



WESTSIDE SUBWAY EXTENSION

Public Participation & Community Outreach Report



August 2010

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1.0 INTRODUCTION

Over the past 30 years tremendous population and employment growth, worsening congestion, changing land use and traffic patterns, as well as the Los Angeles County Metropolitan Transportation Authority's (Metro) challenge to meet transit demand, have led to the need to improve mobility in the Westside Corridor. In the fall of 2007 the Metro Board of Directors authorized an Alternatives Analysis (AA) Study for the Westside Extension Transit Corridor to look at ways to address the region's growing mobility challenges. The study considered various modes, including Bus Rapid Transit with dedicated bus lanes, as well as at-grade, below-grade, and above-grade rail options, and several alignments, including alignments along Wilshire and Santa Monica Boulevards.

On January 22, 2009, the Metro Board of Directors authorized preparation of a Draft Environmental Impact Statement/Environmental Impact Report (Draft EIS/EIR) for the Westside Subway Extension. The Federal Transit Administration (FTA) is serving as the lead agency for purposes of the National Environmental Policy Act (NEPA) and Metro is serving as the lead agency for purposes of the California Environmental Quality Act (CEQA) environmental clearance. The project will be conducted in accordance with the most recent FTA guidelines for project development and Section 5309 New Starts as well as CEQA and NEPA guidelines.

As part of the project development process, over the last three years Metro has conducted a thorough and comprehensive outreach program throughout the project study area. As part of the public participation strategy developed, Metro has taken measures to ensure that the outreach maximizes input from a broad range of project stakeholders, provides forums to ongoing community participation as well as creates multiple opportunities for the generation of questions, ideas and comments. Given the project's history and tech-savvy corridor, the goal has always been to exceed the federal and state requirements for public notice and involvement.

Each component of the Public Participation Plan (PPP) has been employed within a specific framework and after careful consideration. Metro has employed traditional outreach tools such as community meetings, press releases, posting information on Metro's web site, mailing and e-mailing information, etc. In addition, over time, the team has also integrated a variety of new communications tools with these older, well-tested methods. Each new layer has been added to complement and enhance the effectiveness of the other tools and expand the reach of the public participation efforts. Throughout the study, the outreach strategy has helped to increase public awareness and support for the project from an ever growing set of people who have become invested in its outcome.

This report documents the public participation and community outreach efforts for the Westside Subway Extension Project. It documents the public participation process and activities from the early scoping period (October 1 to November 7, 2007) for the Alternatives Analysis (AA) Study and the formal scoping period (April 9 to May 7, 2009) to the release of the Draft Environmental Impact Statement/Environmental Impact Report (Draft EIS/EIR) for public and agency review and comment.



2.0 BACKGROUND

2.1 Project History

Metro is planning transit improvements in the Westside Extension Transit Corridor and has conducted a Draft EIS/EIR – Advanced Conceptual Engineering (ACE) to determine what types of improvements are needed. This effort has been a continuation and re-evaluation of previous planning studies, including the Mid-City/Westside Transit Corridor Major Investment Study, which was completed in 2000, and the Mid-City/Westside Transit Corridor Draft EIS/EIR, which was completed in 2001. At the time of Metro Board Certification, this Mid-City/Westside Transit Corridor Draft EIS/EIR provided the impetus to formally separate the future study of the Wilshire and Exposition Corridors.

Since then, Metro has implemented several new Rapid Bus routes within the Wilshire Transit Corridor to supplement local bus service by providing new options for travel in both north-south and east-west directions. This new service has helped to accommodate some of the demand for improved transit, but additional transit improvements are needed as bus service within the corridor continues to operate at or over capacity conditions. In addition, the Exposition Construction Authority (Authority) has also completed the design and started construction of Phase I of the Exposition Line. Additionally, the Authority is completing the environmental clearance of Phase II, which is expected to be completed in FY10. The completion of both Phase I and Phase II of the Exposition Line, however, is not expected to lessen the need for a major transit investment in the Westside Extension Transit Corridor.

At this time, there was renewed interest in extending the Metro Purple Line from the current terminus at Wilshire Boulevard and Western Avenue to downtown Santa Monica along the Wilshire alignment. In addition to a Wilshire alignment, Metro also explored alternative options extending the Metro Red Line westward from Hollywood/Highland along Santa Monica Boulevard to West Los Angeles.

In October 2005, the American Public Transportation Association (APTA) conducted the review of Wilshire Corridor tunneling which concluded that the latest advances in tunneling technology would make excavating a possibility that is no more risky than any other subway system in the U.S. As a result, Congress repealed its federal prohibition on funding subway construction along Wilshire Boulevard. This legislation thus permitted this study to consider an underground subway connection to the Wilshire/Western branch of the Metro Purple Line.

Since the transit corridor would connect to Downtown Los Angeles via the existing Wilshire/Western branch of the Metro Purple Line, the study may require an assessment of potential transit operational impacts in the Downtown area and evaluation of the local transit service needs between and within the corridor cities of Los Angeles, West Hollywood, Beverly Hills and Santa Monica.

In January 2009, the Alternative Analysis (AA) phase of the study for the Westside Extension Transit Corridor was completed and adopted by the Metro Board of Directors.



The AA screened various potential routes, modes, and configurations for the Westside Extension Transit Corridor and identified two heavy rail subway Build alternatives, a Transportation System Management (TSM) alternative, and a No Build or Baseline Alternative. In addition, four Minimum Operable Segments (MOSs) were identified in the AA.

