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File #: 2020-0585, File Type: Oral Report / Presentation

Agenda Number: 37.

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**EXECUTIVE MANAGEMENT COMMITTEE  
OCTOBER 15, 2020**

**SUBJECT: CHIEF COMMUNICATIONS OFFICER QUARTERLY REPORT**

**ACTION: ORAL REPORT**

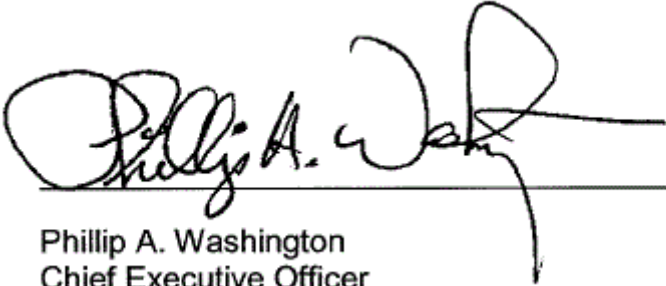
**RECOMMENDATION**

RECEIVE Chief Communications Officer Quarterly Report and Presentation

**ATTACHMENTS**

Attachment A - CCO Quarterly Report - FY2021

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



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Phillip A. Washington  
Chief Executive Officer

# Attachment "A"

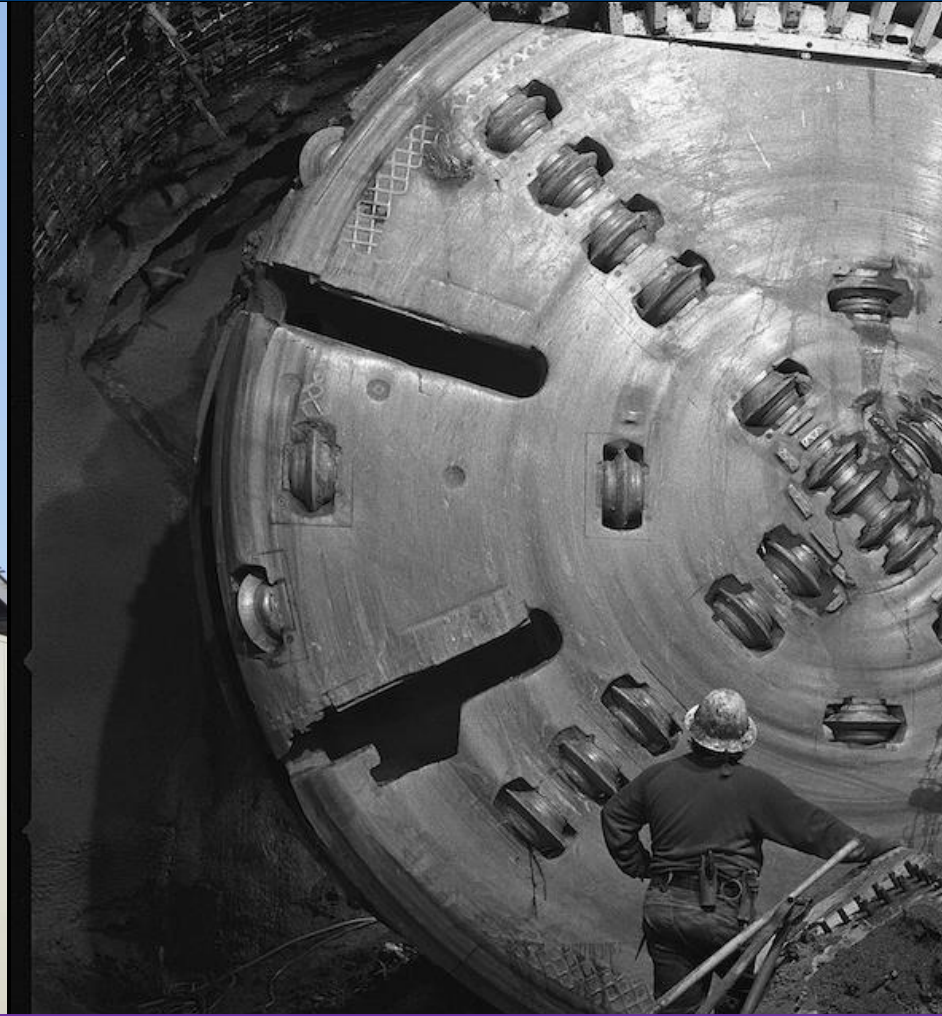
## Chief Communications Officer Report

Executive  
Management  
Committee

October 2020



# Arts and Design Programs



Design Excellence Award

New Exhibition of Ken Karagozian



# Arts and Design Programs



Artwork being installed at CLAX project sites



# Community Relations



# Customer Care

## Installation of Limited English Proficiency (LEP) Translation Phones



*Wilshire/Vermont Center*



*East Portal Customer Center*

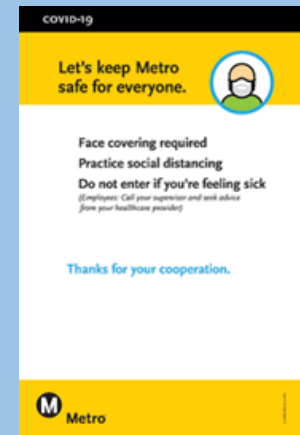
## Customer COVID Safety Signage and Floor Markings



*Occupancy Limit*



*Floor Marking*



*Face Covering*



# Government Relations

Los Angeles Times

OPINION

## Don't let the coronavirus destroy public transit too



People ride the westbound 33 bus toward Venice in downtown Los Angeles on April 19. (Los Angeles Times)

