

Chief Communications Officer Report

Executive Management and Audit Committee
July 17, 2008



Metro

Ridership and Revenue

- Revenues up from last year (May)
 - Budget: 2.5%
 - Actual: 15.1%
- Boardings down from last year (May)
 - Budget: 1.2%
 - Actual: 4.7%

Latest metro.net/imagine Stats (as of 6/10/08)

- 65,582 visits – Imagine Home Page
- 41,859 views – Imagine Video
- 16,205 visits – LRTP Page
- 10,371 downloads – 2008 Draft LRTP PDF
- 607 downloads – 2008 Draft LRTP Technical Document PDF
- 3,286 visits – Press Release on LRTP

The screenshot displays the 'Imagine...' website layout. At the top left is the Metro logo. The main header features a large thought bubble with the text 'Imagine...'. Below this, the page is divided into several colored sections: an orange section for 'Here's the plan' (Draft 2008 Long Range Transportation Plan) with a photo of a child saying 'I want a mobile future.'; a green section for 'Come to a Community Meeting'; a dark grey section for 'Imagine less traffic.' featuring a doctor; a light blue section for 'What others are saying' with a quote from Christopher Davidson about green medians and bike paths; a light green section for 'Share your vision' with an email submission prompt; a light blue section for 'See the future' with a map; and an orange section for 'Get the scoop' with a link to 'The Story' and 'View the Imagine Video'. On the right, a 'Poll Question' section asks 'To fund new projects, would you rather...' with a 7% bar chart and a '93%' result indicator. The bottom right corner notes 'Total Votes : 810', 'View Results >>', and 'Powered By MicroPoll'.

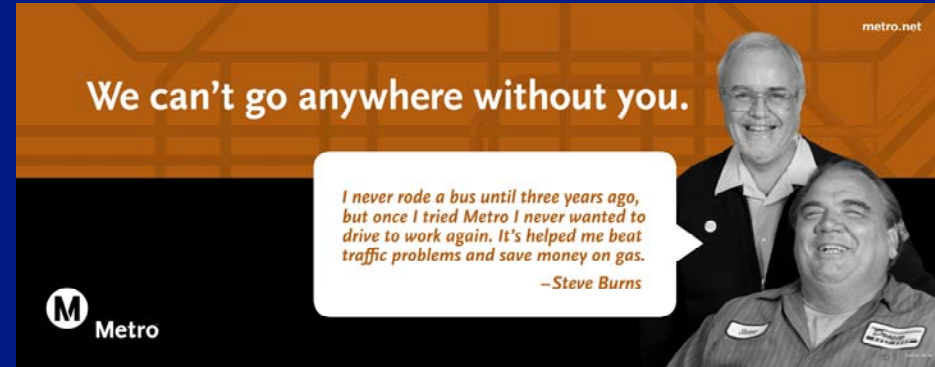
Tunnel Ads Debut

- Metro Red Line between Hollywood/Highland & Universal City Stations
- Current advertising: “Wall-E” Pixar Movie
- \$240,000 additional revenue per year



New Sector Partnership Projects

- San Gabriel Valley Customer Appreciation Program



- Westside/Central Bus Stop Information Program

720 Wilshire-Whittier
Santa Monica > Commerce
920 Eastbound/al este

Metro Rapid 720 Fast and frequent.
Metro Rapid EXPRESS 920 Almost non-stop.
Metro Connections Easy rail and rapid connections.

Stops: 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th.

Faster than fast.
Rapid Express Line 920.

M Metro

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Rail Ops Support

- New windscreen decals on trains
- Supports Sheriff train sweeps



Employer Sales Revenue Increases

- \$1.6 million dollars in annual/business TAP pass sales revenue since January 2008
 - 8,000 employees
 - 344 worksites
- \$14.6 million dollars in total employer pass sales revenue in FY08
 - Up \$2.8 million from last fiscal year



metro.net

You ride. Your boss pays. *SWEET!*




Metro

Get your company to buy your pass. Call 213.922.2811.

TAP Vendor Network Pilot

- **June TAP Sales**
 - 2 Downtown LA Locations
 - 4 Customer Centers
- **July TAP Sales**
 - 17 Downtown LA Locations
- **August**
 - 58 additional outlets along Wilshire Corridor
- **San Fernando Valley and San Gabriel Valley thereafter**



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

Bike To Work Day 2008 Recap

- May 15th
- 35 events
- Over 3,500 participants



Go Metro Summer Guide

- **Summer Guide Distribution**
 - Onboard
 - Web
 - Metro Briefs



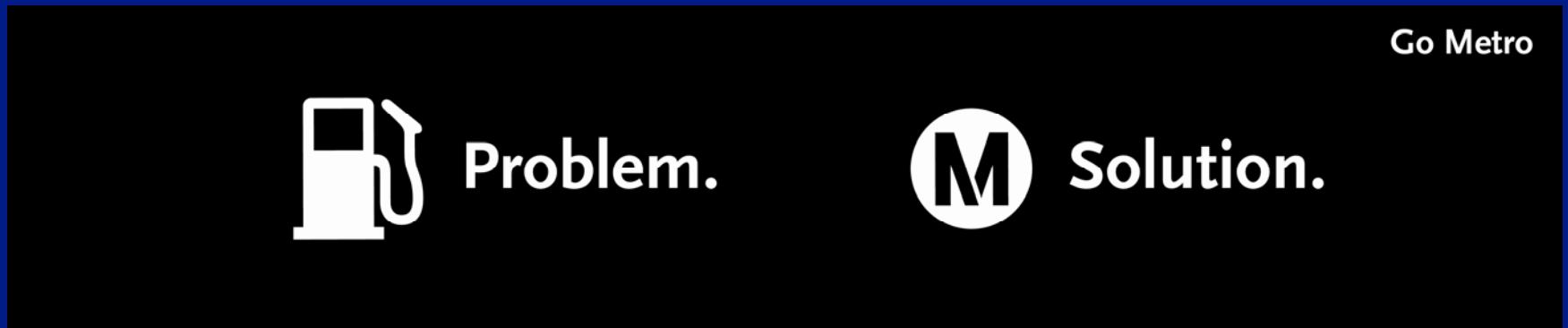
Gas Price Ridership Campaign

- Summer Outdoor Campaign



New Campaign to Launch

- August 2008
- Positions Metro as the 'solution'
 - Gas Prices
 - Traffic



Metro Marketing Field Reps

- Route Info Distribution
- Debut at Sunset Strip Music Festival - June 26-28
- Future Campaigns:
 - College Campuses
 - Employment Centers
 - High School Events

