acknowledgment, there are qualities and characteristics of a community that are known such as the cultural or ethnic composition and what values may be expressed and reflected through local elected representation. When a study or initiative is taken up by Metro, this information is integral to the design and implementation of a public participation program that will incorporate these factors. In addition, a number of other considerations such as convenient meeting locations, announcements in local publications and identification of organizations serve, in combination, to establish both qualitative and quantitative standards for engagement. When consultant support is part of the plan, great effort is made to contract with outreach specialists who have a depth of knowledge about a study area, including bilingual skills for the diverse needs in communities.

Should a project proceed to construction, the **Construction Relations** team steps in to manage the community impacts called out in the environmental documents. 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 system construction. Metro Construction Relations is co-located in field offices with the Project Team including the Construction Management and the Contractor. In July 2013, Metro's Board of Directors approved a Metro Construction Relations Model to support construction mitigation for all transit and highway projects. This model establishes a baseline of outreach and communications efforts that communities

affected by construction can expect. It includes pre-construction surveys of residents and businesses, methods and strategies for keeping the public informed, processing and response to complaints, palliative measures for construction impacts, maintaining safety, access and business visibility and informing the public of claims procedures. Public participation during construction includes regularly scheduled public meetings conveniently located within the community. Significantly, most contact with the community is one-on-one with the Construction Relations staff that is available daily and, if required, round the clock to address community concerns. Almost every Metro project is staffed with bi-lingual expertise reflective of the ethnicity and Limited English Proficient Population of the project area. Informational materials are distributed in as many languages as necessary to successfully communicate project information to the population including all time-sensitive notifications. For continued public participation through the end of the project, Metro develops standing stakeholder committees for regularly scheduled meetings where input on construction schedules and activities are shared and feedback is sought regarding traffic controls, hours of work, and possible impacts to scheduled community events or activities.

As the final year of construction commences on a new at-grade system or segment, Metro's **Transit Safety Programs** is responsible for increasing public awareness and knowledge amongst the residents of Los Angeles County on how to live and work safely around trains and grade crossings to reduce pedestrian/vehicle accidents. The program covers a 1.5 mile radius of all Metro's light rail lines, and handles requests throughout the county as well. The team activates a comprehensive community outreach plan by presenting to schools and facilities, including community centers, senior centers, health care institutions, libraries and places of worship a yearly basis in perpetuity. The outreach plan leaves a permanent impression through the use of safety and site specific presentations, Safety Orientation Tours, On the Move Riders Clubs, participation at community events/activities and deployment Rail Safety Ambassadors. On many of Metro's alignments, this involves engagement with communities where several languages may be represented. All materials and presentations are matched to the diversity of the community and its language requirements for successful communications.

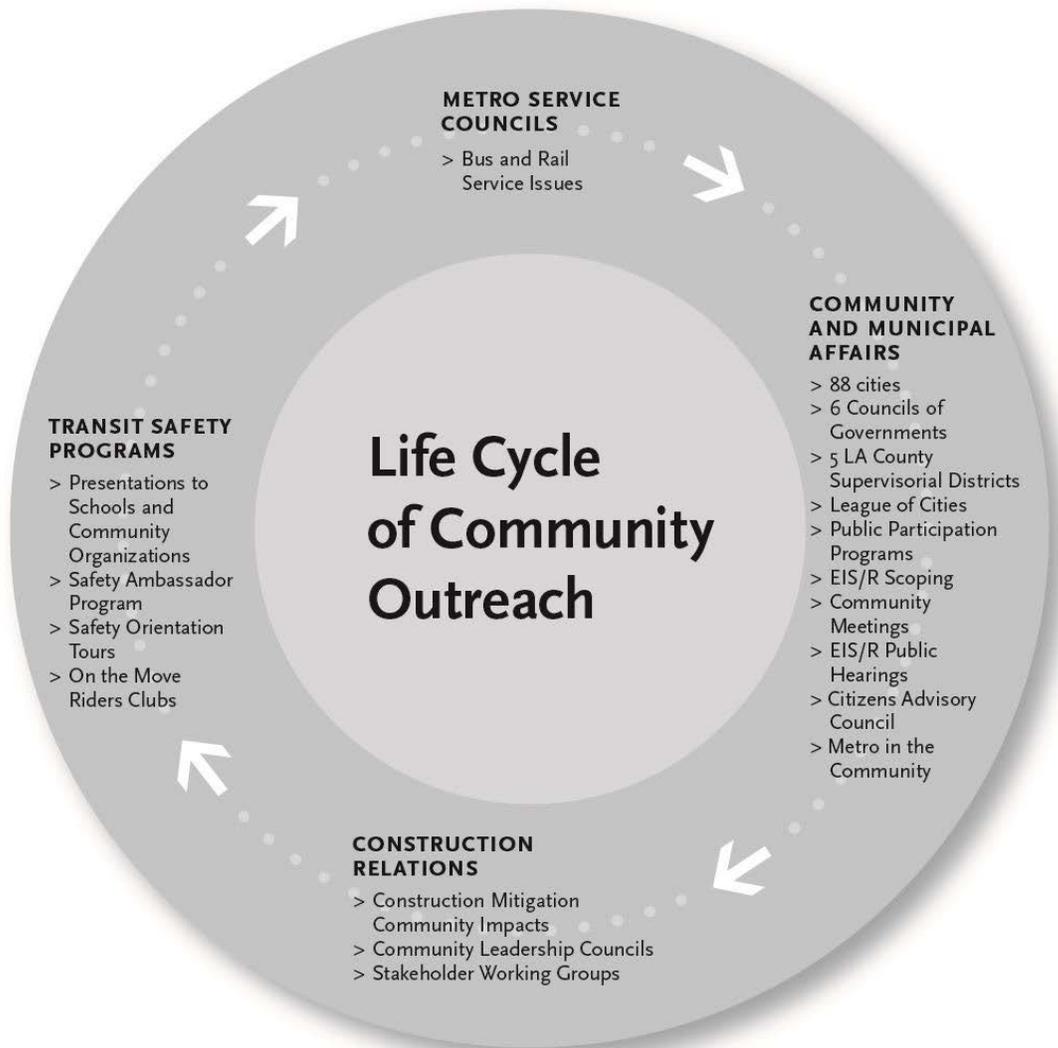
In addition, to continuously address Metro's bus and rail service issues, five sub-regional Service Councils have been established. The **Metro Service Councils** are staffed by Operations personnel with participation from Community and Municipal Affairs. Council member appointments are made by local jurisdictions for approval by the Metro Board of Directors. It is necessary for Council members to either live or work in the area where they are considering service issues. These councils meet on a monthly basis and review and recommend service changes, receive presentations on

all agency initiatives and meet quarterly with the Chief Executive Officer of the agency. All Service Councils Meetings are open to the public. The Councils, which have been active for over a decade, have proven to be a valuable, sustained source of community input and meaningful public participation in keeping with the Agency's core value which is continuous improvement in service to our customers.

