



**Board Report**

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**EXECUTIVE MANAGEMENT COMMITTEE  
JUNE 20, 2019**

**SUBJECT: CHIEF COMMUNICATIONS OFFICER FY19 YEAR-END REPORT**

**ACTION: ORAL REPORT**

**RECOMMENDATION**

RECEIVE the Chief Communications Officer FY19 Year-End Report.

Prepared by: Yvette Rapose, Interim Chief Communications Officer, (213) 418-3154

**ATTACHMENT "A"**

# **Chief Communications Officer Report**

**Executive  
Management  
Committee**

**June 2019**



# Public Relations







## Program Management







## Local Government & External Affairs







## Special Projects







# Community Education





**AARP Age Friendly Transportation Co...**

**MAY 7, 2019 @ 10:30 AM PDT**

**AARP** Real Possibilities

AND METRO ART PRESENTS



## RAISED ON RECORDS

CONCERT SERIES

Friday, May 31, 2019, 10am to 12pm  
 Placita de Dolores, Olvera Street  
 815 N Alameda St  
 Los Angeles, CA 90012

Music performance by  
 The Susie Hansen Latin Band

- > Must RSVP by calling 213.922.2002, emailing [onthemove@metro.net](mailto:onthemove@metro.net) or visiting [raisedonrecords-elpuerto.eventbrite.com](http://raisedonrecords-elpuerto.eventbrite.com)
- > Attendees can bring their own food and drinks (alcohol will not be permitted)
- > Chairs will be available
- > Free giveaways and transit-oriented resources

Take the Metro Gold, Red or Purple Line to Union Station and walk towards Alameda St. Plan your trip at [metro.net](http://metro.net).



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# Customer Care



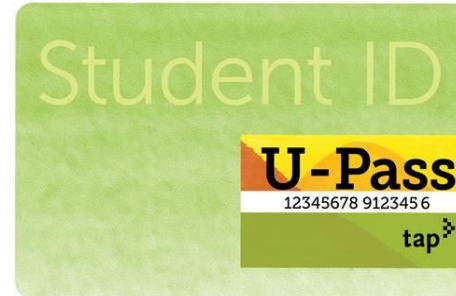
AWT for 323GOMETRO was  
17/seconds (average wait time)



# Metro Commute Services (MCS)

## Small Employer Pass (SEP) to replace B-TAP

## Transit Agency Partners Green Lit for E-Pass Program

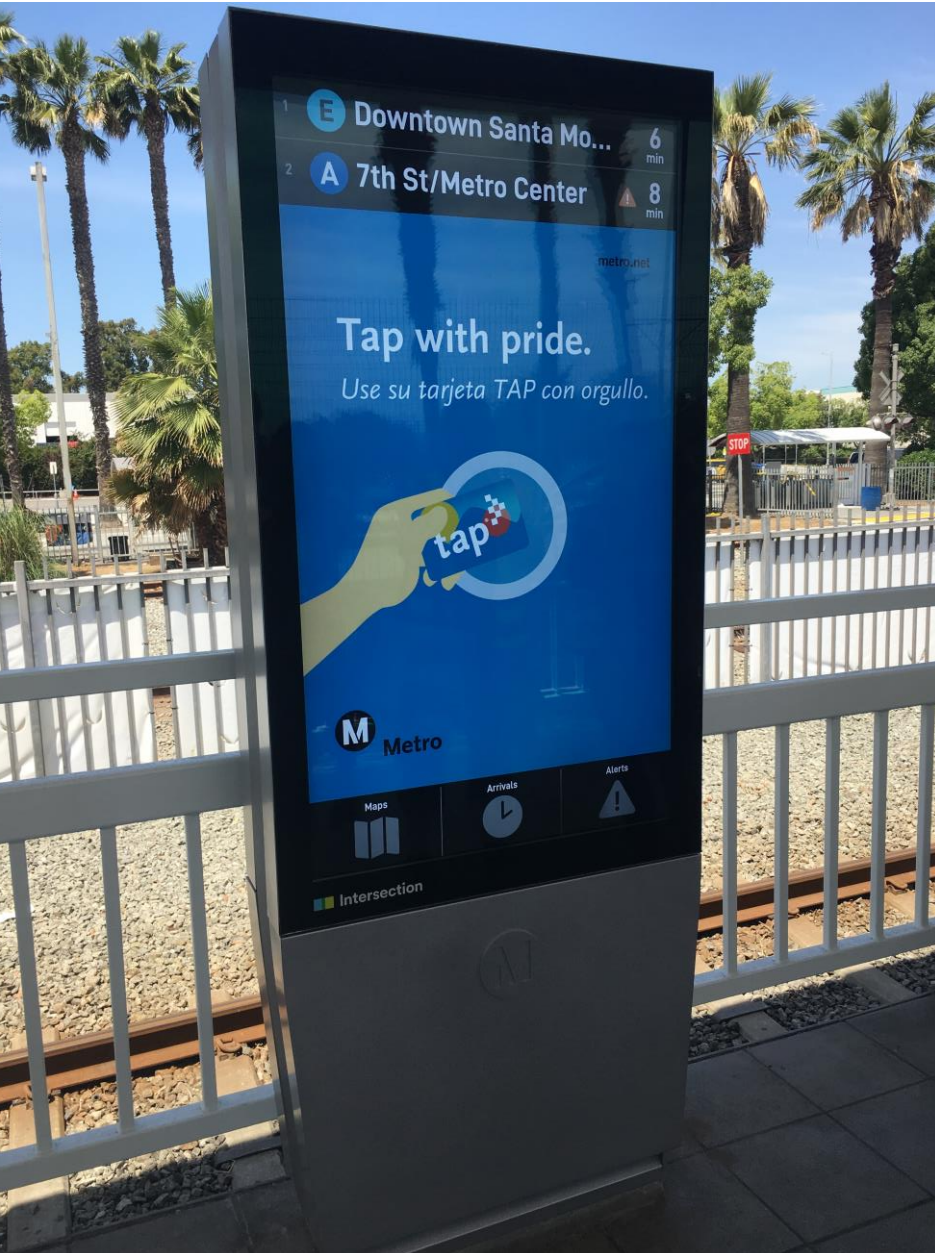


APTA Marketing & Communications Committee  
2019



- Standardized pricing regardless of transit Level of Service (LOS)
- Set level of participation at 50% of employees, with no complicated exemption rules
- Gradual price increase over 3 years to bring program to revenue neutral

# IxNTouch Customer Information Screens



Interactive screens successfully installed on Metro Blue Line



Screens ready for customer use come MBL re-opening



# Government Relations

## Support CEO Rebuilding America Initiative



Metro

# Government Relations



- CEO testimony at Federal and State Hearings
- DC and Sacramento Advocacy Trips with LA Chamber and Mobility 21
- Continued outreach to Federal and State Representatives
- Supported Industry Roundtable for Center of Excellence Transportation Industrial Complex



# Arts and Design



Workshop with  
Metro Artists in  
Little Tokyo

Metro Pictogram Game  
featured at various public  
events



# Metro Art Docent Council turn 20!







**Thank you.  
Questions?**