



California High-Speed Rail **BRIEFING: SEPTEMBER 21, 2021 Agenda Item #4**

TO: Board Chair Richards and Board Members
FROM: Melissa Figueroa, Chief of Strategic Communications
DATE: October 21, 2021
RE: Strategic Communications Update

Summary

Informational Item to update the Board of Directors on the efforts of the High-Speed Rail Authority's Strategic Communications efforts statewide.

Background

The California High-Speed Rail Authority's office of Strategic Communications has day to day oversight of all media, outreach and external affairs efforts for the Department. In addition, the office also oversees production of public facing documents such as the Business Plan, Project Update Report and Sustainability Report. The team is comprised of Gubernatorial appointees, state staff and consultant staff.

Over the course of the last 18 months the team's methods for media and outreach have shifted considerably given the COVID-19 pandemic, some of these actions have resulted in greater public engagement and outreach as well as more creative ways to communicate with both the public and the press.

Prior Related Board Action

none

Discussion

This is an informational item to give the Board of Directors an overview of communications (media and outreach) efforts over the past year. The presentation will include:

- 1) An overview of each functional branch of the unit and analytics for audience reach
- 2) An update on newly established student engagement and outreach efforts
- 3) An overview on collaboration between regional offices and Headquarters' outreach efforts

Legal Approval

The Legal Office has reviewed, and this item complies with Authority policy.

Budget and Fiscal Impact

This is an informational item on the Authority’s Strategic Communications Office, and by itself, does not have a budget or fiscal impact.

REVIEWER INFORMATION	SIGNATURE
Reviewer Name and Title: Brian Annis Chief Financial Officer	Signature verifying budget analysis: Signed 10/13/2021
Reviewer Name and Title: Alicia Fowler Chief Counsel	Signature verifying legal analysis: Signed 10/13/2021

Recommendations

This is an informational item

Attachments

Presentation