

CALIFORNIA PARTNERS FOR ADVANCED TRANSPORTATION TECHNOLOGIES
INSTITUTE OF TRANSPORTATION STUDIES
UNIVERSITY OF CALIFORNIA, BERKELEY

I-210 Connected Corridors Pilot

Outreach & Communications Work Plan

November 19, 2013



The California Partners for Advanced Transportation Technologies work with researchers, practitioners, and industry to implement transportation research and innovation, including products and services that improve the efficiency, safety, and security of the transportation system.

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1. BACKGROUND: CONNECTED CORRIDORS

Developed with a consortium of partners, Connected Corridors is a multi-modal, integrated, replicable, sustainable corridor transportation program for California – with a pilot on the I-210 corridor in the San Gabriel Valley. Building upon Integrated Corridor Management (ICM) successes in the state, nation, and abroad, it uses technology, instrumentation, communications, software, and operational/system innovations to build a framework for a state-of-the art urban traffic management system. The goals: better traveler mobility, improved safety, less congestion, lower costs, higher efficiency, and environmental benefits that can be replicated and implemented statewide.

2. PURPOSE OF PLAN

The purpose of the Communications and Outreach Plan is to provide a “roadmap,” timeline, and responsible parties for all internal and external communications, stakeholder outreach and coordination, and media/press information associated with a major corridor management project.

3. COMMUNICATIONS AND OUTREACH **GOALS**

The goals of the Communications and Outreach Plan are to:

- Engage, educate, and inform partners, stakeholders, and motorists
- Provide information in multiple formats
- Promote the Connected Corridors program, ICM California (the state-wide program), and the consortium
- Generate support and media coverage for Connected Corridors

4. COMMUNICATIONS AND OUTREACH **OBJECTIVES**

The objectives of the Communications and Outreach plan are to:

- Proactively communicate regarding the Connected Corridors program
- Provide timely, relevant information for either general or specific purposes
- Support decision-makers by providing clear, concise messaging and detailed communications materials
- Build a strong community/corridor-oriented foundation of public support and positive media coverage based upon local and regional concerns and input

5. TASK LIST, RESPONSIBLE PARTY(IES), TIMING

TASK 1: Key Partners and Staff

Deliverable: Identify the key stakeholders on the primary leadership team for the I-210 Connected Corridors pilot: Caltrans District 7 (D7), Caltrans Headquarters (HQ), Los Angeles County Metropolitan Transportation Authority (Metro), Los Angeles County Department of Public Works (LACPW), UC Berkeley/PATH (PATH), System Metrics Group (SMG, PATH Consultant). Initiate monthly meetings.

Timeline: Complete as of June 2013.

Task 1.1 Weekly CC Conference Calls

Deliverable: Determine day/time for weekly conference call; prepare agenda; prepare meeting notes and follow up items.

Staff: **Project Manager (PM)** will send meeting reminder; **Logistics Support (LS)** will work with **PM** to draft agenda, distribute agenda; prepare meeting notes/follow up items; **PM** will facilitate the call. **Outreach and Communications Project Manager (OCPM), System Engineering Coordinator (SEC), Policy and Communications Coordinator (PCC), and LA Metro** participate in conference call along with Management and others.

Timeline: Weekly starting June 2013

Task 1.2 Monthly CC Team Meetings

Deliverable: Determine day/time for monthly in-person meeting at Caltrans D7 in Los Angeles; prepare agenda; prepare meeting notes and follow up items; facilitate meeting.

Staff: **PM** will send meeting reminder; **LS** will work with **PM** to draft agenda, distribute agenda; prepare meeting notes/follow up items; **PM** will facilitate the meeting. **OCPM, SEC, PCC, and LA Metro** attend meeting along with Management and others.

Timeline: Monthly starting June 2013.

TASK 2: Working Groups

Deliverable: Identify the Working Groups: Data, Performance Metrics, and Outreach. The Working Groups will meet on a regular or “as needed” basis and provide reports at the monthly team meetings.

Timeline: Complete as of July 2013.

TASK 3: Connected Corridors One-Page Fliers

Task 3.1 One-page flier describing the Connected Corridors program for distribution at meetings with City stakeholders.

Deliverable: Draft, review, and approve the one-page Fact Sheet and obtain approval.

Timeline: Complete as of August 2013.

Task 3.2 One-page flier describing the Connected Corridors program for distribution at the ITS-California Conference.

Deliverable: The Statewide CC Program Manager will draft the one-page flier and submit it to the **OCPM** for final edits and printing.

Timeline: Complete as of September 2013.

TASK 4: Connected Corridors Website

Task 4.1 Obtain URL, determine layout, add content, and launch the Connected Corridors website.

Deliverable: The Connected Corridors website is live and the address is: “connected-corridors.berkeley.edu”

Timeline: Complete as of March 2013.

Task 4.2 Website content review, additions, deletions, and site management/maintenance.

Deliverable: Keep the Connected Corridors website up to date and add additional features as needed.

Timeline: Ongoing.

Staff: **OCPM** will manage and maintain the website.

TASK 5: Connected Corridors “Digest”

Deliverable: The Digest is a compilation of links to articles, research papers, conference information, newsletters, etc. related to ICM, corridors, and other closely-related topics. Produce and post the Digest.

Timeline: Bi-weekly on an ongoing basis.

