

# East San Fernando Valley Transit Corridor Project

## **Appendix 1: Outreach Documentation Reports for Alternatives Analysis Phase**

**March - May 2013**

## Introduction

The second busiest transit corridor in the San Fernando Valley, Van Nuys Boulevard continues to be a thriving, energized and vibrant corridor that connects many people across the region. There are places to live, shop, conduct business, attend school, work, eat, play, and worship. Although the people who use Van Nuys Boulevard are diverse, they share common needs – like the need for a quick, clean, reliable and efficient public transit system.

To that end, the Los Angeles County Metropolitan Transportation Authority (Metro), in cooperation with the Los Angeles Department of Transportation (LADOT), launched the Van Nuys Boulevard Rapidway Study in June 2011. Over the next 18 months, the Metro project team will study various transportation alternatives to determine how best to improve transit along Van Nuys Boulevard between Ventura Boulevard and the 210 freeway.

A robust public participation program has been initiated to educate interested stakeholders regarding the proposed project and potential alternatives related to mode and alignment that are being considered. During this initial (Alternative Analysis) phase, Metro and the City of Los Angeles have elicited feedback from stakeholders regarding which alternatives make sense for this key San Fernando Valley corridor. This report documents these pre-scoping meetings, including promotion, execution, supporting materials and comments collected.

## Alternatives Analysis Phase

The public outreach program was initiated to raise public awareness and provide for early involvement of stakeholders for the project and prepare for the upcoming environmental review process. Known as an Alternatives Analysis process, the Project Team presented a wide range of alternatives for public review and comment. The goal of this phase is to screen the wide range of alternatives to a few alternatives that will be carried forward for further analysis in an Environmental Impact Report/Environmental Impact Statement (Draft EIR/S) for this project.

## Elected Officials Briefing

On October 6, 2011, public participation program was officially launched via an all San Fernando Valley Elected Officials' Staff Briefing. During this briefing, Metro introduced the project to 12 staff members in attendance via a power point presentation. For detailed meetings notes, see the "Elected Officials Briefing" tab. Staff members in attendance welcomed improved public transit opportunities in the Valley and offered to assist in engaging their constituents regarding the upcoming community (pre-scoping) meetings. Some requested project information materials to distribute among their constituents. Meeting notices were provided to the following offices:

- Councilman Tony Cardenas
- Councilman Richard Alarcon
- Councilman Paul Krekorian
- Assemblyman Felipe Fuentes
- Assemblyman Bob Blumenfeld
- Assemblyman Mike Feuer
- Senator Alex Padilla
- Senator Carol Liu
- Congressman Brad Sherman
- Mayor Antonio Villaraigosa
- City of San Fernando

## Community Meetings

Three community meetings were hosted by Metro and the City of Los Angeles. They were held:

- Monday, October 26, 2011 at Panorama High School
- Tuesday, October 27, 2011 at Pacoima Neighborhood City Hall
- Wednesday, October 28, 2011 at Van Nuys Civic Center

## Notification

The meetings were noticed via:

- A postcard to more than 57,000 occupants within the project area and key stakeholder groups
- Take-ones on San Fernando Valley Bus routes
- E-mail blasts sent to the stakeholder database
  - October 20, 2011 – opened by 33% of recipients
  - October 25, 2011 – opened by 34% of recipients
  - November 9, 2011 – opened by 49% of recipients

- Drop-ins and material distribution to key groups in the project area, including:
  - Sherman Oaks Neighborhood Council
  - Sherman Oaks Homeowners Association
  - Arleta Neighborhood Council
  - Pacoima Neighborhood Council
  - Van Nuys Neighborhood Council
  - Valley Alliance of Neighborhood Councils
  - Foothill Trails District Neighborhood Council
  - Panorama City Neighborhood Council
- Elected officials offices and website calendars
- Online media channels, including:
  - Facebook at MetroVanNuys
  - Twitter @metrovanuys
  - Metro.net/vannuys
  - The Source Blog
  - LA Streetsblog
  - Transit Coalition Blog
  - Daily News Blog
  - EveryBlock Blog
- Newspaper Display Ads on:
  - Los Angeles Daily News
  - San Fernando Valley Business Journal
  - La Opinion (Spanish-language)
  - El Sol (Spanish-language)
  - Azbarez (Armenian-language)

- Community Events – At which 55 stakeholders registered to be added to the project mailing list to receive updates.
  - Van Nuys Civic Center Farmers Market (Oct. 13 and 20)
  - Sherman Oaks Street Fair (Oct. 16)

## Format

The meetings were conducted utilizing an open house format allowing participants to drop in any time and learn about the project. Project team members were available to walk attendees through a series of information boards, answer questions and receive feedback. The open house had several stations:

- Project Overview – provided a video overview of the project
- Purpose & Need / Screening Criteria – highlighted the project’s goals and criteria for screening down the alternatives presented
- Study Area Characteristics – provided demographics information about the corridor
- Mode Options – showcased the proposed modes being considered: Light Rail Transit, Bus Rapid Transit and Streetcar
- Interactive Model – allowed participants to create their vision of transit on Van Nuys Boulevard using blocks, toys and other materials
- Corridor Map – allowed participants to write their comments regarding specific areas of the corridor on oversize maps of corridor
- Comments – provided various ways for participants to share their comments, via:
  - Comment Forms
  - Online Questionnaire
  - Video Commentary Recordings

## Materials

Consensus Inc. created the following materials to inform, educate and engage stakeholders at the pre-scoping open houses and beyond. These provided background on the project, information on the pre-scoping meeting format, as well as provided avenues for stakeholders to provide their input and ideas for Metro for consideration in project planning:

- Fact Sheet (bilingual)

- Contact Card (bilingual)
- Comment Sheet (bilingual)
- Welcome Sheet/Open House Road Map (bilingual)
- Project video with Spanish-language subtitles
- Power Point Presentation (bilingual)

## Sign-In Sheets

While there were some attendees that did not sign in (approximately 20), attendance at the pre-scoping meetings were measured by sign-in sheets. Stakeholder contact information provided on these forms was also added to the ongoing project database to provide future project updates to those who attended the meetings.

- Panorama High School – October 24, 2011
  - 47 stakeholders signed in
- Pacoima Neighborhood City Hall – October 25, 2011
  - 45 stakeholders signed in
- Van Nuys Civic Center
  - 58 stakeholders signed in
- **Total Number of Sign-Ins: 150**

## Summary of Comments Received by Mode

Although 150 participants signed in during the three-day course of meetings, more than 400 comments were received regarding the Van Nuys Boulevard Rapidway Project. The open house format and social media platforms allowed stakeholders to provide comments via a wide range of methods:

- Comment Forms (hardcopy and online)
- E-mail
- Mail
- Hotline
- Easel Pads located at each station during the open house
- Oversize maps of the corridor at each open house
- Video recordings
- Facebook
- Twitter

The following is a summary of all comments received. [Full written and video comments are provided in the Comment Section](#) along with copies of sign-in sheets, meeting materials and newspaper advertisements.

### Light Rail Transit (73)

The public overwhelmingly prefers a Light Rail Transit (LRT) option. Seventy-three comments were received stating support for a LRT on Van Nuys Boulevard.

- 18 comments request that the LRT option be tied to the Sepulveda Pass project to connect to UCLA, Westwood, and beyond.
- 10 comments request that the LRT option also include bike lanes along Van Nuys Boulevard
- Three comments were from people who felt the LRT is an efficient, inviting mode for tourists and believe the LRT mode is a tourist attraction in itself.
- Three comments were from people who said the LRT is faster and carries more people in one trip than other modes of transit.
- Other comments included that the LRT option:
  - Increase rail options for the Valley

- Provide better transit options for seniors
- Ensure a comfortable safe option for riders that include capacity for bicycles and wheelchairs.
- Bring economic benefits
- Be extended north on Sepulveda to San Fernando
- Include station stops at San Fernando Road, Glenoaks, Laurel Canyon and Arleta
- Ensure that the north terminus reaches (Chase Street and Van Nuys Boulevard) at Panorama Mall for a 1<sup>st</sup> phase

## Red Line / Heavy Rail / Subway (30)

A subway alternative was the next preferred transit option for Van Nuys Boulevard. Many feel that a subway will preserve current traffic lanes and maintain parking along Van Nuys Boulevard. Others feel a subway is the best alternative for businesses to thrive. A major theme among subway preferences was connectivity – requests for connections to Mission College, Sherman Way, and the Orange Line. Following is a synopsis of the comments made regarding this mode:

- Preserves current traffic lanes and parking (4)
- Must provide connections to the Red Line and Orange Line (3)
- Must be constructed to connect with San Fernando (3)
- Serves as the best option for businesses (2)
- Provides opportunity to connect to the lower part of the Valley to Mission College and Olive View (2)
- Does not take any space from Van Nuys Boulevard
- Can connect to the Orange Line
- Must be considered all the way. If the option is unlikely, it should connect from the 210 freeway to Nordhoff or Sherman Way on Van Nuys Boulevard.
- Provides the most sustainable option and doesn't pollute
- Must be constructed underground for the entire alignment
- Must be provided between Ventura Boulevard and Sherman Way
- Should provide connection to LAX and to future High Speed Rail system in Sylmar/San Fernando

Additionally, the Studio City Neighborhood Council stated that it wants to see a “Red Line” type of train from Westwood under the mountains to Ventura Boulevard and Van Nuys Boulevard, above or below grade north on Van Nuys Boulevard to Sylmar.”

## Bicycles/Bike Lanes (33)

Thirty-three comments were related to bicycles and bicycle lanes. Nine people requested bicycle lanes up and down Van Nuys Boulevard. The correlation between bikes and LRT is evident (as noted above) as several commented that LRT is a better option for transporting bicycles. There is a need to accommodate more than 2-3 bikes on transit options on Van Nuys Boulevard. Only one comment was negative toward bicycles saying there is no room on Van Nuys Boulevard for bicycles.

- Put bike lanes everywhere all up and down Van Nuys Boulevard (9)
- Can't take a bike on a bus, LRT is a better option for bikes (2)
- Need to accommodate 2-3 bikes at a time on transit
- Consider bus, light rail options with opportunity for biking and walking
- Integrate transit with bike options
- Incorporate bike infrastructure and add elevations for bike route planning
- Bike racks and lockers at every transit stop. Average travel to transit by bike is 2 miles per Metro study. Bikers need the option of leaving their bikes behind as per the Orange Line.
- Bike path on San Fernando Road to connect Van Nuys
- We don't have room on Van Nuys Boulevard for bike lanes
- Continue the bike route, started in Sylmar – Blue Line connection

## BRT (24)

The public would like a Bus Rapid Transit (BRT) system similar to the Orange Line on Van Nuys Boulevard.

- BRT is a safe, low cost option (3)
- Run it down the center of the street (2)
- Stops should be located at Laurel Canyon and Van Nuys Boulevard (2)
- A BRT system will support local businesses, would provide more direct routes than rail, and is a low cost and comfortable option.

- Need an Orange Line-like mode of transportation
- Need BRT, but it must support local businesses
- BRT provides more direct routes than rail can provide
- Rapid bus from Sherman Oaks/Ventura Boulevard to Pacoima or Lakeview Terrace
- Need more BRT near Van Nuys Boulevard and Norris Avenue
- Orange Line-type transit allows for faster travel times to get to downtown

## Bus Operations (82)

We received over 80 comments and suggestions related to improving current bus routes, schedules, and frequency. In particular, six comments were from riders who want to see the 902 bus come back as they felt it was a good backup to the 233 and 761 buses. Also, there were six comments asking for an increase in the Metro Line 761 bus, six comments asking for improved bus benches and shelters, and four comments stating the need for later evening and improved bus service. Several comments said using all doors for boarding would improve speed and create efficiencies. Additionally, two comments stated that another DASH-type system is needed beyond the current route within this corridor.

Other comments included:

- Have buses stop on the same side of the street (3)
- Need off street location for payment system to speed up boarding process (3)
- Increase frequency throughout the day (3)
- Provide better bus shelters for students at Van Nuys Boulevard and Beachy Avenue
- Provide more earlier morning buses
- Improve punctuality as system is not always on-time
- Provide tighter security
- Expand bus operations into Orange Line
- Add overhead space on buses to hold books for school or shopping purchases.
- Add more payment options - you can't buy an all day pass at a senior price.
- Add more buses on Laurel Canyon
- Provide transfer at San Fernando High School

- Improve bus speeds
- Suggestions for including transit stops along the way
- Add a bus line on Victory and Woodley
- Provide Lower Buses – buses can kneel but drivers refuse to do it
  - Provide platform-level boarding for bus making it easier for the elderly, children and wheeled entry and exit

## Streetcar (23)

The streetcar option is seen as a cost effective and practical option in comparison to BRT and LRT. We received three comments from people asking about the old red streetcars from the 1950s. Streetcar is also liked because it can accommodate more passengers and riders would not be turned away as they are on the Orange Line and is an efficient mode of transportation for seniors.

