



Board Report

File #: 2019-0371, **File Type:** Oral Report / Presentation

Agenda Number: 43.

**EXECUTIVE MANAGEMENT COMMITTEE
JUNE 20, 2019**

SUBJECT: CHIEF COMMUNICATIONS OFFICER FY19 YEAR-END REPORT

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE the Chief Communications Officer FY19 Year-End Report.

Prepared by: Yvette Rapose, Interim Chief Communications Officer, (213) 418-3154

ATTACHMENT "A"



Chief Communications Officer Report

**Executive
Management
Committee**

June 2019

Public Relations





Program Management





Local Government & External Affairs





Special Projects





Community Education



AARP Age Friendly Transportation Co...

MAY 7, 2019 @ 10:30 AM PDT

AARP Real Possibilities

AND METRO ART PRESENTS



RAISED ON RECORDS

CONCERT SERIES

Friday, May 31, 2019, 10am to 12pm
Placita de Dolores, Olvera Street
815 N Alameda St
Los Angeles, CA 90012

Music performance by
The Susie Hansen Latin Band

- > Must RSVP by calling 213.922.2002, emailing onthemove@metro.net or visiting raisedonrecords-elpuerto.eventbrite.com
- > Attendees can bring their own food and drinks (alcohol will not be permitted)
- > Chairs will be available
- > Free giveaways and transit-oriented resources

Take the Metro Gold, Red or Purple Line to Union Station and walk towards Alameda St. Plan your trip at metro.net.



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Customer Care

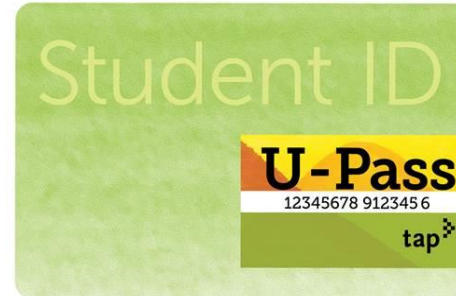


AWT for 323GOMETRO was
17/seconds (average wait time)

Metro Commute Services (MCS)

Small Employer Pass (SEP) to replace B-TAP

Transit Agency Partners Green Lit for E-Pass Program

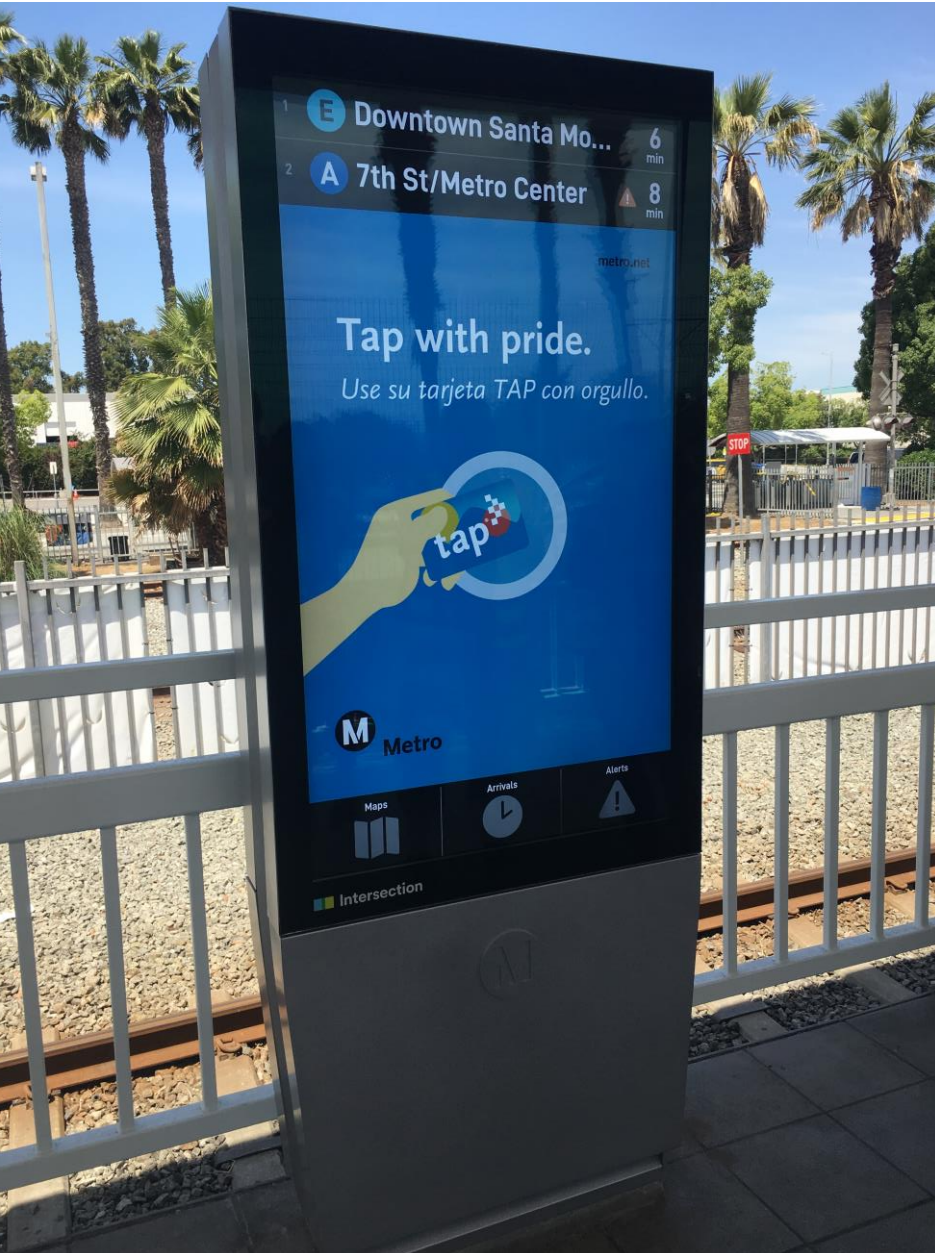


APTA Marketing & Communications Committee
2019



- Standardized pricing regardless of transit Level of Service (LOS)
- Set level of participation at 50% of employees, with no complicated exemption rules
- Gradual price increase over 3 years to bring program to revenue neutral

IxNTouch Customer Information Screens



Interactive screens successfully installed on Metro Blue Line



Screens ready for customer use come MBL re-opening

Government Relations

Support CEO Rebuilding America Initiative



Metro



Government Relations



- CEO testimony at Federal and State Hearings
- DC and Sacramento Advocacy Trips with LA Chamber and Mobility 21
- Continued outreach to Federal and State Representatives
- Supported Industry Roundtable for Center of Excellence Transportation Industrial Complex

Arts and Design



Workshop with
Metro Artists in
Little Tokyo

Metro Pictogram Game
featured at various public
events



Metro Art Docent Council turn 20!





**Thank you.
Questions?**