Finally, the Metro Citizens Advisory Council (CAC) is a state-mandated committee that is staffed by Community and Municipal Affairs. The CAC meets twice a month and is composed of members of the public who are appointed by the Metro Board of Directors. The CAC consults, obtains and collects public input on matters of interest and concern to the community and communicates their recommendations back to the agency.

With this encompassing framework, Metro's Community Relations has achieved the objective of sustaining quality relationships with our stakeholders where we make the agency accountable for public participation in all key areas of the agency's stated mission, vision and goals.

“The Life Cycle of Community Outreach” graphic below depicts traditional points of community interaction based on proactive and required outreach.



### 3. Strategies, Methods, and Procedures

The strategies, methods, and procedures outlined here are integral components to the effectiveness of Metro’s Public Participation 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.) The Public Participation 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 Limited English Proficient (“LEP”) Persons (70 FR 74087, December 14, 2005) also are 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:

- a. ensure level and quality of public transportation service is provided in non-discriminatory manner
- b. promote full and fair participation in public transportation decision-making without regard to race, color or national origin
- c. ensure meaningful access to transit-related programs and activities by 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.”

## *Race/Ethnicity/Income – LA County in 2015*

Category	Percentage
<b>Race/Ethnicity</b>	
African American/Black (not Hispanic)	8%
American Indian/Alaskan	.2%
Asian/Asian American	13.8%
Native Hawaiian/Other Pac. Islander	.2%
Hispanic	48.1%
White (not Hispanic)	27.2%
Other	.3%
Multiracial	2.2%
<b>Income</b>	
Median Household Income (2010-2014)	\$55,8702
Per Capita Income (2010-2014)	\$27,987
Persons Below Federal Poverty Level (2010-2014)	14.6%

Source: 2010-2014 American Community Survey (ACS) 5- Year estimates

### *Languages Spoken in Los Angeles County (With More Than 1,000 LEP Persons)*

Limited English Proficiency (LEP) Populations: The 2010-2014 ACS 5- Year estimates show a total population of 9,974,203 for Los Angeles County. Data on languages spoken in Metro’s service area is gathered from multiple sources for the Four Factor Analysis<sup>2</sup>. Of the 9,329,565 people who are at least 5 years old, an estimated 2,407,270

---

<sup>2</sup> Metro’s 2013 LEP Plan Four Factor Analysis can be found in Appendix I of the *Title VI Program Update* available at <https://www.metro.net/about/civil-rights-policy/metro-2013-draft-title-vi-program-update/>

people, or 25.80%, speak English less than “well”. The table below shows the breakdown of those languages for Los Angeles. Maps included in the 2013 Factor One LEP Analysis<sup>3</sup> 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.

		TOTAL	LEP Population (Speaks English Less than Well)	Percent of Total Population over 5
1	Spanish or Spanish Creole	3,678,805	1,656,302	16.61%
2	Chinese	354,501	212,843	2.13%
3	Korean	183,483	112,411	1.13%
4	Armenian	171,484	86,432	0.87%
5	Tagalog	227,733	73,492	0.74%
6	Vietnamese	82,707	49,598	0.50%
7	Persian	73,447	30,391	0.30%
8	Russian	51,529	26,589	0.27%
9	Japanese	51,723	25,095	0.25%
10	Mon-Khmer; Cambodian	30,804	17,561	0.18%
11	Arabic	43,105	16,916	0.17%
12	Thai	22,847	14,109	0.14%
13	Other Indic languages	26,796	10,634	0.11%
14	Other Asian languages	26,059	9,805	0.10%
15	Other Pacific Island languages	27,996	9,539	0.10%
16	French (incl. Patois; Cajun)	39,033	6,081	0.06%
17	African languages	21,177	5,948	0.06%
18	Hindi	23,769	5,567	0.06%
19	Hebrew	23,990	4,762	0.05%
20	Other Indo-European languages	10,842	3,747	0.04%
21	Portuguese or Portuguese Creole	12,701	3,400	0.03%
22	Italian	15,372	3,021	0.03%
23	Urdu	9,081	2,830	0.03%
24	Gujarathi	9,193	2,818	0.03%
25	German	23,089	2,817	0.03%
26	Other Slavic languages	6,211	2,273	0.02%
27	Other and unspecified languages	5,571	2,219	0.02%
28	Hungarian	4,736	1,607	0.02%
29	Greek	6,745	1,522	0.02%
30	Polish	5,187	1,497	0.02%
31	Serbo-Croatian	5,845	1,465	0.01%
32	Laotian	3,232	1,362	0.01%

<sup>3</sup> *Ibid.*

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 Los Angeles 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 Public Participation Plan formally outlines the way in which Metro provides 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 Public Participation Plan. This is reflected through: inclusion of in-language materials, web-based and printed, in each project, in-language media, translation assistance on issues by phone or at meetings, and door-to-door outreach in multiple languages with collateral material leave behinds.

A comprehensive community outreach and public information and engagement strategy is designed to serve all stakeholders, including LEP, minority, low-income, and people with disabilities, within the project service or study area. The strategies, methods, and overview of implementation elements present traditional outreach practices with overlays of evolving technological tools. Some of these have been established in the last few years. Metro has harnessed the power of the Internet to broaden communication and public information and involvement recognizing that there are many communities without equal, daily access to the range of social media sites in use. Therefore, the development of each project-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 performance measures through comments. Qualitative and quantitative results are used to adjust project/plan outreach and to contribute over time to strategic outreach planning.

Metro's Public Participation 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

of the last 3 years on both regional and local plans. These strategies, methods and tools have been overlaid to foster ongoing public involvement in decision-making.

