



Board Report

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**EXECUTIVE MANAGEMENT COMMITTEE  
JANUARY 21, 2021**

**SUBJECT: CCO QUARTERLY REPORT**

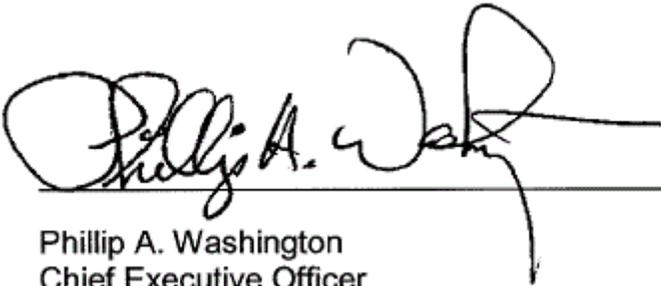
**ACTION: ORAL REPORT**

**RECOMMENDATION**

RECEIVE CCO Quarterly Report.

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

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



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Phillip A. Washington  
Chief Executive Officer



# Chief Communications Officer Report

Executive  
Management  
Committee

January 2021

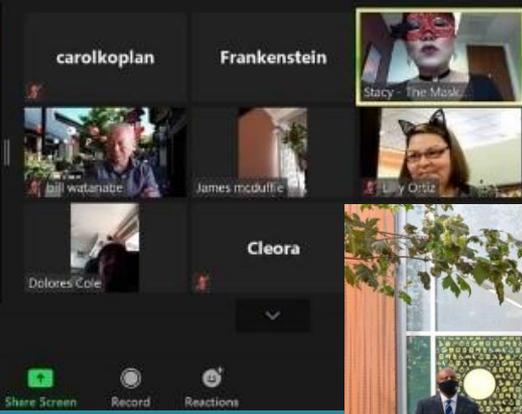
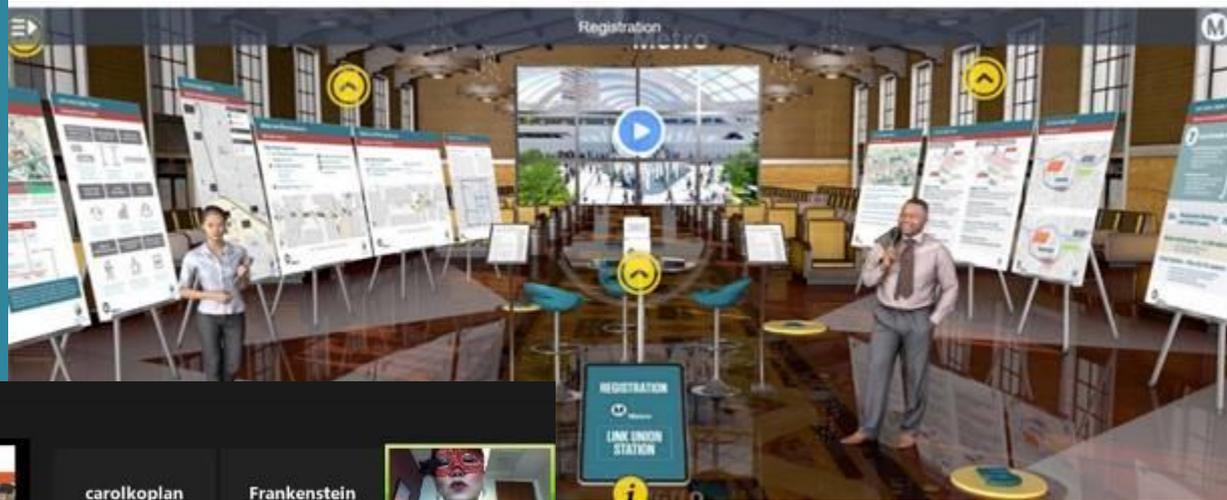
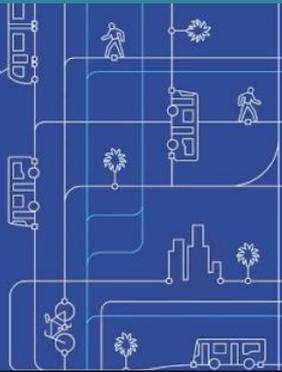
# Arts and Design Programs



**New artwork at Rosa Parks Customer Center**

# Community Relations

## NextGen Bus Study



# Government Relations

METRO IS SEEKING STATE FUNDING TO BUILD

## SR-57/-60 Confluence: Chokepoint Relief Program

- > SR-57/SR-60 Confluence is ranked the sixth most congested freight chokepoint in the nation and the second highest truck accident location in Southern California.
- > The Los Angeles County Metropolitan Transportation Authority (Metro) in partnership with Caltrans has submitted a grant application for \$177 million to support the construction of this vital project that would reduce congestion and improve mobility.
- > Measure M, the half-cent sales tax adopted by LA County voters in November 2016, dedicates \$108.6 million (2015 estimate) in local taxpayer funds for this project.

