



# Chief Communications Officer Report – Mid-Year Review

February 2016



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# Measure M Public Information

- Social media campaign generated 18.5 million impressions
- Videos featuring four personal stories of transit riders garnered over 1.3 million views
- 425 community presentations and events
- 50 press and special events
- Handed out 31,000 packets of M&Ms (880 lbs.)



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# Annual Report to the Community

- The Transportation Revolution is Here
- A transparent report back to the public on the progress being made through local investment





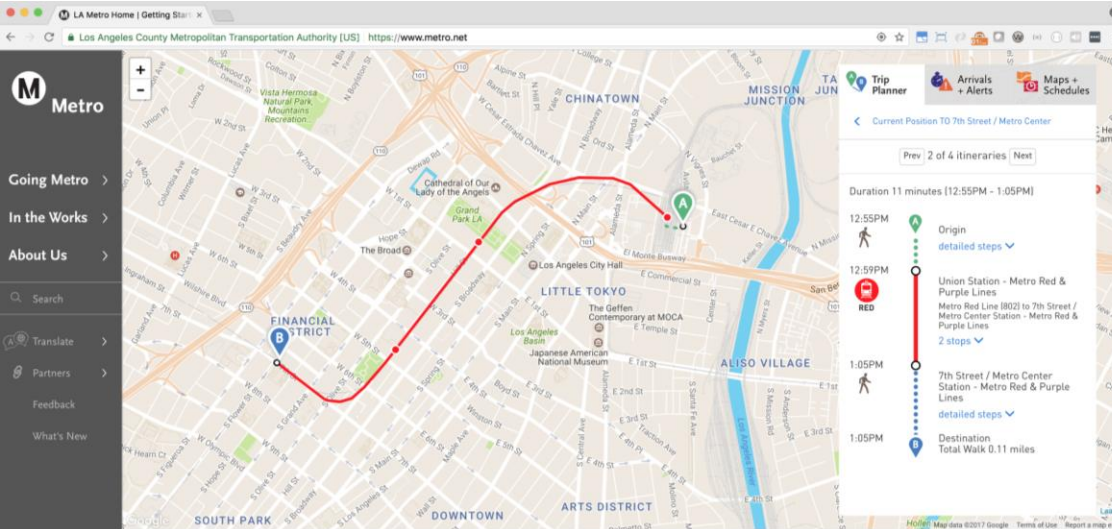
# Marketing Campaigns

- 1,050 projects completed from July-December
- Measure M Public Information Program
- Bike Share
- Office of Extraordinary Innovation
- Sexual Harassment Awareness



# Website

- Web team held testing of new website and gathered public feedback



The screenshot displays the LA Metro website's trip planner. A map of downtown Los Angeles shows a red route starting from Union Station, passing through the Financial District, and ending at 7th Street / Metro Center Station. The trip planner interface on the right shows a duration of 11 minutes (12:55PM - 1:05PM) and a list of steps: Origin, Union Station - Metro Red & Purple Lines (2 stops), 7th Street / Metro Center Station - Metro Red & Purple Lines, and Destination. Below the map, a section titled "Metro Eases Traffic" features four promotional cards: "Thank You, LA County", "More Gold Now Open", "More Expo Now Open", and "Metro ExpressLanes".

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Going Metro >  
In the Works >  
About Us >  
Search  
Translate >  
Partners >  
Feedback  
What's New

**Metro Eases Traffic**

- Thank You, LA County  
Learn about Metro's plan.
- More Gold Now Open  
Rediscover Gold.
- More Expo Now Open  
More to Explore.
- Metro ExpressLanes  
Start a carpool, get rewarded.



# Social/Digital Media

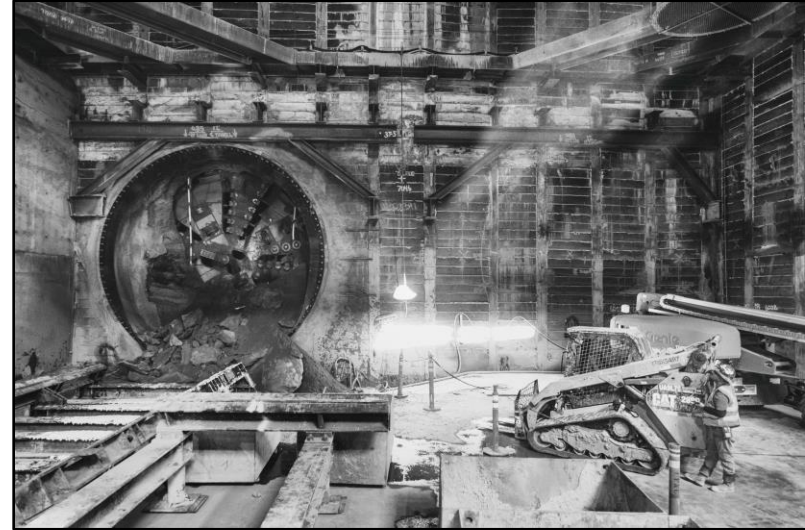
- Measure M Public Education
  - Delivered over 72 million impressions and garnered almost 8 million video views
  - Generated nearly 300K clicks to [theplan.metro.net](http://theplan.metro.net)
- Conducted efficient, cost-effective survey resulting in 2,100 completed surveys
- Launched Metro Snapchat account

