



Metro

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

Board Report

File #: 2021-0400, File Type: Informational Report

Agenda Number: 34.

EXECUTIVE MANAGEMENT COMMITTEE JULY 15, 2021

SUBJECT: CHIEF COMMUNICATIONS OFFICER (CCO) QUARTERLY REPORT

ACTION: ORAL REPORT

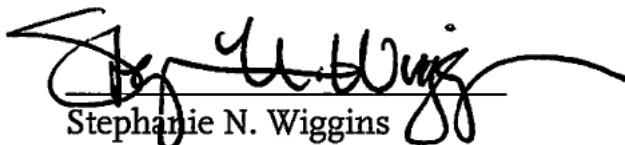
RECOMMENDATION

RECEIVE CCO Quarterly Report

EQUITY PLATFORM

Equity is at the center of everything we do in Communications. The oral report will not only highlight activities of the last quarter, it will also serve to highlight its active role in equity. Some examples of how equity is prioritized includes: How equity is highlighted in the LA communities where Metro Art is reflected; over 50% of artists commissioned represent BIPOC communities, it is evidenced in the elevated voices we seek to hear from when developing transit and active transit solutions that uplift communities through targeted engagement, and in the innovative approach where bikes are donated to equity focused communities, rather than being sent to auction.

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



Stephanie N. Wiggins
Chief Executive Officer



Chief Communications Officer Report

Executive
Management
Committee

July 2021

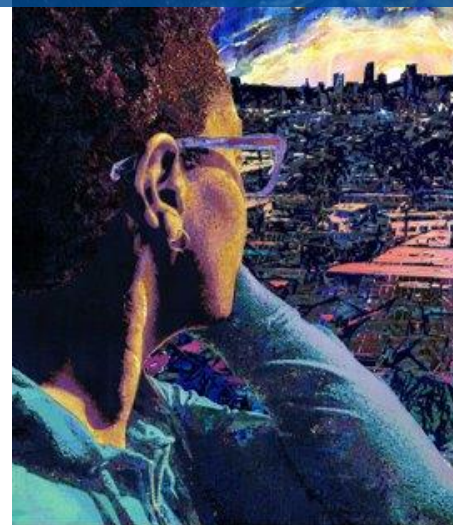
Arts and Design Programs



Eric Almanza, *Journey Home*



Bodeck Hernandez, *Legacy*



LP Aekili Ross, *Blue Sights*



Jazmine Atienza, *Last Stop*

Uplifting the Human Spirit Through Metro Art



Cat Ferraz, *Vovó Santinha*



Kristina Ambriz, *Wall of Concrete*



Cody Lusby, *Playful Transportation*



Alepis Hernandez, *Monday Morning*

Community Relations

We're fostering collaboration
with local communities.

COMMUNITY-BASED ORGANIZATION PARTNERING STRATEGY

Elements for Successful Partnering in Professional Services



Study Timeline



Metro

20



Customer Care

Customer Programs and Services has partnered with Metro's Systems Security and LAPD to provide unclaimed Lost & Found bags held for over 90 days for K9 Bomb Unit training. **20** bags have been transferred to date.



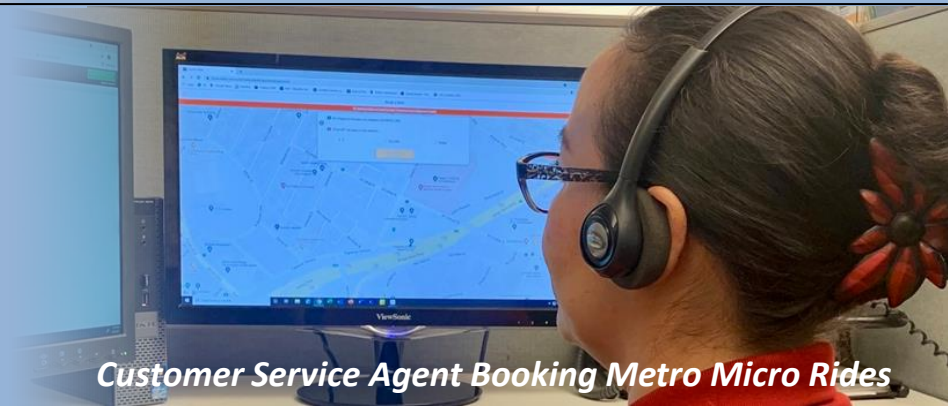
K9 Bomb Unit Bag Training



Bikes Marked for Adopt-A-Bike Pick-up

Customer Care has transferred **515** unclaimed Lost and Found bikes to the "Adopt-a-Bike Program" to date.

