

Chief Communications Officer Report (as of 3/8/7)

EMAC

March 15, 2007



Metro[™]

Ridership and Revenue

- Revenues up from last year (Feb)
 - Budget: 3.1%
 - Actual: 3.0%
- Boardings up from last year (Jan)
 - Budget: 6.0%
 - Actual: 4.1%

New high gas price campaign

Skip the gas.
Buy the pass.
Go Metro.



Metro
America's Best



- Gas \$.45 higher than this time last year
- In print now – outdoor launches March 26



Metro

50¢ Fare Week Partial Results

- Partial results - complete results next month
- Contracted lines (actual counts):
 - Line 177 +11%
 - Line 214 +1%
 - Line 577 - 4%



Glendale West Hollywood
Downtown LA
Cerritos
Koreatown
UCLA

Ride the Best for Less!

50¢ Fares on 18 Lines
February 18-24

Metro is offering 50¢ test rides for one week only on 18 routes:

102	127	154	168	177	201
202	209	214	220	233	258
265	275	305	550	577X	761

For complete details, visit metro.net.

M Metro
America's Best

AMERICA'S BEST
Metro Local
25¢
25¢

Metro

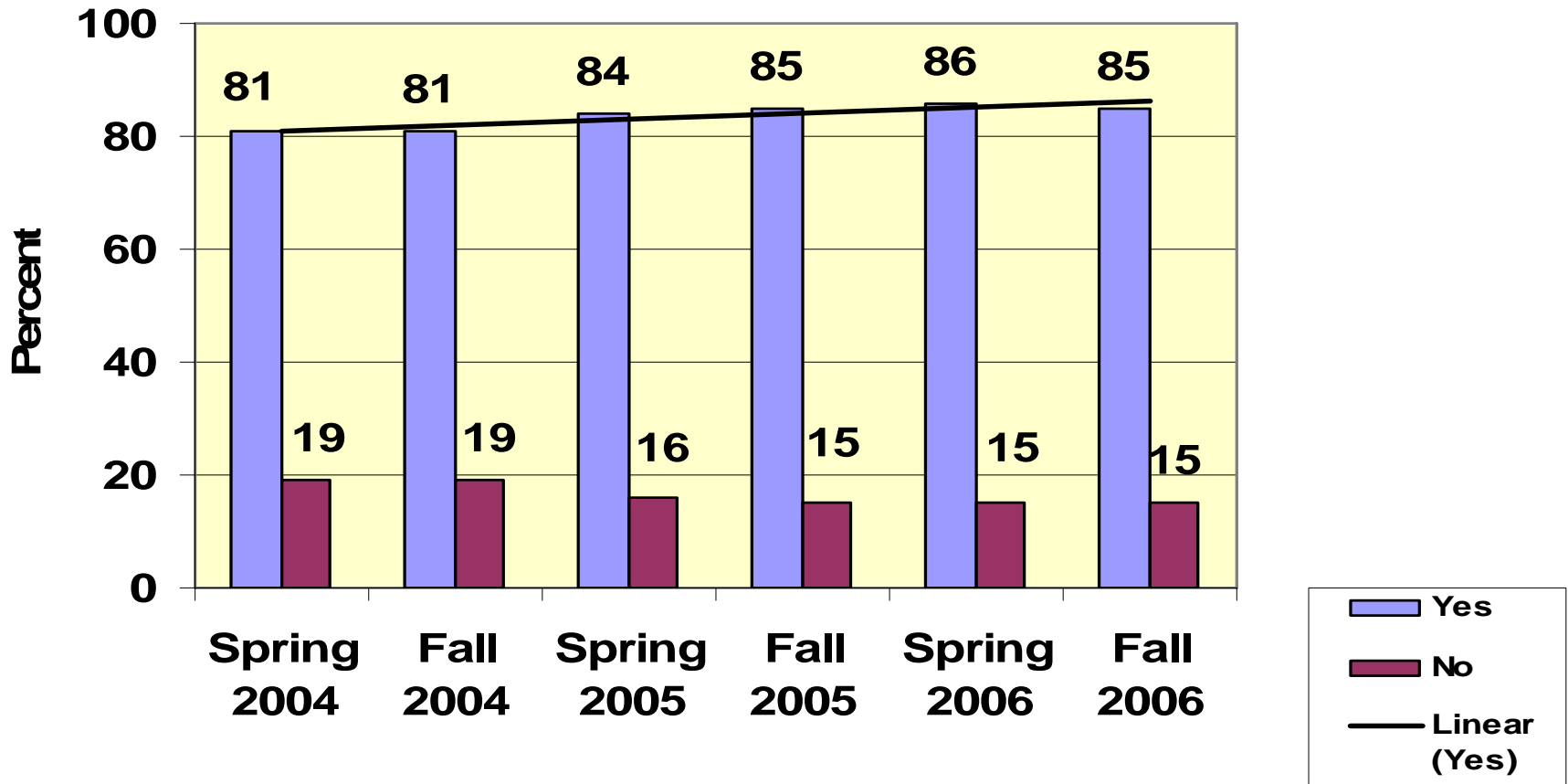
Completing bus operator recruitment video

