# **Chief Communications Officer Report**

Executive Management and Audit Committee March 17, 2011



#### **Operations and Communications partner to test Nextrip**

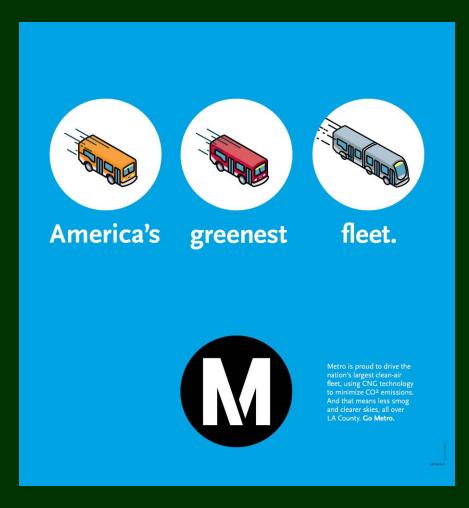
# No more guessing. Know your Nextrip.



- Access via text, mobile web, desktop, voice
- Over 90% positive feedback
- Viral response with very little advertising
- One of Metro's top 20 web pages
- Official launch in April



### "Multiples" ridership campaign continues



 Campaign garners accolades in Communication Arts magazine

### "Multiples" ridership campaign continues





- Online free 3-day pass promotion
- Signed up over 1000 people in 24 hours
- Now have ability to track whether applicants reload and ride again



### Project information is distributed

"In The Works"
Regional
Updates in 44
LA County
newspapers





- The route connects with the Metro Blue and Expo lines at 7th Street/Metro Center Station and with the Metro Gold Line at Alameda Street.
- > The Regional Connector will save approximately 20 minutes of travel time by eliminating transfers through Downtown.
- Under the 30/10 Initiative leveraging Measure R funding with federal dollars, construction could begin in 2014 and be completed by 2010.

For more information, visit metro.net/regionalconnector.

- > The \$4.2 billion project will extend the subway a distance of approximately nine miles to Beverly Hills, Century City and Westwood.
- » A one-way trip between Union Station in Downtown LA and Westwood will take only 25 minutes.
- > Under the 30/10 Initiative leveraging Measure R funding with federal dollars, construction could begin in 2013, with completion of the subway to the Westwood area by 2022.

For more information, visit metro.net/westside.



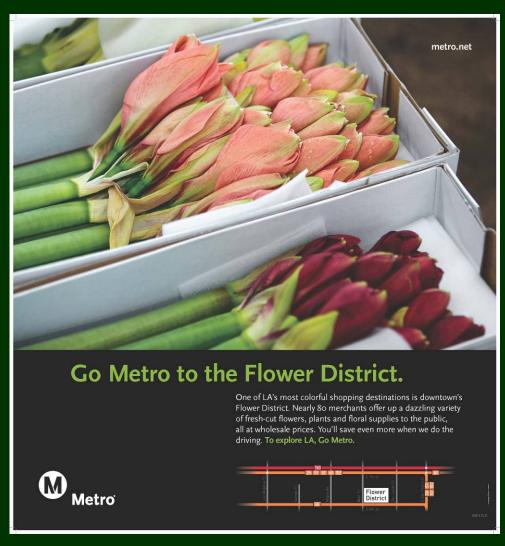
### **TAP Update**



- TAP limited use ticket
  - Paper TAP card for sale from TVMs
  - In development for Summer '11 launch
- LASD conducting spot checks at gate arrays
- Access Services TAP Pilot to launch
- Visa TAP Pilot launches Transit TV campaign
- Regional "Positions" Report presented to Municipal GMs

#### **Metro Destinations Promoted**

- Rail Posters offer new destinations to explore
- The Flower District is accessible via bus and rail





### Dodger Stadium Express begins again



Service launches March 28

Round trip service runs between Union Station and Dodger Stadium.

Service begins 90 minutes before game time and ends 45 minutes after the final out.





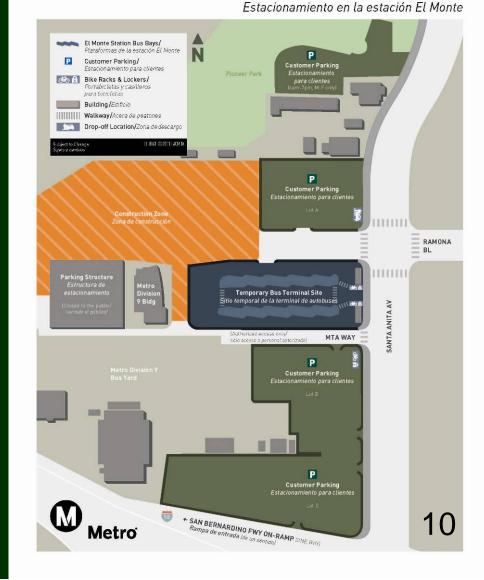
### Metro's Spanish blog launching

# apasajero

- Metro's Spanish blog reaches out to Spanish-speaking riders
- In English, "El Pasajero" means "The Passenger"

### **Customer Environment Improvements**

- El Monte Station parking improvement notifications
- Enhanced signage



El Monte Station Parking



### **Service Updates Publicized**

metro ne

Service changes during the LA Marathon

Sunday, March 20, 2011

Course From Downtown LA through Hollywood to Santa Monica



The Los Angeles Marathon returns on Sunday, March 20 with the course running once again from Downtown LA to Santa Monica. The 26-mile race starts at Dodger Stadium, runs east to Chinatown and Downtown, west on Sunset Boulevard to Hollywood Boulevard, through Hollywood to Santa Monica Boulevard down through Beverly Hills and onto San Vicente Boulevard to Santa Monica.

As a result, there will be interruptions in Metro bus service along the route. Lines normally passing through those areas will be rerouted and many other lines will be disrupted.

All Metro Rail lines will run as scheduled. Spectators are urged to take Metro Rail to reach viewing areas.

# LA Marathon service changes advertised





### Promoting a green environment



### Construction site banners



## **Community Meeting Notifications**

Westside subway extension

metro.net/works March 2011 **Community Update Meetings** Reuniones de actualización para la comunidad de marzo de 2011 2011년 3월 지역사회 최신정부 회의 Westside Subway Extension Final EIS/EIR Extensión del Subterráneo hacia el Oeste EIS/EIR Final 서부지역 지하철 연장 최종 환경 영향 명세서/보고서



## Any questions?





# Thank you!

