

Appendix DD
Agency Coordination and Public Involvement

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) and Federal Transportation Administration (FTA), in cooperation with the Cities of Los Angeles and San Fernando, launched the Van Nuys Boulevard Rapidway Study in June 2011. 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 was initiated to educate interested stakeholders regarding the proposed project and potential alternatives related to mode and alignment that are being considered. During the initial (Pre-Scoping) phase, Metro elicited feedback from stakeholders regarding which alternatives make sense for this key San Fernando Valley corridor. This Public Outreach Documentation Report documents all activities that have been completed to date for this Project. It includes activities to support:

- Two rounds of pre-scoping meetings;
- One round of community meetings to share the findings of the Alternative Analysis Report; and
- One round of formal public scoping meetings to support the Project's environmental review process.

Pre-Scoping Phase – Round 1

The public outreach program was initiated to raise public awareness and provide for early involvement of stakeholders with the Project and prepare for the upcoming environmental review process. During this phase, the Project Team presented a wide range of alternatives for public review and comment. The goal of this phase was to share the Project, its Purpose and Need and better understand community needs related to public transit, land use and improved mobility in the east San Fernando Valley.

Elected Officials Briefing

On October 6, 2011, the public participation program was officially launched by hosting 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. 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

Metro hosted three community meetings on:

- 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

The purpose of the community meetings was to introduce the Van Nuys Rapidway Project to the public and elicit feedback regarding which alternatives make sense for this key San Fernando Valley corridor, including alignments, station locations, mode, and configuration.

Notification

The meetings were noticed in English/Spanish through various outreach activities:

- 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, 2011)
 - Sherman Oaks Street Fair (Oct. 16, 2011)

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. Additionally, a Spanish-language interpreter was available at each meeting to assist participants who required interpretation from Spanish to English and vice versa. 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 in both **English and Spanish** 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 to Metro for consideration in the project planning process:

- Fact Sheet (bilingual)
- Contact Card (bilingual)
- Comment Sheet (bilingual)
- Welcome Sheet/Open House Road Map/Agenda (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 was 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**

Pre-Scoping Phase – Round 2

As a result of numerous comments received during the October 2011 pre-scoping meetings that voiced strong support for including Sepulveda Boulevard as a potential transit corridor, the study area was updated to include Sepulveda Boulevard as a 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 were expanded and evolved in order to better meet community needs, an additional round of community meetings was held by Metro to introduce the expanded study area to interested stakeholders and share a project overview and next steps in the study process. As a result of the expanded study area and new terminus/origination station, the Project was re-introduced to the community as the “East San Fernando Valley Transit Corridor Project.” During this phase of the public outreach program, four meetings were held.

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:

- A briefing was held with staff members of east San Fernando Valley elected officials.
- An extensive mailing and e-mailing program to notify residents and businesses along Sepulveda Boulevard was completed.
- Presentations and announcements about the meetings were made to key area groups.
- Advertisements were published in local area newspapers.
- Project information was shared at key community events held in the study area where members of the public were encouraged to sign up to receive project information and attend the upcoming meetings. Bilingual staff members shared information in both English and Spanish at each event.

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 re-introduced the Project to 12 elected official staff members in attendance. Staff members welcomed improved public transit opportunities in the Valley and offered to assist in engaging their constituents regarding the upcoming community (second 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

Metro hosted four community meetings on:

- 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 purpose of the community meetings was to re-introduce the East San Fernando Valley Transit Corridor Project to the public and elicit feedback regarding which alternatives make sense for this key San Fernando Valley corridor, including alignments along Van Nuys and Sepulveda Boulevards, station locations, mode, and configuration.

Notification

The community meetings were noticed via bilingual (English/Spanish):

- Mailer delivered to 82,815 occupants within the project area and key stakeholder groups
- Take-ones placed on selected San Fernando Valley Bus routes
- E-mail blasts sent to the stakeholder database on:
 - April 4, 2012
 - April 12, 2012
 - April 18, 2012
 - April 23, 2012
 - April 30, 2012
- Drop-ins and material distribution to key groups in the project area, including:
 - Valley Alliance of Neighborhood Councils, April 12, 2012
 - Arleta Neighborhood Council, April 17, 2012
 - Pacoima Chamber of Commerce, April 18, 2012
 - Pacoima Neighborhood Council, April 18, 2012
- Elected officials offices and their website calendars
- Online media channels, including:
 - Facebook at MetroVanNuys
 - Twitter @metrovanuys
 - Metro.net/vannuys
 - 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. A Spanish-language interpreter was also made available for participants requiring interpretation services. 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
- 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 utilizing:
 - Comment Forms
 - Video Commentary Recordings

Materials

The following materials were provided in both **English and Spanish languages** 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 staff, for consideration in the Project planning process:

- Fact Sheet (bilingual)

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

Sign-In Sheets

Attendance at the community meetings was 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**

Alternatives Analysis Phase

During the Alternative Analysis (AA) phase, Metro 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, 2012 – Sepulveda Middle School in Mission Hills
- Thursday, October 4, 2012 – San Fernando High School in San Fernando
- Saturday, October 6, 2012 – Panorama High School in Panorama City Tuesday, October 9 – Marvin Braude Civic Center in Van Nuys

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

At these meetings the Project 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 AA meetings assisted the team in further screening the eight alternatives. It was anticipated that a subset of these eight alternatives would be carried forward for further study in the Project's Environmental Impact Study/Environmental Impact Report (EIS/EIR). These fewer number of alternatives would be shared during the scoping period at the beginning of the Draft EIS/EIR.

