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| **Friday, July 13, 2012120713-1****In this Issue:****Metro's The Source Partners with The Huffington Post****metro.net Receives Record Web Traffic** **Metro Destinations Discount Success at Silver Lake Music Festival & Cleopatra: The Exhibition at California Science Center****Media Reports on Plans to Extend Late Night Service on Metro Rail and Orange Line****Procurement Postings for Next Week****Upcoming CEO Meetings & Events** |
| **Metro's The Source Partners with The Huffington Post** Metro's news blog, The Source, has struck an exciting new content partnership with national news blog, The Huffington Post. Metro will be sharing 'lifestyle' stories utilizing transit to access dining, shopping, entertainment, destinations, and events. The partnership is beneficial to both parties as it allows Metro to reach a larger online audience and provides ‘HuffPo’ with high-quality, unique local content – the stories will be posted in the Los Angeles section of the news blog. Under the pen name, The Source, Metro Los Angeles, the first story was posted in June –Take the Expo Line to Culver City for Food, Shopping and Tuesday Farmer's Market! The partnership was established by Communications staff who will manage content provided to ‘HuffPo’. **metro.net Receives Record Web Traffic** Summer tourist season and I-405 closures drove record web traffic to metro.net for the month of June. Records were set in several categories including pageviews, website visits, and unique visitors. Highlights are as follows: * 3.7 Million pageviews (up 16% compared to June 2011)
* 1.3 Million visits to metro.net (up 24% compared to June 2011)
* 706,395 unique customers (up 14% compared to June 2011)
* Information for I-405 and Metro Projects commanded nearly 10% of all metro.net web traffic (typically it's 5%)
* 34% of all web traffic is coming from a mobile device
* Search Engine Optimization (SEO): 60% of all traffic is coming from search engines, 26% from direct traffic, and 14% from referral sites (these are all significant increases)

Creative Services web/interactive staff completely rebuilt metro.net in 2010 to leverage new, current technology and continues to introduce new technology features to the site. Web metrics continue to clearly show the dramatic improvements brought about by the rebuild. Kudos to the Creative Services web staff, who successfully designed, built and maintain the site. Historically July has garnered the most web traffic of the year--so it remains to be seen if metrics will be broken next month--we'll keep you posted.**Metro Destinations Discount Success at Silver Lake Music Festival & Cleopatra: The Exhibition at California Science Center**More than 800 people took advantage of an exclusive Metro Destination rider discount on tickets to the Jubilee in Silver Lake. Mean while since the “Cleopatra” exhibit opened at the California Science Center, six weeks ago, nearly 300 Metro Destination Discounts for Metro riders have already been redeemed the *Cleopatra: The Exhibition* (will be open until the end of the year). Metro’s Destination Discount partnership program continues to grow with special deals to key destinations and events along the Metro Expo Line and other Metro services. This successful partnership program is promoted via the Destinations Discount website, monthly Metro Insider brochure, the Source and distributed on all Metro buses and trains and on our promotional partners websites to “Go Metro”. More discounts and savings are provided to support Metro operations ridership goals and are extended to all Metro riders and Metro employees which are currently offered at metro.net/discounts.**Media Reports on Plans to Extend Late Night Service on Metro Rail and Orange Line**Today, radio stations KFI and KPCC and City News Service followed up on a post on The Source that reported all Metro Rail train lines will run until 2:00 a.m. on Friday and Saturday nights starting the weekend of July 27-28, 2012. The Metro Orange Line will run until 2:40 a.m. in order to meet the last trains at the North Hollywood Metro Rail Station. Trains will run every 20 minutes between midnight and 2:00 a.m. Media relations staff said the extended operating hours will benefit not only people going out for entertainment but also late night workers. It is a positive response to a frequent request from Metro customers and reflects the fact that there is a vibrant nightlife in Los Angeles County and people no longer just work from 9:00 a.m. to 5:00 p.m. Metro Rail and Orange Line service has expanded in recent years making public transit a viable option to enjoy venues in Pasadena, downtown Los Angeles, Hollywood, Universal City, Culver City, Long Beach, NoHo, and other places. CEO Art Leahy was credited for the service improvement.**Procurement Postings for Next Week**Highway Program General QA/QC Task Order Packages 1, 2,& 3 (RFP)Procurement will release a Request for Proposals (RFP) next week to procure general Quality Assurance and Quality Control support for Metro’s Highway Program Department. In general, the services that will be procured include checking and/or producing calculations, drawings, studies, reports and specifications; independent reviews and oversight of environmental, design, construction, traffic, structures, electrical and mechanical contract plans and/or task order deliverables; development and management of databases for schedule, cost and quality control, and risk assessments; preparation of agreements; and technical analyses/evaluations. The procurement process blackout period is expected to run from July 18, 2012 through September 12, 2012. Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by James A. Nolan, Sr. Contracts Administrator at (213) 922-7312.MBL Artesia Station Pavement and Terminal 26 Driveway Replacements (IFB)Procurement will release an Invitation for Bids (IFB) next week for a responsible contractor to perform complete construction and management work for pavement replacement at the Metro Blue Line (MBL) Artesia Station bus stop/layover facility and at the entrance driveway to Terminal 26. The procurement process blackout period is expected to run from July 13, 2012 through August 31, 2012. Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by Leonardo Lopez, Senior Contract Administrator, at (213) 922-3675.Elevator/Escalator Maintenance Monitoring & Consulting Services (RFP)Procurement will release a Request for Proposals (RFP) next week to procure elevator and escalator maintenance monitoring & consulting services at all Metro Rail and Metro Bus facilities. The procurement process blackout period is expected to run from July 18, 2012 through November 25, 2012. Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by Lily Lopez, Contract Administrator, at (213) 922-4639.**Upcoming CEO Meetings & Events**Next week, I will participate in the I-210 Soundwall Ribbon Cutting Celebration Event and I will also attend the Employee of the Quarter Luncheon. I will also attend the following meetings: California Speed Rail, Mobility 21, Regionwide CEO and the Metrolink Agencies CEO meeting.  |
| [Metro.net Home](http://www.metro.net/) | [Press Room](http://www.metro.net/news_info/default.htm) | [Projects & Programs](http://www.metro.net/projects_plans/default.htm) | [Meeting Agendas](http://www.metro.net/board/mtgsched.htm) | [Riding Metro](http://www.metro.net/riding_metro/default.htm) | [Metro Library](http://www.metro.net/library)Los Angeles County Metropolitan Transportation Authority1 Gateway PlazaLos Angeles, California 90012-2952Phone: 213-922-6888 Fax: 213-922-7447 |