

90-Day Fares Public Education Strategic Communications Plan

Overall Goals

- Raise broad awareness with Metro riders about systemwide changes beginning January 10, 2022, including:
 - Improved fare options – enhanced LIFE program and discounted passes
 - Bus fare collections resume
 - Discontinue rear-door boarding (note: All-Door Boarding continues to be available on Lines 720 and 745, and J Line (Silver))
 - More frequency and convenience with NextGen implementation - systemwide service hours restored
 - A clean and safe system
 - Educate internal staff on fare changes via Division communications tactics

Timing

OBJ OBJ

Phase 1: 10/1 – 10/15	<ul style="list-style-type: none"> • Launch public education campaign with public relations tactics (blogs, press release, internal communications) • Contract with multicultural marketing agency and CBOs for expanded professional services and resources
Phase 2: 10/16 – 11/15	<ul style="list-style-type: none"> • Support the launch of LIFE program enhancements and enrollments • Develop Strategic Communications Plan • Develop messaging matrix and creative concepts
Phase 3: 11/16 – 1/10/22	<ul style="list-style-type: none"> • Deploy CBO partners for expanded community outreach • Launch systemwide campaign ads and paid media advertising – online banners, print, radio, direct mail • Continue outreach and public engagement tactics leading to fare resumption
Phase 4: 1/10/22 – 7/10/22	<ul style="list-style-type: none"> • Monitor, evaluate and continue to optimize campaign

CAMPAIGN: LIFE (Low-Income Fare is Easy)

Timing

Campaign launch: October 12, 2021

Goals

- Double the number of LIFE participants by end of 2022
- Make public transit more affordable for low-income riders

- Encourage sign-ups of current transit riders that are qualified but not signed up for the LIFE program

Audience

- Low-income riders
- Cash-paying riders
- Pass holders (full/reduced fare)
- Community partners
- Metro Operators and staff
- Media – local and ethnic media (print, broadcast, online)

Strategy

- Educate and inform current cash-paying customers of the LIFE program, including additional discounts available as part of the half-off passes promotion.
- Promote the LIFE program as a method of greater savings on Metro passes.
- Drive awareness to LIFE participants that their passes will be deeply discounted.
- Partner with community-based organizations to sign up potential LIFE participants.

Key Messages

- We're making it easier for low-income riders to sign up for heavily discounted fares.
- One-Day, 7-Day and 30-Day passes are deeply discounted for LIFE participants from December 15, 2021, through July 20, 2022.
 - Regular 30-Day pass – drops to \$26 (regularly \$76)
 - 7-Day Pass – \$6.50 (regularly \$19.50)
- Applying is now easier. Metro is now accepting LIFE applications at Metro Customer Centers.
- Low-income riders can save on passes or get free rides with the LIFE program.
- You'll get 90 days of free rides if you are a new LIFE participant starting January 10, 2022.

Customer-Facing Message

- Metro is here for you. We're helping eligible riders get around at a discounted price.
- The LIFE program offers low-income riders assistance with paying fare.
\$26 for 30-day pass (regularly \$76)
 \$6.50 for 7-day pass (regularly \$19.50)
- Apply now to get your **first 90 days of free rides**.

Suggested Tactics

Phase 1

- PR: *The Source/El Pasajero*, social media posts, press release

- Outreach: email deployment to 88 cities, countywide faith based leaders and CBOs
- Internal: Metro Daily Brief, FAQs document, Metro Friday Facts email, myMetro intranet, printed piece for staff/operator education

Phase 2

- Development of Strategic Communications Plan
 - o Messaging matrix and creative concepts
- Update LIFE materials to include free 90-day transit pass, TAP Card opt-in language to receive a TAP and self certification language

Phase 3

- Customer-facing campaign ads: Bus car cards, rail posters, TK1s, LIFE applications, FAQ flyers, direct mail campaign
- Media: Online banners, newspaper ads, radio, social media
- PR: *The Source/El Pasajero*, social media posts, press release
- Web: Updates to *metro.net/LIFE*, update to *taptogo.net*, online application portal
- Outreach: CBO partnerships with faith-based organizations mobile outreach, ongoing community events and outreach, sign ups at major transit centers, mobile customer center, Metro Blue Shirts

