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Go Metro

Objective
To encourage people to Go Metro instead of driving for their New Year’s resolution

Metro Gold Line Eastside Extension

Objective
To inform people of bus service changes due to construction of the Metro Gold Line Eastside Extension

TAP

Objective
To convert Metro pass holders to the TAP card and provide instructions on its use
**KCET Promotion**

**Objective**
To extend the reach of the “Go Metro” campaign with a timely message to public television

**Security Awareness – Transit TV Spots**

**Objective**
To raise awareness of security concerns and procedures among customers as part of the ongoing Security Awareness campaign

**San Gabriel Sector Office Opening**

**Objective**
To announce the dedication of the new San Gabriel Valley sector building
**Sector Governance Council Public Hearings**

**Objective**
To invite the public to give their comments on possible changes in Metro Bus Service

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**2008 Federal Legislative Program**

**Objective**
To provide information to members of the Federal Legislature to increase support and funding of Metro programs

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**Westside Extension Transit Corridor Meetings**

**Objective**
To inform the public about upcoming Westside Extension Transit Corridor Meetings
Metro Rail Pocket Guide

Objective
To provide commuters with an easy way to have Metro Rail information at their finger tips

Safety Tips

Objective
To teach children how to play it safe near Metro Bus and Metro Rail
Displays, Mapcases and Signs

The following signage updates have been made to the system:

> 915 displays changed out in bus stations, rail stations and rail cars

> Information wall installed at Del Amo Blue Line Station entry

> Grand pylon and mapcase installed at new park/ride location at the Metro Green Line Douglas Station
Customer Programs & Services

> Metro Customer Centers, Lost and Found and the Reduced Fare Office operations:
  - Over 36,000 customers served
  - 5% less than January 2007

> All Customer Service Agents were trained on how to operate CPOS (compact point of sale) units in preparation for the forced conversation of regular (full-priced) February monthly and weekly pass purchases to TAP cards

> Lost and Found
  - Received 454 items in January 2008, with a 13% return-to-owner rate
  - Received 34 bikes in November with a 65% return rate

> Metro Passes by Mail
  - Over 31,300 January passes were mailed
    - 3.8% increase from last year
  - Over 33,000 bags of tokens were delivered
    - 14.4% increase from last year

> E-commerce on metro.net
  - 996 passes sold

> Fare Media Stockroom
  - 568,000 pieces of fare media distributed to vendors and customer centers
  - Valued at approximately $15 million
Poetry in Motion

Each month a poetry placard is posted on every Metro bus to enhance bus customers’ journeys.

Poem for January: Yo No Soy Yo, I Am Not I by Juan Ramón Jiménez

Yo no soy yo. Soy este que va a mi lado sin yo verlo; que, a veces, soy a ver, y que, a veces, olvido. El que calla, sereno, cuando hablo; el que perdona, dulce, cuando odio; el que pasea por donde no estoy, el que quedará en pie cuando yo muera.

I am not I. I am this one walking beside me whom I do not see, whom at times I manage to visit, and whom at other times I forget; the one who remains silent while I talk, the one who forgives, sweet, when I hate, the one who takes a walk when I am indoors, the one who will remain standing when I die.

Poem for January: The Question by Karla Kuskin

People always say to me
‘What do you think you’d like to be
When you grow up?’
And I say, ‘Why.
I think I’d like to be the sky
Or be a plane or train or mouse
Or maybe a haunted house
Or something furry, rough, and wild...
Or maybe I will stay a child.’

Karla Kuskin (b. 1932)
"The Question" from In the Middle of the Trees by Karla Kuskin
Copyright © 1959, renewed 1986 by Karla Kuskin.
Used by permission of Scott Treimel, NY.
Cross Promotions and Events

The promotional in-kind trade value generated in January had an equivalent promotional advertising value of $450,000 for a year-to-date total of $3,309,977.

