

Chief Communications Officer Report

Executive Management and Audit Committee
September 18, 2008

Ridership and Revenue

- Revenues up from last year (July)
 - Budget: .07%
 - Actual: 1.4%
- Boardings up from last year (July)
 - Budget: 7.4%
 - Actual: 10.6%

Metro Vanpools: *The 7th Sector*



- 728 Vehicles
- 6,600 daily unique passengers
- 13,000 daily boardings
- 1,565,000 monthly revenue miles

Measure R Public Information

- Stringent legal review
- Briefed employees on communication parameters
- Voter information guide
- Newspaper
- Website
- Radio & Vehicle ads sending people to website
- Approved budget: \$1.25 per household

College Campus Promotions

- College Campuses
 - Orientation Kits
 - Rotating Campus Tour
 - One-trip maps
- I-Pass Program expanding



Employment Center Marketing

- Employment Centers
 - Key employment areas
 - Targeted route information
 - Promote Vanpools/Carpools
 - Leverage Rideshare Week



New Ridership Campaign

Go Metro



Problem.



Solution.

- **Positions Metro as Solution**
 - Outdoor
 - Newspaper
 - Vehicle

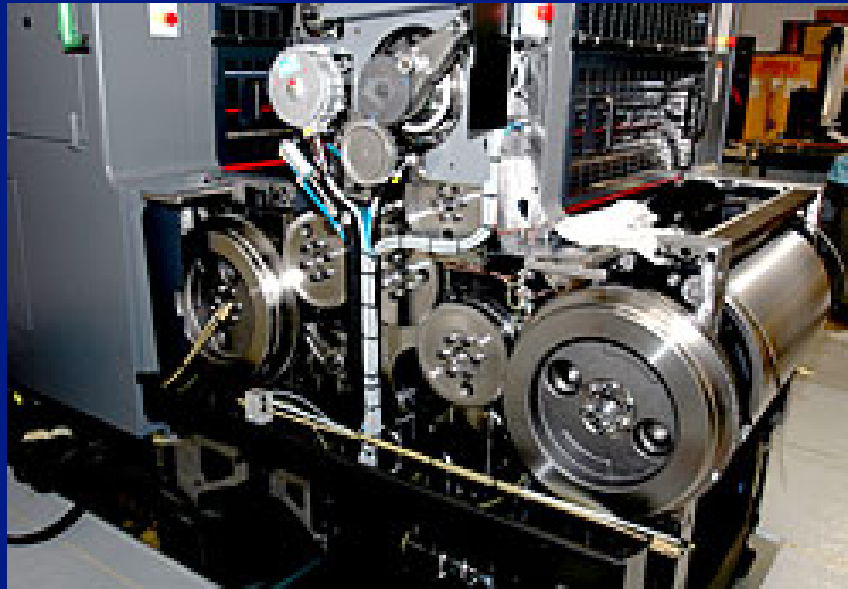
New System Map

- Easier-to-Read
- Matches 12-Minute Map
- Available on metro.net
- Customer Center/system Distribution



New Printing Presses

- Sheet-fed press completed and delivered
- Web-press manufacturer delayed
 - Escalated materials costs
 - Being checked by Internal Audit
 - Will require additional funds for completion



Employer Sales Update

metro.net

You ride. Your boss pays. *SWEET!*



Get your company to buy
your pass. Call 213.922.2811.

- **\$49k Revenue in August 2008**
 - 31 Total Sales
 - 29 New B-TAP Worksites
 - 2 New Metro Monthly Worksites



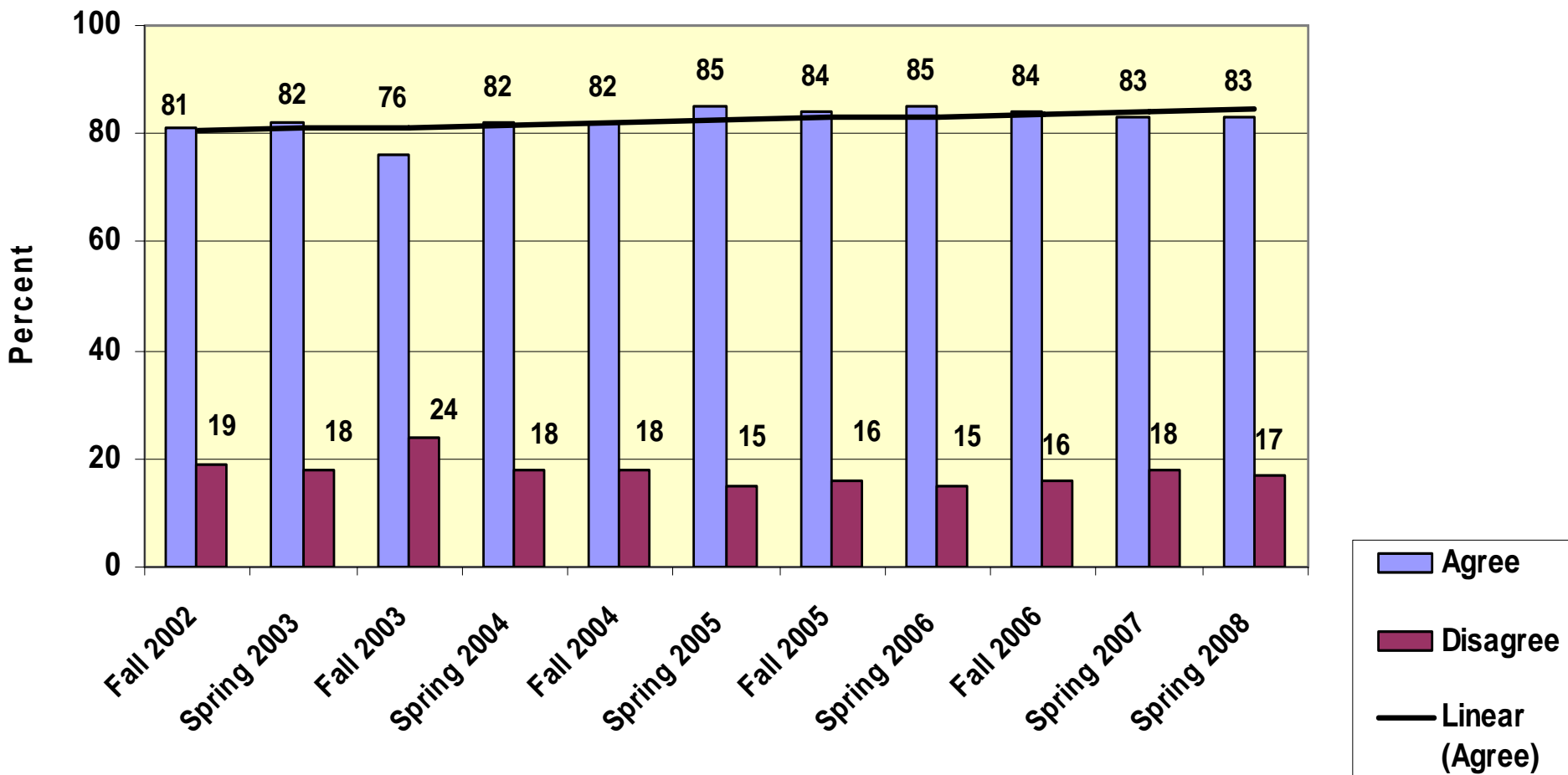
Seven First Place Adwheel Awards

- “Imagine Campaign”
- Go Metro TV Spots”
- Metro Art Guide
- “Miss Traffic” Billboards
- “Imagine a Faster Commute” Ads
- “Make a Resolution You Can Keep” Poster
- Metro Quarterly Newsletter

