In the Public Eye

October 2007

2007 Rideshare Week
Wicked

Alt Car Expo
Metro Gold Line
Eastside Extension

Interactive Web Chat

Latino Film Festival
Route Promotions

Crenshaw-Prairie Transit Corridor Meetings

Fare Tips for Seniors

Poetry in Motion

Go Metro
# Table of Contents

## Campaigns
- Go Metro 1
- Ridership TV Promotion 1
- 2007 Rideshare Week 1
- metro.net/mobile 2
- Metro Gold Line Eastside Extension 2
- Safety 2

## Current Promotions
- Board Chair Web Chat 3
- Fare Tips for Seniors 3
- Crenshaw-Prairie Transit Corridor Meetings 3

## Customer Signage
- Various Projects 4

## Customer Programs and Services
- Recap 5

## Metro Art
- Neighborhood Art 6
- Poetry in Motion 6

## Cross Promotions and Events
- Recap 7

## Customer Information
- 12-Minute Map 9
- Bike Map 9
- Connections 9
- Destinations 9
- Rider’s Guide 9
- System Map 9

## Web
- Web Stats 10

## Metro Updates
- Metro Briefs 11
- Metro Monthly 11

## Media Relations
- Press Releases 12

## Regional Communications Programs
- Recap 13

## Government Relations
- Recap 14

## Sector Activity
- Recap 15

## Commute Services
- Sales Figures 16

## Coming Soon
- Overview for November 2007 17

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October 2007
Go Metro

Objective
To encourage the public to Go Metro

Ridership TV Promotion

Objective
To promote Metro’s bus and rail service with several new testimonial TV spots featuring customers explaining why they Go Metro

2007 Rideshare Week

Objective
To build awareness of 2007 Rideshare Week and encourage ridership
metro.net/mobile

Objective
To inform the public they can plan Metro trips by using a hand-held internet device

Metro Gold Line Eastside Extension

Objective
To provide useful information to the community about upcoming meetings and construction activities

Safety

Objective
To teach and encourage safe behavior near the Metro system throughout LA County
Interactive Web Chat

Objective
To inform the public about the opportunity to have a live Internet chat with Metro Board Chair

Fare Tips for Seniors

Objective
To advise senior citizens throughout LA County of the discounted Metro fares

Crenshaw-Prairie Transit Corridor Meetings

Objective
To inform the public about upcoming Crenshaw-Prairie Transit Corridor Meetings
Displays and Mapcases

The following signage updates have been made to the system:

> 978 displays changed out in bus stations, rail stations and rail cars
> Station identification sign at LA County & USC Medical Center
> Temporary signage at Hollywood/Vine Station
Customer Programs & Services

- Metro Customer Centers, Lost and Found and the Reduced Fare Office operations:
  - Over 47,000 customers served

- TAP pilot test program at Wilshire Customer Center:
  - Approximately 300 TAP cards sold for October Metro monthly passes
  - All monthly pass purchasers were offered the $5 off promotion fare
  - The “re-load or upload” rate for the TAP cards is running about 66% using the first few days of the November pass sales
  - TAP is also available at Foothill Transit’s El Monte Transit Store and LADOT Transit Store

- Metro Passes by Mail
  - Over 27,000 October passes were mailed
  - 7.6% increase from last year
  - Over 45,000 bags of tokens were sold

- E-commerce on metro.net
  - 999 passes sold
  - 22% more than last year

- Fare Media Stockroom
  - 570,000 pieces of fare media distributed to vendors and customer centers
  - 5.3% more than last October
  - Valued at $15.5 million
Neighborhood Art

Local artists are commissioned to present the distinctive character and vitality of neighborhoods and destinations served by the Metro system.

Poetry in Motion

from *My Grandmother's New York Apartment*

Elizabeth Alexander (b. 1962)

Everything pulled out or folded away: sofa into a bed, tray tables that disapper behind a door, everything transmutable, alchemy in small spaces, even my grandmother's room and changeable: a boudoir and rollers which vanish and become an Irish tweed suit, a tilted chapeau, a Hello in the elevator just like, as she would say, the Queen of Denmark.

Each month a poetry placard is posted on every Metro bus to enhance bus customers' journeys. The poem for October is from *My Grandmother's New York Apartment* by Elizabeth Alexander.
Cross Promotions and PR Events

The promotional in-kind trade value generated in October had an equivalent promotional advertising value of $900,425 for a year-to-date total of $2,334,527.

