



Chief Communications Officer Report

Executive
Management
Committee

July 2021

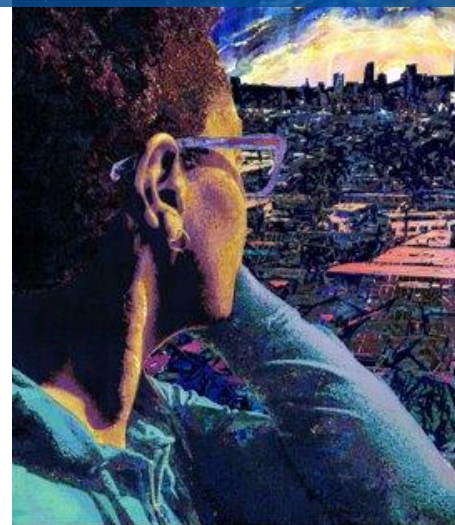
Arts and Design Programs



Eric Almanza, *Journey Home*



Bodeck Hernandez, *Legacy*



LP Aekili Ross, *Blue Sights*



Jazmine Atienza, *Last Stop*

Uplifting the Human Spirit Through Metro Art



Cat Ferraz, *Vovó Santinha*



Kristina Ambriz, *Wall of Concrete*



Cody Lusby, *Playful Transportation*



Alepis Hernandez, *Monday Morning*

Community Relations

We're fostering collaboration with local communities.

COMMUNITY-BASED ORGANIZATION PARTNERING STRATEGY
Elements for Successful Partnering in Professional Services



Study Timeline



Metro



Customer Care

Customer Programs and Services has partnered with Metro's Systems Security and LAPD to provide unclaimed Lost & Found bags held for over 90 days for K9 Bomb Unit training. **20** bags have been transferred to date.



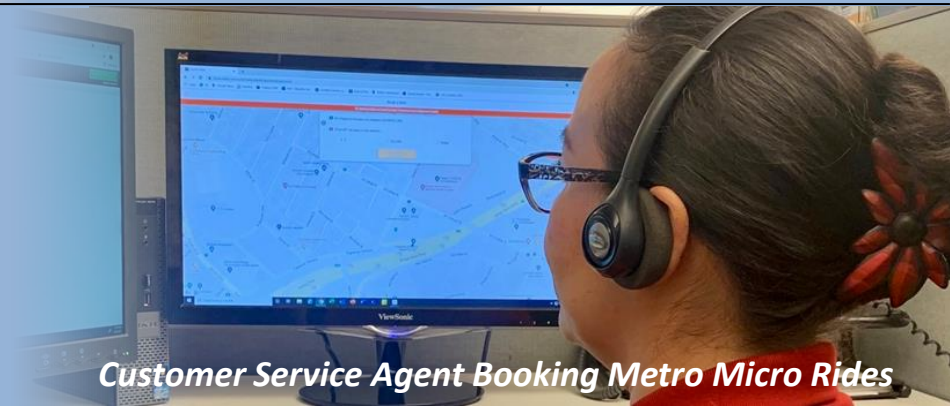
K9 Bomb Unit Bag Training



Bikes Marked for Adopt-A-Bike Pick-up

Customer Care has transferred **515** unclaimed Lost and Found bikes to the "Adopt-a-Bike Program" to date.

The Contact Center received an average of **242** "Metro Micro" ride booking calls per month.



Customer Service Agent Booking Metro Micro Rides

Government Relations



Federal Highlight:

- Metro continues to work with our Congressional delegation to support the American Jobs Plan, President Biden's infrastructure initiative.

State Highlight:

- Metro's 3 sponsored bills (Senate Bill 44 and Assembly Bills 811 and 917) have all successfully passed their houses of origin and continue to move through the legislative process.

Marketing

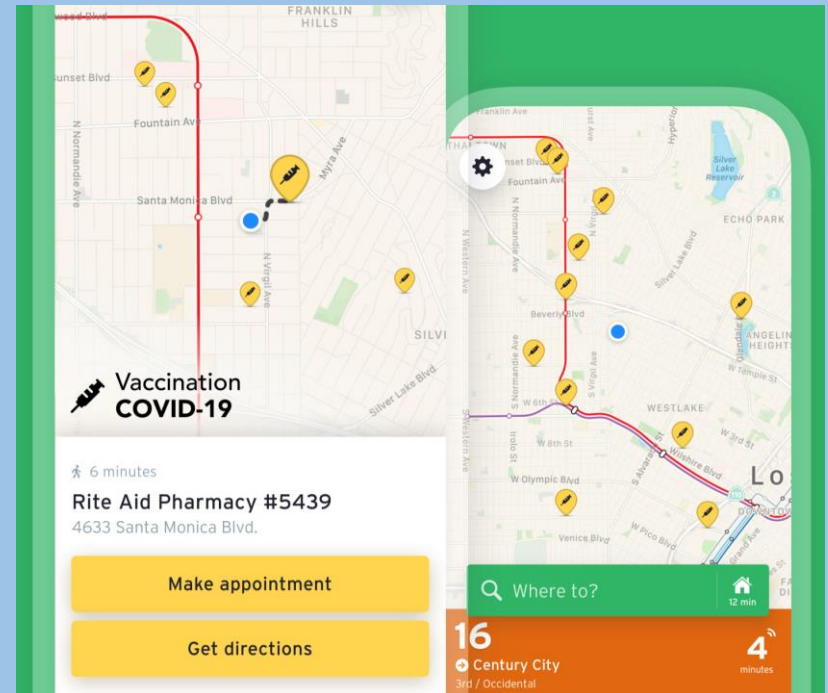
MyBus 2.0

Working with Service Planning, Customer Care and Operations, we improved this wildly popular customer tool in time for NextGen phase 2.



Vax Sites in Transit App

We made it possible for our customers to find, schedule and plan a trip to their nearest vax site.



Public Relations

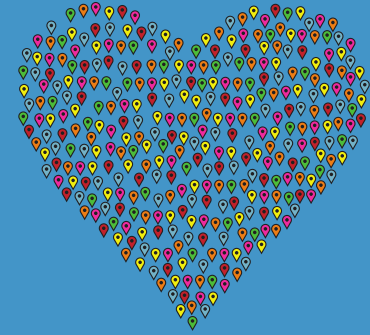


FRONTLINE WORKERS



Stop Asian Hate

Stop Asian hate. Be kind, LA.



For resources, visit metro.net/bekind.

<https://twitter.com/metrolosangeles/status/1389289949929824260>

AAPI
HERITAGE
MONTH

VISIT THESE LA NEIGHBORHOODS:
CAMBODIATOWN
CHINATOWN
HISTORIC FILIPINOTOWN
KOREATOWN
LITTLE BANGLADESH
LITTLE INDIA
LITTLE TOKYO
SAWTELLE JAPANTOWN
THAI TOWN

[LA Metro on Twitter](#)

"May is #AAPIHeritageMonth. Celebrate our diverse communities and neighborhoods and check out these upcoming local events:

<https://t.co/JorxtNiHQW>"

twitter.com

LA IS FOR EVERYONE

SEE OR EXPERIENCE A HATE CRIME OR INCIDENT? REPORT IT.

Call 2-1-1 or 3-1-1 to report a hate incident.
Call 9-1-1 to report a crime in progress.
Assistance available in multiple languages.

Find resources at
CivilAndHumanRights.LACity.org/LAforALL

scan me

#LAFORALL



**Thank you.
Questions?**