



Chief Communications Officer Quarterly Report

May 26, 2016



Metro

Education Campaigns

- Gold Line Extension
- Expo 2 Extension
- Safety and Security Campaign
- “It’s Off Limits” Sexual Harassment Awareness Campaign

MORE TO EXPLORE



7 NEW EXPO LINE STATIONS OPEN MAY 20.

Expo 2 Grand Opening Reach

- Total national reach: 3.06 billion (web, print, TV, radio)
- Trended on Twitter for six hours
- Generated over 4.8 million impressions on digital media
- Five videos garnered over 1 million views including live viewing of train breaking banner
- The Source earned 69,500 views



7 NEW EXPO LINE STATIONS OPEN MAY 20.

Press and Special Events

- Planned and orchestrated 10 special events and news conferences
 - Transformation Through Transportation Industry Forum
 - 501 NoHo to Pasadena Express
 - Gold Line Extension Opening
 - Draft Expenditure Plan Media Briefing



Earned Media

- 25 news releases distributed from Jan.-March
- 579 media stores about Metro or mentioning Metro
 - 81 percent of those stories were positive or neutral



Metro

Social Media

- Have generated over 22 million impressions across the main Metro Facebook and Twitter channels
- Likes on Metro's Facebook page has increased 40% and followers on Metro's main Twitter account has increased 15%
- 960,000 page views generated on The Source
- Most successful social media campaign to date is Expo 2 campaign featuring motion graphics

Community Relations Activities

- From Jan.-March 2016, staff reached more than 60,000 people at more than 200 public meetings and events
- The Safety Outreach program reached people nearly three million times through safety events, presentations, tours, materials and ad impressions



Construction Relations Activities

- Held various stakeholder meetings, workshops and briefings
- Broadened reach of Eat, Shop, Play
- Held Crenshaw/LAX Tunnel Boring Machine event
- Enhanced mitigations of Regional Connector impacts
- Conducted extensive outreach about upcoming Purple Line Extension closure for La Brea decking



Metro

Government Relations

State

- Reviewed over 2,000 bills introduced in Senate and Assembly
- Presenting bills and coordinating and communicating Board positions on various bills
- Held numerous delegation briefings on potential ballot measure

Government Relations

Federal

- Tracking several major grant opportunities
 - FASTLANE and TIGER grant programs
- Working to secure \$375 million in New Starts funding for FY17
- Held numerous delegation briefings on potential ballot measure

Customer Service

- Answered 484,000 calls in 3rd quarter FY16
 - Down from 2nd quarter due to missing data from server error
- Average wait time for customer calls from Jan-March was 15 seconds
- 34,400 reduced fare applications processed
- Evaluating expansion of customer centers around the county
- Implementing a mobile customer center

Commute Services

- Coordinated development of UPASS program to increase ridership among college/university students
- Designed short-term Promotional Employee Pass Program for businesses along new lines
- Increased fare per boarding collections on A/BTAP

Potential Ballot Measure Activities

- Provided 85 stakeholder and community presentations
- Developed PBM fact sheet
- Held round of focus groups
- Held media briefings
- Revised creative and launched second phase of outdoor ad and social media campaigns



Look-Ahead

- Southwestern Yard Groundbreaking – May 27
- Quality of Life Report Rollout – May 31
- Public Poll Presentation to Board – June 15/16
- Downtown Bike Share Launch – July 8
- Red Line/Orange Line Ped Tunnel – July



Draft Expenditure Plan Public Input Summary



Public Input Received in Many Ways

- **9** Metro-hosted public meetings throughout the County
- **1** Metro-hosted virtual online public meeting
- **2** Co-hosted public meetings
- **14** Telephone Town Halls
- **84 meetings** attended by Metro staff
- Voice mail
- Written comments received by
 - US Mail
 - E-mail
 - Comment cards at public meetings
 - Written on flip charts at public meetings
 - Social Media



Public Meeting Overview

- **9** Metro-hosted public meetings throughout the County
- **1** Virtual Meeting
- **2** Co-hosted Public Meetings
- **563** Attendees
- **702** Written Comments
- **485** Participated in live polling about The Plan
- **73%** would vote for the proposed sales tax



