



Board Report

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Agenda Number: 27.

**EXECUTIVE MANAGEMENT COMMITTEE
MARCH 15, 2018**

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

ACTION: RECEIVE ORAL UPDATE

RECOMMENDATION

RECEIVE oral update from the Chief Communications Officer.

Attachment “A”

Chief Communications Officer Report

March 2018



Metro

Metro Manners Etiquette Campaign

- 1st Place Award – 2018 APTA AdWheel Awards



- Next three videos:
 - Vendors
 - Loud music
 - Blocking doorways



Ongoing External Campaigns



Next stop: fresh air.

Metro's projects create healthier communities.

M Metro

[Learn more.](#)

Progress Campaign

LIFE Campaign



You might be eligible for a reduced fare.

metro.net/LIFE

Rider Relief is now LIFE (Low-Income Fare is Easy). If you qualify, you can save up to \$24 on your Metro 7-Day or 30-Day Pass with LIFE coupons.

Learn more at metro.net/LIFE.

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If you live in the Gateway Cities, San Gabriel Region or Lomita/region south of Lomita, contact: Human Services Association 562.806.0250.

In all other areas, contact: FAME Assistance Corporation 323.870.8567.



Internal Campaigns

Safety Culture Campaign



Bus operator hiring campaign



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Other Campaigns to Come

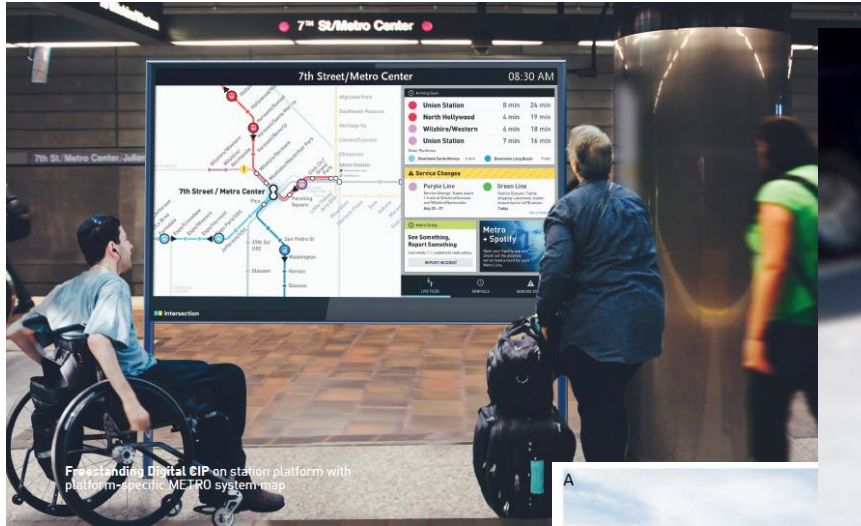
- Ridership campaign to “try us and give yourself back some time”
- Reimagining bus service
- Creating the Crenshaw/LAX Line identity
- State of good repair
- Community policing initiative
- Summer destinations campaign
- LA Tourism partnership
- Sports partnerships to encourage ridership

2017 Annual Report to the Community



 2017 Report
to the Communities
of LA County

New Advertising Contracts Underway



Web & Mobile

- Go Metro Mobile App
 - 50,000 unique users per month since relaunching in August.
- metro.net
 - Released a stand-alone Trip Planner widget that may be integrated on partner websites such as Staples Center, Getty Museum, Little Tokyo, etc.



This 132-year-old community has become one of LA's hottest destinations, where visitors find a neighborhood rich in culture, food, entertainment and experiences. Cool off with some mochi ice cream, eat the best ramen this side of the Pacific, or find your zen at the James Irvine Japanese Garden. Metro will get you there via the Gold Line's Little Tokyo/Arts District station.

A screenshot of the Metro Trip Planner widget. The interface shows a search for a route from Union Station to Little Tokyo. The widget displays three options: walking (11 min, 0.53 mi to 0.14 mi), bus (11 min, 0.14 mi), and Gold Line (7 min, 0.14 mi). The Gold Line option is highlighted. A map on the right shows the route from Union Station to Little Tokyo via the Gold Line.

