



Subject: Metro ExpressLanes Program
I-10 Corridor Advisory Group Meeting

Date: Monday, June 6, 2011

Time: 5:30 pm – 7:30 pm

Location: Monterey Park Bruggemeyer Library
318 S. Ramona Ave., Monterey Park, CA 91754

In Attendance:

CAG Members	Organization
Neil Bjornsen	Metro Citizens' Advisory Council
Rob Charles	Office of State Senator Ed Hernandez
Sergio Infanzon	City of Bell Gardens
Kevin McDonald	Foothill Transit
Arran McNabb	Fixing Angelenos Stuck in Traffic
Barry Sedlik	California Business Ventures
Maria Unzueta	Office of Assemblymember Mike Eng
Presenters	Organization
Lynda Bybee	Metro
Olga Lopez	Metro
Stephanie Wiggins	Metro
Other Attendees	Organization
Kathy McCune	Metro
Megan Nangle	Metro
Bronwen Trice	Metro

I. Welcome and Introductions

Lynda Bybee, Deputy Executive Officer, Metro Regional Communications, opened the meeting and noted that with the Metro ExpressLanes Groundbreaking fast approaching, the time is opportune for the CAGs to convene. Following self-introductions, a brief summary of community outreach activities over the past year and three months was provided:

- Two public hearings on the Draft Environmental Impact Reports/Environmental Assessments (Draft EIR/EA) for the I-10 and I-110 HOT Lanes Projects were held in March 2010, and both environmental documents were approved last summer.
- Since that time Metro has held over 40 community stakeholder and legislative briefings with offices of elected officials, neighborhood councils and key grassroots organizations in the San Gabriel Valley, City of Los Angeles, and the South Bay.
- In addition, last September we celebrated the El Monte Station Groundbreaking, and in April 2011 we held a community meeting with City of Los Angeles Councilwoman Jan Perry to receive feedback on the design for the Adams Blvd improvements and pedestrian plaza.
- Primary areas of interest for San Gabriel Valley stakeholders continue to include:
 - Transit operations and facility improvements on the I-10 El Monte Busway
 - El Monte Station improvements and Pomona Metrolink Station expansion.

- Areas of common interest for stakeholders along both the I-10 and I-110 corridors continue to include:
 - Increased service of the Metro Silver Line, the new north-south, east-west cross county bus line connecting both corridors through Downtown Los Angeles
 - Improved connections between feeder bus lines and the Metro Silver Line
 - Toll technology and infrastructure aspects of the program
 - Transponder distribution and marketing
 - Enforcement
 - Mitigation for low income commuters
 - Environmental benefits of the program

These interests, as well as issues raised at this series of CAG meetings and upcoming community meetings, will be incorporated into on-going planning for the Metro ExpressLanes Program.

- Our primary marketing and messaging challenges are:
 - The requirement that existing carpoolers have a transponder.
 - Equity issues.
- Over the next few months Metro will be looking for CAG members' input to help us develop targeted messages to reach the following different users:
 - Employees
 - Transit Users
 - Carpoolers
 - Low Income Commuters

II. Introduction of the Construction Community Relations Team

Olga Lopez, Community Relations Manager, Construction Impact Mitigation Program, introduced herself and Sr. Community Relations Officer Bronwen Trice as the primary contacts for the public outreach, stakeholder communications and construction impact mitigation efforts during construction. Their primary role will be to keep program stakeholders aware of construction activities that will take place in the public right-of-way. They will prepare construction notices for these activities and disseminate them to a broad base. The construction notice will offer a brief description of the construction activity, duration, hours and anticipated impacts one might expect. This will help people plan their trips with as minimal impact as possible.

There will be many ways to receive the construction notices. They will be available via Eblast, on the project website, or on Facebook, Twitter, or Nixle. For people who may not be computer savvy, there will be outgoing messages on the project telephone hotline identifying mainline and ramp closures. During construction there will be a dedicated project telephone hotline, email and webpage where the public can find the latest information related to construction and also contact information for the community relations staff. Ms. Lopez and Ms. Trice will be on-call 24/7 for emergencies and their cell phones will be made available on the outgoing message of the project telephone hotline.

III. Groundbreaking and Construction Timetable

Stephanie Wiggins, Executive Officer, Metro Congestion Reduction Initiative, provided an overview of the program and a description of the upcoming construction milestones.