Staff: **OCPM**

TASK 6: Stakeholder Meetings

Task 6.1: Meet with representatives from the Segment 1 cities (SR-134 to I-605): Pasadena, Arcadia, Monrovia, and Duarte, starting with the western-most city (Pasadena).

Deliverable: Schedule a briefing meeting with the City of Pasadena to provide information on the Connected Corridors program and the I-210 pilot. This is a “meet and greet” and an opportunity to assess the level of potential interest/participation by the city.

Timeline: October 31, 2013.

Staff: **PM** will schedule the briefing meeting; pre-meeting coordination with the city and meeting facilitation will be led by **LA Metro or LA Liaison**; **LS** will coordinate the meeting (poll attendees for best day/time, meeting reminder, and agenda) and prepare materials. **Outreach Team (OT)** will prepare minutes and follow-up action items. **PM, OCPM, LA Metro, LA Liaison**, and others to be determined will attend the meeting. **PATH System Engineering Team (PSET)** will coordinate the follow-up technical meeting if required. **PCC** will research and assist PM with issue resolution.

Task 6.2: Meet with the City of Arcadia.

Deliverable: Schedule a briefing meeting with the City of Arcadia to provide information on the Connected Corridors program and the I-210 pilot. This is a “meet and greet” and an opportunity to assess the level of potential interest/participation by the city.

Timeline: November 12, 2013.

Staff: **PM** will schedule the briefing meeting (which will include representatives from the City of Pasadena); pre-meeting coordination with the city and meeting facilitation will be led by **LA Metro or LA Liaison**; **LS** will coordinate the meeting (poll attendees for best day/time, meeting reminder, and agenda) and prepare materials. **OT** will prepare minutes and follow-up action items. **PM, OCPM, LA Metro, LA Liaison**, and others to be determined will attend the meeting. **PSET** will coordinate the technical meeting if required. **PCC** will research and assist PM with issue resolution.

Task 6.3: Meet with the City of Monrovia.

Deliverable: Schedule a briefing meeting with the City of Monrovia to provide information on the Connected Corridors program and the I-210 pilot. This is a “meet and greet” and an opportunity to assess the level of potential interest/participation by the city.

Timeline: Fourth quarter 2013.

Staff: **PM** will schedule the briefing meeting (which will include representatives from the Cities of Pasadena and/or Arcadia); pre-meeting coordination with the city and meeting facilitation will be led by **LA Metro or LA Liaison**; **LS** will coordinate the meeting (poll attendees for best day/time, meeting reminder, and agenda) and prepare materials. **OT** will prepare minutes and follow-up action items. **PM, OCPM, LA Metro, LA Liaison**, and others to be determined will attend the meeting. **PSET** will coordinate the follow-up technical meeting if required. **PCC** will research and assist PM with issue resolution.

Task 6.4: Meet with the City of Duarte.

Deliverable: Schedule a briefing meeting with the City of Duarte to provide information on the Connected Corridors program and the I-210 pilot. This is a “meet and greet” and an opportunity to assess the level of potential interest/participation by the city.

Timeline: Fourth quarter 2013.

Staff: **PM** will schedule the briefing meeting (which will include representatives from the Cities of Pasadena, Arcadia, and/or Monrovia); pre-meeting coordination with the city and meeting facilitation will be led by **LA Metro or LA Liaison**; **LS** will coordinate the meeting (poll attendees for best day/time, meeting reminder, and agenda) and prepare materials. **OT** will prepare minutes and follow-up action items. **PM, OCPM, LA Metro, LA Liaison**, and others to be determined will attend the meeting. **PSET** will coordinate the follow-up technical meeting if required. **PCC** will research and assist PM with issue resolution.

Task 6.5: Meet with City of Los Angeles

Deliverable: Schedule briefing meeting to provide information on the connected Corridors program and the I-210 pilot. This is a “meet and greet” and an opportunity to assess the level of potential interest/participation by the city.

Timeline: January or February 2014

Staff: **PM** will schedule the briefing meetings; pre-meeting coordination with the city and meeting facilitation will be led by **LA Metro or LA Liaison**; **LS** will coordinate the meetings (poll attendees for best day/time, meeting reminder, and agenda) and prepare materials. **OT** will prepare minutes and follow-up action items. **PM, OCPM, LA Metro, LA Liaison, PSET**, and others to be determined will attend the meeting. **PCC** will research and assist PM with issue resolution.

Task 6.6: Meet with the Los Angeles County Board of Supervisors

Deliverable: Schedule briefing meeting to provide information on the connected Corridors program and the I-210 pilot. This is a “meet and greet” and

an opportunity to assess the level of potential interest/participation by the County. The initial meeting may be with the Executive Traffic Committee.

Timeline: Fourth quarter 2013.

Staff: **PM** will schedule the briefing meetings; pre-meeting coordination with the County and meeting facilitation will be led by **LA Metro or LA Liaison**; **LS** will coordinate the meetings (poll attendees for best day/time, meeting reminder, and agenda) and prepare materials. **OT** will prepare minutes and follow-up action items. **PM, LACDPW, OCPM, LA Metro, LA Liaison, PSET**, and others to be determined will attend the meeting. **PCC** will research and assist **PM** with issue resolution.

Task 6.7: Prepare supplemental Fact Sheets

Task 6.7.1: Connected Corridors “Corridor Selection Fact Sheet.”