Telephone Town Hall Overview

- **14** Telephone Town Halls
- **47,947 participants**
- **219 people** asked questions live
- **455 people** left voice mail messages
- **81%** would support continuing the tax to keep the system in good working condition (1198 Respondents)
- **68%** would vote for the proposed sales tax if the election were held today (929 Respondents)
- **835** listened to podcasts after the live town halls



Social Media Overview

- Reached **2.9 million people** in LA County
- Generated **28,945 likes**
- Drove **119,117 clicks** to plan and project posts on *The Source*
- **126,656 people** took action
 - Facebook defines “taking action” as the number of unique people who have liked, shared or commented on posts
- Nearly **45,000 page views** of the “The Plan” website



1,535 Written Public Comments

- Key stakeholders
 - 77 letters from elected officials, cities, organizations
- General Public
 - 316 Emails
 - 440 Social Media Posts
 - 147 Comment Cards
 - 555 Public Meeting Comments (Flip Charts)



Community/Stakeholder Presentations

- Metro staff educated/participated in **84 meetings** hosted by others where Draft Expenditure Plan was presented and/or discussed
 - COGs
 - City Councils
 - Chambers of commerce/business groups
 - Key institutions
 - Service organizations
 - Civic associations
 - Neighborhood councils
 - Homeowner groups
 - Community events



Major Themes: **General**

- Build fewer projects, get them done faster
- Support 50-year sales tax so more projects could be built
- Increase Local Return
- Transit Connectivity: Support for Transit-Oriented Communities (TOC), Complete Streets, First/Last Mile, Green Streets, Active Transportation Projects
- Provide more funding for rail and bus; less for highways
- Provide more funding for highways
- Continue sales tax to keep the system in good working condition
- Increase quality and reliability of bus and rail service

Major Themes: **Projects**

- **Orange Line:** Grade-separate, convert to LRT, connect to Burbank Airport and Gold Line
- **Sepulveda Pass:** Accelerate and connect Van Nuys LRT
- **Crenshaw North Extension:** Accelerate
- **Green Line Extension to Torrance:** Accelerate
- **West Santa Ana Branch:** Accelerate
- **Gold Line Eastside Extension:** Accelerate
- **First/Last Mile and Active Transportation:** Provide more Funding
- **Metrolink:** Service expansion/improvements
- **I-5 Widening between I-605/I-710:** Accelerate
- **SR-710:** Non-tunnel alternatives
- **Crenshaw Line:** Build Park Mesa Tunnel/Vermont Corridor

Major Themes: Rail

- Build more rail lines faster
- Grade-separate lines
- Improve bus/rail connections
- Provide more parking at stations
- Upgrade BRT to LRT (Orange Line)
- Improve safety, amenities and maintenance at stations
- Provide better wayfinding signage
- Provide more money for Metrolink