- Good cost effective and practical option compared to BRT and LRT (3)
- Recreate the red Streetcars that criss-crossed the city prior to the 1950s (3)
- Prefer streetcar, more passengers allowed
- Prefer streetcar, already have a Rapid Bus
- Streetcars with additional bike infrastructure is the way to go, similar to those in operation in Portland, OR
- Woodman, Arleta Avenue, Terrabella and Brandford Streets work best with a streetcar-type system
- Holds more people, wouldn't have to turn people away like the Orange Line does
- Would be the “show stopper” in the Valley
- Would provide efficient transportation for seniors

## Monorail (11)

Six comments from people said Metro should think big and go with a monorail system like Disneyland. Other comments said a monorail down the center would only take 1-2 lanes. Comments acknowledged a monorail is an expensive option.

- Think bigger, use a monorail like Disneyland (6)
- Monorail down center with escalator/elevator, would only take 1-2 lanes

- Expensive option

## No Build (3)

Only three comments received were related to no build option. Two comments cited there is already lots of traffic on Van Nuys Boulevard and another mode of transit would just increase traffic hazards. Another comment said transit options will only interrupt suburban neighborhoods and add noise and traffic.

- Lots of traffic hazards already (2)
- Will interrupt suburban areas, project may be dangerous and contribute to noise and traffic

## Transportation Systems Management (TSM) (10)

A few people commented on making improvements to current transportation system and adding additional bus service along Van Nuys Boulevard. Fuel efficient vehicles, traffic signal synchronization, and variable speed limits were suggested. Also, working with insurance companies and utilizing Global Positioning System recorders was also suggested.

- Whatever option is picked, fuel efficient vehicles should be a significant component
- Need traffic signal synchronization
- Use variable speed limits
- Work with insurance companies and use GPS recorders to get motorists to drive slower
- Improve the overall service by adding Rapid Bus and adding Metro Lines along Van Nuys Boulevard

## General Support for Any Improvements (28)

We received twenty-eight general comments from stakeholders welcoming any improvements on Van Nuys Boulevard; two comments were directed at the idea for better transit and prefer whatever is faster and more efficient to build.

## Other Mode-Type Comments

Various other comments were also received:

- Nine comments relating to building the project grade-separated either in an elevated structure or underground.

- One comment was made in opposition to any mode that would require overhead electrical lines (e.g. streetcar, LRT, trolley).
- One comment said articulated buses are uncomfortable.

## Summary of Comments Received by Corridor

### Sepulveda Pass Corridor Project (40)

At all three meetings, the Transit Coalition sent representatives to share its alternative proposal that focuses on connecting the Van Nuys BI Rapidway Project with the Sepulveda Pass Project. As a result, forty comments we received asked that the Sepulveda Pass Study be linked to the Van Nuys BI Rapidway Corridor Study or that the project provide connections to Westwood and beyond. Two comments suggested that the Transit Coalition proposal makes more sense, rather than the I-405 HOV Lane project -- given its \$1 billion price tag. Specific comments included:

- Link the Sepulveda Pass Study to the Corridor Study
- Use the Transit Coalition Plan (2)
- Go under the Sepulveda Pass and connect to West LA (2)
- Provide a real traffic solution to I-405, not \$1 billion Northbound HOV lane

### Sepulveda Boulevard Corridor (7)

Seven comments we received were related to the Sepulveda Boulevard Corridor:

- Wants no dedicated transit on Van Nuys Boulevard, it should be on Sepulveda Boulevard instead
- Van Nuys Boulevard and Sepulveda Rapidway projects need to be combined. Both Measure R funded projects do not warrant separate studies as the corridors are only one-mile apart from one another
- Improve east/west transit as well as the Sepulveda Corridor
- Unlike Sepulveda Boulevard which is wide from San Fernando to Sherman Oaks, Van Nuys Boulevard narrows.

## Summary of Comments by Alignments(s)

### Sylmar/San Fernando Alignment (34)

Thirty-four comments were received regarding the Sylmar/San Fernando alignment. Some comments related to ensuring that the northern terminus be located at Sylmar/San Fernando. Others want the Sylmar Station to tie into service to West LA or to connect to the Sylmar Hospital. One comment suggested that heavy rail meet the proposed High Speed Rail system at Sylmar.

- Make northern terminus at Sylmar/San Fernando
- Consider a Sylmar Station, it is a good possible end point for the Van Nuys project
- Consider a continuous mode from Sylmar to UCLA (West LA)
- Connect to Sylmar Hospital

### Mission College Alignment (14)

Transit to Mission College for students was a key request. Four people want to see an alignment connect at Glenoaks. Two comments want to see Metro include San Fernando to Mission College in the study. In addition, service to Mission College needs to have a late night option for evening class students. Also, three comments suggested that the Mission College alignment be provided a stop at Olive View Medical Center. Detailed comments regarding this alignment alternative included:

- Connect to Glenoaks (4)
- Include transit to Mission College (Norris Avenue and Van Nuys Boulevard) (2)
- Include San Fernando to Mission College in the study (2)
- Analyze Hubbard Boulevard which is highly congested near Mission College (2)
- Connect Mission College to Westwood
- Consider a station at Mission College to connect with Orange Line
- Run the Metro Line 761 by Mission College
- Provide late night service to Mission College for students
- Service Mission College and connect with Metro Orange and Red lines to access Hollywood and Los Angeles

## Connect to Westwood (10)

Six comments were directed to a LRT option that would connect Sylmar/San Fernando to Westwood. One comment asked that the 233 bus be connected to Westwood while three other requests were more general asking to connect this corridor to Westwood.

- Consider a LRT from Sylmar/San Fernando to Westwood (6)
- Connect this corridor to Westwood (3)
- Have the Metro Line 233 go to Westwood

## Connect to Metrolink (4)

Those that use Metrolink want to see a connection to Van Nuys Boulevard; four comments asked for a Rapid Bus connection to Sylmar/Metrolink, one specifically for Palmdale residents. Two others said a new stop should be added or extend Van Nuys Boulevard service to meet all trains; connect to Mission College and Santa Clarita.

- Connect a Rapid Bus to Sylmar/Metrolink (4)
- Add new Metrolink stop at Van Nuys Blvd or extend Van Nuys Blvd service there to meet all trains (2)
- Connect to Sylmar/Metrolink for people living in Palmdale work along Sepulveda and could get to work faster
- Service Mission College and connect with Metro line to access Hollywood and LA
- Connect to Santa Clarita

## Other Alignment Comments

Other alignment comments included extending the route to the north side of the Foothill Freeway, adding signage for “last train” times, removing on-street parking to make way for transit, and choosing transit options that are business friendly.

- Extend route to north side of Foothill Freeway
- For busway or rail there should be a digital sign that says “Last Train runs at . . .” informing riders when the last train/bus will operate for that day
- Remove on-street parking and dedicate a lane to transit
- Choose options that don’t destroy commerce or communities

## Desired Transit Stops

Many comments were made on the large corridor maps provided at the community meeting. Many of the comments focused on identifying area where station stops should be considered. Libraries, schools, education and training centers, as well as healthcare facilities and employers and local businesses are desired destinations for transit riders. The following is a list of transit stops requested in comments received:

- Library is an important stop, (Van Nuys and Roscoe Boulevards.)
- Panorama High School (Van Nuys Boulevard and Lanark Street)
- Pacoima Skills Center has major ridership (Van Nuys Boulevard between Haddon Avenue and Keweenaw Avenue)
- Youth Build Charter School – 120 students need access to transit (Norris Avenue and Van Nuys Boulevard)
- Consider a stop near North East Valley Health Clinic (Van Nuys Boulevard between Glenoaks Boulevard and Borden Avenue)
- Need to extend service to Glenoaks, consider service for San Fernando Garden Residents (Van Nuys Boulevard between Pala and Lehigh Avenues)
- A transit hub/Metrolink connection should be developed at this location with additional lines going north to Olive View Hospital and south to Burbank, Glendale and downtown L.A. (Glenoaks and Van Nuys Boulevards)
- More connections to Olive View Medical Center
- Van Nuys Boulevard between Haddon and Oneida Avenues
- Provide access at Herrick Avenue to the Sylmar/San Fernando Metrolink Station
- Rapid stop (corner of Huston Street and Van Nuys Boulevard)
- Local stop (corner of Van Nuys Boulevard and Riverside Drive)
- Van Nuys and Victory Boulevards
- Van Nuys and Vanowen Boulevards
- Van Nuys Boulevard and Herman Way
- Van Nuys Boulevard between Roscoe and Chase
- Van Nuys Boulevard and Nordhoff Street

- Need local stops from Ventura to Roscoe Boulevards

## Wickes Property (2)

Comments suggest the Wickes Property would be a good location for a Metro transit center.

- Buy the Wickes building and use it as a transit center (2)
- Consider the [Wicks] property as it allows for many options to be built there

## Park and Ride (2)

We received two comments about the locations of Park and Ride's along the corridor:

- Consider a park and ride at the site on Van Nuys Boulevard just north of the 210 freeway.
- Move the current park and ride up the corridor.

## Other Transit Related Issues

### Pedestrian Issues (6)

Two comments received were related to pedestrian priority so riders can make connections to buses. Other comments include pedestrian accidents at Van Nuys Boulevard and San Fernando Road, making sidewalks wider, and encouraging a pedestrian experience.

- Identify potential trouble spots for pedestrians. One is located at Van Nuys Boulevard and the San Fernando Road railroad tracks
- Provide pedestrian priority at traffic signals
- Create a TAP card that can run a card over the traffic signal to bring up an early walk light so buses don't pass/leave
- Interface of stops per route with pedestrian access is important
- Make wider sidewalks for pedestrians
- Encourage pedestrian experience

## Supporting Local Businesses (4)

Van Nuys Boulevard needs transit that is business-friendly. One comment asked that Metro work with the Business Improvement Districts (BIDs) working along the corridor. Another comment suggests frequent stops so riders can support local businesses.

- Collaborate with BID's that are currently working on revitalizing Van Nuys Boulevard
- Ensure frequent transit stops allowing riders to stop into local businesses

## Eco-friendly/Sustainability (3)

Eco-friendly options are important for Van Nuys Boulevard transit options. Comments encourage sustainable measures, fuel efficient vehicles, eco-driving and parks/open space.

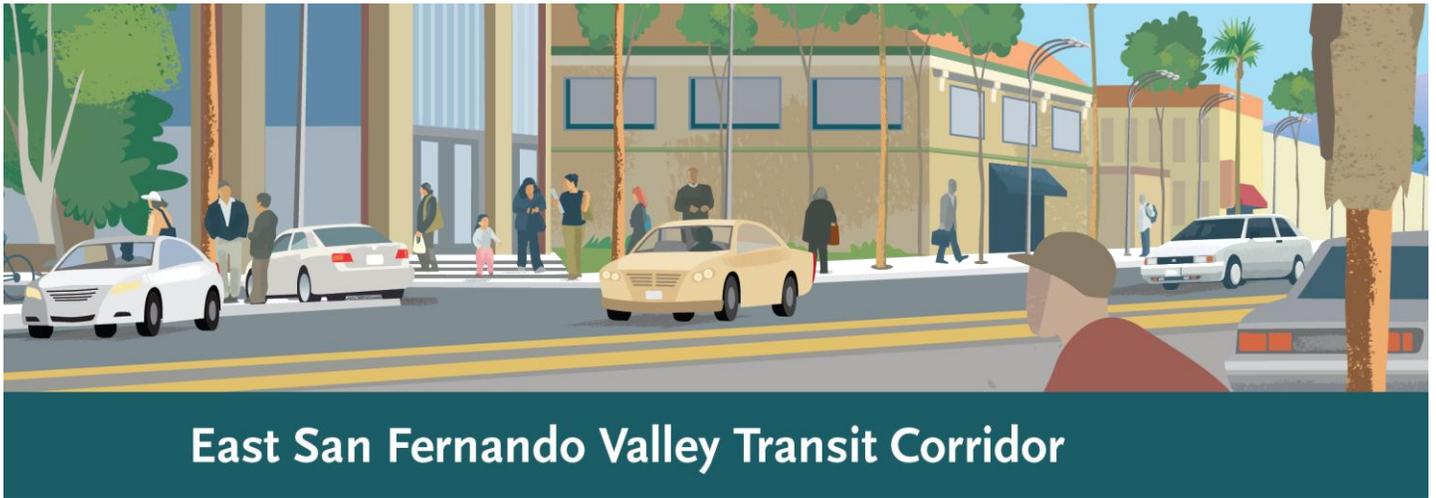
- Keep all changes/improvements as eco-friendly as possible. These changes must be sustainable in order for them to be improvements at all.
- Encourage eco-driving, fuel-efficient driving among motorists.
- Include more parks and open space along the corridor
- Consider the environment and economics and choose what makes most sense

## General Comments

General comments made include:

- Consider carpool buses for school children
- Provide additional transit opportunities in Pacoima
- Make TAP cards accessible at local community colleges
- Build a sense of place - name the drainage channel stream/tributary
- Connect to Santa Clarita
- Requests to be added to the project mailing list to receive updates (8 via email and 55 via sign-in sheets at community events)

Following is a matrix for all comments received during the pre-scoping phase of the outreach program. The matrix lists all comments in alphabetical order and numbers of comments received via the oversize maps and easel pads.