Deliverable: Draft, edit, and print the Corridor Selection Fact Sheet, outlining the process for selecting the pilot corridor.

Timeline: Fourth quarter 2013.

Staff: **OCPM or LA Liaison** will draft, coordinate edits, and print the Fact Sheet; **PM, PCC, and LA Metro** will review and comment on the draft Fact Sheet.

Task 6.7.2: Connected Corridors “Phasing Criteria Fact Sheet.”

Deliverable: Draft, edit, and print the Connected Corridors Phasing Criteria Fact Sheet, outlining the process for phasing the pilot corridor.

Timeline: Fourth quarter 2013.

Staff: **OCPM or LA Liaison** will draft, coordinate edits, and print the Fact Sheet; **PM, PCC, and LA Metro** will review and comment on the draft Fact Sheet.

Task 6.8: Los Angeles County Metropolitan Transportation Authority (Metro) Subcommittee and Board briefings on the Connected Corridors program and the I-210 pilot.

Deliverable: Schedule Streets & Freeway Subcommittee, Technical Advisory Committee (TAC), and Metro Board briefings to provide information on the Connected Corridors program and the I-210 pilot; attend meetings, and follow up as necessary.

Timeline: January 2014.

Staff: **PM** will schedule meetings in coordination with **LA Metro**; **PM/LA Metro** will determine other partners/stakeholders who need to attend the meetings. **LA Metro** will prepare the meeting materials (PowerPoint presentations, Board briefing, etc.) and be the lead agency; **OCPM**, **OT**, and **LC** will provide support. **PSET** and **LACDPW** will attend the meeting. **PCC** will research and assist PM with issue resolution.

Task 6.9: San Gabriel Valley Council of Governments (SGVCOG) Subcommittees and Board briefings on the Connected Corridors program and the I-210 pilot.

Deliverable: Schedule Public Works & Engineering TAC (PWTAC), Transportation Committee, Arterial Operations Committee, and SGVCOG Board briefings to provide information on the Connected Corridors program and the I-210 pilot; attend meetings, and follow up as necessary.

Timeline: First quarter 2014.

Staff: **PM** will schedule meetings with the Subcommittees and Board in coordination with **LA Metro**; **PM/LA Metro** will determine other partners/stakeholders who need to attend the meetings. **LA Metro** will prepare the meeting materials (PowerPoint presentations, Board briefing, etc.) and will be the lead agency; **OCPM** and **OT** will provide support. **PSET** and **LACDPW** will attend the meeting. **PCC** will research and assist PM with issue resolution.

Task 6.10: Southern California Association of Governments (SCAG) Subcommittees and Regional Council briefings on the Connected Corridors program and the I-210 pilot.

Deliverable: Schedule Transportation Committee and Regional Council briefings to provide information on the Connected Corridors program and the I-210 pilot, understand the Regional ITS Architecture and the Transportation Demand Model, attend meetings, follow up as necessary.

Timeline: First quarter 2014.

Staff: **PM** will schedule meetings with the Subcommittees and Board in coordination with **LA Metro**; **PM/LA Metro** will determine other partners/stakeholders who need to attend the meetings. **LA Metro** will prepare the meeting materials (PowerPoint presentations, Board briefing, etc.) and will be the lead agency; **OT** and **LS** will provide support. **PSET** and **LACDPW** will attend the meeting. **PCC** will research and assist PM with issue resolution.

Task 6.11: CC I-210 Pilot: Stakeholder Workshop 1.

Deliverable: Plan and implement the first “Stakeholder Workshop” with the all of corridor stakeholders to develop a vision and goals for the I-210 pilot, and to define and discuss the user needs.

Timeline: February 2014.

Staff: The **LS** will poll the stakeholders to schedule a date for the workshop, prepare the agenda, and handle meeting details such as location. The **OT** will take meeting notes and prepare follow-up items. **OCPM, LA Liaison, and PSET**, in coordination with the **PM**, will prepare the meeting materials (PowerPoint presentation, etc.). **SEC** will lead the meeting. The **PCC** will research and prepare background and policy materials as needed for the meeting. **PM, OCPM, LA Metro, LA Liaison**, stakeholders, and others to be determined will attend the meeting. **PSET** will attend the meeting.

Task 6.12: CC I-210 Pilot: Stakeholder Workshop 2.

Deliverable: Plan and implement the second “Stakeholder Workshop” with all corridor stakeholders to get consensus on the user needs and next steps.

Timeline: February 2014.

Staff: The **LS** will poll the stakeholders to schedule a date for the workshop, prepare the agenda, and handle meeting details such as location. The **OT** will take meeting notes and prepare follow-up items. **OCPM, LA Liaison, and PSET**, in coordination with the **PM**, will prepare the meeting materials (PowerPoint presentation, etc.). **SEC** will lead the meeting. The **PCC** will research and prepare background and policy materials as needed for the meeting. **PM, OCPM, LA Metro, LA Liaison**, stakeholders, and others to be determined will attend the meeting. **PSET** will attend the meeting.

Task 6.13: Identify additional project stakeholders/partners.

Task 6.13.1: Community and non-profit associations, etc.

Deliverable: Identify community and non-profit associations, educational institutions, Chambers of Commerce, interest groups (i.e. bicycle and pedestrian), parking contractors, news stations, major employers, etc., near the I-210.

Timeline: Fourth quarter 2013.

