



Metro

Los Angeles County
Metropolitan Transportation Authority

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October 11, 2018

TO: BOARD OF DIRECTORS

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

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

SUBJECT: PLANNED STATION ACTIVATIONS FOR OCTOBER

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.

Nike

- Station: 7th St/Metro Center
- Company: Nike
- Timeline: Begins October 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.

Nike

- Station: Pico
- Company: Nike
- Timeline: October 20, 2018 and conducting for one day
- Description: Decal stickers will be applied on station signage. Stickers will replace "Pico" with "LeBron" along with the Nike swoosh logo. Nike is conducting this 'experience pop-up' to welcome LeBron James to the LA Lakers on the team's opening game day.

METRO PCS

- Station: Pershing Square & North Hollywood
- Company: METRO PCS
- Timeline: October 22, 2018 and conducting for 10 weeks

- Description: Large format wall decals will be applied to the walls of the Mezzanine level of Pershing Square Station and North Hollywood Station.

BACKGROUND OR DISCUSSION

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

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

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).