



Metro

Board Report

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Agenda Number: 48.

**EXECUTIVE MANAGEMENT COMMITTEE
JANUARY 21, 2021**

SUBJECT: CCO QUARTERLY REPORT

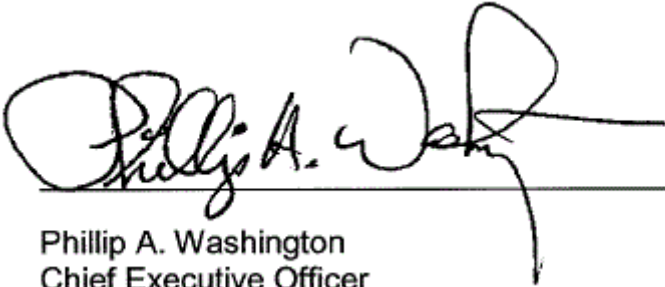
ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE CCO Quarterly Report.

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

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



Phillip A. Washington
Chief Executive Officer



Chief Communications Officer Report

Executive
Management
Committee

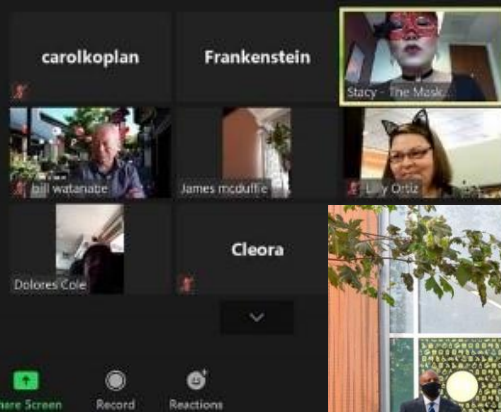
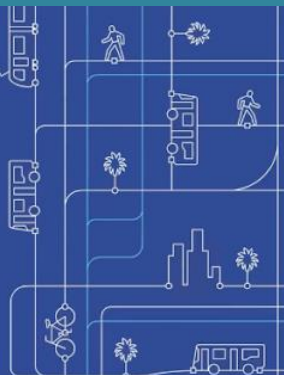
January 2021

Arts and Design Programs



New artwork at Rosa Parks Customer Center

**NextGen
Bus
Study**



Government Relations

METRO IS SEEKING STATE FUNDING TO BUILD

SR-57/-60 Confluence: Chokepoint Relief Program

- > SR-57/SR-60 Confluence is ranked the sixth most congested freight chokepoint in the nation and the second highest truck accident location in Southern California.
- > The Los Angeles County Metropolitan Transportation Authority (Metro) in partnership with Caltrans has submitted a grant application for \$177 million to support the construction of this vital project that would reduce congestion and improve mobility.
- > Measure M, the half-cent sales tax adopted by LA County voters in November 2016, dedicates \$108.6 million (2015 estimate) in local taxpayer funds for this project.

> The SR-57/-60 Confluence project benefits include:

- Eliminating the bottleneck on the SR-57/SR-60, which is on the National Highway Freight Network, and will bring congestion relief on a major east-west freight corridor link between coastal Southern California and the Inland Empire and beyond.
- Improving safety by separating traffic at a local interchange; improving mobility and access to Southern California employment centers.
- Saves \$1 billion in driver delay time over the next 20 years.
- Provides significant incentives to accelerate private investment and construction.

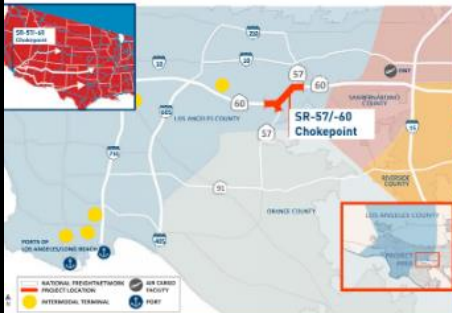
SEEKING FUNDING IN THE AMOUNT OF:

\$177 million

TOTAL PROJECT COST:

\$288 million

(Leveraging \$111 million in local funding)



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Federal Highlight:

- Continued to advocate for federal funding to support impacts of COVID-19

State Highlight:

- California Transportation Commission awards LA Metro transit and highway projects \$516 million in SB 1 Funds

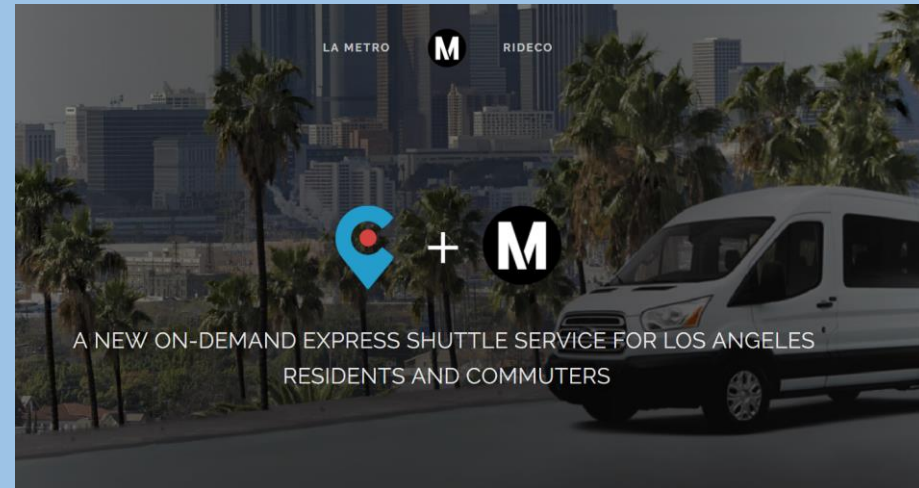
Customer Care

The new Rosa Parks Customer Center successfully opened October 26, 2020



Rosa Parks Customer Center

The Telephone Information Call Center began booking customer Metro Micro Transit rides at the launch of Metro Micro, December 13, 2020