- “A Day in the Life of a Bus Operator”
- Part of HR recruitment program

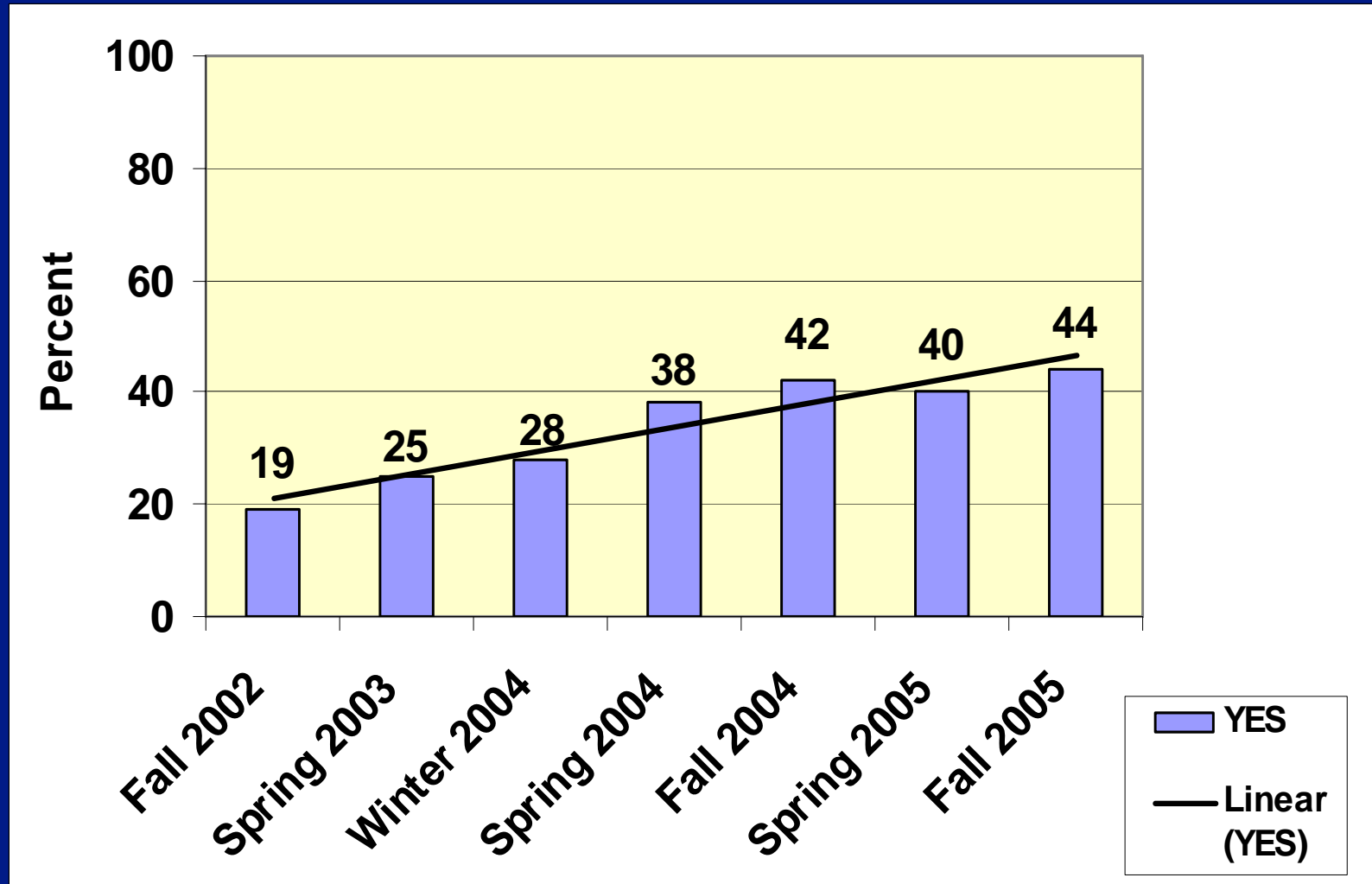
Customer Satisfaction Survey Results

- **Fall 2006 Survey**
- **Bus and Rail Customers**
- **15,000 Customers Surveyed**

Do you think Metro's image is improving?

