announcementsStation and on-board

postings

Subject to change

New Blue Communications Plan 2018

May Apr lun Jul Aug Sep Oct Nov Dec **Pre-Announcement** Public Announcement and Pre-Closure Communications Campaign Paid media Grass-tops outreach: Grass-tops outreach: Metro Board Metro Service Councils campaign Corridor cities Gateway Cities COG Media outreach and Transit Operators Transit Operators Metro channels Grassroots outreach: Recreational Centers Schools Neighborhood groups Targeted community events Special briefings and News release Blue Blog Posts presentations to: Line Media outreach Institutions Corridor Metro channels Businesses Mailing Website launch with Large organizations collateral materials Media Grass-tops Press outreach Confer outreach and Metro update ence Channels Direct customer Station communication: In-person In-person and on-In-person outreach at outreach outreach board stations at stations at stations postings Station and on-board

New Blue Communications Plan 2019

Jan Feb Mar Apr May Jun Jul Aug

Willowbrook/Rosa Parks Station closure

Blue Lin e Southern Segment Closure

Blue Line Northern Segment Closure

Expo/Blue Line Junction Closure

Direct customer communication:

- In-person outreach at stations
- Media outreach and Metro channels
- Station and on-board postings
- Station and on-board announcements
- Signage including at stations, bus stops, platforms, on rail cars, and wayfinding
- Construction outreach via notices, door-to-door, and digital

Media Availability Paid media campaign

Blue Line and Expo Line Corridor

Mailings

Thank you to customers

Media Availa

bility

Grassroots outreach

Grass-tops outreach

Special briefings and presentations

Thank you to customers

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