Elected Officials Briefing

In advance of the October 2012 community update meetings, a briefing was held at the Van Nuys Civic Center to update 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 eight alternatives under consideration. 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 Blumenfeld
- Los Angeles Unified School District Board Member Tamar Galatzan
- City of San Fernando

Meeting Notification Activities

The meetings were noticed in English and Spanish to interested stakeholders through a variety of methods:

- Mailed to more than 500 interested individuals within the project area and key stakeholder groups.
- Take-one notices were printed and placed on Metro buses and trains in the project area.
- Hand delivered bilingual meeting notices door-to-door to 15,000 households within northern Mission Hills and throughout the City of San Fernando focused around the Brand Avenue/San Fernando Road alignments.
- Delivered 1,000 bilingual Posters to area businesses and centers of activity along the Van Nuys and Sepulveda Boulevard corridors.
- Distributed 10,000 bilingual flyers throughout the project area.
- Sent bilingual 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 official's offices encouraging them to share meeting information with their constituents through their website calendars.
- Posted information via online media channels, including:
 - Facebook at [eastsvtransit](#)
 - Twitter @[eastsvtransit](#)
 - [Metro.net/eastsvtransit](#)
- The Source Blog

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. 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 (one meeting presented in Spanish)
- 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 Project 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. Additionally, Spanish-language interpreters were available at each meeting for those requiring interpretation services. 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.

To encourage a broader reach and participation of stakeholders, Metro live-streamed the October 4, 2012 meeting held at San Fernando High School where members of the public were able to view the meeting proceedings and provide feedback. The meeting is also available to be viewed “on demand” on Metro’s UStream channel. To date, the meeting coverage has been viewed more than 175 times.

Meeting Materials

The following materials were created in English and Spanish 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/Agenda (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. Participation at these meetings was 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

Public Scoping Phase

After significant analysis and community input, an Alternatives Analysis Report recommended that four Alternatives be further studied through the preparation of an EIS/EIR. These include two required alternatives – No Build and Transportation Systems Management (TSM) – and two build alternatives –Light Rail Transit (LRT) and Bus Rapid Transit (BRT). It should be noted that for the build alternatives, there may be multiple design/configuration options.

In January 2013, the Metro Board received the AA Report that identified the alternatives being recommended for further analysis in the environmental clearance phase. In February 2013, the AA Report was presented to the Los Angeles City Council.

Environmental Clearance Phase

Opportunities for public participation are required throughout the environmental clearance phase at key milestones. As discussed above, the first major milestone during the environmental review process begins with “Scoping.” During the scoping period, stakeholders had various opportunities to provide input on the issues they felt should be addressed in the Draft EIS/EIR. The scoping period officially started on March 1, 2013, when the FTA issued a Notice of Intent (NOI) and Metro issued a Notice of Preparation (NOP). The public scoping period ended on May 6, 2013.

Community outreach activities were completed during the scoping period to ensure that the public, stakeholders and agencies had an opportunity to learn about the study and comment on the scope of the Draft EIS/EIR. The following key activities were completed as part of the public participation program during this phase:

- Scoping Meeting Notification Activities
- Digital Engagement Activities
- Elected Officials Briefing
- Four Public Scoping Meetings
- One Interagency Scoping Meeting

During the scoping period, 258 formal comments were received by Metro via US Mail, Email, Fax, Facebook (using the “scoping comments” app), and Twitter (using #EastSFVscoping) and at the four public scoping meetings.

Public Scoping Activities

Elected Officials Briefing

In advance of the March 2013 public scoping meetings, a briefing was held on March 8, 2013 at the Van Nuys Civic Center to update staff of elected offices representing the study area. Metro re-introduced the project to the 12 staff members in attendance and presented the four alternatives under consideration. Elected officials’ staff members in attendance welcomed improved public transit opportunities in the San Fernando Valley and offered their comments on the Project and study process. They agreed to help spread the word regarding the upcoming meetings to their constituents, on their websites, at their district offices, and

via their e-mail distribution and social media channels. Staff from the following offices attended the Elected Officials Briefing:

- Los Angeles County Supervisor Zev Yaroslavsky
- Los Angeles City Councilman Tom LaBonge
- Los Angeles City Councilman Paul Koretz
- Los Angeles City Councilman Paul Krekorian
- California State Senator Alex Padilla
- California State Assemblyman Raul Bocanegra
- California State Assemblyman Bob Blumenfeld
- U.S. Congressman Tony Cardenas
- Los Angeles Unified School District Board Member Nury Martinez
- Los Angeles Unified School District Board Member Tamar Galatzan

Public Scoping Meetings

Notification Activities

Metro completed the following activities in an effort to inform Project area stakeholders that a NOI/NOP had been issued for the East San Fernando Valley Transit Corridor Study and that scoping meetings would be held on March 16, 19, 21 and 27, 2013, noting that the March 21 meeting would be live-streamed on the internet and available for viewing “on-demand” following the meeting for those not able to attend in-person. Activities to inform stakeholders of the Scoping Meetings included:

- Sending bilingual scoping meeting information via US Mail to a database of 700+ recipients.
- Distributing more than 3,000 bilingual Take-One brochures with meeting and study information to legislative offices, schools, senior centers, recreation/community centers, and libraries.
- Distributing 400 bilingual flyers during Parent-Teacher night at Arleta High School.