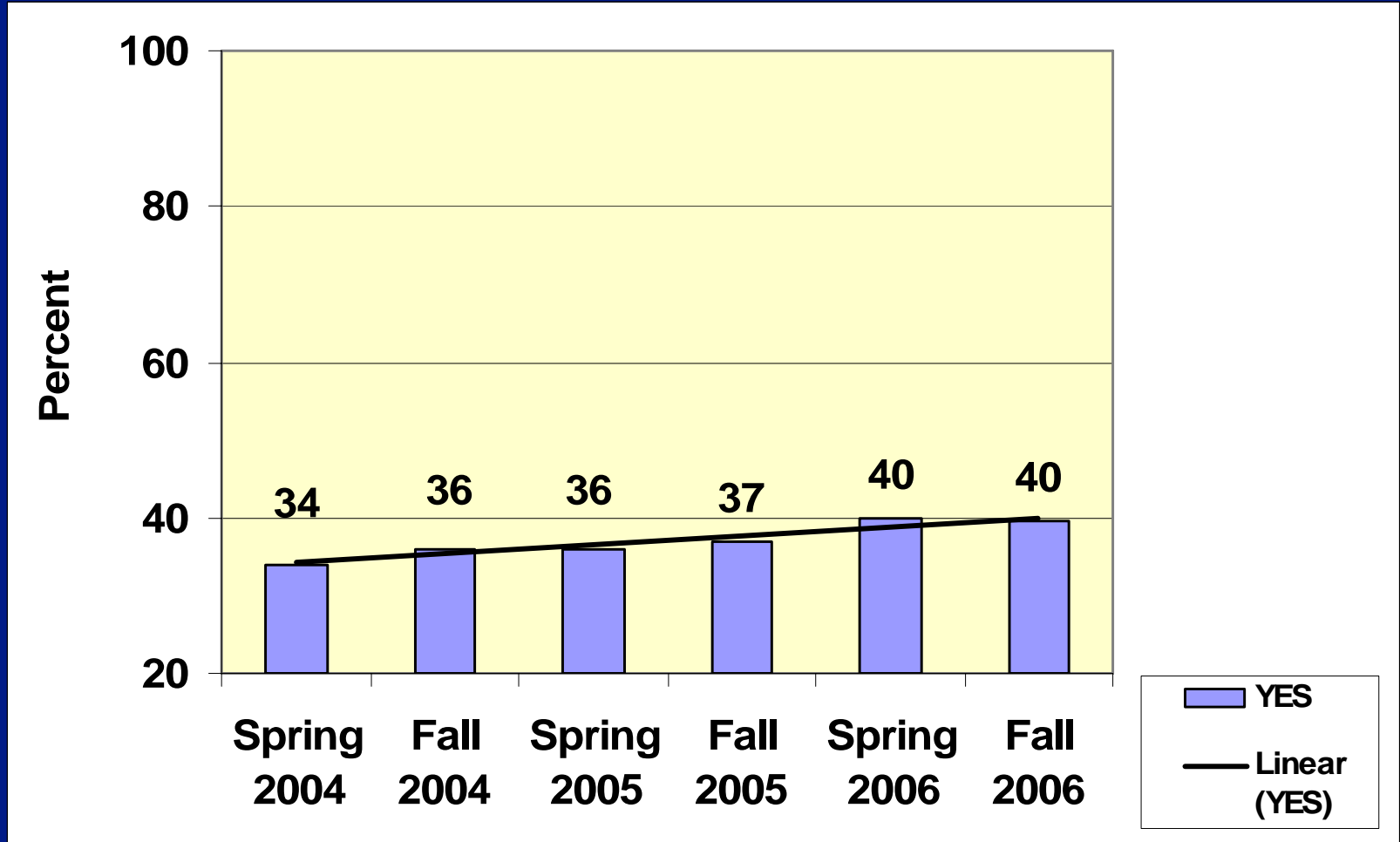


Are you aware of Metro's Service Sectors?

