

# Attachment "A"

## Chief Communications Officer Report

Executive  
Management  
Committee

March 2020



# Community Relations



NextGen  
Bus Plan  
Workshops

Caltrans  
Local Grant  
Workshops



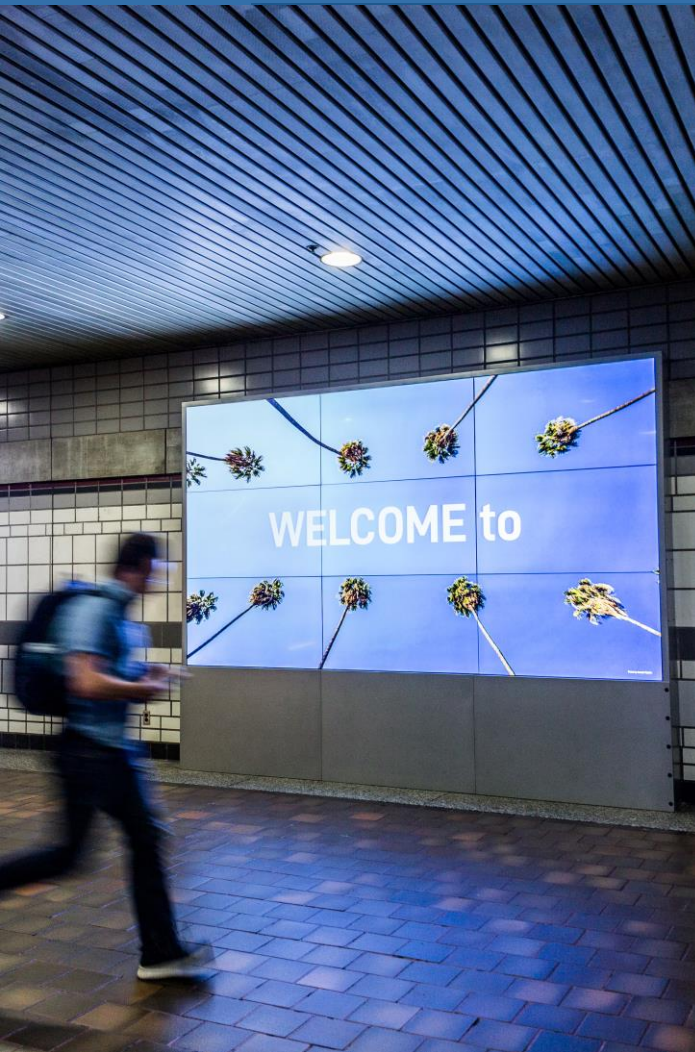
Safety 1st at CSArts-SGV



North  
Hollywood to  
Pasadena Bus  
Rapid Transit  
(BRT)  
Workshops



# Marketing - Revenue Advertising



- Initial roll-out of digital equipment funded by advertising (\$3.3M)
- A Line: 100 digital map cases, 7<sup>th</sup>St/Metro: 9-panel video wall

# Arts and Design



*Snoop with his brand-new Art on TAP card*

# Public Relations



# Government Relations



## State Highlight:

**Metro-sponsored bills are moving forward in Sacramento**

## Federal Highlight:

**Purple Line Section 3 FFGA**





**Thank you.  
Questions?**