



Board Report

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Agenda Number: 29.

**EXECUTIVE MANAGEMENT COMMITTEE
AD HOC CUSTOMER EXPERIENCE COMMITTEE
MARCH 15, 2018**

SUBJECT: ORAL REPORT ON MARKETING EFFORTS - FY19

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Marketing Efforts - FY19.



**Executive Management Committee
Customer Experience Committee
Marketing Campaigns – FY19
March 2018**

Metro Manners Etiquette Campaign

- 1st Place Award – 2018 APTA AdWheel Awards



- Next three videos:
 - Vendors
 - Loud music
 - Blocking doorways



Ongoing External Campaigns



Next stop: fresh air.

Metro's projects create healthier communities.

[Learn more.](#)



Progress Campaign

LIFE Campaign



You might be eligible for a reduced fare.

metro.net/LIFE

Rider Relief is now LIFE (Low-Income Fare is Easy). If you qualify, you can save up to \$24 on your Metro 7-Day or 30-Day Pass with LIFE coupons.

Learn more at metro.net/LIFE.

If you live in the Gateway Cities, San Gabriel Region or Lomita/region south of Lomita, contact: Human Services Association 562.806.0250.

In all other areas, contact: FAME Assistance Corporation 323.870.8567.



Internal Campaigns

Safety Culture Campaign



Bus operator hiring campaign



Metro

Other Campaigns to Come

- Ridership campaign to “try us and give yourself back some time”
- Reimagining bus service
- Creating the Crenshaw/LAX Line identity
- Community policing initiative
- State of Good Repair
- Summer destinations
- LA Tourism partnership
- Sports partnerships to encourage ridership



Questions?



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