

# Chief Communications Officer Report

EMAC

April 19, 2007



**Metro**

# Ridership and Revenue

- Revenues up from last year (Mar)
  - Budget: 2.5%
  - Actual: 2.4%
- Boardings up from last year (Feb)
  - Budget: 5.5%
  - Actual: 3.7%

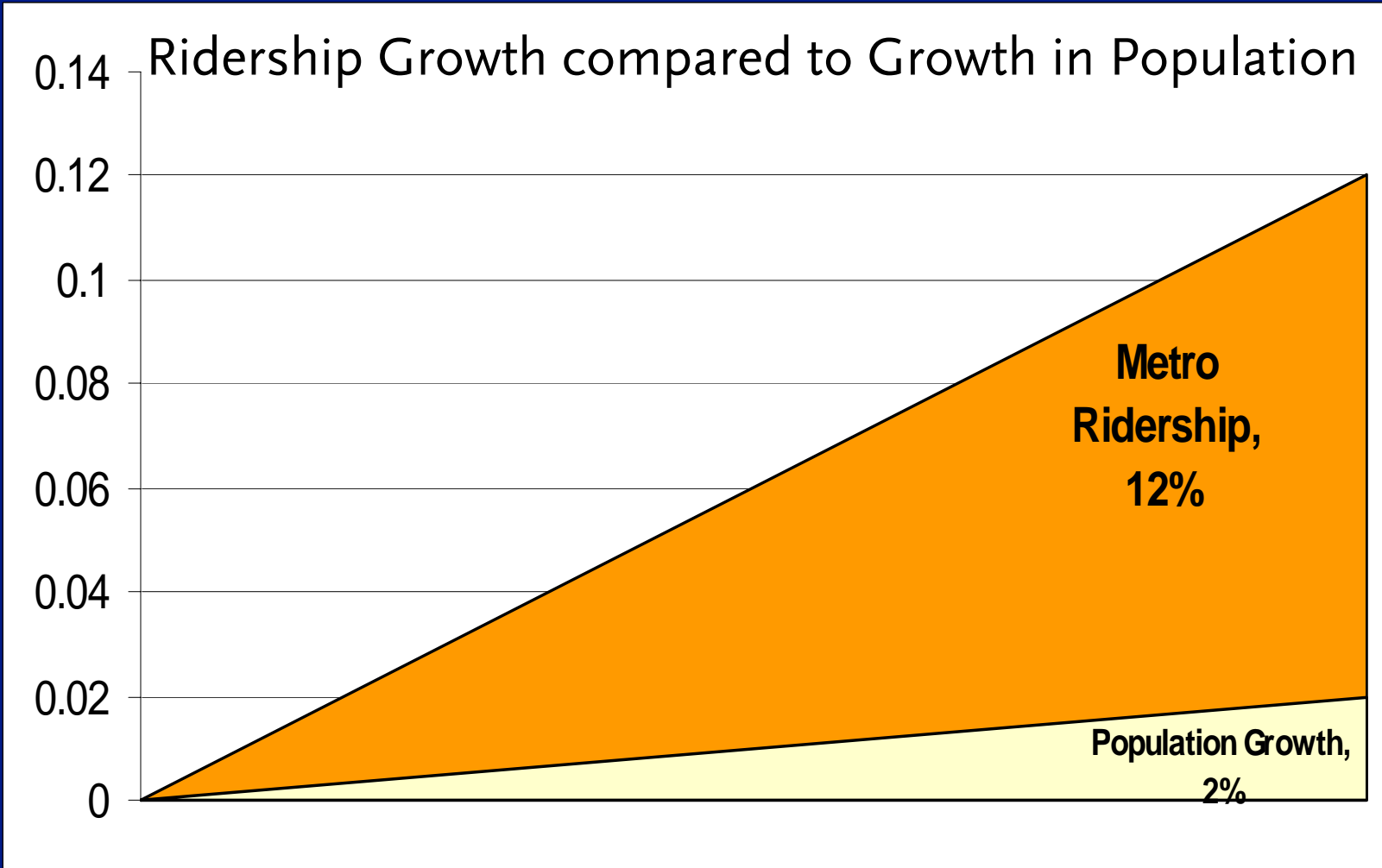
# Transitway/Express Ridership Rising

- **System-wide ridership is up 3.7%**
- **Rapid ridership is up 5%**
- **Express ridership is up 9.0%**
- **Harbor Freeway up 15%**
- **El Monte Busway up 28%**
- **Orange Line up 27%**

