



THERESA MARTINEZ (Community Connections)

Project Manager

EDUCATION/PROFESSIONAL REGISTRATION

- B.A., Political Science & Emphasis in Law, Chapman University, Orange
- Graduate of the HOPE Leadership Institute

VALUE TO METRO

- Relevant experience in community outreach programs for business, non-profit and government projects.
- Experienced in government & public relations, social media & communications, marketing, creative development special event planning, media project management, filming, targeted community outreach support, strategic communications and planning, media buyer support, polling research services, public opinion and policy research.
- Developed outreach to over 250,000 business owners in the greater Los Angeles area.

Ms. Martinez has more than 20 years of experience integrating her expertise in community outreach in Los Angeles and Orange Counties. She has successfully organized and managed large public outreach and engagement programs, including facilitating high-profile events and activities for Los Angeles Latino Chamber of Commerce. Skilled at building strong working relationships with local government, targeted organizations and community members, Ms. Martinez has a superior record of working with underutilized community demographics to formulate beneficial programs and issue resolutions.



In addition to serving on numerous advisory committees throughout the county, Ms. Martinez founded the non-profit National Latina Business Women's Association. She also served on the Board of Directors for the Orange County Hispanic Chamber of Commerce for nine years and on the Orange County District Attorney's Community Diversity Committee for four years.

Ms. Martinez is the proud recipient of many prestigious awards for her leadership throughout the Greater Los Angeles Area and Orange County. In 2016, as CEO of the Los Angeles Latino Chamber of Commerce (LALCC), she received the "CEO of the Year" award from the California Hispanic Chamber of Commerce. That same year, she received the "Trailblazer Award" from the National Latina Business Women's Association-LA Chapter for her commitment and service to the Latino Community over the course of 20 years.

Link Union Station (Link US) Project, METRO | Los Angeles, CA

Ms. Martinez serves as Project Manager for outreach efforts for the Link US project located in the Arts District of Los Angeles. Link US will transform LA Union Station (LAUS) from a dead-end station, to a "run-through" station by extending tracks south over the US-101 freeway, resulting in reduced passenger wait times. As a subconsultant to HDR Engineering, Ms. Martinez is responsible for executing a robust public awareness campaign, including engaging with key project stakeholders to ease their concerns in regards to the project. Her main task is to serve as the dedicated community liaison for the Arts District, and to develop and maintain a strong community presence for the duration of the project, while building consensus within the community.

DBE/SBE/DVBE Participation Process, METRO | Los Angeles, CA

METRO embarked on a process to streamline their DBE/SBE/DVBE participation process for the medium size business category. The goals were to simplify the certification process, bonding, project DBE/SBE/DVBE goals and modification of the State of California SBE category. Ms. Martinez organized and facilitated meetings to generate input from various stakeholders. She worked closely with METRO executives, local business owners, the Los Angeles Latino Chamber of Commerce, and the Greater Los Angeles African American Chamber of Commerce for eight months to provide input.



Speakers Bureau, METRO | Los Angeles, CA

Ms. Martinez worked closely with METRO's Diversity & Economic Opportunity Department from 2015 to 2016 to secure speakers for several events with the Latino Chamber of Commerce. These events, totaling over 300 participating businesses, consisted of procurement workshops, business educational forums, business matchmaking (contracting interviews), and educational training on how to become a vendor for METRO. In this role, Ms. Martinez was responsible for all stages of planning, including overseeing content, securing program logistics, scheduling, and coordinating speakers.

Meet & Greet Reception, METRO | Los Angeles, CA

Ms. Martinez planned and coordinated a celebratory reception for the METRO Chief of Vendor and Contract Management, Debra Avila. Nearly 175 business owners and professionals attended the event held at the City Club in Los Angeles. METRO CEO Phillip A. Washington was a key speaker at this event and gave the audience highlights of Ms. Avila's significant work experience as the first Latina in the history of METRO to fill this position.

Los Angeles Latino Chamber of Commerce (LALCC) | Los Angeles, CA

Ms. Martinez served as the CEO for the LALCC for three years. In this role, she oversaw all fundraising efforts – raising close to \$1.5 million in three years, procurement, policy initiatives, advocacy work, corporate sponsor relationships, program infrastructure, staff management, following the vision of the Board of Directors, as well as implementing final board decisions. Under her leadership, the chamber membership tripled to over 1,300 members and the chamber database grew from 3,000 to over 8,000. Ms. Martinez helped bring together coalitions of over 18 ethnic and business organizations to collaborate on outreach and small business concerns through letter writing to agencies and elected officials at the national, state and local levels. With this collaboration, Ms. Martinez was able to develop outreach to over 250,000 business owners in the Greater Los Angeles area.

Ms. Martinez was instrumental in organizing the inaugural Latino Business Forum in the City of Huntington Park, which boasted over 150 attendees. This event resulted in partnering with five chambers of commerce and two women's organizations to provide speakers and panelists with topics on Access to Capitol, Diversity & Procurement for government contracts, and business bookkeeping. Under her leadership, the chamber was also able to finance a business consultant to provide consultation for small business owners regarding financials, certifications and strategies for seeking contracts.

Ms. Martinez also solely confirmed participation of high profile CEOs and elected officials for their Distinguished Speakers Series, which included Senate President Pro Tem Kevin de Leon, Metro CEO Phillip A. Washington, LA Police Chief Charlie Beck, LA Fire Chief Ralph Terrazas, City Councilmember Felipe Fuentes, University of California President Janet Napolitano, LA City Controller Ron Galperin, President/CEO PG&E Geisha Williams, and Director of Trade and NAFTA Office Kenneth Smith Ramos among others.

Moreover, Ms. Martinez was an asset to the "Yes on Measure M" campaign in 2016 participating in the weekly outreach and two press conferences with Los Angeles Mayor Eric Garcetti. This effort resulted in the passage of the Los Angeles County Traffic Improvement Plan to ease freeway traffic flow/safety, repair potholes/sidewalks, repave local streets, retrofit bridges and expand rail/subway/bus systems and creation of half a million jobs.

Various Government Relations Consulting Services | Los Angeles, CA

Ms. Martinez has advised clients as an independent government relations and energy consultant. Clients include: Ameresco, Inc., Chevron Energy Solutions, E.P. Development, Vista Inc., Refugio Para Ninos, Parking Company of America, McCormick Construction Company, Chase Partners and Delaware North Companies. From 2008 to 2009 she served as the West Coast Business Development Manager for Utilities Dynamics, Incorporated in their Los Angeles office. While with Chevron Energy Solutions, Ms. Martinez was able to secure over \$17 million in energy efficient projects for various cities.