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APRIL 22, 1996

TO: BOARD OF DIRECTORS
FROM: RAE JAMES
SUBJECT: COMMUNICATIONS PLAN UPDATE

ISSUE

The following is a Quarterly Update detailing progress made as of March 31, 1996 in implementing key tasks described in the MTA Communications Plan approved by the Board on December 20, 1996.

BACKGROUND

The MTA Communications plan was developed as a comprehensive 18-month plan delineating 54 tasks to support five basic goals: Increasing Ridership on Metro Buses and Trains; Improving Internal Communications; Building Legislative Confidence; Raising Awareness of Non-Passenger System Services; and Improving Construction Mitigation Efforts.

UPDATE

Goal 1 - Increasing Ridership

1. Slogan
 - "Travel Smart ... Take Metro" has been affixed to all bus and rail vehicles as of March 18, 1996, and is now being included in all marketing materials.
2. Advertising Campaign
 - New on-going advertising campaign was launched February 20 with print ads, billboards, transit ads, radio spots and tv spots. See Attachment.

3. Public Service Announcements

- Two ridership-based announcements per month are being provided to radio stations county-wide.

4. Television Show

- Concept for a transportation-related 30-minute “infomercial” has been developed. Sample segment is now in production for use in attracting corporate sponsors. Initial air date is targeted for September 1996.

5. Metro Club Card

- Implementation plan is being developed for administration of a “benefits” card, providing retail discounts to regular Metro customers. A preliminary limited version of the card may be introduced in conjunction with the opening of the Metro Red Line Wilshire Extension.

6. Metro Green Line/LAX Promotion

- Plans are in development for promotion of LAX access via the Metro Green Line during the Memorial Day weekend.

7. Specialized Audiences

- Metro Art has produced a series of artist/poet bookmarks to encourage the use of the Metro System to travel to local libraries. Bookmarks debuted during National Library Week (mid-April).

Goal 2 - Improve Internal Communications

1. Recruitment and selection of staff

- Senior Communications Officer position was filled as of 3/18/96.
- Communications Officer position was filled (as needed basis) as of 3/25/96.

2. Publish weekly CEO Report

- Masthead has been redesigned and new editor has been assigned per Sr. Communications officer position above.
- Report is now distributed weekly.

3. Establish Monthly Employee Magazine
 - Draft of the publication's design was completed, 3/29/96.
 - Theme and content of first issue are now being finalized.
4. Establish Editorial Board
 - Editorial board is being organized to review and coordinate MTA publications.
 - Standards and guidelines will be established by 8/1/96.

Goal 3 - Build Legislative Confidence

1. Notification of Elected Officials
 - Government Relations staff has been consistently notifying elected officials of MTA events and potential problem areas.
 - All Construction Notices are faxed to all the elected officials in the affected areas.
 - Personal phone calls are made to many elected officials prior to any major MTA event or incident.
2. Conduct Monthly Advocacy Trips to Sacramento & Washington D.C.
 - Board Chairman and CEO have made several trips to Washington D.C. to brief members of the Los Angeles County delegation and other important members of Congress on MTA programs and projects.
 - CEO has made several trips to Sacramento and has briefed the Los Angeles County legislative delegation.
 - Government Relations produced the Annual Legislative Goals and Objectives Document which was distributed on Capital Hill in Washington D.C.
 - Government Relations staff produced a document which delineated all services and projects in each district of the MTA's state legislative delegation. The document was personally distributed to members of the State delegation by the CEO and Government Relations staff.
 - CEO will meet with the Executive Director of the California Transportation Commission and the Chair of the Senate Transportation Committee in April.

3. Annual Two-Day Transportation Institute
 - A draft curriculum is in the process of being developed.
 - Corporate sponsors are being sought for the two-day event.
4. Participation in Transportation Advocacy Groups
 - Government Relations staff continue to participate in transportation advocacy groups such as the American Public Transit Association (APTA) and the California Transit Association (CTA).
 - MTA CEO and Board members attended APTA's Annual Legislative Conference in March.
 - MTA staff and Board members participated in CTA's Transit Lobby Day in Sacramento.
 - MTA Government Relations staff also participate in APTA's ISTEA Re-authorization Committee and other groups concerned with ISTEA re-authorization.
 - Government Relations staff chair the CTA's Legislative Committee and participate in the Self-Help Counties Group.

Goal 4 - Non-Passenger System Services

1. Bikeways
 - Sponsored L.A. Marathon Bike Rally on 3/3; distributed MTA Bikeways Maps & Data Base Registration Form to 20,000 entrants.
 - Supported opening festivities and press event for Long Beach Bike Station 3/29; providing support for Bike Day on 4/28.
2. Opening of SR134 Carpool Lanes
 - Carpool Contest was introduced to the public in mid-March.
 - Opening of carpool lanes has been delayed by Caltrans to May.

3. Freeway Service Patrol
 - An event is in the planning stage to recognize the one millionth driver helped by the patrol.
4. Blue Line Televillage
 - Supported opening festivities and press event for opening of the Blue Line Televillage community-based computer center.

Goal 5 - Construction Mitigation

1. Vermont Field Office
 - Public Affairs has increased office hours of Vermont field office to better serve Vermont corridor.
2. Eastern Extension
 - Public Affairs has hired an additional Public Affairs Officer for the Eastern Extension project to assist with building strong community relationships.
3. North Hollywood
 - Public Affairs with the help of Marketing has begun production of a video on the tunneling operation for Segment 3 (Hollywood to North Hollywood).

Prepared by: Warren Morse

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