



## Metro Daily Brief



Monday, June 30, 2008  
20080630-0

### In this issue:

- [USA Today Carpool Lane Story](#)
- [Field Marketing Reps Boost Ridership in New Route Promotion](#)

---

### Media Inquiry into Carpool Lanes

USA Today is working on a nationwide story regarding carpool lanes and raising the limit from two occupants to three due to the heavy volume of carpools using the lanes. As part of the story, the reporter interviewed Media Relations staff on the recent USDOT grant of \$210 million for implementation of a congestion pricing program using the 210 and 10 freeway HOV lanes. The reporter was told that it would be a one year demonstration project to better manage the flow of traffic through these two heavily congested corridors. The reporter was also told that additional transportation alternatives would be incorporated, including the purchase of high-capacity buses, additional park and ride facilities and beefed up Metrolink service in an effort to change commuter behavior and get people on public transit. The story is expected to run later this week.

### Field Marketing Reps Boost Ridership in New Route Promotion

This past weekend, our Communications Department launched a new campaign targeted at potential riders traveling to the Sunset Strip. Pointing out that “We’re On Sunset After Sunset,” the promotion positions Metro Local Line Two as a convenient way to reach restaurants, shops, clubs and theaters in the area. As part of the campaign, a group of trained field marketing representatives were stationed along the Strip on Thursday, Friday and Saturday nights passing out special pocket guides that contained information about our service, answering questions and helping people board Line Two to reach their destinations. Reaction to the field reps was very positive, and resulted in a number of people trying our service for the first time. We plan to use the field reps for future promotions.

[Metro.net Home](#) | [Press Room](#) | [Projects & Programs](#) | [Meeting Agendas](#) | [Riding Metro](#) | [Metro Library](#)

1 Gateway Plaza  
Los Angeles, California 90012-2952  
Phone: 213-922-6888  
Fax: 213-922-7447