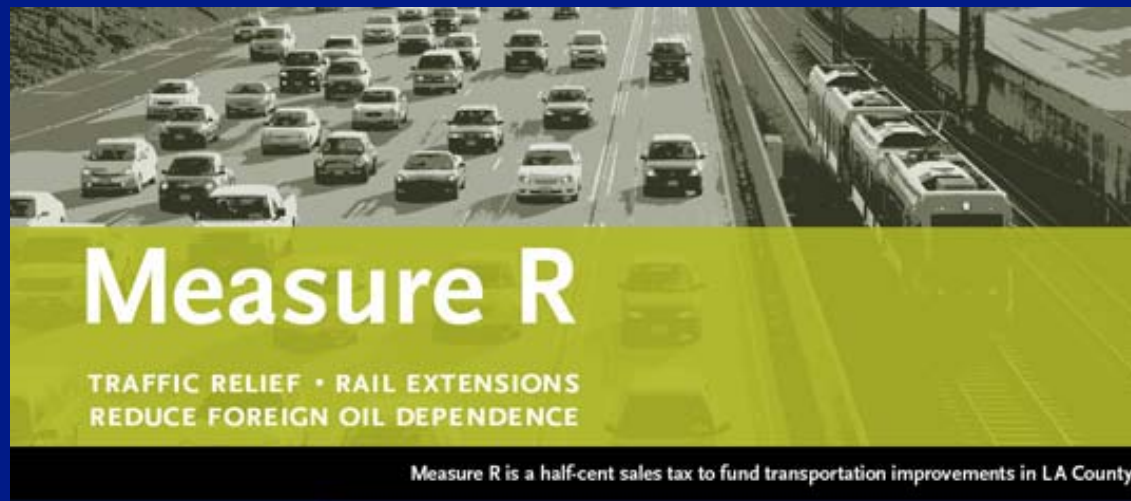


Chief Communications Officer Report

Executive Management and Audit Committee
February 19, 2009

Measure R Update

- Developing a Recognition Program
- LAEDC Economic Analysis Underway



Employer Sales Update

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your pass. Call 213.922.2811.

- \$31k Revenue in January 2009
- High 2009 Renewal Rates
 - 87% Annual Pass (20 Worksites)
 - 80% Business Pass (303 Worksites)



Production Efficiency

- Pursuing more efficient printing options
- E-mail distribution of all materials



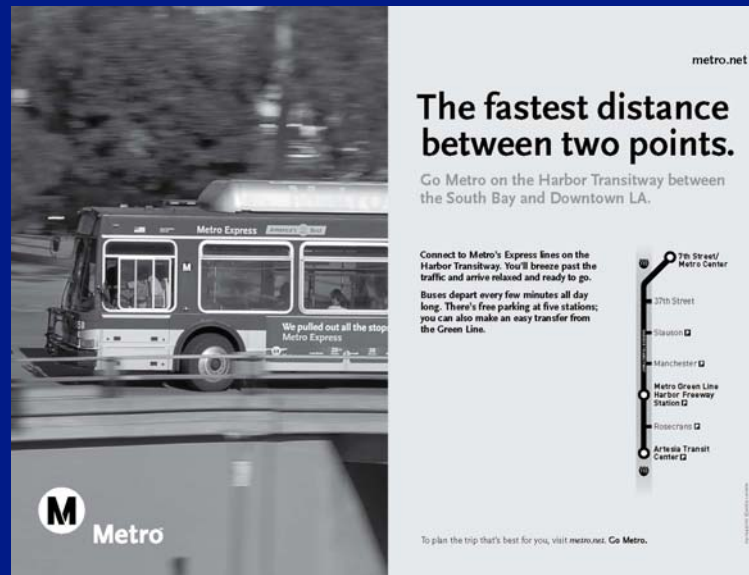
Economy Impacting Vendors/Contracts

- **Transit TV**
 - Company filed Chapter 7
 - Small loss of revenue
- **Printing Press Vendor**
 - Verge of bankruptcy
 - Unable to complete new web press



Sector Promotion Update

- Dec. – Feb. Promotions:
 - 577X
 - 715
 - 183
 - 534
- Feb. – Mar. Promotions:
 - 214
 - Harbor Transit way
 - Westside Sector Night Owl Service



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- Rosecrans
- Artesia Transit Center

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Upcoming Openings

- Gold Line Eastside Extension
- Silver Line



Map Updates

- Customer information being updated for openings
 - All system signage
 - Maps



Eastside Extension Safety Outreach Update

- 60 schools, 58,915 students within a 1.5 mile radius on the Eastside alignment have completed safety training
- Additional 23,500 students within a .5 mile radius have received safety training for the second time
- 2,300 seniors trained at all senior centers
- 300 staff members trained at Kaiser and White Memorial
- 85,000 safety door hangers were distributed in January
- 50,000 safety flyers will be distributed in March and April
- Ten safety training at 5 libraries in March and April
 - Ads in 10 local newspapers
 - 25,000 flyers will be distributed in February
- A community wide safety fair is planned for May