## Introduction

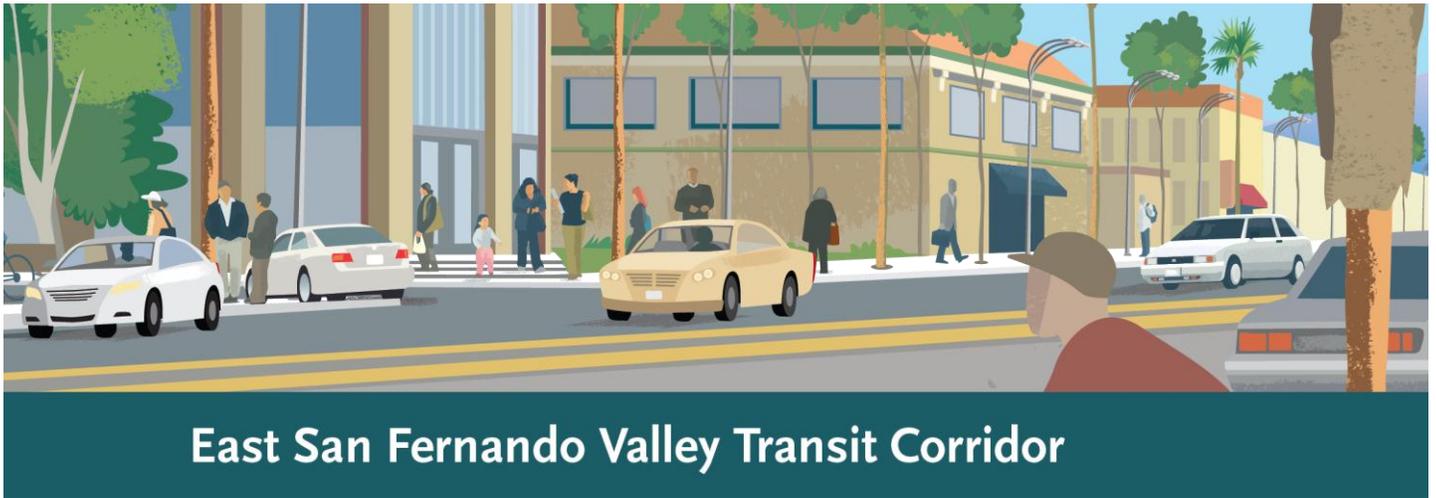
The Los Angeles County Metropolitan Transportation Authority (Metro), in collaboration with the City of Los Angeles Department of Transportation (LADOT) and input from the City of San Fernando, is identifying viable north-south transit opportunities that will improve local and regional connections.

In October 2011, Metro in coordination with LADOT held three (3) community meetings introducing the Van Nuys Boulevard corridor between Ventura Boulevard and Interstate 210. At the meetings, which were held in the communities of Van Nuys, Pacoima, and Panorama City, the study team received comments urging Metro and LADOT to explore Sepulveda Boulevard as an alternative to Van Nuys Boulevard and extend the northern terminus /origination point to the Sylmar/San Fernando Metrolink Station.

As a result of numerous comments received during the October 2011 meetings that voiced strong support for including Sepulveda Boulevard as a potential transit corridor, the study area has been updated to include Sepulveda Boulevard as a possible viable option for a new north-south transit system and Sylmar/San Fernando Metrolink Station as a potential northern terminus/origination point. Since the original technical study parameters have been expanded and evolved in order to better meet community needs, an additional round of community meetings were held by Metro to introduce the expanded study area to interested stakeholders and share a project overview and next steps in the study process. This report documents all of the outreach activities that were completed to support the four meetings held:

- Thursday, April 12, 2012 at the San Fernando Regional Pool Facility
- Tuesday, April 17, 2012 at the St. Mary Byzantine Catholic Church
- Wednesday, April 18, 2012 at the Valley Presbyterian Hospital
- Tuesday, May 1, 2012 at the Mission Community Police Station





The meetings were focused around the Sepulveda Boulevard corridor area to ensure area residents, businesses and key organizations were aware that the Project was also considering Sepulveda as a viable option for a new north-south transit system.

Various key activities were completed that are summarized below to support these meetings:

- All East San Fernando Valley area elected officials staff members were briefed
- An extensive mailing and e-mailing program to notify residents and businesses along Sepulveda Boulevard
- Presentations and announcements about the meetings were made to key area groups
- Newspaper Advertisements
- Participated in community events to inform stakeholders of the project and upcoming meetings

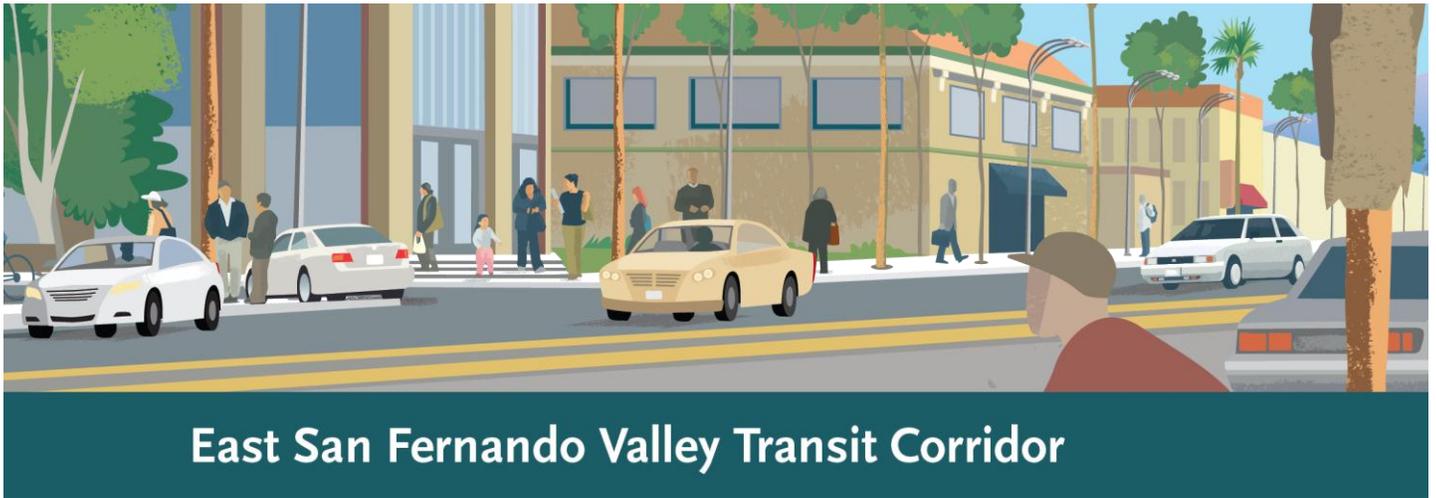
## Alternatives Analysis Phase

Currently, the study team is conducting an Alternatives Analysis (AA) Report which requires analyzing a range of new public transit service alternatives. This analysis includes, but is not limited to, looking at future population growth and the accompanying increase in transit demand, while being compatible with existing land uses and future development opportunities. In early 2013, the environmental documentation phase of the work will be launched with another series of community Scoping meetings.

## Elected Officials Briefing

On March 29, 2012, Metro held a second Elected Officials' Staff Briefing to provide an update and the findings of the first round of community meetings.





During this briefing, Metro introduced the project to 12 elected official staff members in attendance via a power point presentation. For detailed meetings notes, see the “Elected Officials Briefing” tab. Staff members in attendance welcomed improved public transit opportunities in the Valley and offered to assist in engaging their constituents regarding the upcoming community (pre-scoping) meetings. Some requested project information materials to distribute among their constituents. Meeting notices were provided to the following offices:

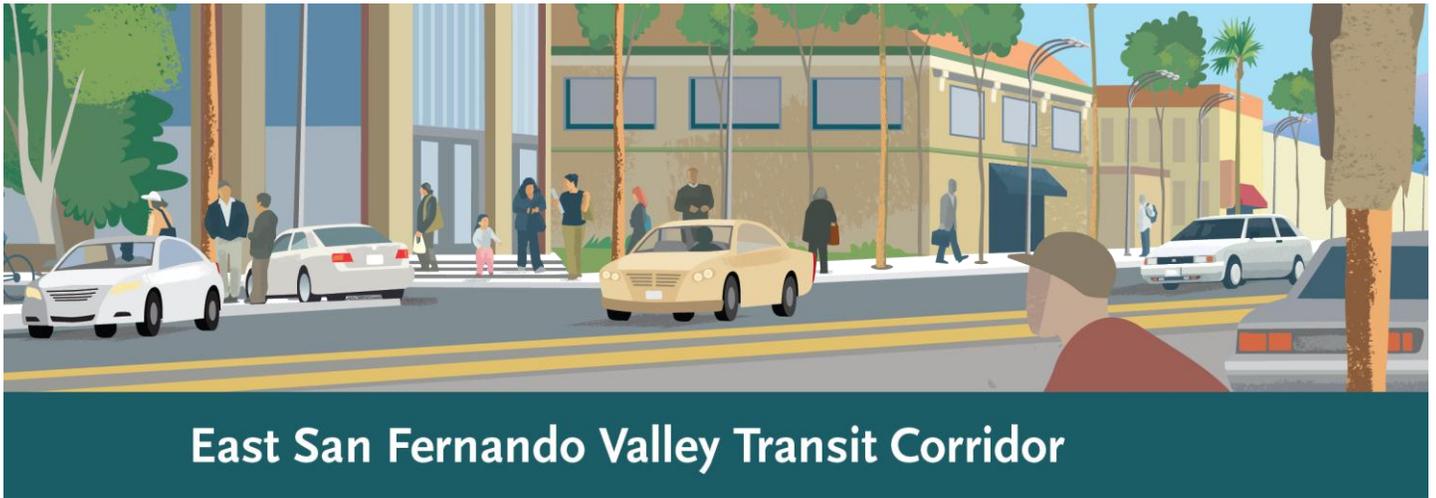
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- Congressman Brad Sherman
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## Community Meetings

Four community meetings were hosted by Metro and the City of Los Angeles held at:

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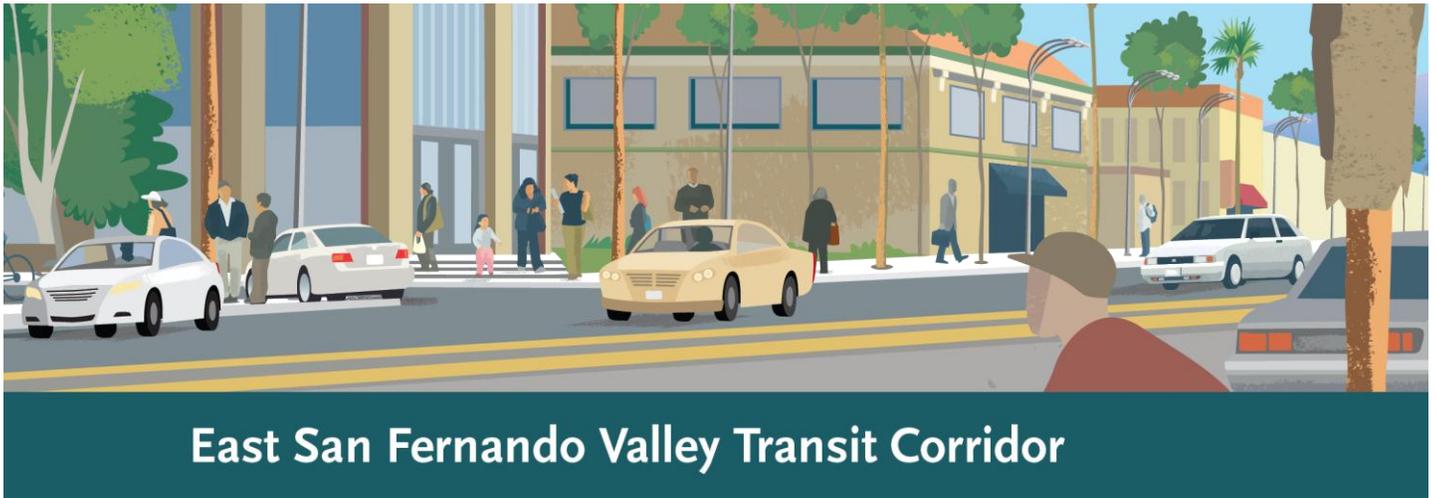
- Tuesday, May 1, 2012 at the Mission Community Police Station

## Notification

The community meetings were noticed via:

