

Chief Communications Officer Report

EMAC

July 19, 2007



Metro

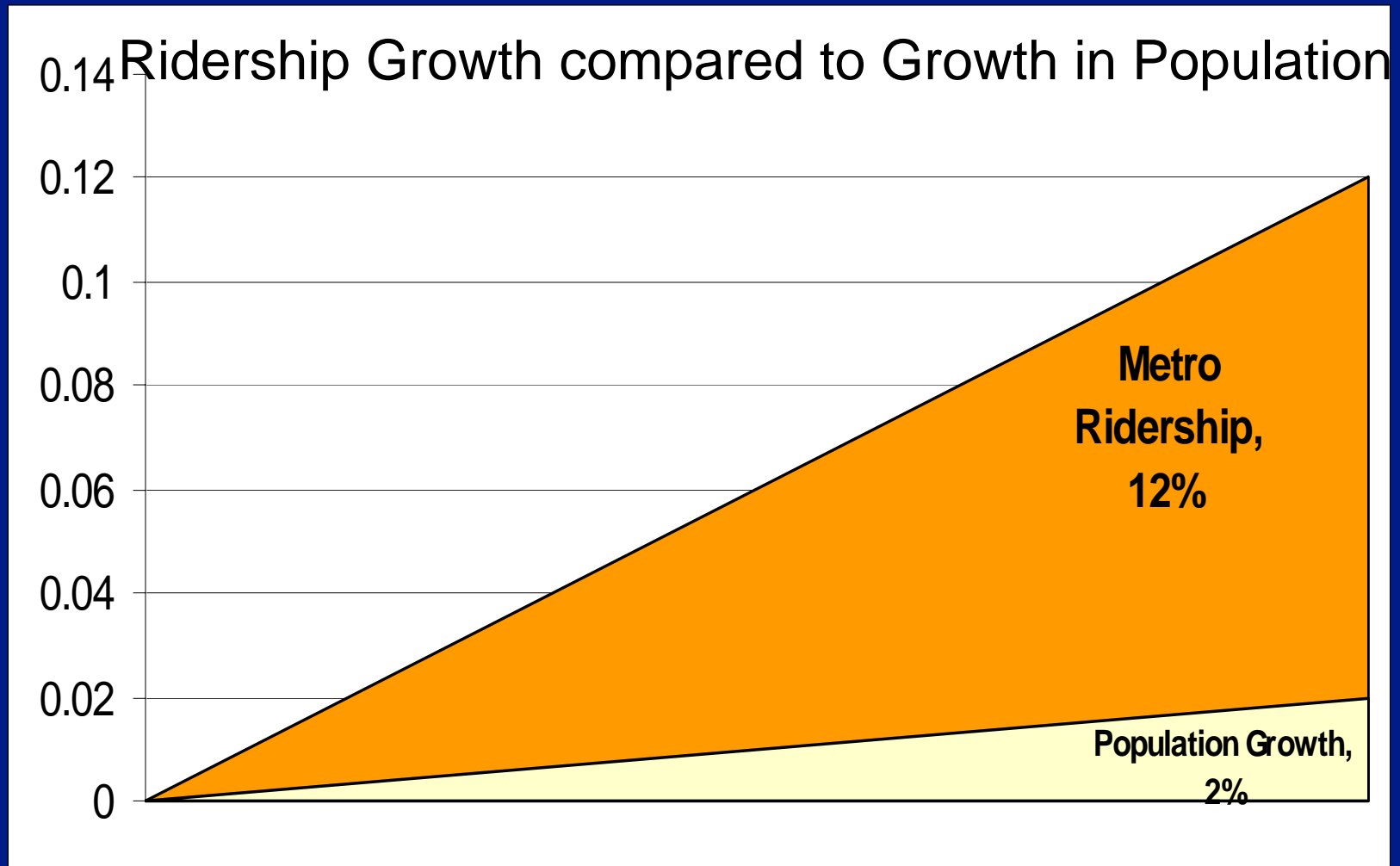
Transitway/Express Ridership Rising

- 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%

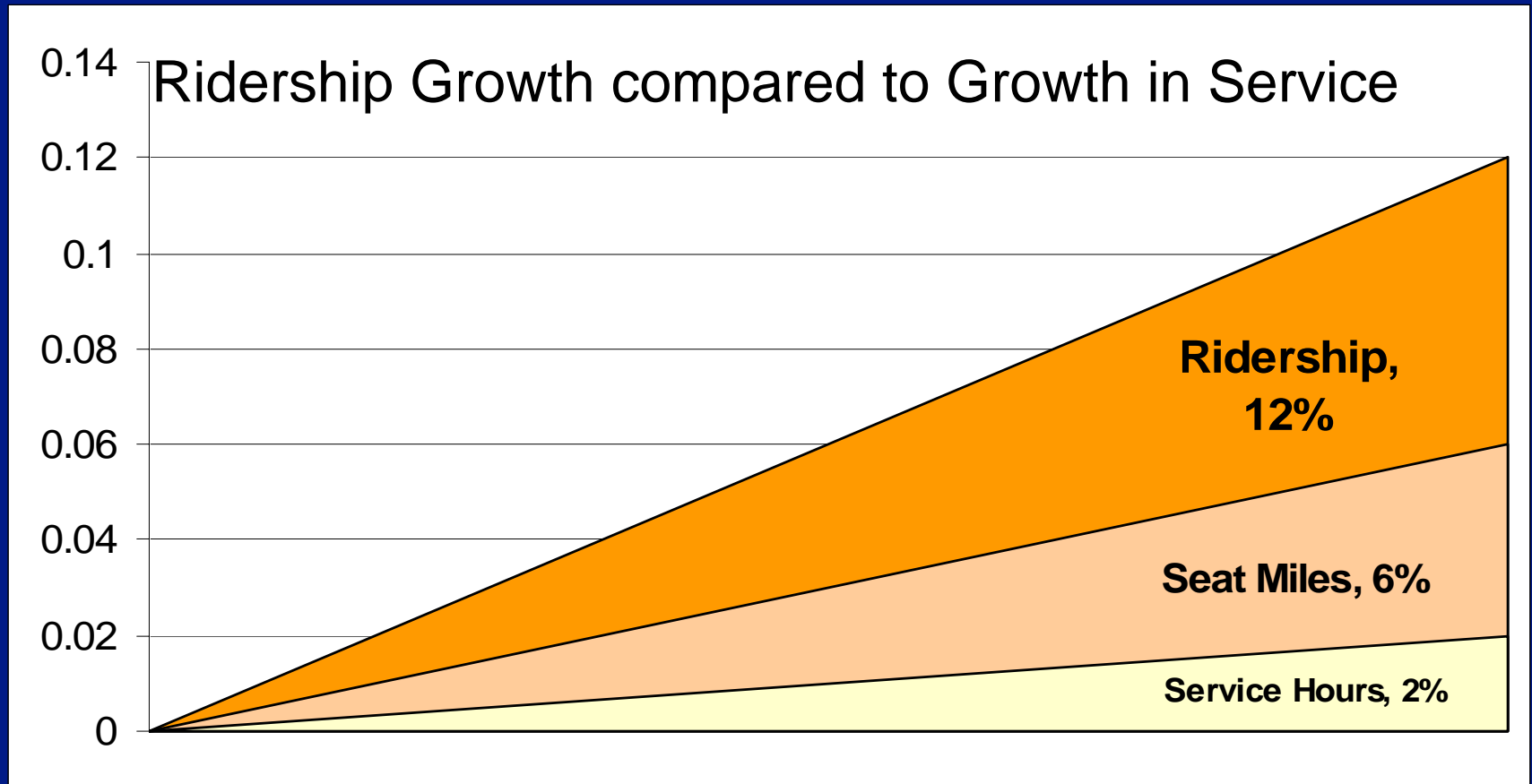
Impact of Marketing on Ridership

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

