



# Alameda Corridor East – Community Relations Services

## Agency:

*Alameda Corridor East – Construction Authority*

## Role:

*Community Outreach*

## Approach:

- Responsible for maintaining stakeholder database and updating list as necessary
- Stakeholder database is the lifeline for community outreach and it was vital to the community outreach process to keep the list current
- Developed video presentation to show rail construction activity and provide backdrop for communities to understand dangers involved at railroad grade crossings
- Translated and transcribed all collateral materials into Spanish, Korean and Mandarin
- Produced Video News Releases that provided ACE a broadcast quality program, which was distributed to all media outlets, including Spanish stations Telemundo and Univision
- Provided high-resolution digital images of ACE board members and staff for distribution in brochures, advertisements and press releases
- Developed successful and intensive media crisis-communications training programs for the Los Angeles Metropolitan Transportation Authority, Alameda Corridor Transportation Authority, ACE and OnTrac



## Situation:

- Corridor encompasses distance of 35 miles through San Gabriel Valley between East Los Angeles and Pomona
- ACE project serves an area of around 1.9 million residents and 30 municipalities and includes transportation safety improvement projects at 39 grade crossings located throughout San Gabriel Valley
- Project connects Alameda Corridor and Ports of Los Angeles and Long Beach to transcontinental rail network