> The SR-57/-60 Confluence project benefits include:

- Eliminating the bottleneck on the SR-57/SR-60, which is on the National Highway Freight Network, and will bring congestion relief on a major east-west freight corridor link between coastal Southern California and the Inland Empire and beyond.
- Improving safety by separating traffic at a local interchange; improving mobility and access to Southern California employment centers.
- Saves \$1 billion in driver delay time over the next 20 years.
- Provides significant incentives to accelerate private investment and construction.

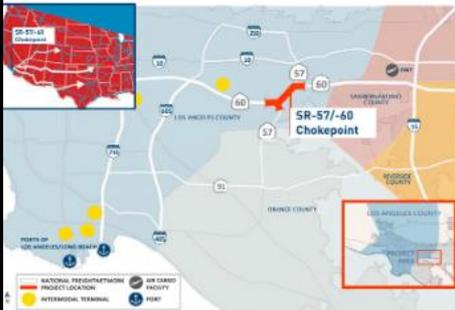
SEEKING FUNDING IN THE AMOUNT OF:

**\$177 million**

TOTAL PROJECT COST:

**\$288 million**

(Leveraging \$111 million in local funding)



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## Federal Highlight:

- Continued to advocate for federal funding to support impacts of COVID-19

## State Highlight:

- California Transportation Commission awards LA Metro transit and highway projects \$516 million in SB 1 Funds

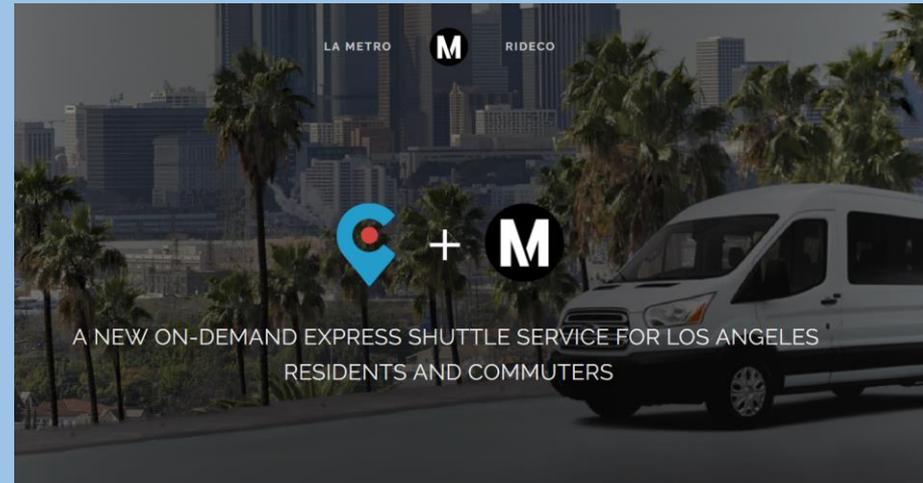
# Customer Care

The new Rosa Parks Customer Center successfully opened October 26, 2020



*Rosa Parks Customer Center*

The Telephone Information Call Center began booking customer Metro Micro Transit rides at the launch of Metro Micro, December 13, 2020



*Metro Micro*

# Marketing – Digital Services

## Metro Micro launch campaign

- Hyper-targeted campaign focuses on individuals who live and travel within the first two service zones
- Ads utilize Metro real estate on buses, trains and stations
- We will maximize traditional print and spend responsibly on a traditional and digital media strategy
- Campaign will also develop short form video content and photography



metro.net/micro

## Meet Metro Micro.™

Introducing Metro Micro, our new app-based shared ride service. It's ideal for short local trips, or for connecting to Metro buses and trains. And introductory rides are just a buck! Visit [metro.net/micro](http://metro.net/micro) for service zones and details.