- Delivering 300 bilingual flyers, as requested, to the Arleta Neighborhood Council for distribution among members.
- Distributing more than 10,000 bilingual Take-One brochures on-board public transit vehicles.
- Delivering 4,000 bilingual Take-One brochures door-to-door to targeted business locations along the northern area of Van Nuys Boulevard in the Arleta and Pacoima communities.
- Sharing project and meeting information on Metro's blog *The Source*.
- Purchasing display advertisements in the *Los Angeles Daily News* and *La Opinion* newspapers.
- Purchasing ad space on Facebook targeted to east San Fernando Valley users.
- Displaying 176 bilingual posters at study area senior centers, recreation centers, government buildings and libraries.
- Issuing a press release announcing the scoping meetings to local and regional print, broadcast and online media outlets.

Delivering eight bilingual e-blasts with meeting and study information to the 700+ database of contacts on multiple dates leading up to the meetings. Eblasts were delivered on:

- March 1, 2013 - opened by 29.9% of recipients
 - March 5, 2013 - opened by 23.3% of recipients
 - March 8, 2013 - opened by 20.3% of recipients
 - March 14, 2013 - opened by 25.8% of recipients
 - March 18, 2013 - opened by 25.1% of recipients
 - March 20, 2013 - opened by 21.1% of recipients
 - March 26, 2013 - opened by 22.4% of recipients
 - April 2, 2013 - opened by 28% of recipients
 - April 23, 2013 - opened by 25.2% of recipients
 - May 3, 2013 - opened by 21.1% of recipients
- Posting meeting information in the *Events* section on the Project's Facebook page.

- Tweeting updates with meeting schedules and reminders on Twitter.
- Announcing meeting dates and locations at various community gatherings of neighborhood councils, homeowner associations, business groups, non-profit organizations and others. Announcements were made to:
 - Sherman Oaks Neighborhood Council – February 11, 2013
 - Granada Hills South Neighborhood Council – February 12, 2013
 - Sun Valley Area Neighborhood Council – February 12, 2013
 - Van Nuys Neighborhood Council – February 13, 2013
 - Pacoima Beautiful – February 20, 2013 (presented in Spanish)
 - Granada Hills North Neighborhood Council, February 25, 2013
 - Encino Neighborhood Council – February 27, 2013
 - Sylmar Neighborhood Council – February 28, 2013
 - Panorama Neighborhood Council – February 28, 2013
 - San Fernando City Council – March 4, 2013
 - Metro San Fernando Valley Service Council – March 6, 2013
 - Sherman Oaks Homeowners Association - March 20, 2013
 - Valley Economic Alliance – April 25, 2013
 - Transit Coalition – April 25, 2013
 - Sherman Oaks Neighborhood Council – May 13, 2013
- Coordinating with other groups/organizations to share study and scoping meeting information within their networks. Groups that shared Project and meeting information included:
 - Valley Industry & Commerce Association
 - Transit Coalition
 - East San Fernando Valley Transit Coalition
 - Sherman Oaks Homeowners Association



It is important to note that all noticing communications for the scoping meetings were conducted in English and Spanish. Collateral materials (brochures, flyers, emails, advertisements, and posters) were made available in both languages.

Digital Engagement Activities

The manner in which we receive information and communicate today has changed dramatically. We are connected to information 24 hours a day – seven days a week and we communicate continuously through e-mail, text and social media applications on our smart phones and other portable devices.

As part of the public participation program, Metro embraced this new way of communication and shares important information with its stakeholders using digital engagement platforms. As part of the study process, a Facebook page was established (www.facebook.com/eastsfvtransit) that contains a wealth of information related to this study, as well as other relevant projects, events or articles that highlight regional mobility and public transit. Additionally, Twitter @eastsfvtransit showcases links and tweets regarding this study as well as other relevant information.

During the scoping period, Metro established procedures to receive official scoping comments via Facebook and Twitter, thereby broadening public participation opportunities. On Facebook, an application was used to receive scoping comments to be included as part of the official documentation for the Draft EIS/EIR process. The “app” was housed within the study Facebook page and easily accessible via a clearly marked “submit official comments” tab on the page’s “timeline.” During the scoping period, 76 comments were received via Facebook.

Additionally, Metro established a hashtag for receiving official comments from Twitter followers. By including #EastSFVscoping in their tweets, stakeholders ensured their comments were included in the official record. A total of 16 comments were received via Twitter.

Meeting Materials

For the four scoping meetings, Metro created bilingual (English/Spanish) materials to inform, educate and engage stakeholders. The material provided background on the Project alternatives, information on the scoping workshop format and avenues for stakeholders to provide their official comments regarding ideas and suggestions for Metro’s consideration in preparing the Draft EIS/EIR:

- Project Fact Sheet

- Posters
- Flyers
- Contact card
- Comment Sheet
- Welcome Road Map
- PowerPoint Presentation to provide an overview of the project
- Frequently Asked Questions
- Media Kits
- Display Boards

Scoping Meeting Dates and Locations

Four meetings were held during the scoping period:

Saturday, March 16, 2013, 10am-12pm

Panorama High School
8015 Van Nuys Bl
Panorama City, CA 91402

Tuesday, March 19, 2013, 6-8pm

The City of San Fernando Regional Pool Facility
208 Park Av
San Fernando, CA 91340

Thursday, March 21, 2013, 6-8pm

Arleta High School
14200 Van Nuys Bl
Arleta, CA 91331
(This meeting was also live-streamed)

Wednesday, March 27, 2013, 4-6pm

Marvin Braude Constituent Service Center
6262 Van Nuys Bl
Van Nuys, CA 91401

Meeting Format

Each scoping meeting featured an open house portion during the initial half-hour of the meeting, followed by a brief overview presentation by Metro representatives. The scoping meeting was then opened to stakeholders to provide formal scoping comments that were transcribed by a certified court reporter. A Spanish-language interpreter was also available at each meeting for stakeholders who required this service.

