



## Board Report

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**EXECUTIVE MANAGEMENT COMMITTEE  
JUNE 15, 2017**

**SUBJECT: ORAL QUARTERLY REPORT OF THE CHIEF  
COMMUNICATIONS OFFICER**

RECEIVE oral quarterly report of the Chief Communications Officer.

**ISSUE**

The LA Metro Chief Communications Officer provides a periodic update to the Board of Directors on the efforts of the Communications Department. This report covers the activities since January 2017, as well as a look-ahead for the next few months.

**DISCUSSION**

**Department Reorganization**

Metro's Communications Department has recently undergone a reorganization to modify the structure of the department to position it for the growth in work effort associated with the implementation of Measure M. This will also provide seamless customer service to the public, to better streamline some functions.

The biggest element of the reorganization is the combining of the Customer Relations Department and Customer Programs and Services Department into one customer service department. This will position the department to enhance efficiency, coordination and cross-training opportunities for Customer Service Agents. The department has been renamed the Customer Care Department to better reflect how customer service enhances the customer experience by "caring" for our customers.

The reorganization also includes the transfer of the Creative Services Department from the Planning Department back to the Communications Department. This will streamline and optimize outreach efforts related to public art projects, and consolidate all design functions into one department. Also, the Creative Services Department has been renamed as the Art and Design Programs Department.

Other elements of the reorganization involve providing more of a defined focus on functional areas within each department in Communications.

**New Education Campaign**

The Communications Department has also developed a new public education campaign that will be an ongoing way to showcase the progress the agency is making on its programs, projects and

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services with a big focus on the progress of Measures R and M. The campaign will begin rolling out in June through ads on the Metro system, social media, radio ads, and construction banners and signage. A more widespread rollout to include billboards and other outdoor advertising will occur in late summer.

### MARKETING

Metro launched the next phase of "It's Off Limits," which focused on counseling victims

- Press event (January 17, 2017)
- Static ad on TPIS screens
- Twitter and Facebook posts
- Rail posters and bus cards posted system-wide promoting 844.OFF.LIMITS

In preparation for the International Olympic Committee meetings in early May, Metro partnered with LA24 to develop the following marketing collateral:

- Customized TAP card loaded with a 7-day pass and carrier, as well as a coupon for Bike Share
- Bus cards, rail posters and station decals at the 7th & Metro and Hollywood/Highland Stations
- Metro 2024 Rail & Busway (Go Metro) System map

Marketing is collaborating with the Office of Management and Budget on branding the new Low Income Rider Program approved by the Board in May 2017.

### Advertising

Metro's updated System Advertising Policy was approved by the Board in February 2017. Since then, staff has been working towards seeking new contracts to replace the current contracts ending December 2017. Major actions include:

- Orange Line Advertising Integration - Outreach to communities along the Metro Orange Line have begun to inform stakeholders of commercial advertising on the MOL beginning January 2018.
- System Advertising RFP - Procurement process has begun to seek new advertising revenue contracts. RFP is open (blackout period May - June) with proposals due in July. Recommended awardees will be presented to the Board for review and approval of new contracts.

### Web and Mobile

- Agency's transit mobile app, Go Metro Version 4.0, will be available for customer download from Apple and Android stores in mid-June. The app is redesigned and rebuilt from the ground-up with updated technology and customer features.

### Social Media

- Activated Snapchat Geofilters for 14 Metro stations. In just under six months, the Geofilters have been used over 100,000 times and garnered over 6 million views. Our conversion rate for the Metro Station Geofilters is 2x more than industry standards for Snapchat neighborhood filters and 3x more than industry standards for Snapchat city filters

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- Continued to create content on the Metro Snapchat channel with a current score of 1,468 (43% increase since the start of the year)
  - Started promotion and integration of El Pasajero content on Facebook targeting our Spanish speaking riders

#### Digital Campaign Performance

- Created awareness campaigns for Bus Operator Appreciation and Bus Operator Assault. The Operator Assault ads have now completed their run on the system.
- Continued design support for all aspects of major construction projects: Purple Line Extension, Crenshaw/LAX and Regional Connector

