

Chief Communications Officer Report

EMAC

February 15, 2007



Metro

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



The screenshot displays the Metro NexTrip (beta) web interface. It includes a search form with fields for Carrier, Route, Direction, From, and To. Below the form is a table showing the schedule for the selected route on a Saturday. The table has columns for Leave, Headsign, Arrive, and ET. A map at the bottom shows the route highlighted in orange on a street map of downtown Los Angeles.

Leave	Headsign	Arrive	ET
08:01AM	DOWNTOWN LA - 7TH-MAIN	09:12AM	1 Hr, 11 Min
08:25AM	DOWNTOWN LA - 7TH-MAIN	09:36AM	1 Hr, 11 Min
08:49AM	DOWNTOWN LA - 7TH-MAIN	10:01AM	1 Hr, 12 Min
09:16AM	DOWNTOWN LA - 7TH-MAIN	10:30AM	1 Hr, 14 Min
10:13AM	DOWNTOWN LA - 7TH-MAIN	11:30AM	1 Hr, 17 Min
10:44AM	DOWNTOWN LA - 7TH-MAIN	12:01PM	1 Hr, 17 Min
11:13AM	DOWNTOWN LA - 7TH-MAIN	12:30PM	1 Hr, 17 Min
11:45AM	DOWNTOWN LA - 7TH-MAIN	01:04PM	1 Hr, 19 Min
12:15PM	DOWNTOWN LA - 7TH-MAIN	01:37PM	1 Hr, 22 Min
12:47PM	DOWNTOWN LA - 7TH-MAIN	02:10PM	1 Hr, 23 Min
01:21PM	DOWNTOWN LA - 7TH-MAIN	02:44PM	1 Hr, 23 Min
01:53PM	DOWNTOWN LA - 7TH-MAIN	03:16PM	1 Hr, 23 Min
02:19PM	DOWNTOWN LA - 7TH-MAIN	03:41PM	1 Hr, 22 Min
02:35PM	DOWNTOWN LA - 7TH-MAIN	03:59PM	1 Hr, 24 Min
02:50PM	DOWNTOWN LA - 7TH-MAIN	04:15PM	1 Hr, 25 Min
03:05PM	DOWNTOWN LA - 7TH-MAIN	04:30PM	1 Hr, 25 Min
04:09PM	DOWNTOWN LA - 7TH-MAIN	05:35PM	1 Hr, 26 Min

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

Ride the Best for Less!

**50¢ Fares on 18 Lines
February 18-24**

Metro is offering 50¢ test rides for
one week only on 18 routes:

102	127	154	168	177	201
202	209	214	220	233	258
265	275	305	550	577X	761

For complete details, visit metro.net.



- February 18-24



Metro shows its heart

- Heart Association partnership



Metro expands its fleet