Open House Portion

During the open house portion of the scoping meeting, various information stations were arranged around the room. Each station displayed information boards sharing various technical aspects of the study process, alternatives under consideration, and other information provided by Metro. Each station was staffed by a member of the Project Team to answer questions and discuss study aspects one-on-one with stakeholders. Spanish-language interpreters were available to share information and translate all discussions with study team members. Stations included:

- **Sign-in/Registration**
- **Environmental Review Process** –What is an EIS/EIR? How do my comments help shape the Project?
- **Alternatives Under Consideration** – What are the four Alternatives being considered? What should be considered in the EIS/EIR?
- **Public Transit Routes** – What are the public transit routes that currently operate in the San Fernando Valley? Where can I get schedules and information? How will these routes be affected if a project is built?
- **Next Steps**– What this Project could mean for the community? What are the next study process milestones?
- **Comments** – Allowed participants to share their comments via:
 - Written on comment forms
 - Verbally to a certified court reporter

Presentation Portion

During this portion of the scoping meeting, a brief Project overview was provided to meeting participants by Metro staff that explained the purpose and need for the project, the study process and study area, information on the various alternatives being considered and next

steps in the study process. Following the approximately 20-minute presentation, Metro received official public comments verbally from stakeholders that were transcribed by a certified court reporter. During the presentation portion of the scoping meeting, a Spanish language interpreter provided simultaneous interpretation of the presentation proceedings and formal public comments.

Public Comments Portion

Throughout the meetings, stakeholders were asked to complete speaker cards to facilitate the public comment process. During public comment, speakers were called on (in the order of speaker cards received) to provide a two-minute verbal comment. This time was doubled to four minutes for those needing their comments to be interpreted from Spanish. A total of 62 verbal comments were received at all four meetings and 30 *Comment Forms* were submitted

For those not able to attend in-person, Metro provided online participation by live-streaming the scoping meeting held on March 21st at Arleta High School. Using a channel on UStream, viewers were able to watch the presentation and provide comments through the channel's chat feature. The recording of this meeting also is available for others to view after the meeting concluded. To date, the scoping meeting on the UStream channel: <http://ustream.tv/channel/eastSFV> has received 375 views. During the actual meeting, seven viewers watched the proceedings live and one formal comment was submitted.

Meeting Attendance

Attendance at the scoping meetings was measured by the number of stakeholders who signed the attendance sheets. Stakeholder contact information provided on these forms was also added to the ongoing Project database to provide future Project updates. Following is a breakdown of attendance for each meeting:

- Saturday, March 16, 2013 at Panorama High School
 - 25 Stakeholders signed in
- Tuesday, March 19, 2013 at San Fernando Regional Pool Facility
 - 40 Stakeholders signed in
- Thursday, March 21, 2013 at Arleta High School
 - 33 Stakeholders signed in

- Wednesday, March 27, 2012 at Van Nuys Civic Center
 - 41 Stakeholders signed in
- Total Number of Sign-Ins: 139

Formal Comments Submission

To maximize the range of input received during the scoping period, Metro collected comments in a variety of formats, both written and verbal, as well as from those interacting with the project online. Written comments were received via US mail, e-mail, Facebook, Twitter and in-person via comment forms at the scoping meetings. Verbal comments were received at the four scoping meetings and through the Project hotline.

During the public scoping review period, 258 formal comment submissions were received by Metro from members of the public, elected officials and other government agencies. As mentioned above, stakeholders had various options for submitting comments:

- **US Mail to:**

Mr. Walt Davis
Project Manager
Los Angeles County Metropolitan Transportation Authority
One Gateway Plaza, M/S 99-22-4
Los Angeles, CA 90012

- **E-mail:** eastsfvtransit@metro.net
- **Facebook:** eastsfvtransit by clicking *Submit Formal Comment* tab
- **Twitter:** @eastsfvtransit using #EastSFVscoping to their post
- **Phone:** 818.276.3233
- **In-Person (Verbally):** At the scoping meetings, during the public comment period of the meeting, or directly to the certified court reporter available at each meeting.
- **In-Person (Written):** By completing a *Comment Form* available at each meeting.

For each of the above-mentioned methods, the following is a breakdown of the comments received:

- US Mail (21 letters)
- Email (53)

- Facebook (76)
- Twitter (16)
- Phone (0)
- Verbal (62)
- Comment Forms (30)

Public Agency Scoping Meeting

As part of the scoping period, an interagency scoping meeting was held at Metro on March 20, 2013. Two public agencies sent representatives to participate in the meeting: Caltrans – District 7 and the U.S. Army Corps of Engineers.

Comments from Caltrans centered on consideration of possible grade separations on Van Nuys Boulevard for the Rail alternative, possible impacts to ramp operations to the US 101, I-5, and SR-118 Freeways and the preparation of a “Q analysis” to weigh both the positive and negative impacts to the freeways and drivers.

The U.S. Army Corps of Engineer comments included the need to avoid the Los Angeles River and Pacoima Wash and to obtain Section 404 permits.

Post-Scoping Phase

Following the scoping period, outreach activities have continued to keep interested stakeholders apprised of the Project’s environmental review process.

Elected Officials Briefing

In advance of the November 2014 Metro Board of Directors meeting, an elected officials’ staff briefing was held to inform city, state and federal representatives regarding the various scoping comments that were received and to share with them refinements that were made to alternatives as a result of comments received and additional studies completed. David Mieger presented to them the refinements that were made to each alternative, including limiting the study area on the southern origination/terminus point to the Metro Orange Line for some alternatives and introducing a new low-floor LRT/tram alternative.