#### Commute Services

- Launched U-Pass at Cal State University, Los Angeles (CSULA) and L.A. Pierce College with 1,924 new student riders
- Converted University of Southern California (USC) from ITAP to U-Pass
- Signed up 57 new businesses in Employer Annual Pass Program (EAPP) with 1,984 new pass holders year-to-date in FY17
- Collected \$1,102,885.84 in new sales for U-Pass and EAPP program year-to-date in FY17
- Renewed \$5,095,627 in EAPP program

#### COMMUNITY RELATIONS

Initiated efforts to procure and build out the Constituent Relations Manager. Assembled working group and developed initial scope of work. This included reviewing all requested reports and materials generated for standing internal meetings.

#### Metro's Guided Tour Program

- We are transitioning this program from a stand-alone program into our other tour programs to consolidate efforts. Since October 2015, the program has not had many requests despite extensive outreach.
- Almost all participants have been older adults who are better accommodated through our Seniors on the Move Programs.
- School requests continue to be handled through our Transit Safety Education programs.
- All tour requests will be accommodated through our Community Education Unit.

#### Construction Relations

##### Visual Communications and Social Media

- Increased use of Facebook Live to engage online audience, spotlighting businesses along the alignment, construction milestone events

#### Other (Capital Improvement Projects & State of Good Repair)

- Burbank Airport - North Metrolink Station - A community meeting was held in March 2017 to kick-off construction of the much anticipated new Metrolink station on the Antelope Valley Line between the Sun Valley and Downtown Burbank Metrolink Stations. Construction began March 22, 2017.
- Patsaouras Plaza Bus Station Project - Coordinated various outreach efforts including public

meetings and construction notices to keep the public and area stakeholders aware of possible construction impacts.

- Pershing Square Escalator Replacement Project - In February 2017, Metro crews started replacing the fifth and last of five escalators within the three portals at the Metro Red Line Pershing Square Station. Various outreach efforts including public meeting and construction notices kept the public and area stakeholders aware of possible construction impacts.

#### Crenshaw/LAX Transit

- Project hosted 4 project update community meetings.
- Project hosted 1 Community Leadership Council (CLC) quarterly meeting.
- TBM broke through at MLK Jr. Station in February. Tunneling was 98% complete as of March 30, 2017.
- A conceptual flyover rendering of the future Crenshaw/LAX Line developed by students at LA Trade Tech Community College was finished. The partnership was initiated by Metro Board Director Jacquelyn Dupont-Walker.
- Project's Facebook audience is currently at 9,212 page Likes, a 52.8% increase from previous quarter.
- Project's Twitter audience is currently at 2,109 account followers, a 22% increase from previous quarter.

#### Purple Line Extension Section 1

- Hosted community and elected officials briefings, and a social media workshop.
- On March 3<sup>rd</sup> the project unveiled the twin TBM machines for Section 1 which are currently being fabricated in Germany. They will arrive in Fall 2017. The TBM naming contest will begin in Summer 2017.
- Ancient Camel/Mastodon bones were found on April 19, 2017 during La Brea excavation.
- Social media presence experienced an overall increase of 26% and 10%, on Facebook and Twitter - respectively.
- Purple Line Extension crosses the 10,000 "Likes" mark on its Facebook page.

#### Regional Connector

- Hosted 7 community meetings along the alignment.
- Project's online audience is currently 8,759 on Facebook, 2,460 on Twitter, and 3,000 on Emma.
- Developed initial content and media buy for upcoming 6th St. closure that will also impact I-110 on and off ramps at 6th St.
- Launched the tunnel boring machine from 1st/Central Station in Little Tokyo.
- Outreach continues on the continuation of decking operations on Spring St. and Flower St.
- Launched Eat Shop Play Free 7-day TAP Card Contest in Little Tokyo and DTLA neighborhoods

#### Highway Program

- I-5 North Construction Project: Metro, Caltrans District 7, Metrolink, Federal Highway Administration (FHWA), and the City of Burbank celebrated the completion of the first major milestone for the I-5 North/Empire Interchange Project. 2.2-miles of elevated railroad tracks were opened at Buena Vista Street and San Fernando Boulevard and adjacent to Empire

Avenue. The elevated tracks improve rail operations and enhance safety for the community.

