

Draft Legislative and Communications Committee

Roles and Responsibilities

February 15, 2024

1. Recommends to the Board of Directors multi-level strategy and action plans for advancing priorities of OCTA at local, state, and federal levels of government;
2. Reviews and makes recommendations to the Board of Directors for the annual legislative platforms and positions for legislative proposals;
3. In coordination with the Chair of the Board of Directors, advocates and testifies at the state and federal level on issues of importance to OCTA;
4. Establishes relationships with legislative delegations at the state and federal levels;
5. Makes recommendations to Board of Directors on use and procurement of professional services and contractors to support planning and delivery of OCTA projects, programs, and services;
6. Interviews and recommends to the Board of Directors consultants to serve as legislative advocates in Sacramento and Washington, D.C.;
7. Makes recommendations regarding annual state and federal funding requests;
8. Provides guidance with public communication program goals, plans, and messages, and ensures they cultivate two-way communications with diverse and underserved communities, and are in compliance with Title VI and Environmental Justice requirements;
9. Reviews public communications, media relations, and community relations programs in support of OCTA initiatives;
10. Reviews marketing and customer engagement programs that are designed to create awareness or promote usage of OCTA transportation services and programs; and
11. Monitors public and customer feedback, as well as communications program results and recommend course corrections as appropriate.