



ATTACHMENT C

Measure M Independent Taxpayer Oversight Committee Communication Plan

PURPOSE

The Measure M Independent Taxpayer Oversight Committee is designed to monitor and ensure that Measure M tax revenue is spent for transportation purposes as specified in the ordinance. This plan outlines the communication efforts to promote the solicitation of applicants for the committee and the selection process.

GOALS

- To keep the public informed about the Measure M Taxpayer Oversight Committee member selection process
- To ensure that stakeholders who represent the established sectors for committee composition are informed about the application process
- To make the committee application process easily accessible and intuitive on the Metro website

PLAN COMPONENTS

Public Relations

- Distribute news release on application process
- Post story on The Source and El Pasajero blogs
- Produce and post short video on role of Taxpayer Oversight Committee and application process
- Talking points on purpose of Oversight Committee

Community Relations

- Send letter from CEO to key stakeholders announcing the application process
 - 88 Mayors and all City Council Members
 - LA County Fed/State Legislative Delegation
 - City Managers
 - LA County Transit Operators (Muni's, Metrolink, etc.)
 - COG Executive Directors
 - Business, Labor, Environmental and other key stakeholder groups (disabled, etc.)
 - Board of Supervisors Offices
 - LA County Bar Association
 - Retired Judges Association
 - PIOs
- Include information about application process in key stakeholder presentations

Marketing

- Develop the application page on the Metro website and make it easily accessible
 - Website <https://www.metro.net/projects/taxpayer-oversight-committee/>

Government Relations

- Share information with state and federal elected officials and staff to keep them apprised of application process during regularly planned activities
 - One-on-one meetings
 - Legislative briefings