



Chief Communications Officer Report

June 2017



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Measure M Video

- New video summarizes Measure M and its impacts
- For use in community presentations, public meetings and stakeholder meetings

https://www.dropbox.com/s/hwxi9ziuo8ym6nt/Measure_M_FinalCut_05_HQ.mp4?dl=0

Department Reorganization

- To provide more seamless customer service
- To better streamline some functions for better efficiency, coordination and cross-training opportunities
- To position the Communications Department for the implementation of Measure M



Reorganization Elements

- Combine Customer Relations and Customer Programs and Services into one department
- Rename Metro's customer service function as the Customer Care Department



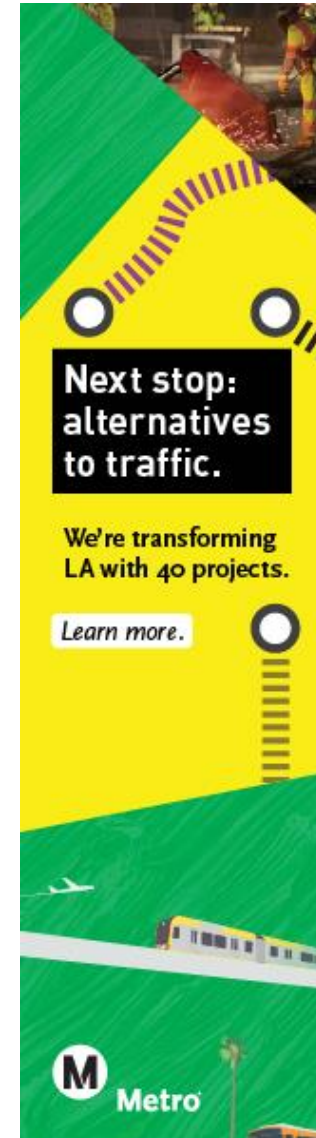
Reorganization Elements

- Move Creative Services Department (Metro Art) from Planning back to Communications
- Rename the program the Art and Design Programs Department



New Education Campaign

- New public education campaign – **Next Stop...**
- An ongoing and flexible campaign to showcase Metro's progress
- Rollout begins this month on the Metro system, social media, radio and print ads and banners
- Billboards and other outdoor ads planned for late summer



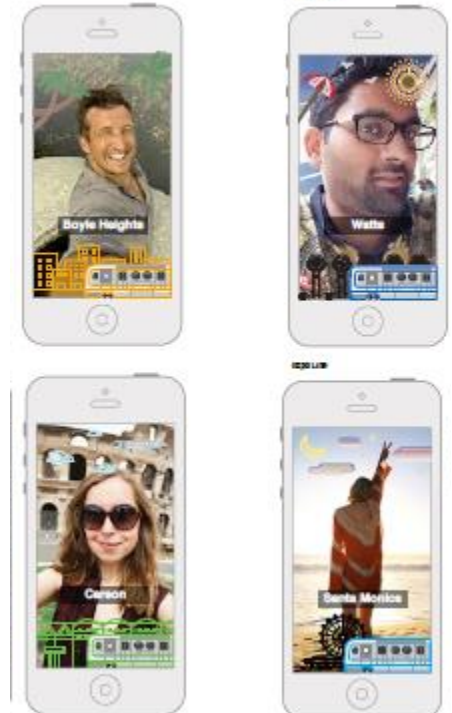
Marketing Efforts

- Partnered with LA24 team for IOC visit in May
- Code of Conduct Campaign – Metro Manners
- Advertising RFP in process
- Orange Line advertising outreach underway
- Working with OMB to brand and promote new Low Income Rider Program



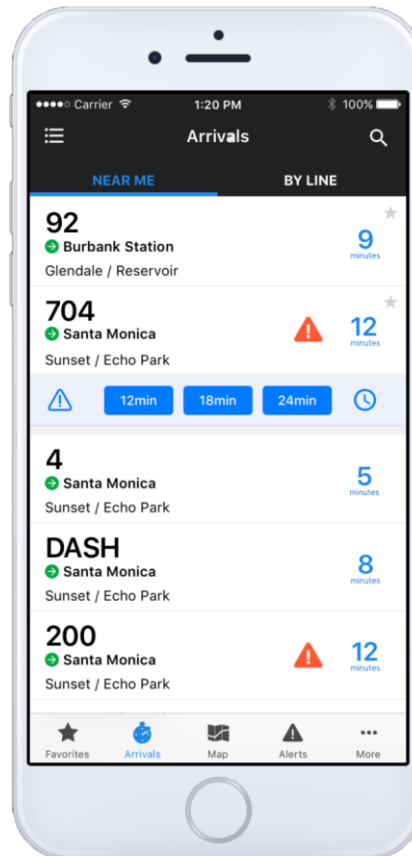
Social/Digital Media

- Snapchat geofilters very active
 - Utilizes rider proximity around major stations to allow people to brand their riding experience
- Created awareness campaigns for Bus Operator Appreciation and Bus Operator Assault
- Pushing out first phase of “Next Stop” progress campaign



Website/Mobile

- Mobile app, Go Metro version 4.0, will launch in June
 - Available for download from Apple and Android stores



Commute Services

- U-Pass Program – launched Cal State LA and LA Pierce College, and converted USC from I-TAP to U-Pass
- Employer Annual Pass Program – signed up 60 new businesses
- Collected \$1.1 million in new sales for U-Pass and EAPP year to date FY17
- The Metro Shop – reimagined storefront for Metro branded merchandise

Press and Special Events

- 50 news releases
- The Source – 470,000 page views
- El Pasajero – 39,200 page views
- 1,100 service alerts
- 25 press and special events



Community Relations Activities

- Represented Metro at 260 community meetings or events
- Strengthened relationships with the cities, LA24 team, and business and community organizations
- Reached 180,000 community members through various safety outreach efforts
- Held first Older Adult Mini Pop-Up Expo in the South Bay
- Transitioning Metro Guided Tours into other tour programs



Construction Relations Activities

- **Crenshaw/LAX** – Debuted flyover video by LA Trade Tech students
- **Purple Line Extension** – Decking began at Wilshire/Fairfax to build the second of three stations
- **Regional Connector** – Extensive outreach for 6th Street Closure
- **Eat, Shop, Play** – Launched program in Beverly Hills



Government Relations

State

- Advocated for Metro priorities in State Transportation Bill
- Successfully advanced Metro Legislative agenda in Sacramento
- Leading coalition opposition to SB268 Mendoza

Government Relations

Federal

- Closely tracking major federal grant opportunities – including FASTLANE and TIGER grants
- Worked to secure \$300 million in New Starts funding for rail projects in FY17
- Working to secure \$400 million in New Starts for FY18
 - Includes Purple Line Section 3
- Working with Trump administration on infrastructure program

Customer Care

- Answered 1,484,178 through Q3
- Average wait time for customer calls was 17 seconds
- Processed approximately 35K Reduced Fare applications
- Mobile Customer Center – Visited 35 locations, serving 900 customers



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Look-Ahead

- Communications Support Services RFP – July
- Advertising Contract to Board – September/October
- 2nd Annual Older Adult Expo – October
- APTA AdWheel Grand Award for Measure M – Oct. 9





Thank you



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