



**Metro**

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Metropolitan Transportation Authority

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**May 19, 2017**

**TO: BOARD OF DIRECTORS**

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

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

**SUBJECT: METRO ORANGE LINE ADVERTISING INTEGRATION –  
UPDATE ON COMMUNITY OUTREACH**

## **ISSUE**

The Metro Board approved the revised System Advertising Policy in February 2017, and also directed staff to conduct outreach to communities along the Metro Orange Line to inform stakeholders of the integration of the Orange Line into Metro's advertising assets. This report provides an update to the Board on the community outreach efforts since then.

## **DISCUSSION**

When the Metro Orange Line originally opened in 2005, it was treated the same as fixed rail lines because it ran on a dedicated guideway. At that time advertising was not permitted on Metro's rail system, and to be consistent with Metro rail guidelines, advertising was not permitted on the Metro Orange Line buses. In 2006, the Board approved advertising on Metro's rail system including stations.

In the revised Metro System Advertising Policy approved by the Board in February 2017, staff recommended allowing advertising on the Metro Orange Line to be consistent with the advertising guidelines on Metro's fixed-route rail system. As a matter of system equity and consistency, the Metro Orange Line and Metro Silver Line were added to the advertising asset base.

Commercial advertising on both the Metro Orange Line and Metro Silver Line will commence in January 2018 when the new advertising service contract begins.

However, staff has already begun outreach along the Orange Line.

Outreach – Community Meetings

Communications has developed a cross-functional outreach plan that includes Community Relations, Media Relations, and Digital Marketing – and will see outreach presence in community meetings, council meetings, social media, and online advertising for Metro Orange Line adjacent communities.

Community Relations ~~staff have~~staff has attended, or will attend, various meetings to share information about the Orange Line advertising:

- May 3 San Fernando Valley Service Council  
*Staff informed constituents that commercial advertising will begin on the Metro Orange Line in January 2018, and will provide an advertising presentation at the June Service Council meeting.*
- May 8 Sherman Oaks Neighborhood Council
- May 9 VICA Transportation Committee
- May 16 Las Virgenes-Malibu Council of Governments (COG)
- May 25 San Fernando Valley Council of Governments (COG)
- June 7 San Fernando Valley Service Council

Outreach – Digital

Media and Marketing staff will utilize the agency’s blog, *The Source*, to highlight Metro Orange Line information and also conduct a targeted digital marketing campaign for Metro Orange Line adjacent communities:

- May 29 week San Fernando Valley Service Council’s June agenda will be posted on agency blog, *The Source*, for public review
- May 29 week Digital marketing campaign utilizing social media for Metro Orange Line adjacent communities

**NEXT STEPS**

Staff will continue to develop the outreach plan for Metro Orange Line adjacent communities including attending community meetings and digital outreach; and will continue to update the Board on outreach activities.