Staff: The **OCPM, PM, PCC**, and **LA Metro** will meet and prepare the list; **LS** will maintain the list.

Task 6.13.2: Other government partners.

Deliverable: Identify additional government agencies including 511, transit operators (Metro and Foothill Transit), paratransit operators, the Metro Gold Line Foothill Extension Construction Authority, South Coast Air Quality Management District, law enforcement, and emergency providers.

Timeline: Fourth quarter 2013.

Staff: The **OCPM, PM, PCC, and LA Metro** will meet and prepare the list; **LS** will maintain the list.

Task 6.13.3: Meetings with stakeholders, partners, and agencies identified in tasks 6.11.1 and 6.11.2.

Deliverable: Set up and hold initial and ongoing stakeholder meetings.

Timeline: February 2014 and ongoing.

Staff: The **LS** will set up meetings with the stakeholders, select the venue, and prepare the agenda. The **OT** will take meeting notes and prepare follow-up items. The **OCPM** and **LA Liaison** will lead the meetings and prepare the meeting materials (i.e. PowerPoint). As determined, **PM, PCC, and LA Metro** may attend the meetings.

TASK 7: Stakeholder Agreements

Deliverable: Draft, circulate for review/comment, and finalize User Agreements/MOUs with the partners. The agreements will contain information on the expected level of participation by the partners for the implementation of the I-210 pilot, and on the maintenance and operations of the system once it goes “live.” Attend Council or Board meetings to present the document, hear discussion, and modify draft documents as needed.

Timing: March/April 2014.

Staff: **OCPM** will draft the User Agreements/MOUs (with input from the **PM, PCC, and LA Metro**) for distribution to the partners. **PM, Metro, LACDPW,** and other partner agency staff will be expected to prep the respective agency senior staff, Board, legal counsel, etc. regarding the project and the Agreement/MOU based upon the protocol of each public agency. **OT** will provide assistance as needed.

TASK 8: I-210 Logo and Brand

Deliverable: “Brainstorm” regarding an I-210 logo and brand for use in all future print and media materials. Discuss, develop, and agree upon a logo and brand with input from the management team and stakeholders.

Timeline: February 2014.

Staff: **OCPM, PM, PCC, LA Liaison, PR Staff** from Caltrans D7 and LA Metro will meet regarding the I-210 logo and brand; **OCPM will lead the effort.** **PM** will coordinate review by management team and stakeholders assisted by the **LC.**

TASK 9: Additional Connected Corridors Publications and Outreach Materials

Task 9.1: I-210 project announcement.

Deliverable: “Brainstorm” regarding the “announcement” of the CC I-210 pilot, determine appropriate materials, and schedule the event.

Timeline: March 2014.

Staff: **OCPM** (lead), **PM**, **PCC**, **LA Metro**, **LA Liaison**, and **PR Staff** will meet and prepare materials (i.e. Press Kit); determine announcement date, venue, and press list; and make the announcement. **LS** and **OT** will provide support for this effort.

Task 9.2: I-210 “tab” on Connected Corridors website.

Deliverable: Add an I-210 tab on the CC website, upload information that has been approved for the public, and keep the information up to date.

Timeline: March 2014 (after the I-210 project announcement).

Staff: **OC** will add the tab to the website and upload/maintain content.

Task 9.3: Connected Corridors newsletter.

Deliverable: Draft the CC newsletter including layout and initial content; identify distribution channels for the first CC newsletter and subsequent editions; distribute newsletter.

Timeline: First newsletter in March 2014 and quarterly thereafter.

Staff: **OCPM** will lead the newsletter effort with support from the **PM**, **LA Metro**, **LA Liaison**, and **PR Staff**. **OT** will provide support as needed.

Task 9.4: Social media.

Deliverable: Develop content for Facebook and Twitter accounts for the CC pilot; launch Facebook and Twitter.

Timeline: April 2014.

Staff: **OCPM**, **PM**, and **LA Metro** will develop initial content. **OT** will keep sites updated.

Task 9.5: I-210 Connected Corridors project brochure.

Deliverable: Draft content for the CC brochure; discuss and decide upon layout; print and distribute.

Timeline: April 2014.

Staff: **OCPM** will lead the effort. **PM**, **LA Metro**, **LA Liaison**, and **PR Staff** will review the draft brochure.

Task 9.6: Press events.

Deliverable: Determine press events for the CC pilot and prepare materials.

Timing: Approximately May, July, September, and November 2014.

Staff: **OCPM** will lead the effort. **PM, LA Metro, LA Liaison,** and **PR Staff** will review the press events list; **LS** will notify the press, make arrangements for venue/refreshments, etc. **PCC** will provide support as needed.

Task 9.7: Submit articles to industry/trade publications.

Deliverable: Search industry and trade publications for article ideas and obtain submittal details, contact the correct I-210 Pilot team member to write the article, ensure articles are submitted in a timely manner, and follow-up to ensure inclusion.

Timing: Ongoing starting in Summer 2014.

Staff: **OCPM** will lead the effort and coordinate with other members of the team as needed.

Task 9.8: Speaker's bureau.

Deliverable: Contact senior members of the team and determine availability to speak on behalf of the CC I-210 Pilot (for example, participating on panels at trade shows and/or industry events), prepare speaking points, follow up.

Timing: Ongoing starting in Summer 2014.