October Filming Revenue – $41,935

Seasonal Promotional Trades and Added-Value for Metro Patrons

> “Wicked”
Promotional trade value – $900,000
- 20% off tickets on Tuesdays to Metro patrons and Metro employees with a Metro Pass
- Metro mentioned on event posters, web page, print ads and event press releases

> “AltCar Expo”
Promotional trade value – $50,000
- Metro prominently featured at event as the “Green” partner in support of protecting the environment
- Metro included in print ads, press releases, event flyers, post cards and website
- Metro hosted booth

> “NoHo Scene”
Promotional trade value – $50,000
- Metro patrons and Metro employees received discounts at local businesses in North Hollywood
- Metro was included in flyers, posters, event press release and website banner
- This three-day event attracts more than 15,000 attendees

> Latino Film Festival
Promotional trade value – $150,000
- Metro patrons and Metro employees receive discounts on tickets to the festival
- Metro featured in a full-page program ad, pre-film visuals, on their website, in press releases and in their print ads
- “Go Metro” PSA spots from Edwards James Olmos and Antonio Banderas at no cost

> “Taste of Encino”
Promotional trade value – $50,000
- Metro patrons and Metro employees receive a discount at the event and on festival gifts
- Metro included in print ads, press releases, event flyers, and event website
- Metro hosted booth

> Familia Unida Wheelchair Wash
Promotional trade value – $50,000
- Metro logo included in their promotional materials and press releases
These standing publications are available through Stationery

12-Minute Map

Bike Map

Connections

Destinations

Rider’s Guide

System Map
Web Recap

Web totals/accomplishments for October 2007

> During the month of October, the metro.net homepage had 55,696,614 hits
> 208 web projects were completed

Trip Planner

> 2,954,624 trips were planned using our Metro Trip Planner

Trends on Top Web Pages

Metro TV Spots
3,209 page views

Metro Wicked Campaign
2,228 hits

Email alerts subscriptions
2,562 hits (+340 from September 2007)

Metro Interactive Chat
115 participants

Metro Mobile
2,373 hits
Metro Briefs

Los Angeles County ads:

> Number of Publications: 93
> Number of Languages: 11

Metro Monthly

Objective
To provide bus and rail riders with an informative and entertaining monthly publication about Metro
Media Relations

The equivalent advertising value of Metro’s print and electronic news coverage generated in October is $612,038. The YTD total is $4,106,861. The fiscal year goal is $8 million.

Media Relations/Cable Television/Video Production

> Launched the October 17 debut of “Live Chat with Board Chair Pam O’Connor on metro.net”
> Distributed 12 Metro press releases
> Scheduled Time-Warner Local edition interview with Board Chair Pam O’Connor on transportation issues that will be broadcast on Time Warner cable television throughout Los Angeles County
> Coordinated editorial board meetings with Los Angeles Times and Daily News seeking editorials supporting regional bid for $1.7 billion in Prop. 1B Goods Movement Funds.
> Coordinated Wilshire-Vermont joint development opening press event and assisted with Caltrans 405-101 freeway interchange improvements
> Completed Fall Metro Motion cable television show
> Worked on “Go Metro to Koreatown” destination video
> Coordinated “Night of Stars” event to honor Operations employees and Mobility 21 regional transportation summit events
> The following Metro Speaks engagements took place:
  - 10/03 Little Tokyo Optimism Club
  - 10/17 Thai Center
  - 10/22 City of Burbank Senior Center
  - 10/23 East Los Angeles Regional Center
  - 10/26 City of Cudhay Park and Recreation Dept.
  - 10/26 California Council of the Blind

October 2007 Press Release Log

10.01.07  Crenshaw-Prairie Transit Corridor Scooping Meetings
10.02.07  Go Metro to Wicked
10.02.07  Rideshare Week 2007
10.04.07  Metro Gold Line Eastside Extension Construction Notice #62
10.08.07  Metro Debuts New Mobile Web Page
10.09.07  Metro Wins Two APTA Ad Wheel Awards
10.09.07  Metro Gold Line Eastside Extension Construction Notice #63
10.11.07  East LA Poster
10.12.07  Advisory – Wilshire and Vermont Press Conference
10.19.07  Public Invited to Participate in Metro Regional Connector Meetings in November
10.29.07  Eastside Phase 2 Scoping Meetings
10.30.07  Sector Governance Council Meetings in November
Constituent Program Management

