



Metro

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

Board Report

File #: 2017-0858, **File Type:** Oral Report / Presentation

Agenda Number: 43.

AD HOC CUSTOMER EXPERIENCE COMMITTEE JANUARY 18, 2018

**SUBJECT: MAJOR EXTERNAL MARKETING CAMPAIGNS FROM
2013 TO CURRENT**

**ACTION: RECEIVE ORAL REPORT ON MAJOR EXTERNAL MARKETING CAMPAIGNS
FROM 2013 TO CURRENT**

RECOMMENDATION

RECEIVE oral report on Major External Marketing Campaign from 2013 to Current.

ATTACHMENTS

Attachment A - External Campaigns

External Campaigns

Ad Hoc Customer Experience Committee

January 18, 2018



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Strategy for External Marketing Campaigns

- External campaigns are developed based on agency's goals
- The Marketing & Design Department has established teams that also include representatives from Community Relations, Public Relations and Government Relations that partner with each Metro department to develop cohesive communication plans to inform and engage current and potential customers
- Teams are organized to serve three main marketing goals:
 - Increase revenue through ridership, advertising and promotions
 - Improve the customer experience
 - Build support for Metro's agenda

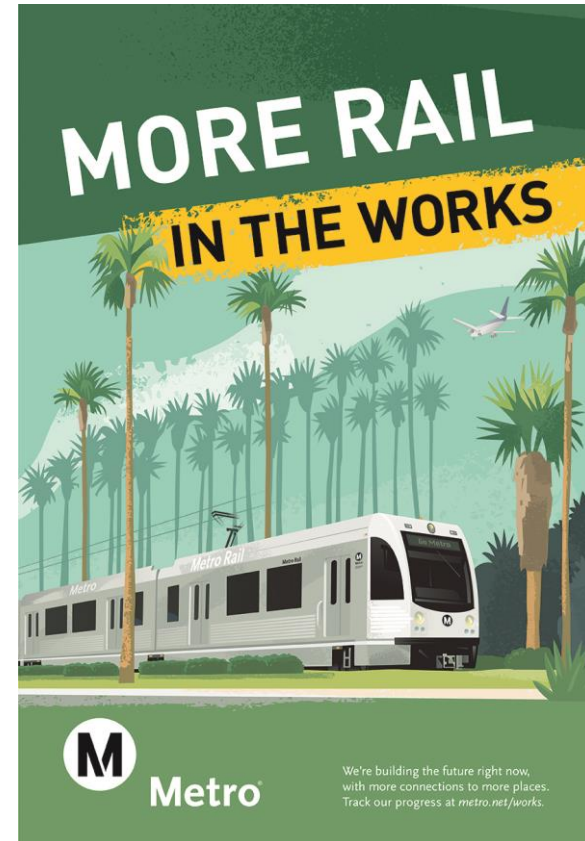
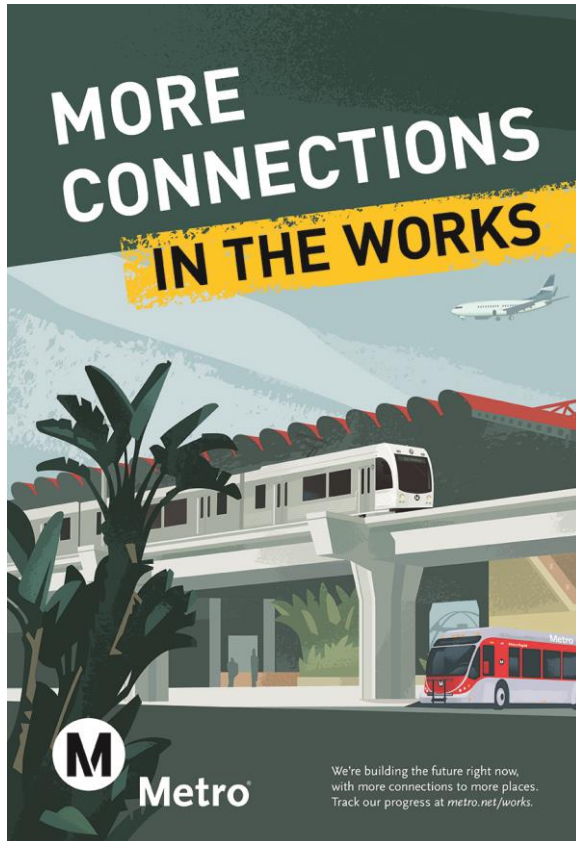
External Campaign Strategy

- Teams are objective-based rather than department-based
- Teams are responsible for outlining goals, developing strategic and tactical plans, budgets, benchmarks, KPIs, content calendar, creative executions
- Workflow removes silos and confusion of roles through cross-planning and partner inclusion
- Structure ensures consistency in agency messaging
- Collaboration streamlines project management, creative design process, web and social media strategy, media planning and buying, research and production
- Success measured by ability to deliver on goals