### ***Strategies***

Metro's strategic elements include:

- Convene the interagency 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 Limited English Proficiency Four Factor<sup>4</sup> 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 Public Participation Plan by selecting Metro's 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 addressing 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 connections, 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 involvement and information exchange.
- Identify a range of outreach activities that can inform members of diverse communities of new or ongoing projects, or to plan in advance for a formal public hearing process.
- Develop multi-language communication platform, based on demographic and community, input that equalizes opportunities among identified stakeholders

---

<sup>4</sup> *Ibid.*

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 the means by which those comments are incorporated into the ongoing outreach process and, as feasible, into the plans and projects themselves.
- Identify the potential uses of electronic communication, including websites, web video and social media, while ensuring the Public Participation Plan takes into consideration individuals and households in low-income, minority and limited English proficiency communities who may have limited access to computers and other communications electronics.
- Measure public service performance and adjust public participation plans by monitoring website metrics and transit stakeholders' comments on websites and social media.
- Measure public service performance and adjust long-range planning services based on query and monitoring of public comment from varied customer service interactions and stakeholder groups.

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

For every program, plan, project or other activity, Metro's technical, environmental and community outreach planners evaluate and determine the most effective methods for involving the public during the decision-making process. This advance team also identifies, designs and implements ongoing communication methods that engage Metro customers and open up opportunities for expanded participation.

As part of our public involvement process, Metro uses varied tools to encourage, facilitate, and engage the public in dialog and activities. This is accomplished through the creation of advisory groups that include varied civic, community, and government entities affected by planned project or service change and the dissemination of notice and project information through various formats, in person, by written notice, and those advanced through networks of technology with community partners.

Methods of outreach are tailored to reach out to our diverse population. We are mindful in identifying and including in this process minority and low income participants, people with limited English proficiency, and people with disabilities and in providing meaningful access to our outreach activities by making available the service of translators 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 follows with an explanation of its value to this process. Marketing materials and translation practices are consistent with Metro's Language Assistance Plan and Federal guidelines. Additional interpretive language assistance, whether officially required or not, is provided as needed.

## Menu of Public Participation Tools & Purpose

### ***Meeting Planning - Location & Structure***

First and foremost, meeting venues are transit accessible and ADA compliant. Meeting planning takes into consideration minority, low income, and 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 non-typical participants (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 a number of criteria: (1) room size (selected to accommodate anticipated attendance and ADA requirements), (2) room layouts that help facilitate dialog/input, (3) technology infrastructure for presentations or multilingual communication, (4) hours of operation of facility tied to area transit options to ensure transit dependent community attendance, and (5) geographical location within impacted or hard to reach stakeholder communities for convenience and comfort of dialog.

Selection of language services takes into consideration meeting format as well as these factors: (1) Simultaneous E/S translation – 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, can be provided on an as-request basis provided that requests are made with 72 hours advance notice. In addition, information can also be made available in large print and Braille as necessary.

### ***Meeting Types***

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

- Milestone Meetings (required meetings) introduce the public to the project, 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.
- Area Advisory Committees and Local Advisory Committee Meetings among constituents at the grassroots level offer input and resolution to issues/mitigations.
- At the introduction of the project, the service or plan purpose, the project schedules are translated into multiple languages as appropriate given research to reasonably facilitate meetings. At the outset, stakeholders are provided the project schedule, the engagement period/s, and both formal public and Board meetings.
- Project update meetings are presented in workshop format during the environmental review process. Participants include local civic and community organizations, and the general public. Meetings are noticed in multiple languages via new media sources (Twitter, YouTube, Facebook) and through mailers and e-blasts.
- Community Relations are enhanced through the established Metro Service Councils, a sustained source of community input for the last 15 years.

### ***Public Meeting Notice - Delivery System***

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

- US Postal Service – Traditional mail service is employed for initial project 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 is used in addition to traditional mailing to stakeholders and community members. Recipients have previously opted in to 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 are posted in high-traffic gathering places, including, but not limited to: colleges, parks, libraries, community centers, farmer’s markets and cultural events.
- Transit – Meeting leaflets and related collateral may also be available on buses and rail, notifying riders of upcoming meetings and providing basic Metro contact information.
- Community Networking – Civic and business organizations, non-profits and individuals frequently partner with Metro to distribute notices through their proprietary channels and social media networks. In addition, Metro notices are placed in multiple languages with local elected officials, senior centers, colleges, civic and other community based organizations. Metro’s team attends and distributes notices at cultural and neighborhood events when feasible. Metro provides notice to varied community groups for posting on community calendars including transit coalitions and economic development councils.
- Posters – Multilingual posters displayed at terminal points are also an effective means of noticing meetings and directing individuals to general information about Metro.

***Online communications – meetings, updates and ongoing communications***

- The Metro home page ([www.metro.net](http://www.metro.net)) provides web visitors with transportation information assistance in nine 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. Viewers can also comment on stories or share them on their own personal social media sites.
- Metro has created a unique webpage for each of its projects, available in bi- or multilingual formats, as appropriate. Visitors are invited to provide comments, stream recorded meetings and view PowerPoint presentations. Through these pages, users can also sign up to receive email updates about the specific project.
- Web advertising is another important component of the online communications effort. Metro commissions web advertisements in English, Spanish and other commonly-used languages, targeted to demographic groups and project parameters. Facebook ads are similarly employed.

- Metro is actively engaged in popular social media sites Facebook and Twitter to launch outreach campaigns, provide project updates, and direct users to meeting announcements and special events.
- Metro carefully monitors its social media outlets to ensure content is appropriate and useful and to gauge areas of concern and interest as well as 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 outreach.
- E-mail updates - As projects develop and reach milestones, e-mail updates are sent to community stakeholders. Metro also shares these email updates with its key stakeholders, including partners and community based organizations, to distribute the email updates through their own networks.

#### ***Other language access sites or tools***

A Metro advisory card has been prepared listing how to get language assistance services. As identified in Metro's Language Assistance Plan, the information is listed in 9 languages other than English. Pocket transit guides as regular pieces are also offered in 9 languages, distributed at meetings and through customer service sites. The distribution at meetings can assist stakeholders, with long-term interest in the plan, project or service change action, to more easily access community meetings and get additional information in-language.

#### ***Broadcast and print media***

- Media alerts and releases are distributed to multi-lingual news sources, media briefings for minority owned and distributed newspapers
- Purchase of display ads in Spanish-language media and other outlets as appropriate
- Press releases are distributed to websites, blogs Facebook/Twitter

(For a complete list of media outlets, see attachment)

#### ***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, on regional blogs, and local organizations' websites.

- Simultaneous broadcast of meetings is often used via Ustream, GotoMeeting and later to 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 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.