Service launches December 13th and the app will be available for download December 1st.

Available on the App Store | GET IT ON Google Play

Metro Micro

Metro

You will also be able to book a ride by calling 323.GO.METRO.

QR code

The advertisement features a dark blue background with a large orange circle on the right side. Inside the circle is a dark blue van with 'Metro Micro' and colorful dots on its side. A hand is shown holding a smartphone displaying the Metro Micro app interface. The Metro logo is in the bottom left, and a QR code is in the bottom right.

# Marketing – Digital Services

## Metro Micro launch campaign



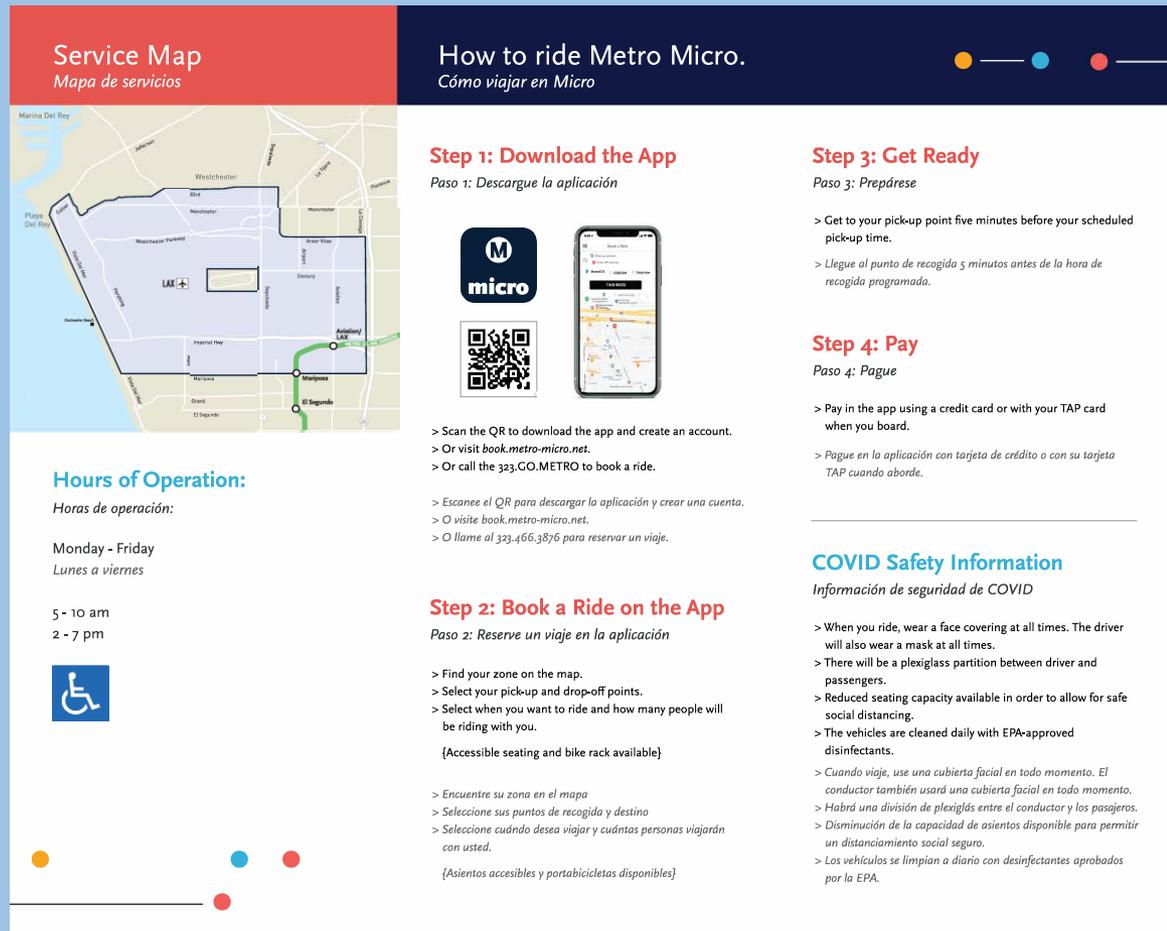
LAX/Inglewood

### Meet Metro Micro.

Conoce a Metro Micro.



