|  |
| --- |
| **Thursday, September 25, 2014 140925-1**  **In this Issue:**  **Metro Engages Users during Social Media Week**  **Caltrans Interstate 5 Construction Notices** |
| **Metro Engages Users during Social Media Week**  Yesterday, Metro hosted Metro Moves Forward, a Social Media Week event at the Union Station Fred Harvey Room. Lan-Chi Lam, Metro Director of Communications for Web & Mobile, conducted a presentation on the agency’s adoption and use of app and mobile technology to make commuting easier and more enjoyable for millions of Angelenos every single day. Anna Chen, Metro Public Information Officer, followed with a presentation on Metro’s social media platforms and how they are being used to engage customers and provide service information. Following the presentation, there was a roundtable discussion with transit users and social media personalities Alissa Walker, Steven White and Gann Matsuda on how they’ve incorporated technology to improve their commuting experience, and how they use social media to engage with Metro, other agencies and commuters. The event was free to the public, and more than 50 people attended both the presentation and panel discussion. People were also able to join the conversation via Twitter using the hashtag #SMWwithMetro.  Metro was also represented at another Social Media Week panel that took place yesterday by Lan-Chi Lam. She spoke on the panel at “The Gamification of Transportation: How Mobile Apps and Social Media Incentives Change the Way We Travel.” This event took place in downtown Los Angeles. For more information on the panel, please click [here](http://socialmediaweek.org/losangeles/events/gamification-transportation-mobile-apps-social-media-driven-incentive-programs-changing-way-travel/).  **Caltrans Interstate 5 Construction Notices**  Between Magnolia Boulevard and Buena Vista Street The California Department of Transportation (Caltrans) will conduct a series of construction activities and closures between Magnolia Boulevard and Buena Vista Street as part of the I-5/Empire Project in Burbank. Construction activities are scheduled to begin Monday, September 29, 2014 through Friday, October 3, 2014. To view the complete Caltrans notice, please click [here](http://libraryarchives.metro.net/DB_Attachments/140925_Empire_Project.pdf). | |
| [Metro.net Home](http://www.metro.net/) | [Press Room](http://www.metro.net/news_info/default.htm) | [Projects & Programs](http://www.metro.net/projects_plans/default.htm) | [Meeting Agendas](http://www.metro.net/board/mtgsched.htm) | [Riding Metro](http://www.metro.net/riding_metro/default.htm) | [Metro Library](http://www.metro.net/library)  Los Angeles County Metropolitan Transportation Authority  1 Gateway Plaza  Los Angeles, California 90012-2952  Phone: 213-922-6888 Fax: 213-922-7447 |