Staff: **OCPM** and **LA Liaison** will lead the effort. **PM** and **LA Metro** will assist with arrangements, speaking points, and follow up with speaking engagement details. A speaking engagement schedule will be prepared and maintained by the **LS**.

Task 9.9: ICM/ITS conference participation.

Deliverable: Prepare a list of conferences for the upcoming year for potential participation by the CC I-210 stakeholders (speakers, booth, poster session, fliers, etc.) to publicize the pilot.

Timing: Ongoing starting First Quarter 2014.

Staff: **OCPM** will lead the effort. **LS** will prepare the initial list of conferences; conference list will be reviewed and approved by the **OCPM, PM, PCC,** and **LA Metro**.

Task 9.10: Public service announcements.

Deliverable: Determine if public service announcements are required/important for the I-210 pilot.

Timing: Spring/Fall 2014.

Staff: **OCPM, PM, PR Staff, and LA Metro** will meet to discuss PSAs. **PR Staff** will make final determination about public service announcements. If required, **OCPM** will engage a public relations firm to assist with the messaging.

TASK 10: ICM California.

Task 10.1: ICM California Webinars.

Deliverable: Arrange to host ICM California webinars on a quarterly basis on topics of interest to ICM/ITS project managers, public agencies, research institutions, etc. Prepare agendas, minutes, and follow-up items. Arrange for webinar host.

Timeline: Quarterly webinars starting Summer 2014.

Staff: **OCPM** will lead this effort; **PM, PCC, LA Metro, LA Liaison, OT,** and **LS** will assist.

Task 10.2: Annual ICM California Conference.

Deliverable: Plan and implement an annual ICM California Conference; determine the length of the conference, participants (speakers and attendees), sponsors, venue, etc.

Timeline: First conference in late 2014; annually thereafter.

Staff: **OCPM** will lead this effort; **PM, PCC, LA Metro, LA Liaison, OT,** and **LS** will assist.

6. PERSONNEL TASK ASSIGNMENTS

6.1. CALTRANS – PROJECT MANAGER (SAM ESQUENAZI)

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
1.1	Prep and facilitate weekly CC conference calls	X		12
1.1	Prepare agenda, meeting reminders and meeting notes for conference calls		X	12
1.2	Prep and facilitate monthly CC team meetings	X		24
1.2	Prepare agenda, meeting reminders and meeting notes for monthly meetings		X	12
6.1	Schedule and attend briefing with City of Pasadena	X		4
6.2	Schedule and attend briefing with City of Arcadia	X		4
6.3	Schedule and attend briefing with City of Monrovia	X		4
6.4	Schedule and attend briefing with City of Duarte	X		4
6.5	Schedule and attend briefing meeting with City of Los Angeles	X		6
6.6	Schedule LA County Board of Supervisors briefing and approve meeting materials 1	X		6
6.6	Attend briefing meeting with Los Angeles County Board of Supervisors	X		3
6.7.1	Review and comment on "Corridor Selection Fact Sheet"		X	4
6.7.2	Review and comment on "Phasing Criteria Fact Sheet"		X	4
6.8	Schedule Metro TA Subcommittee and Board briefings; approve meeting materials 1	X		6
6.8	Determine partners who need to attend Metro briefings	X		1
6.8	Attend Metro TA Subcommittee and Board briefings	X		6
6.9	Schedule SGVCOG briefing and approve meeting materials at least 1 week prior	X		4
6.9	Determine partners who need to attend SGVCOG briefings	X		1
6.9	Attend SGVCOGs board and subcommittee briefings	X		4
6.10	Schedule SCAG briefings and approve meeting materials at least 1 week prior	X		4
6.10	Determine partners who need to attend SCAG briefings	X		1
6.10	Attend SCAG Regional Council and subcommittee briefings	X		6
6.11	Prepare Stakeholder Workshop 1 materials		X	8
6.11	Attend Stakeholder Workshop 1		X	6
6.12	Prepare Stakeholder Workshop 2 materials		X	8
6.12	Attend Stakeholder Workshop 2		X	6
6.13.1	Meet with colleagues and prepare list of Community and non-profit association		X	4
6.13.2	Meet with colleagues and prepare list of other government partners in the vicinity		X	4
6.13.3	Meet with stakeholders, partners, and agencies identified in tasks 6.15.1-.2		X	32
7.0	Provide input on User Agreements/MOUs		X	16
7.0	Process User Agreement/MOU as required by Caltrans	X		24
8.0	Develop I-210 logo and brand		X	16
8.0	Coordinate review of logo and brand by CC management team and stakeholders	X		6
9.1	Develop I-210 project announcement with colleagues and determine appropriate		X	8
9.3	Provide input on content of Connected Corridors newsletter and assist with		X	8
9.4	Develop content for Facebook and Twitter accounts		X	8
9.5	Review and provide input for CC project brochure		X	8
9.6	Review and provide input for press events and event materials		X	8
9.8	Assist with the coordination of a Speaker's bureau		X	8
9.9	Review and approve conference list for CC staff participation		X	6
9.10	Discuss the value of using public service announcements for pilot		X	4
10.1	Coordinate quarterly ICM California webinars		X	16
10.2	Plan and implement annual ICM California Conference		X	16
				352