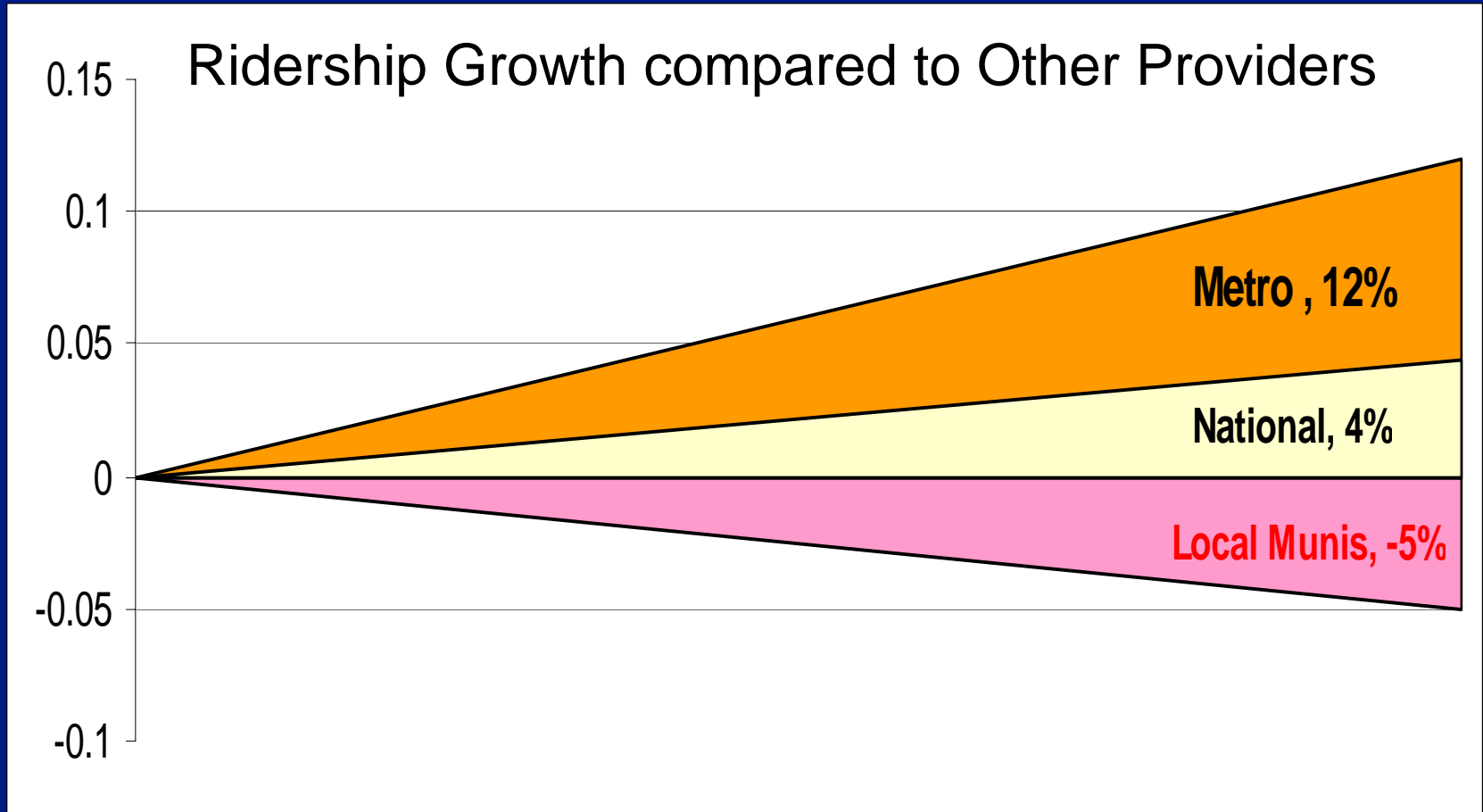
Ridership is Six times Population Growth



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

An illustration of a Metro Local bus, orange and white, with 'AMERICA'S BEST' on the destination sign and 'Metro Local' on the side. Three 25¢ coins are shown floating above the bus. The background is orange with faint text of various Los Angeles locations: Glendale, West Hollywood, Downtown LA, Cerritos, Korea, UCLA, and Burbank. The Metro logo is visible on the bus and in the bottom left corner.

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.

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Gas Price Campaign

Gas prices leaving you speechless? Go Metro.