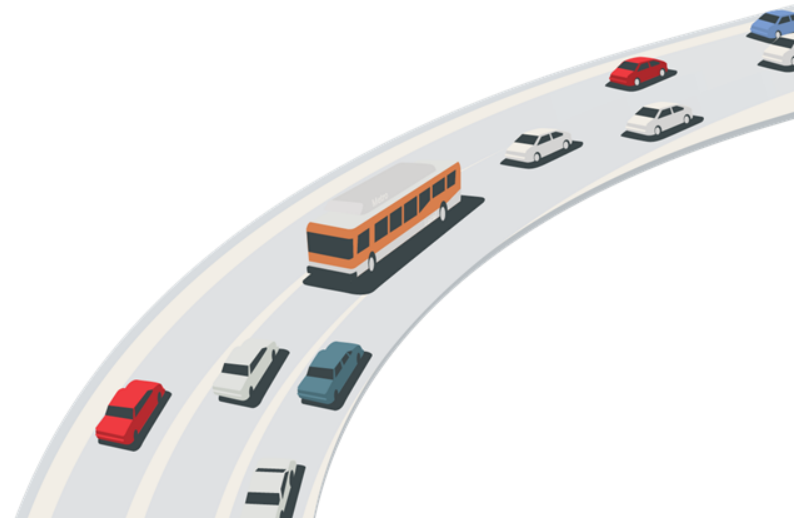
Major Themes: Bus

- Increase bus service, especially to housing, employment and education centers
- Increase service to CSUN
- Provide more BRT lines to serve major transit corridors and connect to rail lines
- Improve the quality and reliability of bus service, especially in communities of color
- Improve safety, amenities and maintenance at stops
- Improve wayfinding signage
- Expand DASH and Express bus service
- Utilize technology for improved bus/rail integration



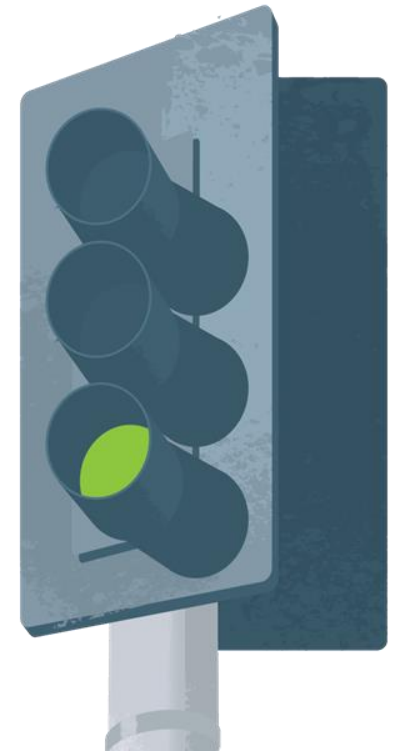
Major Themes: Streets & Highways

- More HOV or Toll Lanes
- Fix potholes and sidewalks
- Improve streets for safer pedestrian use by seniors, children and the disabled
- Spend less money on highways and more money on transit
- State of Good Repair should apply to streets and highways as well as transit



Major Themes: Local Funding

- Increase Local Return to 25% for street repairs, Complete Streets, First/Last Mile and Active Transportation
- Do not increase Local Return
- Smaller, disadvantaged cities need their fair share of funding for transit services, street repairs and bicycle and pedestrian improvements
- Local Return funding formulas should be based on population, employment and housing growth
- Require cities to use part of funding for road maintenance



Key Stakeholders Submitting Comments

Organization Name	Organization Name
<ul style="list-style-type: none">• Congressman Adam B. Schiff	<ul style="list-style-type: none">• Paramount, Mayor Daryl Hofmeyer
<ul style="list-style-type: none">• Congressman Lucille Roybal-Allard and Congressman Linda T. Sanchez	<ul style="list-style-type: none">• Signal Hill, Former Mayor Larry Forester and Mayor Lori Y. Woods
<ul style="list-style-type: none">• Senator Kevin De Leon, Senator Tony Mendoza and Senator Ricardo Lara	<ul style="list-style-type: none">• Redondo Beach, City Manager Joseph M. Hoefgen
<ul style="list-style-type: none">• Assemblymember Richard Bloom	<ul style="list-style-type: none">• La Canada Flintridge, City Manager Mark R. Alexander
<ul style="list-style-type: none">• West Hollywood, Councilmember Lindsey Horvath	<ul style="list-style-type: none">• South Pasadena, City Manager Sergio Gonzalez
<ul style="list-style-type: none">• Santa Fe Springs, Mayor Richard J. Moore	<ul style="list-style-type: none">• Rancho Palos Verdes, City Manager Doug Willmore
<ul style="list-style-type: none">• Long Beach, Mayor Robert Garcia	<ul style="list-style-type: none">• Hawthorne, City Manager Arnold Shadbehrr
<ul style="list-style-type: none">• Temple City, Mayor Vincent Yu	<ul style="list-style-type: none">• Alhambra, Deputy City Manager Mary Chavez
<ul style="list-style-type: none">• Commerce, Mayor Ivan Altamirano and City Administrator Jorge Rifa	<ul style="list-style-type: none">• Glendale, Mayor Paula Devine
<ul style="list-style-type: none">• Carson, City Administrator Cecil Rhambo	<ul style="list-style-type: none">• Lakewood, Mayor Ron Piazza