6.2. CALTRANS – POLICY AND COMMUNICATIONS COORDINATOR

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
1.1	Participate in Weekly conference calls		X	30
1.2	Participate in monthly CC meetings		X	24
6.1	Research and assist PM with issue resolution from Pasadena meeting	X		6
6.2	Research and assist PM with issue resolution from Arcadia meeting	X		6
6.3	Research and assist PM with issue resolution from Monrovia meeting	X		6
6.4	Research and assist PM with issue resolution from Duarte meeting	X		6
6.5	Research and assist PM with issue resolution from City of LA meeting	X		6
6.6	Research and assist PM with issue resolution from County Board of Supervisors	X		6
6.7.1	Review and comment on Corridor Selection Fact Sheet		X	4
6.7.2	Review and comment on Phasing Criteria Fact Sheet		X	4
6.8	Research and assist PM with issue resolution from LA Metro meeting	X		6
6.9	Research and assist PM with issue resolution from SGVCOG meeting	X		6
6.10	Research and assist PM with issue resolution from SCAG meeting	X		6
6.11	Research and prepare materials for Stakeholder Workshop 1	X		12
6.12	Research and prepare materials for Stakeholder Workshop 2	X		12
6.13.1	Assist with identifying additional stakeholders/partners		X	8
6.13.2	Assist with identifying other government partners		X	8
6.13.3	Attend other stakeholder and partner meetings		X	48
7.0	Assist with drafting User Agreements		X	24
8.0	Assist with logo and brand development		X	24
9.1	Assist with preparation of Project Announcement materials		X	24
9.6	Provide support for press events		X	24
9.9	Assist with preparation of conference list		X	18
10.1	Assist with ICM California webinars		X	48
10.2	Assist with ICM California conference		X	96
				462

6.3. CALTRANS – SYSTEM ENGINEERING COORDINATOR

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
1.1	Attend weekly CC conference calls		X	30
1.2	Attend monthly CC team meetings		X	24
6.11	Prepare Stakeholder Workshop 1 materials		X	16
6.11	Lead Stakeholder Workshop 1	X		8
6.12	Prepare Stakeholder Workshop 2 materials		X	16
6.12	Lead Stakeholder Workshop 2	X		8
				102

6.4. CALTRANS – LOGISTIC SUPPORT

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
1.1	Prepare agenda, meeting reminders and meeting notes for conference calls	X		24
1.2	Prepare agenda, meeting reminders and meeting notes for monthly meetings	X		24
6.1	Coordinate City of Pasadena briefing and prepare materials	X		4
6.2	Coordinate City of Arcadia briefing and prepare materials	X		4
6.3	Coordinate City of Monrovia briefing and prepare materials	X		4
6.4	Coordinate City of Duarte briefing and prepare materials	X		4
6.7	Coordinate City of Los Angeles briefing and prepare materials	X		4
6.8	Coordinate Los Angeles County Board of Supervisor briefing and prepare materials	X		4
6.10	Assist with Metro briefing meeting materials		X	4
6.11	Assist with SGVCOG briefing meeting materials		X	4
6.12	Assist with SCAG briefing meeting materials		X	4
6.13	Poll stakeholders and schedule Stakeholder Workshop 1, handle all meeting details	X		16
6.14	Poll stakeholders and schedule Stakeholder Workshop 2, handle all meeting details	X		16
6.15.1	Maintain list of community and non-profit association stakeholders	X		12
6.15.2	Maintain list of other government partners in the vicinity of the I-210	X		12
6.15.3	Set up meeting of stakeholders as outlined in 6.11.1-2 and prepare agenda	X		18
8.0	Coordinate review of logo and brand by management team and stakeholders		X	4
9.1	Provide support for the development of the I-210 project announcement		X	4
9.6	Oversee press event arrangements including venue, refreshments, and notifying	X		16
9.8	Prepare and maintain Speaker's bureau schedule	X		12
9.9	Prepare and maintain conference list for possible participation by CC staff	X		12
10.1	Assist with coordination of quarterly ICM California webinars		X	16
10.2	Assist with planning and implementing annual ICM California Conference		X	40
				262

6.5. CALTRANS / LA METRO – PUBLIC RELATIONS

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
8.0	Develop I-210 logo and brand		X	24
9.1	Develop I-210 project announcement and determine appropriate materials		X	24
9.3	Provide input on content of Connected Corridors newsletter and assist with		X	24
9.5	Review and provide input for CC project brochure		X	24
9.6	Review and provide input for press events and event materials		X	36
9.10	Discuss the value of using public service announcements for pilot	X		4
				136

