



Metro


Los Angeles County
Metropolitan Transportation Authority


One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.2000 Tel
metro.net

June 26, 2007

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: MATT RAYMOND 
CHIEF COMMUNICATIONS OFFICER

SUBJECT: JUSTIFICATION OF PLANNING STUDY FTES

ISSUE

This is to provide additional information regarding the Communications Division resources necessary for completing planning studies.

DISCUSSION

The Board is considering multiple planning studies to be conducted over the next few years. Each of these planning studies has been subdivided into two contracts: planning and outreach. The outreach portion of the projects requires resources for community outreach contract oversight and the production of standard and legally required informational materials. Communications Division is seeking an average of 0.6 FTEs per project with the understanding that the application of resources may vary depending on complexity and phase of the studies and will be appropriately sorted and applied by project and task identification.

Constituent Program Management will provide oversight of the corridor Outreach Contracts which support each of the corridor studies. Each of these Outreach Contracts has approximately 10-15 deliverables that are set forth in consultant scopes of work which will need to be reviewed by Constituent Program Management staff in order to ensure that deliverables are achieved. Additionally, Constituent Program Management staff will participate in legally mandated Public and Agency Scoping Meetings, quarterly meetings of Local Advisory Committees, Corridor Project Team meetings, Constituent Program Management meetings, Subject Working Groups, and Community Advisory Committees, as may be applicable, to provide oversight, ensure consistency and to represent Metro's interests.

Staff is also responsible for overseeing the formation and facilitation of community committees, many of which are multi-jurisdictional and for the coordination and implementation of regional communications on a countywide basis.

An important part of the community outreach will be the development of effective, clearly understandable, and readily accessible information materials, including critical online website information and legally required documents. Staff will review and edit where necessary and in some cases supplement the preparation of the following informational materials to support each corridor project as applicable:

- legally required online information
- meeting notices
- newsletters
- project fact sheets
- project updates
- informational illustrations
- informational maps
- display boards
- powerpoint presentations
- proofreading
- translation coordination
- reduced cost media buys to place required meeting notices in local papers
- media strategy and response

Electronic communication now dominates the field of access to information to the public. It is essential that Metro stay current with this efficient opportunity and supporting technology to reach patrons and stakeholders with information and facts to maintain credibility and prevent communications voids. Based on preliminary analysis, the overall estimate of actual time required is far more than what is being requested.

NEXT STEPS

If the board includes the FTE's as requested, the responsibilities and tasks stated above will be fully implemented as part of the FY08 budget.