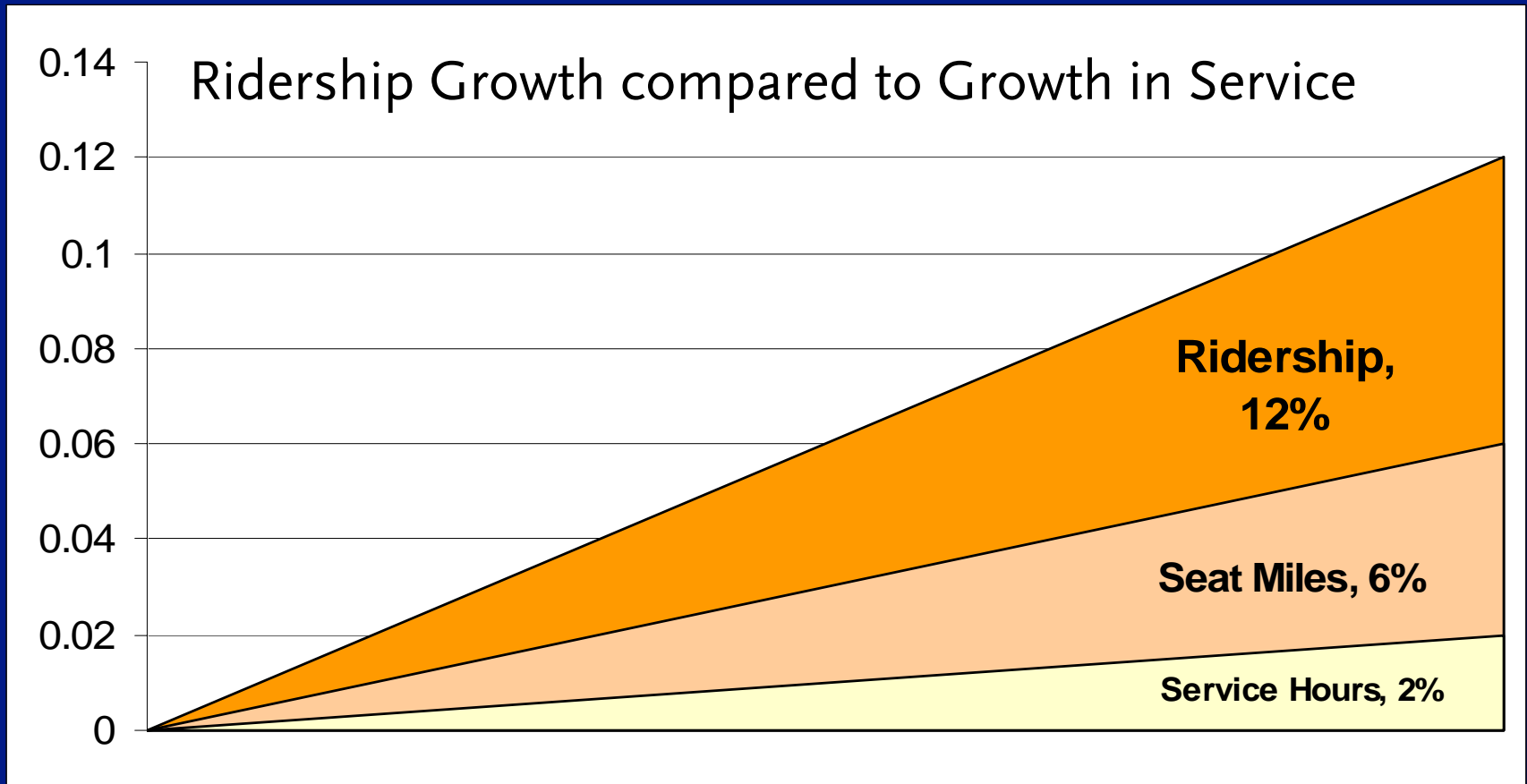
# Impact of Marketing on Ridership

- **Rising gas prices are a constant**
- **Non-Marketing Drivers of Ridership**
  - **Population Growth**
  - **Industry Growth**
  - **Service Growth**

