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Agenda Number: 46.

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**EXECUTIVE MANAGEMENT COMMITTEE  
APRIL 15, 2021**

**SUBJECT: CCO QUARTERLY REPORT**

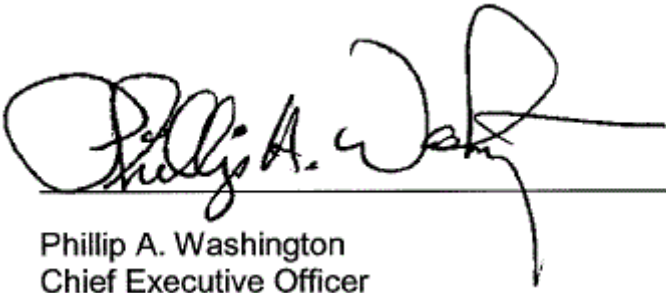
**ACTION: ORAL REPORT**

**RECOMMENDATION**

RECEIVE CCO Quarterly Oral Report

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

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



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Phillip A. Washington  
Chief Executive Officer



# Chief Communications Officer Report

Executive  
Management  
Committee

April 2021

# Arts and Design Programs

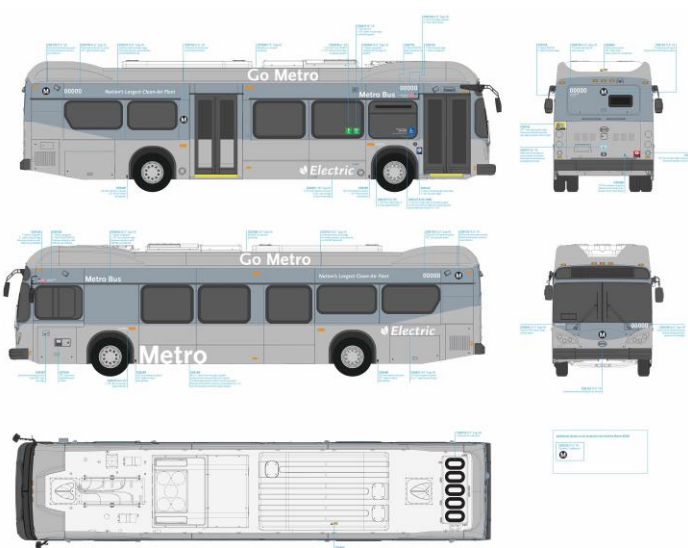


## SILVER LININGS

Envisioned by Artist  
LAURA VAZQUEZ RODRIGUEZ

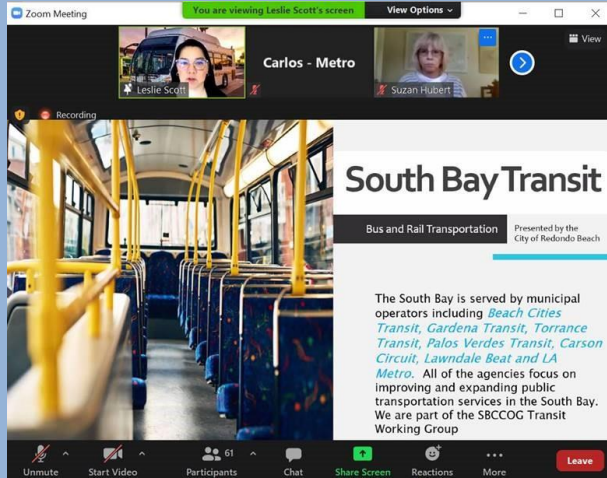
"Through the eye of the storm, we see glimpses of hope. We have opened our hearts and found new ways to express compassion and love."

Visit [metro.net/art](http://metro.net/art)