Beginning on June 27, 2011 Metro will improve the frequency of the Silver Line buses operating along the Harbor Transitway. The Silver Line (El Monte-Los Angeles-Artesia Transit Center) will operate every 15 minutes during mid-day hours on weekdays and every 40 minutes on Saturday. We are also increasing our Silver Line marketing efforts and wrapping the buses to brand the Silver Line.

The El Monte Station Groundbreaking was held on September 22, 2010. On January 27, 2011 the Metro Board voted to amend the construction contract to include the excavation, transportation, and disposal of unforeseen soil contamination at El Monte Station. The soil will be disposed of in the most efficient and cost-effective manner possible. As a result, the project budget has increased by \$6 million and the construction completion date has been pushed out to July 2012.

Although the El Monte Station schedule delay and budget increase does not affect the schedule/budget of the overall grant, it impacts the Patsaouras Plaza/Union Station Connection. Currently this project is in the final design phase and nearing completion of the preliminary engineering, however \$6 million allocated for this project was used to pay for the El Monte Station cost overruns. In addition, Metro just acquired Union Station and is developing a Union Station Master Plan. So the construction schedule for Patsaouras Plaza may be delayed until the Master Plan has been finalized.

Groundbreaking

The project will have a phased opening because the Contractor has to work around current Caltrans rehab work being performed on the I-10. The I-110 ExpressLanes are scheduled to open in fall 2012; the I-10 ExpressLanes are scheduled to open in early 2013. The Groundbreaking ceremony will be held on Wednesday, July 6th at 9:30 am at Artesia Transit Center, 731 W. 182nd Street, Gardena, CA 90248. Invitations will be sent this week and all CAG members are encouraged to attend.

IV. FasTrak® Transponder Distribution Plan

On May 26th the Metro Board approved the FasTrak® Transponder Distribution Plan. Customers will be able to open their accounts and receive their transponders in a number of ways. They will be able to do so online (via the project website), over the phone (by calling 511), at two walk-in centers (one at El Monte Station and one at a location to be determined along the I-110), and at local retail outlets. Metro wants to provide an expansive network where transponders will be available. In the Bay Area, 70% of the new accounts are purchased through retailers.

Metro is encouraging people to join the FasTrak® Interest List to receive the latest news on when the transponders will be available. This will provide a way for people to sign-up early via the "Transponder Interest Form" on the program website (a non-binding agreement) as well

as a tool for us to gauge demand. Transponders will go on sale 60-90 days prior to the project opening.

On May 26, 2011 the Metro Board also approved our plan to partner with the Automobile Club of Southern California in a trade promotional agreement. Members of AAA will receive a one-time 20% discount when they establish their FasTrak® transponder account. In exchange, AAA will advertise the Metro ExpressLanes Program online and in its publications. More than 50% of LA County households are AAA members.

Metro will be working with major employers to sign businesses up early using the mobile van. Metro will be visiting expos and events and the van will be staffed and equipped to sign people up on the spot. Metro will also be using the mobile van to increase awareness in low-income and hard-to-reach communities.

Retail Look and How It Works Video

Metro is working to implement the marketing plan and will unveil a new “retail look” for the customer website later this summer. Metro will also be developing a “How It Works” video this summer as part of our overall public outreach plan and plans to have it ready by October 2011 so that Metro can present it to elected officials during the pre-launch outreach phase. Metro would like the video to reflect the diverse communities and different characteristics of each corridor. In keeping with our goal to tailor the program to LA County, Metro will be asking community members - and CAG members - to explain how the program is going to work on tape.

V. CAG Questions and Commentary

Community Outreach

- If there are other people in my agency who would like to register to receive construction updates can they sign-up on the website?
- Why can't the construction work be done at night?
- I learned that AB 353 which was recently passed provides Caltrans with the power to conduct construction without requesting permission from local communities. Is this true for this project?
- Do you have any outreach planned to Riverside/San Bernardino County?
- I want to commend you for how thoughtful the work has been thus far. This is a complicated project and quite a challenge. I just want to say how well I think this program has been put together.
- LA County Fair would be a great place to get the word out about the program; I recommend that you sign up for a booth early.

Transit Operations (including vanpool, bus, rideshare)

- Will the delay to work the Patsaouras Plaza/Union Station Connection affect the overall program schedule in terms of bus service?
- Is ARRA money being impacted due to the increased budget for El Monte Station?
- When will the new buses begin service?

- When the HOV lanes were reduced to from three to two per car on the I-10, it hogtied express bus service. If this project detrimentally impacts the transit system what will you do?
- It makes sense to put controls if demand overwhelms the system but the enforcement rate is dismal.
- What is the plan for getting a bus off the freeway in the case of an incident?
- What was the number of road calls for the last month on the El Monte Busway?
- What will happen to the private carriers?

