



Metro[®]

SR-710 North Environmental Study

Agency:

*Los Angeles County Metropolitan
Transportation Authority*

Role:

Community Outreach

Approach:

- The first step was creating 13 Community Liaison Councils
- These small stakeholder groups (in varying cities) were brought together to encourage other members of their communities to participate in the project
- Open house events were held along project corridor where residents were encouraged to express their comments
- Created and produced “Alternatives” video, complete with 3-D animation
- Distributed 30,000 flyers
- Ensured comfortable, casual environment where residents could freely approach staff with questions
- Delivered successful collateral material for mailings and email blasts
- Successfully monitored social media outlets and stakeholder databases
- Worked in collaboration with elected officials and city government
- Held 13 Community Liaison Council meetings in four weeks and seven open house events in six different cities
- 357 attendees, including 24 elected officials, 890 comments received and recorded



Situation:

- Scoping phase of the project, SR-710 Conversations, came to an end
- Project transitioned to alternative analysis and MBI was once again on the outreach team
- Solutions to traffic congestion and impact on various communities were considered by technical team

Challenge:

- Always has been a heavily contentious issue
- Too often the "loudest voices in the room" can dictate the direction of the conversation
- Crucial to get as many people as possible to the meetings to attain comprehensive community input
- A tough job and creativity was needed