6.6. PATH – OUTREACH AND COMMUNICATIONS PROJECT MANAGER (LISA HAMMON)

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
1.1	Attend weekly CC conference calls		X	10
1.2	Attend monthly CC team meetings		X	24
4.2	Connected corridors website review and management	X		18
5.0	Prepare CC Digest	X		20
6.1	Attend briefing with City of Pasadena		X	4
6.2	Attend briefing with City of Arcadia		X	4
6.3	Attend briefing with City of Monrovia		X	4
6.4	Attend briefing with City of Duarte		X	4
6.5	Attend briefing meeting with City of Los Angeles		X	4
6.6	Review and approve Los Angeles County Board of Supervisors briefing meeting materials		X	2
6.6	Attend briefing meeting with Los Angeles County Board of Supervisors		X	4
6.7.1	Draft, edit, and print "Corridor Selection Fact Sheet"	X		8
6.7.2	Draft, edit, and print "Phasing Criteria Fact Sheet"	X		8
6.8	Review and approve Metro TA Subcommittee and Board briefing meeting materials		X	4
6.8	Attend Metro TA Subcommittee and Board briefings		X	4
6.9	Review and approve SGVCOG briefing meeting materials at least 1 week prior		X	4
6.9	Attend SGVCOGs board and subcommittee briefings		X	4
6.10	Review and approve SCAG meeting materials at least 1 week prior		X	4
6.10	Attend SCAG Regional Council and subcommittee briefings		X	4
6.11	Prepare Stakeholder Workshop 1 materials	X		16
6.11	Attend Stakeholder Workshop 1		X	6
6.12	Prepare Stakeholder Workshop 2 materials	X		16
6.12	Attend Stakeholder Workshop 2		X	6
6.13.1	Meet w/ colleagues and prepare list of Community and non-profit association stakeholders	X		8
6.13.2	Meet w/ colleagues and prepare list of other government partners in the vicinity of the I-210	X		8
6.13.3	Prepare stakeholder meeting materials	X		24
6.13.3	Lead meetings with stakeholders, partners, and agencies identified in tasks 6.15.1 & .2	X		32
7.0	Draft and distribute User Agreements/MOUs	X		24
8.0	Develop I-210 logo and brand	X		24
9.1	Develop I-210 project announcement and determine appropriate materials	X		24
9.3	Draft and distribute Connected Corridor newsletter on quarterly basis	X		16
9.3	Identify and develop distribution channels for CC newsletter	X		8
9.4	Develop content for Facebook and Twitter accounts; launch social media	X		40
9.5	Create CC project brochure for distribution	X		32
9.6	Determine press events for CC pilot and prepare materials	X		16
9.7	Coordinate the submission of articles for industry and trade publications	X		40
9.8	Coordinate Speaker's bureau	X		16
9.9	Prepare and maintain conference list for possible participation by CC staff		X	8
9.9	Review and approve conference list for CC staff participation	X		8
9.10	Discuss value of PSAs and engage public relations firm to assist with creation of PSAs if of value	X		8
10.1	Coordinate quarterly ICM California webinars	X		32
10.2	Plan and implement annual ICM California Conference	X		80
				630

6.7. PATH – OUTREACH TEAM

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
6.1	Prepare minutes and follow-up action items for City of Pasadena briefing	X		4.5
6.2	Prepare minutes and follow-up action items for City of Arcadia briefing	X		4.5
6.3	Prepare minutes and follow-up action items for City of Monrovia briefing	X		4.5
6.4	Prepare minutes and follow-up action items for City of Duarte briefing	X		4.5
6.5	Prepare minutes and follow-up action items for City of LA meetings	X		4
6.6	Prepare minutes and follow-up action items for LA County Board of Supervisors	X		4
6.8	Support preparation of Metro briefing meeting materials		X	4
6.9	Support preparation of SGVCOG briefing meeting materials		X	4
6.10	Support preparation of SCAG briefing meeting materials		X	4
6.11	Prepare meeting notes and follow-up items for Stakeholder Workshop 1	X		8
6.12	Prepare meeting notes and follow-up items for Stakeholder Workshop 2	X		8
6.13.3	Prepare meeting notes and follow-up items for meetings with stakeholders,	X		32
7.0	Assist with stakeholder agreements		X	40
9.1	Provide support for the development of the I-210 project announcement		X	12
9.2	Upload and maintain I-210 content on Connected Corridors website	X		18
9.3	Provide support for the development and distribution of CC newsletter		X	16
9.4	Maintain Facebook and Twitter accounts	X		18
9.6	Assist with press events for CC pilot	X		32
10.1	Assist with coordination of quarterly ICM California webinars		X	24
10.2	Assist with planning and implementing annual ICM California Conference		X	80
				326

6.8. PATH – SYSTEM ENGINEERING TEAM (FRANCOIS DION)

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
6.1	If required, coordinate technical meeting with the City of Pasadena	X		6
6.1	Attend technical meeting with the City of Pasadena	X		3
6.2	If required, coordinate technical meeting with the City of Arcadia	X		6
6.2	Attend technical meeting with the City of Arcadia	X		3
6.3	If required, coordinate technical meeting with the City of Monrovia	X		6
6.3	Attend technical meeting with the City of Monrovia	X		3
6.4	If required, coordinate technical meeting with the City of Duarte	X		6
6.4	Attend technical meeting with the City of Duarte	X		3
6.5	Attend briefing meeting with City of Los Angeles		X	3
6.6	Attend briefing meeting with Los Angeles County Board of Supervisors		X	3
6.8	Attend Metro TA Subcommittee and Board briefings		X	6
6.9	Attend briefing meeting SGVCOGs board and subcommittee		X	6
6.10	Attend SCAG Regional Council and subcommittee briefings		X	6
6.11	Attend Stakeholder Workshop 1		X	8
6.12	Attend Stakeholder Workshop 2		X	8
				76