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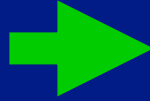


- Bus exteriors
- Newspaper
- Billboards
- Radio
- E-Marketing



Metro

E-Marketing Increases Web Activity Twenty-fold



Grew from
340 to 6,915
page views



M Metro metro.net

dailynews.com JOBS AUTOS HOMES MARKETPLACE Article Search go

Los Angeles, CA, 4/12/2007 HOME NEWS SPORTS BUSINESS OPINIONS ENTERTAINMENT HEALTH TRAVEL INFO CLASSIFIED ADS

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SANTA CLARITA
SIMI VALLEY
COLUMNISTS
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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
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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.

- CBS fires Don Imus
- Boy testifies against former sheriff deputy, cop in sexual assault case
- Brush clearance notices to be sent to 14,000 Ventura County homes
- Gunman arrested at North Hills business

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

JOB VIDEOS
View All Videos
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Accounting
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

Park & Ride Direct Mail Program

- Mailed to 75,000 households
- Also distributed to area employers

metro.net

Parking for Transit Patrons Only
metro.net

Metro Litter

GO METRO

Drive. Park. Ride. Relax.

Skip the stop-and-go traffic and the high cost of parking. Park free in one of our handy lots and finish your trip on Metro.

We've built more than 2,000 Park/Ride spaces right in your neighborhood, connecting you with great options from Metro and other companies. You can also park free and meet a carpool to share the ride to work.*

Either way, you save time and money. And you'll still have your car for errands after work.

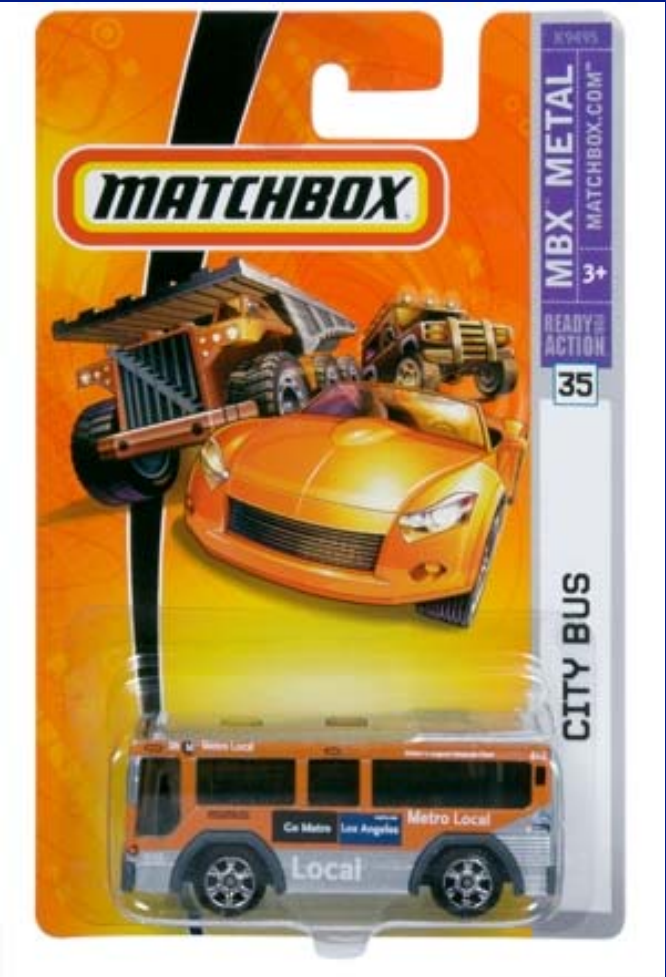
Plan the trip that's best for you. Visit the Trip Planner at metro.net.

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*We'll even help you find a carpool. Go to metro.net, click on the Commute Link in Commute Services and then select the carpool link.

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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, handwritten-style font with a black outline. In the bottom left corner, there is the Metro logo, which consists of 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!*

 Metro

Get your company to buy your pass. Call 213.922.2811.

- June: 23 new accounts
 - 11 new B-Tap accounts
 - 11 new A-Tap accounts
 - 1 new Metro Mail account

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.



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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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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



**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

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Updated Safety Brochure Produced

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

