



Board Report

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

Agenda Number: 37.

**EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 15, 2020**

SUBJECT: CHIEF COMMUNICATIONS OFFICER QUARTERLY REPORT

ACTION: ORAL REPORT

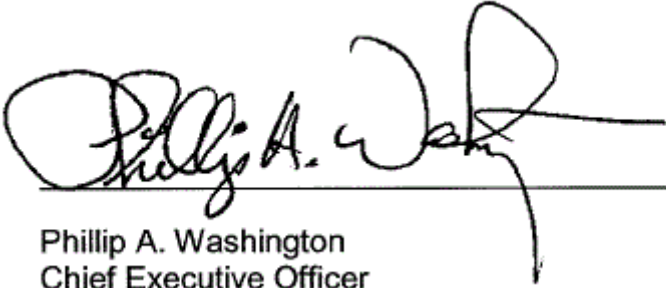
RECOMMENDATION

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



Phillip A. Washington
Chief Executive Officer

Attachment "A"

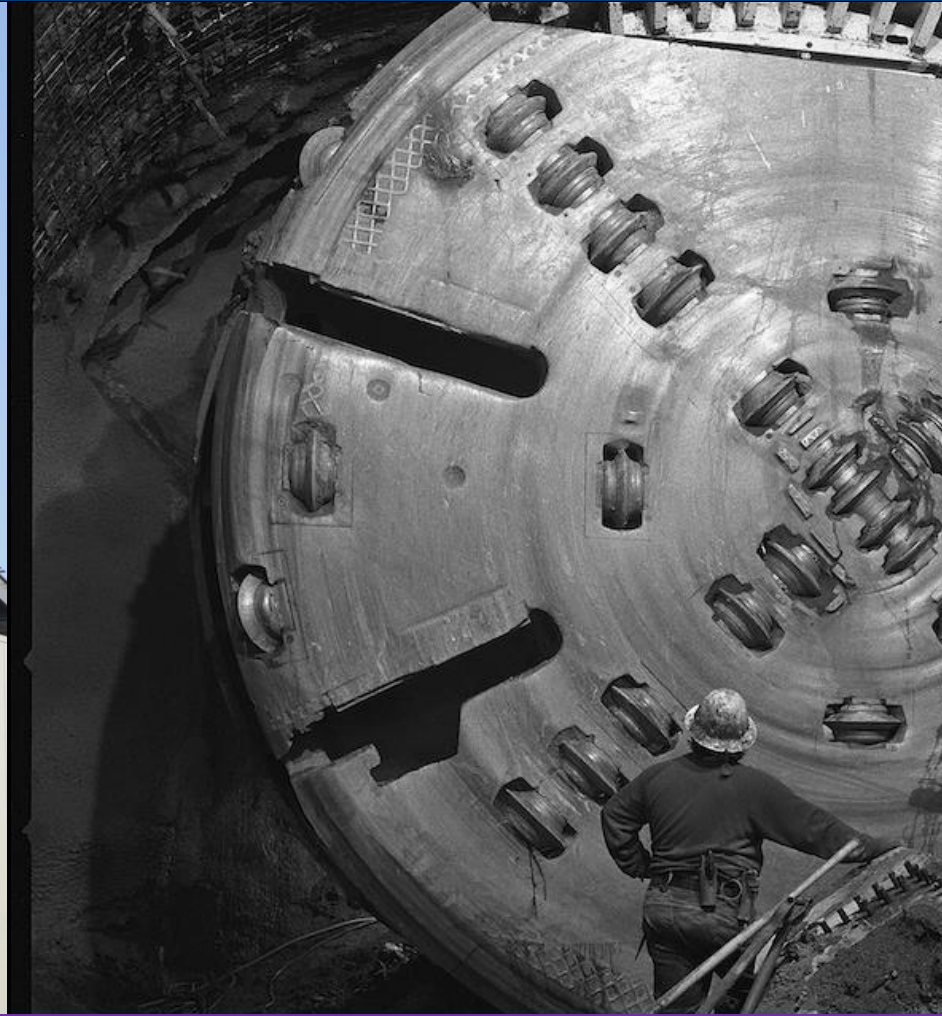
Chief Communications Officer Report

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

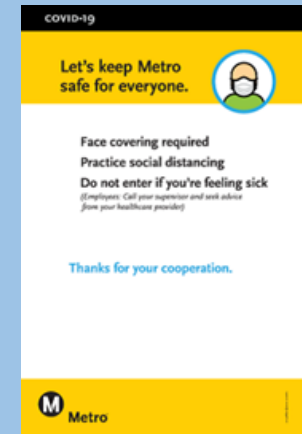
Customer COVID Safety Signage and Floor Markings



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:

