Outreach and Communications
Partner Agreements
Why Outreach?

- **INSTITUTIONAL INTEGRATION**
  - “Coordination to collaboration between various agencies and jurisdictions that transcends institutional boundaries.”

- **Outreach Goals**
  - Educate and inform (internal partners; all levels of stakeholders, travelers)
  - Engage stakeholders
  - Implement ongoing communication strategies
  - Reach consensus on key corridor issues and strategies
  - Provide public relations component (announce project, partners, stakeholders)
Outreach Strategies – Engage and educate as a component of project initiation

- Determine what to say, to whom, and when
- Develop outreach Materials (Fact Sheet, etc.)
- Visit cities and agencies:
  - LA County Public Works
  - Corridor cities – Pasadena, Arcadia, Monrovia, Duarte, Azusa, Glendora, Citris, Irwindale, San Dimas
  - Other corridor agencies (Examples: San Gabriel Valley COG; Metro Gold Line Foothill Extension Construction Authority)
Initial Steps

- **Provide information** to stakeholders – Connected Corridors, ICM, Pilot, etc.
- **Receive information** from stakeholders regarding corridor issues, needs, problems, concerns
- Obtain buy-in from stakeholder jurisdictions and agencies
- Develop communication plan and timeline
  - How (in-person and/or conference call) and how often (bi-monthly, monthly, quarterly)?
  - Determine committee structure (examples below)
    - Technical Advisory Committee (TAC)
    - Policy Advisory Committee (PAC)
    - Decision-Making/Executive Committee
Supporting Materials

- Newsletter (frequency?)
- Kick-off meeting with all stakeholders after initial introductory/informational meetings are concluded
- Brochure
Add I-210 “tab” soon!
Looking Ahead

- Continue informational meetings (elected officials, transit operators and 511, SCAG, law enforcement and emergency responders, parking operators, etc.)

- Determine timing for Connected Corridors announcement – ITS California (September 30 - October 2 in San Diego)
  - What type of announcement – Press Conference, event, conference session

- Determine stakeholder agreement to be used; draft agreement; obtain approvals
  - I-80 ICM Memorandum of Understanding as an example

- Media; public relations; speakers bureau