The successful completion of the Draft EIS/EIR-ACE will allow Metro to evaluate in greater depth the four alternatives that were identified in the AA for the Westside Extension Transit Corridor. The ACE design work under the Draft EIS/EIR will be conducted at a sufficient level of detail to support the adoption of a Locally Preferred Alternative (LPA) by the Metro Board of Directors and to request entry into the Preliminary Engineering (PE) phase of project development from the FTA. An LPA will be selected that can best accommodate population growth and transit demand, and be compatible with land use and future development opportunities.

Metro can choose to fund any proposed high capacity transit improvement in the corridor with Section 5309 New Starts funds and also with other federal, state and local sources. Should Metro pursue Section 5309 New Starts funds for the Westside Extension Transit Corridor, a successful completion of the FTA requirements for the New Starts program and approval of the LPA by FTA must be made prior to entry into PE. Both the Draft and Final EIS/EIR and PE will be prepared at the same time after the adoption of the LPA by the Metro Board and approval into PE by the FTA.

2.2 Study Area

The Study Area is generally defined as extending north to the base of the Santa Monica Mountains along Hollywood, Sunset, and San Vicente Boulevards, east to the Metro Rail stations at Hollywood/Highland and Wilshire/Western, south to Pico Boulevard, and west to the Pacific Ocean (Figure 2-1). The proposed heavy rail transit project includes portions of five jurisdictions: the cities of Los Angeles, West Hollywood, Beverly Hills, Santa Monica, as well as portions of unincorporated Los Angeles County in California.

A Westside Subway Extension would extend the Metro Rail heavy rail technology from the terminus of the Metro Purple Line at the Wilshire/Western station and a combined alternative that would also extend the Metro Red Line at the Hollywood/Highland station in Los Angeles to the Westside of Los Angeles and Santa Monica.



Figure 2-1: Study Area

2.3 Project Participants

The project participants consist of the FTA, the project team, and other project participants, such as the five local jurisdictions. The project team consists of Metro and its contractors, the Community Participation Program Contractor, The Robert Group (TRG) and its subcontractors, and the Environmental (AA/EIS/EIR) Contractor, PB Americas, Inc. (PB), and its subcontractors.

In addition to the project team, other project participants include federal, state, and local participating agencies under Section 6002 of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act—A Legacy for Users (SAFETEA-LU) (Public Law 109-59).

Stakeholders for this study include, but are not limited to, local, county, State, and Federal elected and appointed officials; public agencies/officials; neighborhood councils, homeowner associations, and community councils; business and labor associations and groups; representatives of retail, entertainment, and employment centers/key destinations; representatives of education, cultural, religious, and health care institutions along the proposed alignments; transit advocacy and environmental groups; and corridor cities; and individuals who live, work, and travel in the Study Area.



3.0 SCOPING PROCESS

This section of the report documents the activities completed during the scoping process for the Draft EIS/EIR phase of the Westside Extension Transit Corridor project.

Comments and issues raised at the scoping meetings were used to define a range of alternatives and to conduct the technical analyses of alternatives to be evaluated in the Draft EIS/EIR. The activities included the following:

- Developing and implementing a Public Participation Plan (PPP)
- Publishing a Notice of Intent (NOI) in the Federal Register to meet NEPA requirements
- Posting the Notice of Preparation (NOP) with the State Clearinghouse to formally initiate the CEQA process of the Office of Planning and Research (OPR)
- Placing NOP notices in newspapers of general circulation
- Mailing the NOP to potentially affected government agencies, residents, and businesses to advise them of project initiation and to invite participation in scoping meetings
- Mailing and/or emailing scoping meeting notices to the project database
- Placement of meeting information on bus and rail lines within, but also feeding into, the study area
- Publishing meeting notices in local mainstream, ethnic, and grassroots newspapers
- Maintaining a multi-lingual project Information Line
- Developing and implementing the project website to further facilitate the transmittal of information
- Distributing a press release with meeting information to print, broadcast and online media outlets
- Utilizing “new media” to widely disseminate meeting information to a wider audience
- Posting meeting information on project group page on Facebook and distributing meeting information to all group members
- Holding meetings with potentially affected and/or interested parties in the project study area
- Recording comments that were received at, and subsequent to, the scoping meetings

3.1 Public Participation Plan

In order to ensure that all stakeholders were properly and actively engaged in the Westside Subway Extension study and given numerous opportunities to provide necessary input at key milestones, a detailed PPP was developed at the beginning of the AA phase of the project. This Plan included thorough stakeholder identification and database compilation efforts, communications protocols, public input tracking, and a proposed schedule for interfacing with the public and recommendations for how meetings should be conducted at various stages of the study. Additional recommendations for individual stakeholder briefings, inter-agency coordination, media involvement as well as creative ways to generate public interest and participation were also addressed in the Plan.



The PPP for the subsequent Draft EIS/EIR phase enhanced those successful elements from the AA. Further recommendations for key stakeholder briefings, inter-agency coordination, topic specific and other meetings were also included in the Plan. Additionally, it incorporated recommendations for generating publicity for public meetings, and information dissemination via the web and “new” media opportunities to engage the public. It is significant to note that, while this PPP was a very useful guide for all outreach activities, it also built in sufficient flexibility to accommodate changing circumstances and enhanced approaches on a complex project such as the Westside Subway Extension.

The PPP for the Draft EIS/EIR included outreach not only to study area stakeholders, but also current and potential subway riders, and a wider population of transit users in Los Angeles County. This effort also re-engaged with stakeholders targeted as a part of outreach efforts during the AA. At the same time, it identified and involved potential newly engaged stakeholders that might have a special interest in this project. PPP recommendations were based on Metro’s experience during the AA, including lessons learned and identification of potential opportunity areas as well as the requirements of Metro’s outreach process.