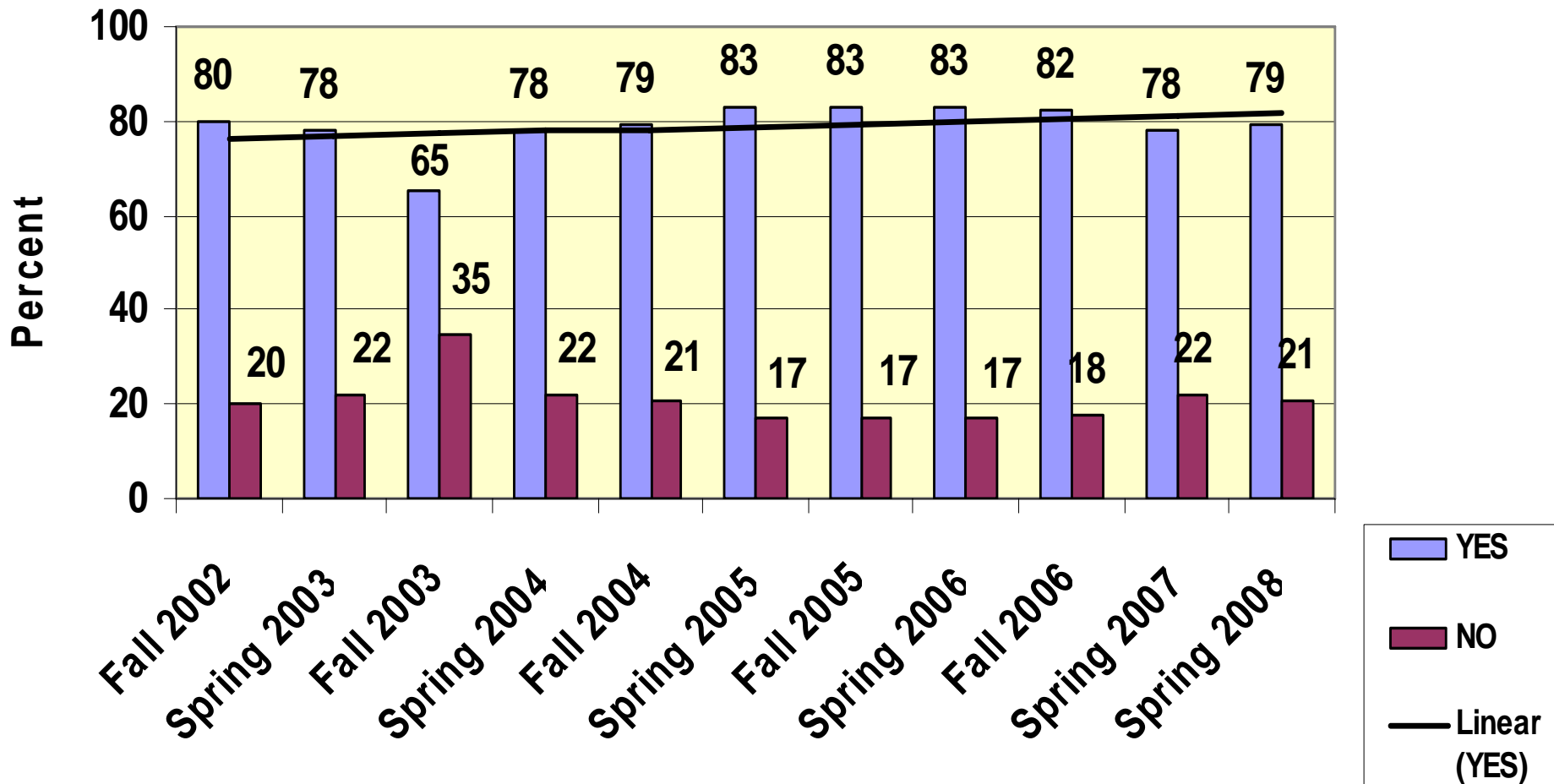


Metro Customer Satisfaction Survey Complete Results

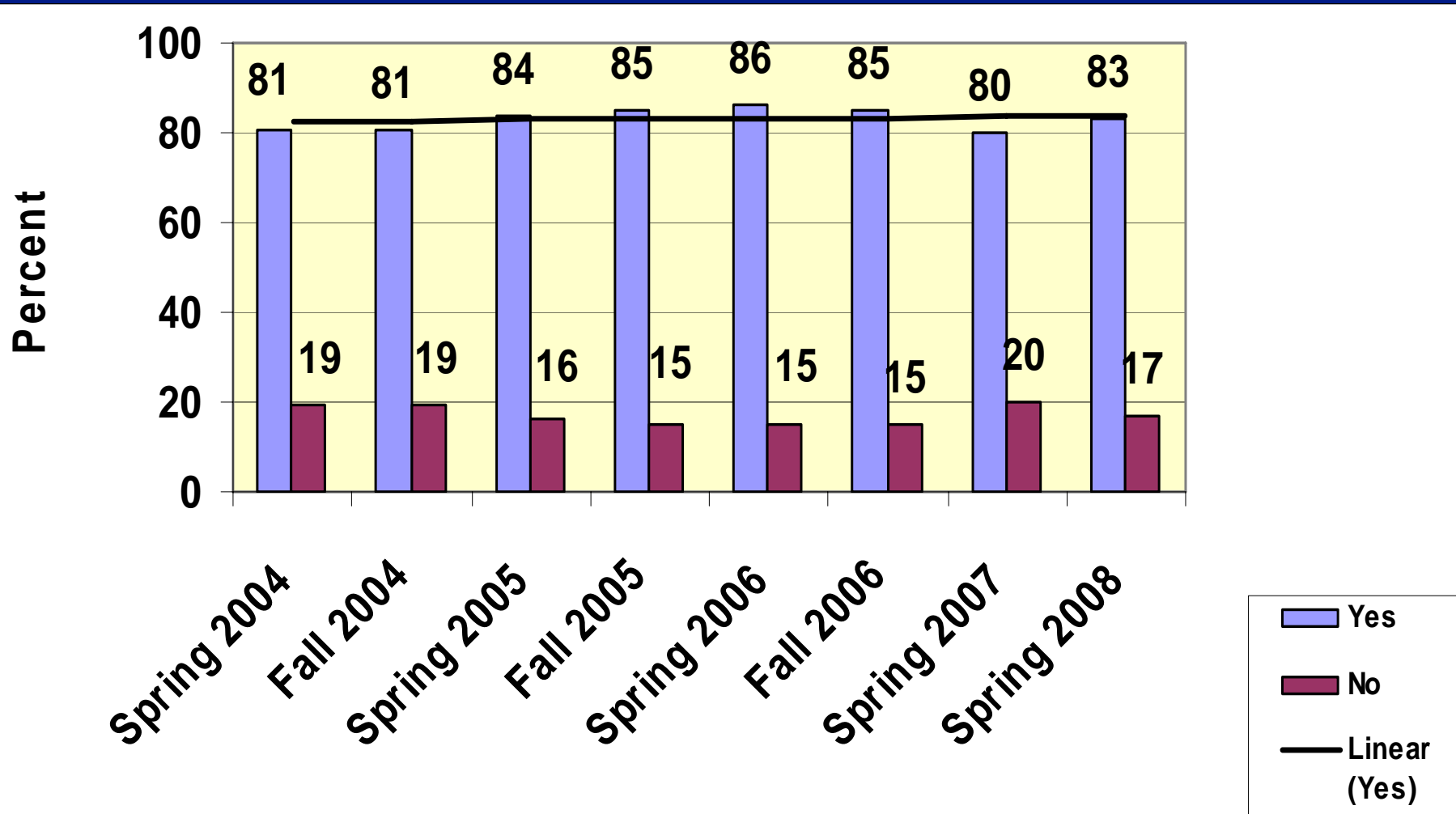
83% satisfied with Metro Service*



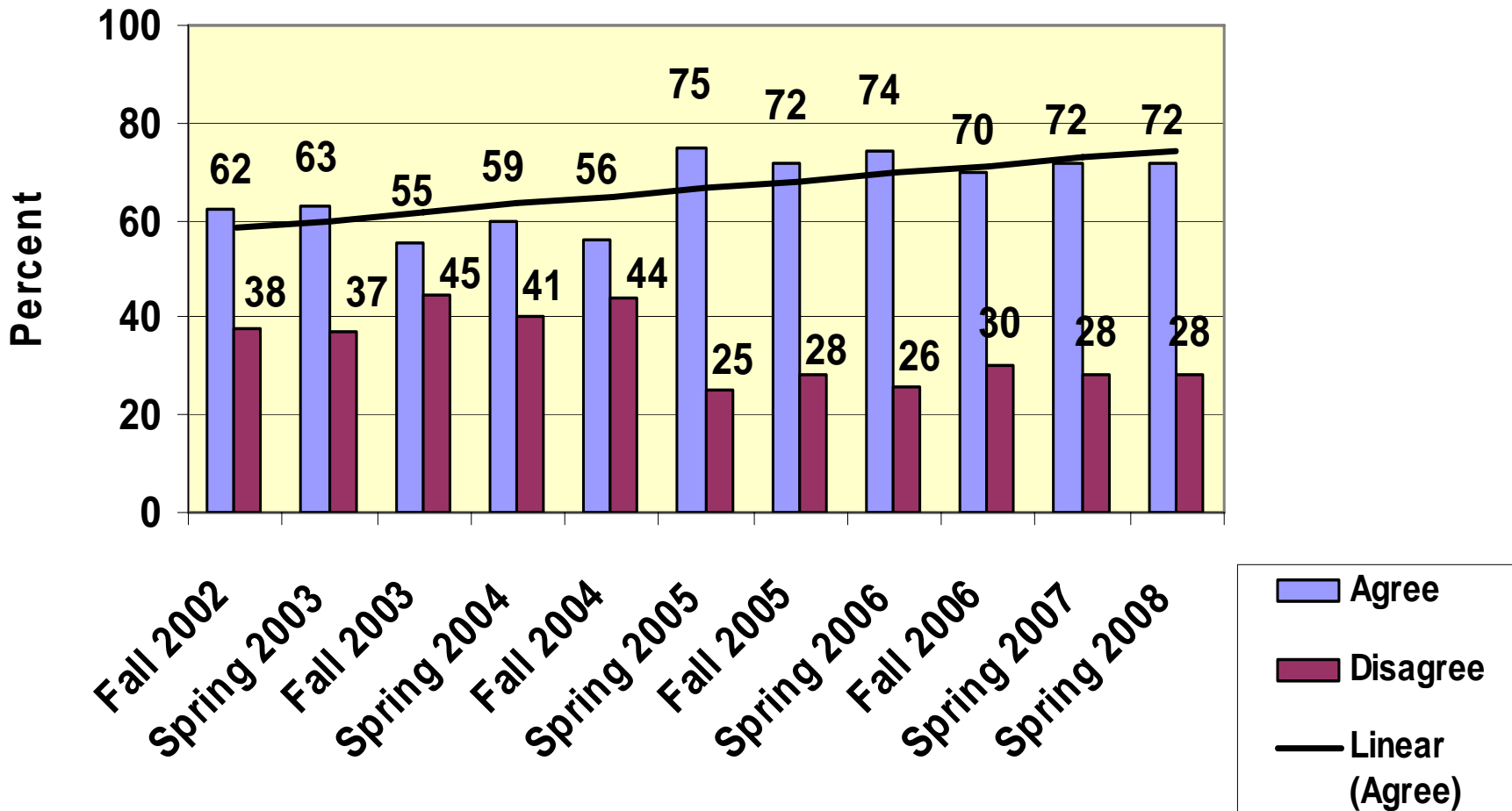
79% say Metro service is better than last year