**M** Metro



### Service Map

Mapa de servicios



### How to ride Metro Micro.

Cómo viajar en Micro

#### Step 1: Download the App

Paso 1: Descargue la aplicación



- > Scan the QR to download the app and create an account.
- > Or visit [book.metro-micro.net](http://book.metro-micro.net).
- > Or call the 323.GO.METRO to book a ride.

#### Step 2: Book a Ride on the App

Paso 2: Reserve un viaje en la aplicación

- > Find your zone on the map.
- > Select your pick-up and drop-off points.
- > Select when you want to ride and how many people will be riding with you.

{Accessible seating and bike rack available}

#### Step 3: Get Ready

Paso 3: Prepárese

- > Get to your pick-up point five minutes before your scheduled pick-up time.
- > Llegue al punto de recogida 5 minutos antes de la hora de recogida programada.

#### Step 4: Pay

Paso 4: Pague

- > Pay in the app using a credit card or with your TAP card when you board.
- > Pague en la aplicación con tarjeta de crédito o con su tarjeta TAP cuando aborde.

### Hours of Operation:

Horas de operación:

Monday - Friday  
Lunes a viernes

5 - 10 am  
2 - 7 pm



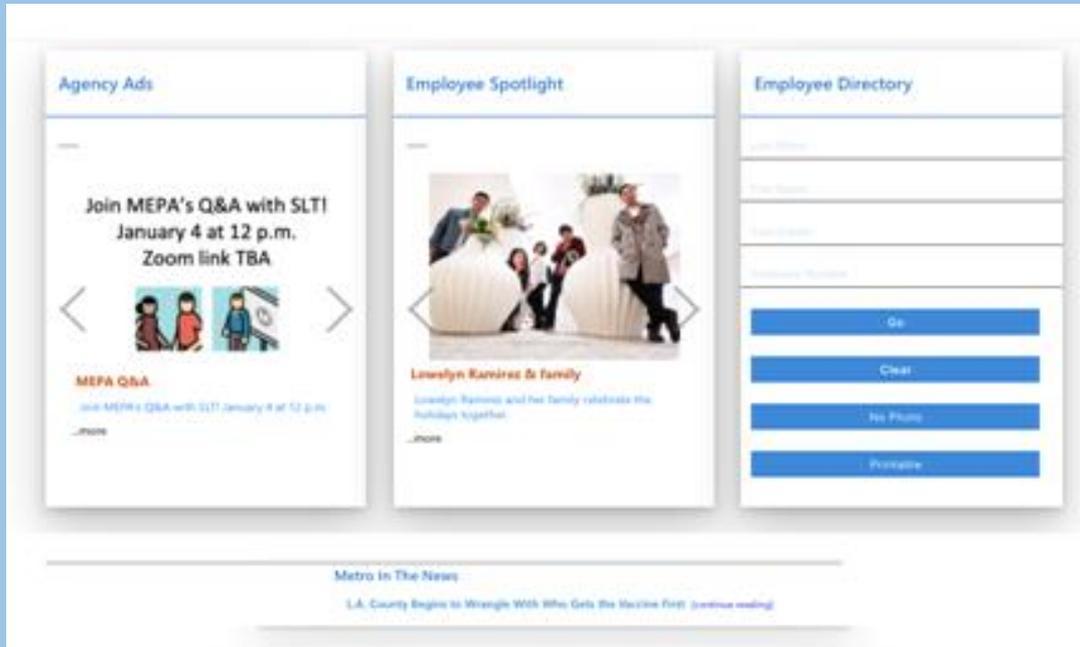
### COVID Safety Information

Información de seguridad de COVID

- > When you ride, wear a face covering at all times. The driver will also wear a mask at all times.
- > There will be a plexiglass partition between driver and passengers.
- > Reduced seating capacity available in order to allow for safe social distancing.
- > The vehicles are cleaned daily with EPA-approved disinfectants.
- > Cuando viaje, use una cubierta facial en todo momento. El conductor también usará una cubierta facial en todo momento.
- > Habrá una división de plexiglás entre el conductor y los pasajeros.
- > Disminución de la capacidad de asientos disponible para permitir un distanciamiento social seguro.
- > Los vehículos se limpian a diario con desinfectantes aprobados por la EPA.

# Public Relations

## myMetro (intranet) Modernization Project



- Modernized design; dynamic, user-friendly, engaging, easy navigation
- Changes made based off survey results and employee recommendations
- Transition will be gradual and expected to complete FY2021



**Thank you.  
Questions?**