



ERIC GARCETTI
MAYOR

MEMORANDUM

To: The Honorable Members of the City Council
c/o City Clerk

From: Eric Garcetti, Mayor EG

Subject: Exemption of One Community Affairs Advocate and One Principal Project Coordinator for the Los Angeles Department of Transportation

Date: January 5, 2015

The Los Angeles Department of Transportation (LADOT) has requested the exemption of one (1) Community Affairs Advocate and one (1) Principal Project Coordinator pursuant to Charter Section 1001(b), for the employment of persons "to provide management services or render professional, scientific or expert services of an exceptional character." The Charter allows for a maximum of 200 exempt positions under Section 1001(b). Currently, there are 140 approved exemptions citywide. Approval of this request will increase the count.

The Community Affairs Advocate will report directly to the General Manager and will serve as liaison to community groups, local civic officers, and elected officials. The position is responsible for developing and managing programs to enhance the effectiveness of LADOT's relationship with community, industry, political and business stakeholders; preparing, analyzing and taking action on all legislative matters that have direct impact on the department; meeting with council deputies to discuss and develop proposals for council consideration; and serving as liaison to the Mayor's Office, City Council, and the City Attorney's Office to insure that LADOT issues are being addressed and to represent the department in all matters having a direct impact on LADOT operations.

Position requirements include a degree from a recognized four-year college or university and two years of full-time paid experience advising management on the analysis of department issues related to transportation. The position also requires excellent interpersonal and communication skills and a substantial knowledge and



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understanding of the workings of interagency relationships in the City government environment especially among the Transportation Department, City Council and Mayor's Office.

The Principal Project Coordinator will be assigned to the Active Transportation Division and will serve as the lead for outreach and planning for Active Transportation programs and projects, which are central to the Great Streets initiative and goals for a safe, prosperous, and livable/sustainable City. The position will provide leadership, foster innovations, and bring diverse and non-traditional areas of expertise for a variety of programs, project and plans. These include but are not limited to improving community outreach for the Bicycle Plan; incubating, seeking grant funding for, and implementing innovative programs and projects such as People Street, Bike Share, and safety education and campaigns; preparing a Pedestrian and Bicycle Safety Action Plan and completing the Safe Routes to School Strategic Plan; fostering partnerships with Council Offices and City and outside agencies to work toward unified active transportation goals; and developing active transportation legislative proposals and coordinating with staff from the Office of the Chief Legislative Analyst, Mayor's legislative team, and the State Legislature.

Position requirements include a degree from a recognized four-year college or university in Transportation Planning, Urban Planning, City Planning or Regional Planning, or a related field such as Urban or Regional Studies, Public Policy, Public Administration, Environmental Policy or Studies, Geography, Sociology, Economics, Civic Engineering, Political Science, or other relevant fields. The position also requires knowledge and experience in program and project development and management, grant fund applications and management, coordination with elected officials, planning and implementation of transportation network and facilities for bicycling and walking, safety education, community outreach, policy and legislative development, contract management, and research and data analysis.

The exemption of the positions will provide LADOT with the flexibility to recruit from a broad candidate pool and to select the best-qualified individuals with the knowledge, skills and talents necessary to the positions. Based on my review of LADOT's request, as well as the review of the Personnel Department, I hereby approve the request for the exemption of one (1) Community Affairs Advocate position and one (1) Principal Project Coordinator position and transmit my action to the City Council, pursuant to City Charter Section 1001(b)(1).

EG:rc

cc: Seleta Reynolds, Los Angeles Department of Transportation
Ana Guerrero, Office of the Mayor
Mandy Morales, Office of the Mayor
Miguel Santana, City Administrative Officer
Wendy Macy, Personnel Department