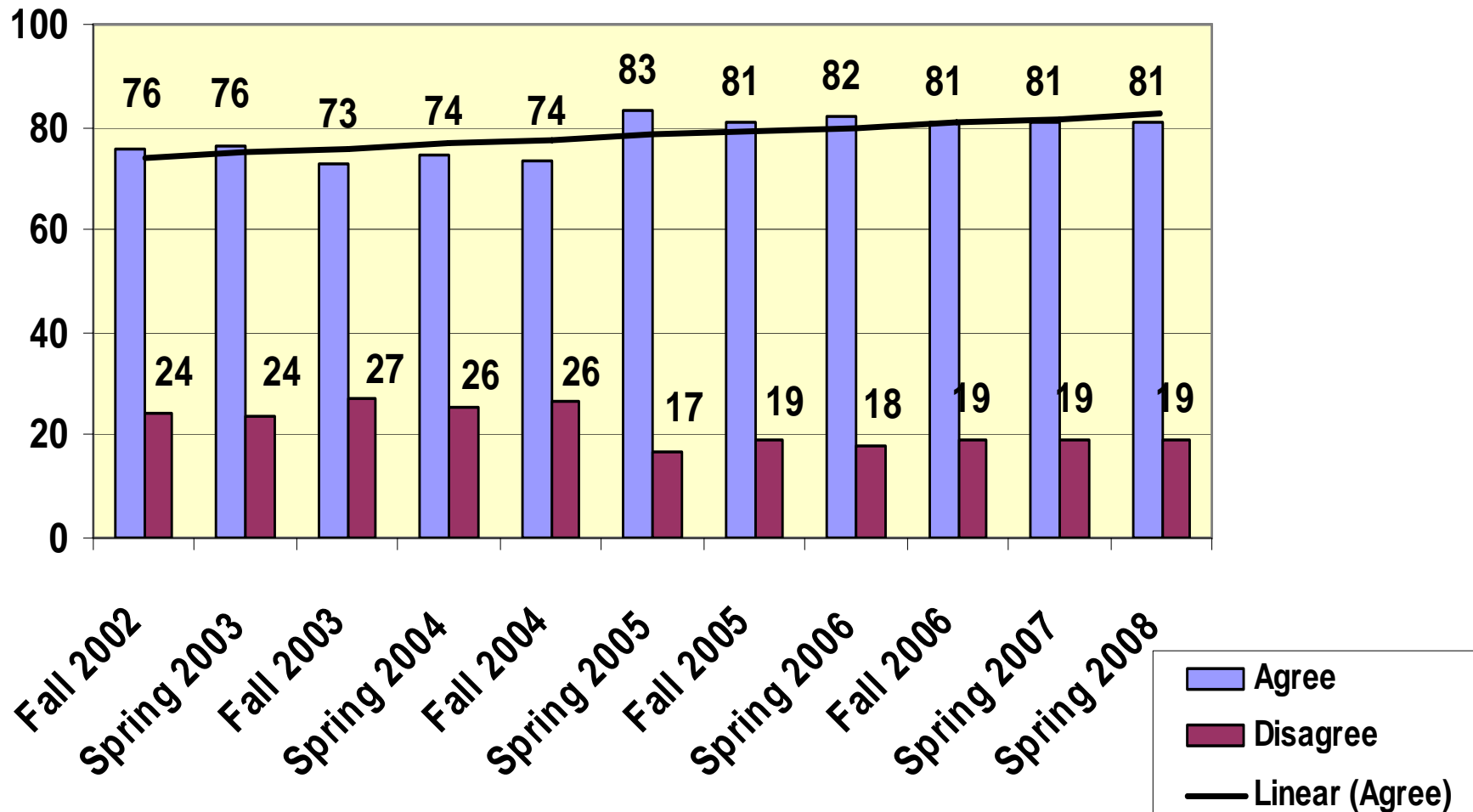
83% say Metro's image is improving



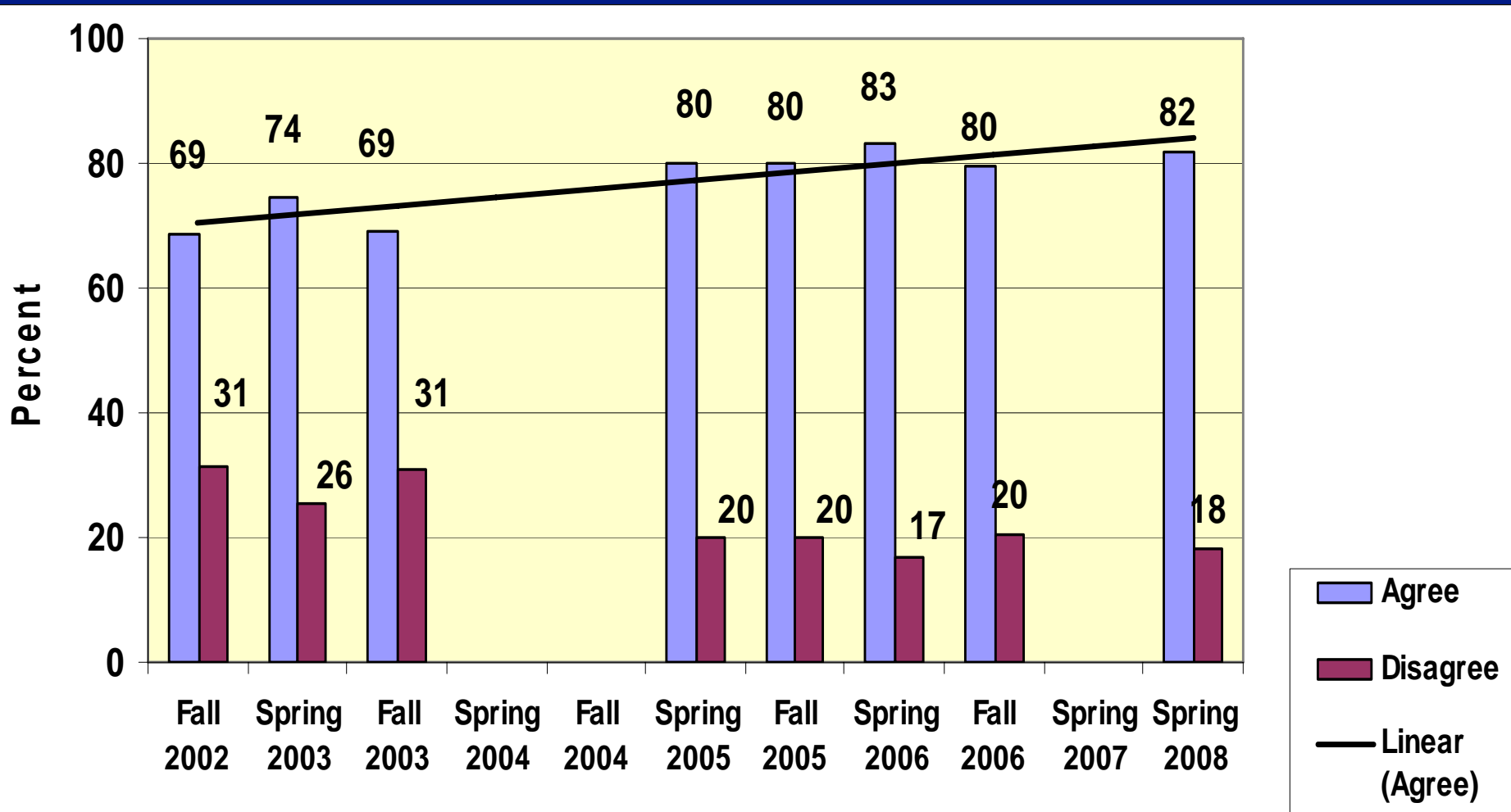
72% say bus/train is generally on time*



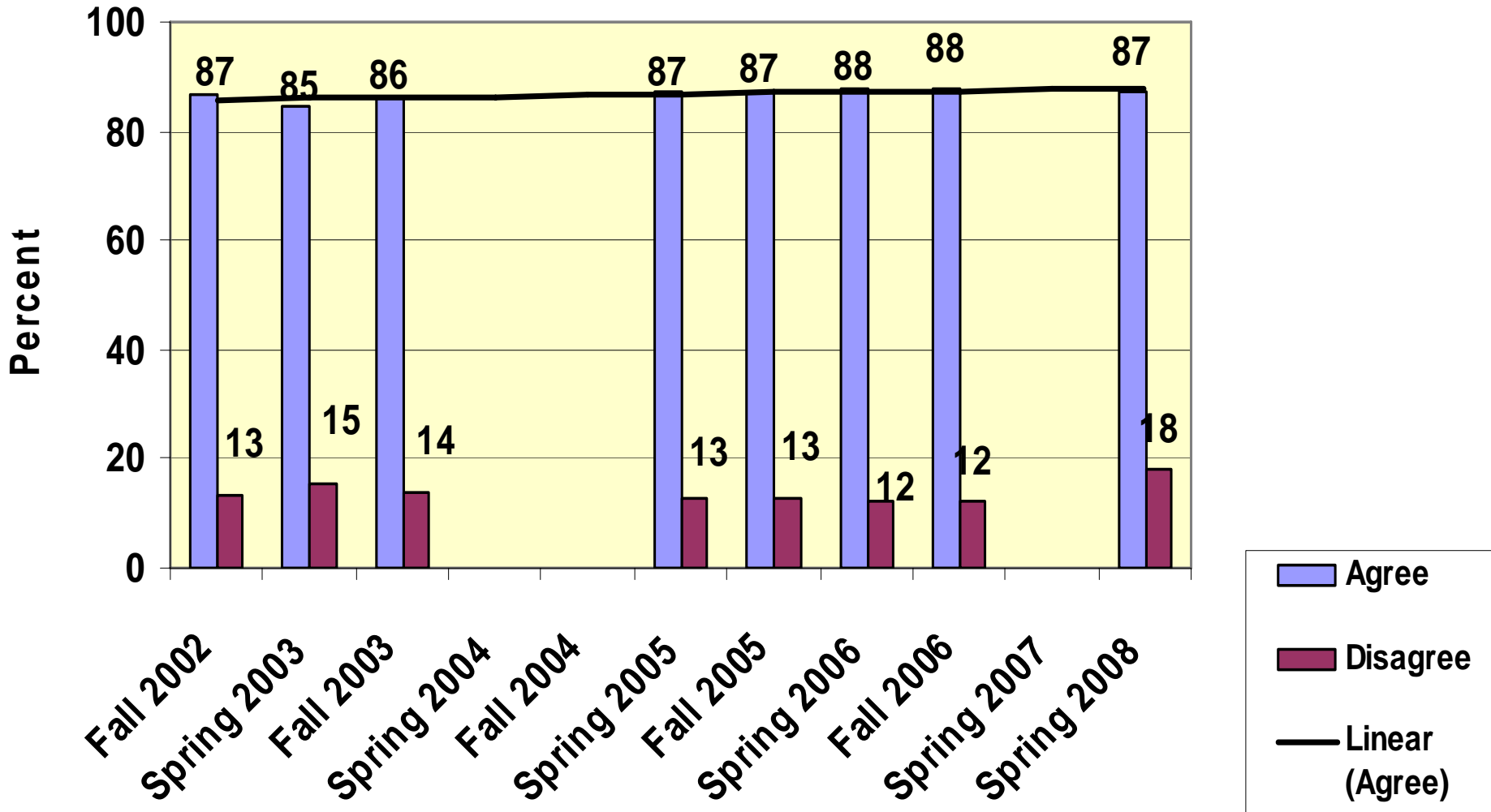