### *On-going Communication Activities & Approaches*

- Briefing Meetings/Workshops are established in addition to required meetings to bring the public up to date on project elements, respond to initial comments, and address specific conflicts or concerns of community members.
- One-on-one and group briefings are conducted including community, legislation, and issues response.
- Scoping results meetings are held to presents the public with initial discussion and results or changes.
- Specific design meetings engage the public by introducing the technical considerations with offering solutions to potential impacts or present design opportunities
- Tours are offered to area stakeholders for better understanding of the proposed project/service change.

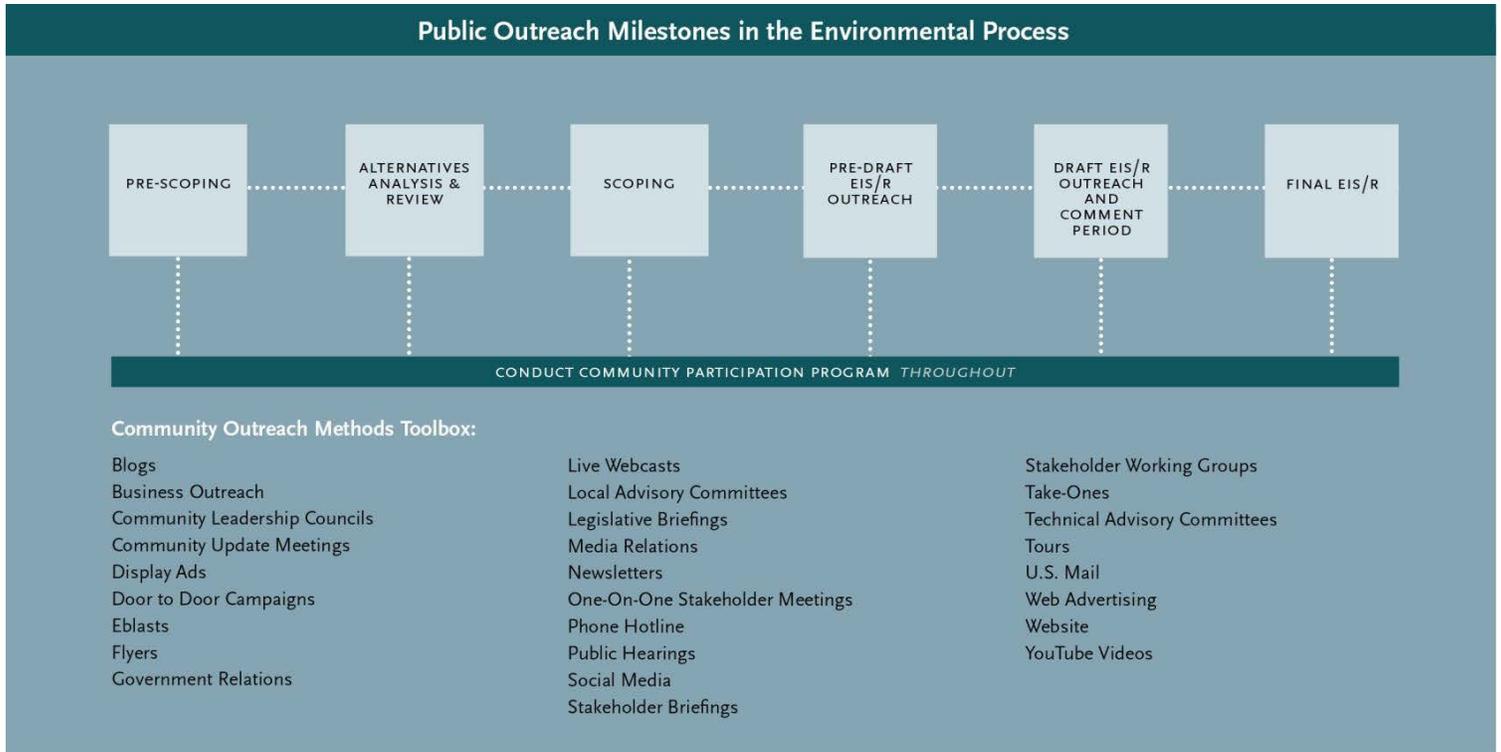
### *Evolving Practices - All Stakeholders Including LEP, Minority and Low Income*

- **Management: "Advance Team" Assignment** - staff with multilingual, cultural, historical, economic or special community knowledge provide early input to outreach strategies partnering with technical staff on planning matters and statistical experts to design outreach approach.
- **Technology: Public Engagement Platform Development** - Interactive GeoSocial Map

The launch of an internet-based geosocial map presents a model for enhanced public participation, allowing close examination of proposed transit projects by stakeholders living anywhere within the Los Angeles 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 and Twitter. 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.

#### 4. 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 on-going public access, participation and input throughout the EIS/EIR process. While Metro’s outreach 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 on-going 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<sup>5</sup>. 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's website, social media and multi-language print venues including localized community network bulletins and newspapers to promote further vetting at a grassroots level.

The following four Public Participation Plan examples summarize customized outreach eliminating communication barriers, promoting participation and input, resolving issues and delivering meaningful participation.

- Crenshaw/LAX Community Leadership Council (CLC)
- Regional Connector Little Tokyo Working Group (LTWG) and Community Leadership Council (CLC)
- I-710 Community Participation Framework
- Metro ExpressLanes Corridor Advisory Groups
- Metro Bike Share Crowd Sourcing Outreach

Introduction: 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<sup>6</sup>.

The five (5) 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 minority community, expand and balance

---

<sup>5</sup> *Ibid.*

<sup>6</sup> Metro's 2013 Title VI Triennial Program Update can be found in Appendix G of the *Title VI Program Update* available at <https://www.metro.net/about/civil-rights-policy/metro-2013-draft-title-vi-program-update/>

participation among diverse stakeholders, provide a heightened and on-going communication system between interested parties, identify and address issues of greatest impact or concern, and expand benefits to project-adjacent communities through dialog.

***Project: Crenshaw/LAX Light Rail Transit Project***

Description: The Crenshaw/LAX Light Rail Transit Project is an 8.5 mile alignment from the Exposition/Crenshaw station on the north following Crenshaw Blvd south and west to the Metro Green Line connection. The project purpose is to improve public transit service and mobility in the Crenshaw Corridor between Wilshire and El Segundo Blvds. The overall goal of the proposed project is to improve mobility in the corridor by connecting with existing lines such as the Metro Green Line and the Expo Line. The alignment traverses both South Los Angeles and the City of Inglewood, comprised primarily of minority population.

