




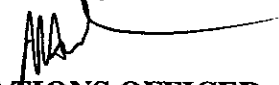
August 29, 2003

Metropolitan
Transportation
Authority

One Gateway Plaza
Los Angeles, CA
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TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE
CHIEF EXECUTIVE OFFICER 

FROM: MATT RAYMOND
CHIEF COMMUNICATIONS OFFICER 

SUBJECT: COMMUNICATIONS PLAN – FISCAL YEAR 2004

ISSUE

The Communications Unit developed a business plan for fiscal year 2004 that is in alignment with the seven goals of the agency. The plan displays details of the various objectives, strategies and initiatives that Communications is undertaking this year.

DISCUSSION

This document is organized in a manner that allows a number of ways of looking at all the Communication Unit projects and initiatives, including:

- Highlights of the unit's objectives by agency goal
- Detailed objectives by agency goal
- Objectives by department
- Performance metrics
- Work plan describing each department's key projects, the target audience it addresses, and the underlying tactics and timeline for completion
- Budget
- Organization charts
- FY03 accomplishments

NEXT STEPS

The Communications Unit will implement the objectives, strategies and tactics in the attached plan and will monitor progress made toward achieving these on a quarterly basis.

Attachment: Communications Plan for Fiscal Year 2004