Corridor Studies/Programs


> Early Scoping and Agency Scoping Meetings are in the preparation stages for Regional Connector Corridor and Eastside Extension Phase 2 Corridor. All pre-scoping briefings with Board Deputies, and federal, state and local elected officials completed

> Met with POLA Commissioner Jerilyn Lopez Mendoza concerning I-710 Community Participation Framework for the EIR/EIS phase, and to advise the likely start of formation of Local Advisory Committees in January 2008

> The Canoga Transportation Corridor team met at two mobile home parks on the alignment to discuss sound wall and access issues. Also briefed the offices of LA Councilmembers Zine and Smith on issues of coexisting with existing tenants on the ROW and alternatives for access into the Chatsworth Metrolink Station

Transportation Policy Program Communications

> Completed Community Outreach Stakeholder Identification and Scope of Work for Congestion Pricing Feasibility Study and coordinated with Planning Department in organization of first Stakeholder Meeting

> Reviewed Draft Executive Summary of MCGMAP Report and provided input on upcoming series of Stakeholder Advisory meetings and multi-county workshops

> Participated in Quarterly Community Action Board meeting concerning funding priorities for next fiscal year

> Worked with inter-agency partners in preparation for 6th Annual Mobility 21 Summit in Ontario

Research and Development

> Metro Vanpool Program: Enrolled 20 new vanpools for November 1 startup; 505 total vanpools in program; Began installation of vanpool vehicle decals; Developed scope of work for outreach plan development

> Surveys, Studies, and Analysis: Provided rail origin/destination data for Lawndale to Service Planning; Compiled rail transfer data for Downtown Connector consultant; Finalized Sector coordination survey instrument and worked with San Gabriel Valley Sector and ITS to put survey on the intranet; Created passenger profiles from Customer Satisfaction Survey data

> Metro Connections Signage Project: Worked with Service Planning staff to begin to develop a system for exchanging data from HASTUS to allow easier maintenance of bus stop signage

Transit Education Programs

> Conducted safety tours reaching 112 students

> Conducted safety presentations to 5,128 students

> Participated in Healthy Neighborhood Festival and Chatsworth Safety Fair reaching 1,200 people

> Continued advertising with Albertsons reaching 447,264 people

> Metro safety videos are running continuously at 14 Los Angeles Clinic waiting room reaching approximately 60,667 people monthly

October 2007
Capital Program Mitigations

During the month of October, the following activity was reported for Metro's construction projects:

**Metro Gold Line Eastside Extension**

> Distributed 16 construction notices that reached approximately 64,720 residences and businesses regarding:
  - Traffic switches and re-striping
  - Curb and gutter construction
  - Trackway construction
  - Union Station baggage road construction
  - Canopy installation

> Supported the following community meetings:
  - Executive Review Advisory Committee
  - Review Advisory Committee

> Mitigation efforts included:
  - Met with 65 residents and business owners to coordinate construction activities
  - Delivered 7 "open during construction" banners
  - Closed 6 mitigation cases

> Supported the following community events:
  - Inner-City Struggle Dinner
  - East Los Angeles Chamber Installation Dinner
  - Eastside Chamber's Luncheon
  - East Los Angeles Community Youth Center Dinner, and Joveness Inc.
  - 2007 Youth Festival and Music Competition

**Expo Light Rail Transit Project**

> Provided project status updates to the following organizations:
  - Fox Hills HOA
  - Councilmember Wesson's field office staff
  - Crenshaw Chamber of Commerce
  - North Area Development Neighborhood Council
  - Ted Alexander School PTA
  - Academy Meeting at Dorsey High School
  - Foshay Learning Center Parent Center

> Participated in the following community events:
  - Depot Day at Griffith Park
  - Chrysalis Awards Dinner
  - GLAAACC Luncheon
  - Culver City Farmers Market
  - Expo Park Jobs Fair

> Attended the following regularly scheduled meetings with USC and Expo Park to discuss coordination of events and construction activities including:
  - LA Walk for Autism
  - Home Expo
  - USC football games
Government Relations

