



Metro

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

Board Report

File #: 2020-0333, **File Type:** Informational Report

Agenda Number: 22.

**EXECUTIVE MANAGEMENT COMMITTEE
JUNE 18, 2020**

SUBJECT: CCO REPORT AND PRESENTATION

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Communications.

ATTACHMENTS

Attachment A - CCO Presentation

Prepared by: Yvette Rapose, Chief Communications Officer, (213) 419-3154

Reviewed by: Yvette Rapose, Chief Communications Officer, (213) 419-3154

A handwritten signature in black ink, appearing to read 'Phillip A. Washington', written over a horizontal line.

Phillip A. Washington
Chief Executive Officer

Attachment “A”

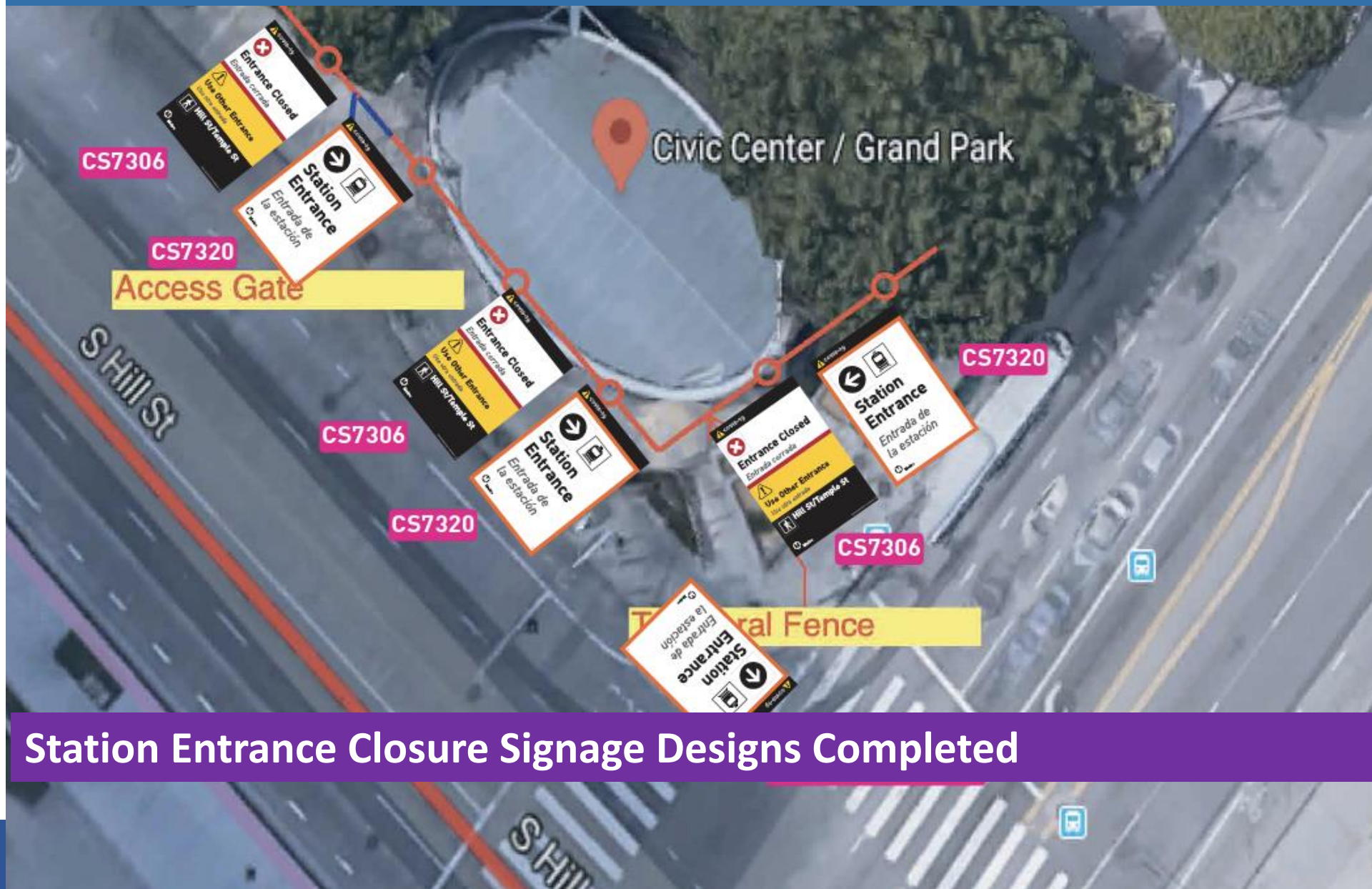
Chief Communications Officer Report

Executive
Management
Committee

June 2020



Arts and Design Programs



Station Entrance Closure Signage Designs Completed

Arts and Design Programs



Construction Milestones Proceeding



Community Relations



Community Relations

Recording...

Speaker View

Exit Full Screen



Mute

Stop Video

Security

Manage Participants

Chat

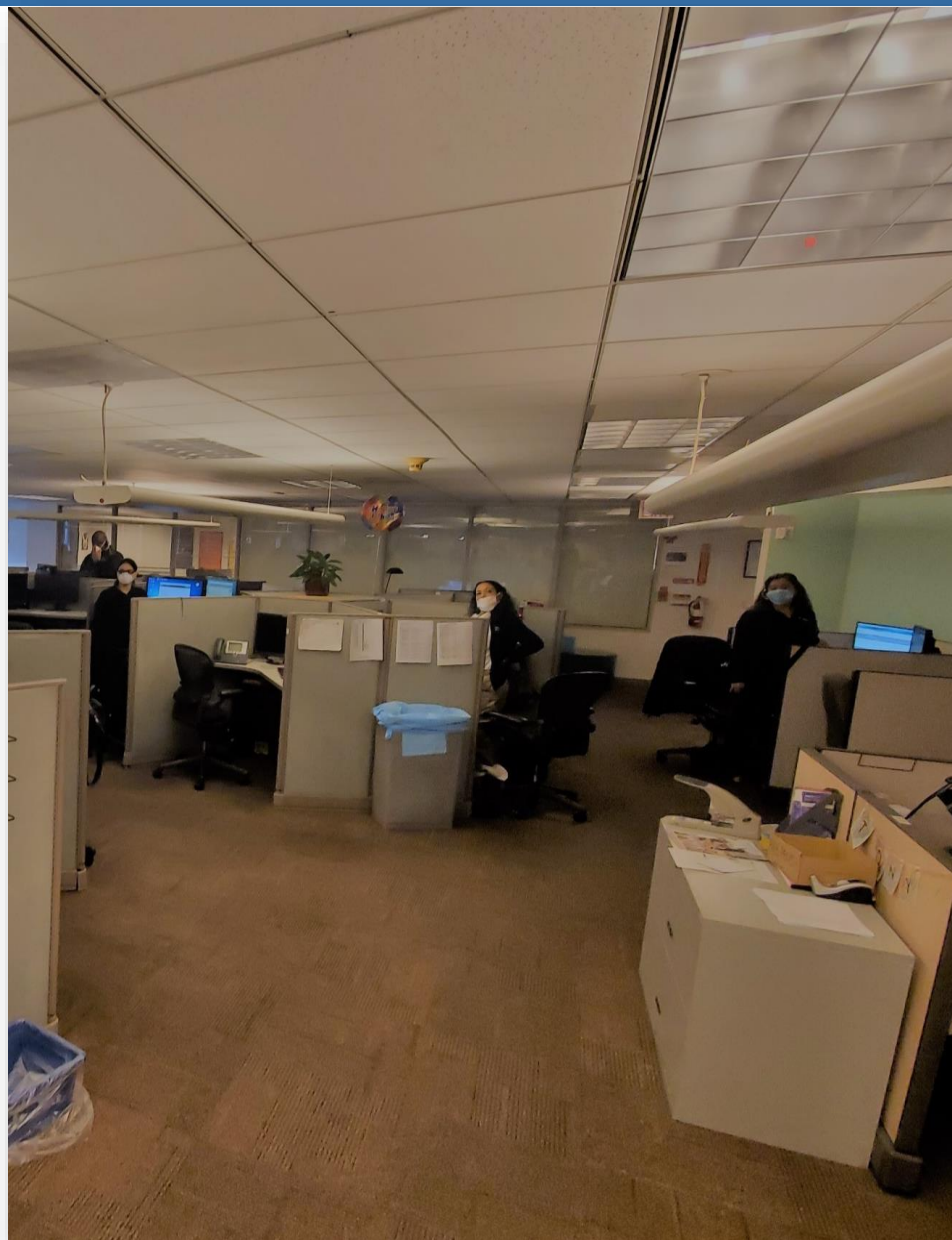
Share Screen

Pause/Stop Recording

Reactions

End Meeting

Customer Care



Government Relations

State Highlight:

