

Chief Communications Officer Report

Executive Management and Audit Committee
July 16, 2009

Rail Safety Campaign

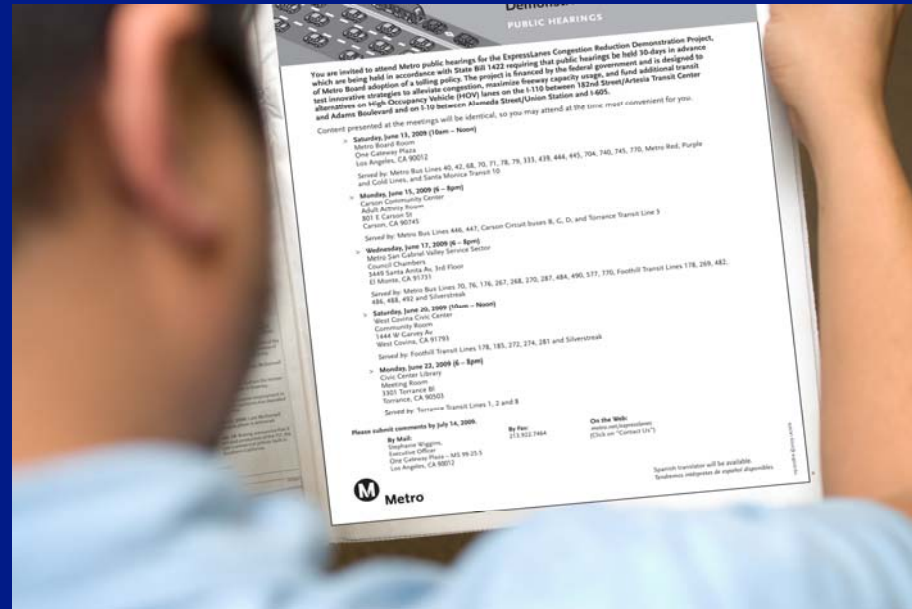
Safety begins with you.
La seguridad comienza con usted.

- Exercise caution at all times. Watch for "TRAIN" signal.**
Ejercita cautela en todo momento. Mira siempre el señal de tren.
- Always wait for a "walk" signal before entering the crosswalk.**
Siempre espera la señal para cruzar antes de entrar la calle.
- Always use the crosswalk. Never jaywalk across the tracks.**
Siempre usa el cruce peatonal. Nunca cruce a través de las vías.
- Never make a left turn on a red signal. This will be enforced by cameras at each intersection.**
Nunca de vuelta a la izquierda cuando una luz roja. Cámaras en cada cruce y multas serán emitidas a los conductores que no obedecen a los señales de tráfico en los cruces.
- Right turns are allowed while a Gold Line train is passing through, but may be restricted at certain intersections.**
En ciertos cruces, vuelven a la derecha cuando un tren de Metro Gold Line está pasando.



ExpressLanes Outreach

- 5 Community Meetings in June
- Live Web Chat on metro.net on July 7
- Outreach campaign included:
 - Ads in 15 newspapers, eblasts, press releases, media briefing on June 8th



Line 632 Promotion

- Ads in 9 newspapers
- Customer Information
- TPIS Monitors
- Web

metro.net

Línea de autobús temporal ofrece servicio a las estaciones futuras de Metro Gold Line

Varias líneas de autobús locales han sido re-dirigidas en el Este de Los Angeles y Little Tokyo para brindar servicio a ocho nuevas estaciones que formarán parte de Metro Gold Line este verano.

Hasta que las nuevas estaciones estén en funcionamiento, una línea temporal estará ofreciendo servicio a lo largo de Metro Gold Line entre Union Station y Atlantic, con paradas al lado de cada una de las estaciones de tren futuras.

Esta ruta temporal, Línea 632 de Metro Local, brinda servicio cada 10 minutos durante horas pico y cada 15 minutos durante horas no pico de 5 de la mañana a 9 de la noche entre semana. Para horarios exactos visite metro.net.



The map shows the Metro Gold Line route in East Los Angeles and Little Tokyo. The route is highlighted in black and includes stations from Union Station to Atlantic. The map also shows other Metro lines and stations in the area, including Chinatown, Little Tokyo/Arts District, Pico/Aliso, Mariachi Plaza, Seta, Indiana, Maravilla, and East LA Civic Center. A legend in the top right corner identifies various transit features: Extension hacia el Este de Metro Gold Line y estación (Under construction), Sección sobre el nivel de la calle (Above ground section), Sección subterránea (Underground section), Metro Rapid, Metro Rad, Via de transporte (Transportation route), Puente (Bridge), Líneas de Metrolink y Amtrak (Metrolink and Amtrak lines), Líneas de Metro Rapid (Metro Rapid lines), and Estacionamiento (Parking). The map is dated August 2008 and includes a north arrow.

M Metro

Shake-up

- 129 timetables printed
- 5.8 million units
- Largest shake-up ever
 - 15% increase in productivity



Service Change Campaign

metro.net

Announcing Metro Service Enhancements

New schedules start June 28, 2009 or later.

M Metro

- System-wide distribution
- Metro Briefs
- Metro Monthly
- Web updates

Los Angeles County Metropolitan Transportation Authority

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Metro Service Enhancements

New schedules start June 28, 2009

For more information, click here.

HOW TO RIDE

- Rider's Guide: All the facts in 10 languages.
- Maps: Get connected throughout Los Angeles.
- TAP: Buy TAP passes online or find a store near you.
- Vanpool & Carpool: Find rideshare partners, save money.
- Timetables: Complete bus and rail schedules.
- Free Park & Ride Lots: Leave the car and Go Metro!

SPOTLIGHT

- Gold Line to East LA Safety Event: Metro CEO Art Leahy talks about safety along the new Gold Line Eastside Extension.
- Future Stations Served by Line 632: Temporary bus service runs through Eastside along Gold Line route.
- Measure R Delivers: Metro Breaks Ground for Orange Line Extension.

Planned Service Advisories | Real-Time Traffic | IN THE LOOP...



All Maps Updated

- 12-Minute Map
- Bus/Rail System Map
- Backlits
- Map Cases
- Neighborhood Maps
- Rail Line Maps



Gating Information for Customers

- Take ones
- Car Cards
- Rail Posters
- TPIS Messages
- Web Information



Movie Theater Promotion

- **:30 Metro ridership messages will run:**
 - Beginning July 17th
 - 616 screens
 - 53 theater complexes across LA County
- **Theaters include**
 - AMC, Century, Edwards Cinemas, Loews, Regal, United Artists