81% say bus/rail schedule meets needs*



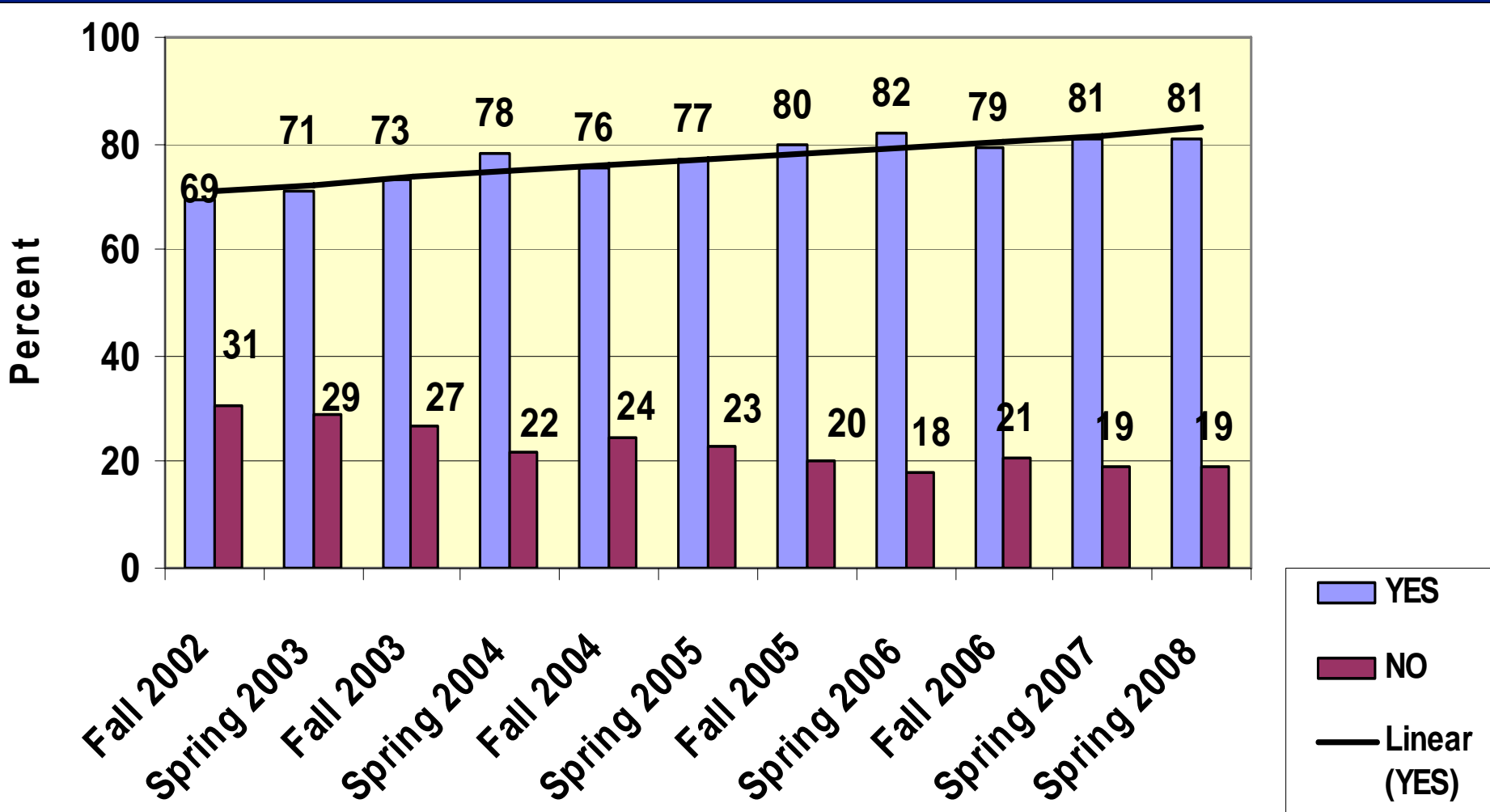
82% feel safe while waiting



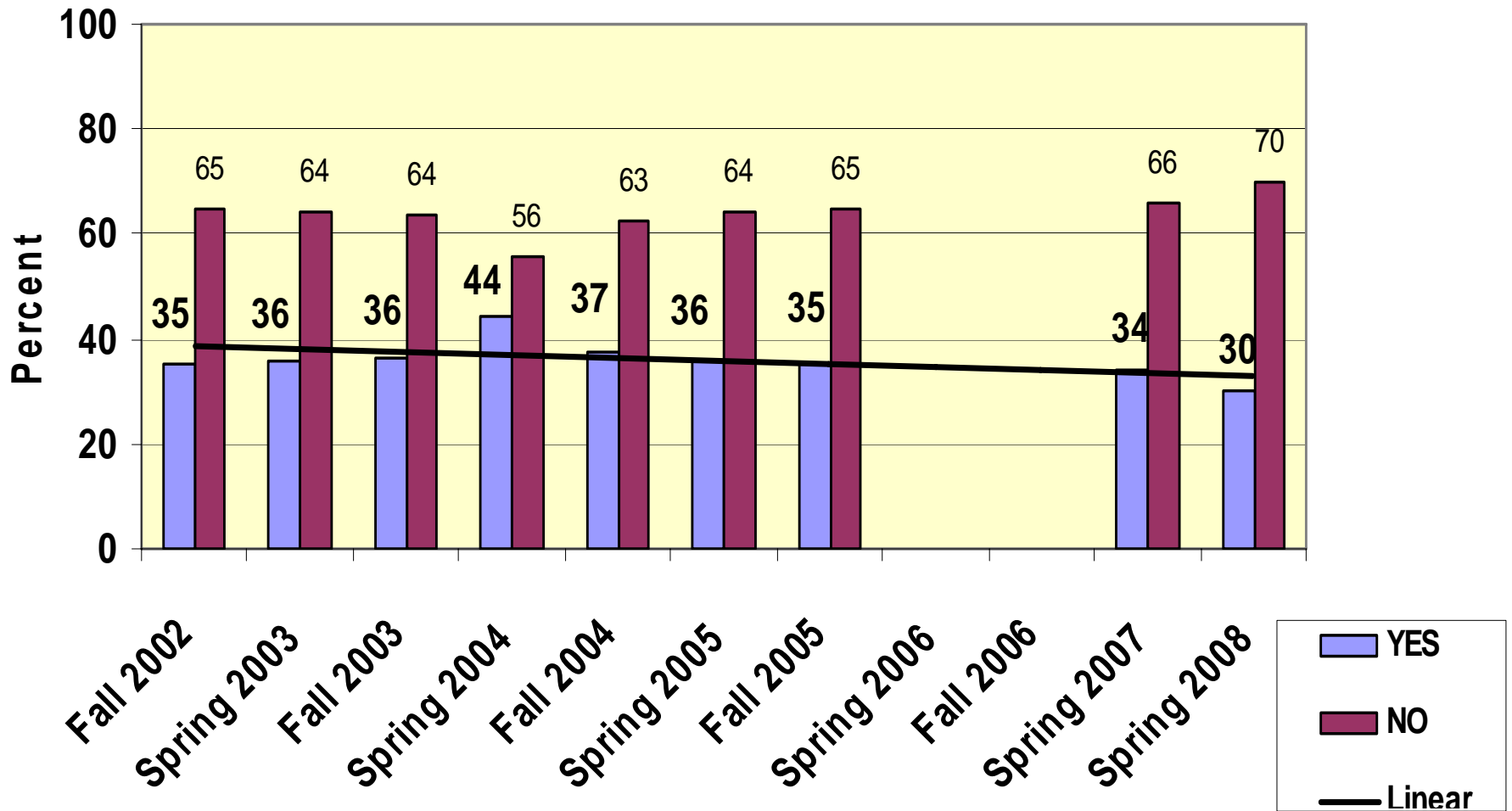
87% feel safe while riding



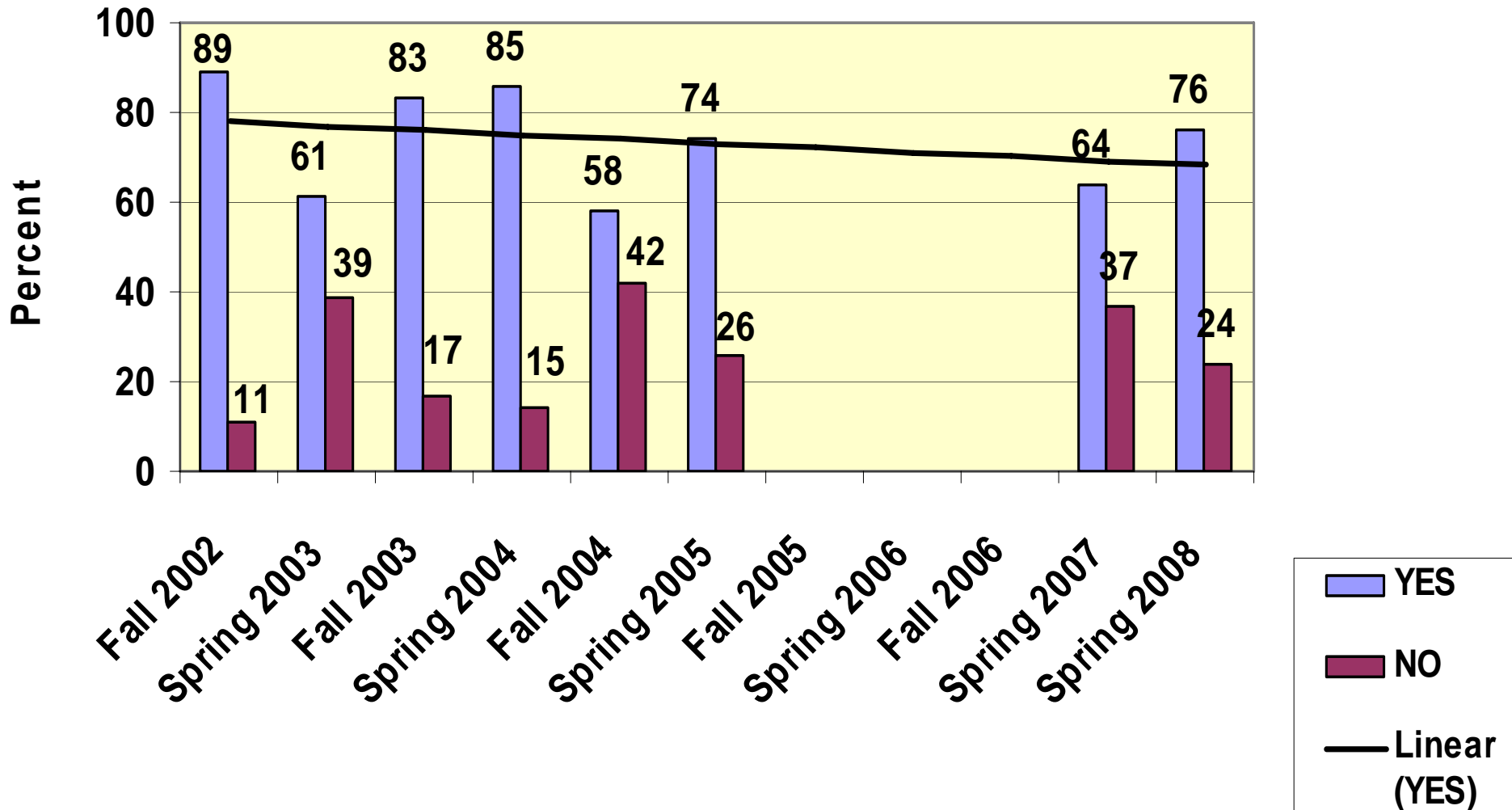
