

Chief Communications Officer Report

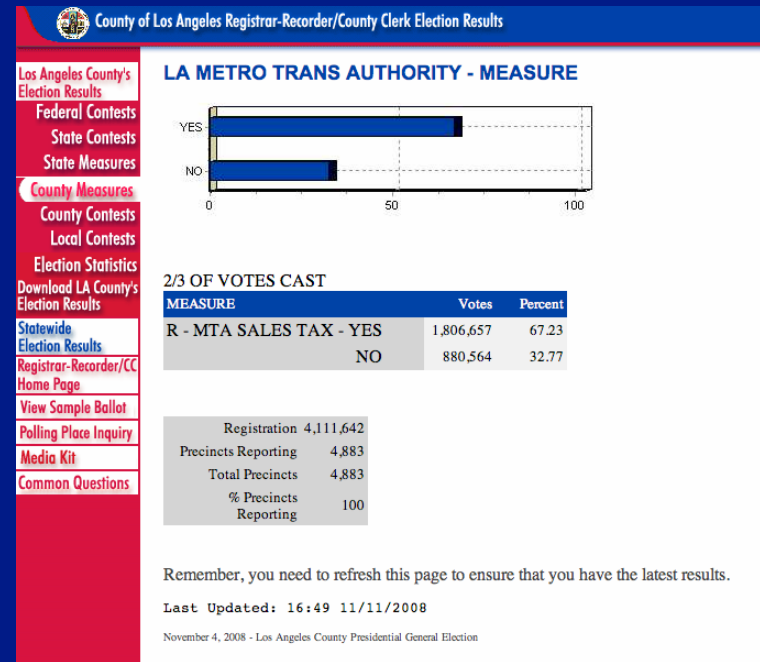
Executive Management and Audit Committee
November 20, 2008

