# **Chief Communications Officer Report**

EMAC February 15, 2007



#### Ridership and Revenue

Revenues up from last year (Jan)

- **Budget: 3.8%** 

Actual: 3.8%

Boardings up from last year (Dec)

- Budget: 6.3%

- Actual: 4.3%

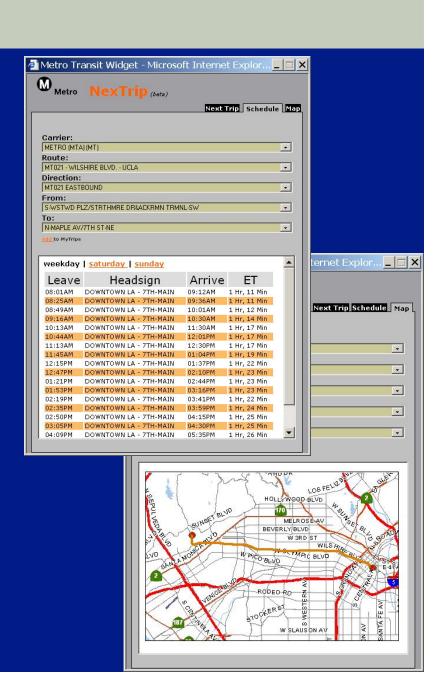
Developing ridership/revenue "Driver" report



# NexTrip rolling out

- Next trip information via:
  - Web
  - Cell phones
- Features:
  - Personalized schedule
  - Line map
  - Automated voice system
  - Text message alerts
- Creating metro.net/mobile
- Six-month role-out





## First rail advertising sales

- Metro Green Line
- Three rail stations:
  - 7th St/Metro Center, Universal City, North Hollywood Advertisers:
  - McDonald's, Shrek 3, Hows Market
- Projected revenue: \$136,435
- Posting commences end of February



### New rail car - new graphics

- Partnered with Rail Operations in design
- Applied to new Breda cars
- Introduced on Metro Gold Line
- Two-year roll-out





### 50¢ Fare Week commencing



• February 18-24



#### Metro shows its heart

• Heart Association partnership





# Metro expands its fleet

