



June 20, 1996

Los Angeles County
Metropolitan
Transportation
Authority

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TO: BOARD OF DIRECTORS
FROM: RAE JAMES
STAN PHERNAMBUCQ
SUBJECT: RELATIONSHIP BETWEEN PUBLIC AFFAIRS
AND CONSTRUCTION

ISSUE

The MTA Board requested staff to provide an explanation of the working relationship among Construction, Public Affairs and other staff working on mitigation efforts. Staff was asked to describe how the aforementioned departments interact with one another.

BACKGROUND

Public Affairs is generally divided into major areas conforming with the MTA's work program: Operations, Regional Planning and Construction. Currently, Public Affairs staff working in Construction are assigned to each of the four projects: Metro Red Line Segment 2, Metro Red Line Segment 3 (Hollywood/Highland & North Hollywood), Metro Pasadena Blue Line and Metro Red Line Segment 3 East Side. The Public Affairs Manager for Construction oversees public affairs staff that have been assigned to each team. Each team consists of either a Supervisor or a Senior Public Affairs Officer and several Public Affairs Officers and/or Community Outreach aides as well as support staff. An organizational chart is attached of the overall unit (Exhibit A). Exhibit B (B-1 through B-4) is an example of each team as assigned to each Project.

The Public Affairs Manager, Construction, attends weekly meetings with Construction Executive staff and informs them of any community issues relative to construction and coordinates with staff to develop mitigation work plans and outreach programs. On a day to day basis, the Public Affairs Supervisor or Senior Public Affairs Officer interacts with the Construction Project Manager ensuring that they and their staff are informed of any important community activities or concerns. The Public Affairs Supervisor/Senior Public Affairs Officer attends all construction project meetings to ensure information is accurately disseminated to the public. Public Affairs staff provides additional as-needed assistance to Marketing, Media Relations, Metro Art, Government Relations and handles all construction tours and complaints.

Public Affairs staff coordinates activities and may provide information and recommendations to other MTA Departments such as Real Estate, Risk Management and Legal. Public Affairs staff may also raise issues directly with Environmental compliance on EIS/EIR items relative to noise and dust.

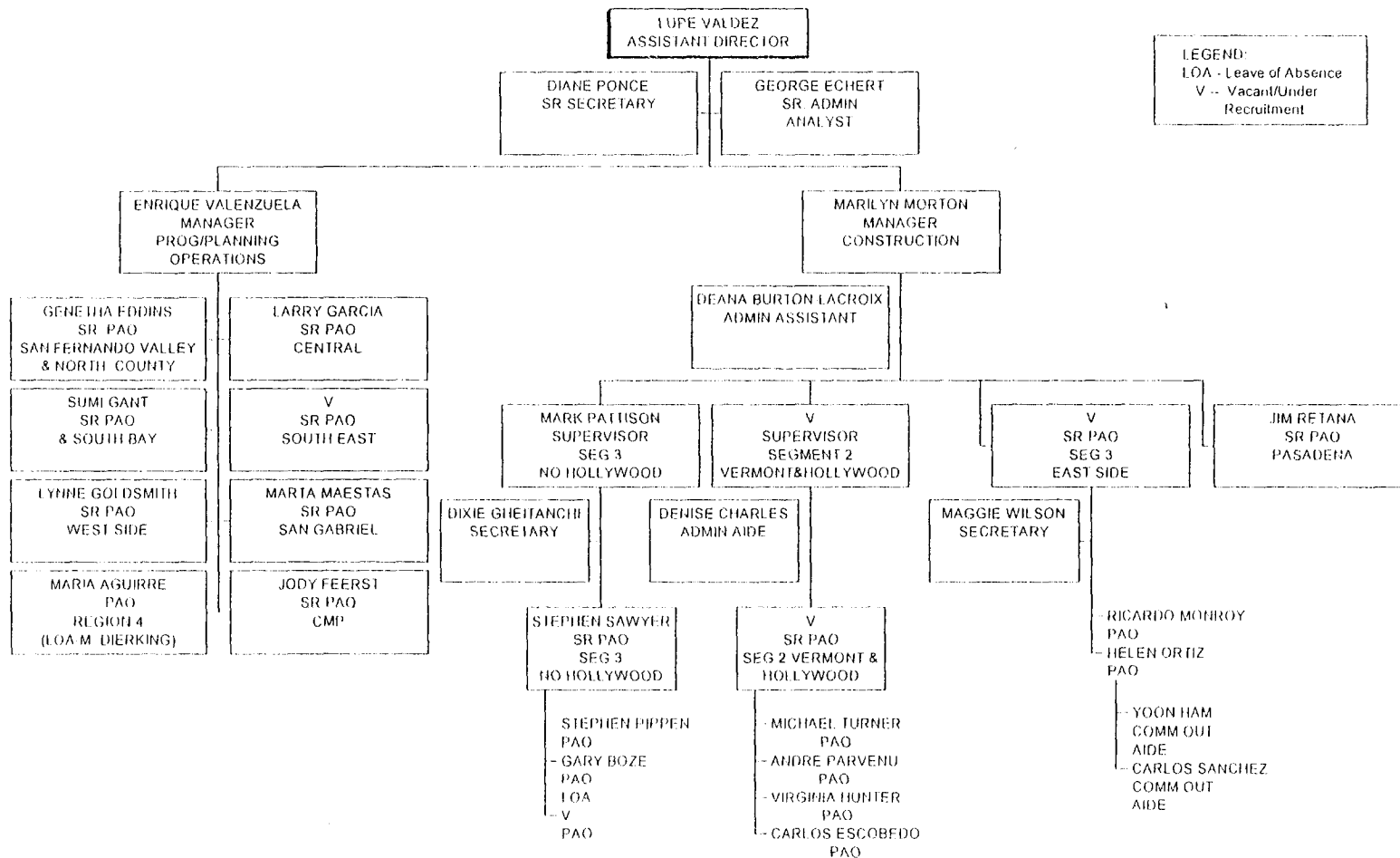
Prepared by: Lupe C. Valdez
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**MTA CONSTRUCTION &
PUBLIC AFFAIRS INTERFACE**