Measure R passing

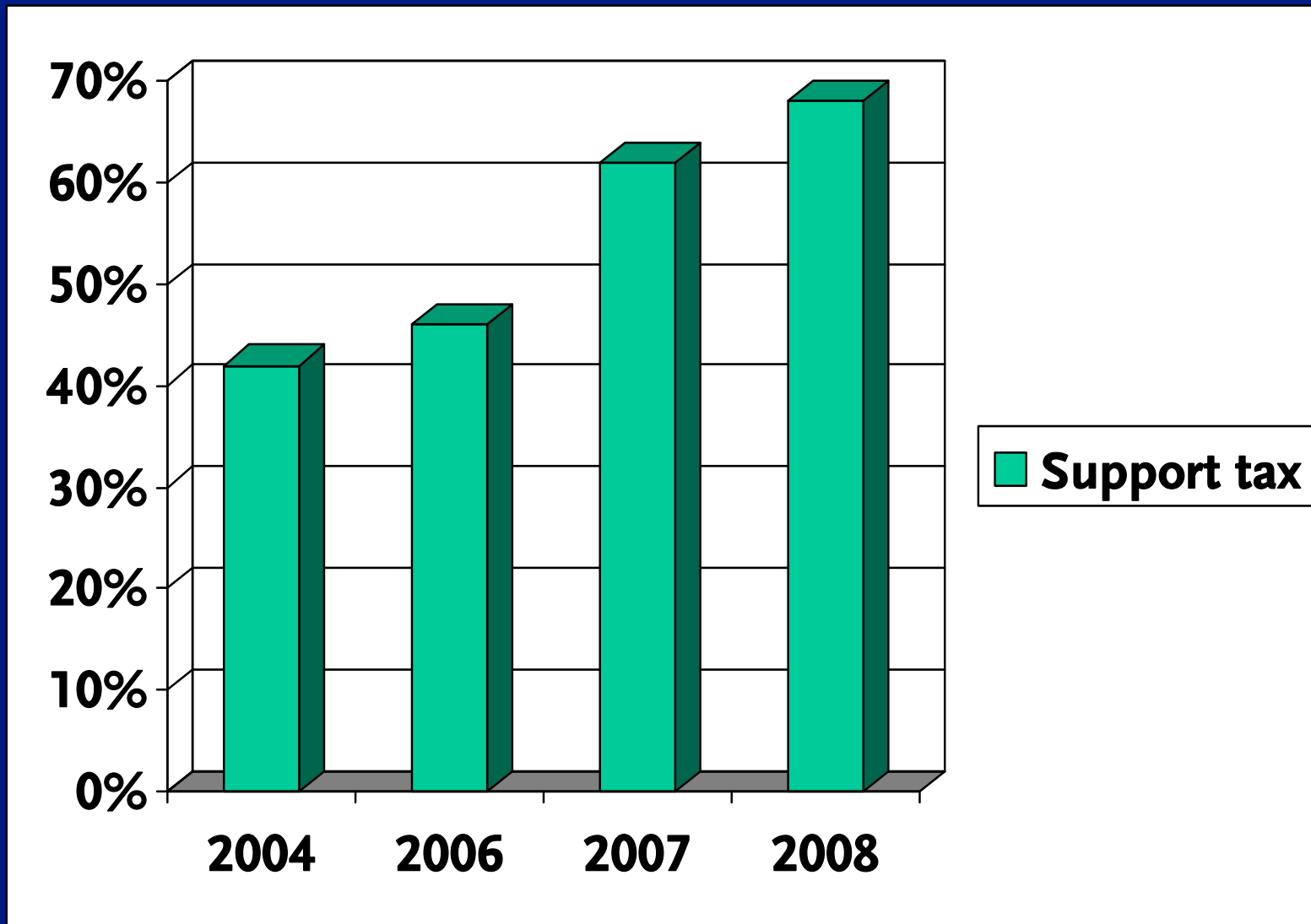
67.31%

Measure R

- 288,000 ballots remain
- ‘Yes’ rate higher now
– vs. election night
- Forming implementation team



We have come a long way



LACCD Will Go Metro

- **Agreement Signed**
- **All Nine LACCD Campuses**
- **All Full-time Students**
 - **27,755 projected participants**

Employer Sales Update

metro.net

You ride. Your boss pays. *SWEET!*



Get your company to buy
your pass. Call 213.922.2811.

- **\$76k Revenue in October 2008**
 - 27 Total Sales
 - 25 New B-TAP Worksites
 - 2 New Metro Monthly Worksites



New Ridership Campaign

Go Metro



Problem.



Solution.

- **Positions Metro as Solution**
 - Outdoor
 - Newspaper
 - Vehicle

Metro Vanpools: *The 7th Sector*



- 770 Vehicles
- 6,930 daily unique passengers
- 13,860 daily boardings
- 1,567,000 monthly revenue miles

Employment Center Marketing

- Employment Centers
 - Key Employment Areas
 - Custom Pocket Guides
 - Targeted Route Information
 - Promote Vanpools/Carpools
 - 8 Worksite Events



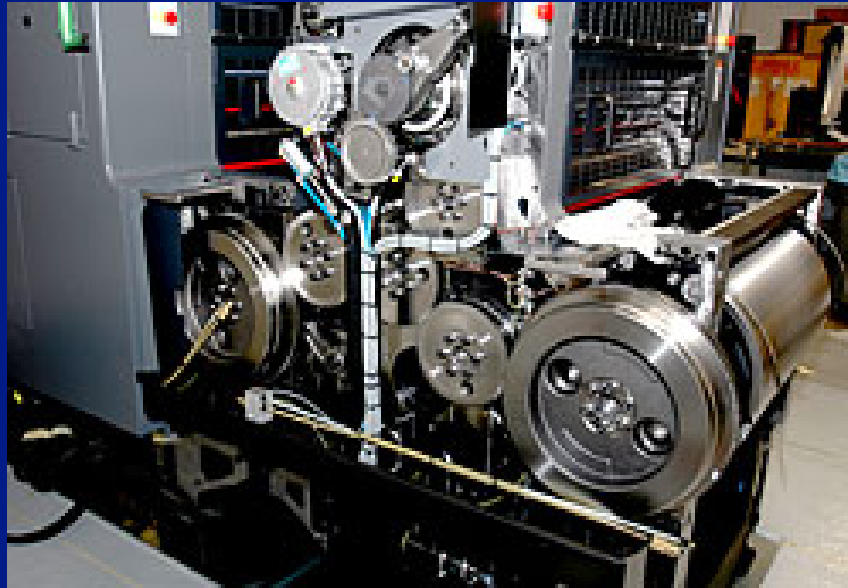
College Campus Promotions

- College Campuses
 - Orientation Kits
 - Rotating Campus Tour
 - One-trip maps
- 8 Campus Events (Sep-Nov)
- I-Pass Program expanding



New Printing Presses

- **Sheet-fed Press Completed and Delivered**
- **Web-Press Manufacturer Delayed**
 - Vendor Facing Financial Hardships
 - Status Checked by Internal Audit
 - Vendor May Be Acquired/Contract May Be Taken Over



Eastside Transit Education and Safety Outreach

- **52 of 65 schools completed safety training**
 - 13 remaining schools are scheduled
- **Safety training offered at 5 libraries on alignment**
- **White Memorial Hospital : six presentations**
Kaiser Clinic: three presentations

