



Metro

Daily Brief

Monday August 21, 2006
20060821-0

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Direct Mail Campaign Pushes Daily Gold Line Ridership Over 20,000

In June, 98,000 direct mail pieces were sent to residents along the Metro Gold Line. The campaign, which was designed to promote ridership on the line, offered a coupon for a free weekly Metro Pass to encourage trial use. Discounts were sent to residents living within a five mile radius of the Sierra Madre Villa Station. To date, 5,132 responses have been received (a response rate of 5.4%) and ridership on the Gold Line increased by 36,000 boardings for the month of July. This increase translated to an average daily ridership of over 20,000 for the month.

USC to Purchase 500 Annual Metro Passes for Employees

Metro's employer pass program sales continue to grow. Commute services now has 36 employers enrolled in Metro's annual employer pass program. The University of Southern California (USC) became the newest and largest member this month with the purchase of 500 annual passes which may be used on both Metro bus and rail service. USC plans to add another 500 passes in six months.

Rio Hondo and LA Trade Tech Colleges Move to Join Student I-Pass Program

Rio Hondo College recently created an I-Pass program for the fall semester entitled "Go Rio." The campus is providing free passes to all full-time students good towards fare on Metro, Foothill Transit and Norwalk Transit lines. Metro received word today that Los Angeles Trade Tech College is very interested in establishing a student I-Pass program as well. With the University of California, Los Angeles and Los Angeles Community College continuing their programs for the fall semester, total student I-Pass holders could reach 12,000.

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