Key Stakeholders Submitting Comments

Organization Name	Organization Name
<ul style="list-style-type: none"> Torrance, Mayor Patrick J. Furey 	<ul style="list-style-type: none"> Arcadia, Mayor Tom Beck
<ul style="list-style-type: none"> South Gate, Mayor W. H. Bill De Witt 	<ul style="list-style-type: none"> Bradbury, Councilmember Bruce Lathrop
<ul style="list-style-type: none"> Los Angeles, Council Member David Ryu 	<ul style="list-style-type: none"> Marsha McLean, Council Member, City of Santa Clarita
<ul style="list-style-type: none"> Arroyo Verdugo Cities 	<ul style="list-style-type: none"> South Bay Cities Council of Governments
<ul style="list-style-type: none"> Southern California Association of Governments - SCAG 	<ul style="list-style-type: none"> San Fernando Valley Council of Governments
<ul style="list-style-type: none"> I-5 Consortium Cities Joint Power Authority 	<ul style="list-style-type: none"> Gateway Cities Council of Governments
<ul style="list-style-type: none"> Caltrans – District 7 	<ul style="list-style-type: none"> Santa Clarita Valley Chamber of Commerce
<ul style="list-style-type: none"> LA Fashion District, Arts District and South Park Business Improvement Districts 	<ul style="list-style-type: none"> Encino Chamber of Commerce
<ul style="list-style-type: none"> Cedars-Sinai 	<ul style="list-style-type: none"> American Cancer Society
<ul style="list-style-type: none"> Los Angeles County Business Federation (BizFed) 	<ul style="list-style-type: none"> Central City Association
<ul style="list-style-type: none"> Torrance Chamber of Commerce 	<ul style="list-style-type: none"> Valley Industry and Commerce Association (VICA)
<ul style="list-style-type: none"> Bell Gardens, Norwalk, SFS and CIC Chambers of Commerce 	<ul style="list-style-type: none"> Commerce Industrial Council

Key Stakeholders Submitting Comments

Organization Name	Organization Name
<ul style="list-style-type: none"> Rancho Cold Storage 	<ul style="list-style-type: none"> Metrolink
<ul style="list-style-type: none"> Los Angeles County Municipal Operators Association 	<ul style="list-style-type: none"> Sherman Oaks Homeowner's Association
<ul style="list-style-type: none"> Automobile Club of Southern California (AAA) 	<ul style="list-style-type: none"> Black Community, Clergy and Labor Alliance
<ul style="list-style-type: none"> Move LA 	<ul style="list-style-type: none"> Climate Resolve
<ul style="list-style-type: none"> No 710 Action Committee 	<ul style="list-style-type: none"> Brentwood Community Council
<ul style="list-style-type: none"> South Brentwood Residents Association 	<ul style="list-style-type: none"> Enviro Metro
<ul style="list-style-type: none"> Coalition for Environmental Health and Justice 	<ul style="list-style-type: none"> Investing in Place and Los Angeles County Bicycle Coalition
<ul style="list-style-type: none"> Fixing Angelenos Stuck in Traffic (FAST) 	<ul style="list-style-type: none"> Sierra Club
<ul style="list-style-type: none"> Neighborhood Housing Services 	<ul style="list-style-type: none"> Strategic Actions for a Just Economy and others
<ul style="list-style-type: none"> Beyond the 710 	<ul style="list-style-type: none"> North County Transportation Coalition
<ul style="list-style-type: none"> Coalition for a Safe Environment and Maglev Technology, Inc. 	<ul style="list-style-type: none"> It's Our Turn (SFV)
<ul style="list-style-type: none"> HBK Investments, LLC – Factory Place Arts District 	

Public Input Collection

- All input will be compiled into one notebook
- Binder with all feedback will be available in the Board Office for review starting in June
- An electronic copy will also be available no later than posting of June Board Report





Thank you

