



**Board Report**

---

**File #:** 2018-0077, **File Type:** Oral Report / Presentation

**Agenda Number:** 29.

---

**EXECUTIVE MANAGEMENT COMMITTEE  
AD HOC CUSTOMER EXPERIENCE COMMITTEE  
MARCH 15, 2018**

**SUBJECT: ORAL REPORT ON MARKETING EFFORTS - FY19**

**ACTION: RECEIVE ORAL REPORT**

**RECOMMENDATION**

RECEIVE oral report on Marketing Efforts - FY19.



**Executive Management Committee  
Customer Experience Committee  
Marketing Campaigns – FY19  
March 2018**

# 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.

[Learn more.](#)



## Progress Campaign

## LIFE Campaign



You might be eligible for a reduced fare.

[metro.net/LIFE](http://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](http://metro.net/LIFE).

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



**Metro**



## Bus operator hiring campaign

## Other Campaigns to Come

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



Questions?



Metro®