PUBLIC AFFAIRS
 ORGANIZATION CHART
 FISCAL YEAR 96

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EXHIBIT (A)



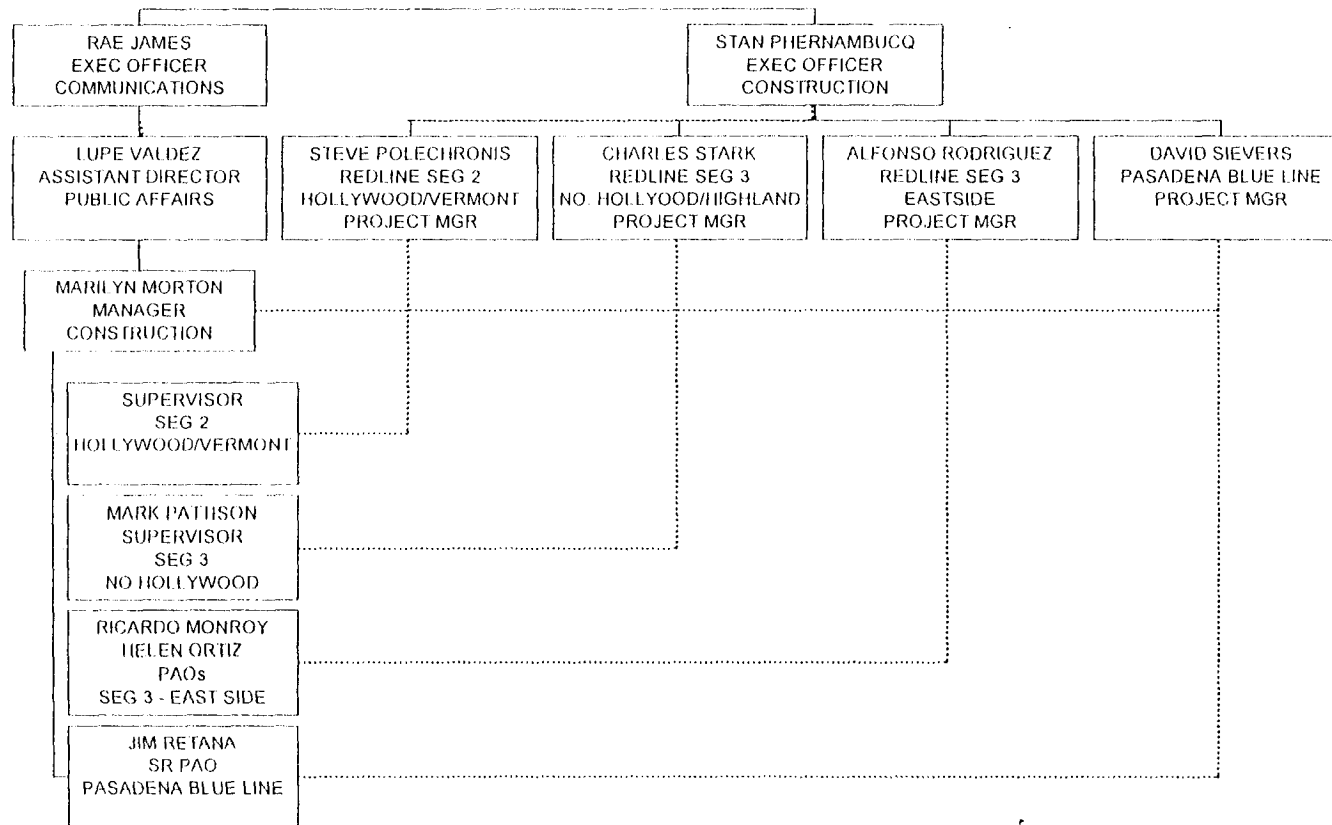
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PUBLIC AFFAIRS (CONSTRUCTION)