**Coordinating with the California leadership
and the California Transit Association on
COVID-19 Response**



Transit Watch:
Public Transit in Crisis



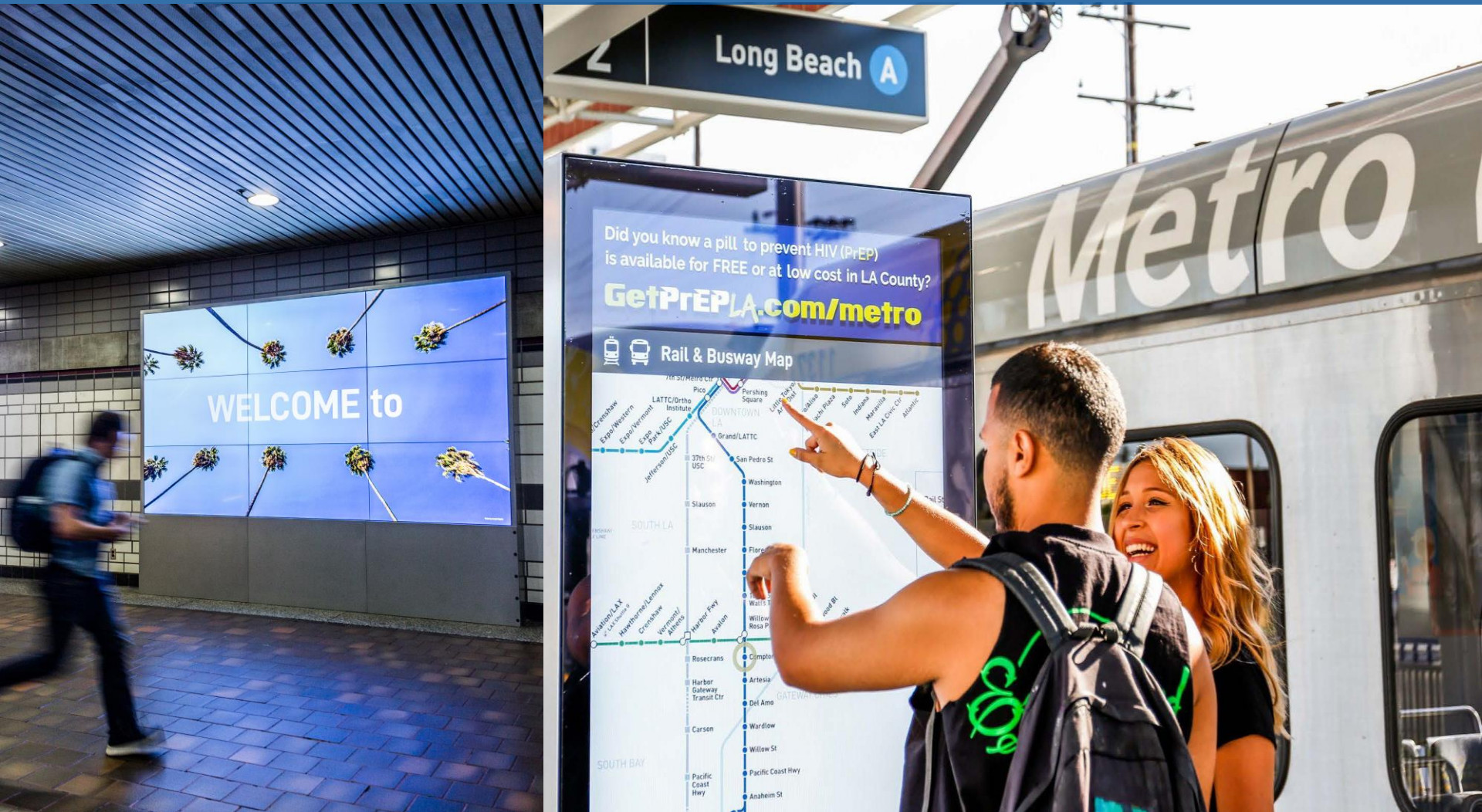
Government Relations

Federal Highlight:

Purple Line Section 3 FFGA



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

Marketing

TRAVEL SAFE

Go Metro for essential travel only.