Elected officials' staff members in attendance were very appreciative of the status update. Several staff members shared that we collaborate with their offices to continue to share information regarding upcoming community meetings. The following elected officials had representatives at the briefing:

- Los Angeles County Supervisor Zev Yaroslavsky
- Los Angeles City Councilwoman Nury Martinez
- Los Angeles City Councilman Felipe Fuentes
- 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 Adrin Nazarian
- California State Assemblyman Raul Bocanegra
- US Congressman Tony Cardenas
- US Congressman Brad Sherman
- Los Angeles Unified School District Board Member Monica Ratcliff
- San Fernando Valley Council of Governments

Metro Board of Directors Presentation

In November 2013, the Metro Board of Directors received and filed a project status update. In this communication, the Board was informed of specific refinements that were made to the alternatives since the Scoping phase.

Public Outreach Activities

Metro continues to make regular updates to key community groups as the Draft EIS/EIR is completed. During this phase the following activities have been completed:

- An E-Newsletter sharing the November Metro Board of Directors Report, refined alternatives and overall Project schedule was distributed on January 7, 2014

- Presentations to the following community groups and elected officials have been completed:
 - Councilwoman Nury Martinez – December 11, 2014
 - Valley Industry & Commerce Association – January 14, 2014
 - Pacoima Beautiful – January 16, 2014 (Presentation made in Spanish)
 - Councilman Felipe Fuentes – February 21, 2014
 - San Fernando Valley Council of Governments Mobility Summit – March 5, 2014
 - City of San Fernando – April 12, 2014

Ongoing Activities

Social Media Outreach Activities

As mentioned above, the public participation program shares engaging content regularly by posting information on the Project's social media platforms: Facebook at (www.facebook.com/eastsfvtransit) and Twitter (@EastSFVtransit).

Along with Metro's social media efforts, we have together formed an effective way to educate members of the public about the issues, needs and opportunities to help us discover efficient transit solutions for the east San Fernando Valley. Following are the total number of followers to date who can view, share and comment on posts:

Facebook

Followers: 1,045 total page-likes to date.

People Talking About This: Approximately 35 unique users have created a story about our page. This includes liking our page, posting on our page's wall, liking, commenting on or sharing one of our posts or mentioning our page.

Reach: The average number of people who have seen any content associated with our page per week is 374 people.

Twitter

Followers: 166 total Twitter followers to date



Hotline Monitoring

Throughout the Study Process a bilingual (English and Spanish) voicemail telephone line has recorded various stakeholder inquiries. At key milestones in the process, the hotline message is updated to share important project milestones (e.g., community meetings, scoping meetings). To date, 39 English speaking callers and eight Spanish speaking callers have been communicated with responses to their inquiries. A hotline caller log is maintained and kept up-to-date.

Public Participation Program Timeline At-A-Glance – Large Community Meetings and Metro Board of Directors/City Council Presentations

Timeline	Public Participation Milestone	Key Information Presented
October 2011	3 community meetings	<ul style="list-style-type: none"> - Van Nuys Rapidway Study introduced - Numerous options being considered: <ul style="list-style-type: none"> ▪ Mode ▪ Alignment ▪ Configuration
April 2012	4 community meetings	<ul style="list-style-type: none"> - Expanded study area introduced to include Sepulveda and the City of San Fernando
September 201	San Fernando City Council Meeting	<ul style="list-style-type: none"> - Alternatives narrowed down to eight (8) - Community meetings announcement
October 2012	4 community meetings	<ul style="list-style-type: none"> - Alternatives narrowed down to eight (8) - Streetcar option eliminated
December 2012	Metro Board of Directors Meeting	<ul style="list-style-type: none"> - Alternatives Analysis Report completed and alternatives recommended
February 2013	Los Angeles City Council Meeting	<ul style="list-style-type: none"> - Alternatives Analysis Report received and alternatives recommended

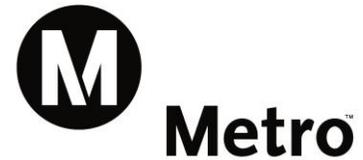
March 2013	San Fernando City Council Meeting	<ul style="list-style-type: none"> - Four (4) Alternatives presented - Public Comments received through May 6, 2013 - Announcement of Public Scoping Period and Meetings
March 2013	4 public + 1 Agency scoping meetings for DEIS/R	<ul style="list-style-type: none"> - Four (4) Alternatives presented - Public Comments received through May 6, 2013
November 2013	Metro Board of Directors Meeting	<ul style="list-style-type: none"> - Refined Alternatives presented that includes a tram/low-floor LRT alternative - Begin to Draft EIR/EIS document

Chronology of Community Outreach Meetings, Presentations, Briefings and Events

Organization	Date
San Fernando Valley Service Council	October 5, 2011
Elected Officials Briefing	October 6, 2011
Sherman Oaks Neighborhood Council	October 10, 2011
Van Nuys Neighborhood Council	October 12, 2011
Van Nuys Civic Center Farmers Market	October 13, 2011
Valley Alliance of Neighborhood Councils	October 13, 2011
Sherman Oaks Street Fair	October 16, 2011
Arleta Neighborhood Council	October 19, 2011
Pacoima Neighborhood Council	October 19, 2011
Sherman Oaks Homeowners Association	October 19, 2011
Van Nuys Civic Center Farmers Market	October 20, 2011
Sherman Oaks Neighborhood Council – Land Use Committee	October 20, 2011
Foothill Trails District Neighborhood Council	October 20, 2011
Pre-Scoping Meeting – Panorama City	October 26, 2011
Pre-Scoping Meeting – Pacoima	October 27, 2011
Pre-Scoping Meeting – Van Nuys	October 28, 2011
Keyes Automotive Group Representatives	November 1, 2011
Valley Industry & Commerce Association – Transportation Committee	November 8, 2011



