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**Countdown to Metro ExpressLanes- Tip #2- Marketing *Matters***

With 11 days remaining until the 110 ExpressLanes open, our marketing efforts are in full swing with several promotions and outreach initiatives underway! As of last week, we began our gas pump promotional displays at more than 155 gas stations to ensure our expected users are aware of the Metro ExpressLanes program benefits and features, aimed at driving ExpressLanes education and FasTrak participant-adoption. To view our gas pump ad, please click [here](#).

Further, on October 28, 2012, we shared a postcard mailer focusing on our key commuters and travelers along the 110 corridor. The postcard mailer primarily targeted approximately 175,000 homes within our key demographic along the 110 Freeway and South Bay. To view our postcard, please click [here](#).

On November 7, 2012, we will launch a comprehensive user guide targeting many potential customers in an advertorial entitled "Introducing Metro ExpressLanes- [The how-to guide for a faster commute on the 110 and 10 freeways](#)". Published in English and Spanish, it is expected to reach more than 896,000 households. Additionally, we continue to be active in social media initiatives and MEL, the ExpressLanes traveling van.

The pieces above illustrate the creative work of the ExpressLanes Marketing Team led by Omar Holmes. This award-winning team continues to produce high quality work and it has made a difference in our marketing and public education efforts for the ExpressLanes.

*About Metro ExpressLanes*

*Metro ExpressLanes is an exciting new endeavor. But like all new undertakings, it will take some time to become familiar with how it works, and it will take time before we experience the full benefits and rewards of this new traffic flow improvement project. We expect to see traffic flow enhancements and congestion reduction as the project progresses over time along with some immediate advantages such as new and more frequent transit service. Participant-adoption, and on-going feedback as a vital partner in this program will ensure its success as well as an improved travel experience for all drivers between the 110 and 10 freeways to downtown Los Angeles*

**Word of Metro's Veteran Recruiting Efforts Spread Far and Wide**

Our Office of Strategic Workforce Planning has been working hard to spread the word about the great career opportunities at Metro, and we are now starting to see the results. Recently, Metro received an email from a U.S. Navy sailor who is stationed in Japan, serving in an aircraft carrier airwing. He contacted Metro to express interest in the Traction Power Inspector position and requested feedback on steps he can take to ensure he's qualified to compete for the position. He is serving as an Electronics Technician in a F/A-18 Strike Fighter squadron, and we are certain he has been exposed to the technical skill sets that we are seeking for this position. He has exactly the kind of service experience we seek in current service members and veterans, and we will continue working to attract these fine candidates and interest them in joining the Metro workforce. For 2012, 7% of Metro's new hires have self-identified themselves as veterans and over the next 3 years, we hope to increase the percentage of new hires who are veterans to 10-12%.

### **Metro Receives Proclamations from Elected Officials for Being a Veteran-Friendly Employer**

Staff from Human Resources and the Office of Strategic Workforce Planning attended a recent Veteran's Job Fair in Woodland Hills that was sponsored by The Valley Economic Alliance. The event featured workshops presented by the state Employment Development Department to assist veterans with resume writing skills and other services. There were 96 businesses meeting with over 1500 job seekers, both veterans and non-veterans.

At this event, Metro was presented with many proclamations from various elected officials in recognition of Metro being a veteran-friendly employer. Please click [here](#) to view copies of the proclamations along with photos from the event.

### **Crenshaw/LAX Transit Corridor Project Creates Six Short Films**

The Crenshaw/LAX Transit Corridor Project has created a series of six short films for the project. Each introduces viewers to community members who share each of their mobility stories as they anticipate the benefits of the future rail project. The first in the series features two local elders, Hayward Gray and Lee Enge, who reminisce about the past glory of LA's Red Car system. Gray and Enge, who are both retired, also look forward to the return of rail to their community. To view the videos, please click [here](#).

### **Expo Light Rail Line Construction Notice**

#### Relocation of Underground Utilities

In preparation for construction of Phase 2 of the Expo Light Rail Line, work crews will be relocating an existing underground water line currently located at various points along Colorado Avenue in the City of Santa Monica. The work is being managed and performed by the Expo Phase 2 design-build contractor Skanska-Rados Joint Venture (SRJV), and its subcontractors. Construction activities will take place along the north side of Colorado Avenue at various between 4<sup>th</sup> and 11<sup>th</sup> Streets. Construction work is scheduled on Monday, November 5, 2012 through Wednesday, November 21, 2012 along 4<sup>th</sup> Street to Lincoln Boulevard. Construction work is scheduled on Monday, November 5, 2012 through Friday, December 21, 2012 along Lincoln Boulevard to 11<sup>th</sup> Street. Work hours are scheduled from 8:00 a.m. to 6:00 p.m., Monday through Friday and from 9:00 p.m. to 6:00 a.m., Sunday through Thursday. To view the complete construction notice, please click [here](#).

[http://www.buildexpo.org/pdf\\_uploads/cons\\_xth73c4azf.pdf](http://www.buildexpo.org/pdf_uploads/cons_xth73c4azf.pdf)

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