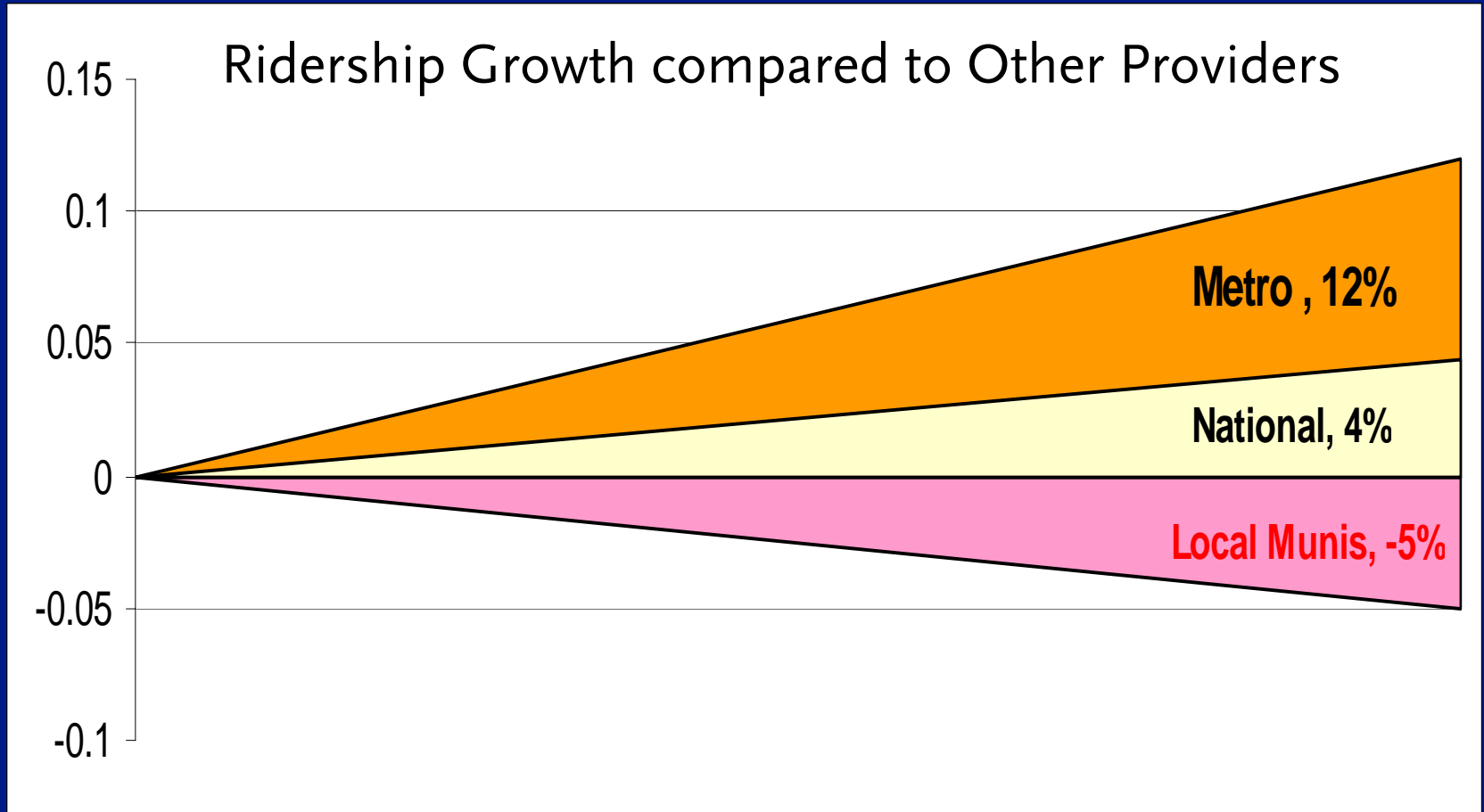
# Ridership is Six times Population Growth