***Customized Approach - Establishment of Crenshaw/LAX Community Leadership Council (CLC) for Sustained Involvement & Continuity through Project Buildout***

In addition to Metro's traditional and targeted outreach measures engaged during early deliberations, in 2010 Metro pioneered the formation of the CLC. The CLC is a corridor-based transportation advisory body, formed for the purpose of sustained involvement by representatives who will serve in a liaison role to the greater community as the LRT is brought to fruition into an operating system. The mission of the CLC is to promote community-based dialogue around opportunities arising from the Crenshaw/LAX Line development and engage a wide base of community stakeholders with ongoing project activities throughout communities located along the Project alignment in a way that's equitable, beneficial, resourceful and meets the needs of the community. The CLC is racially diverse, and includes representatives from small business, faith-based organizations, labor, local media, academia, local empowerment congress, chambers, local economic development corporations and law enforcement. Participation in the CLC also allows for engagement on topics that have direct correlation to the assets of a new transit system linking the corridor to Metro's countywide rail and transit system. The CLC – led by Co-Chairs representing the City of Los Angeles and the City of Inglewood -- meets on a quarterly basis and is assisted in their duties by a series of Working Groups.

Working Groups are topic-specific groups open to the public that convene quarterly or as-needed to set goals, strategize and implement working plans that support the project area communities and/or the Crenshaw/LAX Transit Project. These Working Groups serve as a platform to share information, address community concerns and develop work plans related to community opportunities arising from the Project. The four work groups include:

**1) Community Engagement**

Solicit input and encourage dialogue in the community on topics surrounding the Project.

**2) Economic Development**

Establish opportunities for job creation, commercial development, capital investment, jobs and small business development within the project area.

**3) Quality of Life**

Identify opportunities to improve quality of life for the community within the areas of mobility, safety and environmental health.

**4) Special Projects**

Additional areas of community interest

**Result:** Metro, working with the CLC, has succeeded in fostering greater awareness of and involvement in the new transit line and the attendant mobility and economic development benefits that will accrue to the community. Additionally, the CLC was instrumental in identifying the need for an additional station at the historic Leimert Park -- a center of community, family, artistic and business activities. On June 27, 2013, Metro's Board of Directors approved a contract to build the line including stations at Leimert Park and Westchester/Veterans.

***Project: Regional Connector Transit Project***

Description: The Metro Regional Connector Project extends from the Metro Gold Line Little Tokyo/Arts District Station to the 7th Street/Metro Center Station in downtown Los Angeles, allowing passengers to transfer to Blue, Expo, Red and Purple Lines, bypassing Union Station. The 1.9-mile alignment will serve Little Tokyo, the Arts District, Civic Center, The Historic Core, Broadway, Grand Avenue, Bunker Hill, Flower St. and the Financial District.

This new Metro Rail extension will also provide a one-seat ride for travel across Los Angeles County. From the Metro Gold Line, passengers will be able to travel from Azusa to Long Beach and from East Los Angeles to Santa Monica without transferring lines.

The Regional Connector will improve access to both local and regional destinations by providing continuous north/south and east/west thru service in Los Angeles County and by providing connections to other rail lines via the 7th St/Metro Center Station.

***Customized Approach - Formation of Little Tokyo Working Group for Impact Issues Resolution and Collaboration with Diverse Area Stakeholders***

In addition to required technical and demographic analysis, leading to a multi-lingual platform for communication, outreach measures were developed to address cultural, historic and economic impact concerns among stakeholders. One of the communities in the project area, Little Tokyo, is one of only three remaining "Japantowns" in the United States. Over the years, Little Tokyo has experienced the loss of some significant portions of its community to the construction of several city, state, and federal buildings via eminent domain. Many community members saw the Regional Connector as one more attempt to encroach into Little Tokyo, further reducing its size and negatively impacting the community's cultural identity and economic viability. This unease peaked when the Little Tokyo community coalesced against both of the build alternatives initially proposed for study in the Draft EIS/EIR at several Metro Board and community meetings in the summer and fall of 2009.

In 2010, recognizing the unique challenges and opportunities of the proposed project, Metro developed a response to specific input raised during public discussions, intended to respond to specific stakeholder concern on design and impacts as well as to identify mitigation measures.

This outreach culminated in the formation of the Little Tokyo Working Group (LTWG), comprised of Metro staff and leaders of the Little Tokyo Community Council (LTCC), which represents over 100 business and community organizations. It included engagement of a wide diversity of stakeholders and opinion leaders including business organizations, chambers of commerce, business improvement districts (BIDs), neighborhood councils, community councils, arts organizations, and residential groups in downtown Los Angeles.

The LTWG worked collaboratively to develop an alternative and discussed possible mitigation measures that could address the construction and operational impacts of the Regional Connector. Metro also provided funding to hire a consultant to assist the community in acquiring an in-depth understanding of the environmental process and developing potential mitigation measures for documentation in the Draft EIS/EIR.

**Result:** The ongoing work with the LTWG led to the development of a new alternative that not only was acceptable to Little Tokyo stakeholders, but also generated widespread enthusiasm and support for the Regional Connector. In February 2010, in response to the LTWG and LTCC, the Metro Board of Directors approved the addition of the new alternative to the Draft EIS/EIR for a full environmental evaluation. Significant numbers of Little Tokyo community members attended the Board meeting to show their support for the new alternative and to commend Metro for addressing their concerns. Following the conclusion of the Draft EIS/EIR public review period, the Metro Board of Directors designated the Fully Underground LRT Alternative as the Locally Preferred Alternative (LPA) at the October 28, 2010 meeting.

Henceforth, the Metro Board approved the Project in 2012, refined to reduce project impacts and improve design in response to input from the Little Tokyo community and other stakeholders in the project area. This interaction led the Metro Board to approve a fully underground light rail transit alternative, which in turn, generated considerable community support for this alternative. The community engagement process continues today with an alignment-wide Regional Connector Community Leadership Council (CLC) led by an executive committee comprised of the co-chairs from each of the three station areas, 1<sup>st</sup> St/Central Av, 2<sup>nd</sup> St/Broadway St, 2<sup>nd</sup> Pl/Hope St, and the Financial District. The advisory body meets monthly to review construction activities, monitor mitigation compliance, and to identify unique means of leveraging this transit investment to foster economic vitality. The Regional Connector Community Leadership Council will remain in place throughout construction to further stakeholder participation. Furthermore, bi-monthly project wide construction update meetings, with in-language assistant available, are held to keep the general public appraise on the project.

