

NOTE: This document summarizes the staff report provided on 2/23/2016 with an update to the Open Streets Event date inserted on 4/9/2016. For questions, contact communications@smgov.net




Key Points:

- Metro will announce Opening Day on February 25
- Plan to share Expo updates broadly via social media, website, email lists, etc.
- Entire city has been focused on Expo arrival
- 7 cross-functional working groups set up to support getting ready

City-wide working teams:

1. **Public Safety**, Lieutenant Dave Hunscke
2. **First/Last Mile Connection**, Francie Stefan
3. **Traffic/Circulation**, Beth Rolandson
4. **Maintenance & Operations**, Susan Cline
5. **Maintenance Yard/Buffer Park**, Melissa Spagnuolo
6. **Commuters/Riders/Outreach**, Erin Taylor
7. **Launch/Opening**, Debbie Lee




Public Safety


Police, Fire, Office of Emergency Management, and other city departments have been involved in the comprehensive planning, training, and exercising of personnel in preparation for the Expo's arrival.

Planning:

- Work with LA County Sheriffs Department and Metro to plan for all contingencies.
- Incorporated potential hazards and incidents into existing emergency management preparedness and response program.
- Coordination across agencies for large scale events (e.g. LA Marathon).



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Public Safety


Training and Exercises

SMFD

- General line safety training
- How to lift a train and fight a fire on a train
- Response to pedestrian collision

SMPD

- General line safety training
- Joint training for Police Department and Los Angeles County Sheriff Special Enforcement Bureau
- Response to unusual occurrences on a train



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Key Points:

- Police, Fire, Office of Emergency Management and other city departments have been involved in the comprehensive planning, training, and exercising of personnel in preparation for Expo's arrival.
- Working with LA County Sheriff's Department and Metro to plan for all contingencies. Incorporated potential hazards and incidents into existing emergency management preparedness and response program.
- Coordination across agencies for large scale events.
- General training has grown with access to rail hard (e.g. SMFD simulated fire at the station, general line safety training, how to lift a train and fight a fire on the train, response to pedestrian collision, response to unusual occurrences on the train).
- Joint training for Police Department and Los Angeles County Sheriff Special Enforcement Bureau.



First/Last Mile Connection

- Station betterment investments, and Colorado Esplanade
- Bike Share, Bike lanes to stations
- "Evolution of Blue" Bus Service Changes
- "Blue at Night" program
- Review of each station area to dedicate bus stops, drop-off/pick-up (shuttle, shared use, personal vehicle), bike and pedestrian access points, and taxi zones where requested by Council (including 4th and Colorado Interim Use, 16th Street redesign)
- Car Share Launch (April 2016)
- Travel pattern and BBB service surveys
- On-going Transportation Demand Management, Employer Engagement, TMO Launch



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Key Points:

- This is all about getting people too and from the stations for train service.
- Goal is to increase ridership, meet local goals of sustainability, air quality and quality of life.
- Over 100 miles of bike lanes are available, many lead to stations.
- Big Blue Bus has done a comprehensive rerouting of system to each Expo Station and extensive outreach to communicate changes.
- Working on innovations with weekend, late night and shared use solutions.



Traffic/Circulation

- Traffic Circulation Changes
- Types of Rail Crossings
- Bike Path Crossings
- Traffic Signal Operations



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Key Points:

- What's in the street now will remain.
- Colorado between 4th and 17th Streets:
 - no left turns or U-turns off of Colorado.
 - Left turns off of cross streets are ok.
 - Two types of rail crossings:
 - Gated crossing: Train has right of way, 55 MPH speed limit, crossing controlled by gates and traffic signals.
 - Street running: 25 MPH speed limit, train must obey traffic signals, train may stop.
 - Bike Path Crossing: Lots of thought is going into design to make sure their consistent with PUC approvals.
- Ongoing testing is happening with traffic signal operations.



Maintenance & Operations

- Train testing continues
- Fencing installation in progress
- Maintenance Agreement Executed for Bike Path and Expo Stations
- Working closely with Metro to develop ongoing maintenance plan



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Key Points:

- Fencing installation is in progress in the center of Colorado from 7th to 15th streets with breaks to allow for cross-traffic intersections and along sidewalks between 5th and 7th.
- Train testing continues and will increase in frequency.
- Bike path agreement is executed which includes 1.3 miles from Centenela to 17th Streets. The City begins maintenance in May. Landscape maintenance is under a 1 year maintenance period. City takes ownership in December 2016.
- Will take over maintenance for lighting, landscaping, graffiti, vines, signs, drains, irrigation, etc. after one year.
- Maintenance between City and Metro is expected to be executed in March. Have already established communication plans between Metro and the City.



Maintenance Yard/Buffer Park

- Rail Car Maintenance Facility and Park Site
- Construction begins mid-March
- Public Outreach Efforts Planned
- Park Naming – Aim to Bring Back to Council in April 2016
- Park Opens in 2017



Key Points:

- The rail car maintenance facility has not yet been formally handed over to Metro.
- Metro turned over park site to the City on February 16, 2016.
- Contractor mobilized to the site and will begin clearing the site in early march. Site grading to commence in mid-March.
- Banners on site fence, social media, and email campaigns will be utilized to provide the community with regular project updates.
- Staff returning to the Recreation & Parks Commission on March 17 and then to Council on April 26 for public hearing on the naming of Buffer Park and consideration of renaming of Stewart Street Park.




Commuters/Riders/Outreach

- Safety information promoted
- Ongoing "Evolution of Blue" awareness campaign
- RFP selection process complete for marketing/outreach partner
- Coordinating city-wide communication on Car Share launch and Buy Local events
- Promotion of Expo information and TAP cards to surrounding hotels and BID's
- Partnering with Metro to produce and air "Metro Motion" television segments

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Key Points:

- In partnership with Metro, safety information has been promoted at schools, Farmer's Markets, Q&A sessions, and via existing communications channels like social media, our website, *Seascape* and CityTV. A very conservative estimate puts us at connecting with 60,000 people since January which will continue to grow with time.
- Implementation of "Evolution of Blue" continues. This includes public awareness for the Big Blue Bus service changes which major route, bus stop and schedule updates on many routes, including two new routes that Suja or Francie shared earlier.
- As you know, the council has previously allocated \$500,000 for community outreach because we know and understand the importance of preparing the community for the train's arrival. We have completed the RFP selection process, recommending GOOD Worldwide, Inc., as the marketing/outreach partner for the Expo Launch. This recommendation will be coming to council next week for your review. The focus for their work will be an overarching mobility campaign, with the first opportunity to activate the campaign being Expo's arrival. Their work will include campaign strategy and development, implementation and measuring campaign effectiveness and include the weeks leading up to campaign and post-arrival.
- On a related note, work is also happening now to coordinate city-wide communication on related mobility items like an upcoming "Buy One, Get One" promotion, Car Share launch and Buy Local events that will be launched in coordination with line opening.
 - Expo information and TAP cards will be promoted to surrounding hotels and BID's to promote use by tourists, residents and employee commuters.
 - Partnering with Metro to produce "Metro Motion" segments, including a safety segment that will be deployed beyond our city's boundaries.
- A big part of the outreach will happen around the Launch/Opening event which Debbie will share more details on.



Launch/Opening

- Metro partnership ribbon cutting and opening weekend events in May 2016
- Open Streets Event scheduled for June 4
- Planned Street Banners
- Three TAP Cards designed by Santa Monica artists
- Buy One, Get One Promotion



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Key Points:

- Open Streets event will be June 5 (updated as of 4/9/2016)