

ADVERTISING AND COMMUNICATIONS SERVICES



Operations, Safety and Customer Experience Committee
July 16, 2026



Metro

Background

Metro awarded the GP Generate media planning and buying contract in February 2025 to support ridership growth, customer awareness, and brand-building initiatives through strategic advertising across multiple media channels. The contract also supports culturally relevant, multilingual outreach to multicultural audiences, Equity Focus Communities, and other priority populations.

Since contract award, demand for marketing and communications support has significantly exceeded original projections as Metro advanced major initiatives, including rail openings, FIFA World Cup 2026 planning, ridership campaigns, and major capital projects. As a result, contract utilization reached approximately 96% of the original authority within the first year.

The requested increase is based on the current forecasted workload for the remainder of the initial contract term, and staff will continue to monitor contract utilization and return to the Board if additional authority becomes necessary.



Driving Awareness for Metro's Highest-Priority Initiatives

GP Generate supports Metro's ridership, engagement, and brand objectives through strategic advertising, media planning, analytics, and creative services.

Since contract award, Metro has delivered multilingual campaigns generating more than 117 million impressions, increased fare program enrollments by more than 30% through community partnerships and culturally relevant storytelling, and expanded access to transit information for multicultural audiences and Equity Focus Communities.

Upcoming marketing priorities include TAP contactless payment, East San Fernando Valley Light Rail, D Line Section 2 & 3, Mobility Wallet, SoCal 511, Super Bowl LXI, and LA28.

Alternatives Considered

Without approval of the recommended contract modification, Metro would not have sufficient contract authority to continue media planning and advertising services, resulting in a significant reduction in advertising and communications support across the agency. This would directly impact fare programs, D Line Sections 2 and 3, LA28 planning, and other critical initiatives that rely on timely public outreach to build awareness and support ridership.

Staff recommends approving the contract modification to ensure continuity of media planning and advertising services and support ongoing agency priorities through the remainder of the initial contract term.

Recommendation

AUTHORIZE the Chief Executive Officer to execute Modification No. 2 to Contract No. PS123964000 with GP Generate, LLC to continue to provide advertising and communications services in the amount of \$2,871,750, increasing the contract value from \$1,579,463 to \$4,451,213.

The requested increase will maintain continuity of specialized media planning and buying services that Metro does not perform in-house and support growing agencywide communications needs, including rail openings, ridership initiatives, customer experience programs, Super Bowl LXI, LA28 preparations, and other strategic priorities.