***Project: I-710 Corridor EIR/S***

Description: The I-710 Corridor has long been a vital transportation artery for goods movement from the Ports of Los Angeles and Long Beach. The Corridor stretches 18 miles from the ports moving north through the Gateway Cities region which is home to one of the most socio-economically diverse areas in the County. The Ports together form the largest container-port complex in the country, and the 5<sup>th</sup> largest in the world. As a result of population growth, cargo container growth, increasing traffic and an aging infrastructure the I-710 freeway now suffers from serious congestion and safety issues. Expressed community priorities are to improve air quality and public health, increase mobility, reduce congestion, improve safety and assess alternative, green goods movement technologies.

***Customized Approach: Formation of Varied Stakeholder Committees Influencing Regional Decision-Makers & Funders***

In this case, Metro developed a Community Participation Framework to identify and address the range of local issues and gather feedback on an on-going basis to inform decision-makers and the partner agencies.

The community participation framework for the I-710 Corridor Project Study encourages corridor communities to stay informed about the project, and to provide input throughout the process. Local Advisory Committees (LACs) represent the communities along the corridor, and are made up of residents and business owners from each community the project touches. The Chair of each LAC sits on the Corridor Advisory Committee (CAC), along with other appointees representing corridor-wide interests.

The primary responsibility of the CAC is to advise the Project Committee (PC), which is made up of elected officials and funding partners, which in turn provide recommendations to a high-level Executive Committee comprised of members of County Board of Supervisors, Chairpersons of the funding partners, and the co-chairs of the Project Committee. There is also a Technical Advisory Committee (TAC), made up of technical experts from corridor jurisdictions, city and community staffs and Funding Partners who advise the PC on technical aspects of the project. The Executive Committee (EC) is the highest level committee, and is comprised of representatives from Los Angeles County and the Funding Partner agencies, as well as the co-Chairs of the PC. This committee provides policy direction and final recommendations to Caltrans and FHWA.

**Result:** The participation framework has promoted superior dialogue within the study area, and often times resulted in significant changes to the project during the planning phases, such as greater attention to health issues and incorporation of state-of-the-art technology in the goods movement industry and the addition of complete street elements to the project. Upon review of the extensive feedback received during the Draft EIR/EIS public comment period, Metro, Caltrans, and the project Funding Partners decided in March 2013 to move forward with a Recirculated DEIR/Supplemental DEIS (RDEIR/SDEIS) for the no-build alternative and build alternatives to be released for public review and comment in Fall 2016. The project team continues to work closely with the advisory committees to provide progress updates and receive feedback.

***Project: Metro ExpressLanes Corridor Advisory Groups***

Description: Metro and State of California Department of Transportation (Caltrans) District 7, along with other L.A. County municipal operators, have partnered in a one-year demonstration program during which existing carpool lanes on the I-10 El Monte Busway and I-110 Harbor Transitway were converted to High Occupancy Toll (HOT) lanes— called Metro ExpressLanes. The Program was primarily funded with a \$210 million congestion reduction demonstration grant from the U.S. Department of Transportation (USDOT) and today it is self-sustaining, made permanent by the state legislature in 2014. The I-110 ExpressLanes opened November 10, 2012; the I-10 ExpressLanes opened February 23, 2013. These are the first toll lanes in Los Angeles County.

***Customized Approach: Corridor Advisory Groups in LEP & Low Income Communities Established to Collaborate with Area Stakeholders to Expand Project Involvement***

Early in the planning phase, Metro recognized that robust stakeholder outreach was needed to inform and involve the diverse populations along the I-10 and I-110 in the City of Los Angeles, South Bay and San Gabriel Valley. In January 2009, the Metro Board approved a Public Outreach and Communications Plan that outlined a strategy

to reach diverse groups of people and interests – including minority, Limited English Proficiency, and low-income communities – throughout the I-110 and I-10 project areas. Three Corridor Advisory Groups (CAGs) were established, comprised of stakeholders along the I-10, I-110 North and I-110 South corridors. The CAGs facilitated community participation and collaboration with businesses, community groups, institutional/cultural groups, employers, City of Los Angeles neighborhood councils, local governance and councils of governments, and legislative representatives, among others.

Metro held numerous CAG meetings to share information about the program and get feedback on everything from the concept of operations to the toll rates and tolling policy to the mitigation for low-income commuters. Eight public hearings were held during the environmental planning phase and another seven public hearings were held to collect public feedback on the performance of the program in 2014. Meetings were held with Spanish and Mandarin translation provided, and they were advertised in foreign-language and English newspapers as well as ethnic newspapers along the corridors. Since its inception the program team has conducted more than 400 grassroots stakeholder briefings with neighborhood councils, community organizations, and local city councils to get meaningful community input.

**Result:** Whenever there is talk of pricing the issue of fairness is raised. Senate Bill 1422 (Ridley-Thomas), which conveyed tolling authority to Los Angeles County Metro, required that Metro assess the impact of the program on low income commuters and provide mitigation. As a result, in March 2010 the Metro Board authorized the implementation of a Low Income Assistance Plan for low-income commuters that is the first of its kind in the country. With the Low Income Assistance Plan, residents of Los Angeles County with an annual household income (family of 3) equal to or below \$40,180 (twice the 2015 federal poverty level) qualify for a \$25 credit when they set up their account.

Since the Low Income Assistance Program began in 2012, more than 7,991 L.A. County households have enrolled. When transponders became available, Metro executed a countywide and targeted paid media campaign in English, Spanish and Mandarin to get the word out to diverse communities throughout the County. The campaign included billboards, radio and TV advertising, focus groups, social media, eblasts, briefings, information tables, and mobile van events reaching thousands of residents in LA County. The Metro ExpressLanes Mobile Van “MEL” was also launched to distribute transponders and provide Program information with particular emphasis in low-income and hard to reach areas. To date, over 235 MEL events and information tables have been held at community fairs, schools, churches, businesses and conferences reaching thousands of residents directly in their neighborhoods.

During the evaluation phase, the team launched another multilingual paid media campaign, conducted focus groups on carpools and the Low Income Assistance Plan, and garnered extensive media coverage as well as more than 670 public comments.

In response to comment, Metro has increased transit service significantly in the ExpressLanes to provide more options that do not require payment of a toll. As a result of the increased transit investment there has been a 126% increase in Metro Silver Line ridership from 2011.

In addition, all net toll revenues must be invested in transit improvements in the corridors where they are generated. This offers a unique opportunity to advance the Long Range Transportation Plan (LRTP) and Metro's goals for a more sustainable countywide transportation system. During Round One, over \$20 million was distributed in the I-10 and I-110 corridors to increase mobility through a series of integrated strategies (transit operations, transportation demand management, transportation systems management, active transportation, and capital investments).

