



# Chief Communications Officer Report

Executive  
Management  
Committee

June 13, 2018



## NextGen Youth Engagement with Da Vinci Students







# 23 Special Events – Regional Connector Halfway Event





# LAFC Partnership – Take Metro to the Games







## Older Adult and Transit Safety Pop-Ups and Meet-and-Greets





# U-Pass Growing to 22 Schools by Fall '18





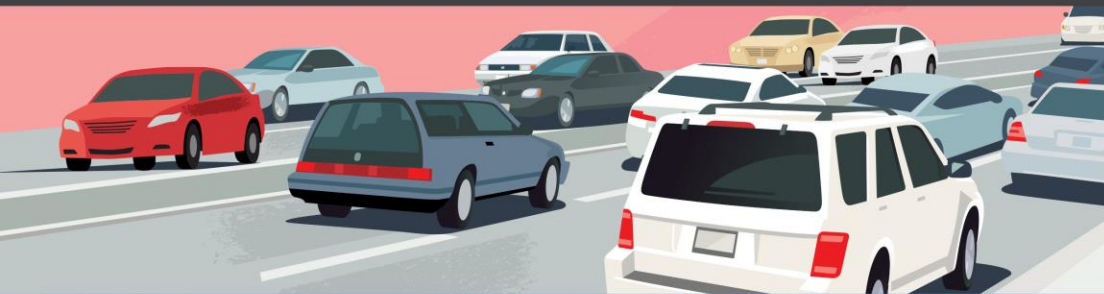


metro.net



# YOUR TRANSPORTATION TAXES AT WORK

LA METRO'S SB 1 APPLICATION SUMMARY



# SB1 Communications Plan

- Developing materials
- Collaborating with Caltrans, Metrolink and local partners
- Project milestone events

## MAJOR SB 1 PROGRAMS



Highway Improvements  
*\$1.5 billion/year*



Local Street and Road Improvements  
*\$1.5 billion/year*



Public Transit Investments  
*\$750 million/year*



Freight Capacity Expansion  
*\$300 million/year*



Congested Corridor Solutions  
*\$200 million/year*



Local Partnership Program  
*\$200 million/year*



# Art and Design – The Poet is In; Pictogram Game





# What's Coming Up?

- New ridership campaign
- New Blue outreach
- Positioning of Crenshaw
- LA Tourism partnership
- P3 education
- Next launch of Metro Manners etiquette campaign
  - Selected as APTA AdWheel Grand Award winner







**Thank you.  
Questions?**