

Chief Communications Officer Report

EMAC

October 18, 2007

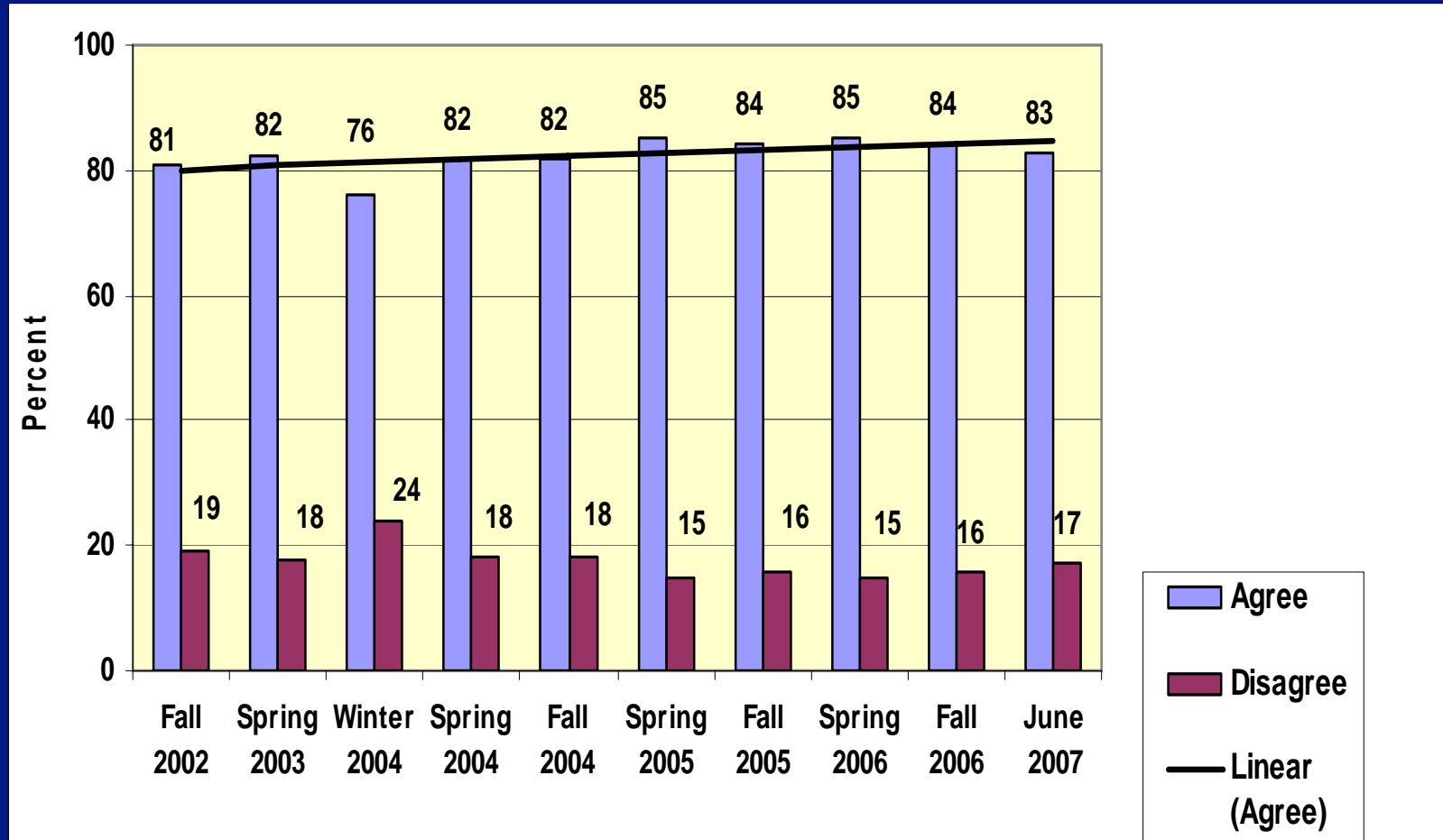


Metro

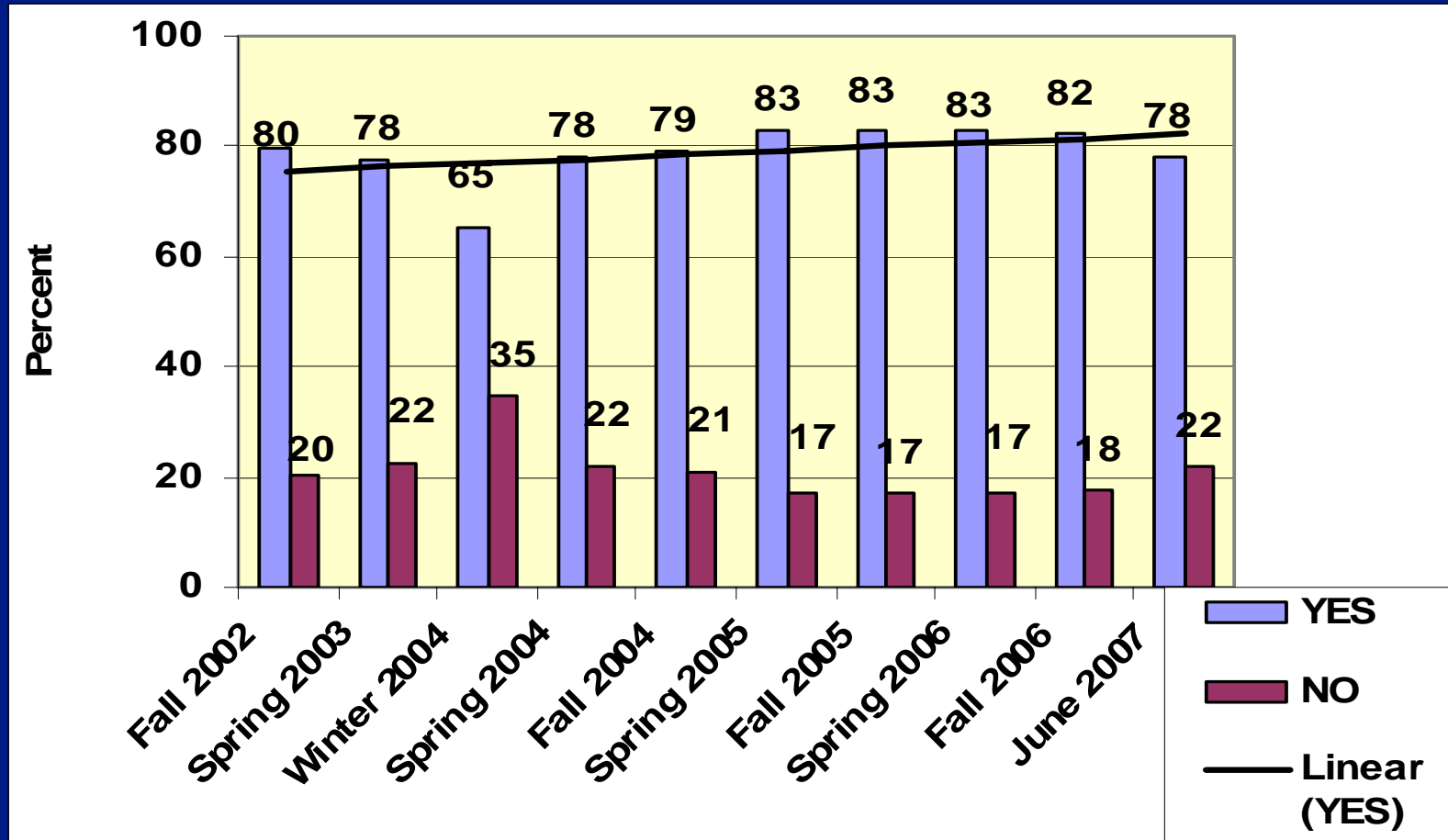
Rider Satisfaction Remains High

- **Customer Satisfaction Survey results released**
- **June 2007**
- **Over 15,000 riders surveyed**
- **Over 80% customers are satisfied**

