



Ballot Measure Public Information Plan

July 2016 - November 2016

PURPOSE

The Los Angeles County Metropolitan Transportation Authority (Metro) Board of Directors has approved placing the Los Angeles County Traffic Development Plan on the general election ballot on November 8, 2016. This plan outlines the roadmap the agency will follow to inform and educate the public about the sales tax ballot measure prior to the election.

SITUATION ANALYSIS

For the past three years, Metro has worked with regional partners to develop a plan to improve transportation for Los Angeles County residents. Through a collaborative, bottoms-up process allowing stakeholders to submit major highway and transit projects for their areas, and input from the public, a bold plan has been developed. The plan provides a balanced transportation system that positions the county for future growth.

On June 23, 2016, the Metro Board approved an expenditure plan outlining major highway and transit projects and other transportation programs, an ordinance directing the use of the sales tax revenues, and a \$10.9 million increase to the agency budget to fund costs associated with placing the measure on the ballot and efforts to educate the public about the plan.

In addition to dozens of transit and highway projects, the expenditure plan identifies funding for enhanced bus and rail service; local transportation projects; active transportation; ADA/paratransit services for the disabled; affordable fares for the disabled, seniors and students; and ongoing system maintenance and repair.

The plan would be funded by a new half-cent sales tax starting in 2017 and replacement of the existing Measure R sales tax when it expires in 2039, until voters decide to end it.

The roadmap to educate the public will be focused on five community sectors: Elected officials, key stakeholders/community groups, Metro employees, the general public, and the media.

ELECTED OFFICIALS

Metro Board members and staff will continue to collaborate with local, state and federal elected officials and their staffs to continue the regional dialogue about the Expenditure Plan.

- **Local Officials** – Community and Municipal Affairs will continue briefings and meetings with city leadership and staff to ensure they are educated about the ballot measure and answer their questions.
- **State Officials** – Metro’s Government Relations Team will continue to keep members of the Los Angeles County’s State Senate and Assembly Delegation and their staffers updated on ballot measure. The team will continue to provide briefings and attend transportation forums in the county at the request of state elected officials. Staff will conduct briefings in Los Angeles and Sacramento for members of the Los Angeles County State Senate and Assembly delegation.
- **Federal Officials** – Metro’s Government Relations Team will continue to keep members of the Los Angeles County Congressional Delegation and their staffers updated on the ballot measure. The team will continue to hold briefings in Los Angeles County and in Washington, DC with congressional aides to provide a detailed overview of the future transportation plan.

KEY STAKEHOLDERS

In continuing with the bottoms-up process Metro has established with the various key stakeholder groups of LA County, staff will continue to collaborate with regional partners such as the Councils of Governments (CoGs); the business community; labor and environmental groups; community organizations, faith-based groups and other regional entities.

- **Stakeholder Group Briefings** – Briefings with key stakeholder groups will continue to explain the Expenditure Plan.
- **Community Presentations** – Metro’s speakers’ bureau will continue to provide widespread community and stakeholder presentations to educate the region about the Expenditure Plan. Metro will offer presentations on The Plan to groups throughout the County with an initial contact made through an email blast to the stakeholder database and personal contacts. This effort will be ongoing as groups are added and communication about the initiative grows.
- **Non-Traditional Stakeholder Groups** – Community Relations staff will maintain a list of groups to reach out to that aren’t among the traditional transportation partners. Groups reach into communities such as health care, legal aid, faith groups, labor, senior citizens, environmental justice and social services. Opportunities will be identified to share

educational information and materials.

- **CEO LRTP's Newsletter** – Continue CEO's monthly LRTP Progress Update to keep stakeholders updated.
- **Regional Communicators Briefing** – Briefing with key communications professionals from agencies across the region to share information that they can push out through their communication channels.
- **Messaging Toolkits** – Information, graphics, pre-written social media posts and articles, and talking points to assist partner organizations in messaging the transportation plan.

EMPLOYEES

It's important that Metro employees are informed about the ballot measure and understand their role as messengers while on the job and during their time away from work.

