



METROLINK.



KEEPING SOCAL'S
FUTURE ON TRACK.

2018



Target Audience

The primary targets for this press event were elected officials, stakeholders, media, riders, potential riders and station communities.

Situation

The primary targets for this press event were elected officials, stakeholders. The new Tier 4 locomotives are the cleanest burning locomotives in the nation, providing wide-ranging environmental benefits for the Southern California region. Metrolink's acquisition of Tier 4 locomotives was a true joint effort, and would not be possible without the support of our partners, including the South Coast Air Quality Management District (SCAQMD), our Member Agencies, elected officials and our community members. There is a need for support of public transportation projects such as Metrolink's Tier 4 Locomotive procurement to ensure a better environment for Southern Californians. Without stakeholders being aware of the benefits of these state-of-the-art locomotives, they wouldn't have supported the procurement of them. rs, media, riders, potential riders and station communities.

Strategy/Objective

The main objectives of the press event were to inform stakeholders, riders and communities of benefits of the Tier 4 locomotives addition to the Metrolink fleet and to engage key stakeholders through positive recognition. Metrolink produced a successful press event with great coverage to spread the word with a “Clean Power Tour” theme. This event was the kick-off of a region-wide tour of the new locomotives.

Some major benefits from the new Tier 4 locomotive fleet are:

- Will reduce particulate matter and nitrogen oxide emissions by up to 85%
- Will have up to 64% more horsepower allowing Metrolink to move people more quickly and reliably resulting in additional cars off the road
- Will idle quieter than the Tier 0 locomotives
- Are equipped with safety enhancements such as positive train control and crash energy management

Event Invite



JOIN US FOR THE

TIER 4 CLEAN POWER TOUR

KICK OFF WITH AN INAUGURAL TRAIN RIDE ON THE CLEAN LOCOMOTIVES THAT WILL REDUCE EMISSIONS BY UP TO 85%

L.A. UNION STATION – PLATFORM 14B
OCTOBER 5, 2017 | 9:30 - 10:30 A.M.

RSVP JENNIFER AVELAR
AvelarJ@scrra.net

Event Program

WELCOME TO THE

TIER 4 CLEAN POWER TOUR

KICK OFF WITH AN INAUGURAL TRAIN RIDE ON THE CLEAN LOCOMOTIVES THAT WILL REDUCE EMISSIONS BY UP TO 85%

PROGRAM October 5, 2017

Safety Briefing - Metrolink Staff
Metrolink Chair Andrew Kotyuk / MC
President Pro Tempore Kevin de León
Assemblywoman Blanca Rubio

California Transportation Commission Vice Chair Fran Inman
Metrolink & South Coast Air Quality Management District Board Member Shawn Nelson
Alternate of Metrolink Board and Director of Transportation from the Office of Mayor Eric Garcetti Borja Leon
Team Leader for the Federal Transit Administration- Los Angeles Metro Office Ray Tellis