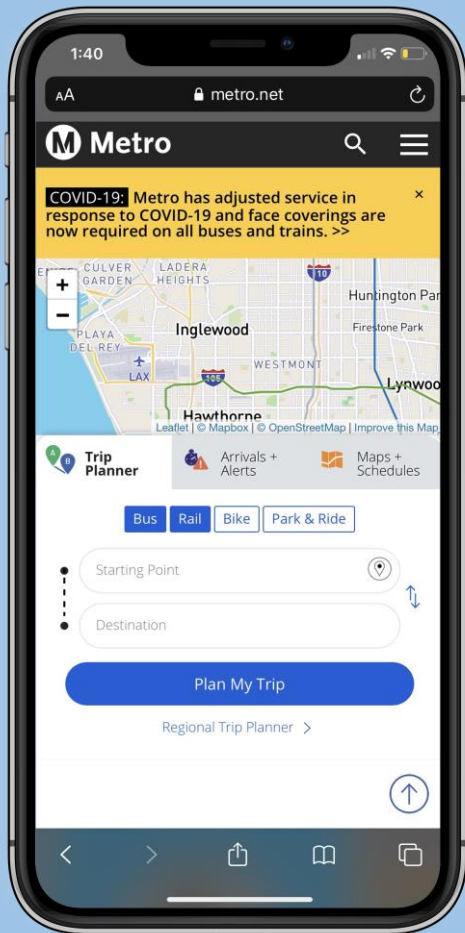
Continuing to engage with DC leadership on draw down of CARES Act Funding

State Highlight:

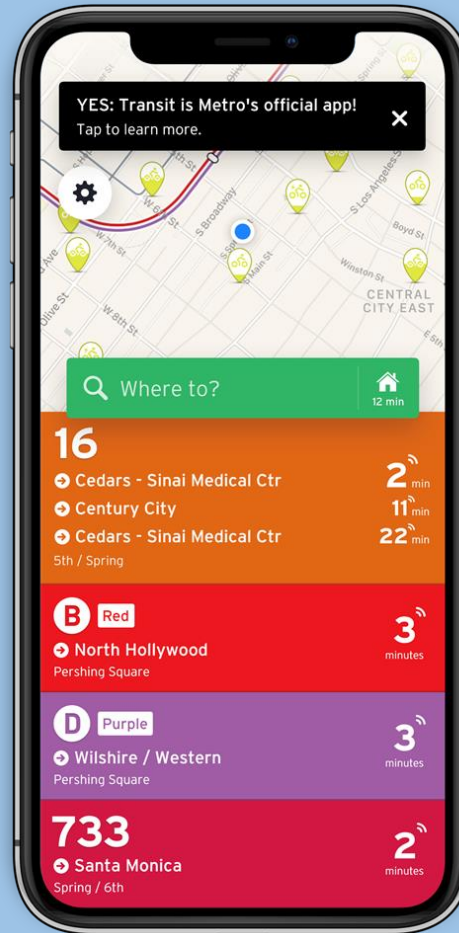
Legislature Approves SB 757 (Allen) and SB 288 (Wiener) CEQA Streamlining Legislation

Marketing – Digital Services

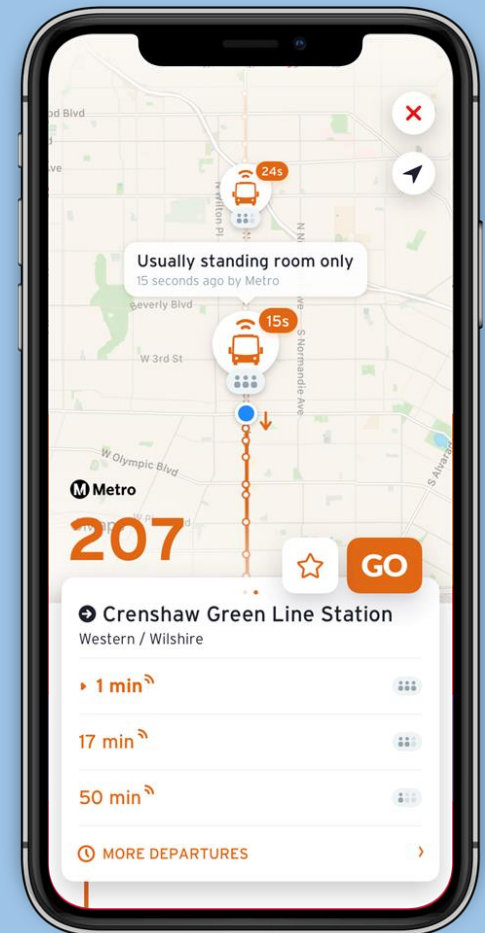
Metro.net



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?**