> Continued to advance Metro's priorities in the SAFETEA-LU Technical Corrections bill
> Monitored the CTC meetings
> Attended Southern California Legislative Roundtable meeting
> Attended Multi-County Goods Movement Action Plan Advisory Stakeholder meeting
> Monitored Infrastructure Bond working group committee meetings
> Monitored all State Bill introductions/amendments
> Chaired weekly meetings of the CA Transit Association’s Legislative Committee
> Participated in monthly TAC and BOS meetings
> Supported Regional CEO meeting
> Supported Mobility 21 Coalition, Executive Committee and Summit Planning meetings
> Monitored agendas of LA City Council and committees, notified Metro staff of relevant items, coordinated responses and attended meetings
> Monitored agendas and meetings of Los Angeles County Board of Supervisors
> Organized briefings for legislative staff in Sacramento on the Southern California Goods Movement Consensus Working Group on the Trade Corridor Improvement Fund
> Organized a briefing on Crenshaw-Prairie for elected official staff
> Organized a meeting with Assembly Member Mike Eng for a Metro overview on projects and programs
> Organized a briefing on the Regional Connector for elected official staff
> Organized a briefing on EXPO Phase II for elected official staff
> Organized a briefing on Eastside Phase II for elected official staff
> Hosted a tour on Metro’s projects and programs for State district staff
> Attended the Self-Help counties Focus for the Future conference in San Francisco
> Organized a visit for Tyler Duvall, Assistant Secretary for Transportation Policy
> Office of the Secretary at the U.S. Department of Transportation to provide a presentation on congestion pricing
> Prepared a tour on the Eastside project and EXPO Phase II for Assembly woman Julia Brownley and staff
> Submitted the Fair Political Practices Commission reports for 3rd quarter lobbying activity
> Attended the Southern California National Freight Gateway signing ceremony
> Assisted in the Wilshire/Vermont groundbreaking ceremony
> Communicated Metro’s funding priorities to House and Senate conferees negotiating the final version of the FY08 Transportation Appropriations bill
> Organized meetings between Metro board members and state advocacy team
> Orchestrated letters of support among local, state and federal elected officials for Metro’s “Very Small Starts” application to the FTA

October 2007
## Sector Activity

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<tr>
<th>Metro Brief Topics</th>
<th>GWC</th>
<th>SFV</th>
<th>SB</th>
<th>SCV</th>
<th>WS/C</th>
<th>Metro Rail</th>
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<td>When Traffic Gets WICKED, Go Metro</td>
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<td>Transit Oriented Development Opens At Wilshire/Vermont</td>
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<td>Think Ahead, Stop On Red</td>
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<td>Go Metro To “NoHo Scene”</td>
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<td>Park Free And Discover The Valley’s Shortcut</td>
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<td>East Valley To Downtown On Metro Local 90/290</td>
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<td>Learn About Westside Transit Options October 9 – 18</td>
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<td>Extension Of Expo Line Presented October 23 – 25</td>
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<td>Metro Buses Featured At AltCar Expo In Santa Monica</td>
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<td>Be Part Of Your Transit Community</td>
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<td>Express Service For El Monte, Long Beach</td>
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### Other Ads

- LA Valley College

### On-Board Posters

- Metro Art Poetry in Motion

### Take-Ones

- Governance Council Meetings
Commute Services

This month, we are pleased to welcome the following business pass sales accounts: American Lung Association of California, Amsrg, Belmont Village, Baja Fresh (Sherman Oaks), Biaycda, CPK (Beverly Center, Brentwood and Westwood), El Cholo Restaurant (Santa Monica, Pasadena and Western), El Cholo Spanish Restaurant, Four Star Chemical/BBSI, Marina International Hotel, Nisimov Watch Co. Inc., Page’s Produce, Product Partners, LLC, Rosti Restaurants, TEX USA and Tryan Inc./Subway #10475. Annual employer pass programs began in August of 2005 and currently there are 221 worksites enrolled.

Institution Pass Programs

UCLA and Rio Hondo College have agreed to continue their programs through Spring 2008. Negotiations are continuing with Los Angeles City College. Total revenue for FY07/08 to date is $1,091,322.

By the Numbers

> Pass Program Sales Revenue YTD (estimated): $4,079,313
> Surveys Processed: 18,533 YTD: 89,937
> Public Pass Sales Outlets: 634
> Metro Rewards (rideshare incentive program)
  - Worksites YTD: 1,494
  - New worksites this month: 85
  - Participants YTD: 10,529
  - Program participants to date: 49,710
  - New participants this month: 1,675

Upcoming Events

Coming soon…

Some of the projects planned for November 2007 include:

> Eastside Flavors Map
> Hollywood Santa Parade
> LA Clippers
> LA Kings
> New Go Metro
> Title VI