

Chief Communications Officer Report

EMAC

January 17, 2008



Metro

Ridership and Revenue

- Revenues up from last year (Dec)
 - Budget: 3.5%
 - Actual: 16.1%
- Boardings down from last year (Dec)
 - Budget: -0.9%
 - Actual: -4.6%

Customer Relations Improving

- Increased calls answered by 10%
- Reduced average wait time to only 2 min./46 sec.
- Decreased abandoned calls by 10%
- Increased Trip Planner transactions by 10%
- Received 165 customer commendations



Advertising Revenue Update

- **Two Rail Pilot Projects Ended 12/31/07**
 - Total 2007 Revenue: \$570,982
- **New Advertising Contract Began 1/1/08**
 - Rail Advertising: \$2,000,000 in 2008
 - Bus Advertising: \$20,000,000 in 2008
 - Guaranteed, Fixed-Price Basis
- **Upcoming Advertisers**
 - LA Marathon (1/22-3/2)
 - Indiana Jones Movie (4/14-6/8)



2007 Employer Sales Recap



metro.net

You ride. Your boss pays. *SWEET!*



Metro

Get your company to buy your pass. Call 213.922.2811.

- 6,463 Annual TAP Passes Sold
- 239 Annual TAP Worksites
- 1,525 Employer Sites Promote Metro
- 53,983 Metro Rewards Participants

College I-Pass Overview

- **LACCD**
 - **Blanket Agreement Signed**
 - **I-Pass Program Extended for 3 Years**
- **Rio Hondo**
 - **Metro teamed up with Foothill, Norwalk, Montebello and Sunshine Shuttle**

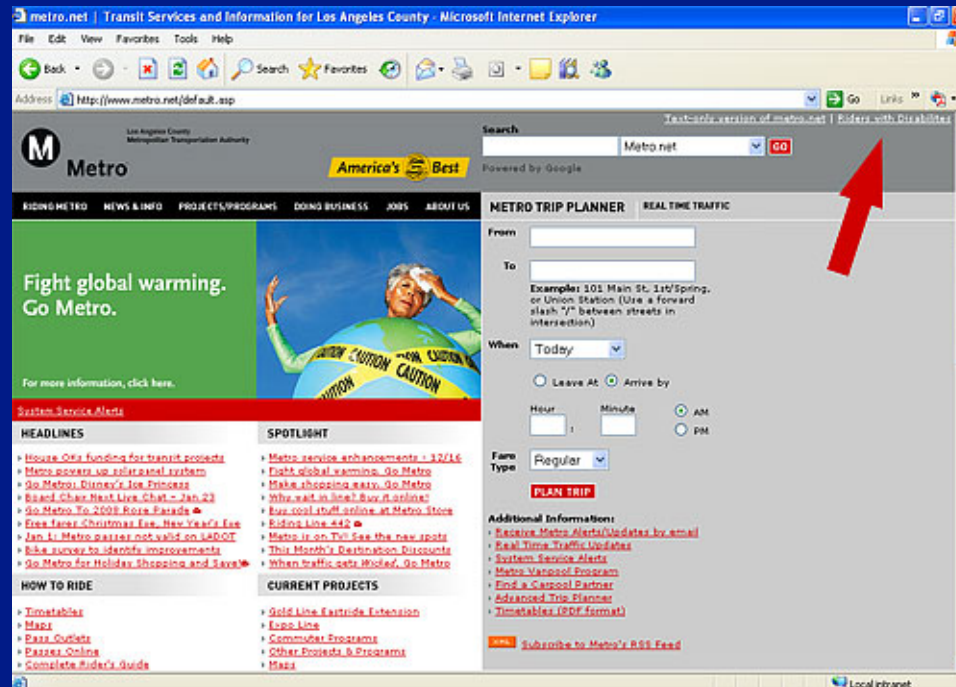
Metro Art Keeps Growing

- 18 Metro Station Artwork Installations
 - 31 on the way
- 28,000+ people taken an Art tour
- 80% of attendees never taken transit
- Still world's only transit agency docent program



ADA/Mobile Website Upgrade

- Metro.net easier for Visitors with Disabilities
- ADA Version of Website
- Mobile Version of website



The screenshot shows the Metro.net website in Microsoft Internet Explorer. The browser's address bar displays "http://www.metro.net/default.asp". The website header includes the Metro logo, "America's Best" award, and navigation links for "RIDING METRO", "NEWS & INFO", "PROJECTS/PROGRAMS", "DOING BUSINESS", "JOBS", and "ABOUT US". A search bar is located in the top right corner, with a red arrow pointing to it. Below the search bar is the "METRO TRIP PLANNER" section, which includes fields for "From", "To", "When", and "Fare Type". The "To" field has an example: "Example: 101 Main St. 1st/Spring- or Union Station (Use a forward slash "/" between streets in intersection)". Below the trip planner is the "REAL TIME TRAFFIC" section. The main content area features a large green banner with the text "Fight global warming. Go Metro." and a photo of a person holding a globe. Below the banner are sections for "System Service Alerts", "HEADLINES", "SPOTLIGHT", "HOW TO RIDE", and "CURRENT PROJECTS". The "HOW TO RIDE" section includes links for "Timetables", "Maps", "Fare Schedules", "Fares Online", and "Complete Rider's Guide". The "CURRENT PROJECTS" section includes links for "Gold Line Eastside Extension", "Evo Line", "Commuter Programs", "Other Projects & Programs", and "Maps".

Fight Global Warming

- E-Marketing Campaign:
 - Dailynews.com, Presstelegram.com, PasadenaStarNews.com, SGVTribune.com, Dailybreeze.com, Greenopia.com
- KCET-TV Promotion
- Supports Metro's Green Initiative



2008 Metro Calendars

- Go Metro
 - 15,000 Calendars Distributed
 - Customer Appreciation Program
 - Cable TV Show



New Year's Resolutions

- New Go Metro
- Campaign
 - Metro Briefs
 - Bus Car Cards
 - Rail Posters
 - Bus Advertising
 - Web



TAP Pilot Program

- Metro Customer Centers
- January Monthly/Weekly Passes on TAP Cards
- Informational Campaign
 - Posters
 - Brochures
 - FAQs



TAP is here! In January, your regular Metro Monthly or Weekly pass will be on a TAP card.

Details at the sales counter.

Starting January 25, 2008, this customer center will sell TAP cards instead of paper passes. Your regular Metro Monthly or Weekly pass will be loaded onto a TAP card, which you can re-load and use again and again.

tap
TRANSIT ACCESS PASS

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The poster features a woman with long dark hair, wearing a green long-sleeved shirt, smiling and holding a blue TAP card. The background is a pink-to-purple gradient with a grid pattern. The text is in white and light blue. The Metro logo is in the bottom left corner, and the TAP logo is in the bottom right corner.