

Chief Communications Officer Report

Executive Management and Audit Committee

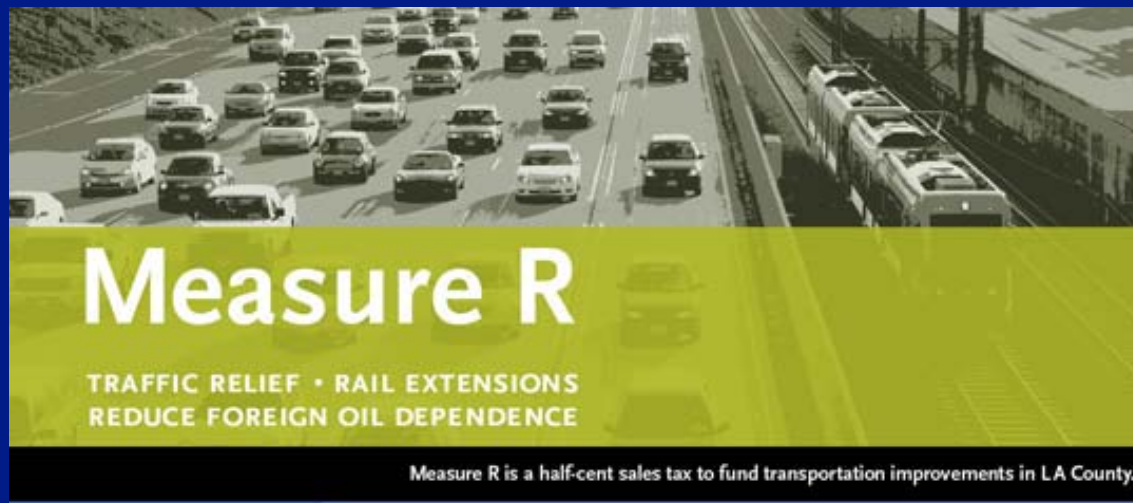
April 16, 2009



Metro

Measure R Update

- Economic impact analysis
- Baseline study



FY09 Employer Sales Recap

metro.net

You ride. Your boss pays. *SWEET!*



Get your company to buy
your pass. Call 213.922.2811.

- Total Revenue in FY09: \$12.5m
- 1,731 Active Employer Sites
- Employer Pass
 - \$2.2m Revenue
 - Over 400 Worksites
 - Over 11,000 Passes
 - 82% Renewal Rate
- College Pass
 - \$1.9m Revenue in FY09
 - 32,612 Passes



Sector Promotion Update

- **New Campaign:**
 - Line 154 (SFV)
- **Ongoing Promotions:**
 - Line 214 (GWC)
 - Harbor Transit way (SB)
 - Night Owl Service (WSC)

metro.net

Here. There. Almost everywhere.

Metro Local

Tarzana Encino Metro Orange Line Van Nuys Station Metro Orange Line North Hollywood Station Metro Orange Line Woodman Station Metrolink Downtown Burbank Station

154 Metro Local

Go Metro.