81% normally have a seat



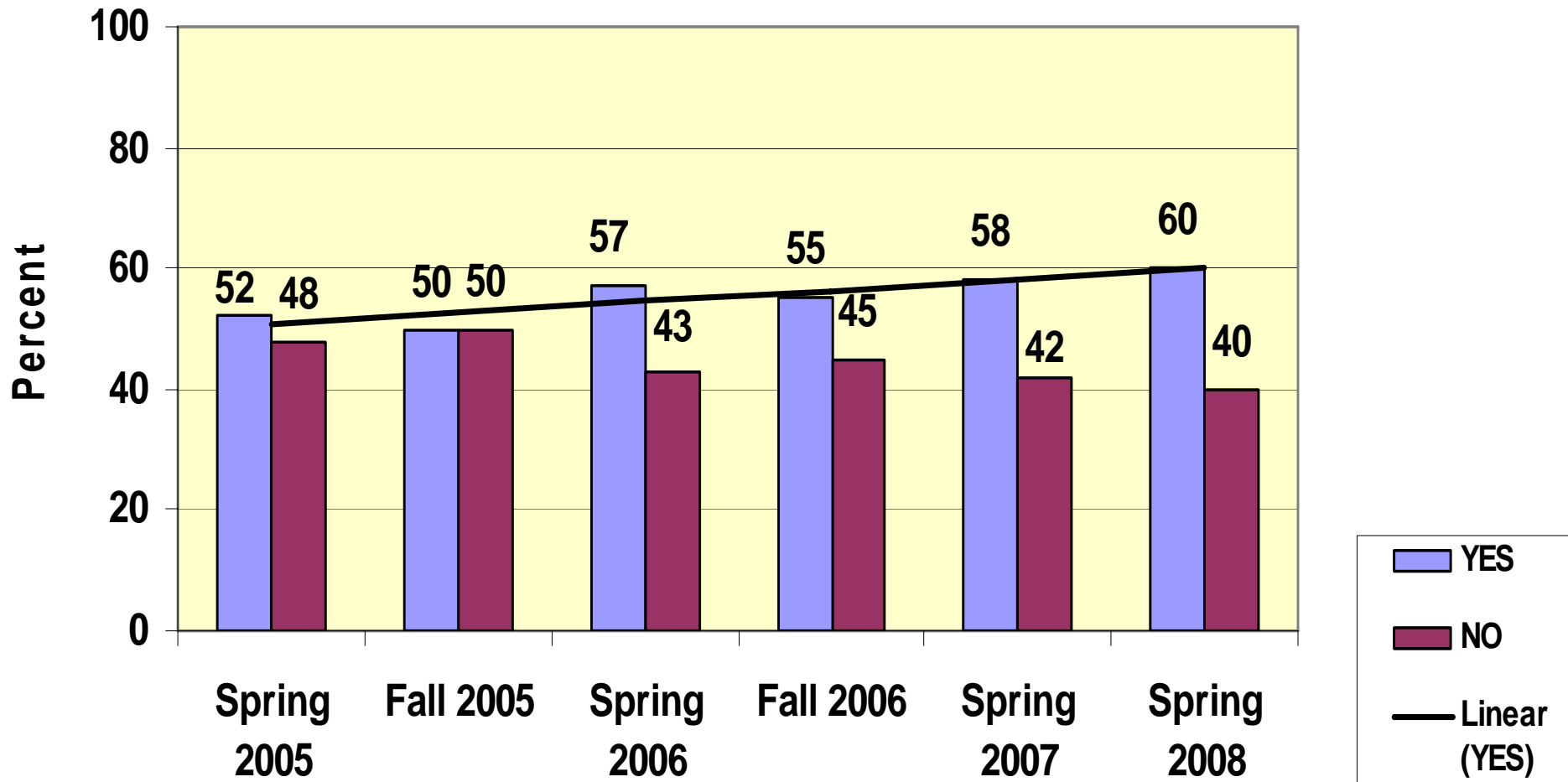
30% have called 1-800-COMMUTE



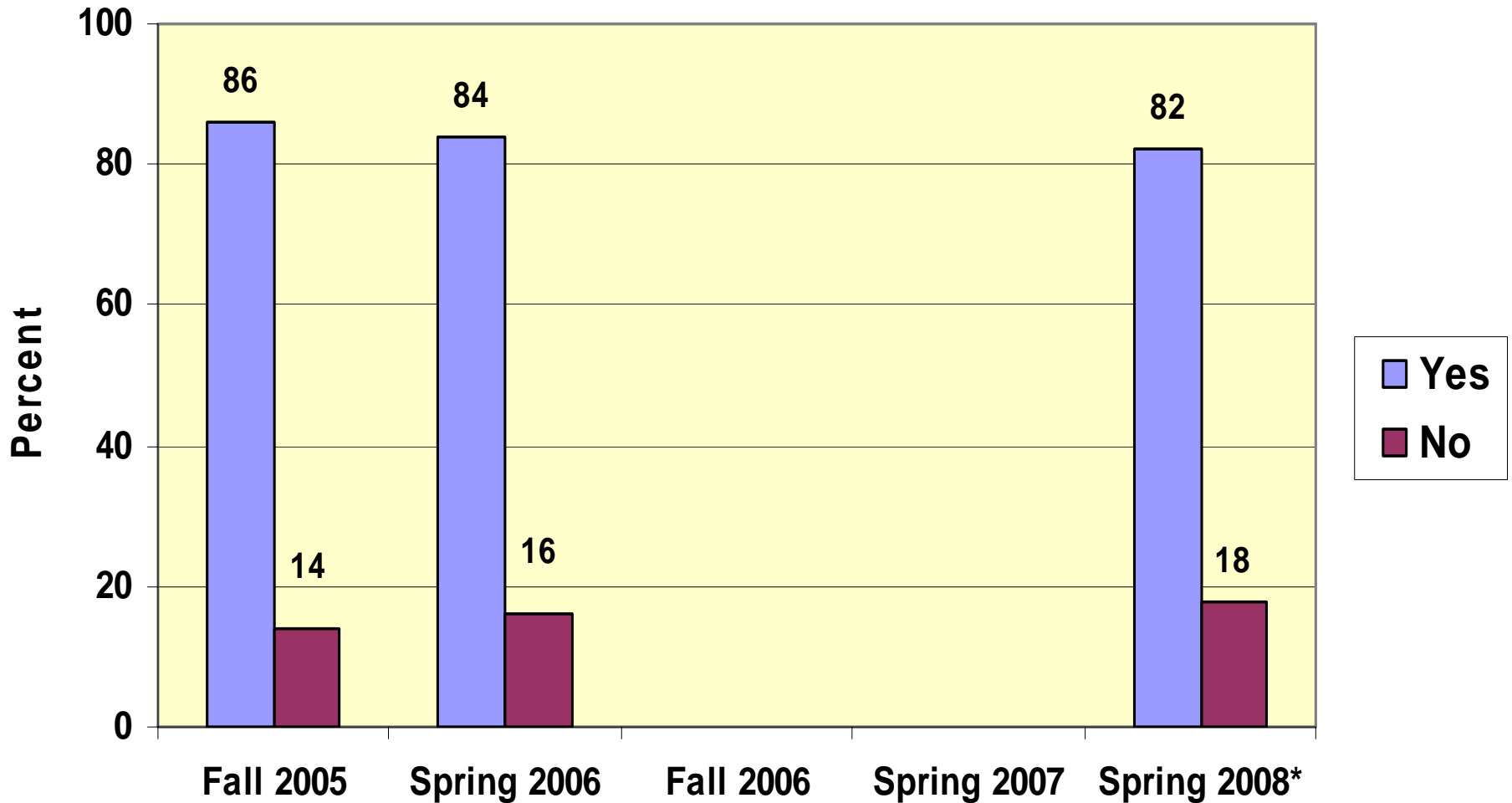
76% say 1-800-COMMUTE is helpful



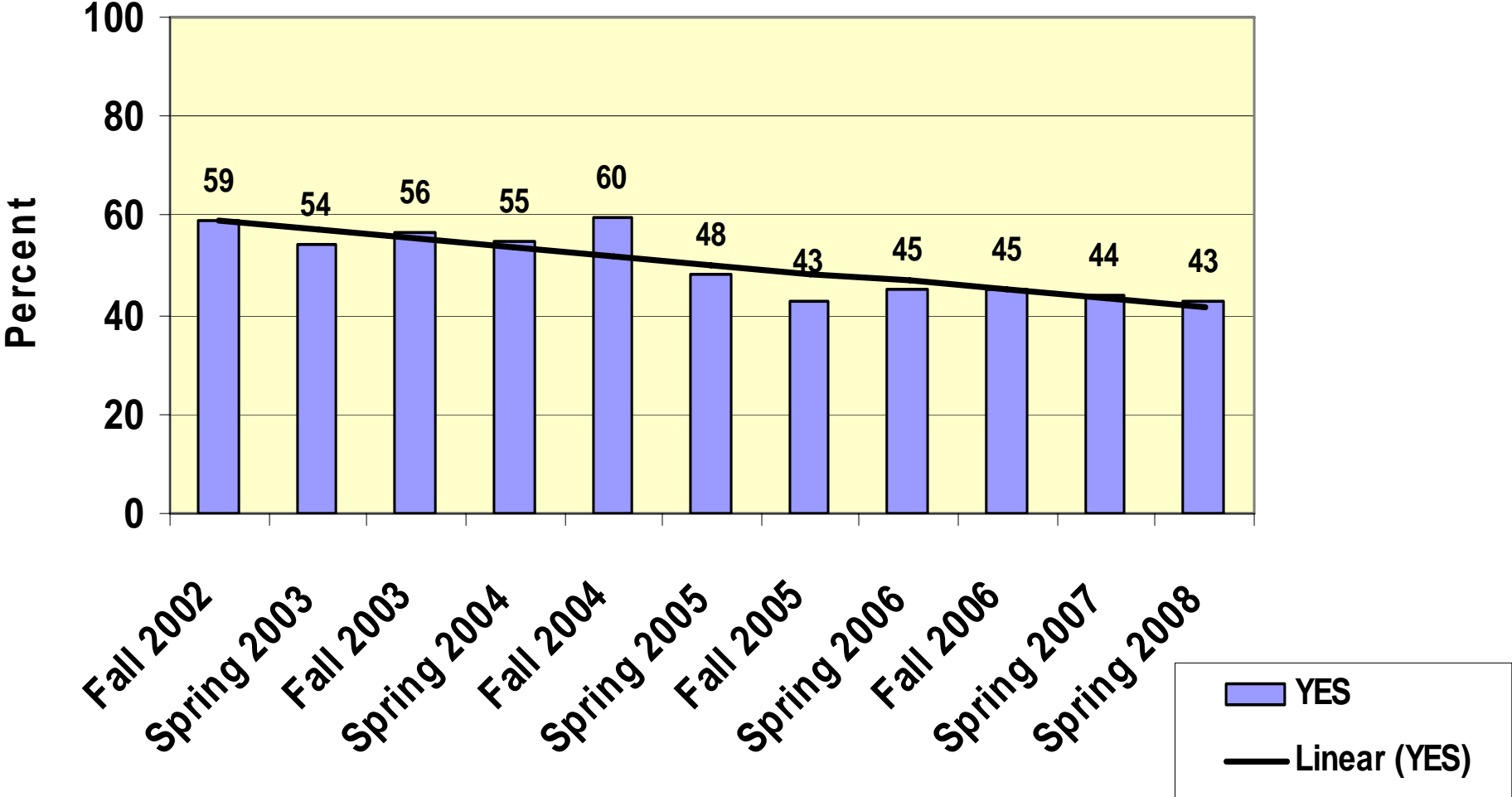