- A mailer to 82,815 occupants within the project area and key stakeholder groups
- Take-ones on selected San Fernando Valley Bus routes
- E-mail blasts sent to the stakeholder database on:
  - April 4
  - April 12
  - April 18
  - April 23
  - April 30
- Drop-ins and material distribution to key groups in the project area, including:
  - Valley Alliance of Neighborhood Councils, April 12
  - Arleta Neighborhood Council, April 17
  - Pacoima Chamber of Commerce, April 18
  - Pacoima Neighborhood Council, April 18
- Elected officials offices and their website calendars
- Online media channels, including:
  - Facebook at MetroVanNuys





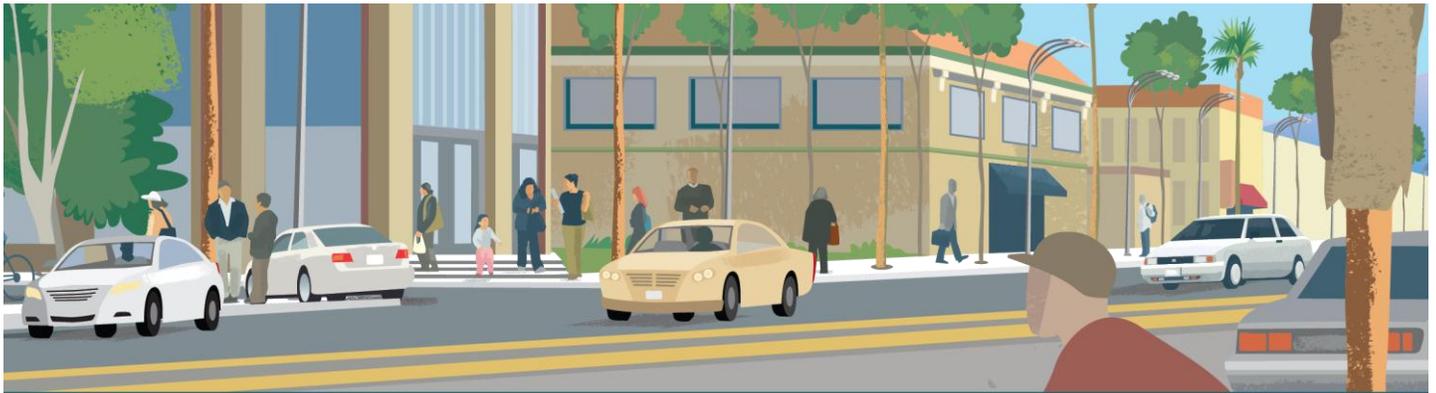
- Twitter @metrovanuys
- Metro.net/vanuys
- The Source Blog
- LA Streets blog
- Transit Coalition Blog
- Daily News Blog
- Every Block Blog
- Newspaper Display Ads in:
  - [Los Angeles Daily News](#)
  - [San Fernando Valley Business Journal](#)
  - [La Opinion](#) (Spanish-language)
  - [El Sol](#) (Spanish-language)
  - [Azbarez](#) (Armenian-language)

## Format

The meetings were conducted utilizing an open house format allowing participants to drop in at any time and learn about the project. Project team members were available to walk attendees through a series of information boards, answer questions and receive feedback. The open house had several stations:

- Interactive Map –allowing attendees to show where they live, work and play by placing dots on the study area map
- Project Overview – provided a video overview of the project
- Purpose & Need / Screening Criteria – highlighted the project’s goals and criteria for screening down the alternatives presented





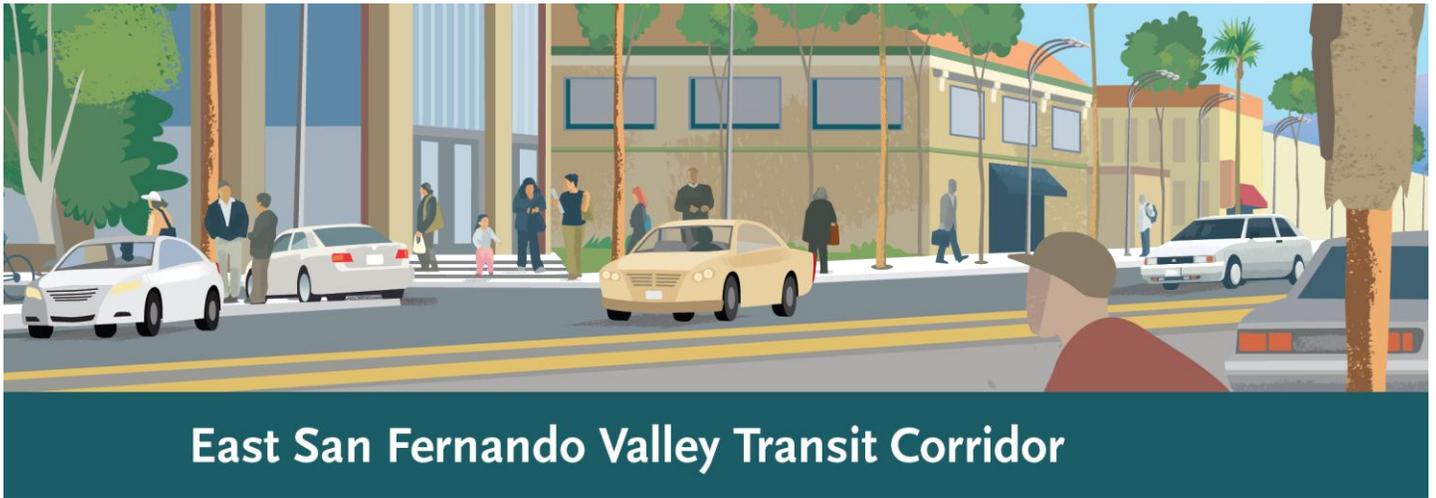
## East San Fernando Valley Transit Corridor

- Study Area Characteristics – provided demographics information about the corridor
- Mode Options – showcased the proposed modes: Light Rail Transit, Bus Rapid Transit and Streetcar
- Corridor Map –allowed participants to write their comments regarding specific areas of the corridor on an oversized map of the corridor area
- Comments – provided various ways for participants to share their comments via:
  - Comment Forms
  - Video Commentary Recordings

## Materials

The following materials were provided at the community meetings to inform, educate and engage stakeholders of the new study area. These materials provided background on the project, information on the meeting format, as well as provided avenues for stakeholders to provide their input and ideas to Metro and the City of Los Angeles for consideration in project planning:

- Fact Sheet (bilingual)
- Contact card
- Comment Sheet (bilingual)
- Welcome Sheet /Open House Road Map (bilingual)
- Power Point Presentation (bilingual)



## Sign-In Sheets

Attendance at the community meetings were measured by sign-in sheets. Stakeholder contact information provided on these forms was also added to the ongoing project database to provide future project updates to those who attended the meetings.

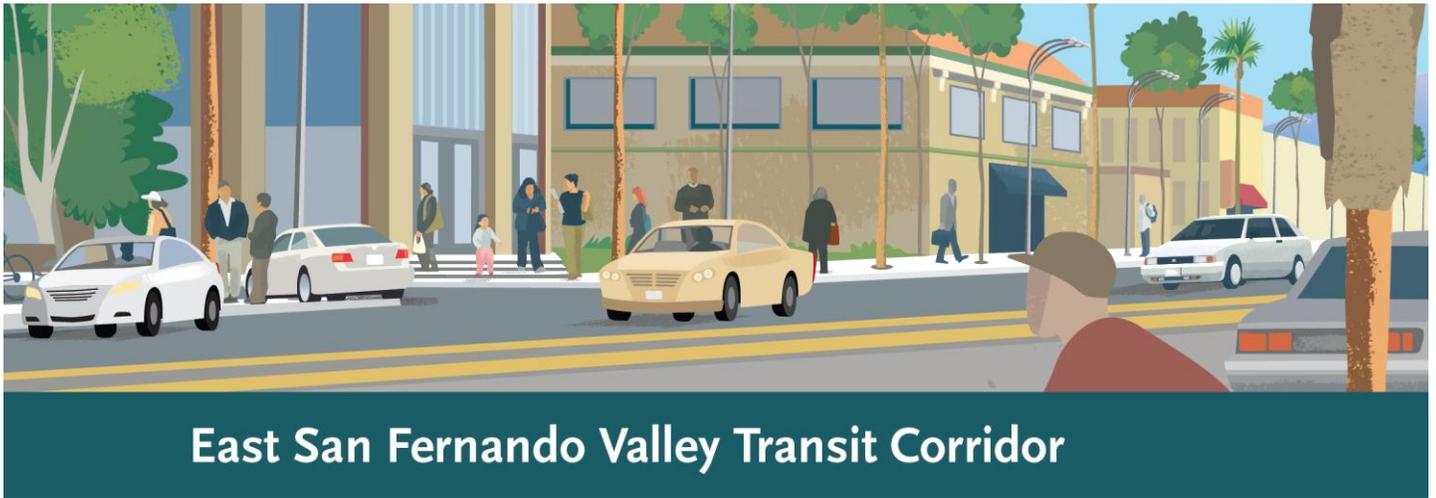
- San Fernando Regional Pool Facility – April 12, 2012
  - 43 stakeholders signed in
- St. Mary Byzantine Catholic Church – April 17, 2012
  - 36 stakeholders signed in
- Valley Presbyterian Hospital - April 18, 2012
  - 22 stakeholders signed in
- Mission Community Police Station – May 1, 2012
  - 38 stakeholders signed in
- Total Number of Sign-Ins: 139

## Summary of Comments Received by Mode

398 comments were received regarding the East San Fernando Valley Transit Corridor Project. The open house format and social media platforms allowed stakeholders to provide comments via a wide range of methods:

- Comment Forms (hardcopy and online)
- E-mail
- Mail





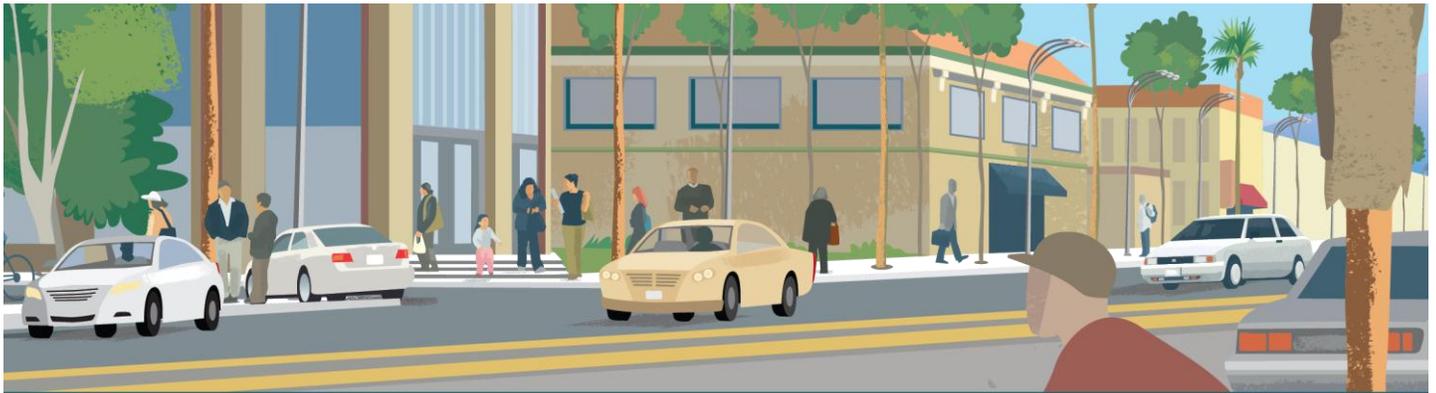
- Hotline
- Easel Pads located at each station during the open houses
- Oversize maps of the corridor at each open house
- Facebook
- Twitter

The following is a summary of all comments received. [Full written comments are provided in the Comments section along with copies of sign-in sheets, meeting materials, and newspaper advertisements.](#)

## Light Rail Transit (65)

Sixty-five comments received relating to a Light Rail Transit (LRT) alternative for the East San Fernando Valley Transit Corridor (ESFVTC). The public overwhelmingly prefers a LRT alternative be tied to the Van Nuys Blvd Corridor for economic benefits. Ten comments said LRT option should be tied to the I-405 Sepulveda Pass project to connect to UCLA, Westwood, and LAX. Other comments include:

- Tie LRT option to the Sepulveda Pass Project
- LRT is an efficient, inviting mode for tourists and is a tourist attraction in itself
- LRT is faster and carries more people in one trip than other modes of transit
- Other comments stated that the LRT option should:
  - Increase rail options for the Valley
  - Provide better transit options for seniors
  - Ensure a comfortable safe option for riders that includes capacity for bicycles and wheelchairs
  - LRT should be extended north on Sepulveda Blvd to San Fernando Rd



