



Metro

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

## Board Report

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**File #:** 2018-0581, **File Type:** Oral Report / Presentation

**Agenda Number:** 35.

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**EXECUTIVE MANAGEMENT COMMITTEE  
OCTOBER 18, 2018**

**SUBJECT: CHIEF COMMUNICATIONS OFFICER QUARTERLY REPORT**

**RECOMMENDATION**

RECEIVE Chief Communications Officer Oral Quarterly Report.

**ATTACHMENTS**

Attachment A - CCO Quarterly Presentation

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



# Chief Communications Officer Report

Executive  
Management  
Committee

October 2018

# Public Relations – Internal Security Awareness Video



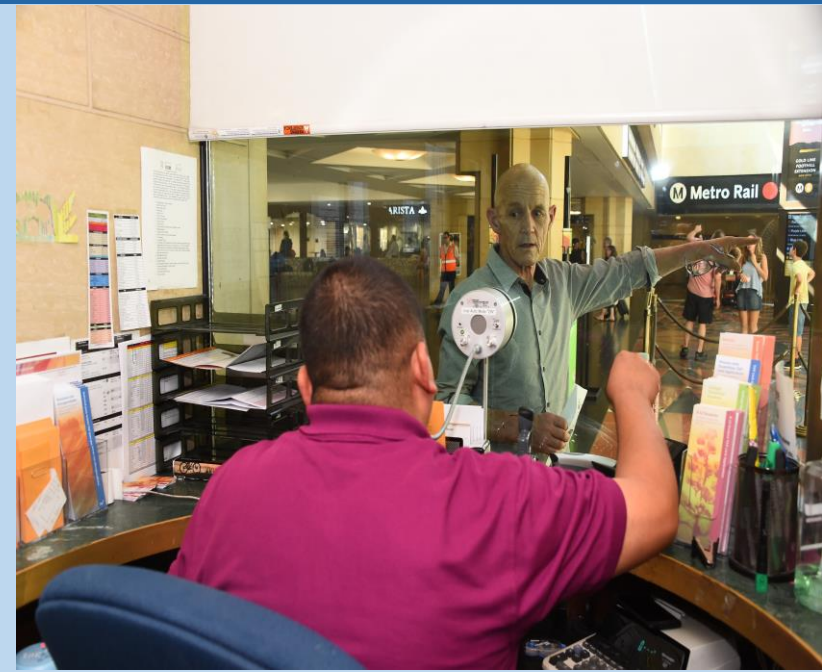
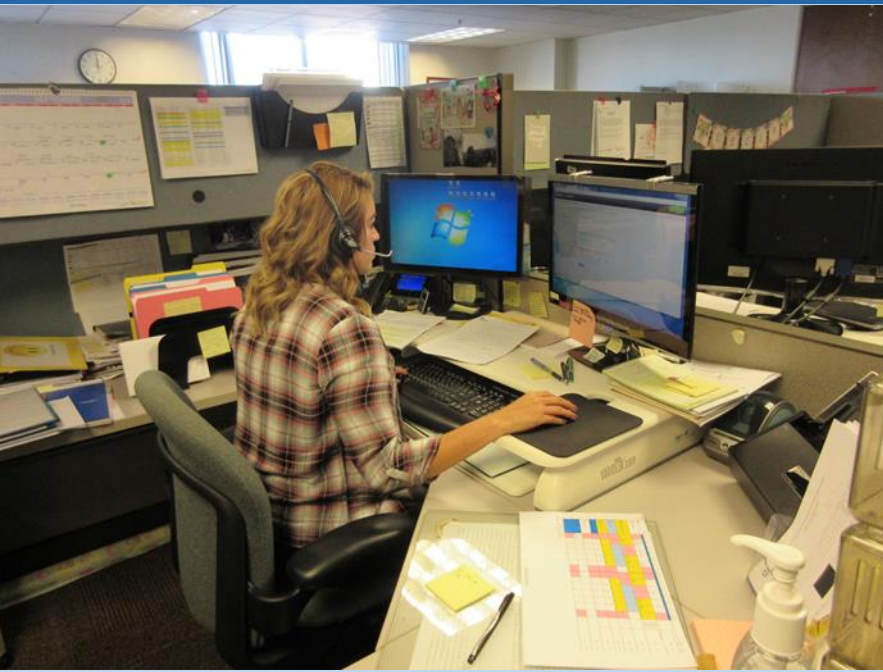
<https://youtu.be/KUmAWYAw8P0>

# Commute Services





## Customer Care





## Metro Arts Partners with KCRW

# Community Relations - Project Management



# Community Relations – Purple Line Section 1





# NextGen Engagement



WELCOME

2

SET YOUR BUDGET

3

TRADEOFFS

## Service Qualities

? What to do

➡ Next Task



Route Design

System Design

Service Times

Connectivity

Reliability

Rush Hours vs Non-Rush Hour Service  
*Choose the option that best shows which tradeoff you prefer*

More buses during  
rush hours  
(5-9 am & 3-7 pm)

Navigation controls: a large double-headed arrow with five buttons in the center: a double left arrow, a single left arrow, a 'Neutral' label, a single right arrow, and a double right arrow.