# Ridership is twice Service Growth



# 3X National Average – Munis in Decline



# How Marketing impacts Ridership

- **Awareness**

- Those aware of service are 6 times more likely to try
- Service awareness has increased 40% in last two years

- **Perception**

- Those with positive perception are 5 times more likely to try
- Perception has improved 45% in last four years



# 50¢ Fare Week holds neutral

- Good media coverage and publicity
- Ridership unchanged



Glendale West Hollywood  
Downtown LA  
Cerritos  
Korea  
UCLA

AMERICA'S BEST

Metro Local

25¢

25¢

25¢

hobello  
bank

## 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](http://metro.net).

**M** Metro  
America's Best

190-02-23-01

# Gas Price campaign

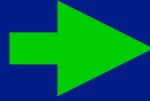
Gas prices leaving you speechless? Go Metro.



- Bus exteriors
- Newspaper
- Billboards
- Radio
- E-Marketing



# E-Marketing increases web activity twenty-fold



Grew from  
340 to 6,915  
page views



**M** Metro metro.net

**dailynews.com** Article Search

Los Angeles, CA, 4/12/2007

HOME NEWS SPORTS BUSINESS OPINIONS ENTERTAINMENT HEALTH TRAVEL INFO CLASSIFIED ADS

HOME VALLEYNEWS.COM PODCASTS BLOGS VIDEO NEWS ANTELOPE VALLEY BURBANK/GLENDALE SANTA CLARITA SIMI VALLEY COLUMNISTS OBITUARIES ENTERTAINMENT RED CARPET SPORTS PREPS BUSINESS OPINIONS HEALTH ANIMATED COMICS FAMILY & KIDS HOME & GARDEN TRAVEL FOOD LIVE TRAFFIC PUZZLES & COMICS PERSONALS INFO SUBSCRIBE SERVICES PLACE AN AD NIE

**Top Stories**

**Protestors raise tent city in front of City Hall, demand solution to homeless problem**  
One year after promises were made to improve the treatment of the city's 40,000 homeless, a tent city was erected this morning in front of Los Angeles City Hall to protest the lack of progress and what some claim is the criminalization of poverty.

**Contracts bring calamity**  
Elmer Cortez wanted to remodel a fixer-upper he bought a year ago in Highland Park and flip it for a profit amid the still-sizzling housing market.

**How ideas are born**  
Diapers, blankets and dry ice. Lots of dry ice. Roxanna Bina had a curious packing list when it came to preparing her 9-month-old son, Felix, for his first trip outside the U.S. Then again, the Santa Barbara mom is far from ordinary. A foodie who had sworn off jarred baby food, Bina cooked and pureed gourmet organic dishes for her infant son

**Breaking News**  
**Strong winds damage homes, fuel fires**  
LOS ANGELES (AP) — Fires erupted in the hills above Los Angeles, damaging or destroying several homes, and in high desert brush Thursday as dangerous north winds swept dry Southern California, knocking out power to thousands and triggering a fatal highway pileup in a blinding sandstorm.

