



Metro

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

Board Report

File #: 2018-0581, **File Type:** Oral Report / Presentation

Agenda Number: 35.

**EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 18, 2018**

SUBJECT: CHIEF COMMUNICATIONS OFFICER QUARTERLY REPORT

RECOMMENDATION

RECEIVE Chief Communications Officer Oral Quarterly Report.

ATTACHMENTS

Attachment A - CCO Quarterly Presentation

Prepared by: Pauletta Tonilas, Chief Communications Officer, (213) 922-3777



Chief Communications Officer Report

Executive
Management
Committee

October 2018

Public Relations – Internal Security Awareness Video



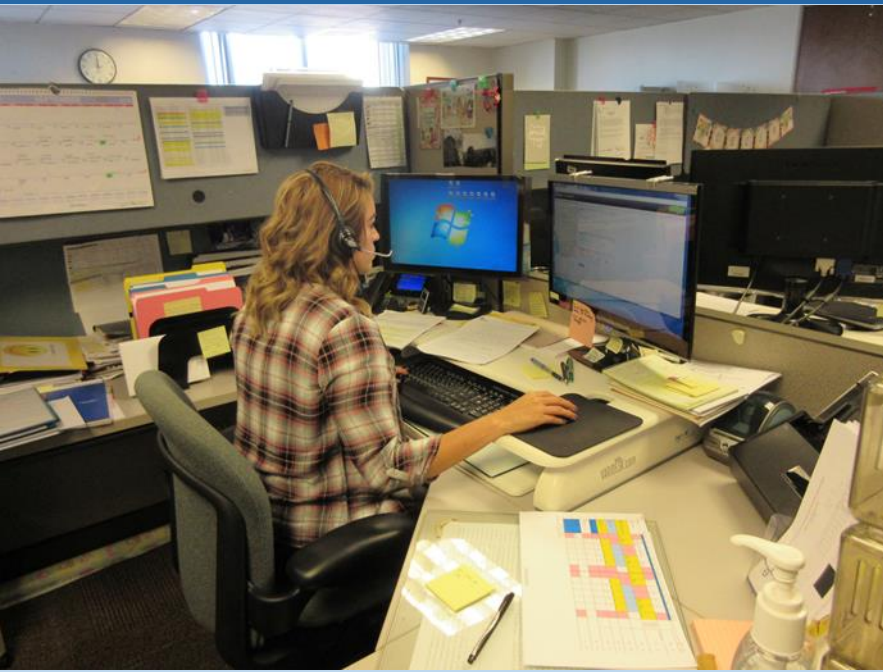
<https://youtu.be/KUmAWYAw8P0>

Commute Services





Customer Care





Metro Arts Partners with KCRW

Community Relations - Project Management



Community Relations – Purple Line Section 1



NextGen Engagement



2

3

Service Qualities

? What to do

➔ Next Task

4

5

WELCOME

SET YOUR BUDGET

TRADEOFFS

MAP MARKERS

WRAP UP

- Route Design
- System Design
- Service Times**
- Connectivity
- Reliability

Rush Hours vs Non-Rush Hour Service

Choose the option that best shows which tradeoff you prefer

More buses during
rush hours
(5-9 am & 3-7 pm)

Navigation controls: a large double-headed arrow with five buttons in the center. From left to right, the buttons are: a double left arrow (◀◀), a single left arrow (◀), a 'Neutral' label, a single right arrow (▶), and a double right arrow (▶▶).

More buses during
non-rush hours



Previous

Optional Comment

➔ Next Tradeoff



OUR NEXT LA*

About this Project

Stay Connected



We are listening to everyone who lives, works, or plays in LA County, in order to plan a future that gets us all where we want to go.

Make your choices heard.

[Take the Survey >](#)

Tell us what matters to you.

Choose your language

My Next

Select where you live, work, or play

LA*

is

Tell us what you'd like to see

Type Here

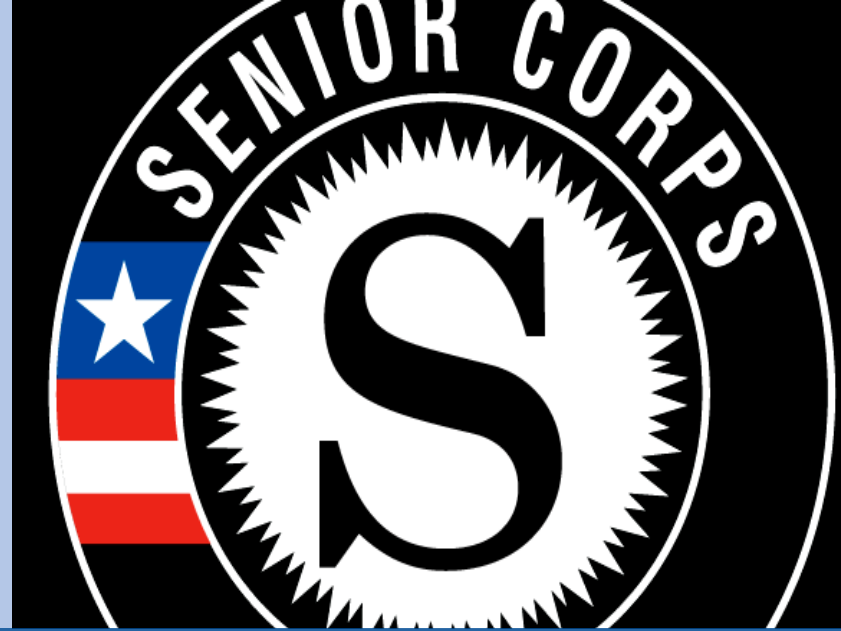
[Submit](#)

Listening and input-gathering effort for Long Range Plan

- Redesigned website and Telephone Town Hall in September
- Ads driving survey input launched late September
- Community events outreach ongoing

Metro Mayors Roundtable





Safety

metro.net/ridesafely

LOOK BOTH WAYS AND WATCH FOR TRAINS.

September is Rail Safety Month.
Learn how to be safe around trains, visit metro.net/ridesafely.



Outreach



Government Relations – Rail Car Manufacturers Roundtable



Government Relations

YOUR STATE TRANSPORTATION DOLLARS AT WORK.

SB 1 FUNDING OVERVIEW
Fact Sheet



SB1 – Continuing outreach and informational efforts

Successfully advocated for the passage of:

- AB 2548 (Friedman) Commuter Benefits bill – Signed into Law
- AB 1205 (Jones-Sawyer) Medium Business Set-aside bill – Signed into Law



System Advertising generating \$2.1M per month



Digital signage deployment begins with New Blue

Sports Partnerships – LA Rams



Sports Partnerships – LA Sparks



Sports Partnerships – LAFC



Metro Manners 2.0 – Customer Code of Conduct



- Three new videos released in September (No Loud Music, No Vending, Wait Your Turn)
- Systemwide print postings
- Digital promotion on social media

Safetyville 2.0 – How to be safe around trains



- Six new videos (English & Spanish)
- Anticipated release late November 2018

Join the Movement – Building Brand Identity



Strategy: Lay the foundation for rider consideration by delivering messages to improve and shape the Metro brand perception

- Ad anthems that build
- English and Spanish versions
- Launching November 2018



**Thank you.
Questions?**