The Corridor Advisory Group and its Net Toll Revenue Grant Program Subcommittee continues to meet at least twice a year to provide strategic guidance and valuable feedback on the Grant Program, process, and eligibility guidelines. The Subcommittee, which was formed in 2014, reviews staff recommendations for grant recipients. In 2016, they will meet again to evaluate applications for the Round Two grants to ensure that the process is open, transparent, fair, and accountable.

***Project: Metro Bike Share Crowd Sourcing Outreach***

Metro is partnering with the City of Los Angeles to launch the Downtown Los Angeles Metro Countywide Bike Share Pilot Program in Summer 2016. The Pilot Program will feature up to 1,000 bicycles and 80 stations in Downtown Los Angeles. The Program will provide a fleet of bicycles that can be borrowed for short periods from strategically placed bike share stations. This user-friendly bike share system will increase transportation choices for people making short trips and traveling to and from transit stations. There are options to expand the countywide system to other bike-ready communities throughout Los Angeles County in future years. Metro is supporting communities throughout the region as they prepare to join the Metro Bike Share program, and working with other cities that are launching bike share programs, such as Santa Monica and Long Beach, to create an interoperable system.

### ***Customized Approach: Engage Social Media, Grassroots Outreach and Local Business Districts to Maximize Stakeholder Involvement in the Station Siting Process***

In Summer 2014 Metro's Bike Share team developed a list of pilot bike share stations in downtown Los Angeles, Long Beach and Pasadena using community input received through an interactive crowd sourcing map. In December 2014 the team further refined that list by taking additional public suggestions for bike share locations throughout the county. Metro received a tremendous response with suggested locations identified from Arleta to Pomona.

#### **Result:**

Based on preliminary studies and this robust public feedback process involving stakeholders throughout LA County, over 100 possible station locations were identified for the pilot program in Downtown Los Angeles.

Metro is further refining station locations based on additional public feedback. In November 2015 a crowd sourcing website – [www.metro.net/bikeshare](http://www.metro.net/bikeshare) – was launched which allowed members of the public to view the map of proposed Bike Share station locations and say why they liked or disliked a location directly on the map. Business Improvement Districts and community organizations shared this link with their networks, and the team encouraged feedback from stakeholders who live and work throughout Downtown Los Angeles through social media networks.

In addition, the Bike Share team provided numerous briefings to BIDs and community organizations in Downtown Los Angeles to collect input from residents, businesses and property owners on their Bike Share station siting preferences. This engagement program involved the community at every step of the planning process by allowing hundreds of stakeholder to state their station preferences. The terrific response from the public is expected to result in a strong sense of ownership and involvement among users when the program is launched in Summer 2016.

## **5. Performance Measure and Objectives**

- **Monitoring and Tracking**

In Los Angeles 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. In order to meet the needs and expectations of residents and stakeholders, Metro's Public Participation Plan must be monitored, fine-tuned and adjusted.

The Public Participation Program has been developed utilizing a wide range of analytical tools, data sources – including the Four Factor Analysis<sup>7</sup> – 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 performance and tracking projects/programs/service changes, under EIS/EIR review, is based on and evaluated concurrently at three levels:

- Metro’s Community Relations Team management, which convenes weekly to assess the methods employed and provide assessment and approval of reasoned adjustments in county-wide 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.
- Responses from social media messaging can be assessed on a virtually daily basis through web analytics.

In addition, under Title VI reporting measures and LEP Proficiency Plan updates, the public is surveyed through various methods on Metro’s plans, performance and services. 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.

## 6. Conclusion

This Public Participation Plan must, first and foremost, be accountable to the public. 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 and FTA Circular instructions in consideration of Environmental Justice and on behalf of

---

<sup>7</sup> Metro’s 2013 LEP Plan Four Factor Analysis can be found in Appendix I of the *Title VI Program Update* available at <https://www.metro.net/about/civil-rights-policy/metro-2013-draft-title-vi-program-update/>

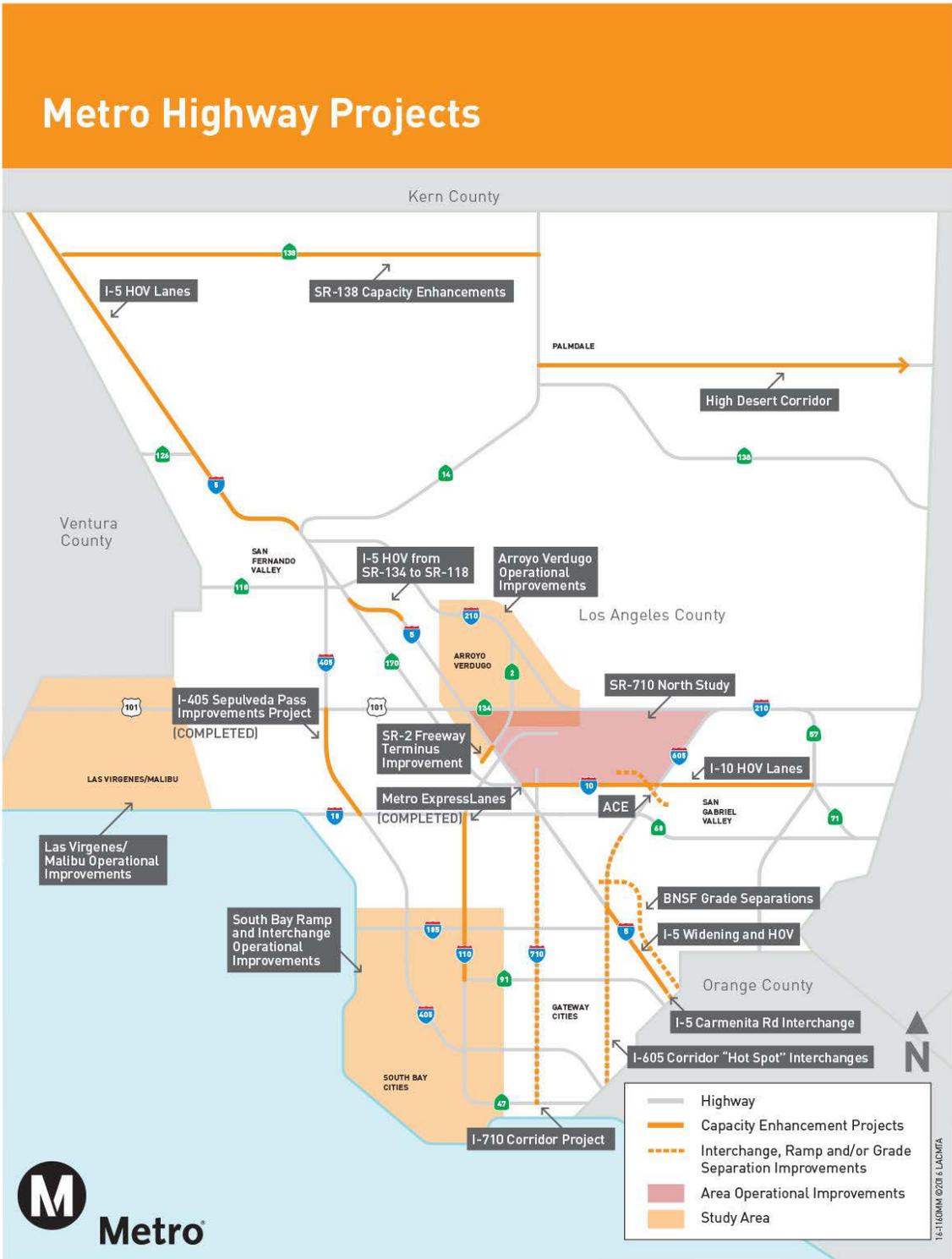
Limited English Proficient, low-income, and minority communities and individuals with disabilities.

