



Proposition O Clean Water Bond Program

Agency:

City of Los Angeles Department of Public Works

Role:

Community Outreach

Situation:

- November 2, 2004, Los Angeles voters passed Proposition O
- Authorized the City of Los Angeles to issue a series of bonds up to \$500 million for public health projects
- Projects included cleaning up pollution in the City's watercourses, beaches, and the ocean
- Met the Federal Clean Water Act requirements as well as fund improvements to municipal properties

Approach:

- Establish and manage Prop O hot-line that requires daily responses
- Participate in weekly project update meetings to stay current on progress and any new information
- Design, coordinate and facilitate content creation and updating
- Provide site construction progress photography
- Develop project progression boards and info banners
- Assigned MBI staff member to the City of Los Angeles Department of Public Works' part-time (in-house outreach coordinator)
- Create all collateral materials and graphic design for pre-construction noticing, events and quarterly partnering meetings



Achievements:

- Developed an in-depth and comprehensive outreach program to keep all members of the Los Angeles community educated
- Provided a support system to minimize contention between the City and its community during all construction phases
- Served as the liaison between the community and the Bureau of Engineering as well as the L.A. County Sheriff's Department and LAPD
- Successfully tracked and documented pre-construction surveys on behalf of the L.A. Department of Public Works and Bureau of Engineering
- Provided accurate documentation of the condition of all affected properties, supported by detailed notes, photographs, and measurements
- Provided weekly documentation of any constituent concerns throughout the life of the project
- Successfully conducted outreach to extremely sensitive homeless population