SPECIAL THANKS TO



Event Podium Sign

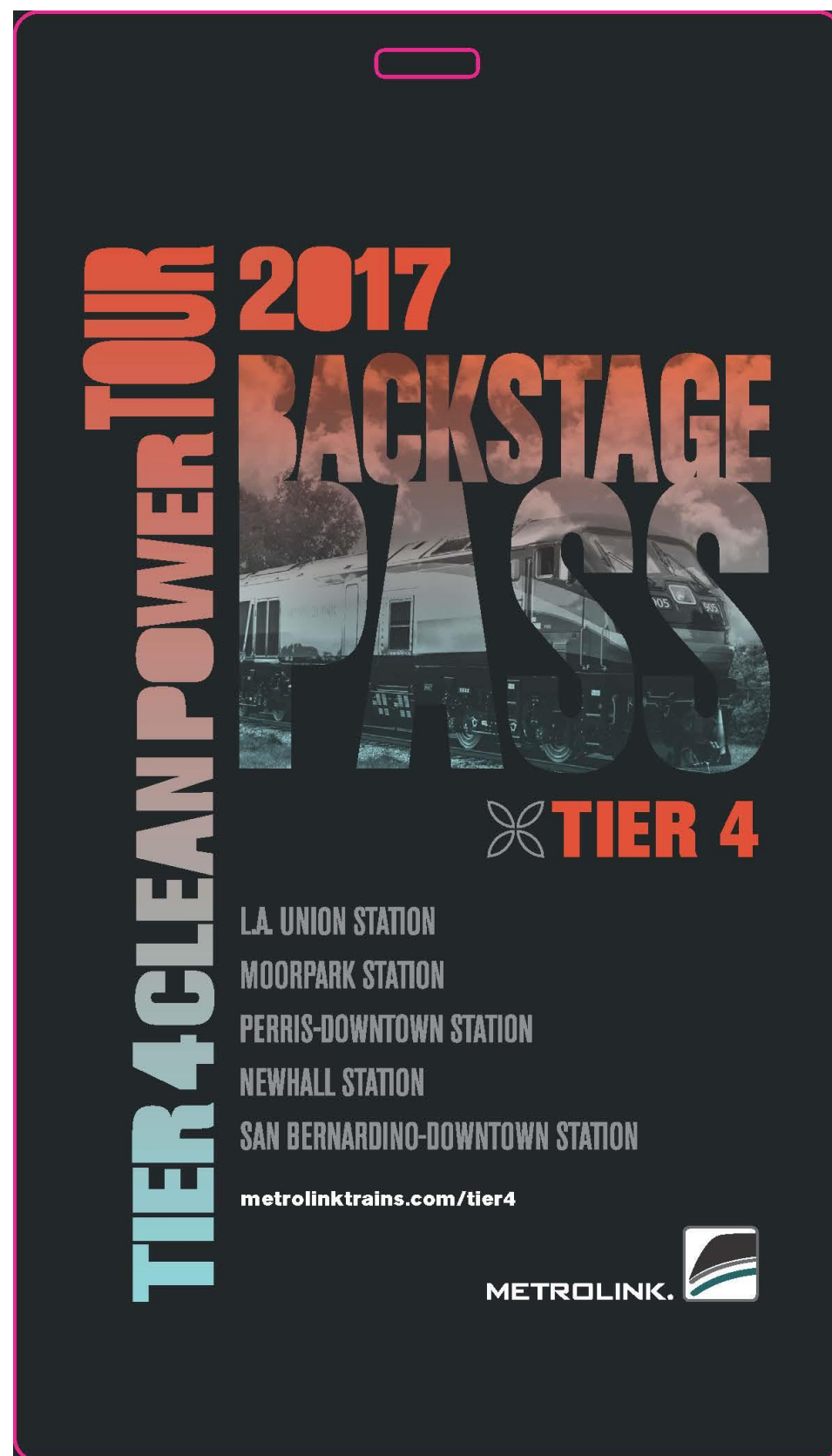
TIER 4 CLEAN POWER TOUR



METROLINK.








Event Backstage Pass



QUICK FACTS

SAFE | CLEAN | POWER

- 
EQUIPPED WITH POSITIVE TRAIN CONTROL: TECHNOLOGY TO PREVENT TRAIN TO TRAIN COLLISIONS, OVERSPEED DERAILMENTS AND UNAUTHORIZED INCURSIONS
 - 
CRASH ENERGY MANAGEMENT SYSTEM: ABSORBS ENERGY IN THE EVENT OF A COLLISION TO PROTECT PASSENGERS
 - 
CLEAN EMISSIONS MODULE: FILTERS EXHAUST BY REMOVING PARTICULATE MATTER AND NO_x FROM OUR AIR
 - 
HIGHLY FUEL EFFICIENT ENGINE: SAVES 8% OF FUEL COMPARED TO TIER 0
 - 
MORE HORSEPOWER: 64% MORE HORSEPOWER COMPARED TO A TIER 0, MOVING MORE PASSENGERS WITH ADDED RELIABILITY
- BENEFITS THE ENTIRE REGION
REMOVES CARS FROM FREEWAYS
CLEANER AIR FOR SOUTHERN CALIFORNIA**

SPECIAL THANKS TO



Event Lapel Pins



Informative Brochure

QUICK FACTS

SAFE | CLEAN | POWER



EQUIPPED WITH POSITIVE TRAIN CONTROL: TECHNOLOGY TO PREVENT TRAIN TO TRAIN COLLISIONS, OVERSPEED DERAILMENTS AND UNAUTHORIZED INCURSIONS



CRASH ENERGY MANAGEMENT SYSTEM: ABSORBS ENERGY IN THE EVENT OF A COLLISION TO PROTECT PASSENGERS



CLEAN EMISSIONS MODULE: FILTERS EXHAUST BY REMOVING PARTICULATE MATTER AND NO_x FROM OUR AIR



HIGHLY FUEL EFFICIENT ENGINE: SAVES 8% OF FUEL COMPARED TO TIER 0



MORE HORSEPOWER: 64% MORE HORSEPOWER COMPARED TO A TIER 0, MOVING MORE PASSENGERS WITH ADDED RELIABILITY



THE NEW **TIER 4 LOCOMOTIVE**

CLEAN POWER

METROLINK PROUDLY INTRODUCES THE NEW, INDUSTRY-LEADING TIER 4 LOCOMOTIVE.



