



Board Report

File #: 2018-0243, **File Type:** Oral Report / Presentation

Agenda Number: 20.

**EXECUTIVE MANAGEMENT COMMITTEE
JUNE 20, 2018**

**SUBJECT: CHIEF COMMUNICATIONS OFFICER QUARTERLY
REPORT**

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE quarterly report by Chief Communications Officer.

ATTACHMENTS

Attachment A - Quarterly Report Presentation

Prepared by: Pauletta Tonilas, Chief Communications Officer, (213) 922-3777



Chief Communications Officer Report

Executive
Management
Committee

June 13, 2018



NextGen Youth Engagement with Da Vinci Students





23 Special Events – Regional Connector Halfway Event



LAFC Partnership – Take Metro to the Games





Older Adult and Transit Safety Pop-Ups and Meet-and-Greets



U-Pass Growing to 22 Schools by Fall '18



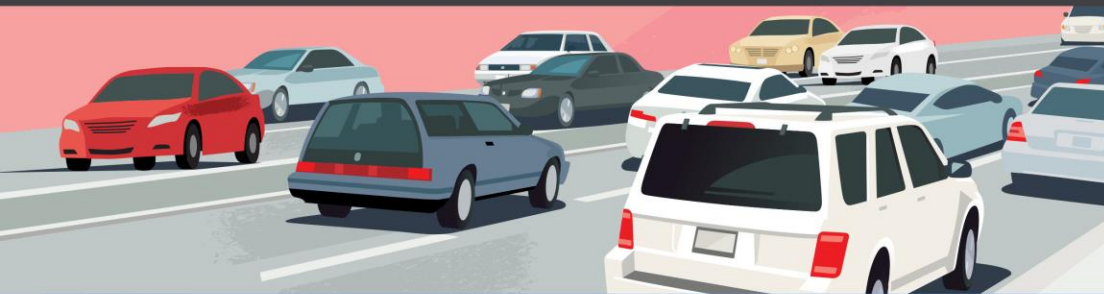


metro.net



YOUR TRANSPORTATION TAXES AT WORK

LA METRO'S SB 1 APPLICATION SUMMARY



SB1 Communications Plan

- Developing materials
- Collaborating with Caltrans, Metrolink and local partners
- Project milestone events

MAJOR SB 1 PROGRAMS



Highway Improvements
\$1.5 billion/year



Local Street and Road Improvements
\$1.5 billion/year



Public Transit Investments
\$750 million/year



Freight Capacity Expansion
\$300 million/year



Congested Corridor Solutions
\$200 million/year



Local Partnership Program
\$200 million/year

Art and Design – The Poet is In; Pictogram Game



What's Coming Up?

- New ridership campaign
- New Blue outreach
- Positioning of Crenshaw
- LA Tourism partnership
- P3 education
- Next launch of Metro Manners etiquette campaign
 - Selected as APTA AdWheel Grand Award winner





**Thank you.
Questions?**