# Commute Services

- U-Pass Program – Fall 2016 Launch
  - U-Pass Pilot Program had 8,367 participants in Fall 2016, a 13% increase
  - Nearly 1 million U-Pass boardings through December 2016
  - Cal State LA and USC have joined the program for Spring 2017
- Annual Employer Pass Programs – ATAP/BTAP completed at highest retention rate to date with 94% of clients renewing and 91% of revenue collected

# Press and Special Events

- More than 1,500 media inquiries
- 120 news releases
- The Source – 1,303,762 page views
- El Pasajero – 72,458 page views
- 2,300 service alerts
- 52 press and special events





# Community Relations Activities

- Held 60 community meetings or events on the Crenshaw, Regional Connector and Purple Line Extension projects
- Reached 481,000 community members through various safety outreach efforts
- Held first Older Adult Transportation Expo



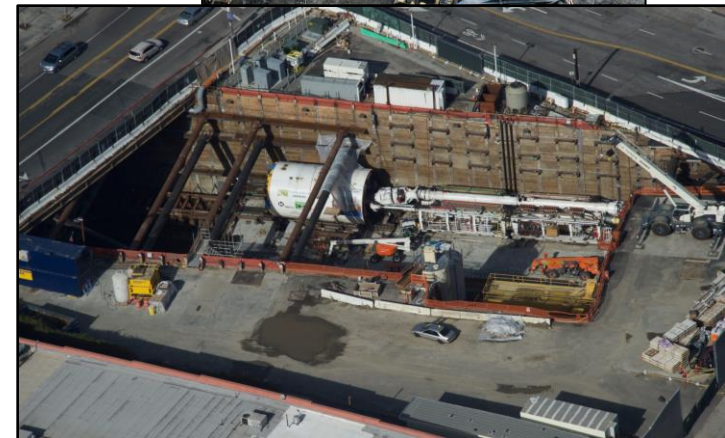
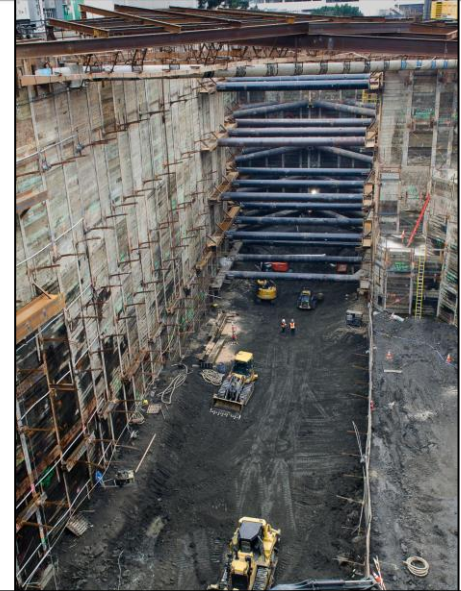
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# Construction Relations Activities

- **Purple Line Extension** – La Brea Decking Early Completion Event
- **Regional Connector** – TBM Lowering Event; outreach for station naming process
- **Crenshaw/LAX** – TBM Breakthrough; Community walk with CEO Washington in Park Mesa Heights area
- **Eat, Shop, Play** – A year old; 250 businesses now



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# Government Relations

## State

- Developed 2017 Federal and State Legislative Program for Board consideration
- Successfully advanced Metro Legislative agenda in Sacramento
- Reviewing all bills in the California State Senate and Assembly and will be bringing bills forward for Board consideration throughout the coming months

# Government Relations

## Federal

- Closely tracking major federal grant opportunities – including the FASTLANE grant for FY17
- Working to secure \$300 million in New Starts funding for rail projects and advance the projects in the upcoming FY18 federal budget
- Working with Trump administration on infrastructure program



# Customer Relations/Customer Programs

- Answered 1,016,345 calls for FY17 mid-year
- Average wait time for customer calls was 21 seconds
- Processed approximately 85K Reduced Fare applications
- Mobile Customer Center – Visited 55 locations, serving 2,500 customers



# Look-Ahead

- Advertising Contract RFP – March
- Crenshaw/LAX Harriet TBM Retirement – March/April
- Hollywood/Vine Bike Hub Opening – Mid-March
- Bike Share Launches – July/August
  - Pasadena, Port of LA, Venice
- Dodger Express – April

The background features large, 3D-style letters 'M' and 'A' in a light cream color, set against a dark green circular backdrop. This is further framed by a large, curved orange shape that overlaps the green circle and extends towards the bottom left.

**Thank you**



**Metro**