

Chief Communications Officer Report

*Noelia Rodriguez
Executive Management Committee
June 19, 2014*



Metro

Union Station 75th Anniversary



Marketing

- Online & print, social media, on-board messaging, media relations and community outreach

Results

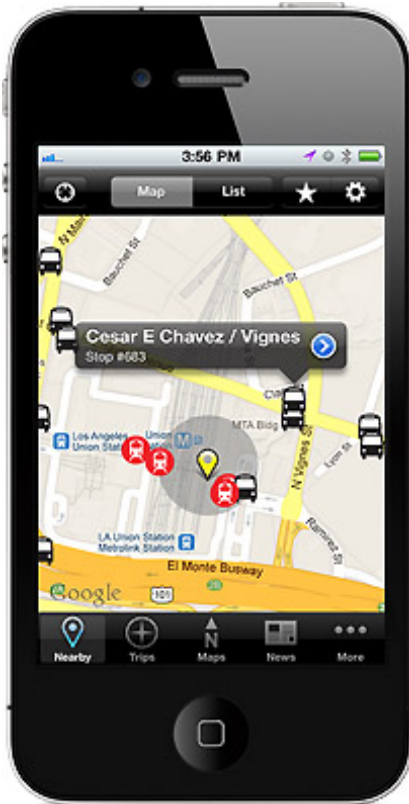
- Attendance: 75,000 people
- Press: Generated \$1 million worth of free media
- Merchandise: Sold more than 2,000 items at Metro Pop-Up Store
- Webpage Traffic: Averaged 2,000+ hits a day leading up to event

Every Day Is A Bike Day Campaign



- Launched for Bike Week LA (May 12 – 18)
- Billboards, bus exterior ads, web ads and on-board posters
- Promoted bicycling and raised awareness about bicycle & pedestrian safety

Mobile & Interactive



Go Metro App

- 500,000 downloads since the launch of version 2.0 in April 2012
- Real-time & scheduled arrivals, trip planning, service alerts/advisories and news

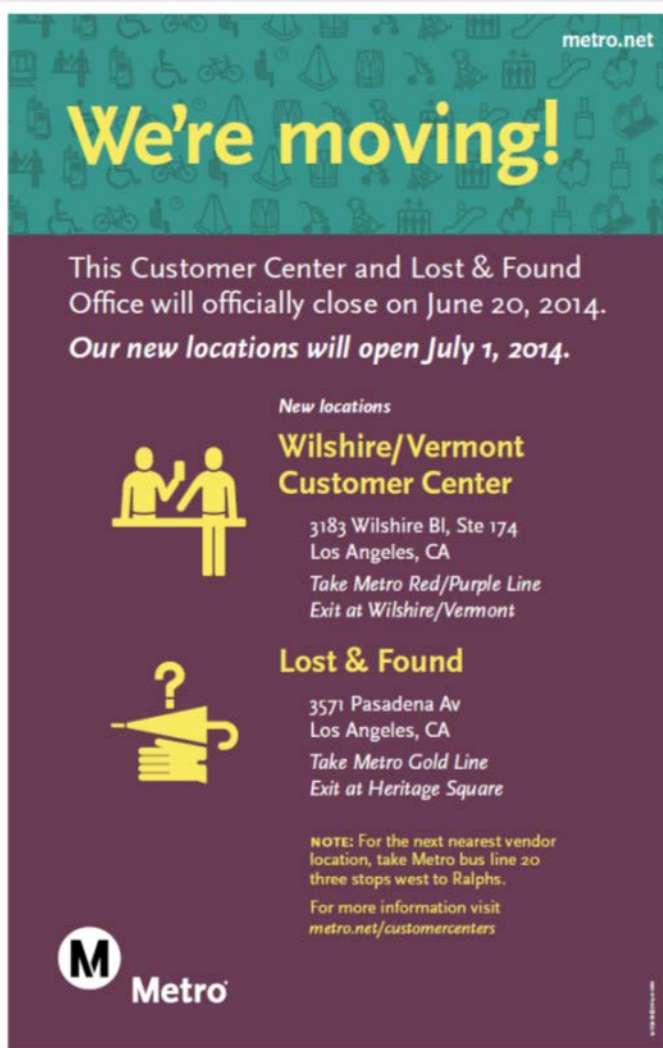
Go 511 App

- Launched May 2014
- Live traffic map & road alerts, real-time Metro arrivals and bus/rail schedules for 70+ agencies

Union Station Info Tower

- Features digital LED signage, light box displays and four 55” touchscreen monitors

Customer Relations



The poster features a teal header with the text 'metro.net' and 'We're moving!' in yellow. Below this, a dark purple background contains white text and yellow icons. The icons include two people at a counter and a hand holding an umbrella with a question mark. The Metro logo is in the bottom left corner.

metro.net

We're moving!

This Customer Center and Lost & Found Office will officially close on June 20, 2014.
Our new locations will open July 1, 2014.

New locations

Wilshire/Vermont Customer Center
3183 Wilshire Bl, Ste 174
Los Angeles, CA
*Take Metro Red/Purple Line
Exit at Wilshire/Vermont*

Lost & Found
3571 Pasadena Av
Los Angeles, CA
*Take Metro Gold Line
Exit at Heritage Square*

NOTE: For the next nearest vendor location, take Metro bus line 20 three stops west to Ralphs.
For more information visit metro.net/customercenters

M Metro

Customer Centers

- Wilshire/La Brea relocations to a new facility at Wilshire/Vermont (opens tomorrow)

Lost & Found

- New Heritage Square location opens July 1st
- New temporary bike storage area at Union Station P-1 opened in May to hold up to 420 bikes that are recovered daily.

Fare Restructuring

Public Hearing on Proposed Fare Changes

March 29, 2014 at 9:30am

English
Español
中文
한국어
ភាសាខ្មែរ
tiếngviệt
日本語
Русский
ភាសាខ្មែរ
ภาษาไทย

Marketing

- Print & online ads, fact sheets, on-board brochures & posters, press releases, e-blasts and social media
- Promotion of Subsidized Fares to begin August 2014

Outreach

- Conducted presentations/outreach throughout LA County to the public and key stakeholders
- Successfully facilitated public comment during March hearing and May Board meeting

Grant Agreements & Media Events



Purple Line Extension

- FFGA: \$1.25 billion
- TIFIA: \$856 million

Regional Connector

- FFGA: \$670 million

I-405 NB Carpool Lane Opens

May 23

Purple Line Exploratory Shaft Visit

May 29

Dump the Pump Day

June 19

Milestones



Metro Volunteers

February - June

- Represented Metro at 90 events this year
- Reached 200,000 people around the county

Rail Safety Education & Outreach

February - May

- Number of people reached: 101,043



Thank you



Metro®