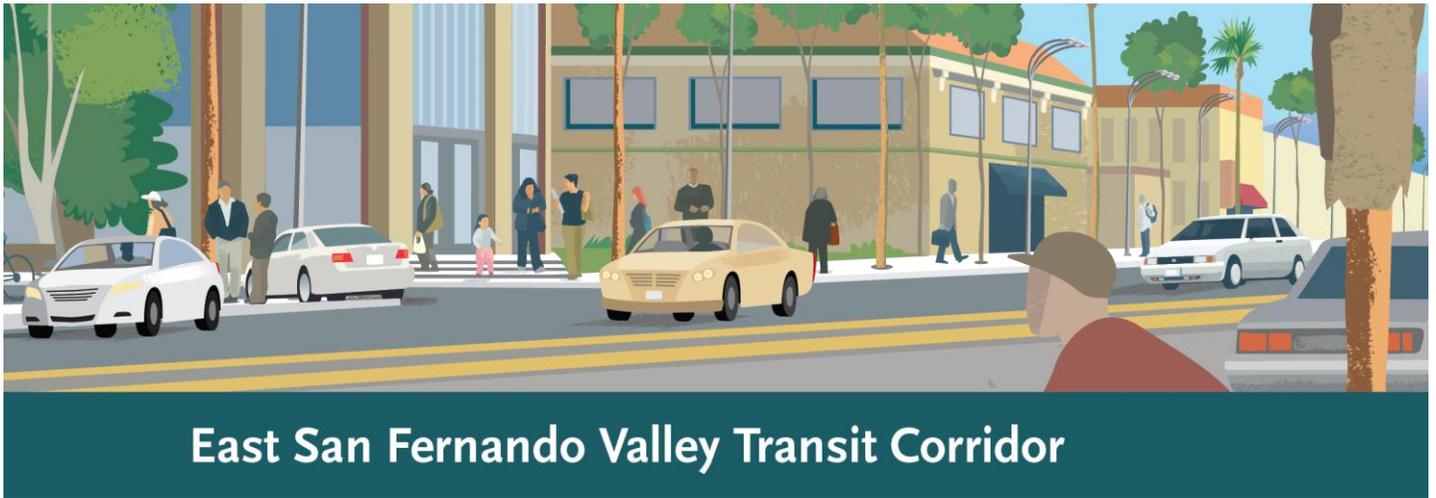
## East San Fernando Valley Transit Corridor

- Include station stops at San Fernando Road, Glenoaks, Laurel Canyon, and Arleta
- Ensure that the north terminus reaches Panorama Mall at Chase St and Van Nuys Blvd for a 1st phase

### Red Line / Heavy Rail / Subway (27)

Twenty-seven comments were received relating to a Rail line such as Metro Red Line, Heavy Rail, or a Subway. Sixteen comments support rail, specifically, an alignment from Sylmar/San Fernando road to Westwood via I-405 Sepulveda Pass. Eleven comments support a subway alternative in the San Fernando Valley to connect with the West Los Angeles with a rail stop at UCLA. One comment said a rail line from Sylmar to LAX is needed and notes Panorama City has the densest housing tract in all of San Fernando Valley. Other comments include:

- Provide one rail line connecting Sylmar to LAX via 405 Corridor
- Use Van Nuys alignment to connect to the Orange, Red and Purple Lines, Metrolink, High Speed Rail (HSR), and Amtrak
- A rail connection to UCLA, Westwood, and LAX
- Loop Sepulveda and Van Nuys Blvds like the Line #2 of Beijing Subway
- Must be constructed to connect with the City of San Fernando to Burbank
- Rail serves as the best option for businesses
- Rail provides an opportunity to connect to the lower part of the Valley to Mission College and Olive View
- Rail must connect to the Orange Line
- Rail must be constructed underground along the entire alignment
- Provide a rail connection to LAX and to future HSR system in Sylmar/San Fernando
- Provide a subway tunnel under the I-405



## Bicycles/Bike Lanes (18)

Eighteen comments received relating to bicycles and/or bike lanes. Nine comments said to make available bike lanes, paths, and/or infrastructure and bike parking. Two comments said to provide bike racks to all transportation modes. One comment said to ensure that security is provided at each station location to monitor bicycles. Other comments include:

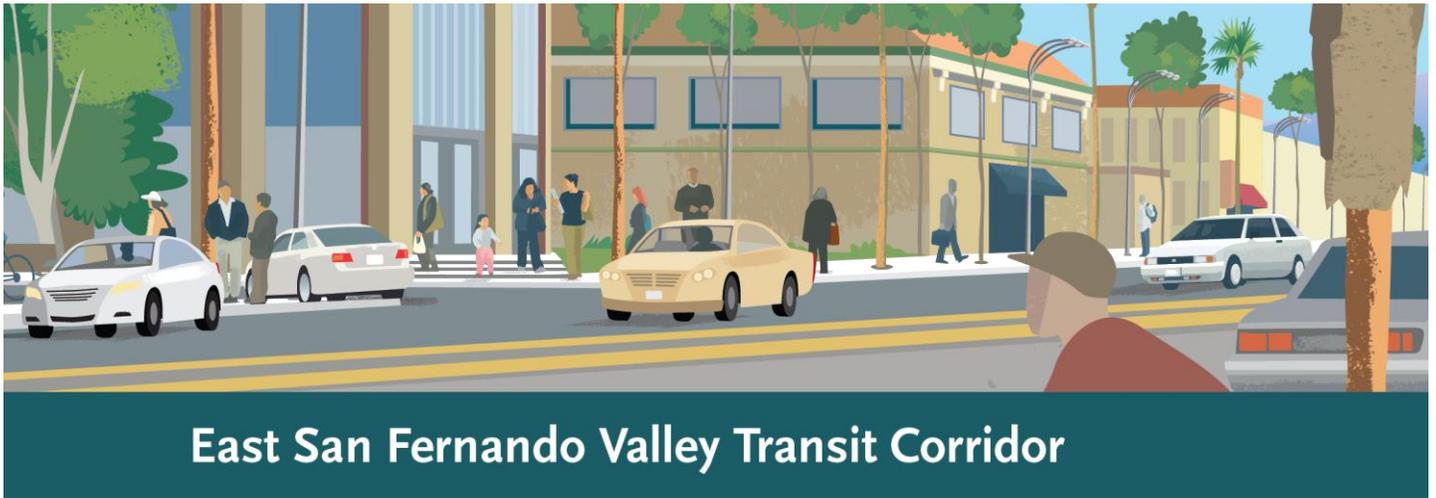
- Include bicycle buffered/protected lanes along the route
- Provide infrastructure for bikes like the Orange Line
- Integrate transit with bike options
- Include bike racks to all transportation modes
- Provide secured bike parking

## Bus Rapid Transit (23)

Twenty-three comments received relating to Bus Rapid Transit (BRT) alternative for the East San Fernando Valley Transit Corridor project. One comment said to extend the Metro Orange Line on to Lankershim Boulevard up to the Sun Valley Metrolink stop. Other comments include:

- BRT is least expensive and more efficient
- Prefer bus only lanes similar to Wilshire Blvd
- Build BRT like the Orange Line
- Provide a bus route to UCLA
- Sepulveda works for connecting to the I-405 Sepulveda Pass project

Other general comments mention no toll tunnel under the I-405 freeway, station designs and locations.



## Bus Operations (18)

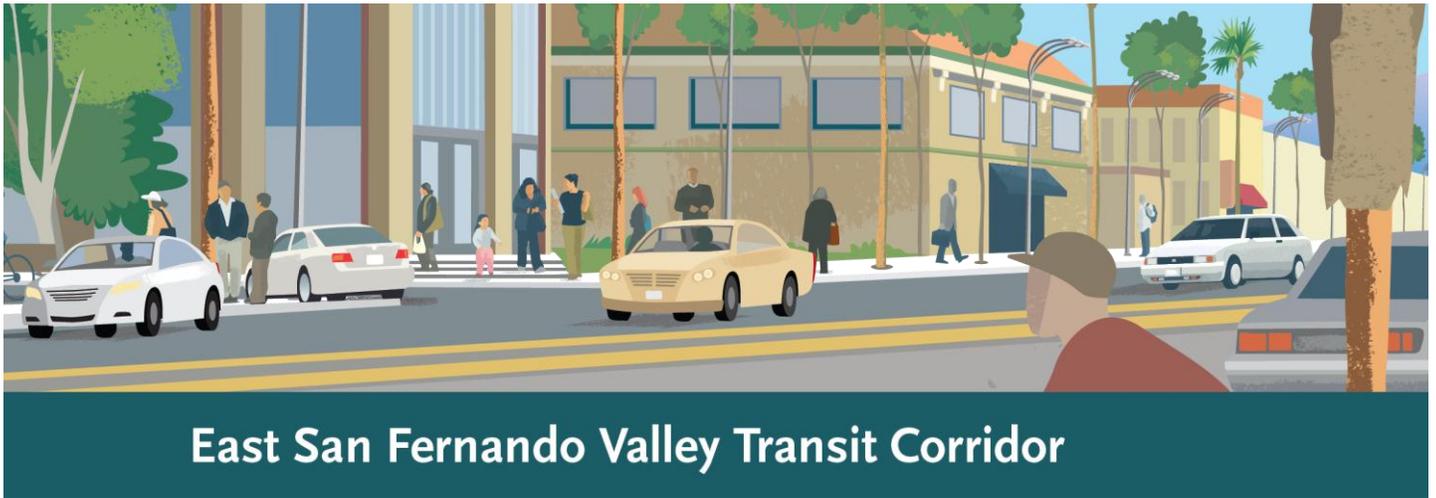
Eighteen comments received relating to Bus Operations. More specifically, comments request Bus Operations to improve current bus routes, schedules, and bus frequencies. In particular, one comment said the East San Fernando Valley buses run sporadic specifically the Reseda line 420 and Roscoe line 152 or Woodman bus that runs 45 minutes to an hour. Other comments included:

- Too many routes that run every hour and ends early at 7:00 P.M.
- 734 and 234 buses needs to run later and longer to serve students and staff at Mission College
- Provide stops that will connect to buses services to the VA-SACC North Hills Hospital
- Consider curb-running buses to improve local and rapid bus services

## Streetcar (17)

Seventeen comments were in favor of the Streetcar option along Van Nuys Boulevard connecting to the VA West Los Angeles Medical Center. Two comments expressed that a Streetcar option, similar to the one in Portland, OR, would provide a silent and efficient mode of transportation. Other comment includes:

- Streetcar (or Light Rail) along Van Nuys Boulevard and/or Sepulveda
- Streetcar should use the original Pacific Electric Right of Way (also for Light Rail option)
- Include bike racks on the Streetcar
- Streetcar for an alignment along Van Nuys Boulevard and Light Rail for an alignment along Sepulveda Boulevard
- Provide Streetcar routes as a possible replacement of existing bus lines
- Utilize the Streetcar on original Pacific-Electric Right-of-Way



## Monorail (2)

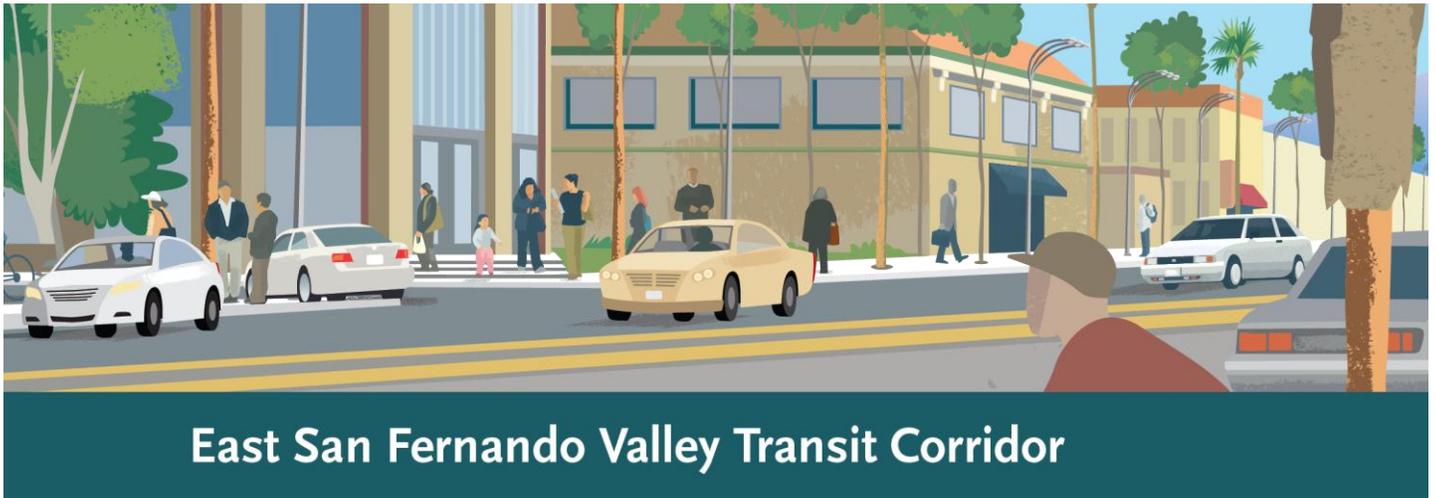
Two comments received relating to Monorail option. One comment suggests a suspended Monorail, like the ones in Germany, be built on Ventura Blvd. The other comment said to consult with the City of Berkley regarding new light weight materials for the Monorail cars.

