



**Board Report**

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**File #:** 2020-0068, **File Type:** Oral Report / Presentation

**Agenda Number:** 25.

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**EXECUTIVE MANAGEMENT COMMITTEE  
MARCH 19, 2020**

**SUBJECT: CHIEF COMMUNICATIONS OFFICER REPORT**

**ACTION: ORAL REPORT**

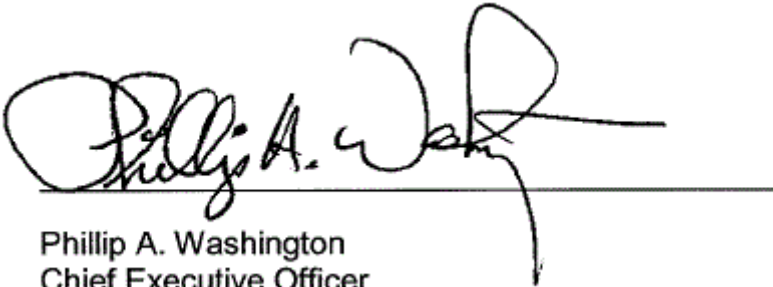
**RECOMMENDATION**

RECEIVE Chief Communications Officer Oral Report and Presentation

**ATTACHMENTS**

Attachment A - CCO Oral Report Presentation

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



Phillip A. Washington  
Chief Executive Officer

# Attachment "A"

## Chief Communications Officer Report

Executive  
Management  
Committee

March 2020



# Community Relations



NextGen  
Bus Plan  
Workshops

Caltrans  
Local Grant  
Workshops



Safety 1st at CSArts-SGV

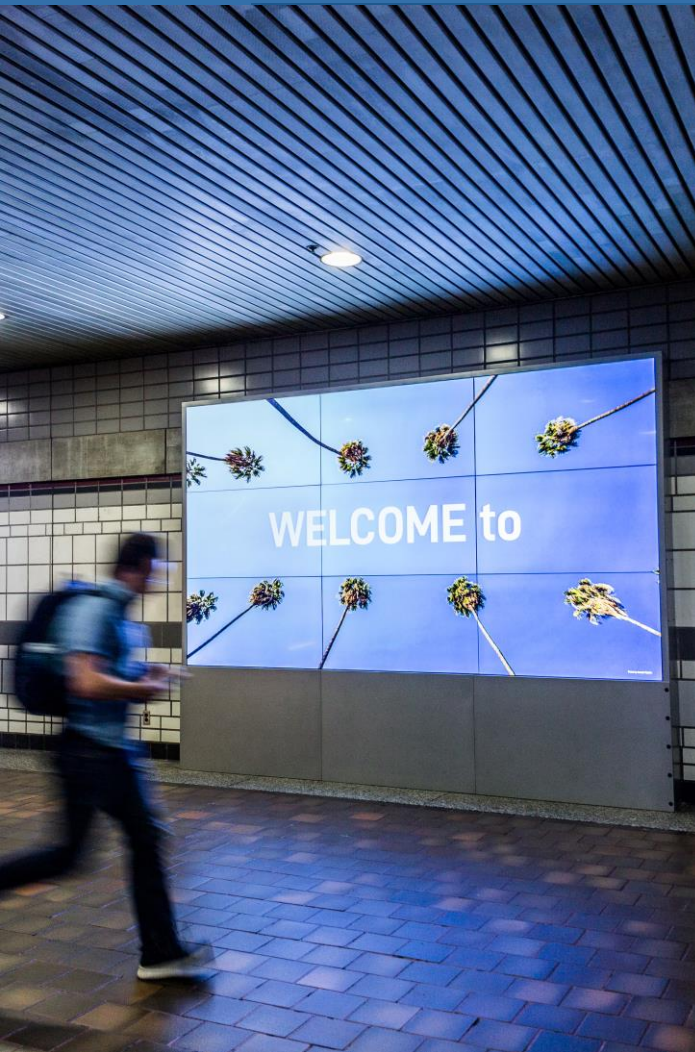


North  
Hollywood to  
Pasadena Bus  
Rapid Transit  
(BRT)  
Workshops





# Marketing - Revenue Advertising



- Initial roll-out of digital equipment funded by advertising (\$3.3M)
- A Line: 100 digital map cases, 7<sup>th</sup>St/Metro: 9-panel video wall



# Arts and Design



*Snoop with his brand-new Art on TAP card*



# Public Relations





# Government Relations



## State Highlight:

**Metro-sponsored bills are moving forward in Sacramento**

## Federal Highlight:

**Purple Line Section 3 FFGA**





**Thank you.  
Questions?**