# Chief Communications Officer Report

**Executive Management and Audit Committee April 17, 2008** 



## Ridership and Revenue

- Revenues up from last year (Mar)
  - **Budget: 3.2%**
  - Actual: 15.8%
- Boardings down from last year (Feb)
  - Budget: 1.6%
  - Actual: 5.0%



## metro.net/imagine (as of 4/8/08)

- 11,271 visits Imagine Home Page
- 6,094 visits LRTP Page
- 5,226 visits 2008 Draft LRTP PDF
- 147 visits 2008 Draft LRTP Technical Document PDF
- 980 visits Press Release on LRTP





# 600 Vanpools and Counting...

- 606 vanpools enrolled as of April 1
- 5,500 commuters
- New outreach strategy at business centers underway





## **Sector Partnership Projects**

• 577X Promotion

 Orange Line Park/Ride Lot Direct Mail







### Revenue exceeds \$11 Million Mark

- Over \$11 million dollars in employer pass sales revenue in FY08
  - A and B-TAP, Jury Pass, I-Pass, Metro Monthlies, etc
  - 206,586 employees
  - 422+ worksites

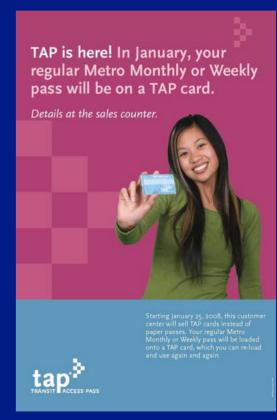
You ride. Your boss pays.

Get your company to buy your pass. Call 213.922.2811.



#### **TAP Vendor Network Pilot**

- April TAP sales 1 Retail Outlet
- May TAP sales planned
  - 20 Downtown LA locations planned
- 60 additional outlets along Wilshire corridor
- SFV and SGV thereafter
- Retail Network
  - Larger "chain" operators
  - Small independent retail outlets





## **Customer Relations Accomplishments**

## • 3rd Qtr

- Answered 14% more calls
  - 508,530 compared to 444,463 in FY07
- Reduced average wait time by 13 seconds
  - 1min/25sec compared to 1min/38sec in FY07
  - an all time quarterly low in past year
- Alonzo Williams was one of eight finalist in APTA's inaugural Call Center Challenge



## **Advertising Revenue Contract Update**

- "Indiana Jones and the Kingdom of the Crystal Skull" Station Advertising
  - Universal City Station
  - April 14-May 26
- Time Warner Cable Rail Posters
- Installation of 1<sup>st</sup> tunnel video advertising between Hollywood/Highland & Universal City
  - \$240,000 additional revenue per year



## **TMCA Compass Awards Winner**

- Metro receives 4 awards from Transportation
   Marketing & Communications Association
  - Integrated Communications "Gas Prices Leaving You Speechless
  - Communications Collateral Metro Art Guide
  - Audiovisual Go Metro TV Commercials
  - Advertising Campaign Go Metro