January Filming Revenue – $43,210

Seasonal Promotional Trades and Added-Value for Metro Patrons

> Disney on Ice
  Promotional trade value – $150,000
  - Metro patrons and Metro employees received a $5 discount on tickets
  - Metro included in promotional material, print ads, press releases (as their official transportation partner) and programs
  - Metro was provided with 100 ticket vouchers to raffle off to Eastside community residents

> Go Metro to LA Kings
  Promotional trade value – $50,000
  - Metro patrons and Metro employees received a $10 discount on seats
  - Metro was featured with a full color ad in their program, flyers, press release, event website with a map and directions using Metro to get to Staples Center
  - Metro was included in arena announcements, radio ads and promotional e-blasts to season ticket holders and sponsors promoting “Go Metro”

> Downtown on Ice
  Promotional trade value – $50,000
  - Metro partnered with the LA City Parks and Recreations Department to provide patrons and Metro employees $1 discount to admission to skate
  - Metro was featured in their press releases, at their promotional kick-off event with KTLA Channel 5, and highlighted in e-blasts to 35,000 LA County and LA City residents

> LA Clippers
  Promotional trade value – $50,000
  - Metro was featured with a full color ad in their program, flyers, press release, event website with a map and directions using Metro to get to Staples Center
  - Metro was featured in a direct mail guide to season ticket holders
  - Metro was included in arena announcements, radio ads and promotional e-blasts

> Skirball Cultural Center
  Promotional trade value – $50,000
  - Metro patrons and Metro employees received a $2 discount on admission to the Noah’s Ark Exhibit
  - Metro was included in their promotional print materials, in press releases, on their website and in e-blasts to their subscribers
These standing publications have been updated for 2008 and are available through Stationery

12-Minute Map

Bike Map

Destinations

Rider’s Guide

System Map
Web Recap

Web totals/accomplishments for January 2008

> During the month of January, the metro.net homepage had 59,832,475 hits

> 178 web projects were completed in January

Trip Planner

> 4,657,311 trips were planned using our Metro Trip Planner

Trends on Top Web Pages

**Metro Maps**
108,580 page views (+17,129 from December 2007)

**Crenshaw Corridor Study**
1,493 hits (+498 from December 2007)

**Metro Mobile**
4,888 hits (+1,938 from December 2007)

**Canoga Park Corridor Study**
609 hits (+130 from December 2007)

**February Public Hearings**
1,711 page views (new page)

**Westside Corridor Study**
6,026 hits (+3,852 from December 2007)

**Congestion Reduction Choices**
2,464 page views (new page)

**Regional Connector Corridor Study**
1,051 hits (+233 from December 2007)
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 January is $935,468 ($150,235 was accident coverage). The YTD total is $6,628,081. The fiscal year goal is $8 million.

Media Relations/Cable Television/Video Production

> Distributed 16 Metro press releases
> Coordinated two press events:
  - Opening of Division 9 “green” facility
  - Rollout of 2,500th CNG bus
> Coordinated the January 23 live Chat with Board Chair Pam O’Connor on metro.net
> Taped Metro Motion Winter 2007 cable television show
> Produced news video of Division 9 “green” facility opening
> The following Metro Speaks engagement took place as follows:
  - Barnsdale Neighborhood Association
  - Arcadia First! Homeowners Association
  - Sierra Madre Senior Citizen Center

January 2008 Press Release Log

01.02.08       Go Metro to Noah’s Ark at Skirball
01.07.08       Eastside Extension Construction Notice #66
01.08.08       Metro Blue Line Train Service Delays January 11-12 Due to Track Repairs
01.10.08       CEO Statement regarding Governor’s Proposed Budget
01.11.08       Eastside Extension Construction Notice #67
01.14.08       February Service Sector Public Hearing
01.16.08       Board Chair, Pam O’Connor Live Internet Chat, January 23
01.16.08       AMGEN Bike Tour 2008
01.16.08       Metro to Hold Public Update Meetings On the Metro Westside Extension Transit Corridor Study
01.17.08       2,500th CNG Buses
01.18.08       Advisory – Martin Luther King, Jr. Day, Monday Regular Service
01.23.08       Metro Art at San Gabriel Valley Building
01.24.08       Advisory – San Gabriel Valley “Green” Building
01.25.08       Metro San Gabriel Valley “Green” Building
01.25.08       Go Metro to Chinatown New Year’s 2008
01.30.08       LA Marathon 2008
Constituent Program Management

