

SCOPE OF WORK

Local Government Outreach Services

OVERVIEW

In order to provide quality strategic advice to the Orange County Transportation Authority (OCTA) Board of Directors as well as the executive management team, understanding transportation and related policy issues of local governments is critical.

OCTA seeks Consultant's assistance in monitoring policy decisions of city, county and local agency agendas, as well as developing short and long term local government strategies related to OCTA projects and programs. Specifically, the consultant will act as a resource to OCTA to provide agenda information in a timely (weekly) and consistent manner, for thirty-four (34) Orange County cities, County Board of Supervisors and Transportation Corridor Agencies. The scope of work may include the monitoring of agendas of other local government entities from other counties as directed.

CONSULTANT ROLE

The consultant shall have a firm understanding of transportation and related public policy issues facing Orange County cities, the county and other local government agencies. It is important that the consultant already have significant experience with agenda monitoring techniques and established relationships with local agencies. In addition, due to the nature of OCTA projects and programs, it is expected that the consultant will also have established relationships with local elected officials, city managers, senior government officials, the Orange County building industry, large property owners, and the Orange County business community. Consultant will attend a maximum of twenty-four (24) meetings at local agency council or board meetings and will provide a quick turnaround of briefing notes is expected.

The consultant will receive direction from the manager of Local Government Relations or designee, and will participate in bi-weekly calls to discuss contract status. The consultant's responsibilities shall include but not be limited to the following:

TASK 1: DEVELOP AND MAINTAIN MATRIX OF STAKEHOLDERS

Develop and maintain a detailed matrix of stakeholders in Orange County including local agency elected officials, senior government officials, private industry organizations and others. Matrix should be broad and include key contact information for each organization, key transportation priorities, as well as other descriptive fields and be updated as general and/or special elections are held which cause changes in council make-up.

Deliverables:

Consultant shall provide weekly email on detailed matrix updates.

TASK 2: MONITOR LOCAL GOVERNMENT AGENDAS

Monitor and report weekly to the designated OCTA contact/s all local government agendas that contain items of interest to OCTA. This task will also involve sending updates to council agendas as they occur. As directed, this same activity will occur for the County Board of Supervisors and Transportation Corridor Agencies Boards and/or committees as well as other local jurisdictions as needed.

Deliverables:

Consultant shall create a spread sheet for OCTA related city councils, County Board of Supervisors, Transportation Corridor Agencies Boards and/or committees agenda, and other local jurisdictions agenda items.

TASK 3: TRACK AND REPORT CITY COUNCIL TRANSPORTATION DEVELOPMENTS

Track and report city council transportation developments that occur in Orange County cities, at the county, and with the Transportation Corridor Agencies. Highlight important milestones such as major policy decision dates, other public policy challenges facing the city and their major stakeholders.

Deliverables:

Consultant shall provide bi-weekly teleconference calls to provide update report of city council transportation developments that occurs in Orange County cities, at the county and with the Transportation Corridor Agencies.

TASK 4: FACILITATE DISCUSSIONS AND ATTEND OCTA AND STAKEHOLDERS MEETING

Facilitate discussions and attend meetings between OCTA and key stakeholders on various transportation issues as needed. This includes identifying city events that OCTA may be interested in attending such as State of the City addresses.

Deliverables:

Consultant shall attend a maximum of 12 meetings per year.

TASK 5: ANALYSIS OF CITY COUNCIL MAKE-UP

As related to OCTA projects and programs, provide analysis of city council make-up, "hot button" issues, and upcoming elections/ballot measures members as requested.

Deliverables:

Consultant shall provide bi-weekly teleconference calls to provide updates of analysis of city council make-up, "hot button" issues, and upcoming electronics/ballot measures.

TASK 6: ATTEND LOCAL GOVERNMENT MEETINGS

Attend local government meetings and provide action notes to OCTA. Assist with letters to local jurisdictions as directed.

Deliverables:

Consultant shall attend a maximum of 12 meetings per year. Consultant shall provide assistance with development of letters to local jurisdictions.