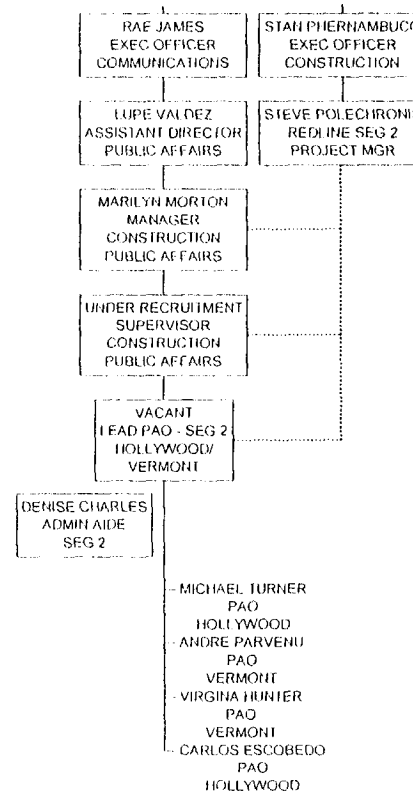
EXHIBIT (B)

MATRIX RELATIONSHIP BETWEEN
CONSTRUCTION & PUBLIC AFFAIRS
1996 - 1997



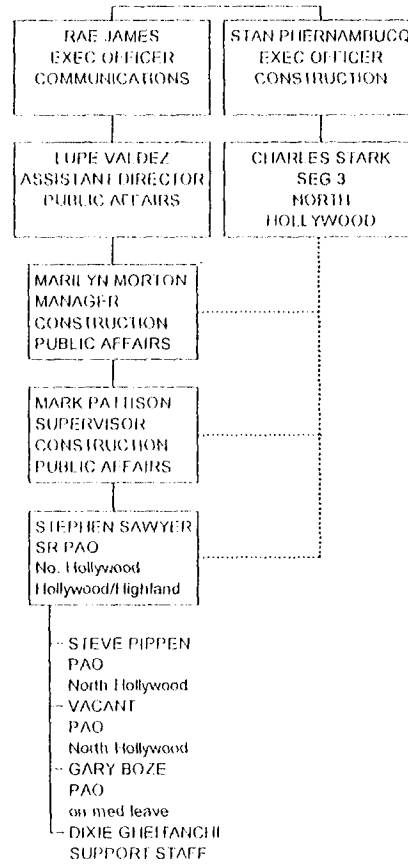
RED LINE SEGMENT 2 VERMONT & HOLLYWOOD

EXHIBIT (B-1)



RED LINE SEGMENT 3 - NO. HOLLYWOOD

EXHIBIT (B-2)



RED LINE SEGMENT 3 - EASTSIDE

EXHIBIT (B-3)

