

I-405 Sepulveda Pass Improvements Project

Wilshire Ramp Reconstruction Overview



Wilshire Ramps Reconstruction Outreach Plan



Rendering of Completed Wilshire Loops



Extended Ramp Closures

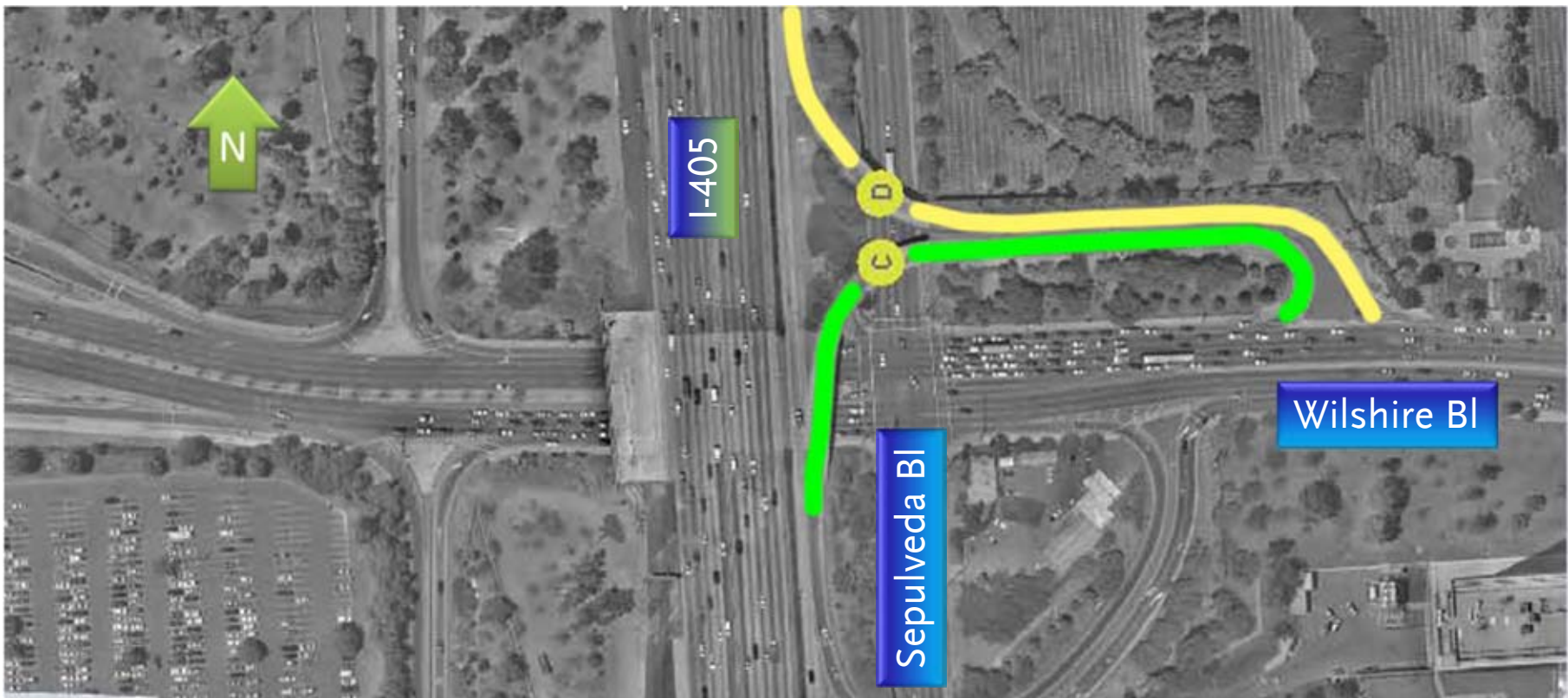
Ramp	Tentative Date	Maximum Duration (Days)
WB Wilshire on-ramp to NB I-405	2 nd Quarter 2012	90
NB I-405 off-ramp to WB Wilshire	2 nd Quarter 2012	90
WB Wilshire on-ramp to SB I-405	TBD	14
EB Wilshire on-ramp to SB I-405	TBD	14
SB I-405 off-ramp to WB Wilshire	TBD	14
SB I-405 to EB Wilshire	TBD	90
NB I-405 off-ramp to EB Wilshire	TBD	21
EB Wilshire on-ramp to NB I-405	TBD	90
SB I-405 off-ramp to Santa Monica	TBD	14
NB I-405 on-ramp from Santa Monica	TBD	7
SB I-405 on-ramp from Santa Monica	TBD	7

