

[Home](#)[CEO Hotline](#)[Viewpoint](#)[Classified Ads](#)[Archives](#)[Metro.net](#) (web)

Resources

[Safety](#)[Pressroom](#) (web)[CEO Hotline](#)[Metro Projects](#)[Facts at a Glance](#)
(web)[Archives](#)[Events Calendar](#)[Research Center/
Library](#)[Metro Cafe](#) (pdf)[Metro Classifieds](#)[Retirement
Round-up](#)

Metro Info

[Strategic Plan](#) (pdf)[Org Chart](#) (pdf)[Policies](#)[Training](#)[Help Desk](#)[Intranet Policy](#)

Need e-Help?

Call the Help Desk
at 2-4357

[E-Mail Webmaster](#)

Coming soon to the Metro Store – 10-inch plastic models of the Metro Local and Metro Rapid buses will be on the shelves and available online. Also in the works, a new system map tote bag and a new logo ball cap.



Metro Store Online Sales Peak Following L.A. Times Story

- Sales hit \$1,800 in two weeks, averaging about \$30 each

- [Shop the Metro Store Online!](#)
<http://www.metro.net/metrostore>

By BILL HEARD, Editor

(July 19, 2005) Proving that a little free publicity can help, online sales of Metro Store merchandise shot up dramatically following a story and photo, July 2, in the Los Angeles Times.

In the two months of online sales prior to the Times story, says Executive Manager Danielle Boutier, the Metro Store shipped about \$1,500 in products to some 70 customers who made purchases through the Internet website.

During the two weeks following the Times story, a total of 1,163 Internet users visited the site. The Metro Store received \$1,800 in online orders at an average per order of just over \$30.

The Times article discussed the store's line of products, compared it to stores operated by other transit properties and included a photo of the new Metro system map coffee mug.

The system map mug, which sells for \$12.50 online, is now the most popular store item, outpacing the sales-leading black logo T-shirt.

Updated web site

Helping boost Metro Store online sales is an updated web site that shows a thumbnail photo of each product alongside a description of

Special August Hours

The Metro Store, located on the Plaza level at the Gateway Building, will operate on a reduced schedule for the first three weeks of August.

From Wednesday, Aug. 3 through Friday, Aug. 19, the store will be open only on Mondays, Wednesdays and Fridays, from 11 a.m. until 12:30 p.m. and from 1 p.m. until 3:30 p.m.

the item and links to the "shopping cart."

"I think it's a much friendlier site," says Boutier. "You can glance at it and see what we have available in each product category by viewing the thumbnail photos. You don't have to click on a link unless you want to buy the item."

Coming soon to the Metro Store's lineup will be 10-inch plastic models of the Metro Rapid and Metro Local buses. Also a new tote bag in a Metro System design and a restyled ball cap. Currently on the shelves, but not yet available online, is a long-sleeve, khaki button-down logo shirt.

The Metro Store, which refocused its merchandise offerings last year to concentrate on logo apparel and other items, still has a way to go compared to older transit system stores. New York City Transit's store takes in \$1.5 million a year, while transit stores in Chicago and Washington, D.C., each make about \$40,000 annually, according to the Times.

Profits from the sale of items in the Metro Store are used to fund various employee activities, including operating division holiday parties and the Metro Employee Family Day picnic.

| [Home](#) | [Phone Directory](#) | [Forms Online](#) | [FIS Online](#)