The PPP may be found in the Scoping Report in Appendix A.

3.2 Early Scoping Activities

The AA phase incorporated a public participation process that included scoping meetings, community update meetings, key stakeholder meetings, and elected officials briefings, as well as development and dissemination of informational materials, a project website, a project information line, social networking, and media relations. The intent of the public involvement process during this phase was to work cooperatively with the community toward the development of a locally preferred alternative that meets the purpose and need of the Project.

The Metro Westside Extension study had considerable stakeholder interest and support over the approximately 15-month AA study. The community outreach effort raised awareness about the study, engaged stakeholders on an ongoing basis and, most importantly, garnered public input at key decision points that demonstrated widespread consensus about the study recommendations that required Metro Board approval in order to move forward into the environmental process.

Recognizing the size and diversity of the study area, Metro employed a thorough yet creative approach to ensuring an inclusive and transparent outreach effort. Elements of this outreach program included though were not limited to:

- Public meetings, including one series of early public and agency scoping meetings, and three series of public update meetings (17 meetings in total) at key study milestones
- Targeted stakeholder meetings to address specialized issues and localized concerns
- Multi-lingual outreach to include Korean, Russian and Spanish-speaking stakeholders



- Multi-tiered meeting notifications including direct mail and email, print and broadcast media, advertisements, internet based distribution and on board Metro buses and trains
- Employment of new media tools such as blogs, social networks and other internet or web-based tools to involve a wider audience in the decision-making process

In order to define the appropriate range of issues and depth of analysis, Metro utilized an early public scoping process that was consistent with the FTA’s requirements for an AA. This “early scoping” process was designed to solicit from stakeholders the variety of possibilities regarding the modes of transportation, potential alignments and station locations prior to their further analysis in the AA.

The official notification for the Westside Extension early scoping process began with a notice published in *Federal Register Volume 72 No. 189* on Monday October 1, 2007. Notices were provided in English, Spanish, and Korean and were published in the following publications: *Beverly Hills Courier*, *Century City News*, *Jewish Journal*, *Korean Central Daily*, *Park La Brea/Beverly Press*, *The Wave (Los Angeles/West Hollywood Independent)*, *La Opinión* (Spanish language), and *Santa Monica Daily Press*.

The official scoping comment period was initially scheduled to continue until November 1, 2007, but was extended until November 7, 2007 at the request of several stakeholders. The early scoping process included one (1) agency scoping meeting and five (5) public scoping meetings where agency representatives and the general public were given the opportunity to provide verbal and written comments. In addition, those wishing to provide comments could view project information on Metro’s website and respond in writing or by email. A summary of the early scoping meetings is presented in Table 3-1 and additional detail is included in Appendix B.

Table 3-1. Westside Subway Extension Early Scoping Meetings

Location	Date and Time	Number of Attendees
Emerson Middle School 1650 Selby Avenue, Los Angeles	October 9, 2007 6 to 8 p.m.	77
Pan Pacific Park Recreation Center 7600 Beverly Boulevard, Los Angeles	October 11, 2007 6 to 8 p.m.	58
Wilshire United Methodist Church 4350 Wilshire Boulevard, Los Angeles	October 16, 2007 6 to 8 p.m.	73
City of Beverly Hills Public Library 444 N. Rexford Drive, Beverly Hills	October 17, 2007 6 to 8 p.m.	69
City of Santa Monica Public Library 601 Santa Monica Boulevard, Santa Monica	October 18, 2007 6 to 8 p.m.	81
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	October 29, 2007 6 to 8 p.m.	111



At the early scoping meetings, participants received information about the Westside Extension Transit Corridor Study area, the region's transit needs, the range of transit modes considered, and information about the two previously studied historical alignments (Wilshire Boulevard and Santa Monica Boulevard). During the early scoping process, stakeholders were invited to comment on transit modes, transit alignments, potential station locations, evaluation criteria and other general issues about the study. Nearly 400 comments were received as part of the early scoping outreach process.

Through the early scoping process, the project team learned that the overwhelming majority of stakeholders supported the need for transit improvements in the Westside Extension Transit Corridor Study Area, with a Wilshire Boulevard subway identified as the most favored route and mode. While the Santa Monica alignment also received noticeable support, many stakeholders suggested that Metro consider a project that would include both a Wilshire Boulevard and a Santa Monica Boulevard alignment. In many cases, where the public was in favor of both these alignments, most thought that the Wilshire alternative should take precedence. Limited backing was voiced for aerial/monorail, light rail or bus rapid transit modes.

After completion of the early scoping meetings, Metro conducted subsequent series of community meetings to keep stakeholders informed of the project's progress at each decision-making milestone. At these subsequent public update meetings, Metro consistently heard from stakeholders that their preferred mode of transit is a heavy rail subway, with over 90% of comments received favoring a Wilshire alignment. The list of the community update meetings is shown on Table 3-2.

The collateral material that accompanied the public participation process (public notices, lists of locations where posters were displayed, media contacted for study, blog entries, list of community organizations, notices sent to the *Federal Register*, etc.) can be found in the PPP for the Westside Extension Transit Corridor in Appendix A.



