Metro

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

#### **Board Report**

File #: 2020-0585, File Type: Oral Report / Presentation

Agenda Number: 37.

#### EXECUTIVE MANAGEMENT COMMITTEE OCTOBER 15, 2020

#### SUBJECT: CHIEF COMMUNICATIONS OFFICER QUARTERLY REPORT

ACTION: ORAL REPORT

#### RECOMMENDATION

**RECEIVE** Chief Communications Officer Quarterly Report and Presentation

#### **ATTACHMENTS**

Attachment A - CCO Quarterly Report - FY2021

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

Phillip A. Washington Chief Executive Officer

## Attachment "A"

Chief Communications Officer Report

> Executive Management Committee

> October 2020

### **Arts and Design Programs**



#### **Design Excellence Award**

#### New Exhibition of Ken Karagozian

## **Arts and Design Programs**



### Artwork being installed at CLAX project sites

## **Community Relations**



#### **Customer Care**

#### Installation of Limited English Proficiency (LEP) Translation Phones

# Customer COVID Safety Signage and Floor Markings



Wilshire/Vermont Center



East Portal Customer Center







Face Covering

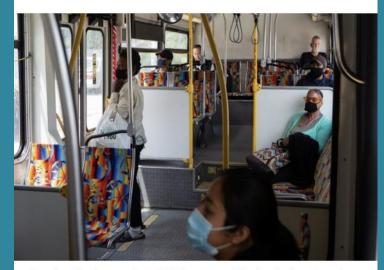
#### **Government Relations**

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Los Angeles Times

OPINION

Don't let the coronavirus destroy public transit too



People ride the westbound 33 bus toward Venice in downtown Los Angeles on April 19. (Los Angeles Times)

By THE TIMES EDITORIAL BOARD

AUG. 16, 2020 | 3 AM

## <u>Federal Highlight:</u> Continuing to engage with DC leadership on draw down of CARES Act Funding

#### State Highlight: Slature Approves SE

Legislature Approves SB 757 (Allen) and SB 288 (Wiener) CEQA Streamlining Legislation

### **Marketing – Digital Services**

#### 1:40 C AА A metro.net 🚺 Metro Q $\equiv$ COVID-19: Metro has adjusted service in response to COVID-19 and face coverings are now required on all buses and trains. >> CULVER LADERA GARDEN HEIGHTS + Huntington Par Firestone Park Inglewood PLAYA DEL REY WESTMON IAX Lynwoo Hawthorne Planner Arrivals + Maps + Schedules Bike Park & Ride Rail ۲ 1<sub>ℓ</sub> Plan My Trip Regional Trip Planner > $\uparrow$ G ٢î

Metro.net

# Partnership with *Transit* pays off for riders and Metro

12 min

2 ....

11 min

22°min

3

minutes

3

minutes

2

YES: Transit is Metro's official app!

Tap to learn more.

Q Where to?

Cedars - Sinai Medical Ctr

Cedars - Sinai Medical Ctr

16

Century City

North Hollywood

Wilshire / Western

B Red

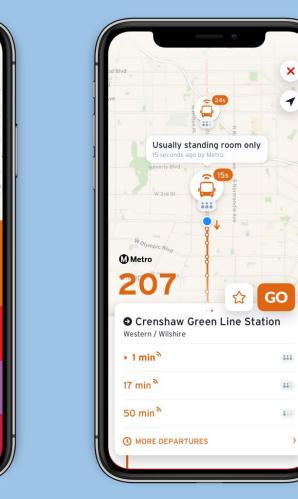
Pershing Square

D Purple

733

Santa Monica

# Predicting bus occupancy levels



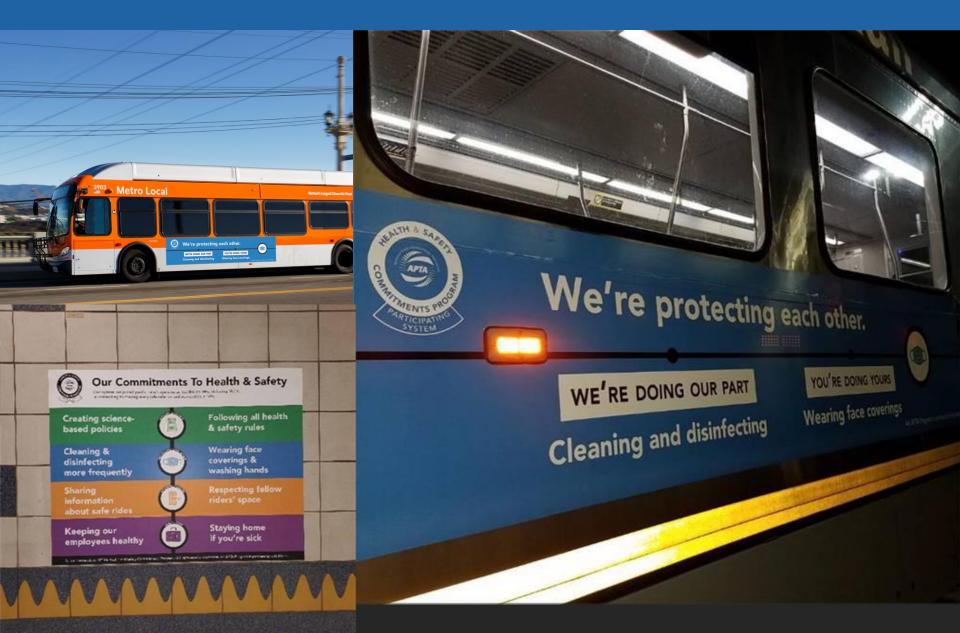
## **Public Relations**

#### PROGRAM LAUNCH – SEPTEMBER 09, 2020



- 328 Participants online for launch
- National media attending: ABC News, CNN, The Washington Post, Newsday, Mass Transit Magazine, METRO Magazine and Smart Cities Dive
- Local news coverage:
  - Web: The HUB, MyNewsLA.com
  - Radio: KFI AM 640 iHeartRadio, KEIB-AM – True American Values – iHeartRadio
  - Total potential reach: 242,463
  - 241-page views from The Source Post
  - 111 Transit Agencies Signed on (as of 4pm, 9/10)

### Metro Pledges to the APTA Seal of Commitment



## **Public Relations**

#### **Public Service Announcement**

# Thank you. Questions?