Transit Facilities

- Are you coordinating with LADOT and the City of LA to implement the Adams Boulevard improvements?
- Can you use toll revenues to pay for the additional \$6 million that is being spent on the El Monte Station?

Toll Technology and Infrastructure

- How will CHP safely pull over violators?
- CHP officers don't like using the buffer lane to pull over violators. They haven't used it for a long time.
- Who will oversee the tolling and customer service aspect of the program?
- Can low income commuters use proof of enrollment in another "lifeline" program as proof of eligibility for the toll credit program?
- Is there some mechanism to watch the price so the transponder distributor doesn't overcharge?
- Do you have in mind a ballpark number of transponders needed?
- Is Caltrans still issuing alternative fuel vehicle passes for the HOV lanes?

Other

- Weren't you seeking a time extension from USDOT for the overall program?
- What are the results of the other urban partnership programs?
- Have any of the urban partnership programs been extended beyond their demonstration period?
- Are there criteria/metrics to determine whether the projects stay as permanent?
- How often will there be progress reports?
- Will there be any prohibition on how net toll revenues are spent? Do they have to go toward infrastructure (operations or capital improvements)?

VI. Wrap Up and Next Steps

Ms. Bybee thanked participants for attending and for sharing their ideas and feedback, noting that it is critical for Metro to continue to hear from the CAGs and stakeholders along both corridors as the project moves into the planning and implementation phases. Metro will continue to brief key grassroots organizations on the project and will provide updates to the CAGs on the project's progress, notes from this meeting, and alerts about when the next CAG meeting will take place. CAG members were encouraged to RSVP for the Groundbreaking

ceremony on July 6th at Artesia Transit Center, join the FasTrak® Transponder Interest List, and participate in the “How It Works” video that will be taped over the summer.



Subject: Metro ExpressLanes Program
I-110 South Corridor Advisory Group Meeting

Date: Wednesday, June 8, 2011

Time: 5:30 pm – 7:30 pm

Location: Gardena Valley Japanese Cultural Institute
1964 W. 162nd St., Gardena, CA 90247

In Attendance:	CAG Members	Organization
	Tony Banash	Metro Citizens' Advisory Council
	Jill Crump	City of Torrance
	Devon Deming	Los Angeles World Airports
	Mary Jones	Office of Supervisor Mark Ridley-Thomas
	Steve Lantz	South Bay Council of Governments
	Hilary Norton	Fixing Angelenos Stuck in Traffic
	John Parsons	Redondo Beach Chamber of Commerce
	Pat Tomcheck	Los Angeles World Airports
	Presenters	Organization
	Susan Gilmore	Metro
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Susan Gilmore, Director, Constituent Program Management, opened the meeting and noted that with the Metro ExpressLanes Groundbreaking fast approaching, the time is opportune for the CAGs to convene. Following self-introductions, a brief summary of community outreach activities over the past year and three months was provided:

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V. CAG Questions and Commentary

Community Outreach

- When NYC rolled out their new TAP card system they utilized extensive mobile van outreach to register and educate transit users. This program is even more complex.
- I recommend that you locate the I-110 walk-in center at Artesia Transit Center. There is an area near the substation that could be enclosed as a storefront.
- Also, the South Bay Environmental Services Center could represent you.
- Rideshare Week Fair would be a great place for the mobile van.
- I know you’ll be putting up signage on the freeways. What can you do now to educate the public to start looking forward to this program?
- Can the City of LA give you free advertising, like billboards at the Staples Center, for example?
- Jan Perry is introducing a new signage program/district. Perhaps you could put together in-kind ads, billboard PSAs in this area?
- You could use transit shelter sign panels to advertise.
- What about using employers to reach more people?