- **Key Messages** – Communications staff will continue to update key messages that will be available to all employees to assist them in how to talk about the ballot measure. The messages will be pushed out through the CEO's internal newsletter, Every Voice Counts, and available on the Intranet.
- **Metro Road Show** – Communications staff will visit the various divisions across the agency to hold a "Metro Road Show" to inform fellow Metro employees about the ballot measure. They will also be asked to share any groups or organizations that they participate in that might be interested in learning about The Plan. They will also be through a variety of means including preparing them to discuss The Plan,
- **Presentation Training** – Staff will hold presentation training for staff who will be part of the speakers' bureau so that all presenters understand how to convey information about The Plan. The Communications Team will also accompany staff to speaking engagements as necessary and provide collateral material.
- **Issues Management** – Community Relations staff will advise senior management about issues that emerge, likely questions and concerns to be prepared for, and offer strategic approaches on how to best address them.

THE GENERAL PUBLIC

Educating the public will be the main component of the public information process.

- **Website** – Staff will keep the ballot measure section of the Metro website updated with fresh messages.

- **Social Media/Digital Outreach** – The Metro Social Media team will continue to push out targeted content, as well as monitor questions and interest online. The educational content includes in-depth coverage of individual projects, modes and communities; popular Metro services that most of the public is not aware of; and individual stories of people dealing with traffic and commuting options in Los Angeles told through video vignettes. We will deliver this content via:
 - Promoted Facebook posts targeted to the public based on their interests and location.
 - Search engine marketing (SEM) keywords that will capture public interest in topics based on search behavior and serve results that point to Metro educational content.
 - Contextually relevant native ads that deliver visitors to educational content on The Plan website and *The Source*.

In addition to promoting content, we will also be listening to the conversation about the plan on social media looking for trends, misinformation and gaps in awareness about details of the plan. In response, we will develop new educational content and target delivery to help fill knowledge gaps within specific communities.

- **Progress Milestones** – Metro will continue to showcase the visible signs of progress being made through local investment.
- **Community Events** – Staff will have a presence at major community events and festivals to share information about the plan and give the public an opportunity to comment.
- **Quality of Life Benefits** – Staff will continue to share the results of the Quality of Life Report and communicate the benefits already occurring across the county through transportation investment.

MEDIA ENGAGEMENT

Traditional and online media are important partners in sharing information about Metro. The media will play an essential role in helping to educate the public about Metro’s future transportation plans and the ballot measure. Therefore, Metro staff will utilize a number of tactics to keep the media informed.

- News media briefings
- Editorial board briefings
- Press releases
- FAQs
- Television and radio public affairs programming
- Opinion editorials/guest columns
- Metro Motion Cable TV Program coverage

- Metro Briefs
- Direct engagement and monitoring on social media

SCHEDULE OF MAJOR ACTIVITIES

July

- Finalize ballot measure messaging
- Update Metro website with ballot measure information
- Develop ballot measure Fact Sheet
- Finalize ballot measure PowerPoint presentation
- Produce contact cards for metro.net/theplan
- Hold elected official briefings and continue to answer questions
- Hold stakeholder briefings as needed
- Hold media briefings as needed
- Update My Metro Intranet site with key information
- Schedule public affairs programming opportunities
- Continue social media/digital outreach
- Develop and distribute CEO Newsletter
- Launch The Source series that explores the connection between a robust transportation system and a stronger middle class
- Publicize 21 women graduating from Women Build Metro/LA 21 construction boot camp
- Launch Bike Share in Downtown L.A., expanding links between bicycle amenities and Metro
- Schedule public affairs programming opportunities
- Schedule community presentations
- Schedule meetings with faith-based community groups
- Continue to develop list for stakeholder presentations
- Send e-mail blast to database of stakeholder groups inviting requests for presentations
- Schedule Metro Road Show for Metro employees
- Develop plan to engage non-traditional stakeholder groups
- Develop calendar on shared drive that documents events and issues raised
- Run personal story video vignettes at movie theatres
- Staff information booth at community festivals and events
- Use the East Portal totem to display messaging through first week of November
- Use the Gateway third floor art wall (screens) to display messaging through first week of November
- Continue targeted promotion of plan details on Facebook
- metro.net/theplan : Add an 'annual cost' slider widget based on LAEDC data
- metro.net/theplan : Add an interactive 'System of the Future Map'
- metro.net/theplan : Finalize 'Sign up for Updates' feature connecting to The Source blog
- metro.net/theplan : Update website to coordinate with final messaging

