



File #: 2020-0504, File Type: Oral Report / Presentation

Agenda Number: 24.

**OPERATIONS, SAFETY & CUSTOMER EXPERIENCE COMMITTEE
AUGUST 20, 2020**

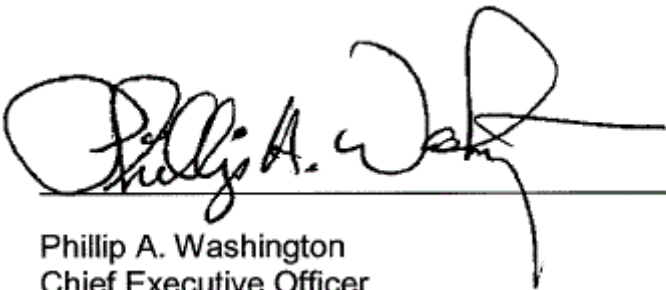
SUBJECT: ORAL REPORT BY CHIEF COMMUNICATIONS OFFICER ON COVID19

RECOMMENDATION

RECEIVE oral report by Chief Communications Officer on COVID-19.

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

Reviewed by: Yvette Rapose, Chief Communications Officer, 213-418-3154



Phillip A. Washington
Chief Executive Officer

Lapsed Ridership Due to COVID

Under current Stay At Home requirements ...	
I am mostly working from home	44%
I am still going to work part time and working from home part time	8%
I am still going to work	15%
I lost my job	14%
I was furloughed	19%

Will your employer let you work from home (at least partially) after Stay At Home order is discontinued?

Yes	23%
No	9%
I don't know	21%



May 29 – June 24, 2020

N = 670 individuals riding in Jan 2020 but not riding currently



Social Distancing and Masks

Which of the following do you feel is MOST important for your safety when riding Metro during the COVID epidemic?

	N = 902
Adequate distance between customers	37%
Riders wear masks or face coverings	63%
Total	100%

We're distributing masks.



- > 50,000 masks distributed to date
- > 50,000 more by end of September

“Travel Safe” Information

TRAVEL SAFE
VIAJE DE FORMA SEGURA

metro.net



> A face covering is required over your nose and mouth during **your** entire ride.

Se requiere cubrirse la cara sobre la nariz y la boca durante todo su viaje.

> Practice **physical** distancing where possible.

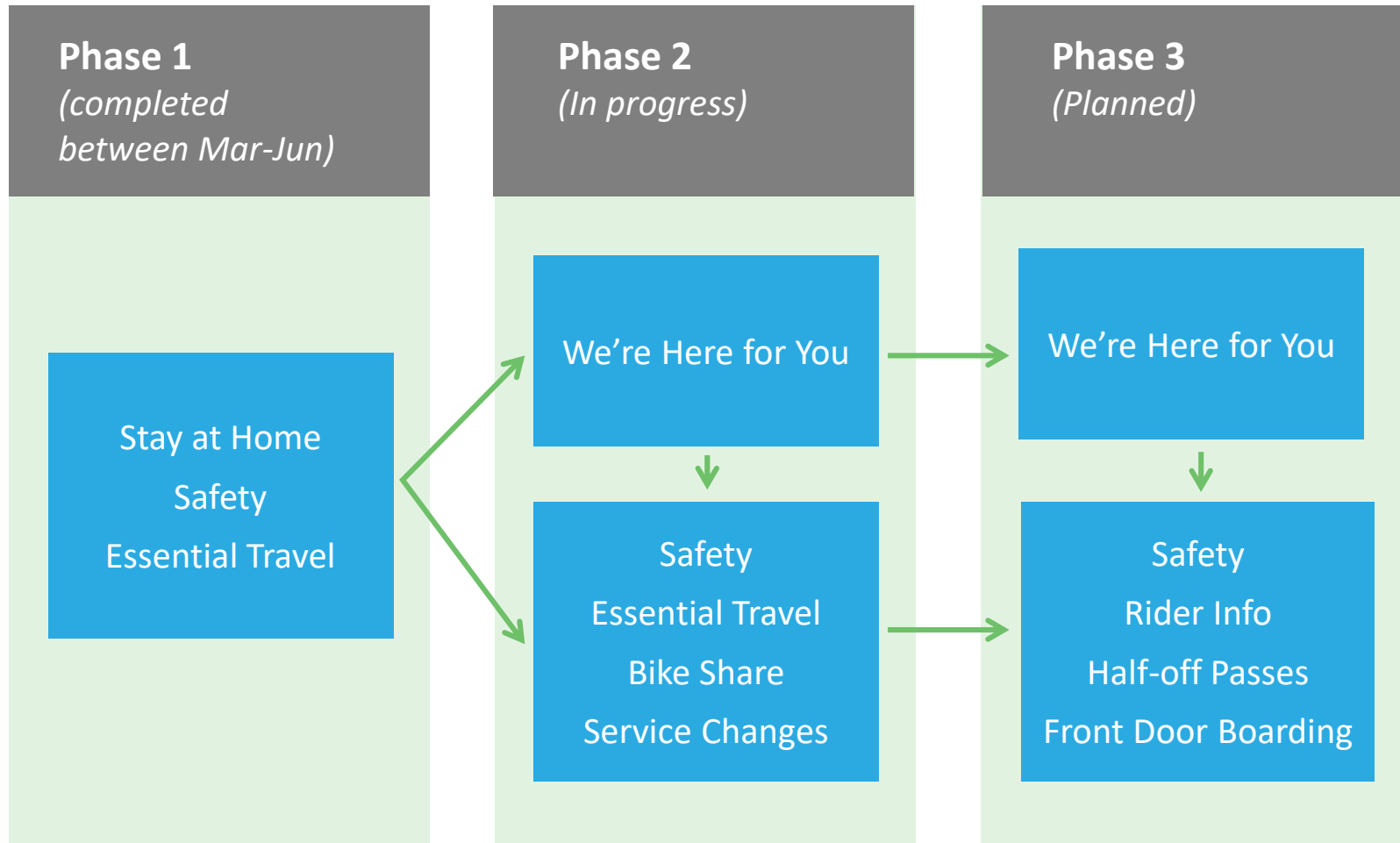
Practique el distanciamiento físico siempre que sea posible.



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Marketing's Phased Rider Messaging



“We’re Here for You” Campaign

Go Metro for your
essential trips.



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