

Director Lowenthal

MOTION TO ASSURE THAT METRO IS MAXIMIZING ADVERTISING AND
OUTREACH OPPORTUNITIES

As the MTA begins the 2007 budget process, this Committee should comprehensively review Metro's current advertising policy to ensure that revenues are maximized and Metro services are effectively marketed. This review should include the following elements:

Current Policy:

- A summary of five- year's worth of advertising revenue
- How does it compare to similar agencies?

Review of Best Practices:

- Is Metro keeping pace with industry standards and innovation
- Revisiting existing Board policy
- Is MTA advertising media reaching non-English speaking populations; Spanish, Chinese, Vietnamese and other language media.
- Seeking advertisement targeting diverse populations.
- Seeking specific outreach to diverse transit-dependent populations?

Integration of Metro information with advertising:

- Review of what other agencies do, examine the possibility of sponsored information, marketing, and creative use of fare media and Metro information..
- Sponsored Metro information, maps, announcements
- Sponsored weekly, monthly and EZ pass.

I, therefore request, that appropriate staff return to the next committee meeting with at minimum, an overview of Metro's current policy and revenue history and a timeline for the rest of the elements.