60% have access the the Internet



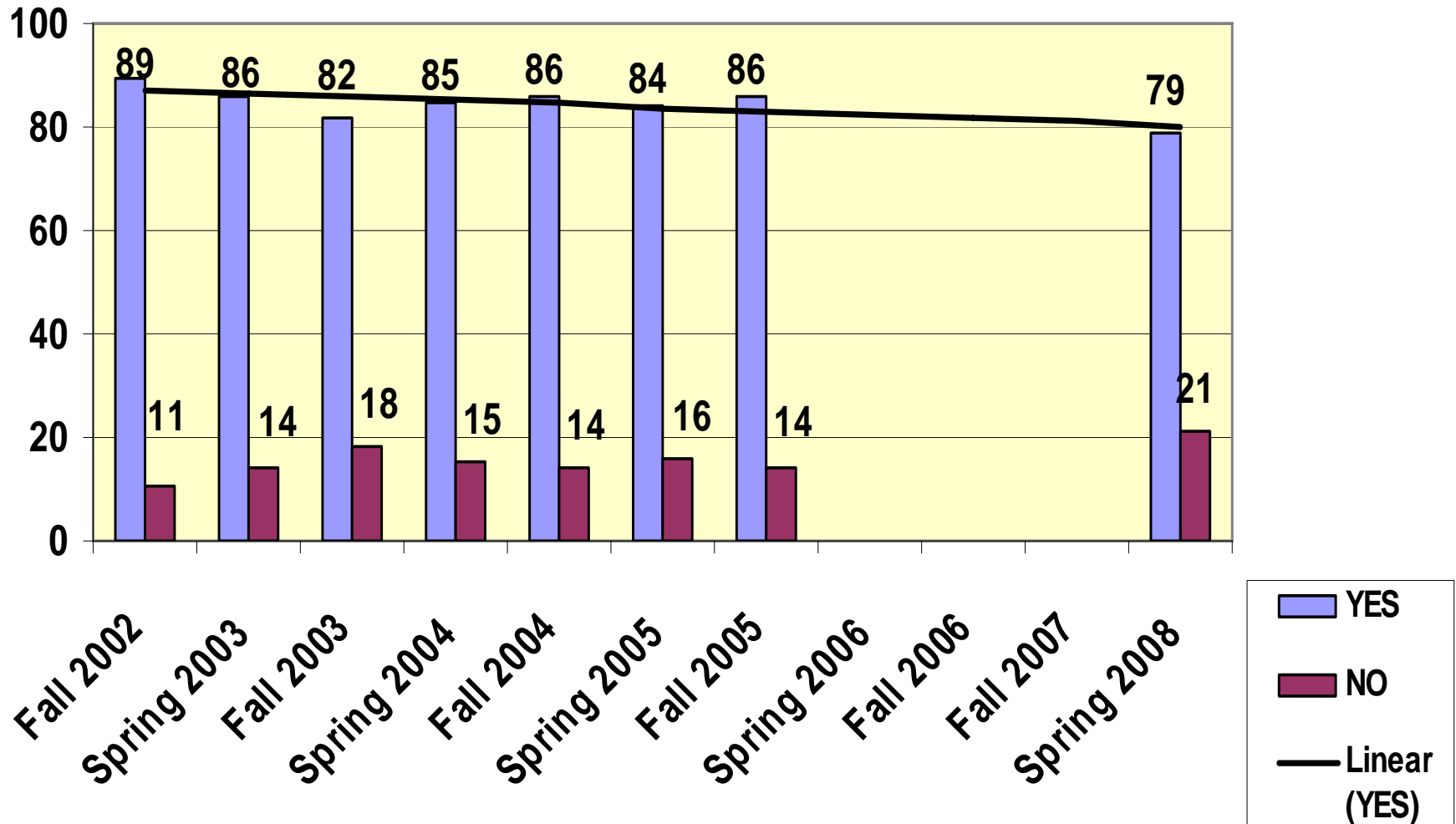
82% prefer having a TV on the bus



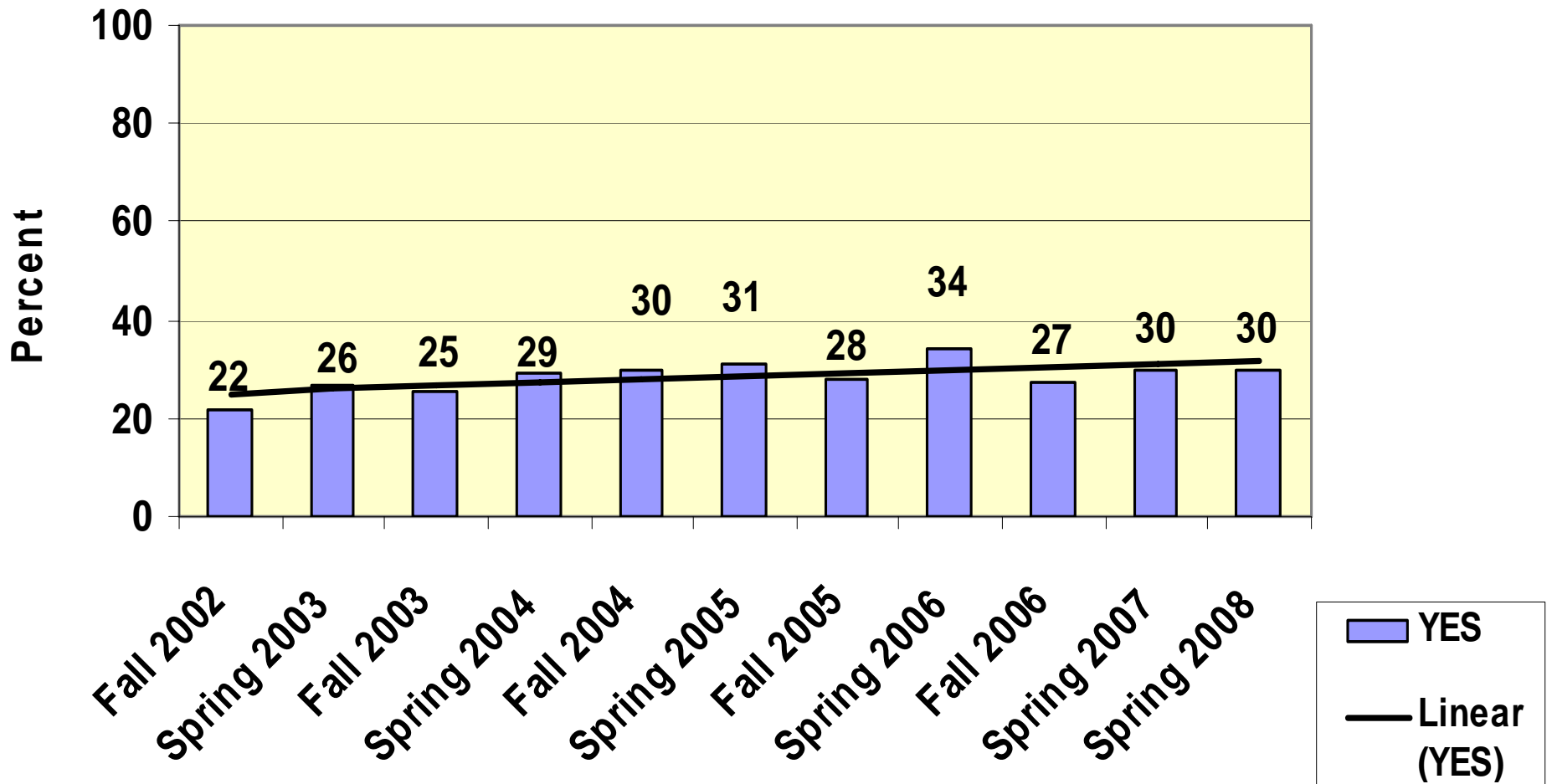
43% say bus passed them by



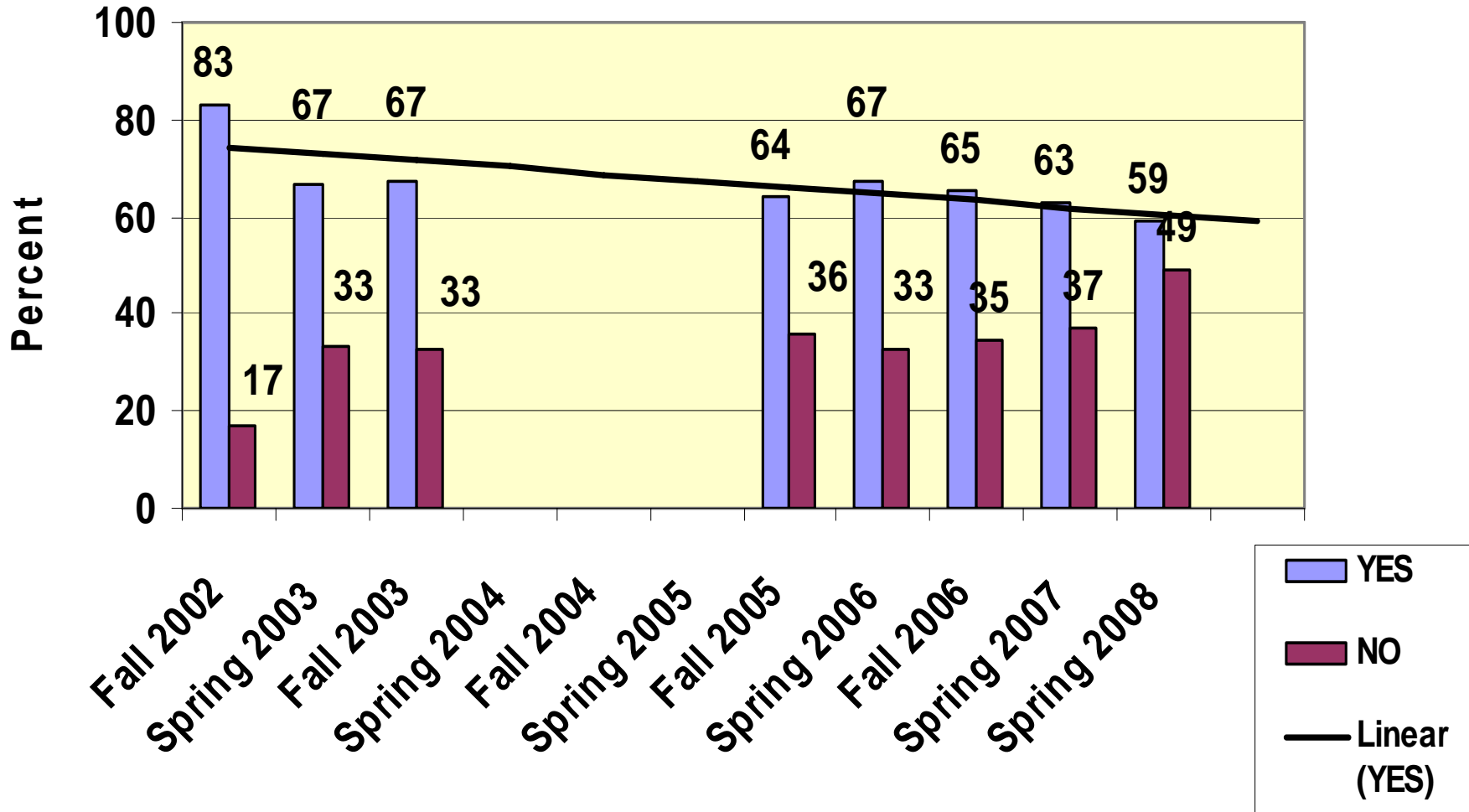
