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# Chief Communications Officer Report

Executive Management and Audit Committee

March 17, 2011



**Metro**<sup>™</sup>


## 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



America's greenest fleet.



Metro is proud to drive the nation's largest clean-air fleet, using CNG technology to minimize CO<sub>2</sub> emissions. And that means less smog and clearer skies, all over LA County. Go Metro.

- Campaign garners accolades in *Communication Arts* magazine

## “Multiples” ridership campaign continues



Save,



save,



save.



Go Metro.

- 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

metro.net/works

## MORE RAIL IN THE WORKS

The Federal Transit Administration has given formal approval for preliminary engineering work to begin on the Westside Subway Extension and the Regional Connector, bringing both projects a step closer to actual construction.

**REGIONAL CONNECTOR TRANSIT CORRIDOR**

A two-mile, fully underground light rail line has been approved for the route of the Regional Connector Transit Corridor connecting the Metro Gold Line, Metro Blue Line and future Expo Line through Downtown LA.

- > 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 2019.

For more information, visit [metro.net/regionalconnector](http://metro.net/regionalconnector).

**WESTSIDE SUBWAY EXTENSION**

A subway extension running between the Metro Purple Line Wilshire/Western Station and the Westwood/VA Hospital has been approved as the route of the Westside Subway Extension.

- > 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](http://metro.net/westside).

**M Metro**



# 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



**Go Metro to the Flower District.**

One of LA's most colorful shopping destinations is downtown's Flower District. Nearly 80 merchants offer up a dazzling variety of fresh-cut flowers, plants and floral supplies to the public, all at wholesale prices. You'll save even more when we do the driving. **To explore LA, Go Metro.**



**M** Metro

DP 51311





# Dodger Stadium Express begins again



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.



Service launches  
March 28



## Metro's Spanish blog launching

# El pasajero

- 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**  
*Estacionamiento en la estación El Monte*



# Service Updates Publicized

metro.net

## 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

We're keeping 200,000 tons of demolished stuff from filling local landfills.



We're crushing old freeway here, so diesel trucks don't have to haul it there.



## Construction site banners



# Community Meeting Notifications

## Westside subway extension



[metro.net/works](http://metro.net/works)

### March 2011 Community Update Meetings

*Reuniones de actualización para  
la comunidad de marzo de 2011*

2011년 3월 지역사회  
최신정보 회의

Westside Subway Extension Final EIS/EIR

*Extensión del Subterráneo hacia el Oeste  
EIS/EIR Final*

서부지역 지하철 연장  
최종 환경 영향 명세서/보고서



PLEASE RECYCLE THE MATERIAL  
HEREIN FROM US.



# Any questions?



**Thank you!**