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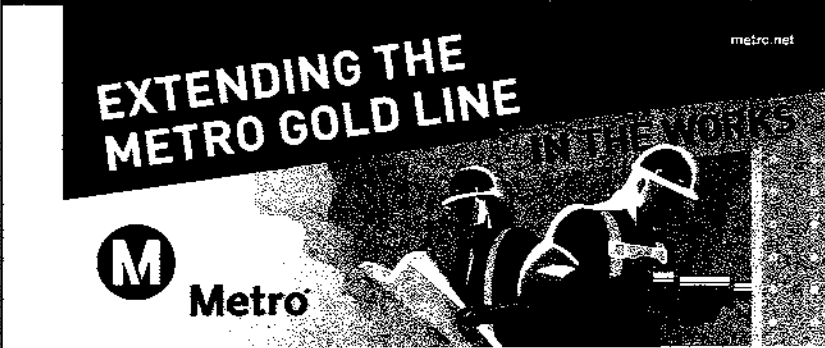
Chief Communications Officer Report

*Noelia Rodriguez
Executive Management Committee
February 20, 2014*



Metro

Project Recognition Billboards



- Highlight various Metro projects
- Posted in 200 locations throughout LA County (Jan - Apr)
- 8 versions – each specific to a different region

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Holiday Promotion

Go Metro for the Holidays!



- **Goal:** Encourage use of Metro and Destination Discount (DD) offers during the holidays
- **Tactics:** Bus/rail ads & brochures, radio spots, press release, web banner ads and social media
- **Results:**
 - Web: +10,000 unique visitors to holiday discounts page
 - Instagram: +300 new followers
 - Redemptions:
 - *Disney on Ice* – 2,320
 - *Amoeba Music* – 1,326

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Public Relations & Press Events



- **Blue Line Upgrades**
January 8
- **405 Closure (Jamzilla)**
January 14
- **Crenshaw/LAX Groundbreaking**
January 21
- **Jamzilla Media Bus Tour**
January 29
- **Red Line Speed Dating**
February 14

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Interactive, Web & Social Media

- Kiosk Pilot Proposal to be presented to Metro Board in April
- Online merchandise store re-launched in November

Social Media

 Metro is now on Reddit for Live Chats

 48,000 Facebook fans

 43,000 Twitter followers

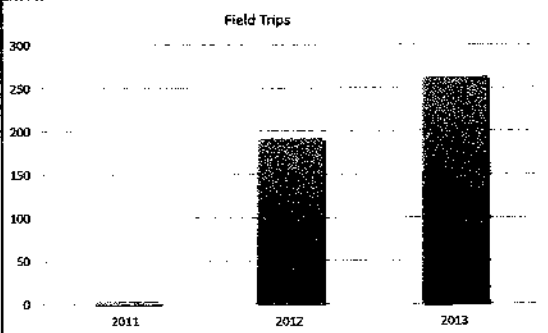
Metro.net Web Traffic (Oct-Dec 2013)

- 3.7 million visits; 9.1 million page views
- 1.9 million visits from mobile devices
- 1.6 million visits from desktop computers
- 200,000 visits from tablets



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Student Field Trip Program



- Launched in November 2011
- Offers field trips to all schools within LA County (grades 1-12)
- Provides free access to Metro bus and rail for students, faculty and chaperones to 21 approved destinations
- 459 groups; 16,080 people

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Grant Agreements



Regional Connector

Signed Feb 20

- FFGA: \$670 million
- TIFIA: \$160 million

Purple Line Extension

To be executed in April

- FFGA: \$1.2 billion
- TIFIA: \$856 million

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Awards & Appreciation



Little Tokyo Regional Connector outreach awards:

- 2014 Award for Environmental Excellence for Public Involvement/Partnership
- 2014 Nisei Week Foundation's Frances Hashimoto Community Service Award for excellent public affairs

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Thank you

metro.net

Meet Metro's best.



Janice Mustin is an outstanding bus operator assigned to Division 18 in Gardena. A 38-year veteran, Janice is nicknamed "The First Lady" by her colleagues because she has the highest seniority of any female operator at Metro. Janice finds charity work rewarding; she volunteers for foundations that help the homeless and conduct research for breast cancer and AIDS.

We salute Janice and all Metro operators who serve you every day.



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