Transit Operations (including vanpool, bus, rideshare)

- Are you going to have connections to meet up with the Silver Line buses?
- How many trips do you have to take to accrue the \$5 toll credit? Will the credits be tied to the TAP card?
- Do you have to take the trips within a 30-day period? Is there a reason why you're tying the usage to a 30-day period? Why not make it more like Starbucks rewards? I recommend spreading out the incentive over a longer period of time. I would allow people an unlimited time to accrue the rewards credit.
- You may hear objections from the ACLU regarding the use of registered TAP cards.
- Will there be a way to easily keep track of your trips? For example, would it be possible for you to get an email or text message, or be able to go online to check your usage?
- The Rewards program seems like a great incentive for employers; they could keep track of their employees' use. Collectively they could meet SB375 goals and compete as "clean air heroes".
- Does \$5 equal the cost of a one-way toll on the ExpressLanes?
- Employers have to pay additional money for user tracking reports (TAP).
- Is there a reason for the 60-day expiration date for Rewards redemption?
- Can you make the redemption period 90 days rather than 60?
- Can you ask Matt Raymond to pay for the ETC TAP user reports?
- Could you transfer your Rewards credit? Suppose a company says they're going to donate their credits? What is the possibility of transferability or other uses for the \$5 toll credit?
- Is there any issue with gift of public funds related to the rewards credit?
- Is the NextBus application now available on Smartphones?

Transit Facilities

- Is the 37th Street plexiglass noise barrier going to lend itself to graffiti?
- Is there talk of renaming Artesia Transit Center? If so, I recommend that we involve the community and kids in the renaming process.
- If you're going to be doubling service at Artesia Transit Center can TVMs be installed?
- What about adding a kiosk to ATC?
- Why isn't the new pedestrian plaza being planned next to the location of the existing sidewalk [at Adams Blvd]?
- Could there be better signage telling drivers they can turn right to go onto Grand? This would alleviate some queuing. Most people don't realize that Grand is a two-way street there and they could use it to go north just as easily as Figueroa.

Toll Technology and Infrastructure

- Do you still need a transponder for HOV 2+ on the ExpressLanes?
- How are the transponders different on the I-10 versus on the I-110?
- I think there is better way of explaining that the toll amount is based upon the level of congestion. Instead you could say, "The toll amount is based upon how fast the travel speeds are going in the ExpressLanes."
- This is new for us all.

- Is there a way for the info packet to show how much you will pay at different speeds? It could say, “If your speed is X mph, your toll rate will be \$X.”
- Is there a cost for the transponder?
- Is the transponder going to be a value for the occasional user?
- Can the transponder be switched among different cars?
- Can current FasTrak® users go on this system?
- What is the status of the I-105 to I-110 HOV transition? Will SOVs be able to connect into and out of the I-110 ExpressLanes via the I-105 HOV connector ramps? I think this connection will be a really important asset.

Other

- I like the fact that you will be using non-profit organizations to pre-screen low income applicants because sometimes people don't feel comfortable having to prove themselves to government agencies.
- I recommend that you partner with Regional Centers and ASI (flexible spending commuter benefit program) to help with the pre-screening of low income commuters.
- What about using the LAUSD school lunch program as a qualifying threshold?
- I understand the only way I would be able to get the AAA discount on the transponder is if I were to sign-up for it on the AAA website. But it would be nice to be able to get the AAA discount if I bought the transponder at a retailer. Perhaps you could give people the option. If you've already purchased the transponder at a local retailer, you could log-on to the AAA website and get the (AAA and/or low income) discount(s) credited back to your account.
- If you buy a transponder at a retailer do you have to establish your account online?

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Subject: Metro ExpressLanes Program
I-110 North Corridor Advisory Group Meeting

Date: Thursday, June 9, 2011

Time: 5:30 pm – 7:30 pm

Location: Mark Ridley-Thomas Constituent Service Center
8475 S. Vermont Ave., Los Angeles, CA 90044

In Attendance:

CAG Members	Organization
Maggi Fasnor	Plan Check NC
Veronica Hahni	Los Angeles Neighborhood Initiative
Marianne Kim	Southern California Auto Club
Hilary Norton	Fixing Angelenos Stuck in Traffic
Pat Williams	Mount St. Mary's College
Jerard Wright	Metro Citizens' Advisory Council
Presenters	Organization
Olga Lopez	Metro
Kathy McCune	Metro
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Megan Nangle	Metro
Stephanie Wiggins	Metro

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IV. FasTrak® Transponder Distribution Plan

On May 26, 2011 the Metro Board approved the FasTrak® Transponder Distribution Plan. Customers will be able to open their accounts and receive their transponders in a number of ways. They will be able to do so online (via the project website), over the phone (by calling 511), at two walk-in centers (one at El Monte Station and one at a location to be determined along the I-110), and at local retail outlets. Metro wants to provide an expansive network where transponders will be available. In the Bay Area, 70% of the new accounts are purchased through retailers.

