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TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: JOSHUA L. SCHANK *JLS*
CHIEF INNOVATION OFFICER

SUBJECT: NEWLY DEVELOPED PODCAST SERIES – “OFF-PEAK”

ISSUE

The Office of Extraordinary Innovation has been working with Metro Communications to develop a new podcast series, which is intended to spark conversations and generate enthusiasm for transportation in LA County. Metro already develops plenty of content intended to inform our customers about our plans and services. This podcast series is different. Instead of focusing on Metro and our customers, it is aimed at a wider audience of people in Los Angeles and across the country who may be interested in transportation history. The idea is to foster an iconic vision of transportation in Los Angeles that is about far more than the automobile, and get people thinking more broadly about their mobility options. We are hoping that this eventually translates into more people getting excited about Metro and all of our transportation services.

DISCUSSION

The inaugural episode of the podcast, “True Tales from Bus Drivers,” is now available through iTunes, GooglePlay, SoundCloud, YouTube, and Stitcher and will be followed by three additional episodes at two-week intervals. Please feel free to share this announcement with anyone you know.

NEXT STEPS

You can find the podcast on the Metro website or go directly to the first episode via any of the links below:

Off-Peak – Podcast Series
www.metro.net/offpeak
https://itun.es/us/YFkPeb.c
https://soundcloud.com/metrolosangeles/sets/off-peak
https://youtu.be/pXzaX391Ftk
http://www.stitcher.com/podcast/metro-los-angeles-lacmta/off-peak

Enjoy, and pass along anywhere and everywhere!