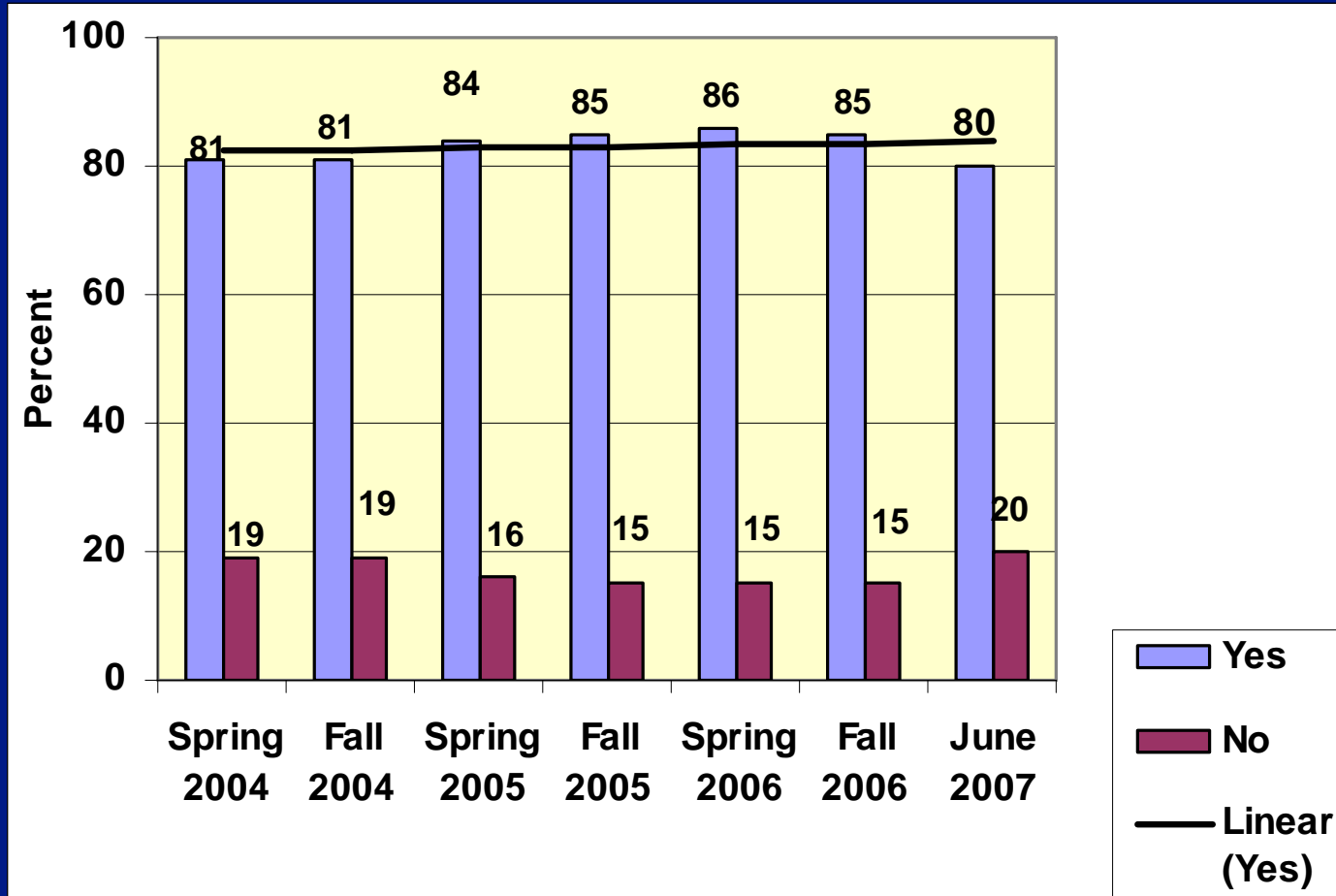
Generally speaking, I am satisfied with Metro Service