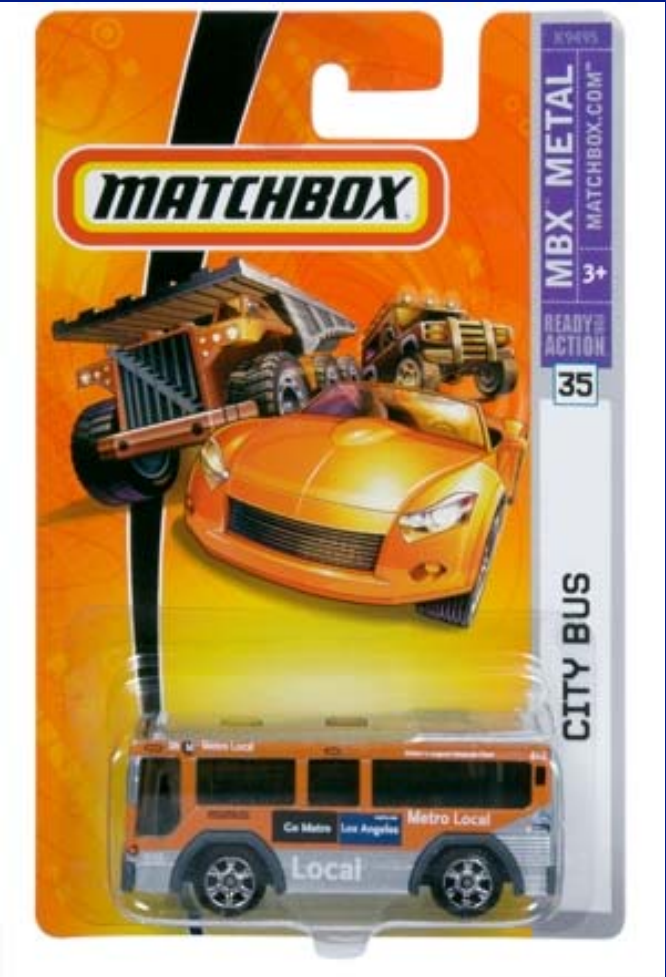
**online EXTRA**  
dailynews.com blogs  
COME ON, FEEL THE NUYS  
Gene Simmons gets a face lift, I get physically ill watching it  
THE GOD BLOG  
More e-mail  
HOLLYWOOD BABBLE ON  
If you have a strong stomach, watch Gene Simmons get a face lift

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A/R Clerk  
Loan Processors  
Loan Officers  
Teller  
Community Bank  
Accounting  
View All Employer Profiles

**AUTO VIDEOS**  
View All Videos  
Select Make  
No make Selected  
Don Massey Cadillac '03 Cadillac Escalade \$31,995  
Don Massey Cadillac '03 Cadillac Escalade \$33,995  
Don Massey Cadillac '06 Cadillac SRX  
View All Dealer Profiles