Metro is encouraging people to join the FasTrak® Interest List to receive the latest news on when the transponders will be available. This will provide a way for people to sign-up early via the “Transponder Interest Form” on the program website (a non-binding agreement) as well as a tool for us to gauge demand. Transponders will go on sale 60-90 days prior to the project opening.

On May 26, 2011 the Metro Board also approved our plan to partner with the Automobile Club of Southern California in a trade promotional agreement. Members of AAA will receive a one-time 20% discount when they establish their FasTrak® transponder account. In exchange, AAA will advertise the Metro ExpressLanes Program online and in its publications. More than 50% of LA County households are AAA members.

Metro will be working with major employers to sign businesses up early using the mobile van. Metro will be visiting expos and events and the van will be staffed and equipped to sign people up on the spot. Metro will also be using the mobile van to increase awareness in low-income and hard-to-reach communities.

Retail Look and How It Works Video

Metro is working to implement the marketing plan and will unveil a new “retail look” for the customer website later this summer. Metro will also be developing a “How It Works” video this summer as part of our overall public outreach plan and plans to have it ready by October 2011 so that Metro can present it to elected officials during the pre-launch outreach phase. Metro would like the video to reflect the diverse communities and different characteristics of each corridor. In keeping with our goal to tailor the program to LA County, Metro will be asking community members - and CAG members - to explain how the program is going to work on tape.

V. CAG Questions and Commentary

Community Outreach

- Will construction notices also be posted as signs in the community?
- When Caltrans is the lead will they be the lead to get the word out?
- Are you just holding one groundbreaking?
- Why isn't the I-110 walk-in center at Artesia Transit Center?
- Is the walk-in center going to be staffed or automated?

Transit Operations (including vanpool, bus, rideshare)

- How many employees are needed to get a vanpool started?
- Seventy-five percent of the grant funding is going toward transit. Is that for both capital and operational improvements? After the one-year demo will Metro be able to maintain the operations?
- What are the green and orange lines on the map east of El Monte?
- When do we start soliciting vanpool participants?
- Metro already offers vanpool subsidies, so how is this program different from the existing one?

- Has Metro approached Honda, Toyota, other big employers, churches, or community organizations to get the word out about the vanpool incentives?

Transit Facilities

- Will there be wayfinding signage one-half to one mile surrounding the Artesia Transit Center directing people to the facility?
- Would you consider implementing the sound/noise pilot barrier on the Pasadena Gold Line, too?
- Are there any improvements at 39th Street?

Toll Technology and Infrastructure

- How will the CHP officer know a transponder is in the car?
- Will CHP officers be located primarily at gantries?
- Are there going to be dividers? Are you concerned that people are going to try to swing around the double-yellow lines to avoid the gantries?
- What about your passengers, such as children?
- How are the CHP officers funded?
- How many additional officers are you getting with the facility?
- Since we're getting rid of the shoulder on the I-10 El Monte Busway it will be important to have the extra incident response tow trucks.
- Is it possible to mitigate the number of vehicles in the ExpressLanes?
- Will people see the price on the device in their car?
- How many gantries will there be? Will you be charged every time you go through the gantry?
- How will the system refund the SOV drivers who don't get a 45 mph trip?
- Will there be mile posts along the lanes so regular users can quickly calculate what they're going to pay?
- What's the maximum possible toll on each corridor?
- What if there's a slow-down midway through your trip?
- How will vehicles access the I-10 HOT lanes from the I-605 south or north?
- Will single drivers be able to connect to the I-110 from the I-105 HOV lanes?
- What about the occasional visitors?
- What is the violation policy?

Other

- What definition of low income is being used?
- Will the I-10 and I-110 each have separate pots of money for tolls collected?

ExpressPark™

- Can you talk about *ExpressPark™* and explain what it entails?
- Will *ExpressPark™* signage be posted in Downtown Los Angeles?
- What are the *ExpressPark™* boundaries?
- Perhaps LADOT could partner with LA Trade Tech on *ExpressPark™*.

VI. Wrap Up and Next Steps

Ms. Trice thanked participants for attending and for sharing their ideas and feedback, noting that it is critical for Metro to continue to hear from the CAGs and stakeholders along both corridors as the project moves into the planning and implementation phases. Metro will continue to brief key grassroots organizations on the project and will provide updates to the CAGs on the project's progress, notes from this meeting, and alerts about when the next CAG meeting will take place. CAG members were encouraged to RSVP for the Groundbreaking ceremony on July 6th at Artesia Transit Center, join the FasTrak® Transponder Interest List by signing up online, and participate in the "How It Works" video that will be taped over the summer.