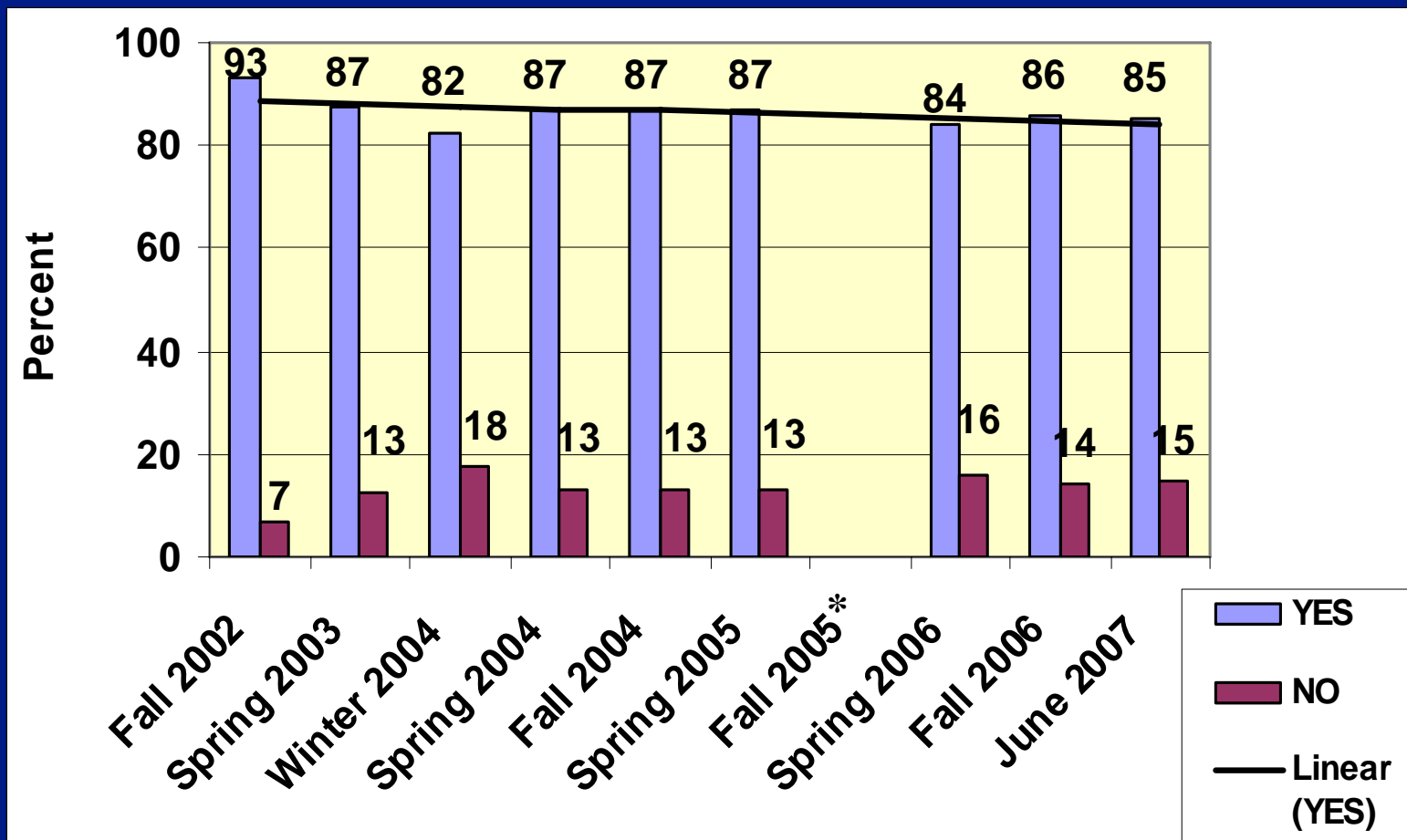
Is Metro service better now than last year?



Do you think Metro's image is improving?



Did you use Metro bus/rail more than 4 days last week?



* Question not included in survey

Advertising Revenue Update

- **New revenue: \$401,917** (Oct. to Dec. 2007)
- **Total to date: \$570,852** (Mar. to Dec. 2007)
- **New rail car exterior sales**
 - AT&T (Oct. 1 – Dec. 23)
 - KLAX/KXOL (Oct. 1 -Nov. 25)
- **New station ad sales**
 - KLAX/KXOL
 - 4 Stations
 - Oct. 1 – Nov. 14

TV Advertising

- Bus & Rail service promoted on TV
- Began Monday, September 24
- Local TV stations
 - Primarily morning and evening news shows
 - KNBC, KTLA, KABC, KCAL, KTTV, KCOP and Santa Monica City TV

Word on the street:
Go Metro.

