



Board Report

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**EXECUTIVE MANAGEMENT COMMITTEE  
OCTOBER 17, 2019**

**SUBJECT: CHIEF COMMUNICATIONS OFFICER QUARTERLY REPORT**

**ACTION: ORAL REPORT**

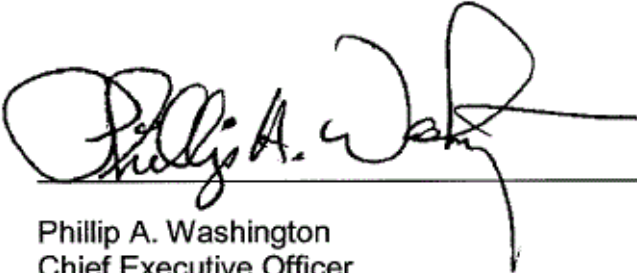
**RECOMMENDATION**

RECEIVE Chief Communications Officer quarterly oral report.

**ATTACHMENTS**

Attachment A - CCO Quarterly Report

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



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Phillip A. Washington  
Chief Executive Officer

# Attachment "A"

## Chief Communications Officer Report

Executive  
Management  
Committee

October 2019



# Art and Design



*“Metro portrait series puts a face to communities along the Blue Line.”*

*– Long Beach Post*



# Community Relations

metro.net/transitsafety

## September Safety Month Pop-Ups

September is Rail Safety Month and Metro's Community Education team will be hosting pop-up events at select Metro stations to remind riders how to stay safe while riding Metro. Stop by to receive Metro safety information and free limited edition Safetyville pins while supplies last.

SUN	MON	TUES	WED	THURS	FRI	SAT
		Union Station ●●●● 6:30-9:30am		Wilshire/Vermont Station ●● 7-9am	Compton Station ● 7-9am	
1	2	3	4	5	6	7
	Atlantic Station ● 7-9am	Pershing Square Station ●● 11am-1pm	Norwalk Station ● 7-9am	Culver City Station ● 7-9am	North Hollywood Station ●● 7-9am	
8	9	10	11	12	13	14
	Aviation/LAX Station ● 7-9am	Little Tokyo/Arts District Station ● 11am-1pm	Downtown Santa Monica Station ● 11am-1pm	Wilshire/Western Station ● 7-9am	Downtown Long Beach Station ● 11am-1pm	
15	16	17	18	19	20	21
	Expo/La Brea Station ● 4-6pm	Harbor Fwy Station ■ 4-6pm	El Monte Station ■ 7-9am	Sierra Madre Station ● 4-6pm	Willowbrook/Rosa Parks Station ●● 4-6pm	
22	23	24	25	26	27	28
	7th St/Metro Center Station ●●●●● 3-5pm					
29	30					

Metro Safety begins with you.



# Customer Care



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



# Government Relations



# Metro Commute Services (MCS)



Launched first K-12 U-Pass Pilot Program at Manual Arts High School, fully sponsored by Move LA.



Launched U-Pass at Occidental College with 30% participation in first week.

Expanding Youth on the Move Foster program to select 16-22 year-olds.





# Public Relations

**GO METRO  
TO BANC OF  
CALIFORNIA  
STADIUM.**



Metro







**Thank you.  
Questions?**