



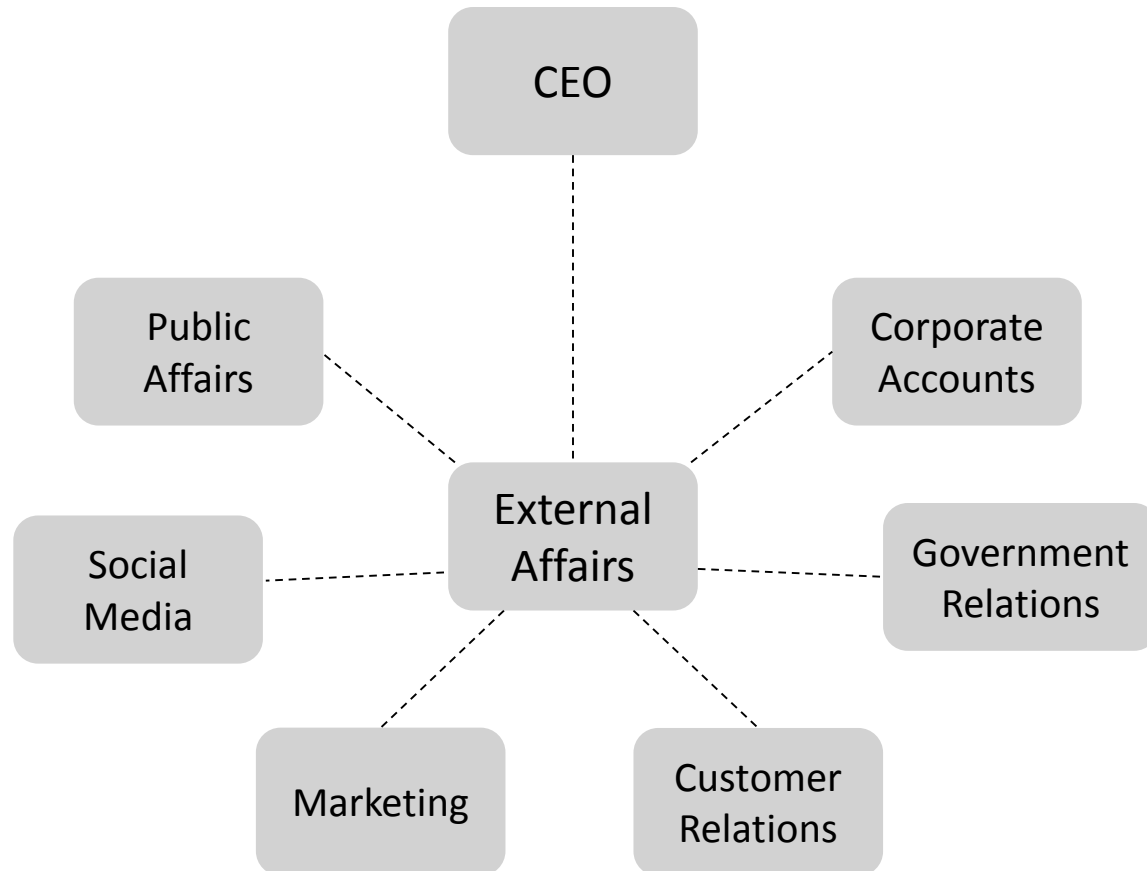
# EXTERNAL AFFAIRS YEAR END UPDATE

**January 12, 2018**  
**Board of Directors Meeting**

## AGENDA:

- **External Affairs Overview**
- **2017 Accomplishments**
- **2018 Look Ahead**

# OVERVIEW AND STRUCTURE: EXTERNAL AFFAIRS





# EXTERNAL AFFAIRS: 2017 TOP ACCOMPLISHMENTS

- 50% increase in CPP accounts the first six months of the fiscal year
- Introduced promo codes
- Launched a new website, GPS train tracker, optical reader
- Mobile app adoption rate - 19% to 25%
- Reduced escalated ROW complaints
- Surpassed 150,000 followers on Facebook and 50,000 followers on Twitter accounts (Metrolink has the largest Facebook community among all public transit agencies in the country.)
- Reduced social media complaints by 9%
- 25<sup>th</sup> Anniversary Event

## EXTERNAL AFFAIRS: 2018 LOOK AHEAD

- Effective Messaging
- \$3.9 Million Marketing Plan
- Grant proposal support
- State of Good Repair Efforts
- Burbank North Station
- Incident Response
- CPP/Mobile App Integration
- Community and Government Relations Joint Summits
- Cal State LA Student Forum
- Tier 4 Communication Updates
- Community Outreach Along The System

## **METROLINK MISSION**

**TO PROVIDE SAFE, EFFICIENT, DEPENDABLE AND ON-TIME  
TRANSPORTATION SERVICE THAT OFFERS OUTSTANDING  
CUSTOMER EXPERIENCE AND ENHANCES QUALITY OF LIFE.**



**SAFETY | PEOPLE | GROWTH | QUALITY | EFFICIENCY**