Corridor Studies/Programs
> Crenshaw Final Draft Public Scoping Report, and completed outreach and logistics for next set of public meetings in February. Conducted briefings with West Angelus Church, LANI, LAANE, Crenshaw Chamber, CRA Crenshaw CCAC, LA Urban League, and Greater Wilshire Neighborhood Council
> Eastside Phase 2 project team continued to refine alignment alternatives for presentation to the Technical Advisory Committee in February. Project team briefed San Gabriel Valley COG and the LA Mayor’s Office on project status. Outreach team completed Draft Scoping Report summarizing comments from meetings
> Canoga Transportation Corridor project team outlined planning for two community DEIR meetings to be held in March 2008. Completed Final Draft of Project Update to be distributed to the community in February 2008
> Limited Notice to Proceed (LNTP) issued for both I-710 EIS/R and Facilitation of Community Participation contracts. Initial meetings held with internal project team and external funding partners. Formal project initiation kick-off scheduled for February 2008
> Established next round of public meetings for Regional Connector in February. Team briefed Transit Coalition, Archdiocese, and LADOT Streets & Standards
> Provided update on Westside Study to Greater Wilshire Neighborhood Council, Beverly Hills Chamber of Commerce GA Committee, Westside/Central Governance Council, elected officials
> Held first of 3 public meetings on Westside Study; conducted press interviews with LA Weekly, LA Times, Daily News, UCLA Daily Bruin, online site LAist, KT LA Channel 5 and KNBC Channel 4
> Completed significant updates to all pages of Westside Study website

Transportation Policy Program Communications
> Continued on congestion reduction outreach strategy development; team prepared Q and A for correspondence to federal legislators
> Completed project anatomy and resiliency strategy
> Commenced LRTP outreach strategy development with planning
> Participated in MCGMAP environmental justice and outreach meeting and provided input on path forward
> Coordinated with Caltrans on SR 710, I-405

Research and Development
> Metro Vanpool Program: Enrolled 30 new Metro Vanpool groups to a total program enrollment of 561 vanpools operating as of February 1, 2008; enrollment slightly down from last month due to announcement that one vanpool vendor will terminate their services. Developed a plan to create online resources to simplify participant reporting and streamline staff administration
> Prepared report of on-line survey results of over 500 employees assessing Service Sector coordination
> Line ID Standards: Worked with Operations to reprogram bus head signs so that line numbers don’t appear with “Not in Service” message during 6-month pilot; reviewed line names for San Gabriel Valley Sector
> Signage: Continued work on new bus stop blade working with the Signage group and Creative Services for planned implementation by June 2008; Obtained data on frequently used bus stops from Operations
> Bike to Work 2008: Held kick-off meeting with LA Bike Coalition & LADOT to begin planning for 2008; finalized sponsorship package and began soliciting sponsors; held walk-through to finalize media event location

Transit Education Programs
> Conducted safety orientation tours to 1,100 students
> Conducted rail safety presentations to 7,290 people
> Continued to advertise at 8 Albertsons check-out stands reaching 447,264 people
> Continued to show safety videos in the 14 LA County clinics reaching 60,667 people
> Outreach for January 2008 totaled 521,821 impressions
Capital Program Mitigations

During the month of January, the following activity was reported for Metro’s construction projects.

