

# Chief Communications Officer Report

Executive Management and Audit Committee  
January 15, 2009

# LACCD Campuses I-TAP Media Event

- **Press Conference 1/16**
- **I-TAP Program Media Events for all Nine LACCD Campuses**
- **All Full-time Students**
  - **27,755 Projected Participants**
  - **\$4.4 Million Revenue per Year**

# Employer Sales Update

metro.net

You ride. Your boss pays. *SWEET!*



Get your company to buy  
your pass. Call 213.922.2811.

- \$22k Revenue in December 2008
- \$1.9 Million Revenue in Calendar Year 2008
  - 460 Sites
  - 11,217 TAP Cards
- Over 80% Renewal Rate to Date

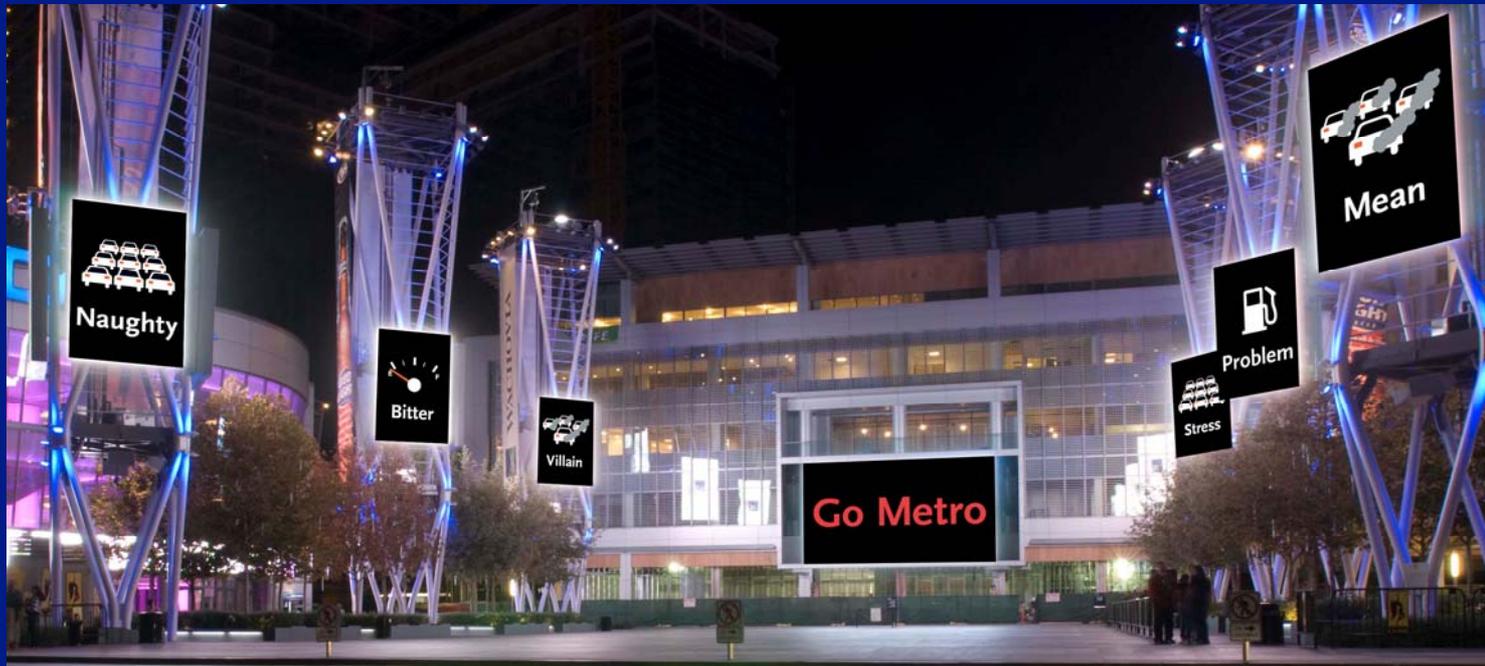


# New TAP Campaign

- **Countywide Campaign**
  - 400 Bus King Ads
  - 160 Bus Shelters
  - 10: Radio
  - Metro Briefs
  - Onboard Advertising
  - Press Event w/ Mayor



# L.A. LIVE Cross Promotion



- On Board Destination Promotion
- Venue Advertising
- L.A. LIVE Website
- Press Event

# Advertising Revenue Update

- **New McDonalds Ads on Trains in January**
- **High Level of Guaranteed Revenue**
- **FY09 Bus/Rail Guaranteed Revenue: \$23.3 Million**



# Sector Promotions



- Promotions
  - Direct Mail
  - Newspaper Ads
- Lines
  - 577X
  - 715
  - 183
  - 534

# *FastLanes* Demonstration Project Outreach



- 12-Agency Technical Advisory Group Meetings
- USDOT National Evaluation Workshop
- Multiple Briefings
- Scheduled Corridor Advisory Group Meetings as follows:
  - I-10 Corridor, February 2
  - I-110N Corridor, February 3
  - I-110S Corridor, February 5