- Support for LRT or a suspended Monorail (similar to the one in Germany) along Ventura Boulevard
- Monorail with one track on dual column
- Consult with Berkley regarding new light weight materials for cars

## No Build (15)

Fifteen comments were received relating to the No Build option. Nine comments stated not to build anything on Brand Blvd, while four comments stated not to build anything in the community of Mission Hills. One comment stated that an attempt should be made to remove the gangs and clean up the graffiti first. Another commenter stated they do not want this project and prefer only mixed-flow lanes. Other comments include:

- No build
- Not-in-my-backyard (NIMBY)
- Use mixed-flow lanes
- Anything but Brand Blvd
- A disaster, bad idea all the way around
- Stay out of Mission Hills



## East San Fernando Valley Transit Corridor

### Transportation Systems Management (7)

Seven comments were received relating to Transportation System Management (TSM) option. Four comments are directed to Bus Operations requesting additional buses and increase the time schedule. Other comments include:

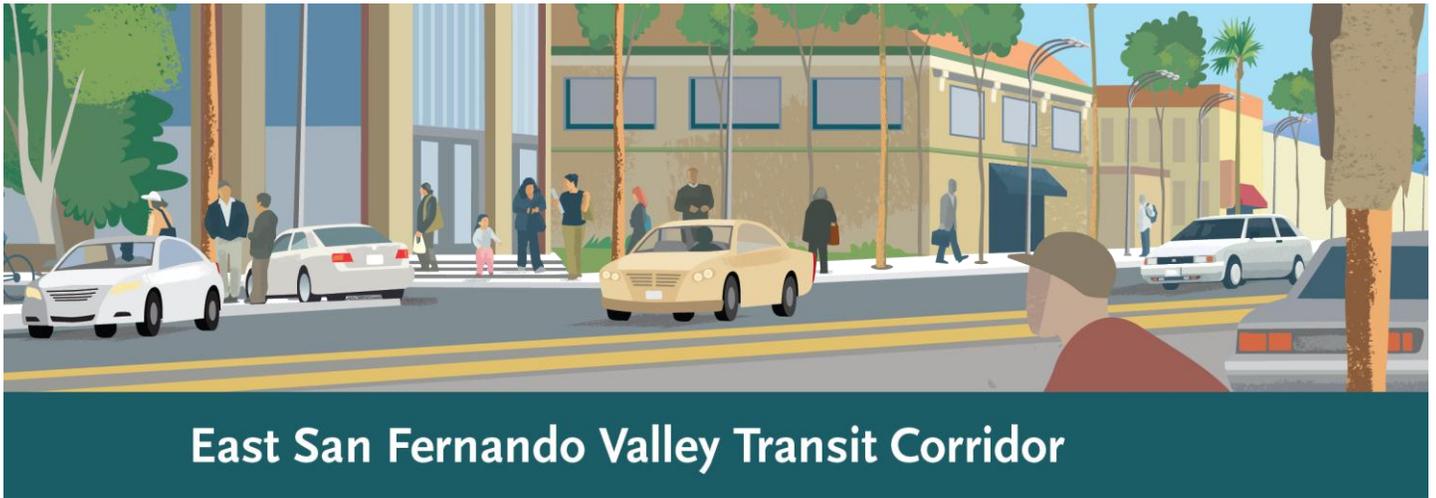
- Provide more transportation from the City of San Fernando to Burbank
- Improve bus services to run more often during the day
- Provide bus to Porter Ranch
- The designed should be like the Wilshire project or the Orange Line
- Include Bike Lanes and parking
- Improve the bus stops amenities, such as shade trees and bus shelters and benches

### General Support for Any Improvements (11)

Eleven comments were received pertaining to General Support favoring the East San Fernando Valley Transit Corridor Project. Five comments support LRT to the San Fernando Valley and North County with connections to Metro Expo Lines via I-405 Sepulveda Pass. Others support the project on Van Nuys Blvd because of its connection to destination places and the perception of increased density on Van Nuys Blvd.

### Other Mode-Type Comments

Other Mode-Type comments received suggests building the project grade-separated or underground. One comment said that articulated buses are over-burdened from the heavy ridership, multiple wheelchairs and bicyclists using them during peak hours.



## Summary of Comments Received by Corridor

### Van Nuys Boulevard Corridor (55)

Fifty-five comments received relating to the Van Nuys Boulevard Corridor: six comments received in favors the various destination points along Van Nuys Boulevard. Ten comments prefer the project to avoid Brand Blvd as an alignment. Other comments include:

- Van Nuys Boulevard offers a higher potential of ridership
- There is more activity along Van Nuys Blvd. such as government facilities & commercial areas
- Utilize LRT to mitigate congestion on Van Nuys Blvd.
- Utilizing Brand Boulevard as a corridor would degrade the aesthetics of single family residential community

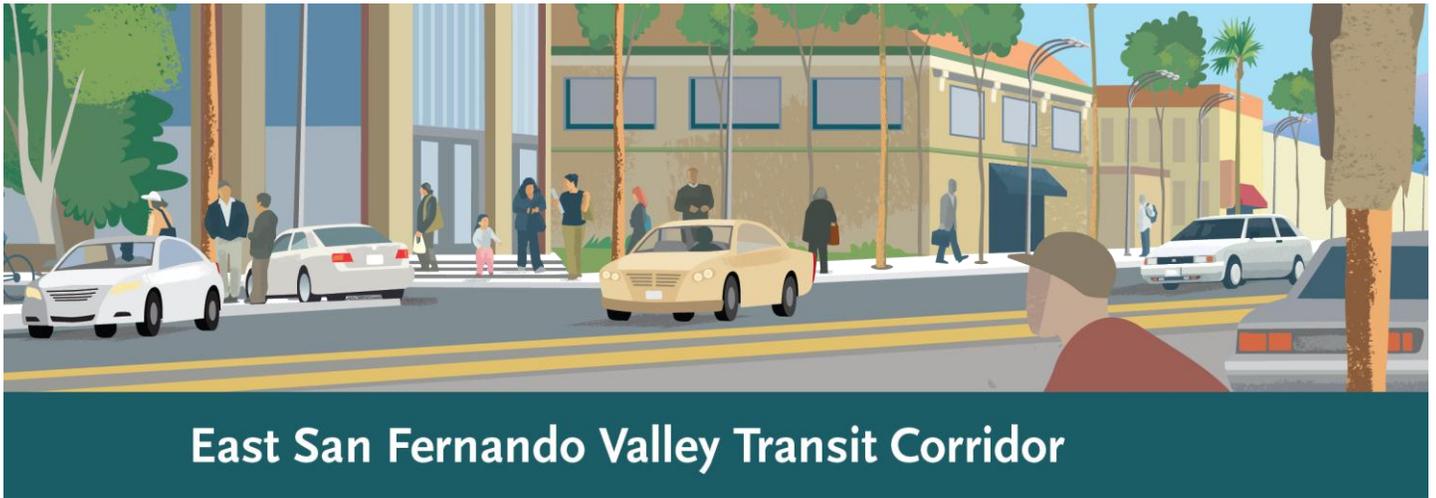
Other comments include combining this corridor with the Sepulveda Pass to have one continuous route from the Sylmar/San Fernando Station to LAX.

### Sepulveda Boulevard Corridor (24)

Twenty-four comments received relating to the Sepulveda Boulevard Corridor: Seven comments are in favor of LRT on Sepulveda as a direct connection with the I-405 Sepulveda Pass, Metrolink and UCLA, Westwood, and LAX. One comment said using Sepulveda Pass will get more people out of their cars. Other comments include:

- Utilize the existing medians on Brand and Sepulveda Blvd
- Use Sepulveda Blvd to connect to I-405 Sepulveda Pass Corridor Project, West LA, UCLA, and LAX
- Provide a u-turn at San Fernando Mission Blvd from Sepulveda Blvd





Other general comments include favoring Streetcar along Van Nuys; congestion on I-405 in the Burbank area and one comment does not want a bus route on Brand Blvd.

## I 405 Sepulveda Pass Corridor Project (22)

Twenty-two comments received relating to the I-405 Sepulveda Pass Corridor Project. Ten comments support a LRT mode. More specifically, to combine the East San Fernando Valley Transit Corridor project with the I-405 Sepulveda Pass Corridor project that will connect UCLA, Westwood, the VA Hospital, LAX and Metro Orange, Red, Purple, and Expo Lines to have regional access to Los Angeles and the South Bay. Additionally, thirty-five comments overwhelmingly express “Not on Brand Blvd,” for concerns of family safety due to traffic congestions, accidents and fatalities, neighborhood pride and beautification of its medians. Other comments include:

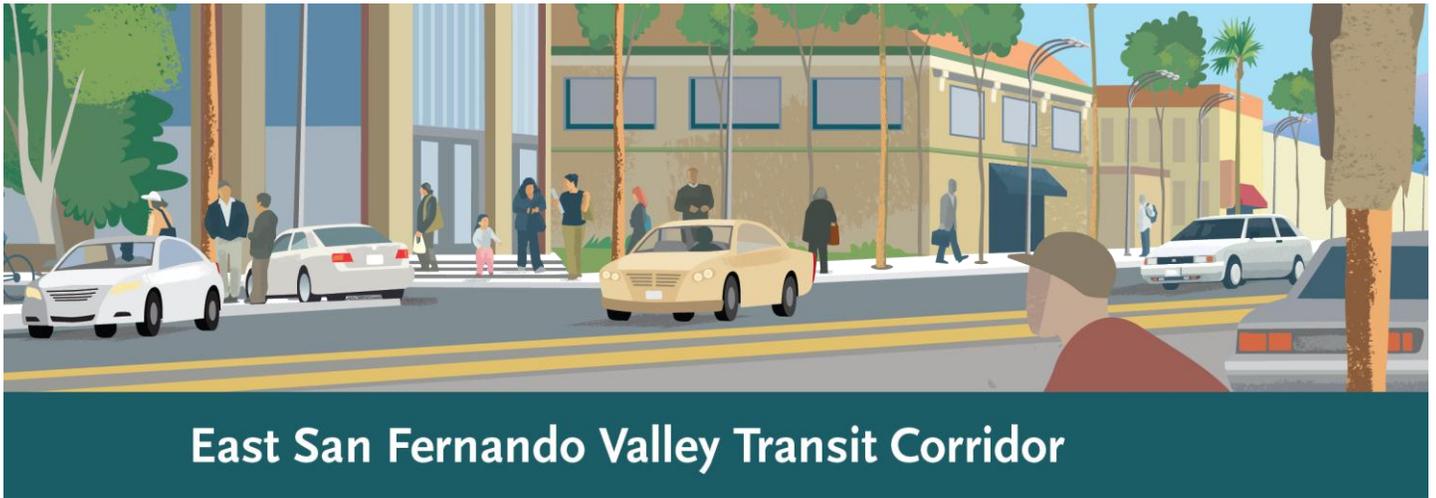
- Combine the Sepulveda Pass Study as a single Corridor Study and Phase out construction
- Provide one rail line from Sylmar to LAX
- Connect to Metro Orange Line, Metrolink and Amtrak to have regional access

## Summary of Comments by Alignment(s)

### Sylmar/San Fernando (13)

Thirteen comments were received relating to the Sylmar/San Fernando alignment. Six comments are in favor of a LRT alignment with connections to Van Nuys Metrolink station and termination at LAX via I-405 Sepulveda Pass, UCLA, and Westwood. Other comments include:

- Make the northern terminus at Sylmar/San Fernando Metrolink Station
- Consider a connection to the Metro Purple Line



- Consider a continuous mode from Sylmar to UCLA (West LA)
- Connect project to the proposed High Speed Rail station in Sylmar

## Connect to Mission College (10)

Ten comments received relating to transit connection to Mission College. Three comments directed to Bus Operations to extend bus service hours to the College to accommodate students and staff that work late hours. One commenter requested that the alignment not to run on Brand Boulevard due to the existing traffic conditions. Other comments include:

- Transportation to Mission College
- Extend hours to assist CSUN Students, specifically during final exams
- Extend bus #234 and 734 needs to run later and longer to serve students and staff
- No alignment on Brand Blvd
- More transportation connections to Olive View Medical Center, Lakeview Terrace, and Eldridge and Hubbard

Other general comment relates to installing synchronize signal lights near Mission College that will allow traffic lights to change green more frequently.

