



May 11, 2021

To: TERA members and the Eagle Rock community

**RE: Metro North Hollywood-Pasadena Transit Corridor Project**

Dear Friends:

This past year has been a harrowing one. In the face of a deadly pandemic, we have had to adjust nearly every aspect of our daily lives. We have struggled to keep ourselves healthy and safe, while also working to provide relief and support for our families and neighbors in need.

Nonetheless, Metro's long-term planning for improving mobility options did not pause during this pandemic. Collectively, we have had to adjust to the reality of a new *virtual* public sphere. This includes meeting to discuss and engage with Metro's North Hollywood to Pasadena Transit Corridor project. As the project has developed, we appreciate that Metro has made major adjustments in response to our community's significant feedback. As an organization that has time and again stood up for the betterment of our community and its long term prospects, The Eagle Rock Association (TERA) is optimistic that Metro can deliver a solution that provides bus rapid transit on Colorado Boulevard that properly serves Eagle Rock.

Getting to this point was not easy for our community. When Metro started its outreach process in 2019, it offered little clarity on what its plans for Eagle Rock would look like. How would it impact Colorado Boulevard and the vision in the Take Back The Boulevard initiative that so many of us worked hard to develop? When Metro first released draft options for the Eagle Rock section of the project in 2020, things looked bleak. Many of the fears our community had about losing medians, bike lanes, and parking, and undoing progress made by Take Back The Boulevard became real threats. Of course, this being a tight-knit community with contrary and even contrarian opinions, the story didn't end there. As a community, we continued to engage in the process and communicated our desire for a vibrant, safe, and beautiful Colorado Boulevard, and for Metro to rework its plans so those goals were met.

Since the super-majority approval of Measure M by Los Angeles voters in 2016, TERA has consistently supported bringing high quality transit to Eagle Rock. But at every stage of the way, we have listened closely to feedback from our members and reiterated our community's insistence that this project works for Eagle Rock residents, parents, students, and businesses. Metro has since incorporated many elements from the grassroots "Beautiful Boulevard"

proposal to maintain our landscaped medians, include the community's vision for Colorado Boulevard as articulated in the Take Back The Boulevard plan, and provide a street that is safe for families, pedestrians, people on bikes, drivers, and bus riders alike.

What remains uncertain, however, is if Metro has a plan to support our small businesses on and near Colorado Boulevard. Eagle Rock's small businesses are at the core of what makes our central business district special. Protecting and supporting them was a primary focus of TERA's first major initiative, the Colorado Boulevard Specific Plan. But after a difficult year, many of the small businesses that we cherish are struggling. We know that major Metro transit projects bring with them prolonged construction phases that have the potential to hurt shops that depend on day-to-day sales. The North Hollywood-Pasadena Transit Corridor project is Metro's first major BRT project under Measure M and will set an important precedent. Although its construction is confined to street level work, this does not mean Metro can ignore potential disruption to local small businesses. **We strongly urge the Metro Board to provide local small businesses access to Metro's Business Interruption Fund (BIF) for the duration of this project's construction.** If the community's fears about the disruption the construction phase could cause are overstated, overall funds needed as part of the BIF will be negligible. Additionally, TERA would like to see a construction plan that limits impacts to and around Colorado Boulevard and keeps the community informed. This means things like keeping sidewalks open so residents can access businesses, phasing construction so that work is done in small segments at a time, giving local businesses advanced notice of any work being done, and staging work equipment in less obtrusive locations.

Also, we have not yet seen a plan from Metro and the City of Los Angeles to make sure that local residential streets adjacent to Colorado Boulevard will be provided with mitigations to deter cut-through driving. This is especially needed in the sections where travel lanes are repurposed. The Beautiful Boulevard proposal proactively calls for traffic calming treatments such as raised crosswalks, speed humps, traffic circles, and traffic diverters on nearby streets to make sure that residents can maintain the quality of life they enjoy without an uptick in unwanted cut-through traffic. **We urge Metro to work with the Los Angeles Department of Transportation and the Office of Councilmember Kevin de León to identify and implement a strategy to deter cut-through traffic that can be implemented in tandem with the transit line.**

TERA has consistently used its voice as a champion to make Eagle Rock a vibrant, sustainable, and enjoyable place to live, work, study, and spend time in, and this project has been and will be no different. Our TERA board and members are residents who care deeply about our community, and are vocal in our efforts to make it the best it can possibly be. We are all committed to the idea that Colorado Boulevard is a place for everyone.

We understand that some community members and even some TERA members remain concerned about Metro's project. After a thorough review of the project it appears some of this

concern may be based on misinformation or misinterpretations. However, some concerns are reasonable and valid for any proposed change of this nature can bring. The Beautiful Boulevard proposal developed by local Eagle Rockers offers an optimistic vision for a transit-friendly boulevard that is safe, green, and supportive of local small businesses. This is a vision that TERA wholeheartedly embraces and endorses.

As Metro moves forward into detailed design for a transit line on Colorado Boulevard, we urge them to continue to refine their plan and more fully adopt the Beautiful Boulevard vision of a vibrant street and to make sure this project is a resounding success. TERA will continue to do its part to advocate for the betterment and long term well-being of the Eagle Rock community. We hope you will join us in doing so.

Sincerely,



Greg Merideth  
President

cc: Metro Board of Directors  
Christina Goins, Metro Board Secretary  
Scott Hartwell, Metro  
Councilmember Kevin de León