San Fernando Valley Council of Governments – Transportation Summit	November 10, 2011
Pacoima Beautiful	November 14, 2011
Van Nuys Neighborhood Council – Executive Board	November 16, 2011
Pacoima Chamber of Commerce	November 17, 2011
Panorama City Neighborhood Council	November 17, 2011
City of Los Angeles – CRA and Planning Department	November 17, 2011
Greater San Fernando Valley Chamber of Commerce	November 19, 2011
Elected Officials Staff Briefing	March 29, 2011
Valley Alliance of Neighborhood Councils	April 12, 2012
Pre-Scoping Meeting – San Fernando	April 12, 2012
Pre-Scoping Meeting – Arleta	April 17, 2012
Arleta Neighborhood Council, April 17	April 17, 2012
Pre-Scoping Meeting – Sherman Oaks	April 18, 2012
Pacoima Chamber of Commerce	April 18, 2012
Pacoima Neighborhood Council	April 18, 2012
Pre-Scoping Meeting – Mission Hills	May 1, 2012
Pacoima Parents Empowerment Council	June 1, 2012
City of San Fernando – Fourth of July Fireworks Event	July 4, 2012
Sherman Oaks Neighborhood Council	July 16, 2012
Valley Economic Alliance	July 19, 2012
Pacoima Beautiful	August 14, 2012
Pacoima Neighborhood Council	August 15, 2012
Arleta Neighborhood Council	August 21, 2012



Sylmar Neighborhood Council	August 23, 2012
Panorama City Neighborhood Council	August 23, 2012
Mission Hills Neighborhood Council	August 28, 2012
Sherman Oaks Chamber of Commerce	August 29, 2012
Sylmar Olive Festival	September 1, 2012
Mission College – Student Council	September 10, 2012
Van Nuys Neighborhood Council	September 12, 2012
Encino Neighborhood Council – Transportation Committee	September 11, 2012
Arleta Neighborhood Council	September 18, 2012
Sherman Oaks Homeowners Association	September 19, 2012
Pacoima Neighborhood Council	September 19, 2012
Pacoima Beautiful	September 21, 2012
Alternatives Analysis Community Meeting – Mission Hills	October 2, 2012
Alternatives Analysis Community Meeting – San Fernando	October 4, 2012
Alternatives Analysis Community Meeting – Panorama City – Van Nuys	October 6, 2012
VICA Business Forecast	October 12, 2012
Encino Neighborhood Council	October 24, 2012
Metro Board of Directors	December 13, 2012
VICA – Transportation Committee	November 12, 2012
Sylmar Neighborhood Council	November 15, 2012
City of Los Angeles City Council	February 2013
Sherman Oaks Neighborhood Council	February 11, 2013
Granada Hills South Neighborhood Council	February 12, 2013



Sun Valley Area Neighborhood Council	February 12, 2013
Van Nuys Neighborhood Council	February 13, 2013
Pacoima Beautiful	February 20, 2013
Granada Hills North Neighborhood Council	February 25, 2013
Encino Neighborhood Council	February 27, 2013
Sylmar Neighborhood Council	February 28, 2013
Panorama Neighborhood Council	February 28, 2013
San Fernando Valley Service Council	March 6, 2013
Scoping Meeting – Panorama City	March 16, 2013
Scoping Meeting – San Fernando	March 19, 2013
Sherman Oaks Homeowners Association	March 20, 2013
Scoping Meeting – Arleta	March 21, 2013
Valley Economic Alliance	April 25, 2013
Scoping Meeting – Van Nuys	April 27, 2013
Transit Coalition	April 25, 2013
Sherman Oaks Neighborhood Council	May 13, 2013
Valley Industry & Commerce Association	November 12, 2013
Metro Board of Directors Planning and Programming Committee	November 20, 2013
Councilmember Nury Martinez	December 11, 2013
VICA Transportation Committee	January 10, 2014
Pacoima Beautiful	January 16, 2014
Councilman Felipe Fuentes	February 21, 2014



San Fernando Valley COG - Mobility Summit	March 5, 2014
Susan Wong, Office of Councilman Felipe Fuentes	April 4, 2014
American Society of Civil Engineers	April 8, 2014
City of San Fernando	April 12, 2014
Valley Economic Alliance – Board of Directors	April 16, 2014



East San Fernando Valley Transit Corridor Project Outreach Documentation Report Public Information Meetings – November 2014

In 2008, Los Angeles County voters passed a ½ cent sales tax measure (Measure R) to finance new transportation projects and programs over a 30 year period. One of the projects promised voters with the passage of Measure R was the “San Fernando Valley North/South Rapidways” project (now known as the East San Fernando Valley Transit Corridor Project). Since 2011, the Los Angeles County Metropolitan Transportation Authority (Metro), in coordination with the Federal Transit Administration (FTA), has been working with the Cities of Los Angeles and San Fernando on the initial steps that one day may culminate in a major mass transit investment along Van Nuys Boulevard from the Metro Orange line to San Fernando Road. From that point the proposed alignment would proceed northwest along San Fernando Road to the Sylmar/San Fernando Metrolink station – a total distance of 9.2 miles.