Mode	Time	Distance
Walking	11 min	0.53 mi - 0.14 mi
Bus	11 min	0.14 mi
GOLD	7 min	0.14 mi

NextGen and LRTP Public Engagement

- Selected teams from Communications Support Services Bench to lead public engagement processes
- First phase of both is “Listening”

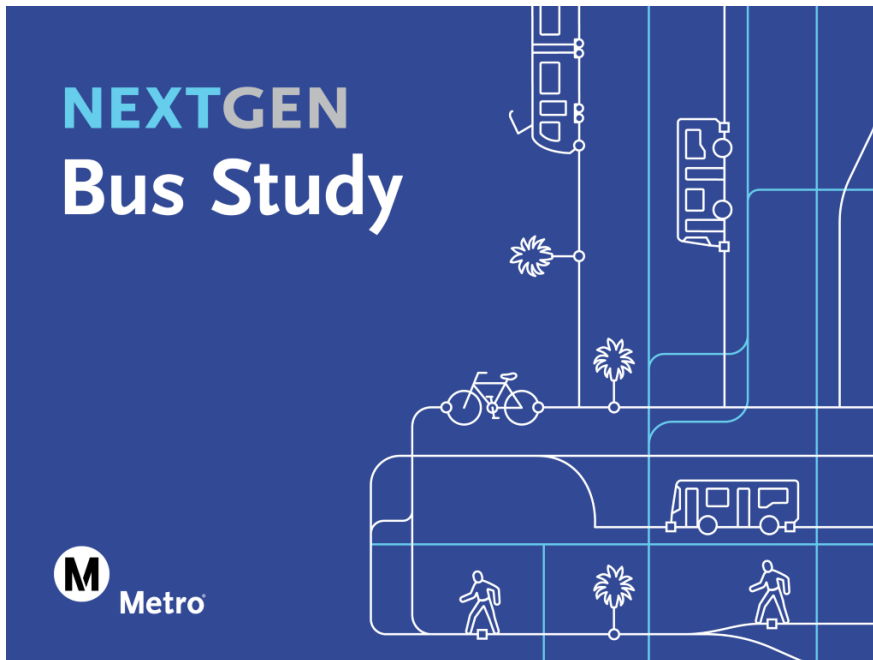
Some Engagement Efforts

- Telephone Town Halls
- Public meetings with real-time electronic polling
- Online visualization tools
- Pop-up events
- Dinner kit meetings
- Videos



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NextGen Public Engagement



Four Phases

- Listening
 - Service Concepts
 - Service Plan
 - Implementation
-
- Synthesizing results of past customer surveys and social media comments to inform process

L RTP Public Engagement

Four phases

- Baseline understanding – Spring 2018
- Values framework – Fall 2018
- Alternative investment scenarios – Winter 2019
- Final L RTP – Winter 2020

Garner meaningful input

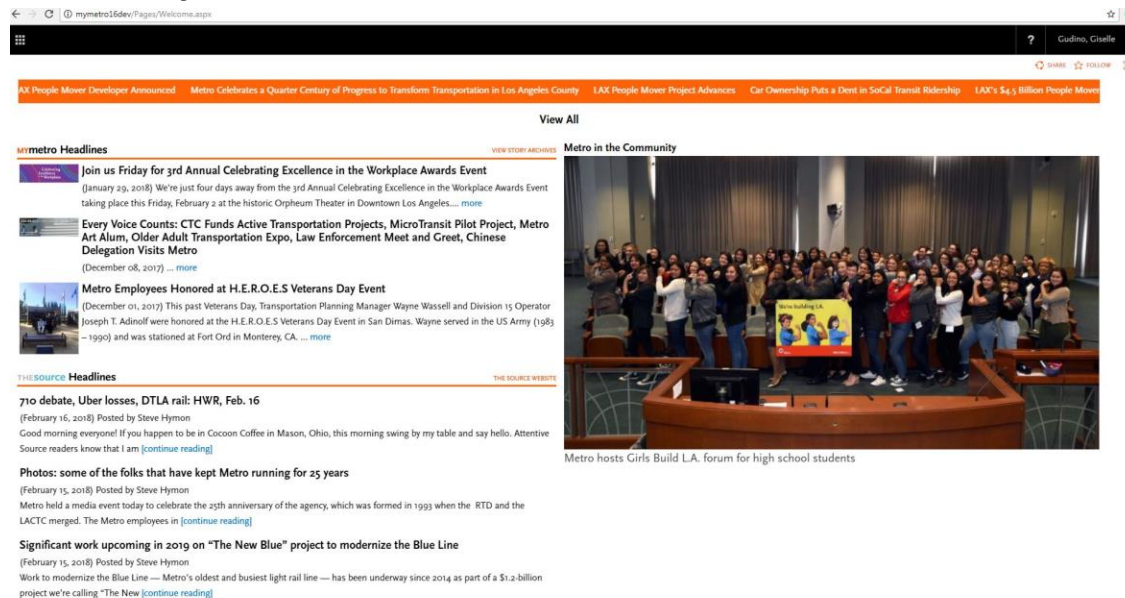
- Provide outreach materials that are relatable
- Ensure inclusive opportunities
- Tailor outreach for target audiences
- Reach out across all sectors
- Engage in a transparent manner