FastLanes Demonstration Project Outreach



- SB 1422 approved by Assembly and Senate

- In Process:

12-Agency Technical Advisory Group (TAG)

State Highway Route 110 and I-10/I-210
Corridor Advisory Groups (CAGs)

Communications Task Force

Fastlanes.net website, FAQ, Fact Sheet

Public Meetings Held for Corridor Studies



Completed 1st Quarter

- Westside Ext. AA (Sept. 3, 4, 6, 8, 10)
- I-710 EIR/EIS (Sept. 9, 10, 11)
- Crenshaw AA/EIR/EIS (Sept. 17 & 18)
- Harbor Subdivision (Sept. 23, 24, 25, 30)
- Regional Connector (October 16 & 21)

Scheduled for 2nd Quarter

- Canoga Transportation Corridor
(November/December)
- Eastside Phase II
(November/December)

Metro named one of world's Top Five rebrands

- “Achieved highest level of brand transformation”
- Competitors: Coca-Cola, Delta Airlines, 4 Seasons
- Metro's Rebrand includes:
 - Fleet Graphics
 - Maps, Customer Information
 - Advertising Campaigns
 - Customer Environments, Signage
- All design work done in-house by Creative Services

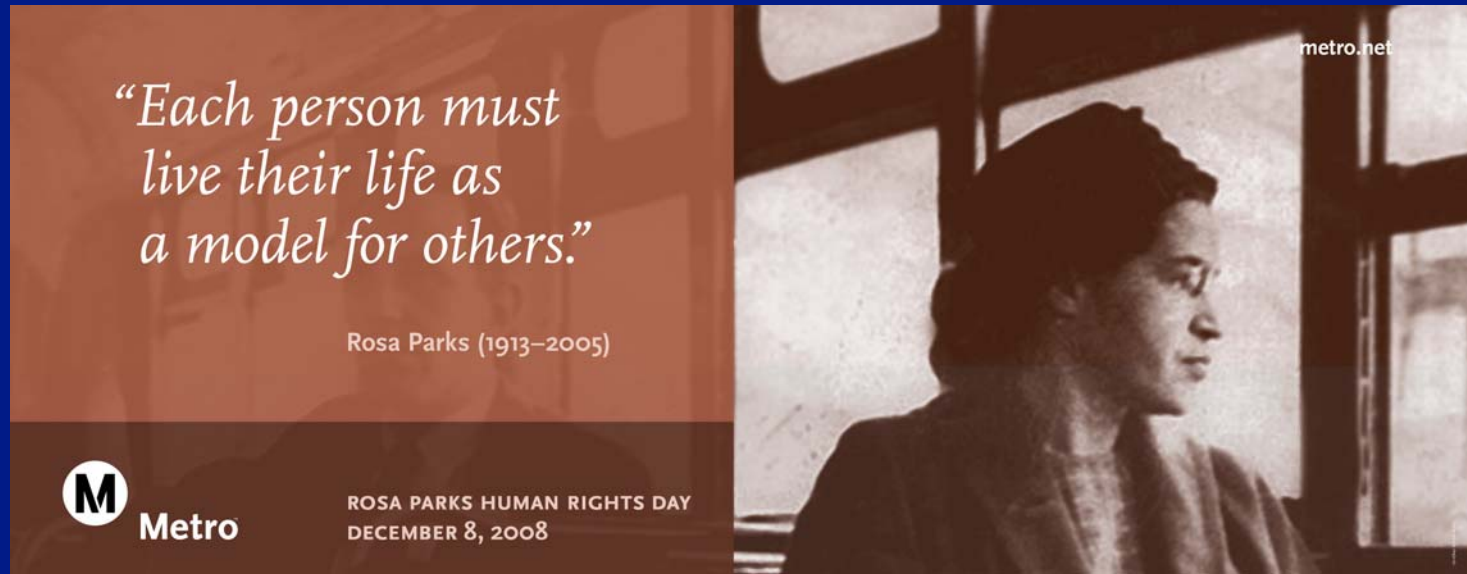
Seven First Place Adwheel Awards

- “Imagine Campaign”
- Go Metro TV Spots”
- Metro Art Guide
- “Miss Traffic” Billboards
- “Imagine a Faster Commute” Ads
- “Make a Resolution You Can Keep” Poster
- Metro Quarterly Newsletter



Rosa Parks Human Rights Day

- December 1
- Interior bus cards
- Press event



Ridership and Revenue

- Revenues up from last year (OCT)
 - Budget: 6.3%
 - Actual: 3.5%
- Boardings up from last year (SEP)
 - Budget: 3.9%
 - Actual: 8.2%