By THE TIMES EDITORIAL BOARD

AUG. 16, 2020 | 3 AM

## Federal Highlight:

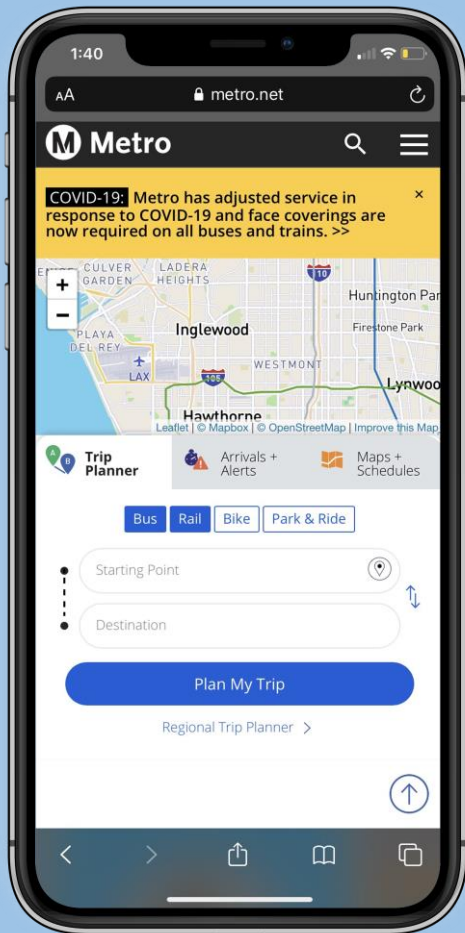
Continuing to engage with DC leadership on draw down of CARES Act Funding

## State Highlight:

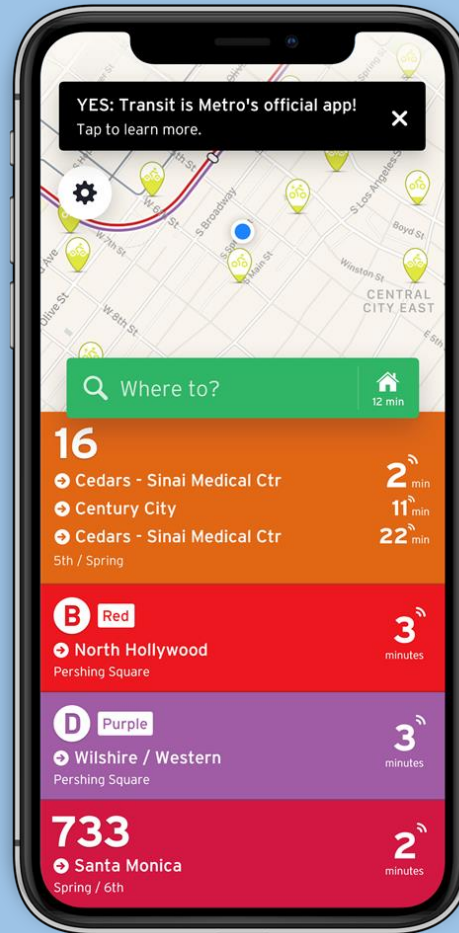
Legislature Approves SB 757 (Allen) and SB 288 (Wiener) CEQA Streamlining Legislation

# Marketing – Digital Services

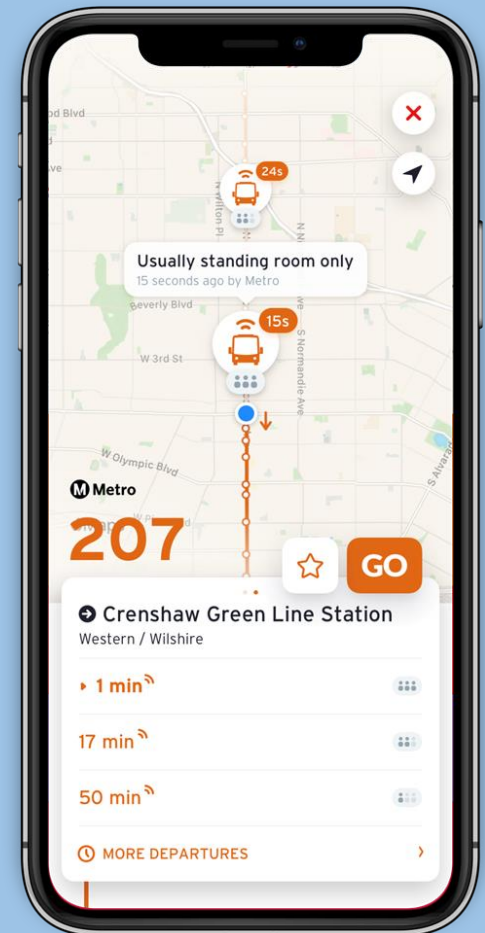
## Metro.net



Partnership with *Transit* pays off for riders and Metro



Predicting bus occupancy levels





# Public Relations

## PROGRAM LAUNCH – SEPTEMBER 09, 2020



- 328 Participants online for launch
- National media attending: ABC News, CNN, The Washington Post, Newsday, Mass Transit Magazine, METRO Magazine and Smart Cities Dive
- Local news coverage:
  - Web: The HUB, MyNewsLA.com
  - Radio: KFI AM 640 – iHeartRadio, KEIB-AM – True American Values – iHeartRadio
- Total potential reach: 242,463
- 241-page views from The Source Post
- 111 Transit Agencies Signed on (as of 4pm, 9/10)

# Metro Pledges to the APTA Seal of Commitment





# Public Relations

Public Service Announcement



**Thank you.  
Questions?**