- > Modified schedule in operation
- > Face covering required when riding Metro
- > Do not travel if you are sick
- > Maintain six feet distance from others whenever possible



Metro

Stay informed at metro.net.

TRAVEL SAFE
VIAJE DE FORMA SEGURA

When you ride, a face covering is required.

Cuando viaja, se requiere el uso de una cubierta facial.



Metro

Stay informed at metro.net.
Manténgase informado en metro.net.



Viruses don't discriminate.
Neither should we.

*Los virus no discriminan.
Nosotros tampoco deberíamos.*



Metro

Thanks for keeping LA moving.

We can't go anywhere without you.



Metro

CODE

10-100



Metro

This establishment appreciates Metro bus service.

Marketing

Metro Social Distancing Protocol

Metro is an essential infrastructure. To keep everyone healthy, Metro has instituted the following social distancing protocol:

- > Employees and visitors shall conduct a symptom self-check prior to entering their work facility. If you are experiencing symptoms of respiratory illness, cough or fever, do not enter your work site. Instead, notify your supervisor and seek advice from your healthcare provider.
- > Employees able to telecommute have been directed to work from home.
- > Employees and visitors should wear face coverings at all Metro facilities.
- > A social (physical) distance of at least six feet should be maintained between people, especially if they are engaged in conversations or collaboration for greater than 10 minutes.
- > Breakrooms, restrooms and other commonly used areas will be cleaned regularly, at least twice daily.
- > Soap and water is available in Metro restrooms.
- > Hand sanitizer is available in Metro buildings.
- > Metro employees and visitors are reminded to:
 - Wash and/or disinfect your hands frequently, and do not touch your face
 - Cough or sneeze into arm
- > Elevators are limited to two people at a time.



How To Put On The N-95 Mask/Respirator



1. Hold the respirator in your hand with the nosepiece near your fingertips.



Putting On (Donning) and Taking Off (Doffing) Gloves

Learn step-by-step instructions on proper putting on (donning) and taking off (doffing) techniques for non-sterile gloves.



Avoid spreading germs that make you and others sick.

WASH YOUR HANDS

- 1 Use warm water to wet your hands.
- 2 Lather up with soap, which washes away any oils that help germs stick to your hands.
- 3 Scrub your hands for at least 20 seconds. Thoroughly rub and scrub your wrists, palms, between fingers, under your nails and the backs of your hands. Both the soap and scrubbing will help wash away germs.
- 4 Rinse your hands thoroughly.
- 5 Dry your hands completely with a paper towel or clean towel. Use the towel to turn off the faucet. Throw the used paper towel away.

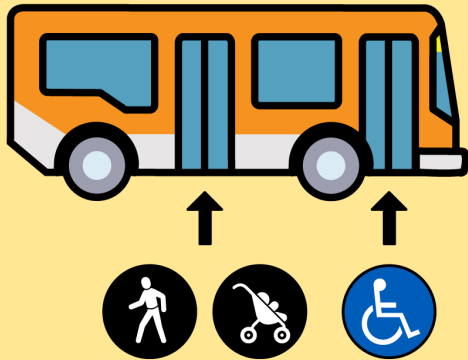


Marketing

COVID-19 UPDATE

REAR DOOR BOARDING

Mobility devices board front door



ESSENTIAL TRAVEL ONLY

COVID-19 UPDATE

STAY HOME.

Stop the spread.

#FlattenTheCurve



ACTUALIZACIÓN DE COVID-19

Metro continúa operando servicio esencial de autobús y tren para aquellos que más lo necesitan.

Infórmese sobre cambios en el servicio y sobre las nuevas medidas que estamos tomando para mantenerlo seguro en metro.net/COVID19.



Metro continues to provide essential bus and train service to those who need it most.

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Public Relations







**Thank you.
Questions?**