SPECIAL THANKS TO



metrolinktrains.com/tier4

BENEFITS THE ENTIRE REGION

REMOVES CARS FROM THE ROAD
CLEANER AIR FOR SOUTHERN CALIFORNIA

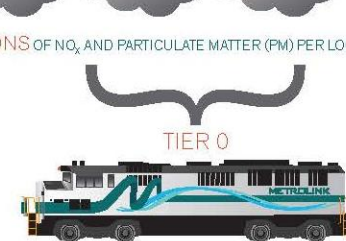
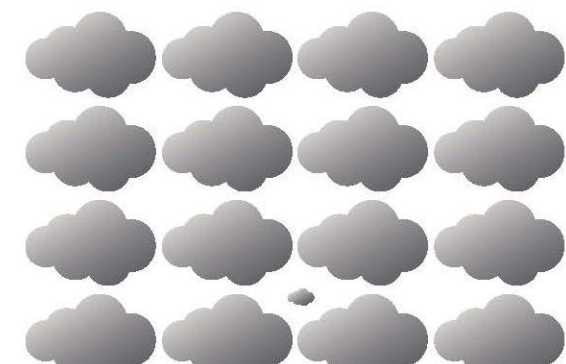
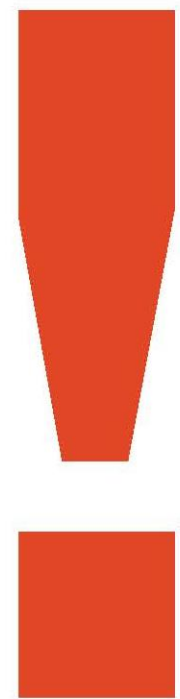
EXPECTED **8%** ENGINE FUEL SAVINGS



REDUCTION OF **13.75 TONS** OF EMISSIONS: THAT'S EQUIVALENT TO

REMOVING **783** PASSENGER VEHICLES DRIVEN FOR AN ENTIRE YEAR

OR ELIMINATING **8,850,451 MILES** DRIVEN BY AN AVERAGE PASSENGER VEHICLE



VS.

85% REDUCTION IN PM AND NO_x EXHAUST EMISSIONS



Event T-Shirts



Event Photos



Speaker Attendance

The press event resulted in the following guest speakers promoting Metrolink and the importance of the Tier 4 investment for air quality and a cleaner environment for Southern California communities.

- President Pro Tempore of the California State Senate, Kevin de Leon
- Member of the California State Assembly from the 48th district, Blanca Rubio
- California Transportation Commission member, Fran Inman
- South Coast Air Quality Management District Board Member, Metrolink Board Member and Orange County Supervisor, Shawn Nelson
- Metrolink Board Member and Director of Transportation from the Office of Mayor Eric Garcetti, Borja Leon
- Federal Transit Administration Los Angeles Metropolitan Office Director, Ray Tellis

Media Attendance

Los Angeles Times



Media Coverage

October 06, 2017

For television and radio coverage related to Los Angeles public transportation, [click here](#)

[World Journal](#), “High-performance locomotive 40 at the end of the opening,” Ruoran Wang, October 05, 2017 (Article is in Mandarin)

[Whittier Daily News](#), “Metrolink unveils first of 40 clean diesel locomotives in Southern California,” Steve Scauzillo,” October 05, 2017

[Inland News Today](#), “Metrolink debuts ‘cleanest, most powerful’ locomotives,” Staff, October 06, 2017

October 09, 2017

[Oside News](#), “Electeds, Air Quality and Metrolink Officials Take First Tier 4 Clean Locomotive Ride,” Staff, October 7 2017

[Ventura County Star](#), “Moorpark Country Days to feature locomotive on display,” Christian Martinez, October 6 2017

October 10, 2017

[Hispanos Press](#), “Metrolink adquiere locomotoras de baja contaminacion,” Staff, October 8, 2017 (Article is in Spanish)

October 13, 2017

[Progressive Railroading](#), “Metrolink's first Tier 4 locomotive enters service,” Staff, October 13 2017

October 16, 2017

[Global Railway Review](#), “Metrolink’s new Tier 4 clean locomotives enter service,” Staff, October 16 2017

[Oside News](#), “Metrolink’s New Tier 4, Clean Locomotive Now in Service,” Staff, October 16 2017

October 23 2017

[Efficient Gov](#) , “LA’s Clean Diesel Locomotives Unveiled & Operating,” Rachel Engel, October 13 2017

October 30 2017

[The Sacramento Bee](#), “California just got 125-mph trains. Here’s why they still can’t outrace your car