

Chief Communications Officer Report

Executive Management and Audit Committee

April 17, 2008



Metro

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

Imagine...
Metro

Here's the plan
Draft 2008 Long Range Transportation Plan

Come to a Community Meeting

What others are saying
Imagine Blog
I imagine green tree-lined medians and bike paths. I imagine people actually walking along the sidewalks, because they don't have to drive everywhere.
Christopher Davidson

Get the scoop
The Story
View the Imagine Video

See the future

Share your vision
Tell us what you imagine - send us your thoughts via [email](#).

Poll Question
To fund new projects, would you rather...
Do nothing, I'm fine with things the way they are. 7%
Find additional resources through a local tax or other funding source. 93%
Total Votes : 810
View Results »
Thanks for helping Metro shape the future of transportation in LA County. There really can be less traffic...and you can make it happen.
Powered By MicroPoll


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



**Beat the 605.
Ride Line 577X.**

Speed past traffic to four major hubs:

- > Long Beach Transit Mall
- > VA Medical Center/Cal State Long Beach
- > Norwalk Metro Rail Station
- > El Monte Transit Center

Metro Line 577X Express service runs on freeway carpool lanes, so you skip traffic and get connected faster. Leave your car at home and Go Metro for a better way around LA.

Use the Trip Planner at metro.net to plan your best route.

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- Orange Line Park/Ride Lot Direct Mail



Drive. Park. Ride. Relax.

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

We have 275 Park/Ride spaces right in your neighborhood, connecting you with great commuting options on Metro. You can also park free and meet a carpool to share the ride.*

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

So try relaxing on your way to work. To get started use the Trip Planner at metro.net.

*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.



M Metro

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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



metro.net


You ride. Your boss pays. *SWEET!*

 Metro

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



TAP is here! In January, your regular Metro Monthly or Weekly pass will be on a TAP card.

Details at the sales counter.

Starting January 25, 2008, this customer center will sell TAP cards instead of paper passes. Your regular Metro Monthly or Weekly pass will be loaded onto a TAP card, which you can re-load and use again and again.

tap
TRANSIT ACCESS PASS

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 1st 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**