



**Board Report**

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**File #:** 2017-0858, **File Type:** Oral Report / Presentation

**Agenda Number:** 43.

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**AD HOC CUSTOMER EXPERIENCE COMMITTEE  
JANUARY 18, 2018**

**SUBJECT: MAJOR EXTERNAL MARKETING CAMPAIGNS FROM  
2013 TO CURRENT**

**ACTION: RECEIVE ORAL REPORT ON MAJOR EXTERNAL MARKETING CAMPAIGNS  
FROM 2013 TO CURRENT**

**RECOMMENDATION**

RECEIVE oral report on Major External Marketing Campaign from 2013 to Current.

**ATTACHMENTS**

Attachment A - External Campaigns

**ATTACHMENT "A"**

# **External Campaigns**

**Ad Hoc Customer Experience Committee**

**January 18, 2018**



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# Strategy for External Marketing Campaigns

- External campaigns are developed based on agency's goals
- The Marketing & Design Department has established teams that also include representatives from Community Relations, Public Relations and Government Relations that partner with each Metro department to develop cohesive communication plans to inform and engage current and potential customers
- Teams are organized to serve three main marketing goals:
  - Increase revenue through ridership, advertising and promotions
  - Improve the customer experience
  - Build support for Metro's agenda

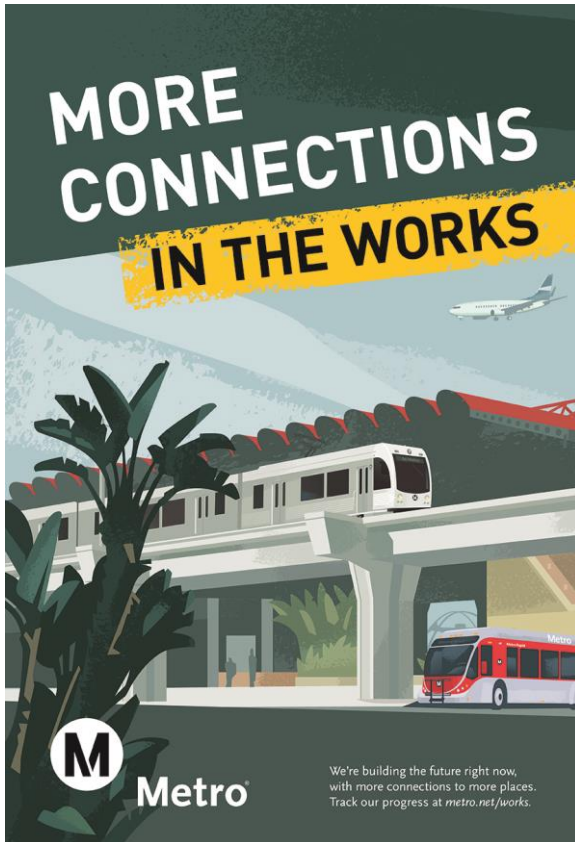
# External Campaign Strategy

- Teams are objective-based rather than department-based
- Teams are responsible for outlining goals, developing strategic and tactical plans, budgets, benchmarks, KPIs, content calendar, creative executions
- Workflow removes silos and confusion of roles through cross-planning and partner inclusion
- Structure ensures consistency in agency messaging
- Collaboration streamlines project management, creative design process, web and social media strategy, media planning and buying, research and production
- Success measured by ability to deliver on goals