Table 3-2. Community Update Meetings

Location	Date and Time	Number of Attendees
Los Angeles County Museum of Art (LACMA)— West 5905 Wilshire Boulevard, Los Angeles	January 31, 2008 6 to 8 p.m.	113
Westwood Presbyterian Church 10822 Wilshire Boulevard, Los Angeles	February 5, 2008 6 to 8 p.m.	106
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	February 6, 2008 6 to 8 p.m.	108
LACMA—West 5905 Wilshire Boulevard, Los Angeles	May 5, 2008 6 to 8 p.m.	70
Westwood Presbyterian Church 10822 Wilshire Boulevard, Los Angeles	May 6, 2008 6 to 8 p.m.	47
Santa Monica Public Library Multipurpose Room, 2nd Floor 601 Santa Monica Boulevard, Santa Monica	May 8, 2008 6 to 8 p.m.	64
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	May 12, 2008 6 to 8 p.m.	69
Santa Monica Public Library, Auditorium, 1st Floor 601 Santa Monica Boulevard, Santa Monica	September 3 6 to 8 p.m.	75
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	September 4, 2008 6 to 8 p.m.	66
Beverly Hills Public Library—Auditorium, 2nd Floor 444 N. Rexford Drive, Beverly Hills	September 6, 2008 6 to 8 p.m.	52
LACMA—West Terrace Room, 5th Floor 5905 Wilshire Boulevard, Los Angeles	September 8, 2008 6 to 8 p.m.	66
Westwood Presbyterian Church 10822 Wilshire Boulevard, Los Angeles	September 10, 2008 6 to 8 p.m.	71

3.3 Draft EIS/EIR Scoping Activities

The Draft EIS/EIR- ACE phase of the Westside Extension Project continued the transparent and inclusive community outreach process that not only built upon, but also enhanced, the public engagement efforts implemented during the AA phase of the project.

3.4 Initiation of Scoping (Notice of Intent/Notice of Preparation)

The NEPA scoping period for the Westside Extension Transit Corridor Draft EIS/EIR commenced with FTA’s approval of the Notice of Intent (NOI) to prepare an Environmental Impact Statement (EIS). The NOI was published in the Federal Register on March 24, 2009 (FR 13507, Vol. 74, No. 58). The NEPA scoping period closed on May 7, 2009.



The NOI announced the FTA's intent to prepare an EIS in accordance with NEPA. This provided formal notice of the opportunity to comment in writing and/or at the public scoping meetings. The NOI also included information on the project background, study area, potential alternatives, and probable effects to be studied. FTA procedures, relevant scoping meeting information, and contact information were also provided.

Metro sent a Notice of Preparation (NOP) for an Environmental Impact Report (EIR) to the State Clearinghouse on March 24, 2009. A copy of the NOP is contained in Appendix C. The NOP announced Metro's intent to prepare an EIR pursuant to CEQA. Like the NOI, it provided formal notice of the opportunity to comment in writing and/or at the public scoping meetings and commenced the CEQA scoping period. The NOP advised California agencies of their obligation to comment on the proposed project within 30 days. Public notices of the NOI/NOP and scoping meetings were printed in local newspapers.

A. Notice of Preparation Mailings

The NOP was distributed to agencies and organizations within the study corridor and to jurisdictions with an interest in the proposed project. The NOP was distributed via a traceable delivery service (USPS, Confirmed Delivery) on March 24, 2009. NOP packages were sent to:

- 25 Federal agencies
- 48 state agencies
- 7 regional agencies
- 98 local agencies

Of the 98 NOP packages sent to local agencies, 4 were sent to school districts and 94 to study area cities. Of the 7 NOP packages sent to regional agencies, 3 were sent to utility providers.

In total, 178 NOP packages were distributed; in some instances NOPs were sent to several offices within an agency to ensure that all responsible and trustee agencies were properly notified. The complete mailing list of those individuals, who received a NOP package, including the recipient name, organization, and address, is included in Appendix E.

3.5 Agency Scoping

Agency scoping meetings were held to provide an opportunity for those agencies potentially interested in the project, or having relevant expertise pertaining to the project, to have input at an early stage.

A. Definitions of Participating and Cooperating Agencies

The Code of Federal Regulations defines a participating agency as the following:

A Federal, State, local, or federally-recognized Indian tribal governmental unit that may have an interest in the proposed project and has accepted an invitation to be a



participating agency, or, in the case of a Federal agency, has not declined the invitation in accordance with 23 U.S.C. 139(d)(3).

According to CEQ (40 CFR 1508.5), “cooperating agency” means any Federal agency, other than a lead agency, that has jurisdiction by law or special expertise with respect to any environmental impact involved in a proposed project or project alternative. A State or local agency of similar qualifications also becomes a Cooperating Agency.

Participating agencies are those with an interest in the project. The standard for Participating Agency status is more encompassing than the standard for Cooperating agency status described above. Therefore, Cooperating Agencies are, by definition, Participating Agencies, but not all Participating Agencies are Cooperating Agencies.

B. Participating Agency Invitations

Participating Agency Letters of Invitation can be found in the Scoping Report of Appendix A.

C. Agency Scoping Meeting

The Agency Scoping Meeting was held on Monday, April 13, 2009 at 10:00 AM at Metro, 1 Gateway Plaza in Los Angeles. 24 individuals representing a variety of local, state and federal agencies and other organizations attended. The following agencies were represented at the meeting:

- The U.S. General Services Administration
- University of California Los Angeles
- The City of Los Angeles Planning Department
- The City of Los Angeles Recreation and Parks Department
- The City of Los Angeles Police Department
- The County of Los Angeles Planning Department, Fire Department and Community and Senior Services Department
- The City of Culver City Police Department
- The Federal Transit Administration
- The Southern California Association of Governments
- The City of Beverly Hills Transportation
- The City of Santa Monica Fire Department
- The U.S. Army Corps of Engineers
- The Exposition Construction Authority
- The California Department of Transportation
- OSHA California Tunneling Unit

The agency representatives were very engaged in the presentation and discussion related to the Westside Subway Extension. Approximately 5 agencies submitted formal written comments during the scoping period. The comments submitted stressed the need for the



subway and particular station locations, such as UCLA's desire for a stop near their campus. Additional comments discussed the necessary coordination with the various cities' planning, police and fire departments if and when construction begins.