# Community Relations



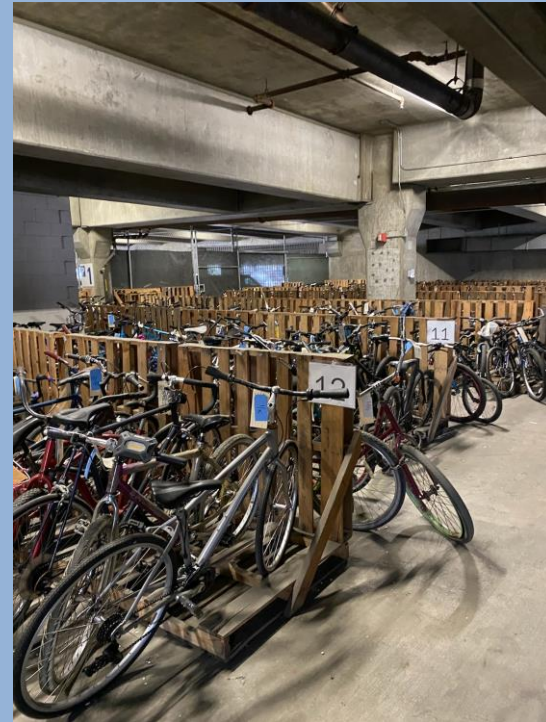
# Customer Care

Customer Programs & Services packaged and bagged over 170,000 masks for public distribution



*CSA diligently packaging PPE*

Adopt-A-Bike program launched and have successfully transferred 249 bikes to County Wide Planning



*Metro Bike Cage*



# Government Relations



## Federal Highlight:

- Metro advocated for American Rescue Plan Act, which included over \$1 billion in federal transit funding for LA County

## State Highlight:

- Metro's bill to expedite CEQA litigation for transit projects – Senate Bill 44 (Allen) passed the Senate Environmental Quality Committee by unanimous vote

# Marketing

## Bus Operator Recruitment

Activated paid media (March), owned channels assets, developed refreshed recruitment web page and flyer

- [Metro.net/drivela](https://metro.net/drivela)



**Metro is hiring bus operators.**

Metro bus operators are crucial to keeping LA on the move. Get in the driver's seat with us.

We train you how to drive, and you get plenty of experience and opportunities to build a great career in public transit. Metro uses stepped-up safety protocols and personal protective equipment to keep our employees safe.

**What you need to qualify:**

- > 21+ years of age
- > Good driving record (DMV K-4 printout)
- > California Class C driver's license
- > Six months minimum of customer service experience

**Great hourly pay**  
Start at \$16.90 per hour as a bus operator, with incremental pay rate increases up to \$26.01.

**Full benefits**  
Metro offers medical and dental insurance, plus pension and retirement plans.

**Part time**  
Part time with potential to become full time.

**Unionized**  
Your safety and stability are union-represented.

**Room to grow**  
Opportunities for trainings and to move up in your career.

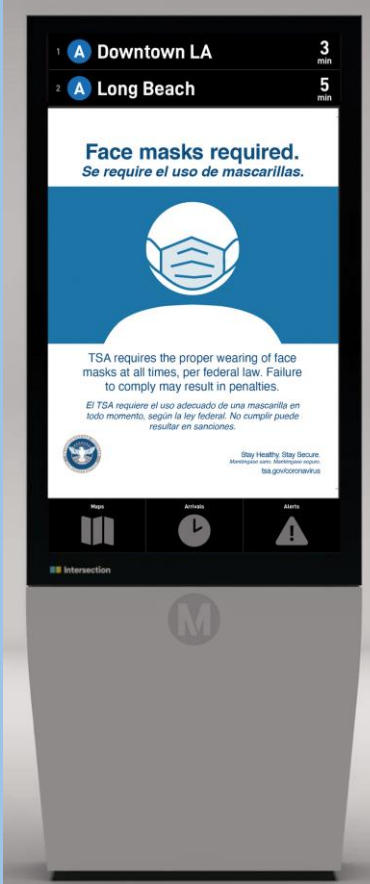
**APPLY NOW AT**  
[metro.net/drivela](https://metro.net/drivela)



PHOTO: KEVIN LAMAR

## CDC Face Mask Mandate


In February, the face mask mandate message was refreshed and updated across our system



1 **A Downtown LA** 3 min

2 **A Long Beach** 5 min

**Face masks required.**  
*Se requiere el uso de mascarillas.*




TSA requires the proper wearing of face masks at all times, per federal law. Failure to comply may result in penalties.  
*El TSA requiere el uso adecuado de una mascarilla en todo momento, según la ley federal. No cumplir puede resultar en sanciones.*

Stay Healthy. Stay Secure.  
Manténgase sano. Manténgase seguro.  
[tsa.gov/coronavirus](https://tsa.gov/coronavirus)

Maps Arrivals Alerts

Interaction



# Public Relations

## Frontline Workers Video



- Completed and released 10-minute video on our pandemic response
- Used first for Excellence Awards and then Metro social media
- Well received by staff and by public with 10,000-plus views thus far





**Thank you.  
Questions?**