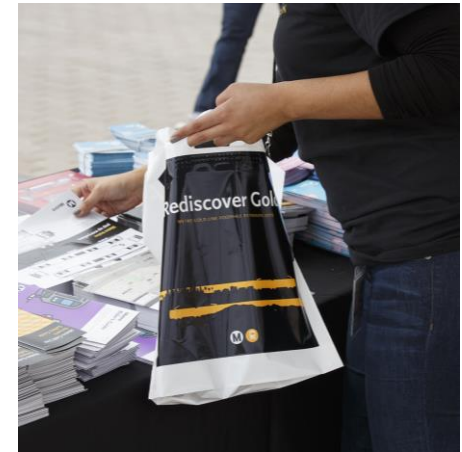


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In The Works



Gold Line Opening



Expo Line Opening



Rail Safety

HEADS UP, LA.

More Metro rail means more tracks and trains. We want you and your family to be safe. Please review important safety tips at metro.net/ridesafely.



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metro.net

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LOOK BOTH WAYS AND WATCH FOR TRAINS.

September is Rail Safety Month. To learn how to be safe around trains, visit metro.net/ridesafely.



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metro.net/ridesafely

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Measure M Education Program

LET'S TAKE FLIGHT.
metro.net/theplan



M Metro's plan builds rail to LAX.

LET'S FIX OUR FREEWAYS.
metro.net/theplan



M Metro's plan means fewer jams for you.

LET'S FIX LOCAL STREETS.
metro.net/theplan



M Metro's plan means a smoother ride for you.

METRO'S PLAN MEANS MORE RAIL.



M Learn more at metro.net/theplan.

METRO'S PLAN MEANS MORE STREET REPAIRS.



M Learn more at metro.net/theplan.

METRO'S PLAN MEANS FEWER BOTTLENECKS.



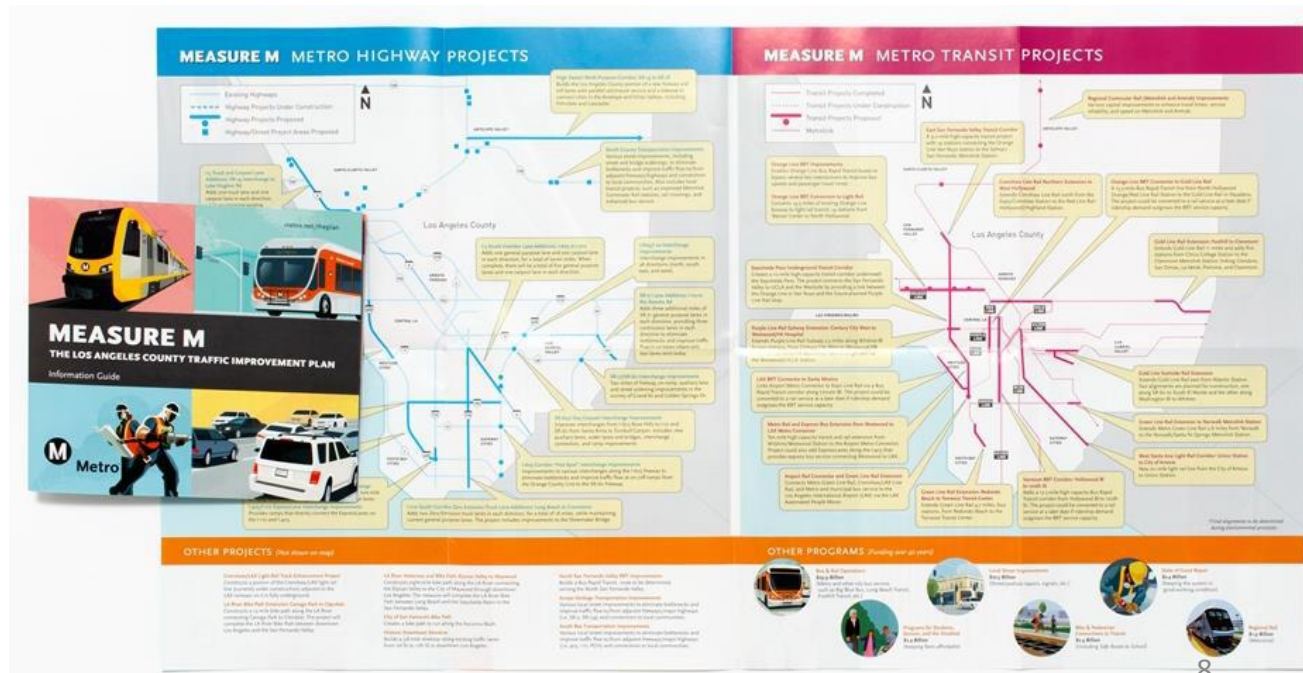
M Learn more at metro.net/theplan.