The sign-in sheet, PowerPoint presentation, and transcripts from the Interagency Scoping meeting are provided in the Scoping Report of Appendix A.

3.6 Public Scoping

A. Notification Database

For the Draft EIS/EIR phase, Metro maintains and updates the stakeholder database that was initially developed during the AA study to track involved individuals and groups, their areas of interest, communication, and other pertinent information for the duration of the project. The database currently includes:

- Elected officials on the local, state and federal level
- Neighborhood Councils and other elected groups
- Homeowners Associations and Neighborhood Organizations
- Chambers of Commerce, local Business Improvement Districts (BIDs) and business leaders
- Property management firms
- Community-based and civic organizations
- Social service providers
- Stakeholders at key destinations and employers
- Transportation advocates and interest groups
- Print, broadcast and electronic media, including community-based publications, blogs and other "new" media
- Stakeholders who attended any AA meeting or provided comment
- Other interested groups and persons

A list of stakeholders, elected officials and key organizations and businesses in the project study area were included in the project database during the AA stage. Adding to that database, Metro notified stakeholders about the six (6) public scoping meetings via email to approximately 1,080 individuals and via postal mail to approximately 470 individuals. In addition, meeting notifications were posted to the Westside Subway Extension Facebook Group with approximately 1,657 members.

B. Public Notification Activities

A variety of methods were employed to notify stakeholders about the Public Scoping meetings. These meetings were publicized via direct mail notices to the study database, emails to the project database, postings on Metro's website, posting on the Facebook group page and sending a message to all group members, display advertisements in multi-lingual publications (English, Spanish, and Korean), and notices placed on Metro buses and trains serving the project area. A media release was distributed to 83 local,



regional, ethnic and multi-lingual publications as well as broadcast media, blogs and other online news and information outlets. Noticing was conducted in English, Spanish, and Korean.

Direct Mail

The project team developed a public scoping meeting invitation flyer for postal distribution within the study area. The public scoping meeting invitation flyer was mailed to approximately 470 addresses in the project database. A copy of the flyer can be found in the Scoping Report of Appendix A. These meeting notices arrived in recipients' mailboxes two weeks in advance of the first scoping meetings.

“Take Ones”

Metro buses and trains serve as an effective way to reach out to an existing pool of transit riders. Preceding the Public Scoping meetings, “Take One” brochures inviting transit users to the Scoping Meetings were placed on Metro buses in or adjacent to the project area and on Metro Red and Purple Line trains. The Take Ones were identical in content to the Direct Mail notices described in Section 2.5.2.1 and are included in the Scoping Report of Appendix A.

Email Blasts

The project team disseminated email blasts, or electronic mailings, to all stakeholders in the database with email addresses, including elected officials, neighborhood councils, community-based organizations and individual stakeholders. These groups then were asked to forward these email blasts to their constituents and/or members. Email blasts are typically used to distribute the scoping meeting announcements and other project information instantly and to large numbers of people. A copy of the eblast can be found in the Scoping Report of Appendix A.

Electronic distribution of the meeting notice took place on March 19 and April 9, 2009. Notices were sent to 1,032 email addresses within the existing project database. A copy of the email can also be found in Appendix J. In addition, an email was sent to the database on April 30, 2009 as a reminder for stakeholders to submit their comments prior to the comment deadline on May 7, 2009.

Newspaper Advertisements

Display advertisements for the Scoping Meetings were placed in seven (7) print and one (1) online newspaper within the study area. These were selected based on their geographic focus, language needs and audited circulation numbers. Newspapers that carried scoping meeting advertisements included:

- *Korean Times* (Korean language)
- *Beverly Press/Park La Brea News*
- *Los Angeles Independent* (Hollywood and West Hollywood Editions)
- *UCLA Daily Bruin* (Online)
- *Jewish Journal*
- *Beverly Hills Courier*



- *Santa Monica Daily Press*
- *Hoy* (Spanish Language)

The advertisements announced the scoping meeting times and locations, and also provided contact information for persons wishing to gain additional information on the project. These newspaper advertisements are included in the Scoping Report of Appendix A.

Project Webpage

The project website serves as a central point where stakeholders can obtain information about the project. The project website (located at www.metro.net/westside) was initially used for the AA phase and was updated for the purposes of the Draft EIS/EIR phase, including publicizing the Public Scoping meetings. Website content for the Westside Extension includes a project overview, information about meetings and collateral materials including Fact Sheets, presentations made at the public meetings and other information of interest to the public from both the current and previous project phases. The website will continue to be updated at key study milestones.

Facebook

The Westside Subway Extension Facebook group has become an enormously helpful tool in educating the public about the project and in particular getting a younger demographic interested in the project. It is also an efficient way to disseminate information and updates on the project to stakeholders. To date, 1,702 people have joined the Westside Subway Extension Facebook Group.

Messages sent via Facebook were distributed March 19 and April 9, 2009 to group members. A reminder was distributed to members on April 30, 2009, to encourage any last minute comments from the community. Links to media coverage, comments about the alternatives, overall support for the project are available at the group page. The page was last updated on June 16, 2009.