The Contact Center received an average of **242** "Metro Micro" ride booking calls per month.



Customer Service Agent Booking Metro Micro Rides

Government Relations



Federal Highlight:

- Metro continues to work with our Congressional delegation to support the American Jobs Plan, President Biden's infrastructure initiative.

State Highlight:

- Metro's 3 sponsored bills (Senate Bill 44 and Assembly Bills 811 and 917) have all successfully passed their houses of origin and continue to move through the legislative process.

Marketing

MyBus 2.0

Working with Service Planning, Customer Care and Operations, we improved this wildly popular customer tool in time for NextGen phase 2.



M Metro Translate

Is my bus line changing?
Metro is updating bus service on Sunday, June 27, 2021.

Select your line

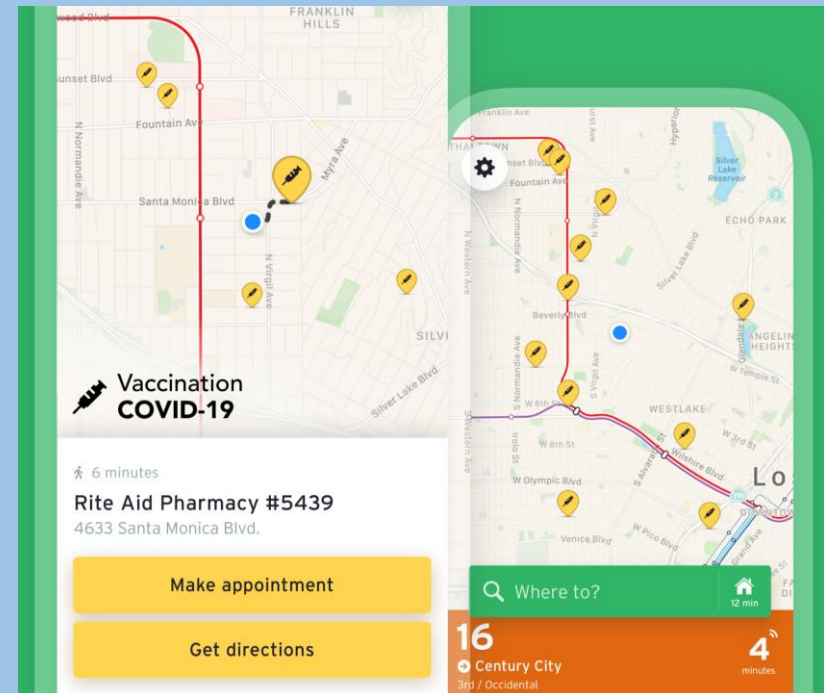
Select your A stop

Select your B stop

Request Now

Vax Sites in Transit App

We made it possible for our customers to find, schedule and plan a trip to their nearest vax site.



Public Relations



FRONTLINE WORKERS

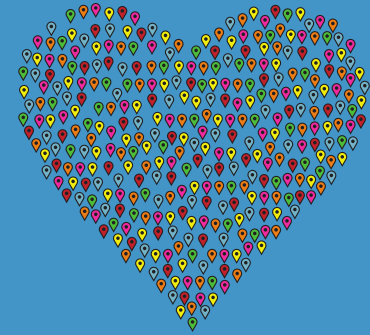


Stop Asian Hate



Stop Asian hate. Be kind, LA.

For resources, visit metro.net/bekind.



<https://twitter.com/metrolosangeles/status/1389289949929824260>



LA Metro on Twitter

"May is #AAPIHeritageMonth. Celebrate our diverse communities and neighborhoods and check out these upcoming local events:

<https://t.co/JorxtNiHQW>"

twitter.com





**Thank you.
Questions?**