CAMPAIGN: Fare Collection Resumption

Timing

Campaign launch: October 12, 2021

Fare collection resumes: January 10, 2022

Fare enforcement resumes: 30 days after fare collection resumes

Goals

- Inform Metro riders that we will resume collecting bus fare on January 10, 2022
- Encourage riders to visit *metro.net/fares* for information on all available discounted fare programs, including the six-month half-off passes promotion

Audience

- Riders – general and all who qualify for discounted programs
- Community partners
- Metro Operators and staff
- Media – local and ethnic media (print, broadcast/radio, online)

Strategy

- Utilize point of level communication tactics to inform customers of fare collection, including ambassadors, signage at bus stops, alert banners on *metro.net*, push alerts to 70,000 *Transit* app users.
- Integrate fare resumption message into NextGen/December shake up materials where space is available.
- Provide general information on Metro's discounted fare programs, with targeted communication on additional pass discounts to LIFE participants and current pass holders.

Customer-Facing Message

- Get ready to pay your fare on **Metro buses** starting January 10, 2022.
- Your fares support Metro service.
 - Find out about discounts on fare and passes at metro.net/fares.

Suggested Tactics

Phase 1

- PR: *The Source/El Pasajero*, social media posts, press release
- Internal: Metro Daily Brief, FAQs document, Metro Friday Facts email, myMetro intranet, printed piece for staff/operator education

Phase 2

- Development of Strategic Communications Plan
 - Messaging matrix and creative concepts

Phase 3

- Customer-facing: *Transit* app integration, digital kiosk ads, messages on hold, information at bus stop level, posters, integration into NextGen materials
- Web: Updated fares section on *metro.net*
- Outreach: Metro Blue Shirts, mobile customer center

CAMPAIGN: Half-off passes

Timing

Campaign launch: October 12, 2021

Half off fares active: December 15, 2021 through July 10, 2022

Background

Metro is providing emergency relief for transit-riding Angelenos. The Metro Board has directed Metro to offer riders financial relief, specifically by offering a deep promotional discount on Metro 1-Day, 7-Day and 30-Day passes.

Goals

- Provide financial relief to pass buyers
- Inform and educate riders of the promotional half-price passes and all other discount fare programs

Audience

- All riders
- Community partners
- Metro Operators and staff
- Media – local and ethnic media

Strategy

- Highlight promotional passes and other discount programs at point of sale (POS) locations, including TVMs, Metro Customer Centers and TAP website.
- Drive demand via earned and paid media channels that 30-Day, 7-Day and 1-Day passes are half price for a promotional limited time.

Customer-Facing Message

- Metro is offering 1-Day, 7-Day and 30-Day passes at half-price savings.
- Go Metro for half the price.
 - Pay only \$3.50 on a day pass, \$12.50 on a weekly pass, and \$50 on a 30-day pass.
 - 30-Day Pass: ~~\$100~~ \$50
 - 7-Day Pass: ~~\$25~~ \$12.50
 - 1-Day Pass: ~~\$7~~ \$3.50

Suggested Tactics

Phase 1

- PR: *The Source/El Pasajero*, social media posts, press release
- Internal: Metro Daily Brief, FAQs document, Metro Friday Facts email, myMetro intranet, printed piece for staff/operator education

Phase 2

- Development of Strategic Communications Plan
 - Messaging matrix and creative concepts

Phase 3

- Customer-facing campaign ads: Bus car cards, rail posters, email to current TAP pass holders, ads on digital kiosks, *Transit* app integration, *TAP* app
- Paid media: Online banners, newspaper ads, radio, social media, FB ads targeting likely riders

- Web: updates to *metro.net/LIFE*, update to *taptogo.net*, online application portal
- Outreach: Mobile customer center, Metro Blue Shirts