



Metro[®]

Link Union Station (Link US)

Agency:

Los Angeles County Metropolitan Transportation Authority (Metro)

Role:

Community Outreach

Situation:

- Los Angeles Union Station (LAUS) is the second busiest passenger rail corridor in the nation
- By 2040, ridership through LAUS is forecasted to increase from roughly 110,00 to 200,000 passenger trips each weekday
- The Link US project will increase capacity, expand regional rail connectivity, and offer an enhanced passenger experience, to make LAUS a world-class destination

Benefits of Link US:

- Extend tracks south over the US-101 freeway, resulting in reduced passenger wait times and reduced greenhouse gas emissions from idling trains
- Add a new loop track that will provide improved operational flexibility for rail service
- Develop a new passenger concourse with a wide array of retail amenities to provide the opportunity to make LAUS a world-class station for visitors, tourists and residents

Challenge:

- LAUS is located in one of L.A.'s most culturally diverse-communities next to Chinatown, El Pueblo, Little Tokyo, Boyle Heights, and Lincoln Heights
- Stakeholders must have a clear understanding of the benefits of the project, the potential impact to the communities, and to the nation as a whole



Approach:

As Lead Outreach Consultant, MBI leads effort to:

- Create a comprehensive outreach plan with Metro
- Develop diverse, concise, and engaging outreach approaches to key stakeholders
- Provide one-on-one outreach to elected officials, businesses, organizations, and community groups
- Produce collateral materials (fact sheets, FAQs, website, and social media support)
- Plan public meetings in support of the environmental review process (CEQA/NEPA)
- Assist in the project's branding development