Fact Sheet

In order to provide stakeholders with an overview of the project and to provide them with background about the Westside Extension Draft EIS/EIR process, a fact sheet was developed. The fact sheet also provided information about funding for the subway project, the alternatives being further studied and the schedule for the project. The fact sheet is also posted to the project website at www.metro.net/westside. A copy of the fact sheet is located in the Scoping Report of Appendix A.

Media

The project team reached out to media in anticipation of the public scoping meetings, and held a media briefing via a web-based conference system for newspapers, blogs, and local radio and television stations. At least 5 media groups participated in the media briefing. This provided another opportunity to provide a project update, information about the scoping meetings, and how to provide input. Other media groups, who were unable to participate in the briefing and expressed interest, were briefed individually.

**C. Elected Official Briefing Meeting**

Two meetings were held with elected officials and/or their staff prior to the Public Scoping meetings. Typically, the briefing serves as a sounding board for the project team about the presentation, and provides these offices notification about the upcoming meetings as well as preliminary information about the status of the project.

The first meeting was held April 6, 2009 at Los Angeles City Hall. 21 people, representing the following 12 offices attended the following meeting:

- Office City of Los Angeles: Department of City Planning
- City of Los Angeles: Office of Councilman Jack Weiss (District 5)
- City of Los Angeles: Office of Councilman Bill Rosendahl (District 11)
- City of Los Angeles: Office of Councilman Herb Wesson (District 10)
- City of Los Angeles: Office of Councilman Tom LaBonge (District 4)
- City of Los Angeles: Office of Mayor Antonio Villaraigosa
- City of Santa Monica
- Office of Assemblyman Mike Feuer
- Office of Assemblyman Ted Lieu
- Office of Los Angeles County Supervisor Mark Ridley-Thomas
- Office of State Senator Fran Pavley
- Office of U.S. Congresswoman Diane Watson

The second meeting was held April 7, 2009 at Beverly Hills City Hall. 12 people, representing 8 offices attended the meeting:

- City of Beverly Hills
- City of Beverly Hills: Traffic and Parking Commission
- City of Los Angeles: Office of Councilman Jack Weiss (District 5)
- City of Los Angeles: Office of Mayor Antonio Villaraigosa
- City of West Hollywood
- Office of State Assembly Speaker Karen Bass
- Office of U.S. Congressman Henry Waxman
- Office of U.S. Senator Diane Feinstein

The purpose of the briefing was to provide a preview of the visual presentation that would be delivered to the community at the public scoping meetings. The information was well-received, as area elected officials are supportive of the project, and would like to identify opportunities to “fast-track” and identify additional funds for the project. There was interest in how the Minimum Operating Segments (MOSS) were developed and the anticipated completion date for each segment. There were questions about the UCLA and Crenshaw stations, and the alignment between Century City and UCLA.



Finally, there were questions about construction planning and mitigation. Metro responded by noting the Draft EIS/EIR would need to identify construction impacts and mitigation.

D. Public Scoping Meetings

As shown on Table 3-3, six (6) public scoping meetings were scheduled in the corridor and conducted in compliance with NEPA and CEQA guidelines. In order to provide the greatest opportunity for community participation, meetings were scheduled in the early evening on weekdays. The meeting locations were selected based on geographic location, recommendations from local elected officials and with Americans with Disability Act (ADA) and public transit accessibility considerations. For the convenience of all attendees, bus lines to and from the meeting sites were printed on the public scoping meeting invitation flyers which can be found in the Scoping Report. The transcripts for each of the six public scoping meetings can also be found in the Scoping Report of Appendix A.

Table 3-3. Westside Subway Extension Scoping Meetings

Location	Date and Time	Number of Attendees
LACMA - West, 5905 Wilshire Boulevard, Los Angeles	April 13, 2009 6 to 8 p.m.	72
Plummer Park 7377 Santa Monica Boulevard, West Hollywood	April 14, 2009 6 to 8 p.m.	44
Beverly Hills Public Library 444 N. Rexford Drive, Beverly Hills	April 16, 2009 6 to 8 p.m.	43
Westwood Presbyterian Church 10822 Wilshire Boulevard, Los Angeles	April 20, 2009 6 to 8 p.m.	65
Wilshire United Methodist Church 4350 Wilshire Boulevard, Los Angeles	April 22, 2009 5 to 7 p.m.	40
Santa Monica Public Library 601 Santa Monica Boulevard, Santa Monica	April 23, 2009 6 to 8 p.m.	78

E. Meeting Format

The scoping meetings began with an open house format to provide attendees with an opportunity to preview the project information prior to the start of the presentation and subsequent comment period. Project team members were present at the project display boards to answer questions related to the technical aspects of the project. Spanish and Korean language translators were made available, as appropriate. One attendee required Korean translation. In addition, close captioning was provided at two meetings for one hearing impaired attendee.

Following the open house period, a visual presentation was made to provide attendees with information regarding the purpose of “scoping” and other information involving the project background, study area, project goals, alternatives, and alignment modes and/or



issues. Emphasis was placed on the importance of the community to provide comments to Metro about what they would like to be studied in the Draft EIS/EIR before the comment deadline, through public meetings or via email, fax, postal mail, or telephone.

Following the presentation, attendees who completed speaker cards provided their public comment, which was recorded by a court reporter/transcriber. After the public comment portion of the meeting, the project team again was available at the informational display boards to answer technical questions.

Table 2-1 identifies the number of verbal and written comments received at each of the public scoping meetings.

