



METROLINK.



Metro

Van Nuys North Platform Project Outreach

Agency:

Metrolink

MBI Role:

Community Outreach

Approach:

- Create and implement an outreach schedule to inform the public about planned station enhancements, project goals, safety tips, and the construction schedule for the Van Nuys North Platform
- Collaborate with the project partners to design project boards and fact sheets to highlight the main features and safety tips associated with the planned station enhancement
- Collect contact information from station users requesting to receive periodic project updates from Metrolink
- Conduct direct outreach on the North Platform a total of six days in alternating shifts to distribute collateral and target platform/station users during various times and days
- Produce all collateral materials (fact sheets, boards, sign-in sheet) and establish and monitor a project hotline
- Produce Outreach Summary Report to present to Metrolink and project partners (Metro and RailPros) to illustrate the success of outreach activity



Project Background:

- Under the direction of Metro, Metrolink was approved to construct station enhancements at the Van Nuys Amtrak/Metrolink Station
- With construction earmarked to begin in April/May 2017 and be completed by May 2019, the platform outreach needed to be mobilized quickly and effectively
- Focused on promoting station safety and accessibility, improving travel times for intercity and commuter rail service by providing a new center platform with grade-separated access for pedestrians
- Safety tips encouraged station users to safely navigate through the station during construction, follow detour/parking signs, and to allow for extra travel time

Challenge:

- Passengers/station users are sensitive to changes that can affect train schedules and commute times

