

The background features a large, stylized graphic of the letters 'M' and 'A' in a light cream color, set against a dark green circular backdrop. This is further framed by a large, curved orange shape that sweeps across the top and right sides of the page. The overall design is modern and professional.

Chief Communications Officer Quarterly Report January 2016



Metro®

Communications Department Goals

- Educate and engage the public about mobility options and Metro programs, projects and services
- Enhance the customer experience
- Maximize the Metro brand
- Build a constituency for transportation



Potential Ballot Measure Activities

- Developed education program for Long Range Transportation Plan
- Developed ad concept and messaging platform
- Created a Stakeholder Outreach Matrix to keep key stakeholders informed and engaged
- Developed overarching key messages
- Organizing speakers' bureau

Industry Forum Activities

- Developed delivery plan for Transformation Through Transportation (T3) Industry Forum
- Leading event planning and logistics



Education Campaigns

- Safety and Security Campaign
- “It’s Off Limits” Sexual Harassment Awareness Campaign
- Girls Build LA Campaign
- Rail Openings

We’re building LA.



#gometro



Metro

Join us!
Take part at
[metro.net/
girlsbuidla](http://metro.net/girlsbuidla).

GIRLS BUILD LA

Press and Special Events

- Planned and orchestrated 40 special events and news conferences
 - 20 events from October-December
- Staff strategizes about the most effective and efficient way to generate awareness and publicity
- Developed event plan for Gold Line Extension grand opening



Earned Media

- 150 news releases distributed
 - 40 from October-December 2015
- 215 media stores about Metro or mentioning Metro
 - 75 percent of those stories were positive or neutral



Metro

Social Media

- Have generated over 29 million impressions across the main Metro Facebook and Twitter channels
- Likes on Metro's Facebook page has increased 51% and followers on Metro's main Twitter account has increased 70%

Technology Partnerships

- Metro transit data now available on Apple Maps
- Partnerships have also been formed with Google and Waze
- The majority of website visitors – 65 percent – access Metro.net from mobile devices



Community Relations Activities

- From October-December 2015, staff reached more than 4,000 people at more than 125 public meetings and events
- During October-December, the Safety Outreach program reached 117,671 people through safety events, presentations, tours and materials



Construction Relations Activities

- Staff continues to work through challenges associated with ever-changing construction schedules
- Goal is to provide as much advance notice as possible
- Construction Relations reached more than one million people through social media
 - Reached 850,000 about construction impacts through Waze
- Awarded nine winners through Eat/Shop/Play
 - Metro Vendor Days continue to be a big success for impacted businesses



Metro

Government Relations Activities

State

- Secured passage of SB767 authorizing Metro to place a sales tax measure on a future ballot
- Successful in opposing legislation that would have jeopardized the ExpressLanes program and another that would have mandated specific expenditures in a future sales tax measure

Government Relations Activities

Federal

- Surface transportation bill – the FAST Act – includes a number of major provisions approved by the Metro Board
- Staff helped secure \$250-300 million for Metro rail projects this year in federal spending bill

Customer Service Activities

- Answered 604,565 calls in first quarter FY16
- Answered 619,980 calls in second quarter FY16
- Average wait time for customer calls from July-September was 21 seconds
- Average wait time for customer calls from October-December was 16 seconds
- Continue to streamline processing of Reduced Fare applications
- Lost and Found has improved handling of bikes



received daily

Metro

Look-Ahead

- Crenshaw Line Tunnel Boring Machine Name Announcement and Event – Feb. 1
- T3 Industry Forum – Feb. 11
- Gold Line Extension Grand Opening – March 5
- Potential ballot measure education program
 - Outdoor advertising, stakeholder meetings/presentations – Now underway
 - Public meetings – March/April
 - Telephone town hall meetings – May
- Planning for Expo 2 Grand Opening



Metro



Thank you



Metro®