Westside/Central Marketing Projects FY 2009

Governance Council January 14, 2009



Marketing Priorities

- Developed with Council Input
- Directed to Focus on Promoting Low-Performing Lines
- More Projects Than Funding Allowed



Line 534 (Malibu)

- Goal to Promote Ridership
- Direct Mail
 - Mail on January 20
 - About 14,700 Households Along Route
- Community Newspaper Ads
 - Appearing 4 times from January 12-February 12
 - -7 Papers



Line 534 – Direct Mail Piece

Metro Express: We pulled out all the stops.





metro.net

Metro Express Line 534 is just around the corner, making it easy to cruise the beaches between Malibu and Culver City. Let Line 534 be your connection to:





Line 534 – Newspaper Ads

- LA Downtown News
- Malibu Times
- Santa Monica Mirror
- Culver City News/Blue Pacific

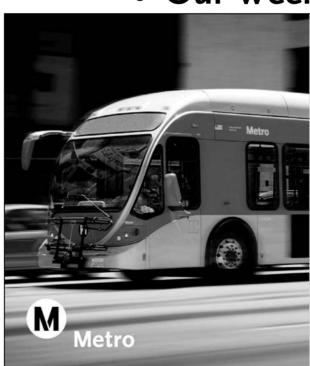
- Santa Monica Daily Press
- Park La Brea **News/Beverly Press**
- Our Weekly LA



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Other Projects

- Night Owl Promotion
 - Goal to Promote Ridership
 - Direct Mail & Community Newspaper Ads
 - Planned for February/March
- "How Are We Doing?"
 - Re-Do from Last Year
 - Car Cards
 - Change Photo & Highlight Phone Number

