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TO: BOARD OF DIRECTORS

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

FROM: PAULETTA TONILAS *P. T.*
CHIEF COMMUNICATIONS OFFICER

**SUBJECT: MEASURE M EDUCATION PROGRAM SELECTED FOR
APTA ADWHEEL GRAND PRIZE AWARD**

ISSUE

The American Public Transportation Association (APTA) has notified LA Metro that the Measure M Public Education Program has been selected as a Grand Award winner in the APTA AdWheel Awards competition. The Grand Prize is in the category of Best Marketing and Communications to Highlight Transit Needs/Funding.

BACKGROUND

The APTA AdWheel Awards recognize the best marketing and communications efforts of the year, and are part of APTA's annual recognition of the best performance and practices in the transportation industry. First Place awards are presented at APTA's Annual Marketing and Communications Workshop. Those First Place awards then compete for Grand Awards, which are presented at the APTA Annual Meeting.

Metro's nomination told the story of the unique bottom-up approach of how Metro collaborated with stakeholders from across the county to develop the Los Angeles County Traffic Improvement Plan, ultimately known as Measure M. Through bold leadership by the Metro Board of Directors and CEO Phillip Washington, Measure M eventually grew into an ambitious, comprehensive blueprint for mobility with a robust public education. Metro Communications blanketed the vast expanse of LA County through traditional and non-traditional communications platforms and activities. In addition, focus groups with likely voters and targeted social media surveys were used to help frame Metro's Measure M messaging platform.

Once Metro's Board of Directors voted to place the initiative on the ballot, staff educated the public through 450 community presentations and events, telephone town hall meetings, key stakeholder meetings, press events to showcase progress, and informational videos. Measure M garnered significant earned media as the focus of hundreds of news stories on television, radio, online and print. Metro also hosted briefings for public information officers from throughout LA County to arm them with the messages and materials to help educate the public through their channels. Staff also held Measure M information sessions for Metro staff including bus operators, who are the most visible members of Metro's community relations team.

Several social media campaigns utilized targeted custom messages based on users' location, mode, demographics, interests and behaviors to educate them about what Measure M would deliver for their benefit. Metro's Measure M social media efforts generated 18.5 million impressions.

In the weeks leading up to the election, Metro held pop-up events with music at major rail stations during rush hour. Staff handed out materials along with nearly 1,000 pounds of M&Ms (for Measure M) and reminded citizens to vote on November 8. A transit flash mob added a festive element by breaking out into dance to a transportation-themed music mix, catching transit riders by surprise.

NEXT STEPS

The Grand Award for Metro's Measure M Public Education Program will be presented at the APTA AdWheel Awards ceremony on Monday, October 9 at the APTA Annual Meeting and Expo in Atlanta, Georgia.