

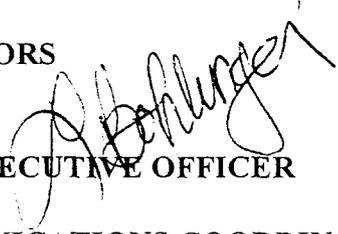


May 30, 1997


Los Angeles County
Metropolitan
Transportation
Authority

TO: BOARD OF DIRECTORS

FROM: LINDA BOHLINGER
INTERIM CHIEF EXECUTIVE OFFICER



**SUBJECT: EASTSIDE COMMUNICATIONS COORDINATION TEAM
(ECCT)**

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Los Angeles, CA 90053

As we get ready to begin rail construction on the Eastside, I am pleased to report that we are taking a proactive approach to serving the communication needs between the MTA and the Eastside community. Clear and consistent communication between the MTA and the community we serve will help ensure that issues are known, communicated and responded to in an efficient and timely manner.

The Eastside Communications Coordination Team (ECCT) is comprised of representatives from cross-functional departments involved with Eastside concerns, such as Real Estate, Construction, Procurement, County Counsel, Public Affairs, Government Relations, Operations and Regional Planning. The ECCT will operate under the direction of Rae James, Executive Officer for Communications.

The representatives from cross-functional departments will serve as facilitators and advisors on MTA/Eastside issues, and will establish a streamlined organizational process that will assure the flow of information regarding the Eastside to all parties concerned. The ECCT will become *Eastside experts* by serving our internal and external customers on Eastside related matters.

I am confident that our involvement with the community will be enriched by the open and responsive communication that will be facilitated by this team of MTA employees. I have attached a brief narrative on the ECCT and a list of team participants for your reference.

Attachment

EASTSIDE COMMUNICATIONS COORDINATION TEAM

PURPOSE

The purpose of the Eastside Communications Coordination Team (ECCT) is to better coordinate information coming into the MTA, and information going out to the Eastside Community from the MTA. Additionally, the ECCT will act as a facilitator in resolving MTA issues impacting the Eastside community. The team will also serve as an advisor to the various units at the MTA, giving them feedback and input on programs/projects that would affect Eastside Community residents and merchants.

PROGRAM SCOPE:

INTERNAL

- Establish an on-going team to include representatives from the various MTA Divisions involved on the Eastside whose responsibility is to perform under the purpose statement mentioned above.
- Establish necessary organizational processes to ensure that all internal information is disseminated to all appropriate Eastside project MTA participants.
- Convene on a regular basis to share information and to communicate upcoming issues
- Attend internal working meetings regarding the Eastside, at which policy decisions, or project activities may be discussed.

EXTERNAL

- Develop a monthly newsletter to provide Eastside community members with information about MTA related programs and activities;
- Create a 'Community Forum' designed to, on a monthly basis, hear community issues before they escalate, return with answers and responses to community questions, and raise the visibility of MTA's programs that could assist the community;

- Pursue a marketing/advertising campaign that emphasizes the benefits of public transportation, promotes MTA activities and assists the community with local announcements.
- Conduct community outreach efforts including presentations to a spectrum of community organizations (schools, churches, cultural centers, etc);
- Centralize location, and in some cases dissemination of all external publications and communications (excluding technical information) with the ECCT

**EASTSIDE COMMUNICATION
COORDINATION
TEAM PARTICIPANTS**

EXECUTIVE DIRECTION: **RAE JAMES**

TEAM DIRECTOR: **GISSELLE ACEVEDO-FRANCO**

ADMINISTRATION

Real Estate	Representatives:	Jim Wiley Lynne Belle
Human Resources	Representatives:	Naomi Nightingale Mario Perez-Ceballos
Procurement	Representative:	Bruce Warrensford
Risk Management	Representative:	To Be Determined

REGIONAL PLANNING

Representatives: Andres Ocon
Diego Cardoso

OPERATIONS

Representatives: Jess Diaz
Maria Aguirre

CONSTRUCTION

Representatives: Alfonso Rodriguez
Harley Martin
Rufina Juarez

COUNTY COUNSEL

Representative: Augustine Zuniga

COMMUNICATIONS

Metro Art	Representatives:	Alessandra Moctezuma
Media	Representative:	Marion MacKenzie
Marketing	Representative:	Stacy Yamato
Government Relations	Representative:	Audrey Noda
Public Affairs	Representative:	Robert Calix