METRO'S PLAN MEANS MORE JOBS.

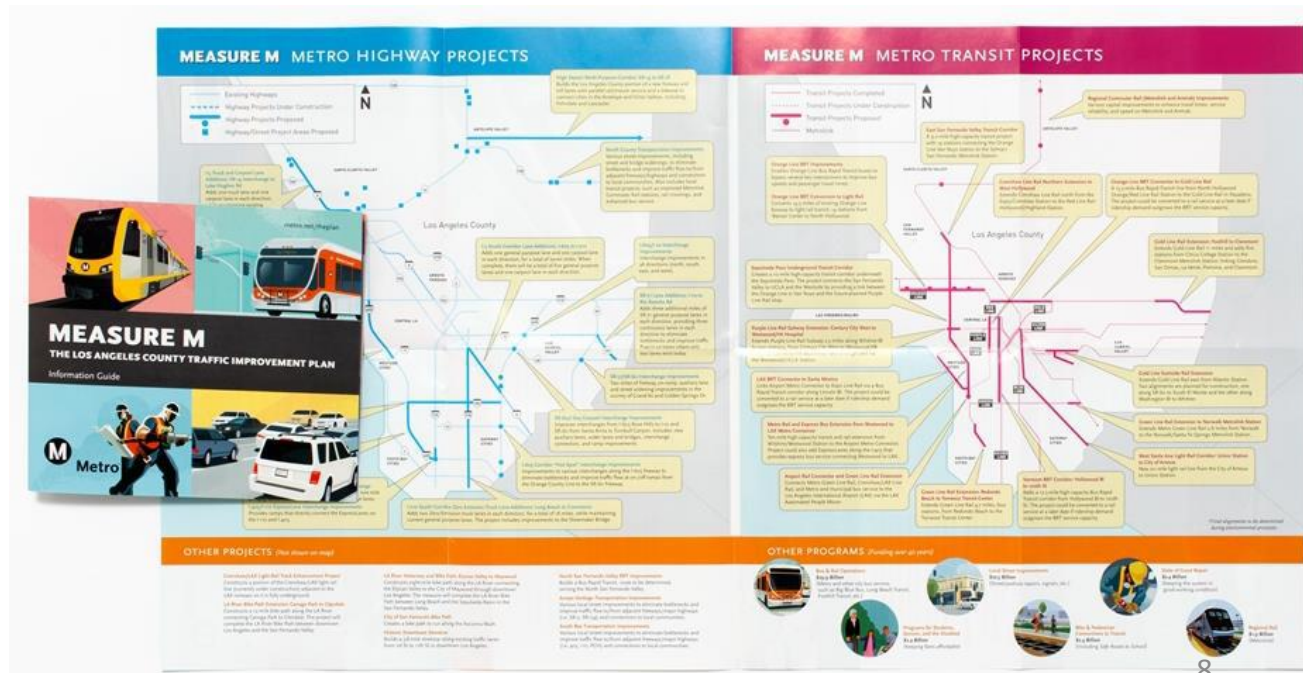


M Learn more at metro.net/theplan.

MEASURE M METRO HIGHWAY PROJECTS



MEASURE M METRO TRANSIT PROJECTS



OTHER PROJECTS (Not shown on map)

OTHER PROGRAMS (Showing what's up next)

Measure M Social Media & Outreach

Metro Los Angeles •
Written by Bunrort Em [?] · March 21, 2016 ·

Artesia to Downtown rail project highlights the plan.



Metro Details Bold Plan
A long list of transit projects, road improvements and commuting options could be built over the next five decades under a \$120-plus billion spending plan Metro released Friday for a potential Nov...

WP:ME [Learn More](#)

Metro Los Angeles •
Written by Bunrort Em [?] · September 19, 2016 ·

Rory is a senior citizen and veteran. He wants more options to get around Los Angeles. This is his story.



Roy O'Conner
Retired Veteran

140,009 people reached

211K Views

[Like](#) [Comment](#) [Share](#) [Buffer](#)

Metro Los Angeles •
Written by Bunrort Em [?] · October 31, 2016 ·

Measure M is projected to return \$1,235,200 annually to Whittier for street improvements and pothole repair.



Fact Sheet: Gateway Cities Projects and Programs
As part of the Nov. 8 ballot, Los Angeles County voters will be considering Measure M, a half-cent sales tax increase and extension of the Measure R half-cent tax beyond 2039 to pay for transit, hi...

THESOURCE.METRO.NET [Learn More](#)



Metro Manners – Rider Etiquette





**Thank you.
Questions?**



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