Van Nuys is by far Metro’s busiest north/south route in the San Fernando Valley averaging more than 20,000 boardings per weekday. The East San Fernando Valley Transit Project’s goals are to:

- Improve north-south mobility in the eastern San Fernando Valley
- Provide improved, more reliable operations and connections between key transit hubs/routes
- Enhance transit accessibility and connectivity for residents within the study area to local and regional destinations
- Provide additional transit options in a largely transit dependent area
- Encourage mode shift to transit in the study area

To do that, community participation will be critical as the project undergoes an environmental review process. Since the project began, Metro has continued to update community members of the progress being made. To date, five rounds of community meetings have been hosted by Metro to update area residents and stakeholders on project developments and the study process:

- **November 2011** – Meetings to introduce the Van Nuys Bl Rapidway Project to community members.
- **April 2012** – Meetings to re-introduce the Project’s expanded corridor area and new name: East San Fernando Valley Transit Corridor Project.
- **October 2012** – Meetings to present the preliminary results of an Alternatives Analysis Report that narrowed down numerous early concepts to eight viable options.



- **April 2013** – Formal scoping meetings to officially launch the preparation of the project’s environmental document and present the five alternatives that would be studied further:
 1. No Build
 2. Transportation Systems Management
 3. Curb-Running Bus Rapid Transit
 4. Median-Running Bus Rapid Transit
 5. Median-Running Light Rail Transit
- **November 2014** – Meetings to update community members of the project status and preliminary findings. This report summarizes this round of three community meetings.

Throughout 2013 and 2014, the alternatives being studied continued to be refined based on public feedback, technical studies and engineering. Given that numerous scoping comments in support of Light Rail Transit (LRT) were received, the study team identified an additional rail alternative to be studied. The low-floor LRT (or tram alternative) does not require high-platform stations (as riders can board the train at curbside) requires less right-of-way acquisitions, operates at prevailing speeds and in places, can operate in mixed flow traffic. To inform the public of this added alternative and provide an overall project update, community meetings were held. This Outreach Documentation Report summarizes:

- Community Meetings and Outreach activities completed in November 2014
- Format, materials and information presented at meetings
- Comments received

Outreach Notification Activities

Metro completed the following activities in an effort to inform study area stakeholders that community meetings would be held on the following dates:

Thursday, November 6, 2014
6:00 – 7:30 pm

San Fernando Regional Pool
Facility
208 Park Av
San Fernando, CA 91340

Wednesday, November 12, 2014
4:30 – 6:00 pm

Marvin Braude Constituent
Service Center
6262 Van Nuys Bl, Room 1A
Van Nuys, CA 91401

Thursday, November 13, 2014
6:00 – 7:30 pm

Pacoima Neighborhood City Hall
13520 Van Nuys Bl
Pacoima, CA 91331



Elected Officials Staff Briefing

On October 24th, Metro hosted a briefing with staff representatives of elected officials within the project's study area to preview the information that would be shared at the November community meetings, seek feedback and encourage them to share meeting information within their networks. Ten staff members attended the briefing from the following elected officials' offices:

- Councilmember Felipe Fuentes
- Councilmember Nury Martinez
- Councilmember Tom LaBonge
- Supervisor Zev Yaroslavsky
- Supervisor Michael Antonovich
- Assemblymember Adrin Nazarian
- Senator Alex Padilla
- Congressman Brad Sherman
- U.S. Senator Dianne Feinstein

Some of the questions asked included:

- The number of intersections along Van Nuys Bl and San Fernando Rd.
- Ridership projections for each of the four build alternatives.
- Whether the low floor LRT/tram alternative would travel along San Fernando Rd through the area's commercial district.
- Cost estimates for each of the alternatives.
- Configuration options for BRT and LRT
- The number of traffic lanes that would be reduced or removed.

The elected officials' staff representatives took flyers and agreed to share meeting information with their constituents.

Community Presentations

To encourage greater attendance at the community meetings, Metro staff and consultants visited area neighborhood councils and community groups to verbally inform members of the upcoming meetings and to distribute meeting flyers. The groups that were visited included:

- Mission Hills Neighborhood Council – October 6th
- Van Nuys Neighborhood Council – October 8th



- Valley Alliance of Neighborhood Councils – October 9th
- Sherman Oaks Neighborhood Council – October 13th
- Pacoima Neighborhood Council – October 15th
- Mission Hills Police Advisory Council – October 15th
- Valley Vote – October 20th
- Arleta Neighborhood Council – October 21st
- Sherman Oaks Homeowners Association – October 22nd
- Panorama City Neighborhood Council – October 23rd
- Sylmar Neighborhood Council – October 23rd
- Pacoima Beautiful – October 24th

Special Presentations

In addition to the above mentioned elected offices and groups, Metro staff provided a presentation to the following councils:

- San Fernando City Council – November 3rd
- Metro’s San Fernando Valley Service Council – November 5th

Notices

Bus “take one” notices announcing the community meetings were printed and mailed to approximately 5,000 area stakeholders. Additionally, 10,000 “take ones” were distributed to area Metro bus patrons. Notices were also placed at the Pacoima Neighborhood City Hall and Marvin Braude Constituent Center in the Van Nuys Civic Center area.

Additional notice efforts included:

- Metro’s *The Source* featured a blog story about the Project and community meetings on October 29th.
- A press release was distributed to various San Fernando Valley and Greater Los Angeles area media outlets.
- Four e-blasts announcements were sent to 900+ email addresses on multiple dates leading up to the meetings.
 - October 20, 2014 – opened by 32% of recipients
 - November 5, 2014 – opened by 28% of recipients
 - November 11, 2014 – opened by 26% of recipients
 - November 12, 2014 – opened by 24% of recipients
- Facebook.com/eastsfvtransit posts regarding the meetings were shared with its audience of 1000+ “likes.”
- Facebook *Events* section listed details for each of the three community meetings.



