

**Public Member Recruitment  
Communications and Outreach Plan  
February 2021**

**BACKGROUND**

The Orange County Transportation Authority (OCTA) is dedicated to developing and delivering transportation solutions that enhance quality of life and keep Orange County moving. OCTA is seeking a public member to represent the public on its 18-member Board of Directors (Board) for a four-year term. Voting members include five members of the Orange County Board of Supervisors, ten Orange County city members, and two public members. A non-voting member, representing the California Department of Transportation, also sits on the Board.

Candidates must be residents of Orange County (County) and should have some knowledge of transportation, finance, and OCTA priorities, and an interest in representing the public. A person who is currently serving as an elected official within the County, an elected official of any agency or special district within the County, or an elected official of the County, and who has held any of those positions in the past four years, is not eligible to apply.

The person selected will be asked to devote 15 to 20 hours each month to Board business, including two monthly meetings of the Board and other activities. A stipend is available.

To be considered, candidates must submit an application, letter of interest, resume, and signed disclaimer by 5:00 p.m., Friday, February 26, 2021.

The primary purpose of the Public Member Recruitment Communications and Outreach Plan is to inform the public and stakeholders about this position to attract the best-qualified person to serve the County as a representative of the OCTA Board.

**GOAL**

- Create awareness of the recruitment for the public member on OCTA's Board targeting all Orange County residents

**TARGET AUDIENCES**

- General public
- Business organizations
- Transportation industry organizations
- Local, state, and federal government communications channels
- Diverse communities
- Media

## STRATEGIES/TACTICS

- Digital Communications:
  - Public Member Recruitment landing page
  - Email blasts
    - Businesses/organizations
    - Local government
    - State and Federal offices
    - Diverse Communities
  - On the Move Blog
  - Social media posts (corporate pages, and cross promote on capital project pages)
  - Online advertising with paid search, display advertising, and social advertising
- Newspapers: mainstream and ethnic markets
- Bus interior advertising
- Outreach:
  - OCTA's Public Committees
  - Business organizations
    - Building Industry Association
    - North Orange County Chamber
    - North Orange County Legislative Alliance
    - OC Association of Realtors
    - OC Bar Association
    - OC Paralegal Association
    - Orange County Taxpayers Association
    - Orange County Business Council
    - South Coast Metro Alliance
    - South Orange County Economic Coalition
    - National Human Resources Association - OC
    - Financial Planning Association of Orange County
    - Business Development Association of Orange County
    - Retired Employees Association of Orange County
    - American Institute of Architects - OC
    - Cal CPA - OC/Long Beach Chapter
    - Local Chambers
    - Environmental Groups
    - Educational Institutions
  - Transportation Industry Organizations
    - American Society of Civil Engineers
    - American Council of Engineering Companies
    - California Association for Coordinated Transportation
    - California Transit Association
    - Women's Transportation Seminar, Orange County
    - International Chinese Transportation Professionals Association
    - American Public Transportation Association
  - Local, state, and federal government

- Association of California Cities - Orange County
- League of California Cities – Orange County
- City Public Information Officers, City Managers, City Clerks
- County of Orange
- Local or District based State and Federal Offices
- Diverse Communities
  - OCTA Diverse Community Leaders
  - Orange County Hispanic Chamber of Commerce
  - Asian Business Association of Orange County
  - Orange County Black Chamber of Commerce
  - Orange County Heritage Council
  - Vietnamese American Chamber of Commerce
- Media: send out press release to various media channels

## ESTIMATED BUDGET

Item	Description	Cost Estimate
OC Register (print)	2/12, Size 1/4 Page, B/W	\$1,515
Excelsior (print)	2/12, Size 1/4 Page, Color	\$1,640
OC Register (online)	2/8 – 2/19, digital ads	\$750
LA Times (print)	2/14, OC Weekend, Size 1/4 Page, B/W	\$800
LA Times (online)	2/8 – 2/19, digital ads on Business, Politics, Local News, and Homepage (geo-target to OC)	\$1,500
Nguoi Viet Daily News (print)	2/12, Size 1/4 Page, Color	\$378
Viet Bao	2/13, Size 1/2 Page, Color	\$800
Facebook, Instagram	2/8 – 2/19, digital ads	\$300
<b>Total</b>		<b>\$7,683</b>

## SCHEDULE

February 1, 2021	Plan of Action Considered by Executive Committee
February 8, 2021	Plan of Action Considered by Board
February 8 to February 26, 2021	Public Outreach
February 26, 2021	Applications Due
March 1, 2021	Executive Committee Reviews Applications
March 15, 2021	Special Executive Committee to Conduct Applicant Interviews
March 29, 2021	Special Executive Committee (if needed)
April 5, 2021	Executive Committee Selects Candidate for Recommendation
April 12, 2021	Candidate Selection by Board Public Member Sworn-in that Afternoon