## **7. Attachments (see following pages)**

- Attachment 1 - Metro Transit Projects
- Attachment 2 - Metro Highway Projects
- Attachment 3 - Database of Stakeholders
- Attachment 4 - Database of Media Including Ethnic Media

# Metro Transit Projects





### Attachment 3 - Database of Stakeholders

Active Transportation Stakeholders (including Bicycle and Pedestrian)
Advertising Firms
Advocacy Organizations
Airports (including Burbank, John Wayne, Long Beach, Los Angeles World, Santa Monica, and Van Nuys Airports)
Business Improvement Districts
Business Organizations and Trade Associations (including LA County Business Federation, Valley Industry Alliance and Valley Industry and Commerce Association)
Carpoolers and Vanpoolers
Chambers of Commerce
Citizens Advisory Committees
City and County Commissions
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, Block Clubs, and Community/Neighborhood Watch Groups
Hospitality Industry (including LA Tourism and Convention Board, tourist and visitor centers)
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)
Los Angeles County Economic Development Corporation
Media, Blogs and Social Media Outlets
Metro 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, 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 Agencies
Public Libraries
Rail Companies and Agencies (including Amtrak, BNSF, High Speed Rail, and Metrolink)
Religious Organizations and Faith-Based 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

#### Attachment 4 - Database of Media Including Ethnic Media

<b><u>Major Dailies/General Market/Wire Services</u></b>
LA Times-Full Run
Los Angeles News Group Metro (Includes Daily News, Long Beach Press-Telegram, Torrance Daily Breeze, San Gabriel Valley Tribune, Pasadena Star News, Whittier Daily News)
City News Service
Associated Press
Reuters
UPI
Bloomberg News
New York Times
EFE (Spanish Language News Group)
Notimex
<b><u>Westside Central/Downtown Los Angeles</u></b>
The Malibu Times
Santa Monica Mirror
Santa Monica Daily Press
Beverly Hills Courier
Beverly Hills Weekly
Los Angeles Independents (Part of Wave Nwsp Group. Includes the LA Independent and Wave Culver City Star)
Prk Labrea Nws/Bev Press
L. A. Downtown News
The Argonaut
Culver Cty Nws/Blue Pacific
Culver City Observer Grp
Includes: Culver City Observer, Santa Monica Observer
Inglewood Today Weekly
Our Weekly LA
L.A. Business Journal
Beach Reporter
UCLA Daily Bruin
Wehonews.com
Brentwood News
L.A. Weekly
Watts Times

Larchmont Chronicle
Random Length News
<b><u>San Fernando Valley</u></b>
Daily News
Valley News Group (Includes Warner Center News, Valley Vantage and Las Virgenes Enterprise)
SVF Sun\El Sol
The Toluca Times
Chatsworth Patch
Encino Patch
San Fernando Valley Business Journal
Glendale News Press
Santa Clarita Signal
Toluca Times
Van Nuys Press
<b><u>San Gabriel Valley</u></b>
San Gabriel Valley News Group
Eastern Group
Pasadena Weekly
Beacon Media Full Group (Includes 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
Includes La Canada Flintridge Outlook and Pasadena Outlook
Mid Valley News
East L.A. Times
South Pasadena Review
Whittier Daily News
Alhambra Source
<b><u>South Bay</u></b>
Torrance Daily Breeze
Beach Reporter
PV Peninsula News
Herald Pubs Group (Includes: 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
<b><u>Gateway Cities</u></b>
Long Beach Press Telegram
Los Angeles Wave Publications Group (Include Wave West, Wave East, NE Wave, The Press, Herald American, Lynwood Press)
Downey Patriot
The Compton Bulletin
Cerritos Comnty News Group (Includes Los Cerritos Community News, Norwalk Community News, Pico Rivera Community News, La Mirada Lamplighter, Downey Community News)
Gazette Newspapers (Includes Downtown Gazette, Grunion Gazette)
Signal Tribune (Signal Hill)
<b><u>African-American</u></b>
L.A. Watts Times
Los Angeles Sentinel
Inglewood Today
<b><u>Spanish</u></b>
La Opinion
Impacto USA
Hoy
Dia a Dia
La Voz Libre
CNN Latino
CNN Espanol
Vida Nueva
<b><u>Other</u></b>
China Press
Chinese Daily News
World Journal News
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
<b><u>Major Television Stations/Cable</u></b>
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

<b><u>Major Radio Stations</u></b>
KNX
KFWB
KFI
KCRW
KPCC
KPFK
KROQ
KABC Radio
KWKW Radio
Metro Networks
Radio Exitos
Univision Radio
KCSN
National Public Radio
Voce of America
Radio Korea
Radio Manila
Radio Seoul
<b><u>Blogs</u></b>
L.A. Streetsblog
Curbed L.A.
Laist.com
BlogDowntown
The Source
El Pasajero
Latinola.com
USC Neon Tommy
Huffington Post
L.A. Observed
Planetizen
Transit Coalition
Metroped.net
Latino California
The Eastsider
The Voice
<b><u>Trades</u></b>
Passenger Transport

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