

# Chief Communications Officer Report

Executive Management and Audit Committee  
July 16, 2009

# Rail Safety Campaign

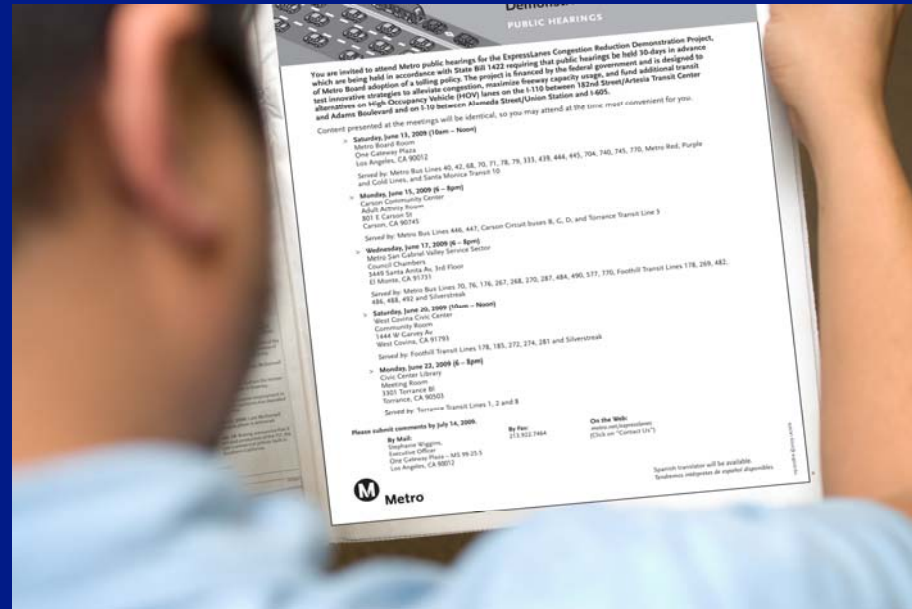
**Safety begins with you.**  
*La seguridad comienza con usted.*

- Exercise caution at all times. Watch for "TRAIN" signal.**  
*Ejercita precaución en todo momento. Mira siempre la señal de los trenes.*
- Always wait for a "walk" signal before entering the crosswalk.**  
*Siempre espere la señal para cruzar antes de entrar la calle.*
- Always use the crosswalk. Never jaywalk across the tracks.**  
*Siempre use el cruce peatonal. Nunca cruce a través de las vías.*
- Never make a left turn on a red signal. This will be enforced by cameras at each intersection.**  
*Nunca de vuelta a la izquierda cuando una luz roja. Cámaras en cada cruce y multas serán emitidas a los conductores que no obedecen a los señales de tráfico en los cruces.*
- Right turns are allowed while a Gold Line train is passing through, but may be restricted at certain intersections.**  
*En ciertos cruces, vuelven a la derecha cuando un tren de Metro Gold Line.*



# ExpressLanes Outreach

- 5 Community Meetings in June
- Live Web Chat on metro.net on July 7
- Outreach campaign included:
  - Ads in 15 newspapers, eblasts, press releases, media briefing on June 8th



# Line 632 Promotion

- Ads in 9 newspapers
- Customer Information
- TPIS Monitors
- Web

metro.net

## Línea de autobús temporal ofrece servicio a las estaciones futuras de Metro Gold Line

Varias líneas de autobús locales han sido re-dirigidas en el Este de Los Angeles y Little Tokyo para brindar servicio a ocho nuevas estaciones que formarán parte de Metro Gold Line este verano.

Hasta que las nuevas estaciones estén en funcionamiento, una línea temporal estará ofreciendo servicio a lo largo de Metro Gold Line entre Union Station y Atlantic, con paradas al lado de cada una de las estaciones de tren futuras.

Esta ruta temporal, Línea 632 de Metro Local, brinda servicio cada 10 minutos durante horas pico y cada 15 minutos durante horas no pico de 5 de la mañana a 9 de la noche entre semana. Para horarios exactos visite [metro.net](http://metro.net).



The map displays the Metro Gold Line route through East Los Angeles, starting at Union Station and extending east to Atlantic. Key stations shown include Chinatown, Little Tokyo/Arts District, Pico/Aliso, Mariachi Plaza, Seta, Indiana, Maravilla, and East LA Civic Center. The map also indicates other transit features like Metro Rapid, Metro Local, and various transfer points.

**M** Metro





# Service Change Campaign

metro.net

## Announcing Metro Service Enhancements

New schedules start June 28, 2009 or later.

**M** Metro

- System-wide distribution
- Metro Briefs
- Metro Monthly
- Web updates

Los Angeles County Metropolitan Transportation Authority

Metro

NEWS & MEDIA PROJECTS & STUDIES BUSINESS INFO METRO STORE JOBS ABOUT US METRO TRIP PLANNER

### Metro Service Enhancements

New schedules start June 28, 2009

For more information, click here.

HOW TO RIDE

- Rider's Guide: All the facts in 10 languages.
- Maps: Get connected throughout Los Angeles.
- TAP: Buy TAP passes online or find a store near you.
- Vanpool & Carpool: Find rideshare partners, save money.
- Timetables: Complete bus and rail schedules.
- Free Park & Ride Lots: Leave the car and Go Metro!

SPOTLIGHT

- Gold Line to East LA Safety Event: Metro CEO Art Leahy talks about safety along the new Gold Line Eastside Extension.
- Future Stations Served by Line 632: Temporary bus service runs through Eastside along Gold Line route.
- Measure R Delivers: Metro Breaks Ground for Orange Line Extension.

Planned Service Advisories Real-Time Traffic

IN THE LOOP...



# All Maps Updated

- 12-Minute Map
- Bus/Rail System Map
- Backlits
- Map Cases
- Neighborhood Maps
- Rail Line Maps



# Gating Information for Customers

- Take ones
- Car Cards
- Rail Posters
- TPIS Messages
- Web Information





# Movie Theater Promotion

- **:30 Metro ridership messages will run:**
  - Beginning July 17th
  - 616 screens
  - 53 theater complexes across LA County
- **Theaters include**
  - AMC, Century, Edwards Cinemas, Loews, Regal, United Artists