

Chief Communications Officer Report

Executive Management and Audit Committee
March 20, 2008



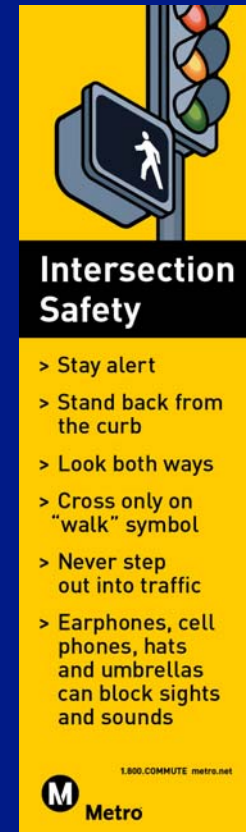
Metro

Ridership and Revenue

- Revenues up from last year (Feb)
 - Budget: 3.4%
 - Actual: 16.0%
- Boardings down from last year (Jan)
 - Budget: 2.1%
 - Actual: 5.5%
- Ridership Plan in FY09 Budget

Public-Patron Safety Awareness Campaign

- Objective
 - To increase pedestrian safety in key intersections
- Joint Effort with Safety/Operations
- Tactics
 - Public
 - Onboard
 - Customers



Public Hearing Communications

- Extensive LRTP outreach
- Multiple meetings
- Multiple topics
- Public input



Security Campaign Expanded

- 4 New Videos Created
 - Transit TV
 - English/Spanish
- Customer Information
 - New Onboard Materials



Employer Sales Hit \$1 Million Mark

- Reached \$1 Million in Revenue
 - 5,600+ employees
 - 225 worksites
- 87% of clients renewed from last year

An advertisement for Metro transit. It features a light orange background with a fine grid pattern. In the top right corner, the text "metro.net" is written in a small, black, sans-serif font. The main headline, "You ride. Your boss pays.", is written in a large, black, serif font. To the right of the headline, the word "SWEET!" is written in a white, hand-drawn, cursive font. In the bottom left corner, there is a black circle containing a white letter "M", followed by the word "Metro" in a black, sans-serif font. In the bottom right corner, the text "Get your company to buy your pass. Call 213.922.2811." is written in a white, sans-serif font.

metro.net

You ride. Your boss pays. *SWEET!*

M Metro

Get your company to buy your pass. Call 213.922.2811.

TAP Customer Center Pilot Test

- January - February 2008
- All Monthly/Weekly Passes Converted to TAP
 - Over 3,200 Monthly/Weekly Passes

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

Core Customer Information Updated

- All Customer Information Brochures Updated
 - 12-Minute Map
 - Rider's Guide
 - Bus/Rail System Map
 - Destinations Brochure