Table 3-1: Number of Comments Received at Scoping Meetings

Meeting Location	Verbal Comments	Written Comments
Los Angeles County Museum of Art	15	4
Plummer Park, West Hollywood	14	6
Beverly Hills Public Library	14	3
Westwood Presbyterian Church	13	7
Wilshire United Methodist Church	12	3
Santa Monica Public Library	23	8
TOTALS	91	31

Meeting Materials

The presentation materials utilized to communicate information about the project at the scoping meetings included: display boards, a visual presentation, the fact sheet and frequently asked questions. All public scoping meeting materials can be found in the Scoping Report of Appendix A.

Open House Display Boards/Handouts

Open house display boards/handouts were used to provide project information under the following headings:

- Welcome & Orientation
- Draft EIS/EIR Public Meeting Schedule
- No Build Alternative
- Transportation Systems Management (TSM)
- Alternative 1, Wilshire Subway
- Alternative 11, Wilshire/West Hollywood Combined Subway
- Minimum Operable Segments
- Examples of Environmental Issues to be Studied
- Metro Rail Construction Process
- Metro’s Recent Tunnel Construction
- How to Submit Your Comments



Open house handouts included the meeting agenda, information about how to submit comments and a fact sheet and frequently asked questions document. All items were available in English and Spanish.

PowerPoint Presentation

A visual presentation was used to provide information at the public scoping meetings. The presentation covered the following topics:

- Purpose of Scoping
- Project Background
- Subway Alternatives to be Studied, including No Build and TSM
- Minimum Operable Segments
- Environmental Issues to be Studied
- Ways for the Community to Provide their Input
- Overview of the Construction Process

3.7 Public Comments Received

In addition to the comments received at the public scoping meetings, comments were invited via postal mail, email, and telephone prior to and following the public scoping meetings. Comments were received by postal mail and email and copies can be found in the Scoping Report of Appendix A.



4.0 Post-Scoping Outreach Activities

4.1 Community Meetings

During the preparation of the Draft EIS/EIR phase, Metro held over 40 meetings throughout the project area to keep the public informed about the study's progress and provide the community with many opportunities to provide input at key milestones. All post-scoping outreach activities can be found in Appendix B.

Metro hosted community update meetings approximately quarterly to address topics such as construction, stations, ridership as well as performance of the alternatives under study. In addition, special issue-specific or focused meetings were scheduled in communities that requested a more one-on-one engagement process with the project team. Metro also utilized lunchtime open houses to attract members of the business communities along the corridor.

- April 2009: 6 Public Scoping Meetings
- August 2009: 5 Community Update Meetings (Construction)
- Oct/Nov 2009: 5 Community Update Meetings (Station Information)
- April 2010: 5 Community Update Meetings (Ridership)
- June/July 2010: 5 Community Update Meetings (Alternatives' Performance)
- 4 "Focused" Meetings
- 2 Open Houses
- 5 Public Hearings

Each series of meetings was publicized utilizing: updates to the project website (www.metro.net/westside); email blasts to the project database, which contains nearly 1,800 email addresses; creating events on the projects Facebook Fan Page which has over 1,600 members; direct-mailers to over 1,500 addresses; and "take-one" meeting notices placed on all Metro Rail trains and buses throughout the project area. Additionally, display ads were purchased in the following publications providing geographic coverage of the project area:

- *Korean Times* (Korean language)
- *Beverly Press/Park La Brea News*
- *UCLA Daily Bruin* (Online)
- *Jewish Journal*
- *Beverly Hills Courier*
- *Santa Monica Daily Press*
- *WeHo Daily News* (Online)





In August 2009, Metro concluded its first series of “Community Update” meetings on the Westside Subway Extension, with nearly 250 stakeholders participating. The purpose of the updates was for community members to learn about Metro's continued progress with this project. Metro staff presented a summary of what was heard during the scoping meetings held in April 2009, informed the community about the ongoing refinement of alternatives, and provided detailed “Construction 101” information to illustrate sequencing of construction activity, identify potential impacts and address possible mitigations.



Metro conducted its “Station Area Information Meetings” in October/November 2009. These meetings enjoyed outstanding attendance, with nearly 500 community members attending and actively engaging in discussions about topics such as station box locations, potential station access points, locations for pick up/drop off, bicycle and pedestrian access, transit connections and other issues that relate to the facilities at/near station entrances. Over half of the attendees at this series of meetings were new to the project.

At the conclusion of the Station Information Meeting held at LACMA in October 2009, Metro undertook to convene a special follow-up community meeting at a later juncture. This meeting would be targeted to the neighborhoods adjacent to the optional Wilshire/Crenshaw Station as well as for those stakeholders with a special interest in the station. This evening program was designed to bring Wilshire/Crenshaw area stakeholders up to speed with progress on the proposed Westside Subway Extension, and specifically the decision-making behind the optional station.

In the spring of 2010, the Westside Subway Extension team went back out to the community to present its latest refinements to the study. 222 people attended the 5 meetings held over 2 weeks with 72 providing verbal comments and 18 turning in written comments. Outgoing West Hollywood Mayor Abbe Land spoke at the West Hollywood meeting and a representative for LA Councilman Paul Koretz also attended the Westwood area meeting. Media represented included the Larchmont Chronicle, the Beverly Press and Lookout News. In addition, we used the social networking tool Twitter to provide live updates of each meeting. 52 people are following this Twitter feed and 19 of the messages were "re-tweeted" or commented on.



During the late spring, the Westside Subway Extension team held a special meeting for Westwood area focusing on tunneling. Nearly 100 people attended the special meeting and 19 stakeholders provided comments. Media represented included Curbed LA, KTTV



Fox 11, KCBS 2, KCAL 9 and KNBC 4. In addition, we used the social networking tool Twitter to provide live updates of the meeting. This meeting was designed to educate the community on tunneling under private property. Additionally, the project team also held a special meeting for the resident of the City of Beverly Hills on June 7, 2010 to discuss the concern for tunneling under private property.

