



Foothill Gold Line

Metro Gold Line Foothill Extension Construction Authority

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Agenda Item: 7.b.

TO: Chair and Members of the Board of Directors
FROM: Habib F. Balian, Chief Executive Officer
DATE: July 22, 2020
SUBJECT: Construction Communications Program

RECOMMENDATION:

That the Board of Directors receive and file the Construction Communications Program.

SUMMARY:

The Public Affairs team is responsible for overseeing the design-builder's communications program for the Glendora to Pomona project. Over the last several months, the Public Affairs team has worked with Kiewit Parson Joint Venture's (KPJV) outreach team to develop an appropriate and comprehensive communications plan that will address the unique needs of different stakeholder groups affected by the project's construction.

The communications program addresses the need to reach a broad group of stakeholders, from local homeowners and business owners whose properties sit adjacent to the right of way, to general residents and workers living along the corridor, to future Gold Line riders who want to stay abreast of the project's progress. The plan addresses these and other key stakeholder groups and identifies a variety of approaches to reach them, keep them updated, and when necessary address their concerns and issues.

Importantly, the plan is integrated into the Authority's overall communications program and will be seamless to the community. Information presented to the public will be found on the Authority's website, blog and Facebook page; sent through Authority tweets; and disseminated from Authority media advisories. The effort will be conducted jointly, with Authority staff participating directly with the KPJV team as they implement the program in the community. KPJV will be responsible for funding and staffing the program to meet the goals set forth in the design-build contract.

BUDGET IMPLICATIONS:

None.

Executive Officer:

Habib F. Balian
Chief Executive Officer

BACKGROUND:

As major construction begins for the Glendora to Pomona project, the Construction Authority and KPJV team will be responsible for implementing a strategic communication program to inform the community and affected stakeholders about the project and address their concerns and questions.

To strategically direct communications to the variety of affected stakeholders involved in the project, the communications program defines the following unique stakeholder categories and tailors activities to each:

- Residents
- Businesses and Business Organizations
- City Officials and Emergency Responders
- City Street Users (pedestrians and vehicles)
- Community Based Organizations (schools, religious institutions, etc.)
- Media
- Third Parties (utilities, transit providers, etc.)

The communications program will include a variety of outreach and communication strategies, including grassroots approaches, traditional media outreach and the use of new media tools. Grassroots approaches will include update mailings, community walks, public meetings and events, signage, and community presentations (some grassroots activities that were previously conducted in-person will have to be conducted on-line until health conditions change). Traditional media outreach will involve sending regular media alerts, releases and advertisements. New media tools will include e-news updates, local blog posts, Facebook, Twitter, and text messaging. Additionally, two public outreach offices will be staffed regularly to answer questions and provide information. Per the contract, the two offices will be located in Glendora and La Verne.

The plan is designed to be flexible, allowing it to adjust as necessary to meet the changing needs of the project. Bi-weekly meetings are being held between the design-build outreach team and the Authority's Public Affairs team to discuss current issues and concerns in the community, as well as to resolve any outstanding issue and anticipate upcoming developments.