First Wilshire Ramps Demolished

Anticipated May 2012

C = Northbound I-405 off-ramp to westbound Wilshire

D = Westbound Wilshire on-ramp to northbound I-405



90-Day Closure Demolition

- Demolition will take 3 to 4 nights
- Begins the 2nd or 3rd night of the 90-day closure
- Requires full closure of Sepulveda, from Wilshire to Montana
- Requires full closure of WB Wilshire, from Veteran to Federal
- Demo requires night work only, 9pm to 6am
- Detours maps will be available on line



Closures required to deploy heavy equipment and remove debris

Traffic Management Plan

WB Wilshire to NB I-405 On-ramp

Detour: WB Wilshire, NB Sepulveda, NB Moraga on-ramp

- Double left turn from NB Sepulveda to NB Moraga on-ramp
- Two thru lanes for NB Sepulveda at Moraga
- Adding a WB Wilshire trap right turn lane
- Will remove HOV lane marking on Moraga on-ramp
- Currently, left turns from NB Sepulveda to Church/Ovada are restricted during peak hours. This will change to 24/7.

Alternative: WB Wilshire, SB Sepulveda, WB Santa Monica to NB Santa Monica on-ramp

- Extended WB Wilshire dual left turn lanes for added storage
- Extended SB Sepulveda right turn pocket to Santa Monica for added storage (will reduce on-street parking)



Temporary Mitigation Measures

Proposed alternative

- Temporary WB Sunset left turn to NB I-405 on-ramp
- Closure of Sepulveda Way
- Together will improve flow on NB/SB Sepulveda and overall traffic network
- Will be monitored around the clock. If it does not work it can be removed easily.
- We do not have the option to implement this during the closure. It must occur now.



Saturation Outreach Strategies

First Phase Roll-Out – Underway

- Media and social media networking
- Briefing sessions to key stakeholder groups
- Establish contact with all vested interests
- Metro Commute Services outreach
- Community meeting
- Send first eblast



Saturation Outreach Strategies

Second Phase Roll-Out – May 1

- Continued media and social media networking
- Continued briefings to key stakeholder groups
- Second community meeting
- Posting of detour and alternate routes maps
- Commence print and online advertising
- Metro employee check insert
- Send second eblast



Saturation Outreach Strategies

Third Phase Roll-Out – Path to Implementation

- Changeable Message Signs
- Checks inserts for City and County of Los Angeles
- Daily updates on project Hotline, website, social media sites
- Community Relations on call 24/7
- Send final eblast

Saturation Outreach Strategies

Sample Outreach

Share educational material with stakeholders:

- Transportation
- Government, Access and Social Services
- Cultural, Entertainment, Religious
- Business, Commerce, Labor
- Educational Institutions, Utility Companies
- Emergency Services, Joint Intelligence
- Courier and Delivery Services



Complete outreach database includes more than 6,000 stakeholders and organizations

Saturation Outreach Strategies

Outreach Materials

Sample collateral materials:

- Take One (for Metro and Munis)
- Poster (downloadable from project website)
- QR code card
- Fact sheets
- Check inserts
- Print and online ads
- Radio ads



Quick reference codes will appear on fact sheet and QR code card



Media Outreach Campaign

Key Messages

- Plan ahead to determine alternate routes
- Make extra time to reach destinations
- Eliminate unnecessary trips to avoid peak congestion impacts
- Work with employers to adjust work hours or telecommute to avoid peak hour congestion
- Work with Metro to find rideshare partners
- Take public transit when possible



Reduced-height warning signs surround the I-405 bridge over Wilshire Bl



Media Outreach Campaign

Tactics

- Media event—within 30 days of demolition
- Media briefings—ongoing
- Web chat—one week before demolition
- Press releases—ongoing
- Traffic reporter spots—ongoing
- Metro blog postings—ongoing
- Onsite media availability—eve of demolition

“Dangle balls” warn drivers if the profile of their vehicles exceed the current maximum height



Wilshire Extended Ramp Closures

For Our Partners

- Offer applets to webmasters: countdown clock and icons
- Send link to Wilshire Ramps video to project partners
- Place Wilshire Ramps video and relevant Did You Know? pieces on The Source
- Post Wilshire Ramps video on Facebook, Twitter pages



Rendering of Completed Wilshire Loops



Wilshire Extended Ramp Closures

Traffic Management Plan, Other Considerations (Contd.)

Wilshire Ramps Educational Video

<http://www.youtube.com/watch?v=S-5AF73Ce8g&feature=g-all-u>

