



Public Education Campaign: Back On Track: Get Ready to TAP

Goals

- Raise broad awareness with Metro riders about systemwide changes beginning ~~November 1, 2021~~ January 10, 2022, including:
 - Fare collections resume
 - Discontinue rear-door boarding (note: all-door boarding continues to be available on Lines 720 and 745, and Silver Line)
 - More frequency and convenience with NextGen implementation - systemwide service hours restored
 - A safe and clean system
 - Improved fare options - discounted passes and LIFE program discounts
- Drive traffic to *metro.net/fares* for information on all available discounted fare programs, including the six-month half-off passes promotion
- Highlight financial relief initiatives to Metro pass buyers
- Expand LIFE pass program participants with enhanced program discounts

Audiences

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

Strategy

- Use existing Metro resources to inform customers of ~~Nov. 1~~ January 10, 2022 system changes, fare collection, promotional and discount programs, including ambassadors, signage at bus stops, POS locations (TVMs, Metro Customer Centers, etc.), Metro and TAP websites and social media channels.
- Recruit new community partners to share information with targeted constituencies on Metro's discounted fare programs, with targeted communication on half-off passes to LIFE participants and current pass holders.
- Ask local elected officials to amplify notices to residents via social media channels. Provide draft posts.
- Promote changes via earned and paid media channels.

Key Messages

- As part of its continuing COVID recovery efforts, Metro returned to its pre-pandemic bus service hours on September 12, 2021.
- Metro paused fare collection longer than most major transit agencies around the country, which have resumed fare collection to hire drivers and expand service. Regionally, many agencies, including Big Blue Bus, Foothill Transit, Montebello Bus Lines, Culver CityBus and others, have already resumed fare collections.
- To make using the system more affordable, Metro is offering a variety of discounts on Metro passes, including some promotional rate discounts.
- Metro is making it even easier and less expensive to participate in the LIFE program.

Customer-Facing Message

- We're getting back on track. Get ready to TAP.
 - Fare collection returns on Metro buses starting ~~November 1st~~ January 10, 2022.
 - A return to pre-pandemic operating hours will offer extended service on bus lines across the system.
 - LIFE: We are making it even easier to apply and receive deep discounts on your Metro rides. Now featured at ALL Metro Customer Centers.
 - Find out about discounts on fare and passes at metro.net/fares.
 - Metro is offering monthly, weekly and day passes at half-price savings. Pay only \$3.50 on a day pass, \$12.50 on a weekly pass, and \$50 on a 30-day pass. (include discount price chart on *metro.net/fares*)

\$50 off a \$100 30-Day Pass

\$12.50 off a \$25 7-Day Pass

\$3.50 off a \$7 1-Day Pass

Tactics

- Issue press release announcing changes to:
 - Dailies, weeklies and monthly hyper-local and ethnic media
- Social media
- Metro website
- Metro's *The Source* blog
- Metro Daily Brief
- Metro Friday Facts
- myMetro
- Develop and deploy graphics to accompany campaign ads, social media assets
- Develop flyers or other collateral materials to share with government partners (DPSS, health centers and housing authorities), Metro Customer Centers and community partners
- Engage communications teams in local electeds' offices to amplify changes on social channels

- Deploy campaign ads:
 - Bus car cards and rail posters
 - Paid media campaign – online banners, newspaper ads (targeting Limited English Proficiency audiences), social media
 - Metro-owned channels, including messages on hold, digital kiosks
 - *Transit* app integration
 - Information at stop level (buses)
 - Seat drops
 - Updated fares section on *metro.net*
 - Flyer/posters for Metro Customer Centers
 - Organic social media posts
 - Pop-up events at high traffic stops/transit centers and community events
 - Barber/beauty shop visits/flyer drops (Board member Dupont-Walker mentioned doing outreach in the July Ops Committee meeting)
 - Promotional giveaways for those who tap with a registered card in the first 30 days

Program Timeline

- Draft press release and graphic assets – 9/17/21
- Draft outreach email to stakeholders and partners for amplification assist 9/17/21
- Campaign launch: ~~October 4~~10, 2021
 - Issue release
 - Disseminate materials
 - Post to social channels
 - TAP partner amplification
- Fare collection: ~~November 1, 2021~~ January 10, 2022
 - 30-day warning period ~~November 1, 2021~~ January 10, 2022 to ~~November 30, 2021~~ February 10, 2022