



Board Report

File #: 2020-0068, File Type: Oral Report / Presentation

Agenda Number: 25.

**EXECUTIVE MANAGEMENT COMMITTEE
MARCH 19, 2020**

SUBJECT: CHIEF COMMUNICATIONS OFFICER REPORT

ACTION: ORAL REPORT

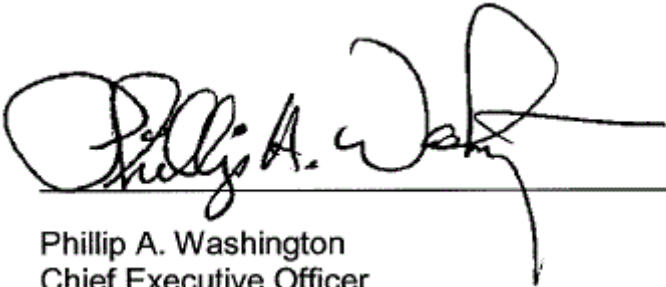
RECOMMENDATION

RECEIVE Chief Communications Officer Oral Report and Presentation

ATTACHMENTS

Attachment A - CCO Oral Report Presentation

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



Phillip A. Washington
Chief Executive Officer

Attachment "A"

Chief Communications Officer Report

Executive
Management
Committee

March 2020



Community Relations



NextGen
Bus Plan
Workshops

Caltrans
Local Grant
Workshops



Safety 1st at CSArts-SGV



North
Hollywood to
Pasadena Bus
Rapid Transit
(BRT)
Workshops



Marketing - Revenue Advertising



- Initial roll-out of digital equipment funded by advertising (\$3.3M)
- A Line: 100 digital map cases, 7thSt/Metro: 9-panel video wall

Arts and Design



Snoop with his brand-new Art on TAP card

Public Relations



Government Relations



State Highlight:

Metro-sponsored bills are moving forward in Sacramento

Federal Highlight:

Purple Line Section 3 FFGA





**Thank you.
Questions?**