



25th Rail Anniversary Campaign

April 3, 2015

Citizens' Advisory Council Executive Committee Meeting



Metro

Overview



25 Years of Metro Rail

- July 14th, 2015 marks the 25th anniversary of the opening of the Metro Blue Line
- Since then, five more rail lines and two transitway lines have opened

Campaign Objectives



- **Generate awareness for the 25th anniversary of Metro rail**
- **Highlight the progress and key projects of the past 25 years, and promote projects that are in the works**
- **Promote ridership of Metro bus and rail during and after the anniversary week**

Target Audience



- The general public and discretionary riders
- Current riders and commuters
- Local and national media

Key Messages



- **Metro Rail has been moving LA for 25 years**
- **Our 80 rail stations and six rail lines span over 87 miles across LA County**
- **We're continuing to expand the Metro rail system for more seamless travel**
- **Join us for the 25th anniversary celebrations**

Strategies



- Stage events at rail stations to engage local communities and encourage ridership of the system
- Offer free rides on Saturday, July 18th (the weekend following the anniversary)
- Reach Metro riders and the general public through on-board and paid advertising

Potential Tactics

Events

- Community Celebrations
- Concert Crawl

Broadcast

- Video
- Metro Motion TV Segments
- Metro Briefs Radio Spots
- Messages on Hold

Potential Tactics

Media Relations

- Press Events
- Zócalo Public Square

Print

- Rail Posters & Bus Car Cards
- Metro Briefs Print Ads
- Metro Insider On-Board Brochure

Digital

- Webpage & Web Ads
- E-Blasts
- Social Media
- Union Station Tower Ad



Thank you



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