August

- Continue to share information to federal and state elected officials and their staff members
- Display 2-sheets (decals) at the North Hollywood Red Line Station and Universal City/Studio City Red Line Station
- Display bus car cards on buses throughout the Metro bus system through first week of November
- Display rail posters on trains throughout the Metro rail system through first week of November
- Continue targeted promotion of plan details on Facebook
- Launch search engine marketing (SEM) campaign targeting keywords
- Launch native advertising education campaign
- metro.net/theplan: Prepare landing pages coordinating with native advertising (regions and constituent based)
- Hold Regional Communicators Briefing
- Send news release about official placement on ballot
- Pitch news story ideas from the QoL Report
- Continue community and stakeholder presentations
- Pitch news story ideas from the QoL Report
- Continue Metro Road Shows
- Develop and distribute CEO Newsletter
- Celebrate I-5 Carmenita bridge opening
- Launch The Source series on Transportation Olympics (dreaming of tomorrow)
- Launch The Source series that explores the connection between a robust transportation system and a stronger middle class
- Collaborate with FYF Fest 2016
- Celebrate opening of Metro Red/Orange Line Pedestrian Underpass

September

- Continue to share information to federal and state elected officials and their staff members
- Distribute detailed direct mailer to all households in LA County week of September 26
- Develop and distribute CEO Newsletter
- Publicize report on LAEDC Report on the economic impact of Measure M
- Hold I-5 North improvements opening
- Pitch news story ideas from the QoL Report
- Publicize TAP Mobile App
- Promote Get Out the Vote campaign
- Continue The Source series that explores the connection between a robust transportation system and a stronger middle class
- Publicize Harriet, the tunnel boring machine, breakthrough at MLK Station Box

- Display 40 2-sheets at various Metro rail stations throughout the system
- Promote story videos via Facebook to hit around the time of the mailer
- Continue targeted promotion of plan details on Facebook
- Continue search engine marketing (SEM) campaign targeting keywords
- Continue native advertising education campaign
- Resend e-mail blast to database of stakeholder groups inviting requests for presentations
- Continue community and stakeholder presentations

October

- Continue to share information with federal and state elected officials and their staff members
- Host Quarterly Legislative Briefing for Federal and State Elected Officials Staff
- Distribute general mailer to all households in LA County week of October 17
- Promote personal story videos via Facebook to hit around the time of the second mailer
- Load take-ones on the system the week of October 31
- Continue targeted promotion of plan details on Facebook
- Continue search engine marketing (SEM) campaign targeting keywords
- Continue native advertising education campaign
- Publicize Tap Gift Card
- Proactive pitching of news story ideas from the QoL Report
- Publicize annual report
- Produce and distribute Metro Motion public access TV program
- Develop and distribute CEO Newsletter
- Promote Get Out the Vote campaign
- Send robo calls from Board Chair encouraging people to vote and have a voice in their transportation future
- Hold I-5 South groundbreaking
- Continue The Source series that explores the connection between a robust transportation system and a stronger middle class
- Mobilize street team for Taste of Italy
- Mobilize street team for California Science Center – The Science Behind Pixar Exhibition
- Mobilized street team for Japan America Kite Festival
- Mobilize street team for Night Pasadena
- Mobilize street team for Brewery Artwalk
- Mobilize street team at Lit Crawl L.A.
- Staff info booth at Mobility 21 Summit
- Hold Regional Connector TBM Lowering Community Event
- Resend e-mail blast to database of stakeholder groups inviting requests for presentations
- Continue community and stakeholder presentations

- Promote Metro’s Program Management Plan to implement The Plan
- Send news release on opportunity to vote on transportation plan
- Share outcome of election results for Ballot Measure with Federal and State delegation
- Send out news release about outcome of vote
- Continue targeted promotion of plan details on Facebook
- Continue search engine marketing (SEM) campaign targeting keywords
- Continue native advertising education campaign
- Pitch news story ideas from the QoL Report
- Publicize TAP Gift Card
- Mobilize street team for Breeder’s Cup
- Develop and distribute CEO Newsletter