



Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.2000 Tel
metro.net

MARCH 9, 2020

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON PAW
CHIEF EXECUTIVE OFFICER

FROM: YVETTE RAPOSE YR
CHIEF COMMUNICATIONS OFFICER

**SUBJECT: THREE METRO COMMUNICATION INITIATIVES SELECTED AS
2020 FIRST PLACE ADWHEEL WINNERS**

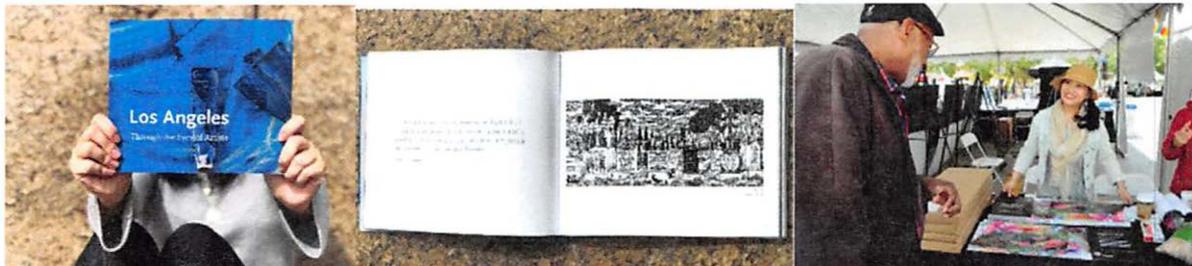
ISSUE

In late February, APTA honored three Metro Communications Department initiatives with First Place Awards at the annual Marketing and Communications meeting. These entries, two from Arts and Design and one from Public Relations, are now eligible for consideration of a Grand Award that will be presented at the APTA EXPO 2020 in Anaheim, CA, October 11-14, 2020.

DISCUSSION

Best Print Media to Increase Ridership: *Metro Art Los Angeles Through the Eyes of Artists* (first place)

The *Los Angeles Through the Eyes of Artists* poster program creatively highlights neighborhoods accessible via public transit and is an innovative and engaging way to cultivate audience and ridership. A special 15th anniversary book showcases the 40+ artist posters created thus far. The book also highlights the ways the Metro Art program has created new career pathways for artists, served as a window to neighborhoods and provided opportunities for customers to connect with Metro in positive ways through "meet the artist" events and giveaways.



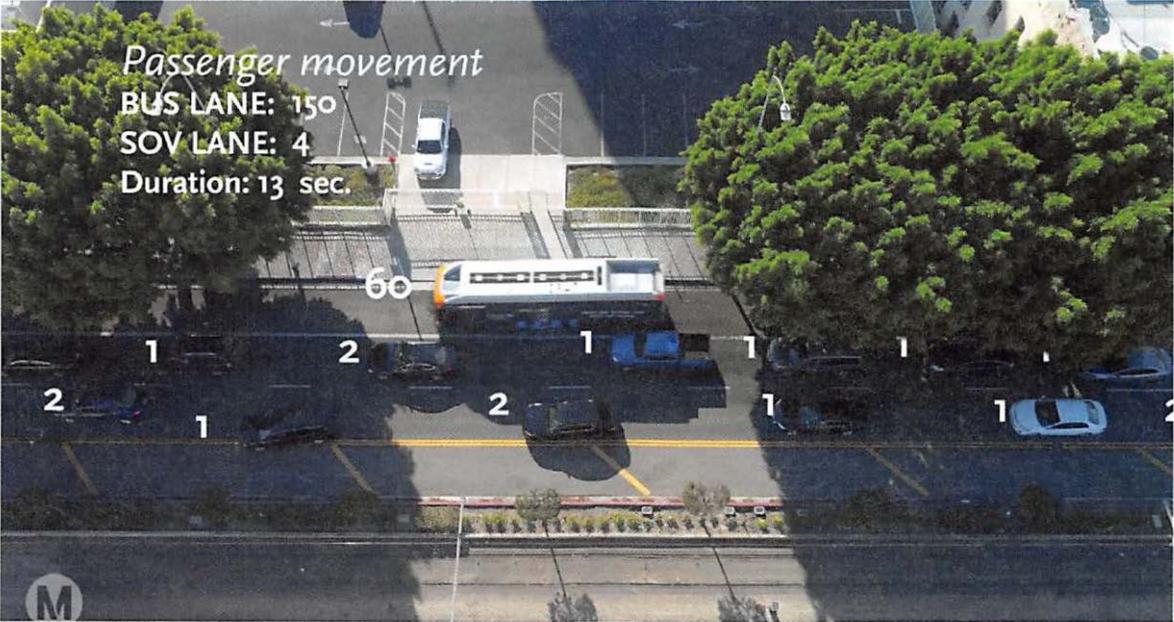
Best Partnership to Increase Ridership: *Metro Art Moves* (first place)

Metro Art Moves is celebrating 20 years of free tours to introduce riders to the transit system through arts and design. The Metro Art Docent Council is a group of volunteers offering regular tours in English and Spanish that familiarize the public with the Metro system, educate people about transit etiquette and boost perceptions of transit. The program also builds links between places where people live, work and play with arts and cultural outings.



Best Educational Social Media: *Bus Lane Informational and Outreach Video (first place)*

The winning campaign aimed to raise awareness of the benefits of bus-only lanes, including the Flower Street Bus Lane pilot, and encouraged the public to attend Metro’s project community meetings in the summer of 2019. The highlight of the campaign was a viral Flower Street Bus Lane tweet featuring a video with an aerial view of the bus lane and a GIF that showed how many more people a bus lane can move compared to a lane filled with private vehicles. The award-winning tweet – [click here to view](#) – was retweeted 2,200 times and received 5,600 likes on Twitter.



NEXT STEPS

APTA will announce Grand Award winners in July, which will then be presented in mid-October at the APTA EXPO 2020 in Anaheim, CA.