## Connect to UCLA/Westwood (34)

Thirty-four comments received relating to a connection to UCLA/Westwood and LAX. Seven comments favored an LRT alternative, while seven others preferred any rail that will connect Sylmar/San Fernando to Westwood and continue to LAX. In addition, one comment requested bicycle lanes along the alignment. Other comments include:

- Combine the ESFVTC project with the I-405 Sepulveda project
- Ensure the alignment provides a connection to Amtrak and/or Metrolink



## East San Fernando Valley Transit Corridor

- Provide an underground segment to UCLA, Westwood, and LAX
- Project should serve the densest neighborhoods and top destination location

Other comments include tunneling under the I-405 Freeway: ten opposes toll tunneling, eight favors toll tunneling, and one at-grade through the I-405 Sepulveda Pass.

### Connect to Metrolink (17)

Seventeen comments received support a connection to Metrolink. Comments overwhelmingly support the ESFVTC project connects to Metrolink. In addition to connecting to Metrolink, comments also supports connections to Amtrak, Metro Orange and Metro Rail Lines. Fourteen comments overwhelmingly support rail on Van Nuys connecting to the Sylmar Metrolink Station. The Transit Coalition is advocating a light rail line at-grade along San Fernando Road and Van Nuys Blvd from the Sylmar Metrolink Station to the Metro Orange Line.

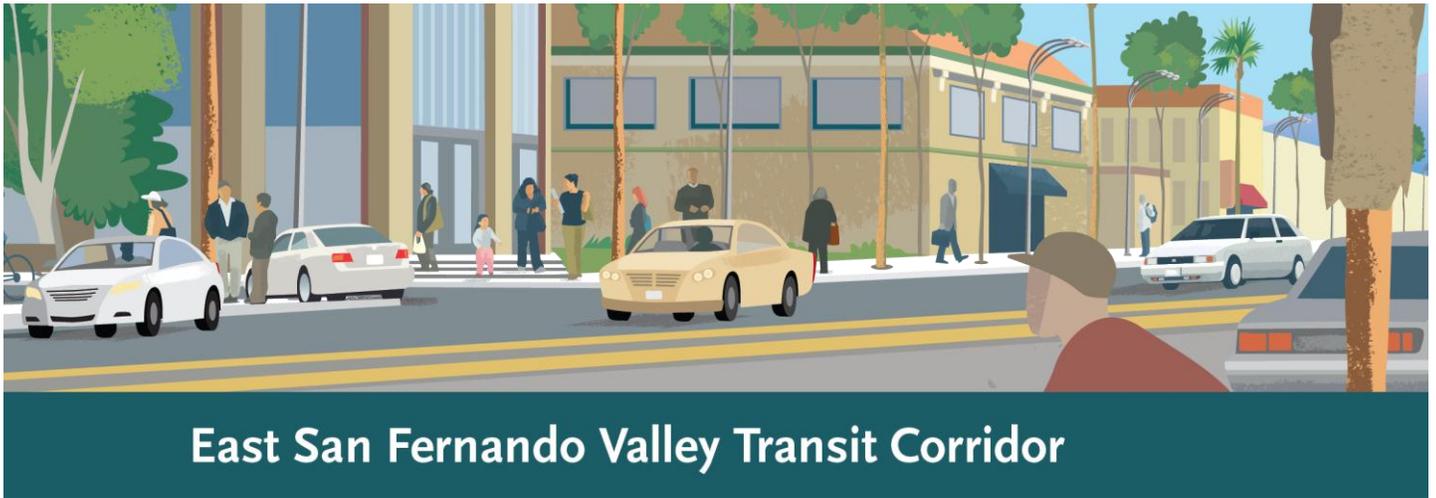
- Provide a rail connection to the Sylmar/San Fernando Metrolink station
- Provide an alignment along Van Nuys Blvd connecting Metrolink/future HSR station with Van Nuys Amtrak/Metrolink, Metro Orange, Purple, Red, and Expo Lines to LAX via I-405 Sepulveda Pass Corridor
- Provide LRT for Van Nuys Blvd to Pacoima San Fernando/Sylmar Metrolink Station
- Use Van Nuys Blvd From Metrolink Station to busway to Sepulveda Then south
- Design the project to connect with Amtrak and Metrolink to enable more access in Southern California to rail lines
- Provide LRT on Sepulveda to San Fernando Metrolink

### Other Alignment Comments

Other alignment comments included various alternatives to the to the Sepulveda Blvd. corridor. The alignment comments included:

- Considering utilizing Rinaldi St. instead of Brand Blvd to avoid impacting the primarily single family residences.





- Using Brand Blvd. and San Fernando Mission as a turn around to connect back to Sepulveda
- Utilize San Fernando Mission instead of Brand Blvd.
- Laurel Canyon Blvd instead of Sepulveda Blvd to San Fernando Mission Blvd.

## Other Types of Comments Summary

### Desired Transit Stops

Many comments were made on the large corridor maps provided at the community meeting. Many of the comments focused on identifying areas where station stops should be considered. Civic centers, educational facilities, businesses, places of employment, health care facilities and retail locations are desired destinations for transit riders. Several of the desired transit stops would be in the Sepulveda Pass. The following is a list of transit stops requested in comments received:

Van Nuys Civic Center

West Los Angeles VA Medical Center

Mission College – intersection of Eldridge and Hubbard

Sherman Oaks Galleria

UCLA

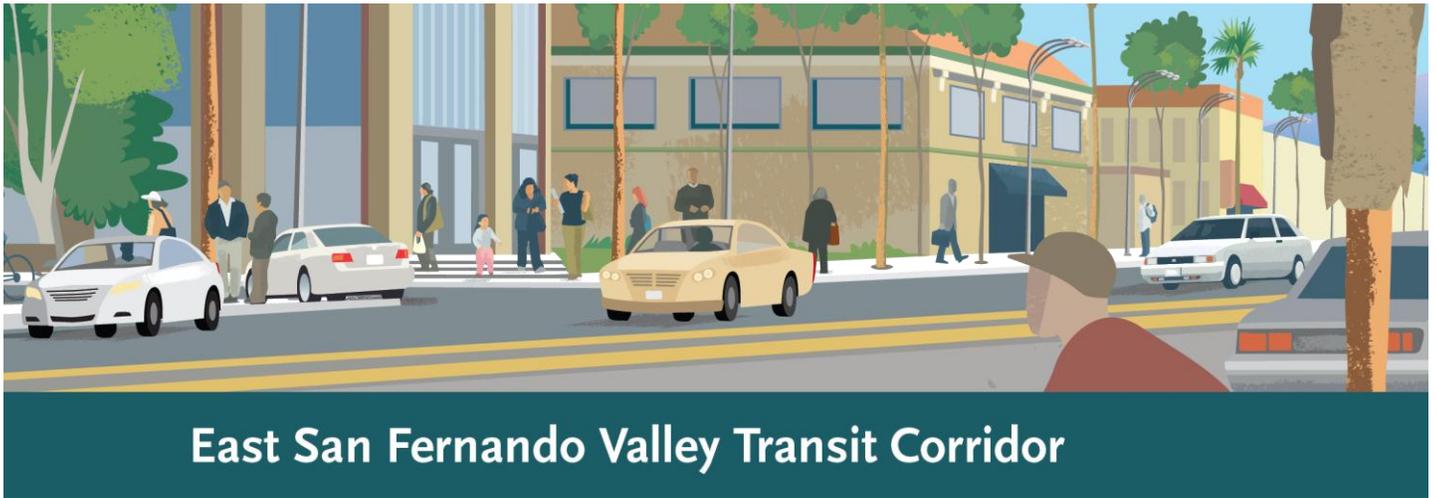
Purple line terminus

Van Nuys Metrolink Station

Olive View Medical

Van Nuys Blvd. and Plummer St.





Van Nuys Blvd and Sepulveda Blvd.

## Pedestrian Issues

Comments received related to pedestrian and multi-modal riders suggested that a BRT alternative limits the capacity of bicyclist and those on wheelchairs. An LRT alternative would increase the availability of spaces for said users.

## Hybrid Comments

Seven comments received relates to a Hybrid alignment. Comments suggest an alignment along Van Nuys Blvd to the Metro Orange Line cross over to Sepulveda Blvd to connect to the I-405 Sepulveda Pass in the south and in reverse to connect to the 118 Freeway in the north.

Following is a matrix for all comments received during this pre-scoping phase of the outreach program. The matrix lists all comments in alphabetical order and numbers of comments received via the oversize maps and easel pads.

## Background

The East San Fernando Valley Transit Corridor Study began in Fall 2011 as the Van Nuys Boulevard Transit Corridor Study. The objective of the study is to evaluate options for improving north-south transit opportunities in the East San Fernando Valley. Based on comments received during and following community meetings in October 2011, the study expanded to also examine the possibility that Sepulveda Boulevard may present a viable option for a new north-south transit project. The study was also expanded to evaluate the Sylmar/San Fernando Metrolink Station as a potential northern terminus/origination point.

The Los Angeles County Metropolitan Transportation Authority (Metro) is conducting the study in collaboration with the City of Los Angeles Department of Transportation (LADOT), and is also coordinating with the City of San Fernando. Three rounds of community meetings have been held so far: October 2011, April 2012 and October 2012. The first two rounds of meetings occurred prior to the start of the official environmental review process. The most recent meetings held in October 2012 occurred during the preparation of the Alternatives Analysis (AA) for the project. At all stages, outreach activities have focused on engaging and informing stakeholders about the overall project and study process.

Leading up to the last round of meetings, the outreach team re-activated a robust public participation program to educate interested stakeholder groups and individuals throughout the study area to:

- Update them on the proposed project, as well as mode and alignment alternatives being considered
- Encourage them to participate in the study process

Additionally, on the social media front, the outreach team has quantifiably grown its stakeholder "reach" by exponentially increasing followers from less than 100 on Facebook to nearly 600 followers since April 2012.

## Community Meetings – October 2012

During the Alternative Analysis phase, Metro, LADOT and the City of San Fernando have elicited feedback from stakeholders regarding which alternatives they prefer for the Van Nuys Boulevard and Sepulveda Boulevard Corridor in the San Fernando Valley. The meetings were held on:

Tuesday, October 2 – Sepulveda Middle School in Mission Hills

Thursday, October 4 – San Fernando High School in San Fernando

Saturday, October 6 – Panorama High School in Panorama City

Tuesday, October 9 – Marvin Braude Civic Center in Van Nuys

The meeting on October 4<sup>th</sup> was also available live via web stream. The link to that meeting was posted on the internet that same evening.

At these meetings the Study team presented a no-build alternative, a Transportation Systems Management (TSM) alternative, two light rail transit (LRT) alternatives, and four bus rapid transit (BRT) alternatives for public review and comment. The comments received during and following the meetings are assisting the team in further screening the eight alternatives. It is anticipated that a subset of these eight alternatives will be carried forward for further study in the Project's Environmental Impact Study/Environmental Impact Report (EIS/EIR). These fewer number of alternatives, will be shared during the scoping period at the beginning of the Draft EIS/EIR, anticipated for early 2012.

The following Outreach Documentation Report provides a summary of:

- The various activities that were completed to engage stakeholders in the study process in anticipation of the meetings
- Meeting notification activities
- Meeting details/logistics
- Summary of comments received

## Outreach Activities

### Elected Officials Briefing

In advance of the October 2012 community update meetings, a briefing was held at the Van Nuys Civic Center to update of all elected officials in the East San Fernando Valley area. Conducted on September 28, 2012, Metro re-introduced the project to the 14 staff members in attendance and presented them with the 8 alternatives under consideration. For detailed meetings notes and sign-in sheets, see Appendix 1. Elected Officials staff members in attendance welcomed improved public transit opportunities in the Valley and offered to assist in spreading the word regarding the upcoming community meetings. Some requested project information materials to distribute among their constituents. Per requests made, meeting notices were provided to the following offices:

- Los Angeles City Councilman Tony Cardenas
- Los Angeles City Councilman Richard Alarcon

- Los Angeles City Councilman Paul Krekorian
- Los Angeles City Councilman Paul Koretz
- Los Angeles City Councilman Tom LaBonge
- California State Senator Alex Padilla
- California State Assemblyman Bob Blumenfield
- Los Angeles Unified School District Board Member Tamar Galatzan
- City of San Fernando

## Meeting Notification Activities

The meetings were noticed in the various ways. For a detailed list where notices were distributed, please see Appendix 2.