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# In The Works

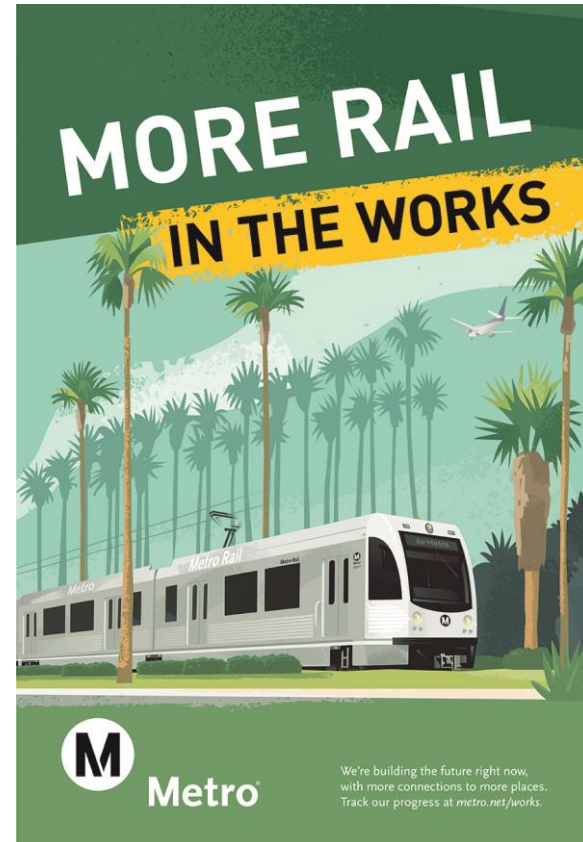


**MORE CONNECTIONS  
IN THE WORKS**

**M Metro**

We're building the future right now,  
with more connections to more places.  
Track our progress at [metro.net/works](http://metro.net/works).

This poster features a dark green background with a yellow banner. The illustration shows a white Metro train on an elevated track, a red and white Metro bus, and an airplane flying in the sky. A large green plant is in the foreground.



**MORE RAIL  
IN THE WORKS**

**M Metro**

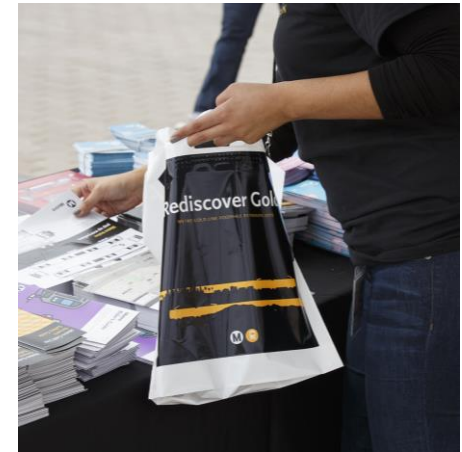
We're building the future right now,  
with more connections to more places.  
Track our progress at [metro.net/works](http://metro.net/works).

This poster features a green background with a yellow banner. The illustration shows a white Metro Rail train on a track, surrounded by palm trees and a small airplane flying in the sky.





# Gold Line Opening



# Expo Line Opening



# Rail Safety

## HEADS UP, LA.

More Metro rail means more tracks and trains. We want you and your family to be safe.

Please review important safety tips at [metro.net/ridesafely](http://metro.net/ridesafely).



## LOOK BOTH WAYS AND WATCH FOR TRAINS.

September is Rail Safety Month.  
To learn how to be safe around trains, visit [metro.net/ridesafely](http://metro.net/ridesafely).







# Measure M Social Media & Outreach

**Metro Los Angeles**  
Written by Bunrort Em [?] · March 21, 2016 ·

Artesia to Downtown rail project highlights the plan.



**Metro Details Bold Plan**  
A long list of transit projects, road improvements and commuting options could be built over the next five decades under a \$120-plus billion spending plan Metro released Friday for a potential Nov...

WP:ME [Learn More](#)

**Metro Los Angeles**  
Written by Bunrort Em [?] · September 19, 2016 ·

Rory is a senior citizen and veteran. He wants more options to get around Los Angeles. This is his story.



Roy O'Conner  
Retired Veteran

140,009 people reached

211K Views

Like Comment Share Buffer

**Metro Los Angeles**  
Written by Bunrort Em [?] · October 31, 2016 ·

Measure M is projected to return \$1,235,200 annually to Whittier for street improvements and pothole repair.



**Fact Sheet: Gateway Cities Projects and Programs**  
As part of the Nov. 8 ballot, Los Angeles County voters will be considering Measure M, a half-cent sales tax increase and extension of the Measure R half-cent tax beyond 2039 to pay for transit, hi...

THESOURCE.METRO.NET [Learn More](#)





# Metro Manners – Rider Etiquette





**Thank you.  
Questions?**



**Metro**