Metro Micro

Marketing – Digital Services

Metro Micro launch campaign

- Hyper-targeted campaign focuses on individuals who live and travel within the first two service zones
- Ads utilize Metro real estate on buses, trains and stations
- We will maximize traditional print and spend responsibly on a traditional and digital media strategy
- Campaign will also develop short form video content and photography



Marketing – Digital Services

Metro Micro launch campaign



Service Map

Mapa de servicios



How to ride Metro Micro.

Cómo viajar en Micro

Step 1: Download the App

Paso 1: Descargue la aplicación



- > Scan the QR to download the app and create an account.
- > Or visit book.metro-micro.net.
- > Or call the 323.GO.METRO to book a ride.

> Escanee el QR para descargar la aplicación y crear una cuenta.
> O visite book.metro-micro.net.
> O llame al 323-466-3876 para reservar un viaje.

Step 2: Book a Ride on the App

Paso 2: Reserve un viaje en la aplicación

- > Find your zone on the map.
- > Select your pick-up and drop-off points.
- > Select when you want to ride and how many people will be riding with you.

{Accessible seating and bike rack available}

> Encuentre su zona en el mapa
> Seleccione sus puntos de recogida y destino
> Seleccione cuándo desea viajar y cuántas personas viajarán con usted.

{Asientos accesibles y portabicicletas disponibles}

Step 3: Get Ready

Paso 3: Prepárese

- > Get to your pick-up point five minutes before your scheduled pick-up time.
- > Llegue al punto de recogida 5 minutos antes de la hora de recogida programada.

Step 4: Pay

Paso 4: Pague

- > Pay in the app using a credit card or with your TAP card when you board.
- > Pague en la aplicación con tarjeta de crédito o con su tarjeta TAP cuando aborde.

COVID Safety Information

Información de seguridad de COVID

- > When you ride, wear a face covering at all times. The driver will also wear a mask at all times.
- > There will be a plexiglass partition between driver and passengers.
- > Reduced seating capacity available in order to allow for safe social distancing.
- > The vehicles are cleaned daily with EPA-approved disinfectants.
- > Cuando viaje, use una cubierta facial en todo momento. El conductor también usará una cubierta facial en todo momento.
- > Habrá una división de plexiglas entre el conductor y los pasajeros.
- > Disminución de la capacidad de asientos disponible para permitir un distanciamiento social seguro.
- > Los vehículos se limpian a diario con desinfectantes aprobados por la EPA.

Hours of Operation:

Horas de operación:

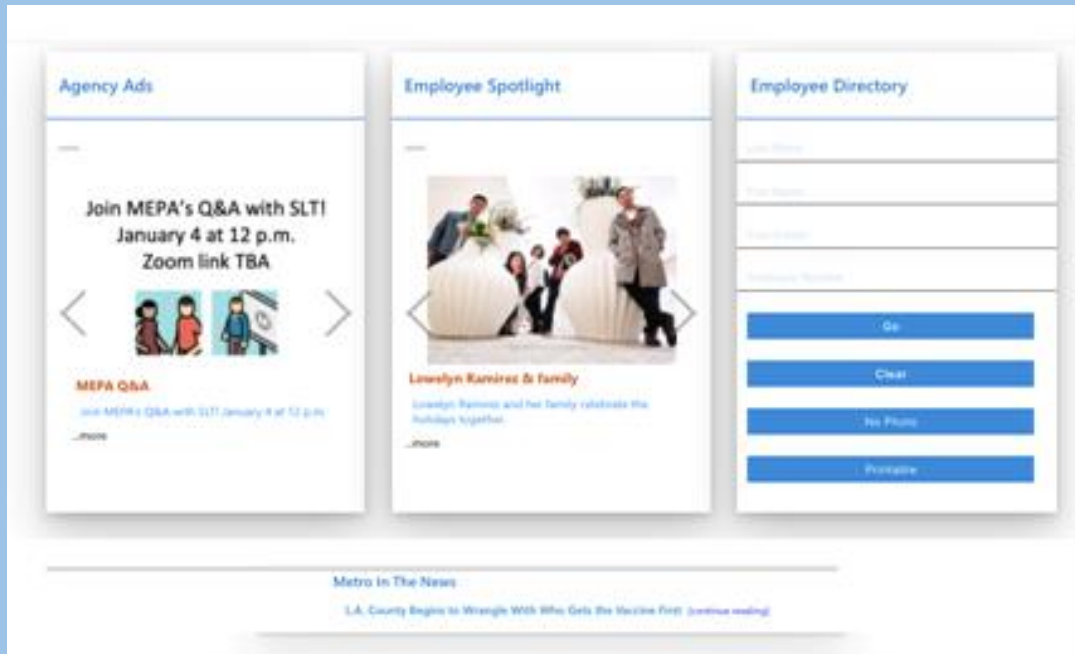
Monday - Friday
Lunes a viernes

5 - 10 am
2 - 7 pm



Public Relations

myMetro (intranet) Modernization Project



- Modernized design; dynamic, user-friendly, engaging, easy navigation
- Changes made based off survey results and employee recommendations
- Transition will be gradual and expected to complete FY2021



**Thank you.
Questions?**