

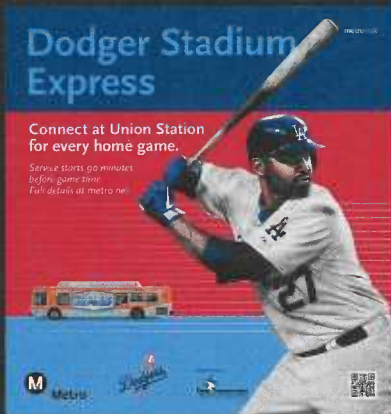
#55

Chief Communications Officer Report

*Lynda Bybee
Executive Management Committee
March 21, 2013*



Dodger Stadium Express



- First game of service: 3/29
- Partnered with Dodgers to jointly promote the Stadium Express
- Tactics: Print ads, brochures, interior posters, web ads, Transit TV, radio spots, wayfinding signs & banners at Union Station, in-stadium digital ads
- Press Event: Scheduled for March 28



Bike Safety Campaign

Bicyclists may need a full lane.
Please share the road.



- Objective: Increase bike safety awareness among drivers
- Tactics: Bus back ads (75), billboards (132), and drive-time radio spots throughout LA County
- Ads will run from March to May, leading up to Bike Week



Blue Line Safety Campaign

Help us make the Blue Line safer.

When traveling near train tracks:

- > Be alert at all times
- > Look both ways for trains before crossing tracks
- > Obey signs and warning signals
- > Never go under or around lowered gates
- > Never make a left turn on a red arrow
- > Never walk, sit or stand on tracks
- > To cross, push pedestrian button and wait for "WALK" signal

IF FLASHING LIGHTS, GATES AND BELLS ARE SOUNDING, WAIT FOR THEM TO STOP BEFORE CROSSING TRACKS.
Never attempt to cross tracks (or sit, stand or lean over the railing) at any other time.

HELP SAVE A LIFE. Join the Blue Line Safety Team.

Always wear your seat belt. Never drink and drive. If you are involved in an accident, please call 911 or 311.



- Launched campaign to build safety awareness near Metro Rail intersections, with emphasis on Blue and Expo Lines
- Staffed 19 Rail Safety Ambassadors along the line to educate people about the safe way to cross the tracks
- Additional Tactics: Train wraps, door hangers, safety snap bracelets, safety guides and train crossing brochures
- Press Event: Held at Vernon Station on March 15

Blue Line Safety Campaign



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4

TAP Rail Posters

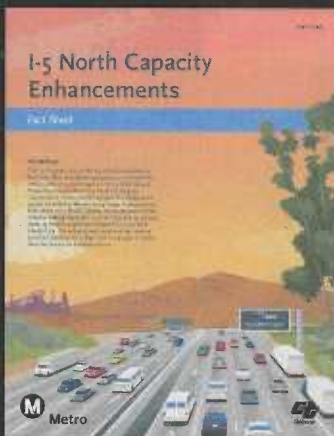


- Designed new rail posters to re-enforce the message that riders must TAP when passing a turnstile or validator
- These will aid Sheriffs with fare inspections and enforcement
- Will post next week and remain up through July

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5

I-5 Capacity Enhancements



- Metro is exploring options to accelerate construction of 13.5 miles of carpool lanes on I-5 in North County of Los Angeles
- Proposing to finish the project by 2019 by introducing toll lanes
- Tactics: Developed website, overview fact sheet, project map
- Next Community Meetings: Feb 26 & 28



6

AVTA Phase II Facility Dedication Ceremony



- Metro contributed \$799,344 to the Phase II Facility through the Municipal Operators Service Improvement Program
- The construction expanded the original maintenance & operations facility in Lancaster



7

Coverage of Metro Art Tours in *Los Angeles Magazine*



- Metro Art tours featured in *Los Angeles Magazine* cover article on “10 Surprising Hometown Getaways”
- “Weekend sojourns that will remind you why you live here”



Thank you

