

## ANNA FINLAY (Kleinfelder), Program Manager

### EDUCATION/PROFESSIONAL REGISTRATION

- B.S., Computer Science and Engineering (in progress), University of La Verne

### VALUE TO METRO

- Provides comprehensive community outreach/public relations consultation strategies for multi-million dollar transportation infrastructure projects.
- Experienced in creation and implementation of strategic, multi-faceted public outreach programs.

Ms. Finlay is a highly motivated, creative, and versatile community outreach and graphic design professional.

She provides comprehensive community outreach/public relations consultation strategies to public agencies on multi-million dollar transportation infrastructure projects. Her experience includes facilitating and overseeing the implementation process, and providing quality control for various projects, branding activities, and special events.

She is adept at developing public outreach campaigns that garner meaningful support from key stakeholders and building a rapport within impacted communities in order to highlight project benefits, ultimately generating project champions.



### Orange County Transportation Authority (OCTA) I-405 Improvement Project | Orange County, CA

As Project Manager, Ms. Finlay leads the Public Outreach team on the planning, development and execution of deliverables from the Public Awareness Campaign (PAC). This includes collaborating with both internal and external entities to ensure the project's goals are met and messages are consistent. Additionally, Ms. Finlay works cooperatively with the internal team and project controls to identify efficient level of resources, coordinates with external vendors in response to multiple, competing demands, and provides administrative support with invoicing, back up documentation and reporting. Ms. Finlay spearheaded OCTA's collaboration with ArcGIS and Waze to integrate critical construction information and detours on an interactive map with Google's Waze application. This partnership is the first of its kind in Orange County and has won multiple awards.

### Purple Line Extension | Los Angeles, CA

Ms. Finlay currently serves as the Lead Graphic Designer on the Metro Purple Line Extension project. Kleinfelder's Public Relations team was brought on to assist with educating the public on the air quality standards surrounding the project's excavation activities. As part of the comprehensive outreach plan, Ms. Finlay led the effort for the design of a project fact sheet and an informative air quality frequently asked questions sheet (FAQ), which were distributed to local residents and key stakeholders in the project area. The multichannel collateral was also designed to be compatible with digital viewing on mobile devices and the project's website.

### City of Los Angeles Soto Street Bridge over Mission Road and Huntington Drive Project | Los Angeles, CA

Ms. Finlay served as the Lead Graphic Designer on this project, which saw the demolition and removal of a rail and car-accessible bridge over Mission Road and Huntington Drive. Ms. Finlay was responsible for providing graphic design support and branding for all project collateral, including fact sheets, construction alerts, public notifications, and email blasts for this project. She designed presentations and project boards for community outreach meetings.

### **Orange County Public Works (OCPW) On-call Public Relations and Graphic Design Services (Santa Ana, CA)**

As Project Manager and Art Director, Ms. Finlay works collaboratively with OCPW's Strategic Communications Officer to manage all efforts associated with the development and dissemination of informational materials to a wide variety of internal and external audiences, including department employees, the Board of Supervisors, other county agencies, residents, businesses, civic and community organizations, homeowner associations, environmental organizations, the media and others. She leads the team in implementing the Communications Plan for the massive transition to the newly constructed County Administration South building in Downtown Santa Ana. This includes targeted campaigns for County of Orange employees and the general public. In addition, Ms. Finlay's responsibilities include overseeing the design and distribution of project information including fact sheets, Capital Improvement Project (CIP) booklet, social media campaigns, traffic advisories, presentations, mailers, newsletters, and e-blasts.

### **San Bernardino County Transportation Authority (SBCTA formerly SANBAG) Downtown San Bernardino Passenger Rail Project (DSBPRP) | San Bernardino, CA**

Ms. Finlay served as a Deputy Project Manager for this \$103M project, which provides additional transit options in San Bernardino while extending service from the Santa Fe Depot to the San Bernardino Transit Center. For the DSBPRP's rail safety campaign, Ms. Finlay led the team's efforts including ascertainment of the project footprint identifying key businesses, schools, and residents located in close proximity to the railroad tracks. She assisted in designing a comprehensive public outreach plan and developed a solid partnership with Metrolink and California Operation Lifesaver. Additionally, she currently serves as a Public Outreach Specialist/Graphic Designer responsible for project branding, art management, vendor sourcing and research, print production, and content creation and e-blasts. In addition, she also assists in planning, coordinating and executing special events, including groundbreaking, ribbon cutting and public town hall and open house events.

### **San Bernardino County Transportation Authority (SBCTA – formerly SANBAG) On-Call Public Outreach for the Major Projects Program | San Bernardino, CA**

As Project Manager, Ms. Finlay oversees the implementation of tailored public outreach plans and provides direction on strategy and outreach support for various projects. Ms. Finlay serves as a direct liaison to SBCTA's Legislation and Public Affairs team to facilitate and implement project changes and interventions to achieve project outputs. She engages with technical teams, subcontractors, contractors, and agency representatives to ensure SBCTA's outreach programs and activities are well supported. She is responsible for leading public outreach efforts for various projects, including updating constituents and stakeholders in the area through methods like canvassing, business ascertainment, collateral design, social media outreach, and overseeing the distribution of construction notifications.