- I-605 Corridor Improvement Project: Due to a Metro Board Motion in January 2017, HOT lanes are being incorporated as part of the alternatives for the I-605 Corridor Improvement Project.
- I-710 Corridor Bike Path Project: Hosted three community meetings in April to kick off the environmental phase for three bike path studies as part of the I-710 Corridor Project.

#### Eat/Shop/Play

- Media buy pushed Eat Shop Play advertisements into commercial high rise buildings
- Crenshaw/LAX, Purple Line Extension, Section 1: Hosted 2 Lunch Meets-ups with impacted businesses
- Launched programming in Beverly Hills
- Downtown LA and Little Tokyo Restaurant Guide appeared in the Downtown News as part of the Regional Connector efforts.

#### Safety Outreach

- Reached 181,026 community members through various safety outreach efforts.
- Launched the first Metro Transit Tribune quarterly newsletter on Feb 1, 2017.
- Held the first Older Adult Mini Pop-Up Expo on Feb 21, 2017 (South Bay Region)

#### Local and Municipal Affairs Community Meetings and Events

- Represented Metro at 260 public meetings reaching nearly 19,000 people
- Continued to advance key projects through the study phase, including managing 23 community meetings. Projects included:
  - Active Transportation Rail to River Corridor Project
  - Link US
  - Union Station Forecourt and Esplanade
  - Brighton to Roxford Double Track Project
  - Eastside Phase 2
- Strengthened Metro's relationships with the 88 cities through presentations to city councils including the cities of Glendale, San Fernando, Los Angeles, Burbank, and South Gate. Also distributed Metro's new Quality of Life Report to all 88 city Mayors and Councilmembers.
- Tracked local elections and sent congratulatory letters from CEO to all newly elected and reelected Mayors and City Council Members.
- Participated with and made or arranged presentations to key stakeholder groups including the L.A. Chamber, Central City Association, LA24, and Valley Industry and Commerce Association
- Prepared and distributed information regarding rail maintenance activities to approximately 145,000 people near the alignments

### PUBLIC RELATIONS

#### Media Relations

- Issued 50 news releases and advisories
- Conducted 11 news conferences

- Generated 184 print, online and broadcast articles on Measure M (U.S. & Int'l)
- Generated 2276 print, online and broadcast articles (U.S., excluding MM)
- Generated 219 print, online and broadcast articles (Int'l, excluding MM)

#### Digital Media

- The Source had 468,505 page views
- El Pasajero, our Spanish-language blog, had 39,186 page views
- Issued 1,100 service alerts, reaching 25,000 followers on Metro's Service Alerts
- Increased followers on Metro's Twitter account by 9.5% for a total of 74,300 followers
- Reached 28.5k followers on Metro's Instagram Account with an average of 11k reach per post
- YouTube views: 141,000
- YouTube subscribers gained: 265
- Facebook video views: 409,440
- Coordinated daily messaging on more than 1,000 screens across Metro system
- Developed a video about Measure M and what it will deliver for use at public meetings and community presentations. The video is also available on Metro's YouTube channel.

#### Special Events and Promotions

- Held 25 Measure M and other press and special events including but not limited to Full Funding Grant Agreement Signing with former US DOT Secretary Anthony Foxx, Gold Line One Year Anniversary Rider Appreciation, The Bloc Portal Grand Opening at 7th and Metro station and CicLAvia/Open Street Bike Events
- Partnered with community groups on 13 events through the Destination Discounts Program reaching an estimated 368,700 attendees

#### GOVERNMENT RELATIONS

##### Federal:

- Closely tracking major federal grant opportunities - including FY2017 FASTLANE and TIGER grants
- Worked to secure \$300 million in New Starts funding for Metro rail projects in the FY2017 federal budget
- Working to secure \$400 million in New Starts funding for rail projects in the upcoming FY2018 federal budget
- Working with Trump administration on infrastructure program

##### State:

- Advocated for Metro's priorities in SB 1 (Beall)
- Successfully secured authors for Metro sponsored legislation
- Secured author for consensus legislation to reform the State Transit Assistance Program in securing money for Los Angeles County