79% use Metro to commute to/from work



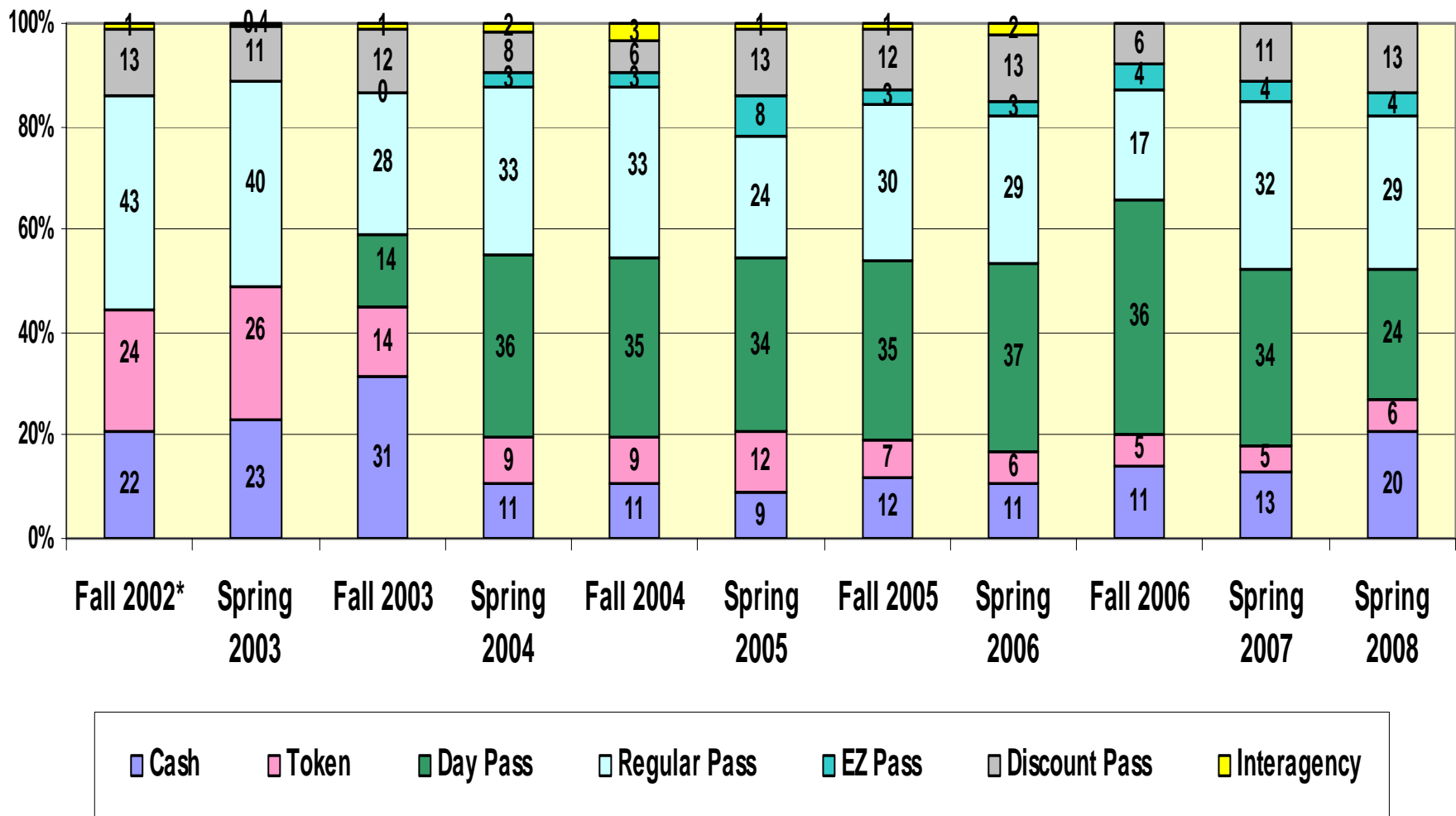
30% have a car available



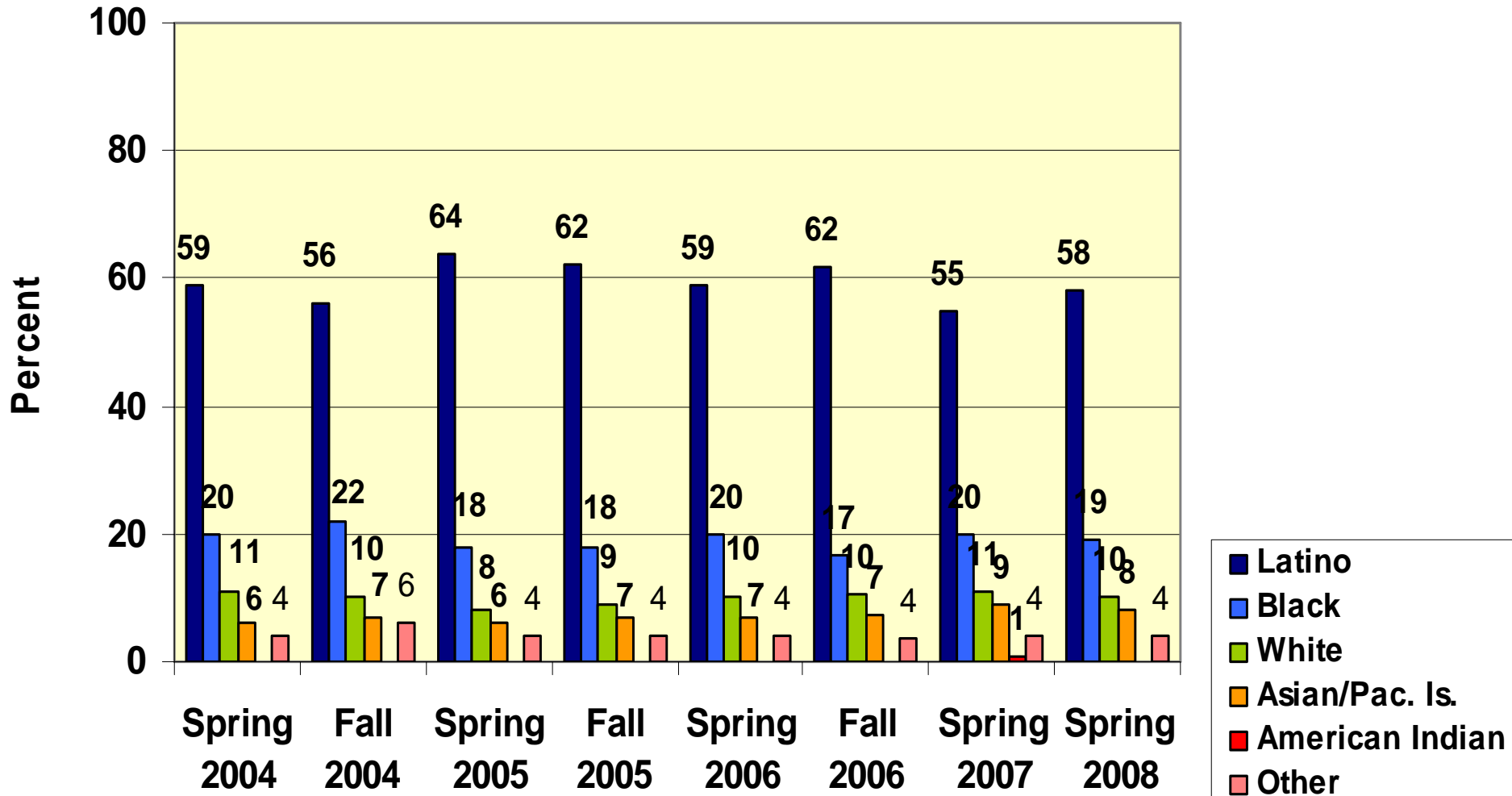
59% have to transfer to complete trip



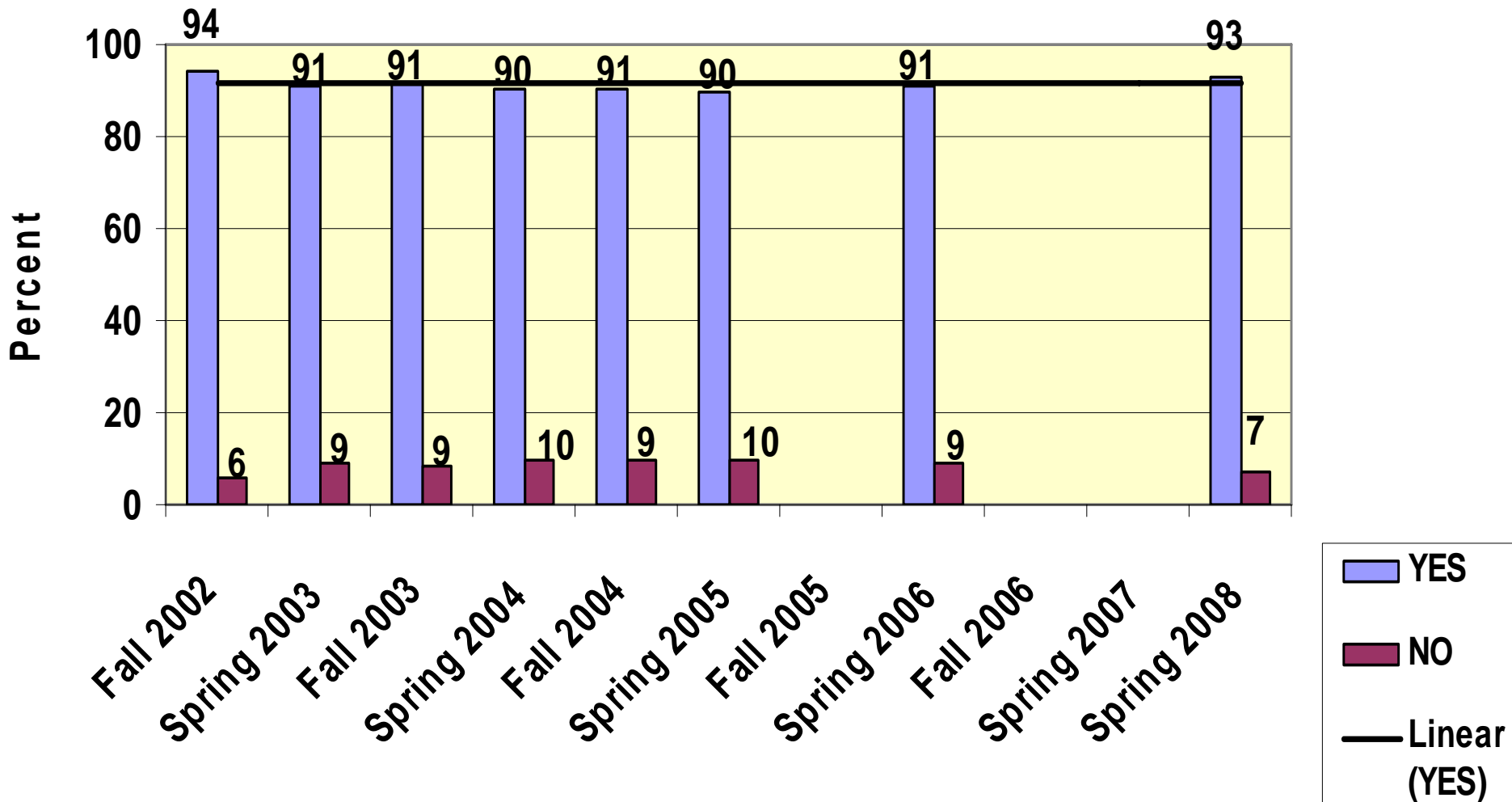
