



California High-Speed Rail: Palmdale to Burbank Project Section

Agency:

California High-Speed Rail Authority

Role:

Community Outreach

Situation:

- Lead outreach firm for the Palmdale to Burbank project section of the statewide California High-Speed Rail (CHSR) project
- Requires community and stakeholder input as well as a campaign to educate stakeholders about the study process
- Needed rail alignment studies including geological, paleo, biological and cultural
- Each study will yield valuable information that can advance or curtail each project segment
- The magnitude and budget of this project has been a source of conflict and has been the focus of argumentative audiences and protests
- MBI's community outreach experience allows the firm to understand how communities respond to changes and growth

Approach:

- Facilitate community & stakeholder workinggroups and community open house events
- Develop collateral, including fact sheets, signage, comment cards, PowerPoint presentations and project display boards
- Partner and coordinate with technical teams
- Connecting with individual communities throughout the region



Achievements:

- Facilitated meetings in Santa Clarita, Palmdale, Sylmar, Acton, Sun Valley, Pacoima, Lakeview Terrace and Downtown Los Angeles
- Incorporated the use of live web streaming and translation services as well as interactive GIS stations and looping presentations about the project
- Produced a short video describing the benefits of high-speed rail
- Maintained control of meeting when protestors arrived