On July 1, 2010 the Westside Extension team concluded its last round of community update meetings prior to the release the Draft EIS/EIR. Approximately 300 people attended and a total of 57 verbal and 6 written comments were received at the 5 meetings. 21 people followed the meetings on Twitter. In addition, 23 people participated online as the meeting held in Westwood on June 28 was available via live web-cast. This was the last round of community update meetings prior to the release of the Draft EIS/EIR anticipated later this summer and the associated public hearings. This series of meetings provided an overview of issues that have been reviewed with the public in prior meetings and what the public could anticipate in the draft document. It also provided information on the performance of the five alignment alternatives under review and the next steps in the subway planning process.

In the late summer/early fall of 2010, Metro will hold one series of five public hearings throughout the project study area to give community members an opportunity to provide their input on what they have read in the Draft EIS/EIR. The public hearing will serve as a milestone for the project as it will mark the closure of the Draft EIS/EIR phase. A table summarizing all meetings is below.

Table 4-1. Summary of Community Meetings after Scoping

Date	Meeting Location	Total Stakeholders
4-Aug-09	Wilshire United Methodist Church	42
5-Aug-09	Plummer Park	41
6-Aug-09	Santa Monica Library	38
11-Aug-09	Beverly Hills Library	46
12-Aug-09	Westwood Presbyterian	77
22-Oct-09	Santa Monica Library	86
26-Oct-09	LACMA-West	122
3-Nov-09	Pacific Design Center	117
4-Nov-09	Beverly Hills City Hall	88
5-Nov-09	Wadsworth Theatre	77
12-Apr-10	LACMA-West	51
15-Apr-10	Plummer Park	42
19-Apr-10	Beverly Hills Library	52
20-Apr-10	Santa Monica Library	41
21-Apr-10	Westwood Hills Christian Church	41
17-Mar-10	Wilshire United Methodist Church	60
18-May-10	Westwood United Methodist Church	95



7-Jun-10	Roxbury Park	79
14-Jun-10	LACMA-West	30
17-Jun-10	Plummer Park	14
28-Jun-10	Westwood United Methodist Church	35
29-Jun-10	Beverly Hills Library	170
1-Jul-10	Santa Monica Library	35
14-Jul-10	LACMA - Open House	86

4.2 Digital and Social Media

Appendix C includes snapshots of digital and social media used for the Project.

Facebook: To complement its current outreach tools, Metro utilized a widely used social networking site, Facebook, as another method of engaging the community. In March 2008, Metro launched a Facebook group and exactly two years later followed up with a Facebook fan page. The older group now has over 2,300 members. The newer page has garnered nearly 1,600 fans in its first months and is providing a platform where community members can interact with each other and the Metro project team.

In a given month, there are 326 active users that utilize the fan page as their means of communicating with the project team. 76.5% of all users visit the Facebook wall to post their own comments or respond to other comments. Two key demographics have shown to be especially interested in the project, specifically A18-34 and A35-44 with a male to female skew of 26% to 13% and 18% to 6.1%, respectively.

Twitter: Metro has employed Twitter so far to announce meetings and related project events, and in April 2010 began “live tweeting” these meetings and events. Nearly 120 “followers” have chosen to track the project on Twitter and to receive updates.

Live-streaming: In June 2010 Metro began "live-streaming" some of its meetings to ensure that stakeholders who physically couldn't attend still had the opportunity to join in from their home or office computers. Metro would post a link to the meeting on the project site metro.net/westside and community members could join the meeting via their computer at an offsite location.

Crowd sourcing: Metro utilized its internal blog “The Source” to poll community members and elicit their feedback. The polls focused on a specific topic each week: Wilshire/Crenshaw Station, Westwood/UCLA Station, Century City Station and Parking. Each week users were asked to vote for their preferred option and posted comments.

E-mail Marketing: Metro has used the service “SimpleSend” as method for distributing meeting notices and project news. The service has allowed the team to track the usage and effectiveness of our communications.

Web-based news sources and blogs: Metro has participated regularly in engaging blogs such as Metro’s The Source to provide commentaries and polls for the project. Additionally, Metro



has conducted web-based press conferences with media, including print and bloggers, from all over Los Angeles County.

4.3 Meeting Log

In addition to large-scale community meetings, Metro also conducted many one-on-one meetings with key stakeholder groups, such as neighborhood councils, homeowners associations and elected officials. (Appendix D).

4.4 Database

Metro has developed and maintained a comprehensive stakeholder database for the project area, which is consistently updated with new information from meetings and purged of any outdated data. The current database consists of nearly 3,600 individuals who have participated throughout the process. (Appendix E).

4.5 Draft EIS/EIR Phase Sign-in Log

Metro has maintained a comprehensive sign-in log from the entire Draft EIS/EIR phase. Each individual who attended any meeting was entered in the log for cross-referencing. The sign-in sheets are included in Appendix F and the sign-in log is in Appendix G.

4.6 Comment Log

Metro has maintained a comprehensive comment log, capturing input that had been received at meetings, or submitted via email or the project website (www.metro.net). (Appendix H).



5.0 APPENDICES

- A. Scoping Report**
- B. Community Meeting Summary and Notes**
- C. Digital and Social Media**
- D. Meeting Log**
- E. Stakeholder Database**
- F. Draft EIS/EIR Sign-In Sheets and Speaker Cards**
- G. Draft EIS/EIR Sign-In Log**
- H. Comment Log**