

PAULINA VELASCO (Community Connections, LLC), Senior Outreach Specialist

EDUCATION/PROFESSIONAL REGISTRATION

- Innovations in Citizen Engagement Certificate
London School of Economics
London
- Master of Arts Degree in International Public Policy and Management
University of Southern California, Los Angeles, CA
- Master of Degree in Environmental Studies
University of Southern California, Los Angeles, CA
- Bachelor of Political Science
Loyola Marymount University, Los Angeles, CA

VALUE TO METRO

- Project Management
- Spanish Speaker
- Established relationships within the project area
- Strategic Planning
- Public Outreach Programs
- Construction Communications
- Crisis Management
- Innovative Outreach and Engagement
- Strong communications skills

Paulina Velasco will serve as Project Manager for this Project. In this role, she will lead the continuous development of the public participation plan's delivery. Her knowledge of project management principles, in combination with her vast expertise leading diverse teams and managing resources ensures the successful delivery of engagement projects.



Ms. Velasco draws upon more than 15 years of hands-on experience as a project manager, public engagement strategist and community organizer to deliver increased value to her projects. She shares a wealth of experience within the project-area, but also has a diverse background in content development, EIS/EIR outreach, and innovative/experimental engagement campaigns. Ms. Velasco has proven record of successfully managing many controversial projects; her experience and expertise has ensured the successful completion of notable and challenging multilingual electoral campaigns and public engagement programs including the City of Los Angeles Redistricting Commission's public outreach program, electoral campaigns targeting the communities of Downtown Los Angeles, and public engagement on Exide.

Project Manager, West Santa Ana Branch Transit Corridor Project, Los Angeles County Metro

Los Angeles County Metro is in the environmental study phase of the West Santa Ana Branch Transit Corridor Project, which would connect Downtown Los Angeles to southeast LA County along a 19-mile corridor. Paulina is assisting LA Metro with key stakeholder outreach and community participation during the project's EIR phase. Paulina liaises with the team of Strategic Advisors to prioritize community resources, develops a multipronged engagement strategy, and ensures that our team complies with Metro's requirements and quality standards.

Los Angeles County Metropolitan Transportation Authority/ Los Angeles River Path Gap Closure Project

Ms. Velasco supports the project planning team in its undertaking of an effort to close an eight-mile gap in the bike/pedestrian path along the LA River. Her regular activities include creating social media strategies, assisting with development of creative pop-up event activities, coordinating public meetings, and providing one-on-one outreach to Spanish-speaking stakeholders.

City of Huntington Park - Public Information Officer

Ms. Velasco provides Public Information Office support services to the City of Huntington Park, providing media training, managing social media strategy and responding to press inquiries. As the primary communications contact for special projects in the City of Huntington Park, she is responsible for developing press releases and infographics, designing collateral materials, and writing briefing materials. In addition, she is responsible for establishing a relationship between the general public and the city ensuring that residents can navigate through the different city processes with the most accurate information. This means, understanding how the community gets their information and shares hyper-local information while having meaningful interactions with the public that builds trust, and promotes open communication.

Los Angeles County Fire Department, FD Community Education Project

Ms. Velasco worked with community groups, chambers of commerce and other key organizations to educate residents about the services the Los Angeles County Fire Department provides along with voicing the community's fire-related priorities. As of the winter of 2020, Ms. Velasco has convened 140 community presentations for groups that speak English, Spanish, Mandarin, Vietnamese and Tagalog.

Public Information Officer, City of Baldwin Park

Ms. Velasco provides Public Information Office support services to the City of Baldwin Park, providing strategies to amplify community engagement with the Asian Pacific Islander and Latino communities within the City. In addition, she creates innovative programming to expand the City's media strategy.

Housing Initiatives Outreach, City of South Pasadena

Ms. Velasco led the effort that informed residents about housing policies in City of South Pasadena. As part of the engagement activities, Ms. Velasco coordinated the community meetings, meeting noticing in multiple languages, pop-up events throughout the City and community presentations.

City of Long Beach- Economic Development Listening Tour

Ms. Velasco developed and implemented an outreach plan to garner input from diverse groups of traditionally under-represented residents of Long Beach. She coordinated and facilitated several focus groups, oversaw canvassing efforts, and directed the high-tech, high-touch engagement campaign that involved engagement of Community Based Organizations, online strategies, and street teams.

California Water Service (Cal Water)

Paulina developed and implemented an out-of-the-box plan that informed and persuaded 5,000 customers to take Cal Water's EPA mandated water quality survey. She also helped the agency deliver highly technical content in a clear easy-to-understand way.

City of Carson- General Plan Update Outreach

Ms. Velasco has been instrumental in the roll out of Carson's General Plan update out-reach. She develops outreach strategy and assists with development of multi-media collateral materials, webpage content, and social media plans. She also creates surveys, facilitates public meetings, and develops engaging programs that help gather community input critical to informing the city's updates to the General Plan.

Olson Homes - Monterrey Park

Mr. Velasco managed and implemented a multilingual direct mail program, voter outreach, and advocacy efforts for the electoral campaign in support of Measure A, which authorized the rezoning of a major underutilized parcel in Monterey Park from commercial to residential use. It also approved a specific plan for construction of single-family houses on the property.

Water Education for Latino Leaders Conference

Ms. Velasco directed and implemented the outreach and marketing efforts for an annual statewide educational conference that includes more than 300 Latino elected officials from throughout California to provide a forum for disseminating baseline knowledge about the state's water system.

Redistricting Commission, City of Los Angeles

Ms. Velasco led the development and execution of a hyper-targeted public awareness campaign featuring mapping workshops, press conferences, and 30 public hearings which provided an opportunity for Los Angeles residents to meaningfully impact Redistricting Commission recommendations for redrawing each council districts.