#### CUSTOMER CARE

Customer Relations

- Answered 1,484,178 calls through 3<sup>rd</sup> Qtr. FY17 on 323.GOMETRO compared to 1,834,457 calls answered during same time in FY16 or 19% fewer calls answered, in part due to overall reduction in calls that all transit contact centers are experiencing
- Average wait time for customer calls was 17 seconds

Customer Programs and Services

- Reduced Fare - Processed 35K Reduced Fare applications
- Mobile Customer Center - Visited 35 locations and reached 830 customers

**NEXT STEPS**

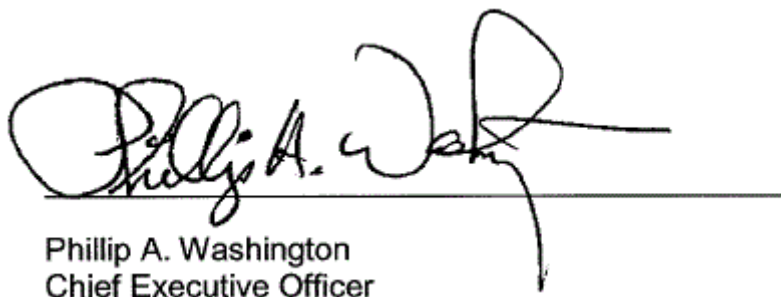
Communications will release a Communications Services RFP in early summer for a bench of contract teams to support the department on Community Relations, Public Relations and Marketing activities. The bench will accommodate the efforts associated with the implementation of Measure M.

The first elements of the new Marketing campaign to showcase the progress of Metro's programs, projects and services will launch in early summer.

The Marketing Team will finalize the branding of the new Low Income Rider Program in partnership with OMB.

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Reviewed by: Phillip A. Washington, Chief Executive Officer



Phillip A. Washington  
Chief Executive Officer



# Chief Communications Officer Report

June 2017



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# Measure M Video

- New video summarizes Measure M and its impacts
- For use in community presentations, public meetings and stakeholder meetings

[https://www.dropbox.com/s/hwxi9ziuo8ym6nt/Measure\\_M\\_FinalCut\\_05\\_HQ.mp4?dl=0](https://www.dropbox.com/s/hwxi9ziuo8ym6nt/Measure_M_FinalCut_05_HQ.mp4?dl=0)

# Department Reorganization

- To provide more seamless customer service
- To better streamline some functions for better efficiency, coordination and cross-training opportunities
- To position the Communications Department for the implementation of Measure M



# Reorganization Elements

- Combine Customer Relations and Customer Programs and Services into one department
- Rename Metro's customer service function as the Customer Care Department



# Reorganization Elements

- Move Creative Services Department (Metro Art) from Planning back to Communications
- Rename the program the Art and Design Programs Department



# New Education Campaign

- New public education campaign – **Next Stop...**
- An ongoing and flexible campaign to showcase Metro's progress
- Rollout begins this month on the Metro system, social media, radio and print ads and banners
- Billboards and other outdoor ads planned for late summer



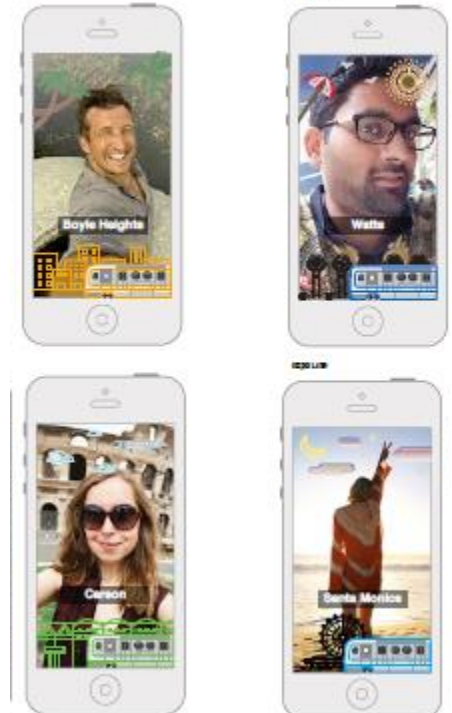
# Marketing Efforts

- Partnered with LA24 team for IOC visit in May
- Code of Conduct Campaign – Metro Manners
- Advertising RFP in process
- Orange Line advertising outreach underway
- Working with OMB to brand and promote new Low Income Rider Program



