



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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**July 23, 2018**

**TO: BOARD OF DIRECTORS**

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

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

**SUBJECT: PLANNED STATION ACTIVATION PROGRAMMING**

**ISSUE**

This memo is intended to update the Metro Board of upcoming station activations planned through the agency's advertising program on Metro's rail system.

**RX Bars (energy food bars)**

- Station - 7<sup>th</sup> St/Metro Center
- Company - RX Bars
- Timeline - Begins August 1, 2018 and conducting for 4 weeks
- Description - Large format wall decals will be applied to the walls of the West Station and East Station of the Mezzanine level of the station

**BACKGROUND OR DISCUSSION**

In January 2018, the Board approved the new system advertising contracts for the rail and bus systems (2017-0718).

- PS41099B – Bus System awarded to Outfront Media Group, LLC
- PS41099R – Rail System awarded to Intersection Parent, Inc

Complying with the rail contract, staff shall provide Metro Board written notice no less than ten (10) business days in advance of any planned station activation advertising programs.

## **NEXT STEPS**

Contractor will execute planned station activation under guidance of staff. Commercial content has been reviewed and approved by Metro's Advertising Content Review Committee, and deemed compliant with Metro's System Advertising Policy (COM 6).