- Twitter @eastsvtransit shared meeting details and updates on its feed to its 180 followers.

All meeting communications were made available in English and Spanish. Collateral materials, announcements and emails were also made available in both languages.

Meeting Materials

For the three community meetings, Metro created bilingual materials to inform, educate and engage residents and area stakeholders of the project's study process. The materials provided information on the project's background, environmental review process and progress, alternatives being considered, as well as opportunities to provide feedback. The following collateral materials were available at the meetings:

- Meeting agenda and open house station roadmap
- Fact Sheet
- Comment Form
- Contact Card
- Frequently Asked Questions
- PowerPoint Presentation
- Open House Station Boards

Copies of all materials prepared can be found in Appendix 1 of this Report or at the projects website at www.metro.net/eastsvtransit.

Meeting Format

Each meeting featured an open house during the initial half-hour to provide the opportunity to meet, chat and ask questions with Metro staff and consultants working on the project. This was followed by a power point presentation which presented key project components and attributes for each of the four build alternatives. After the formal presentation, attendees were given the opportunity to ask questions, make recommendations, or express project related concerns.

Open House

During the open house portion of the meeting, various information stations were arranged around the room displaying pertinent project information boards and collateral materials. Each station was staffed by a member of the study team with particular expertise in the topic being addressed. This format allowed participants and study team members an opportunity to have one-on-one conversations and answer questions. Interpreters were available to



translate information in Spanish as well as simultaneously interpret the presentation portion of the meetings.

The various stations around the room included:

- **Sign-In/Registration** – attendees registered their contact information to be added to the project’s mailing list, if not already there.
- **Project Overview** – participants learned more about the project, the alternatives being considered and next steps.
- **Environmental Review** – participants were updated about the topics that will be analyzed in the environmental document.
- **Comparison of Alternatives** – attendees could compare each alternative against each other on aspects such as potential impacts, costs, ridership, among other factors.
- **Architecture & Design** – participants could view conceptual images of how the alternatives might operate and learn how each project alternatives might fit within its built environment.
- **Comments** – allowed participants to share their comments on forms that could be submitted in person or mailed in later.

Presentation

A 20-minute presentation shared information about the project, its study process and progress including: its schedule, the alternatives being studied, issues for consideration when comparing each of the alternatives, before and after conceptual images for the various alternatives at key points in the study corridor and preliminary information regarding ridership, travel time and cost figures. The presentation was followed by a question and answer session.

For those not able to participate in person, Metro provided “live tweets” of the meeting proceedings on November 6th. Additionally, the November 12th meeting held at the Marvin Braude Constituent Center in Van Nuys, CA offered a live webcast of the meeting proceedings via MetroLA’s “EASTSFV” channel on UStream. During the live broadcast, four viewers were able to watch the presentation and had the option to provide comments through the channel’s chat feature.



Meeting Attendance

Attendance at the meetings was tracked by the number of participants who registered their contact information at the sign-in station. All of these individuals have been added to the project's mailing list, if not already there. Following is a breakdown of attendance at each of the three meetings:

- Wednesday, November 6th at San Fernando Regional Pool Facility, San Fernando, CA
 - 38 participants
- Wednesday, November 12th at the Marvin Braude Constituent Center, Van Nuys, CA
 - 47 participants
- Thursday, November 13th at the Pacoima Neighborhood City Hall, Pacoima, CA
 - 30 participants

Total number of registered attendees: 115 participants.

Sign-In Sheets for all three meetings can be reviewed in Appendix 2 of this report.

Comments Received

To maximize the opportunities to receive public input regarding the East San Fernando Valley Transit Corridor Project, Metro collected comments in a variety of ways including comment forms at the meetings, verbal comments during the question and answer portion of the meetings, via Email, US Mail, Telephone, Facebook, and Twitter.

During this round of meetings, we received comments from various stakeholders on a variety of topics relevant to the study process and the overall project. A synopsis of those comments is provided below. Appendix 3 of this report contains all comments received during this round of information meetings.

- Strong support for the light rail transit alternative.
- Support for a continuous connection with the Sepulveda Pass Project.
- Desire to see an accommodation of bicycle lanes along the project corridor area; if not along Van Nuys Bl, then on other parallel streets.
- Frustration over the lack of funding available for the rail alternatives and perceived “unfair share” of funds being allocated for San Fernando Valley projects.
- Need to alleviate overcrowding on Metro Lines 761, 233 and the Metro Orange Line.
- Desire that this project bring additional local jobs to the San Fernando Valley.



- Questions regarding how the project would interface with the Metro Orange and Red Lines, Metrolink and California High Speed Rail.
- Concerns regarding impacts to businesses during construction and needed right-of-way acquisition as it relates to loss of revenues and jobs.
- Information on why the project did not continue south of the Metro Orange Line in dedicated lanes and desire for segment to be reconsidered.
- Better schedule/timeline for when the project could be completed.
- Suggestions that the maintenance storage facility be built in Panorama City.
- Recommendations that improved service (and connections) are provided to residents north of San Fernando Rd in the communities of Pacoima and Lake View Terrace and west of the Sylmar/San Fernando Metrolink Station to Olive View Medical Center and Los Angeles Mission College.
- Include local artists to showcase work at the future stations.
- Support to convert the Metro Orange Line to light rail.

This Outreach Documentation Report will be part of the administrative record for the project environmental document.