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Metro field marketing representatives make the Sunset Strip Music Festival scene to promote Metro to the nightlife crowd.

Marketing Reps Aim to Show Potential Riders Taking Metro Is Cool

- Early reviews positive for field marketing representatives' debut at Sunset Strip Music Festival

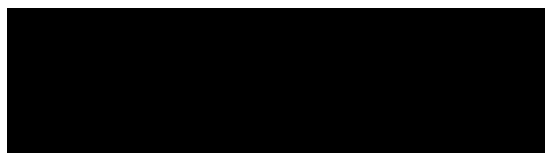
By NED RACINE, Editor

(July 3, 2008) They're cool, they're young, they're edgy and they want to show you why taking Metro is cool.

"They" are field marketing representatives, a group of energetic and personable women and men who debuted in Hollywood last weekend. Their appearance kicked off an effort to increase ridership by contacting potential riders in popular venues, rather than waiting for potential riders to find their way to Metro.

June 26 through 28 at the Sunset Strip Music Festival, for example, the marketing reps interacted with patrons of restaurants, shops, clubs and theaters. Friendly and approachable, they are trained to promote the Metro system.

Wearing distinctive red Metro T-shirts, they distributed buttons and pocket guides and generally touted Local Line 2 as a

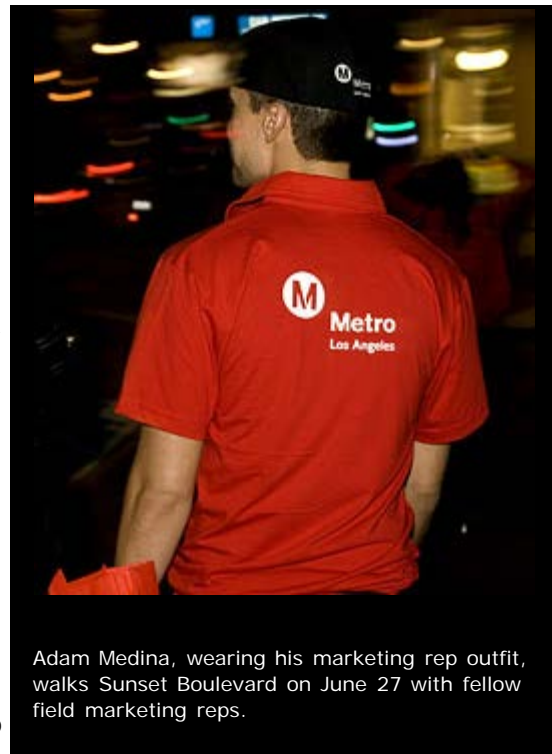


convenient way to reach the entertainment spots on Sunset Boulevard.

Edgy.

"They're there with a smile and they're there to help [the public]," said Grisel Ferreyra, communications manager. The field reps are her brainchildren. "We want this group to project personality and edginess and coolness."

"The reason the Communications Department wanted to hire them was to use them as a distribution channel for our marketing material," explained Ferreyra, who added that the public's initial reaction to the new reps was very positive. "There is nothing like face-to-face interaction for growing someone's interest."



Adam Medina, wearing his marketing rep outfit, walks Sunset Boulevard on June 27 with fellow field marketing reps.

Hip.

Ferreyra wants the field reps—some of whom were regular Metro riders already—to help change the public's perception of Metro. For example, changing the perception of Metro's buses.

"We're telling people that not only is it a bus, but it can take you to work, to play, to night life," she said. "It can take you to the rest of the county."

Communications plans to use the field reps for other marketing efforts, including a campaign focusing on college campuses in the fall.

Later campaigns will reach out to teens; a holiday season effort will promote Metro as a more convenient way to shop, and a fall campaign focuses on Metro service to job-generating areas such as Warner Center, Downtown Los Angeles, Pasadena, Burbank, Glendale, Long Beach and Century City.

Cool.

Although the Metro reps are young, Ferreyra believes they will appeal to all potential riders. "These are trained marketing representatives," she explained. "I think all ages will approach them."

Ferreyra noted that this is just the beginning of the field reps' assignments. Communications hopes to use them for several years, expecting them to contribute to Metro's goal of increasing ridership by five percent a year.

"Our bottom line is trying to increase ridership, which everyone in the agency will benefit from," she said.

