



Metro

METROLINK



Metrolink Station Relocation Feasibility Study

Agency:

Metrolink

Role:

Community Outreach

Approach:

- MBI worked diligently to keep the community informed and ensured the surrounding stakeholders were educated about the study
- Distributed Community Meeting invitation flyers through various outlets: 6,380 direct mailers, 1,250 door-to-door distribution, emailed to 40,000 Associated Students from Rio Hondo College, and direct distribution to community organizations and businesses
- Coordinated all logistics for one public meeting held in Northridge with approximately 100 attendees
- Written community feedback was received at the Community Meeting, which MBI analyzed and compiled into a detailed summary report, including general analysis of feedback
- Conducted platform survey outreach at the Montebello/Commerce and El Monte Metrolink Stations and implemented survey hotline, capturing over 1,000 surveys in two weeks
- Produced all collateral materials (Survey, Survey Postcard, Fact Sheets, Project Boards, etc.)
- Facilitated presentations at the San Gabriel Valley Service Council and Gateway Cities Service Council meetings to introduce the study and receive input from the Rio Hondo, El Monte, and Montebello/Commerce communities



Situation:

- March 2016, the Metro Board of Directors unanimously approved a motion to examine the feasibility of relocating four Metrolink commuter train stations; El Monte, Northridge, Montebello/Commerce with the possibility of an additional station at Rio Hondo College
- The Feasibility Study analyzed two alternatives:
 - Alternative 1: Analyze the feasibility of relocating the stations under consideration
 - Alternative 2: Assess other options such as transforming the existing stations to a multi-modal transit hub

Challenge:

- Community is sensitive to changes and safety issues affecting residents and businesses