6.9. PATH – LA LIAISON

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
6.1	Conduct pre-meeting coordination with City of Pasadena		X	1
6.2	Conduct pre-meeting coordination with City of Arcadia		X	1
6.3	Conduct pre-meeting coordination with City of Monrovia		X	1
6.4	Conduct pre-meeting coordination with City of Duarte		X	1
6.1	Attend briefing with City of Pasadena		X	2
6.2	Attend briefing with City of Arcadia		X	2
6.3	Attend briefing with City of Monrovia		X	2
6.4	Attend briefing with City of Duarte		X	2
6.7	Conduct pre-meeting coordination for City of Los Angeles briefing		X	2
6.5	Attend briefing meeting with City of Los Angeles		X	2
6.6	Conduct pre-meeting coordination for LA County Board of Supervisors		X	2
6.6	Attend briefing meeting with Los Angeles County Board of Supervisors		X	2
6.7.1	Review and comment on "Corridor Selection Fact Sheet"		X	8
6.7.1	Review and comment on "Phasing Criteria Fact Sheet"		X	8
6.11	Prepare Stakeholder Workshop 1 materials		X	8
6.11	Attend Stakeholder Workshop 1		X	4
6.12	Prepare Stakeholder Workshop 2 materials		X	8
6.12	Attend Stakeholder Workshop 2		X	4
6.13.3	Prepare stakeholder meeting materials		X	8
6.13.3	Lead meetings with stakeholders, partners, and agencies identified in tasks 6.11.1		X	32
8.0	Develop I-210 logo and brand		X	4
9.1	Develop I-210 project announcement and determine appropriate materials		X	4
9.3	Provide input on content of Connected Corridors newsletter and assist with		X	12
9.5	Review and provide input for CC project brochure		X	12
9.6	Review and provide input for press events and event materials		X	16
9.8	Assist with the coordination of a Speaker's bureau	X		8
10.1	Coordinate quarterly ICM California webinars		X	24
10.2	Plan and implement annual ICM California Conference		X	40
				220

6.10. LA METRO

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
1.1	Attend weekly CC conference calls		X	12
1.2	Attend monthly CC team meetings		X	24
6.1	Conduct pre-meeting coordination with City of Pasadena	X		4
6.2	Conduct pre-meeting coordination with City of Arcadia	X		4
6.3	Conduct pre-meeting coordination with City of Monrovia	X		4
6.4	Conduct pre-meeting coordination with City of Duarte	X		4
6.1	Attend briefing with City of Pasadena		X	4
6.2	Attend briefing with City of Arcadia		X	4
6.3	Attend briefing with City of Monrovia		X	4
6.4	Attend briefing with City of Duarte		X	4
6.5	Conduct pre-meeting coordination for City of Los Angeles briefing	X		4
6.5	Attend briefing meeting with City of Los Angeles		X	4
6.6	Conduct pre-meeting coordination for LA County Board of Supervisors	X		4
6.6	Attend briefing meeting with Los Angeles County Board of Supervisors		X	4
6.7.1	Review and comment on "Corridor Selection Fact Sheet"		X	4
6.7.1	Review and comment on "Phasing Criteria Fact Sheet"		X	4
6.8	Schedule and attend Metro TA Subcommittee and Board briefings		X	6
6.8	Determine partners who need to attend Metro briefings		X	2
6.8	Prepare Metro briefing meeting materials	X		8
6.9	Schedule and attend SGVCOG board and subcommittee briefings		X	6
6.9	Determine partners who need to attend SGVCOG briefings		X	1
6.9	Prepare SGVCOG briefing meeting materials	X		4
6.10	Schedule and attend SCAG Regional Council and subcommittee briefings		X	6
6.10	Determine partners who need to attend SCAG briefings		X	1
6.10	Prepare SCAG briefing meeting materials	X		4
6.11	Attend Stakeholder Workshop 1		X	8
6.12	Attend Stakeholder Workshop 2		X	8
6.13.1	Meet with colleagues and prepare list of Community and non-profit association stakeholders		X	4
6.13.2	Meet with colleagues and prepare list of other government partners in the vicinity of the I-210		X	4
6.13.3	Meet with stakeholders, partners, and agencies identified in tasks 6.15.1-.2		X	16
7.0	Provide input on User Agreements/MOUs		X	16
7.0	Process User Agreement/MOU as required by Metro	X		16
8.0	Develop I-210 logo and brand		X	8
9.1	Develop I-210 project announcement with colleagues and determine appropriate materials		X	8
9.3	Provide input on content of Connected Corridors newsletter and assist with distribution		X	8
9.4	Develop content for Facebook and Twitter accounts		X	8
9.5	Review and provide input for CC project brochure		X	16
9.6	Review and provide input for press events and event materials		X	8
9.8	Assist with the coordination of a Speaker's bureau		X	8
9.9	Review and approve conference list for CC staff participation		X	8
9.10	Discuss the value of using public service announcements for pilot		X	4
10.1	Assist with coordinating quarterly ICM California webinars		X	16
10.2	Assist with planning and implementing annual ICM California Conference		X	32
				326

6.11. LOS ANGELES COUNTY DWP

Task #	Task Description	Lead	Support	LOE (hrs/9 mo.)
6.1	Attend briefing with City of Pasadena		X	3
6.2	Attend briefing with City of Arcadia		X	3
6.3	Attend briefing with City of Monrovia		X	3
6.4	Attend briefing with City of Duarte		X	3
6.6	Attend briefing with the LA County Board of Supervisors		X	12
6.8	Attend briefing meeting with LA Metro Board		X	6
6.9	Attend briefing meeting with SCAG			6
7.0	Process User Agreement/MOU as required by LACDPW	X		16
				52