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

 \equiv

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_ℓ 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

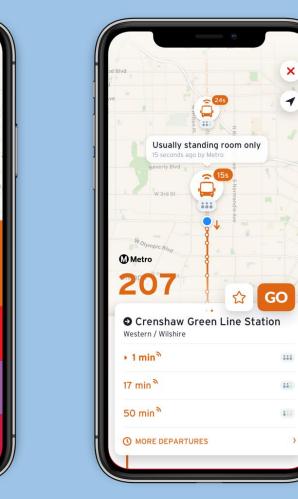
Pershing Square

D Purple

733

Santa Monica

Predicting bus occupancy levels



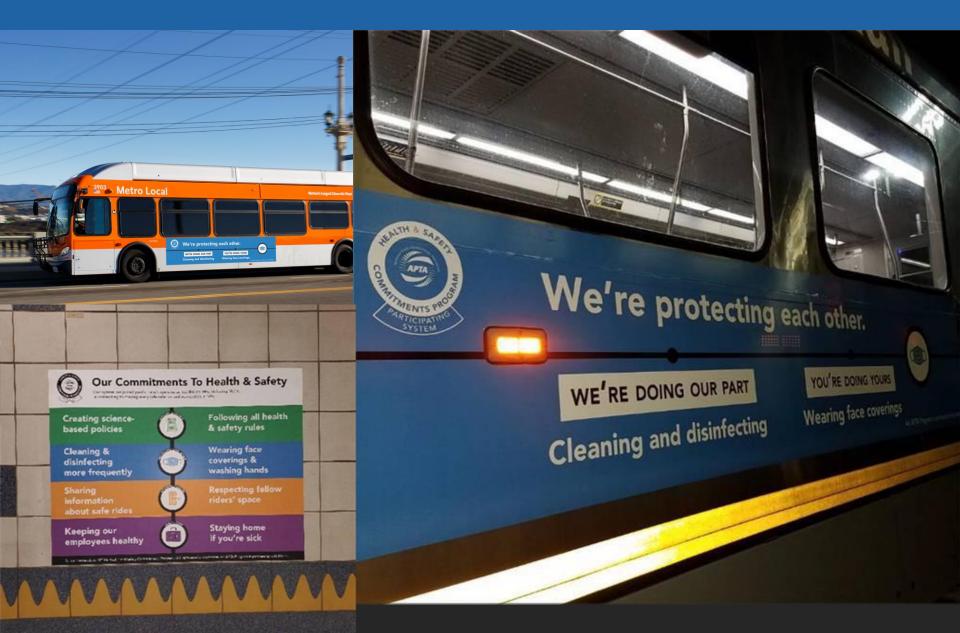
Public Relations

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?