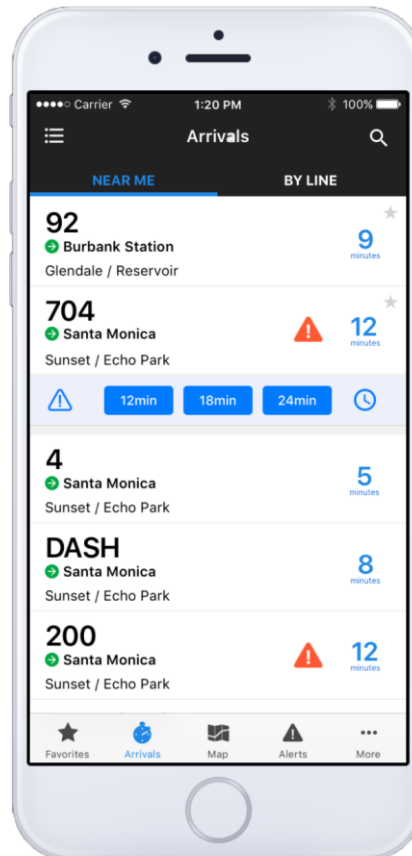
# Social/Digital Media

- Snapchat geofilters very active
  - Utilizes rider proximity around major stations to allow people to brand their riding experience
- Created awareness campaigns for Bus Operator Appreciation and Bus Operator Assault
- Pushing out first phase of “Next Stop” progress campaign



# Website/Mobile

- Mobile app, Go Metro version 4.0, will launch in June
  - Available for download from Apple and Android stores





# Commute Services

- U-Pass Program – launched Cal State LA and LA Pierce College, and converted USC from I-TAP to U-Pass
- Employer Annual Pass Program – signed up 60 new businesses
- Collected \$1.1 million in new sales for U-Pass and EAPP year to date FY17
- The Metro Shop – reimagined storefront for Metro branded merchandise

# Press and Special Events

- 50 news releases
- The Source – 470,000 page views
- El Pasajero – 39,200 page views
- 1,100 service alerts
- 25 press and special events



# Community Relations Activities

- Represented Metro at 260 community meetings or events
- Strengthened relationships with the cities, LA24 team, and business and community organizations
- Reached 180,000 community members through various safety outreach efforts
- Held first Older Adult Mini Pop-Up Expo in the South Bay
- Transitioning Metro Guided Tours into other tour programs



# Construction Relations Activities

- **Crenshaw/LAX** – Debuted flyover video by LA Trade Tech students
- **Purple Line Extension** – Decking began at Wilshire/Fairfax to build the second of three stations
- **Regional Connector** – Extensive outreach for 6<sup>th</sup> Street Closure
- **Eat, Shop, Play** – Launched program in Beverly Hills



# Government Relations

## State

- Advocated for Metro priorities in State Transportation Bill
- Successfully advanced Metro Legislative agenda in Sacramento
- Leading coalition opposition to SB268 Mendoza

# Government Relations

## Federal

- Closely tracking major federal grant opportunities – including FASTLANE and TIGER grants
- Worked to secure \$300 million in New Starts funding for rail projects in FY17
- Working to secure \$400 million in New Starts for FY18
  - Includes Purple Line Section 3
- Working with Trump administration on infrastructure program

# Customer Care

- Answered 1,484,178 through Q3
- Average wait time for customer calls was 17 seconds
- Processed approximately 35K Reduced Fare applications
- Mobile Customer Center – Visited 35 locations, serving 900 customers



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# Look-Ahead

- Communications Support Services RFP – July
- Advertising Contract to Board – September/October
- 2nd Annual Older Adult Expo – October
- APTA AdWheel Grand Award for Measure M – Oct. 9







Thank you



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