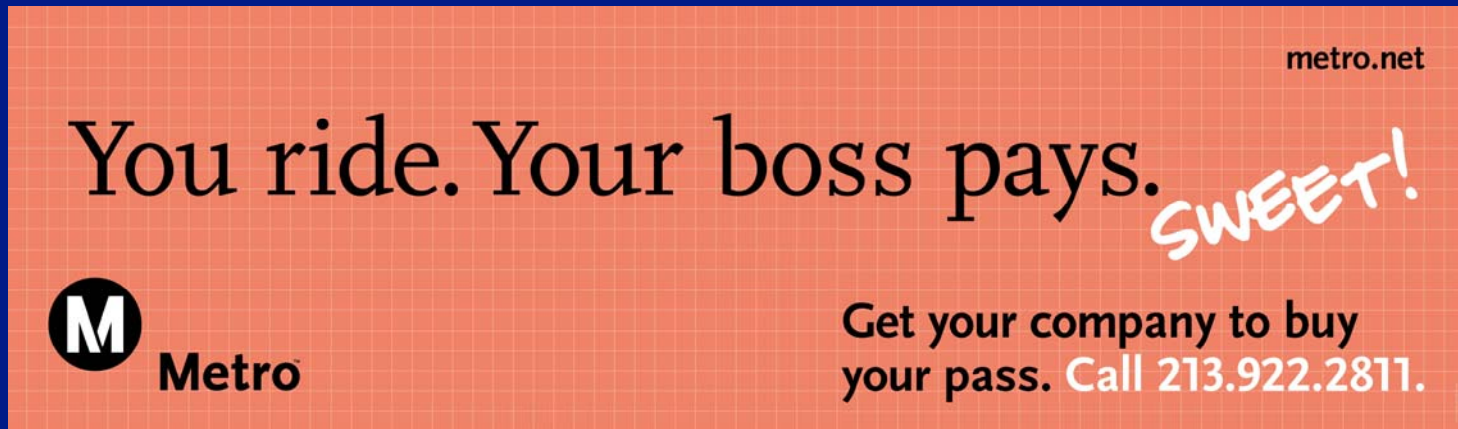
# Rapid Buses sold out



# Testing new Composite signs



# Best Employer Sales Month Ever

An orange rectangular graphic with a white grid pattern. In the top right corner, the text "metro.net" is written in a small, black, sans-serif font. The main text "You ride. Your boss pays." is in a large, black, serif font. To the right of this text, the word "SWEET!" is written in a white, hand-drawn, cursive font. In the bottom left corner, there is a black circle containing a white letter "M", followed by the word "Metro" in a black, sans-serif font. In the bottom right corner, the text "Get your company to buy your pass. Call 213.922.2811." is written in a black, sans-serif font.

metro.net

You ride. Your boss pays. *SWEET!*

**M** Metro

Get your company to buy your pass. Call 213.922.2811.

- **March: 23 new accounts**
  - 17 new B-Tap accounts
  - 2 new A-Tap accounts
  - 4 new Metro Mail accounts

**I-Pass client issues**

# New "Building on Success" Campaign



metro.net

**Metro Red Line, 1993**  
*LA's subway opens first segment*



**Metro Orange Line, 2005**  
*Innovative busway attracts record ridership*



**Metro Gold Line Eastside Extension, 2009**  
*Eight new stations will expand LA's rail system*

**We're building on success.**

From subways to high-technology buses, light rail to carpool lanes, Metro is moving Los Angeles.

We're building on our past success to address the urgent needs of Angelinos today. And we're crafting a range of innovative future projects, so tomorrow – and for generations to come – we can all Go Metro.



**Metro**  
America's Best



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**Metro Green Line, 1995**  
*Our third rail line opens, serving 12 new stations*



**Metro Rapid, 2000**  
*Innovative bus technology cuts travel times by 27%*



**Metro Expo Line, 2010**  
*LA's Metro Rail system will expand again, by 11.5 miles*

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**Metro**  
America's Best



# Destination campaign continues



## Go Metro to South Pasadena.

Step off the Gold Line in South Pasadena and step into a leafy refuge from urban life. Art and antique shops line the streets; vibrant sidewalk cafés and coffee houses sparkle with life. And each Thursday, a Farmer's Market offers a foodie's paradise just steps from the platform. **To explore LA, Go Metro.**



## Go Metro to Long Beach.

If you're looking for big-city excitement delivered with small-town charm, Long Beach is your next stop. From The Pike to Pine Street, this coastal oasis serves up dining, shopping and plenty of bold-faced attractions. For family fun or a night on the town, ride the Blue Line to the sea. **To explore LA, Go Metro.**



# Vanpool conversion program initiated

- Direct mail campaign
- Three versions
- Existing vanpools



metro.net/vanpool

MILES OF CARPOOL LANES - JUST FOR US!

WISH YOU WERE HERE?  
START A METRO VANPOOL.

I SAVED BIG AND WE WENT TO HAWAII!

Vanpool

Get in.  
Join a Metro Vanpool.

- > **Cut your commuting costs.**  
Metro Vanpool fares average \$140/month, a lot less than you're probably spending on gas, maintenance and parking costs.
- > **Save time.**  
There are 237 miles of carpool lanes out there just waiting for you. Skip the traffic and shave real time off your daily commute.
- > **Park your car.**  
Park and Ride lots all over are waiting for you. Jump in your van and you're on your way, without the high cost of parking.

**SIGN UP HERE**

Ready to Get In?  
Contact your employer representative

**M** Metro  
America's Best

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# Updated safety brochure produced

- Ongoing safety/security campaign
- New brochure
- English/Spanish



# Revenue Advertising Sales Update

- **Bus & Rail Advertising Revenue contracts in May**
- **Station Advertising continues**
  - Five contracts to date
  - Minimal complaints (13)
- **Vending Machines in five stations: April 26 & 27**