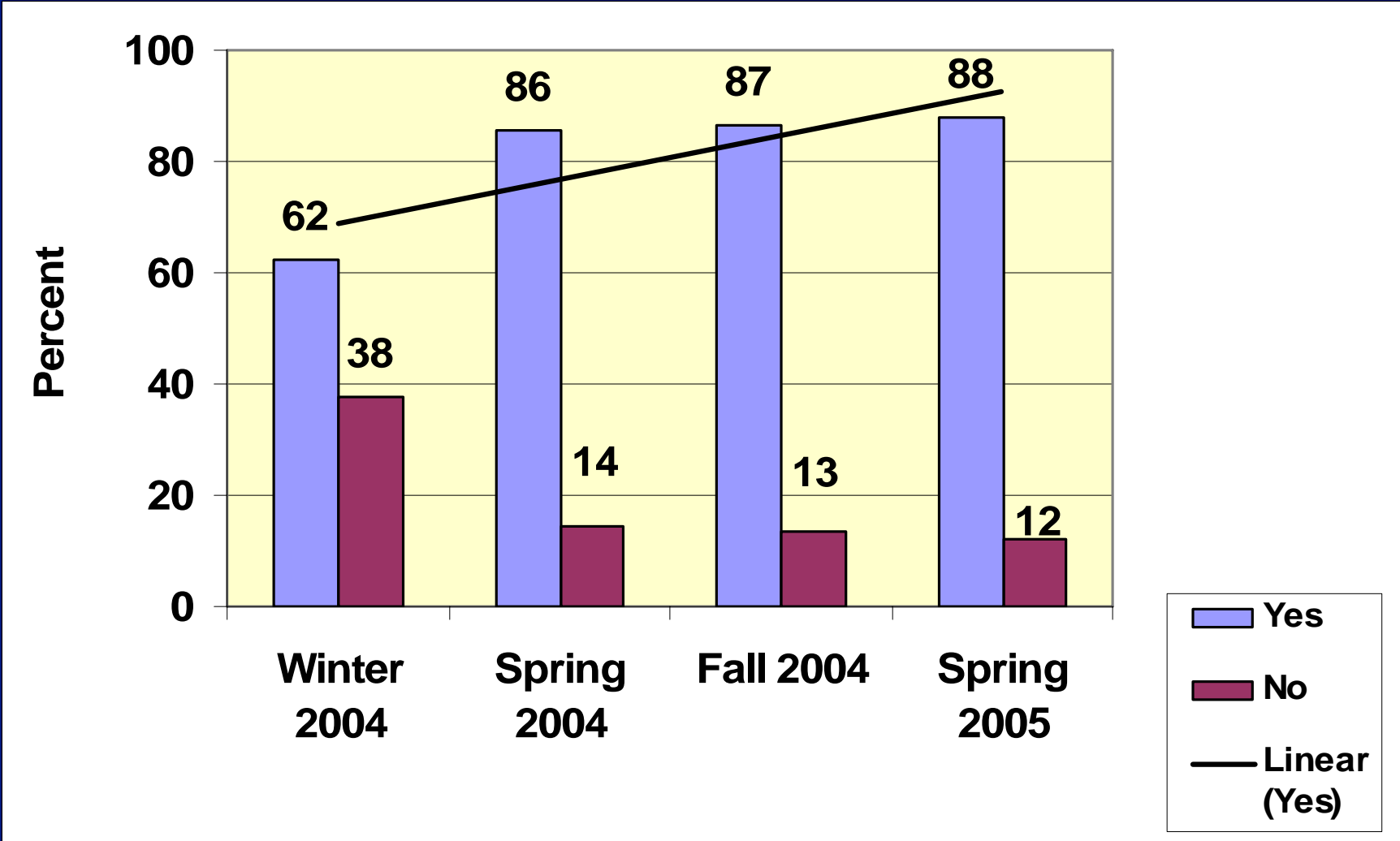


Metro

Have you visited metro.net in the last 6 months?



Is the Metro Day Pass convenient for you to use?



Metro Connections Pilot Signage Update

- 2 pilot areas: Downtown LA & Westwood
- 2 test signs to be installed on C. Chavez in March
- New design includes:
 - Frequency
 - Service color code
- Procurement underway for installation of pylons
 - Summer 2007



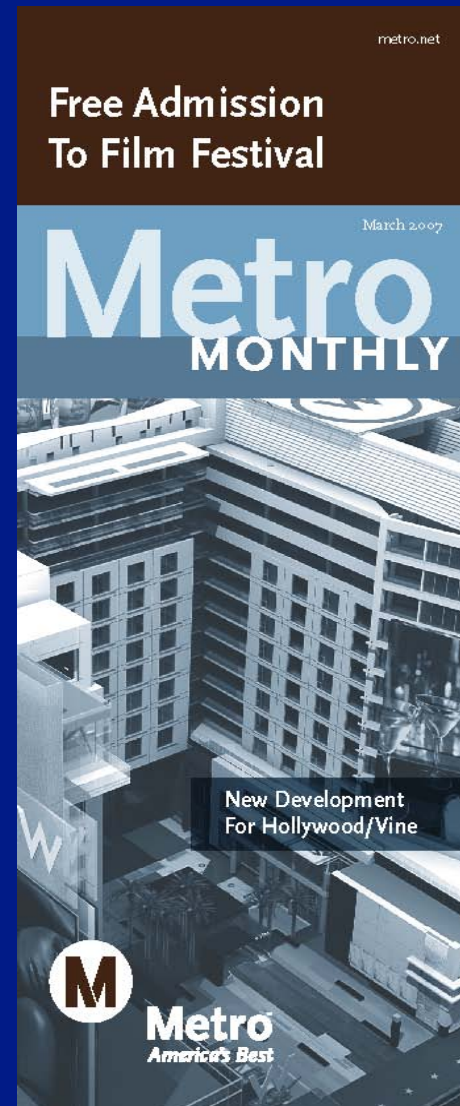
Metro Travel Information Kiosks

- **8 Virtual Customer Centers**
 - English and Spanish
 - High-Speed Internet Connection
 - Touch-Screen
 - Traffic Updates
- **First Installation:**
 - Union Station East Portal
 - April 2007
- **Complete Roll-out**
 - August 2007



Metro Monthly

- Redesigned
- Customer Information
- New Features:
 - Sudoku Puzzle
 - Route Promotions
 - Go Metro Specials
 - News



Employer Sales Update

- **February Sales Figures:**
 - 7 new B-Tap accounts
 - 3 new A-Tap accounts
 - 2 new Metro Mail accounts
- **New clients include:**
 - LAWA, MOCA, Museum of Natural History, Rite Aid, Bryman College and others

Revenue Advertising Sales Update

- **Union Station:**
 - **Bodog Fight Television Show**
 - **Posting in April**
 - **Projected revenue: \$32,500**
- **Total Estimated Revenue to Date: \$168,935**