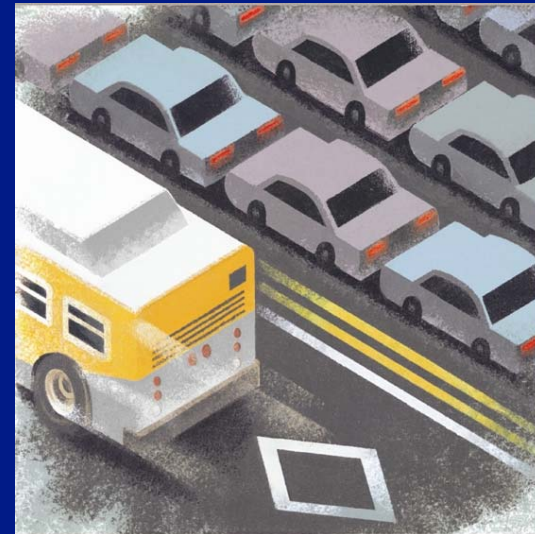
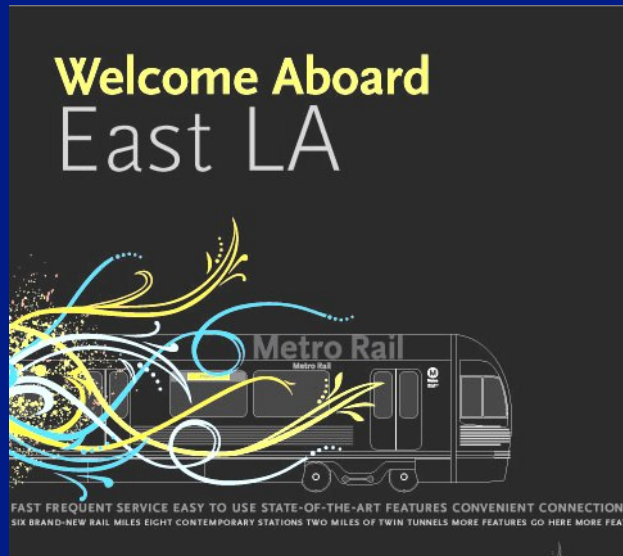
Problem Solu

The advertisement features a blurred image of an orange and white Metro Local bus on the left. On the right, a route map shows the path of Line 154, connecting Tarzana, Encino, Van Nuys Station, Woodman Station, North Hollywood Station, and Downtown Burbank Station. The bus has 'Metro Local' branding and a slogan 'Problem Solu' (part of 'Problem Solver'). The route map includes labels for 'Metro Orange Line' and 'Metrolink Downtown Burbank Station'. The bottom right corner displays the '154 Metro Local' logo and the slogan 'Go Metro.'.



Upcoming Service Changes

- Gold Line Eastside Extension
- Silver Line
 - Updates to maps, customer info, backlits, station info, web, campaigns



Economy Impacting Vendors/Contracts

- **Transit TV**
 - chapter 7
 - seeking potential buyers
- **Stevens Technology**
 - terminated contract
 - taking legal action



Stop Vandalism Campaign

- March-April
 - Customer Take Ones
 - Windscreens
 - Car Cards
 - TPIS

metro.net

Help stop vandalism.

Reporting taggers is safe and anonymous. And we prosecute vandals aggressively.

What should I do?


- > Note vandal's description
 - Clothing, hair color, any identifiable features
- > Observe bus or rail identification numbers
 - Numbers are posted inside buses at the front and at both ends of rail cars
- > Check the time and location
- > Call when safely away from danger
 - Wait for the vandal to leave

Why?

- > Your report matters. Speedy response to vandalism reduces the frequency of the next act
- > Ignoring vandalism has been found to promote an increase in crime
- > It costs \$5 million a year to repair vandalism damages on Metro buses and trains – money that could be used to provide more service

What's in it for me?

- > Your right to a vandalism-free transit system
- > Improved safety for your family, friends and neighbors who depend on public transportation



KEEP THIS HANDY CARD WITH YOU

KEEP THIS HANDY CARD WITH YOU

Report vandalism safely and anonymously

Call 1.888.950.7233



Metro



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Metro



Ridership Campaign



New Courtesy Campaign Coming

metro.net



Keep it clear.

Please do not block doors or aisles with your personal belongings.



San Diego Light Rail
San Diego, CA 92161
San Diego, CA 92161
San Diego, CA 92161

metro.net



Kindly step aside.

Allow passengers to exit before entering train.



Vanpool Update

- 802 Vanpools
- 11,000 Passenger Trips Delivered
- 71,000 Revenue Miles of Service



Eastside Extension Safety Outreach

- **Pre-Revenue Testing Safety Outreach**
 - Ads in 10 Eastside publications
 - Combined circulation of 563,681
- **Rail Safety Ambassadors Deployed**
 - At key grade crossings from Mar 30 – Sept 30
- **9 out of 10 Library Safety Trainings were Completed**
 - Last Training: April 18
- **May 9th – Safety Fair at ELA Civic Center Park (9 am – 2 pm)**
 - New rail safety video featuring Eastside Extension will be premiered

