

Chief Communications Officer Report

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Executive Management and Audit Committee
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Metro

Project Recognition Billboards



- Highlight the various projects that Metro is building
- Posted in 200 locations throughout LA County (Oct/Nov, Jan/Feb)
- 8 versions were created – each specific to a different region

New Navigation Menu for metro.net

The screenshot shows the Metro website's navigation menu and header. The header includes the Metro logo and four main navigation categories: **Go** (Getting Around), **Grow** (Projects & Programs), **Know** (News & Media), and **Metro** (About & Contact Us). Below the header, the navigation menu is organized into several sections:

- Bus & Rail Basics:** How To Ride, Maps & Timetables, Fares, Passes & TAP, Park & Ride Lots, Airport Routes.
- Rider Tools:** Trip Planner, Nextrip Real-time Arrivals, Service Alerts, Planned Advisories, Mobile Apps.
- Metro for Everyone:** Safety & Security, Students & Kids, College, Senior Citizens, Riders with Disabilities.
- Customer Tools:** Help & Contact, Customer Centers, Code of Conduct, Online Stores.
- Commuting:** Metro Commute Services, Carpools, Vanpools, School Pools, Employer Programs, ExpressLanes.
- Road Tools:** go511 Travel Info, Freeway Service Patrol, Real-Time Traffic.
- Biking & Walking:** Bikes.
- Guides & Destinations:** Destination Discounts, Destination Guides, Art Guides.

Below the navigation menu, there are promotional banners for "ArtNight Pasadena, Oct. 11" and "Go Metro to USC Football." A "Plan My Trip" widget is visible, showing a date of Wednesday, 04:10 PM, and links for "Simple", "Advanced", and "Tips". The "The Source" logo is also present, with a "Go to The Source" button. A banner for "America Fast Forward" with the tagline "CREATING JOBS THE RIGHT WAY" is also visible.

- Improved menu by grouping content to reflect current customer topics and project priorities
- Added links for quick access to key sections of the website
- Enlarged type size for increased legibility and ease of navigation

Measure R committee OKs recommendation to advance TIFIA loan financing for Regional Connector Project

Public Relations & Press Events



- **Rail Safety & Suicide Prevention**
(September 3 & 23)
- **Restoration of Southern Pacific Lankershim/North Hollywood Depot**
(September 20)
- **Freeway Beautification on the I-110 Freeway in Downtown**
(October 2)

Commute Services



- **Rideshare Week: Oct 7 – 11**
✓ 4,749 people pledged
- **60% of commuters who try ridesharing for the first time during Rideshare Week continue to rideshare at least occasionally**
- **Golden Pylon Awards: Top Five Traffic Reporters Honored**

Metro Destination Discounts Program



Metro riders use their TAP card or Metro/LA County employee ID to save at area events and businesses

Purpose

- Encourage use of public transportation
- Promote attractions, events and community partners

Promotion from Participants

- Promote Metro on their websites, e-blasts, collateral, signage, radio and more
- Display Metro Destination Discount window clings

Promotion from Metro

- *metro.net*, *The Source*, *El Pasajero*, Facebook & Twitter
- Metro Insider
- Communication to Metro & LA County employees
(via staff newsletters, posters and e-blasts)



Metro Destination Discounts Program



Examples of Redemptions:

● Grand Park Summer Fest	2,000
● Ringling Bros. Circus	1,845
● Silverlake Jubilee	847
● LACMA	518

Web Traffic – Destination Discounts Page

● Month of Sept. 2013	3,813 visits
● Year-to-date	54,992 visits





Thank you



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