More buses during  
non-rush hours



Previous

Optional Comment



Next Tradeoff

4

MAP MARKERS

5

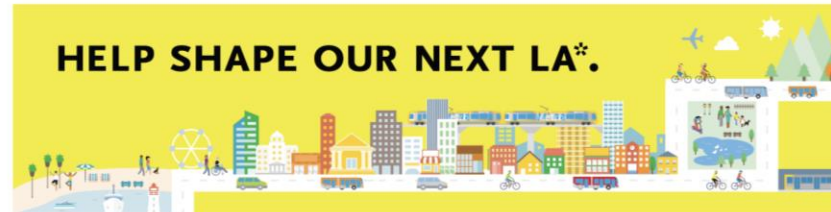
WRAP UP



OUR NEXT LA\*

About this Project

Stay Connected



We are listening to everyone who lives, works, or plays in LA County, in order to plan a future that gets us all where we want to go.

Make your choices heard.

[Take the Survey >](#)

Tell us what matters to you.

Choose your language

My Next

Select where you live, work, or play

LA\*

is

Tell us what you'd like to see

Type Here

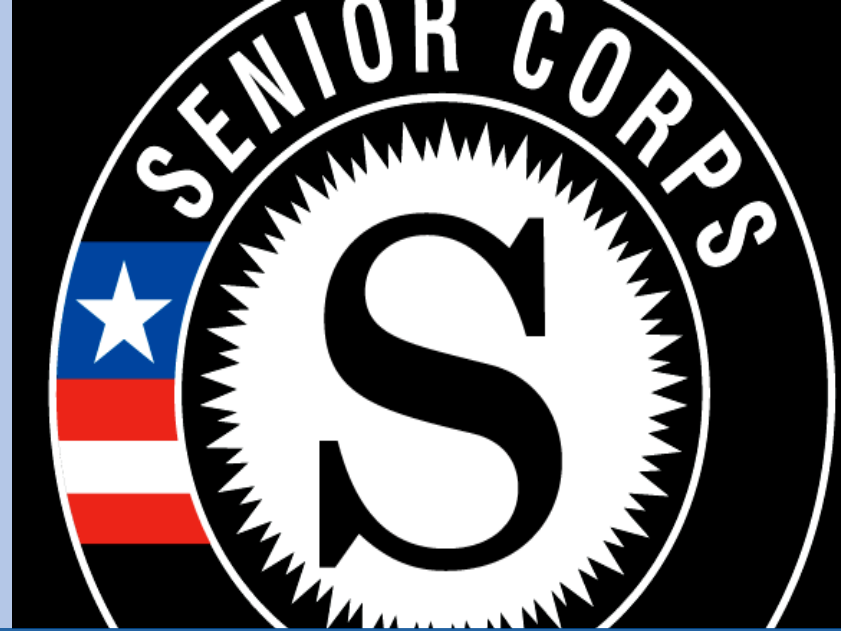
[Submit](#)

## Listening and input-gathering effort for Long Range Plan

- Redesigned website and Telephone Town Hall in September
- Ads driving survey input launched late September
- Community events outreach ongoing

# Metro Mayors Roundtable





## Safety

metro.net/ridesafely

# LOOK BOTH WAYS AND WATCH FOR TRAINS.

September is Rail Safety Month.  
Learn how to be safe around trains, visit [metro.net/ridesafely](http://metro.net/ridesafely).



# Outreach



# Government Relations – Rail Car Manufacturers Roundtable



# Government Relations

## YOUR STATE TRANSPORTATION DOLLARS AT WORK.

SB 1 FUNDING OVERVIEW  
Fact Sheet



SB1 – Continuing outreach and informational efforts

Successfully advocated for the passage of:

- AB 2548 (Friedman) Commuter Benefits bill – Signed into Law
- AB 1205 (Jones-Sawyer) Medium Business Set-aside bill – Signed into Law



System Advertising generating \$2.1M per month





**Digital signage deployment begins with New Blue**

# Sports Partnerships – LA Rams



# Sports Partnerships – LA Sparks



# Sports Partnerships – LAFC



# Metro Manners 2.0 – Customer Code of Conduct



- Three new videos released in September (No Loud Music, No Vending, Wait Your Turn)
- Systemwide print postings
- Digital promotion on social media

# Safetyville 2.0 – How to be safe around trains



- Six new videos (English & Spanish)
- Anticipated release late November 2018

# Join the Movement – Building Brand Identity



**Strategy:** Lay the foundation for rider consideration by delivering messages to improve and shape the Metro brand perception

- Ad anthems that build
- English and Spanish versions
- Launching November 2018



**Thank you.  
Questions?**