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Public Relations

- Educational and informational videos now shared with more than 60 cable TV stations throughout LA County
 - **Metro Minute** – one minute video vignettes about Metro programs and history
 - **Maintenance Diaries** – An inside look at state of good repair
- Facelift for mymetro intranet



The screenshot shows the mymetro intranet homepage. At the top, there is a navigation bar with the URL 'mymetro16dev/Pages/Welcome.aspx' and user information 'Guido, Giselle'. Below the navigation bar is a banner with several news items: 'LAX People Mover Developer Announced', 'Metro Celebrates a Quarter Century of Progress to Transform Transportation in Los Angeles County', 'LAX People Mover Project Advances', 'Cal Ownership Puts a Dent in SoCal Transit Ridership', and 'LAX's \$4.5 Billion People Mover'. The main content area is divided into two columns. The left column, titled 'mymetro Headlines', features three articles: 'Join us Friday for 3rd Annual Celebrating Excellence in the Workplace Awards Event', 'Every Voice Counts: CTC Funds Active Transportation Projects, MicroTransit Pilot Project, Metro Art Alum, Older Adult Transportation Expo, Law Enforcement Meet and Greet, Chinese Delegation Visits Metro', and 'Metro Employees Honored at H.E.R.O.E.S Veterans Day Event'. The right column, titled 'Metro in the Community', features a large photo of a group of people at a forum, with the caption 'Metro hosts Girls Build L.A. forum for high school students'. At the bottom, there are sections for 'Headlines' and 'Significant work upcoming in 2019 on "The New Blue" project to modernize the Blue Line'.



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Happy 25th Birthday, Metro!



Community Relations

- 295 public-facing meetings reaching 9,300 people
- Leading public engagement on nearly 30 major projects, supporting various others
- Solicited over 30 letters of support for Metro's SB1 grant requests
- Expanding faith leadership outreach

Community Relations

Safety Education

- 25,000 reached through presentations, events & student tours
- Law Enforcement Meet and Greet at Mariachi Plaza
- On the Move Riders Program Pop-Up Event hosted by City of Hawthorne (Televised on the city's public access channel)



Commute Services

- U-Pass – 14 schools now participating with two more starting Summer 2018
 - \$2.95 million in revenue raised during the pilot program
 - Seeking Board approval in May to make U-Pass a permanent program
- B-TAP – Nearly 600 employers participating generating \$6M in revenue

Customer Care

- Supported Operations and provided agents to assist customers with travel directions and fare media purchases during the Women's March on 1/20/18.
- Answered 420,000 customer calls during Q3
- Average wait time for customer calls was 20 seconds
- Mobile Customer Center visited 44 sites and served 1225 customers



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Government Relations

State

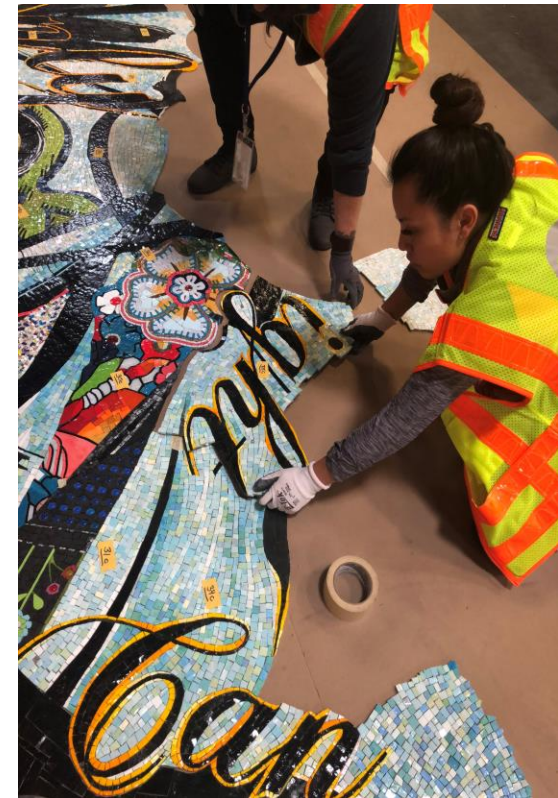
- Leading advocacy effort in support of SB1 applications
- Coordinating agency positions on bills

Federal

- Deciphering impacts of White House infrastructure plan
- Tracking Purple Line Section 3 FFGA application process

Art Program

- LA Magazine and national blog recognize art program
- Meet the Artist events held for El Pueblo, Baldwin Hills and Leimert Park
- Video installation at Union Station and featured at SXSW
- Crenshaw/LAX fabrication underway
- First annual Blue Line artwork inventory completed



Look-Ahead

- Listening phases for NextGen and LRTP
- Dodger Express Campaign – Late March
- Regional Connector Halfway Event – April
- Burbank Airport/Metrolink Station Opening – May
- State of the Agency Breakfast – June



Questions?



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