Substantial switch from Day Pass to Cash



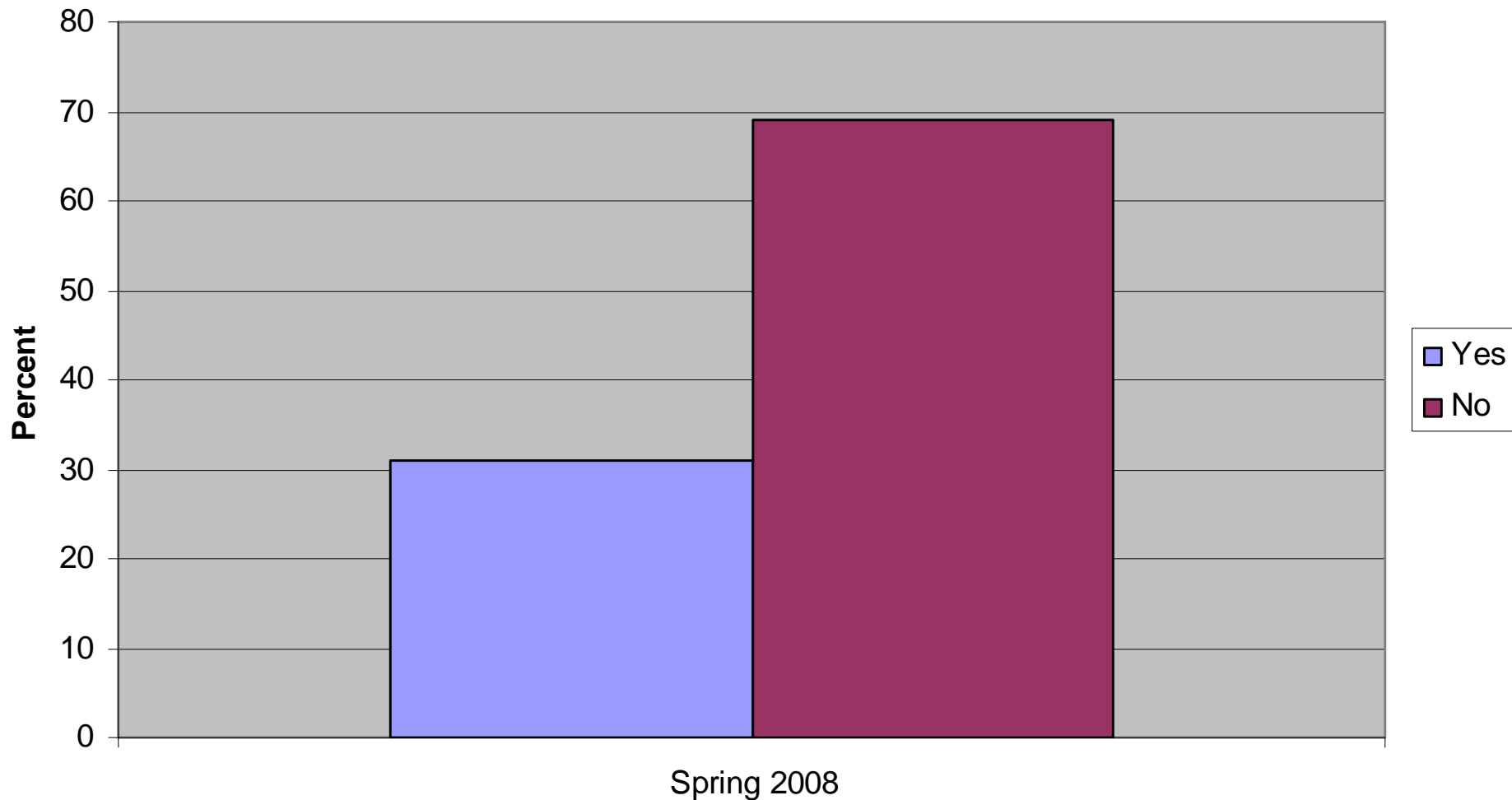
Ethnicity



93% say service convenient



Are you aware of a re-loadable TAP card?



71% go Metro 5+ days per week