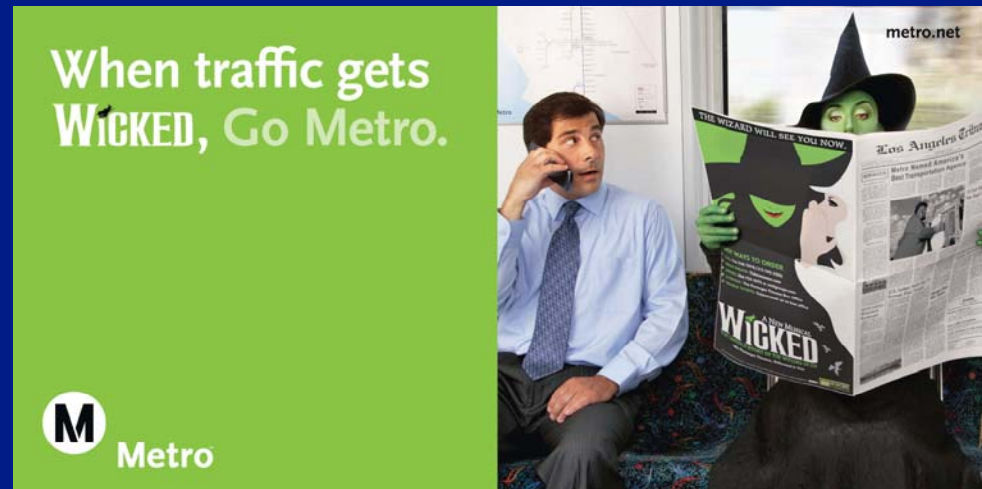


See the new TV spots at metro.net/tv



Wicked Cross-Promotion

- Campaign
 - Outdoor
 - Customer
 - Employee Discount
- Wicked Promo
 - Wicked Tuesdays 20% off
 - Pantages Venue Advertising
 - Web
 - Media



Vanpool Program Keeps Growing

- Program launched in April
- 497 vanpools in operation
- Outreach/marketing strategy in development



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.

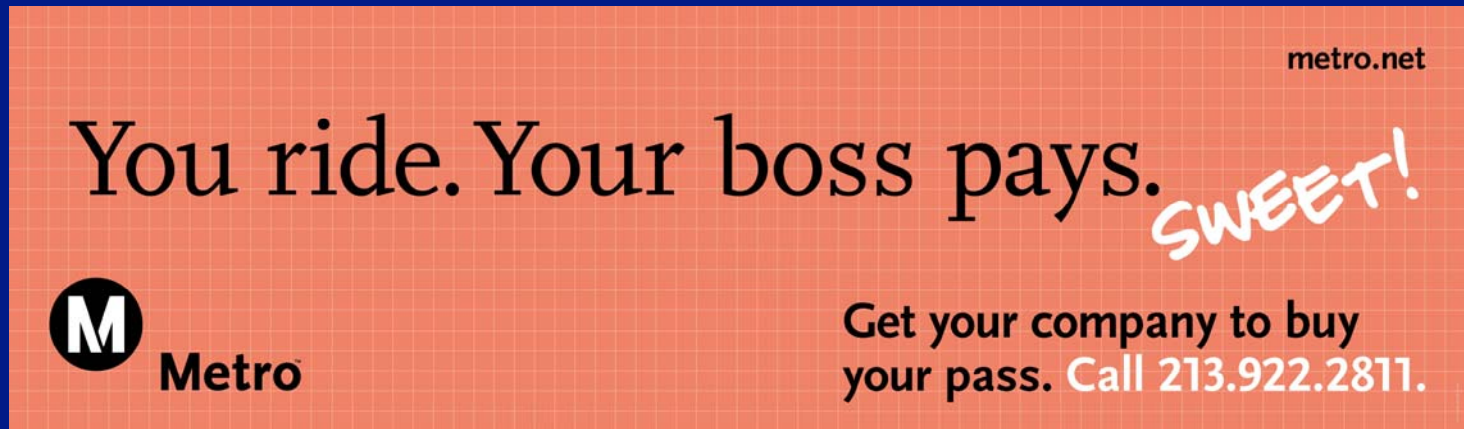
SIGN UP HERE

Ready to Get In?
Contact your employer representative

M Metro
America's Best

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Employer Sales Update

An advertisement for Metro's employer sales program. It features a light orange background with a fine grid pattern. The text "metro.net" is in the top right corner. The main headline reads "You ride. Your boss pays." in a serif font, with "SWEET!" written in a white, handwritten-style font to the right. Below the headline is the Metro logo (a black circle with a white 'M') and the word "Metro" in a sans-serif font. To the right of the logo, the text says "Get your company to buy your pass. Call 213.922.2811." in a sans-serif font.

metro.net

You ride. Your boss pays. *SWEET!*

M Metro

Get your company to buy your pass. Call 213.922.2811.

- **13 new accounts in September**
 - 12 new B-TAPS
 - 1 new Metro Mail