- Mailed to more than 500 interested individuals within the project area and key stakeholder groups.
- Take-1 notices were printed and placed on Metro buses and trains in the study area.
- Hand delivered meeting notices door-to-door to 15,000 households within northern Mission Hills and throughout City of San Fernando focused around the Brand Avenue/San Fernando Road alignments.
- Delivered 1,000 Posters to area businesses and centers of activity along the Van Nuys and Sepulveda Boulevard corridors.
- Distributed 10,000 flyers throughout the study area.
- Sent e-mail blasts to the stakeholder database with the following response rates:
  - September 18, 2012 - opened by 33% of recipients
  - September 27, 2012 - opened by 27% of recipients
  - October 1, 2012 - opened by 25% of recipients
  - October 3, 2012 - opened by 23% of recipients

- October 5, 2012 - opened by 19% of recipients
- October 8, 2012 - opened by 20% of recipients
- Collaborated with elected officials offices to share meeting information to their constituents via their website calendars
- Posted information via online media channels, including:
  - Facebook at eastsfvtransit
  - Twitter @eastsfvtransit
  - Metro.net/eastsfvtransit
  - The Source Blog
- Shared information about the project and upcoming meetings at the following community events:

## Community Presentations

To ensure, key area groups and organizations are aware of the Project and study process, the outreach team coordinated **presentations to key groups** within the project study area. At these meetings, Metro representatives shared a brief project overview presentation and answered questions from participants. For detailed meeting notes that reflect the types of questions asked and answers provided, please see Appendix 3. Between July - November 2012, presentations were made to the following groups:

- Valley Economic Alliance -7/19/12
- Pacoima Neighborhood Council – 8/15/12
- Panorama Neighborhood Council – 8/23/12
- Sylmar Neighborhood Council – 8/23/12
- Mission Hills Neighborhood Watch - 8/28/12
- Sherman Oaks Chamber of Commerce - 8/29/12
- Mission College Student Body- 9/10/12
- Encino Neighborhood Council Transportation Committee – 9/11/12
- San Fernando City Council - 9/17/12

- Arleta Neighborhood Council – 8/21/12 and 9/18/12
- Pacoima Beautiful – 8/14/12 and 9/21/12
- Pacoima Neighborhood Council - 9/19/12
- Sherman Oaks Homeowners Association – 9/19/12
- Encino Neighborhood Council - 10/24/12
- VICA Transportation Committee - 11/12/12

## Meeting Logistics

The meetings were conducted utilizing an open house and presentation format allowing participants to learn and speak directly to study team members and get an overview regarding the project during the meeting timeframe. During the first and last 30 minutes of the meeting, Project team members were on hand to walk attendees through a series of information boards, answer questions and receive feedback one-on-one. The open house portion of the meeting had several stations:

- Sign-in/Registration
- Project Overview – Where are we in the process? What is being studied? What is the study area?
- Alternatives Under Consideration – What type of system is being considered? How do they compare against each other? What do you think makes more sense?
- Screening Process – How will a decision be made as to what is further studied? What is an EIS/EIR? How do my comments help that process?
- Comments – provided various ways for participants to share their comments, via:
  - Comment Forms
  - Surveys
  - Video Commentary Recordings
  - Easel pads at each of the stations

During the presentation portion of the meetings, participants heard from Metro representatives about the overall study process, community input opportunities, how and who to contact for additional information, and answered questions from participants in attendance.

## Meeting Materials

The following materials were created to inform, educate and engage stakeholders at the meetings and beyond. These provided background on the project, information on meeting format, as well as provided avenues for stakeholders to provide their input and ideas to Metro for consideration. The materials that were available at the meetings included:

- Fact Sheet (bilingual)
- Frequently Asked Questions (bilingual)
- Contact card
- Comment Sheet (bilingual)
- Survey (bilingual)
- Welcome Road Map (bilingual)
- PowerPoint Presentation (bilingual)

## Meeting Participation

Attendance at the meetings was measured by the number of participants who signed-in at the welcome station. Stakeholder contact information provided was also added to the ongoing project database. The participation at these meetings is as follows:

- Tuesday, October 2, 2012 at Sepulveda Middle School
  - 35 Stakeholders signed in
- Thursday, October 4, 2012 at San Fernando High School
  - 44 Stakeholders signed in
- Saturday, October 6, 2012 at Panorama High School
  - 40 Stakeholders signed in
- Tuesday, October 9, 2012 at Van Nuys Civic Center
  - 56 Stakeholders signed in
- **Total Number of Sign-Ins: 175**

Appendix 4 of this report, includes copies of all sign-in sheets received and collateral materials available at the community meetings.

## Comments

More than 118 comments were received at the four meetings regarding the Study. Following is a summary of all comments received. Full written and video comments are provided in the Appendix 5 and have been collected through a variety of formats, from written, verbal, visual and online methods.

Each of these distinct formats are summarized and recorded in Appendix 5:

- Summary of themes in comments provided matrix
- Notes on easel pads capturing many stakeholder questions, comments and concerns expressed at information stations as well as captured during the question and answer session following the presentation
- Comment forms
- Survey forms
- Video booth (footage of interviews and release forms)
- E-mailed comments
- Comments posted to social media sites
- Comments made on the project hotline

## Summary of Comments Received

### Mode

#### Light Rail Transit

Initial comments focus around the two Light Rail Transit Alternatives. Majority of the 118 comments received focus on this mode option specifically. Based on comments, it is evident that the public overwhelmingly prefers a Light Rail Transit (LRT) option. Comments favoring these alternatives included the following sentiments:

- Ensure and LRT connection to Mission College
- Ensure an LRT connection with future Sepulveda Pass Project
- LRT is the fastest mode for transportation
- Removing vehicular lanes and replacing them with LRT will ease congestion
- LRT is better for businesses and the local communities

- Stakeholders and the East San Fernando Valley deserve the best and most efficient mode
- LRT brings better opportunities and a sense of prosperity for members of the community
- Bikes and wheelchairs are best accommodated by LRT
- LRT is the best mode for the regional transit connectivity web
- Equity issues because the rest of the region already has an LRT or will soon have one include:
  - Dissent over the San Fernando Valley getting a second BRT over LRT
  - Comparing other regions that have LRT
  - Worries over money spent from San Fernando Valley projects to other LRT projects in the region
- Want the beauty and successes of the Expo Line to be recreated here on LRT
- Area built upon the Red Car (rail), want to see LRT back in the area
- Combine LRT-1 (southern portion) with LRT-2 (northern portion) for a new hybrid LRT alternative
- Put the maintenance facility for LRT in Panorama City

While majority of the comments relating to LRT focus on supporting this mode, there were specific comments that emerged from those who shared concerns, including:

- Do not run LRT down Brand Boulevard as it will destroy Brand's historic area
- Do not run LRT south of Orange Line along Van Nuys Boulevard due to access challenges for auto dealerships in the area
- Danger of accidents with LRT's faster speed along heavily residential areas
- Do not run LRT up Sepulveda due to better ridership along Van Nuys Boulevard
- Develop better LRT options
- LRT is too expensive

## BRT

Of the comments received, nineteen comments focused on supporting a BRT system similar to the Orange Line on Van Nuys Bl. Comments favoring this mode included:

- BRT is a safe, low cost option
- BRT has the ability to be more flexible than an LRT system

- A BRT system will support local businesses and provide more direct routes than rail
- Need an Orange Line-like mode of transportation
- BRT provides more opportunities in general
- BRT best meets the goals of handling high ridership along Van Nuys

Comments were also received that shared the following concerns regarding a BRT option:

- BRT is a “band-aid;” is not faster or will it increase capacity
- BRT is a waste of money
- Impacts of increased bus use is detrimental to road surfaces, like on Ventura Boulevard
- Do not build dedicated lanes for BRT south of the Orange Line along Van Nuys Boulevard

## Bicycles/Bike Lanes

Nineteen comments were related to bicycles and bicycle lanes. Many commented that LRT is a better option for transporting bicycles. There is a need to accommodate more than 2-3 bikes on transit options on Van Nuys Bl. No comments were made negatively concerning bicycles or bike lanes. When given the option, most comments indicated preference for bicycle lanes instead of parking lanes.

- Bike lanes must be included with any project moving forward
- Bicycles and wheelchairs are better accommodated on LRT
- Bikeway is preferred versus street parking if having to make a choice

## Buses

Twenty comments were made concerning current bus routes and frequency.

- Do not cut current local bus routes
- Do not eliminate local bus line stops – we do not want to walk farther to ride the bus
- Fix the current bus routes

## Alternatives

### No Build

Ten comments received were specifically related to the No Build Alternative. Through the survey distributed and comment forms received it was determined that seven support this option, none are neutral and forty-four are opposed.

Comment citing support for a No Build alternative include:

- There is already lots of traffic on Van Nuys Bl. and another mode of transit would just increase traffic hazards.
- Transit options will only bring crime to businesses and residences nearby.
- New modes will take away lanes for cars and add to traffic
- If you build, it will only increase crime for businesses and bring eminent domain to local property owners
- General opposition to overall study efforts in general

Those sharing opposition to the No Build Alternative stated:

- The No Build option will bring civil unrest
- The No Build options is not an option - the East San Fernando Valley deserves a new public transit system.
- There is a need to build something along Van Nuys and/or Sepulveda Boulevard

### Transportation Systems Management (TSM)

Through survey and comments it was determined that three attendees support this option, four are neutral and thirty-two are opposed. Eleven comments were made supporting the use of TSM.

### Streetcar

The streetcar option was eliminated in this round of meetings. One person concurred with that decision by stating that the streetcar is the wrong vehicle given the length of the corridor.

## Specific to Six Build Alternatives

### LRT-1

As noted above, various comments were received sharing preference for an LRT due to the speed and mobility options offered by an LRT system. Nevertheless, when given a choice between LRT-1 and LRT-2, there seems to be more preference to LRT-2. Comments associated with this alternative include:

- Leaves out major ridership connections on Van Nuys Boulevard
- Speed and mobility will be best with this alternative
- Likes the southern portion of this alternative
- Southern portion of alternative offers best connection to the Sepulveda Pass Project
- A hybrid between LRT-1 and LRT-2 would better serve the ridership needs of the study area
- Follows the old Pacific Electric (Red Car) Line which makes sense
- Would really assist to reduce traffic congestion in the study area
- San Fernando Valley deserves a faster way to travel the North/South corridor and this alternative does it

### LRT-2

Comments favoring this option specifically noted the view that it offers connection with other transit options such as the Orange Line, Amtrak, and Metrolink. Specific comments include:

- Van Nuys Boulevard would have more ridership than Sepulveda alignment.
- Avoids Brand Boulevard, which contains single-family housing, and are opposed
- Majority of the neighborhood councils in the study area favor this alternative
- Needs to connect to the Sylmar/San Fernando Metrolink Station and to Westwood
- Best for connection to High Speed Rail throughout California
- Would be the best option for moving residents locally and beyond
- Best suited to meet greenhouse gas reduction mandates, AB 32 and SB 375.
- Connects to Panorama City, which has the highest density in the San Fernando Valley

## BRT-1

In meetings, it was noted that this alignment would assist in saving money for the project due to its shared route on part of the current Orange Line busway. Other comments included:

- Support it along Sepulveda south of Orange line and north of Parthenia

## BRT-2

Residents found the alignment of interest due to its ability to operate in mixed flow traffic in some areas as well as connect to other existing transit options along the corridor (i.e. Orange Line, Amtrak, Metrolink). The noted theme of the comments reflected:

- Preferred for cost, speed of construction, and flexibility

## BRT-3

This alternative received the most support compared of the four BRT alternatives that were shared. Stakeholders liked its combination of mixed-flow and dedicated-lane operations, and shared route with the current Orange Line busway to transition between Sepulveda and Van Nuys Boulevards.

- Most economical and quick option to develop
- Connect a Rapid Bus to the Sylmar/Metrolink station
- Add new Metrolink stop at Van Nuys Blvd or extend Van Nuys Blvd service there to meet all trains
- Needs a terminus at Sepulveda and Ventura for future connections through Sepulveda Pass

## BRT-4

The alignment option was favored by residents that wanted a transit project to extend to Foothill Bl. Comments included:

- Cost efficient with shared-use of Metro Orange Line
- Connect to Sylmar/Metrolink to make it faster to get to work
- Service Mission College and connect with Metro Orange/Red Lines to access Hollywood and Los Angeles
- Has shortest end to end travel time between
- Like BRT-4 route, but want it to be LRT

## Other Comments

Other alignment comments include extending the route to the north side of the Foothill Freeway, allowing for future connections to the Westside, removing on-street parking and driving lanes to make way for transit, and choosing transit options that are business or residential friendly.

- Anything built must include connections to a future Sepulveda Pass project to ensure transit service from the Valley to the Westside
- Ensure a connection hub in San Fernando for Amtrak/Metrolink and future high-speed rail.
- Having LRT or BRT on Van Nuys will increase crime for businesses nearby
- Capacity is more important than cost
- Do not raise fares to cover the price of this project

## Specific to Van Nuys Boulevard

- Van Nuys Boulevard needs transit that is business-friendly.
- Stopping along Van Nuys will be good for businesses.
- Pacoima, Panorama City, and Van Nuys constitute a “Historic Business Corridor,” therefore, public transit needs to serve them better.
- Special interests that are averse to having transit along Van Nuys should not be dictating route options.
- Best ridership is on Van Nuys.
- Do not build on Van Nuys Boulevard because it will only increase traffic.
- Do not build a dedicated lane for transit south of the Orange Line along Van Nuys Boulevard.

## Specific to Brand Boulevard

- A public transit system along Brand Boulevard will destroy the historic character.
- A Brand Boulevard alignment will destroy the beautiful historic trees along the median.
- Brand Boulevard is single-family residential community.
- Do not build a dedicated lane along Brand Boulevard in San Fernando.