**Metro Gold Line Eastside Extension**

> Distributed 10 Construction Notices that reached approximately 104,800 residences and businesses regarding:
>  - traffic switches
>  - rail delivery and installation
>  - 1st Street Bridge Closure
>  - street and sidewalk reconstruction.
>  - Mitigation cases closed
>  - Met with 263 residents/business owners to coordinate construction activities
>  - Special briefings to Boyle Heights Neighborhood Organization, Boyle Heights Chamber of Commerce and PAC
>  - Supported two community events
>    - An Evening of Hope (LAYOM)
>    - Honoring Our Heroes in Uniform (Police and Business Association of Hollenbeck)
>  - Special briefings to: Boyle Heights Neighborhood Organization, Boyle Heights Chamber of Commerce and PAC
>  - Supported two community events: An Evening of Hope (LAYOM) and Honoring Our Heroes in Uniform (Police & Business Association of Hollenbeck)
>  - Delivered 7 “open during construction” banners

**Expo Light Rail Transit Project**

> Distributed 1 construction notice regarding:
>  - ROW clearing – Trak and Tree Removal (Mid-Corridor)
>  - Held a community meeting at West Angeles Church to discuss the grade crossing alternatives for Farmdale (Dorsey High School)
>  - Provided project status updates to the Bethany Baptist Church of West LA – Bible College
>  - Participated in the Martin Luther King Celebration and VIP Reception at Leimert Park
>  - Continued coordination of Construction Art Fence project with Dorsey High School and Foshay Learning Center
>  - Attended regularly scheduled meetings with USC and Expo Park to discuss coordination of events and construction activities
>  - Hosted a joint Phase 1/Phase 2 legislative staff briefing
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 a meeting with Representatives Xavier Becerra, Hilda Solis and Lucille Roybal-Allard addressing Metro's Congestion Reduction Initiative
> Prepared a congressional staff tour for the Los Angeles County Congressional Delegation from Washington, DC on Metro's projects and programs
> Submitted 4th quarter Fair Political Practice Commission reports to the Secretary of State for lobbying activity
## Sector Activity

### Metro Brief Topics

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<th>GWC</th>
<th>SFV</th>
<th>SB</th>
<th>SCV</th>
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### Take-Ones

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### On-Board Posters

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Commute Services

We are pleased to report that about 80% of last year’s annual pass clients have renewed for this year. This month we are pleased to welcome the following business pass sales accounts: 99 Ranch Market – San Gabriel site (same as Tawa Supermarket Inc.), Bella Findings House Inc., Carl K. Gumpert, Chaya Brasserie, Coast Diamond, Gladstone’s (also Sea View Restaurants Inc.), Grace Restaurant, Human Potential (Carson Site), Koreatown Youth & Community Center, La Salsa Fresh Mexican Grill (Malibu), Los Angeles Universal Preschool (LAUP), MPRM Public Relations, Sanaran Motor Hotel, Sentaff, The Kor Group, West Angeles Church, Inc., and World of Jewels. Annual employer tap programs began in August of 2005 and currently there are 225 worksites, 5,618 passes distributed and with revenue of almost $1.3 million for 2008.

Institution Pass Programs

UCLA and Rio Hondo College have agreed to continue their programs through Spring 2008. Los Angeles Community College District has agreed to renew their I-Pass program at Los Angeles City College and has expanded the program to include: Los Angeles Valley College, LATTC, Southwest College and East Los Angeles College. Total revenue for FY07/08 to date is $1,091,322.

By the Numbers

> Pass Program Sales Revenue YTD (estimated): $8,430,454
> Surveys Processed: 19,652 YTD: 166,605
> Public Pass Sales Outlets: 623
> Metro Rewards (rideshare incentive program)
  - Worksites YTD: 1,563
  - New worksites this month: 31
  - Participants YTD: 14,802
  - Program participants to date: 57,944
  - New participants this month: 0

Upcoming Events

> Metro Commute Services Marketing Workshop – April 15, 2008
Coming soon…

Some of the projects planned for February 2008 include:

> “We’re Metro” Video
> Miss Traffic Campaign
> Be the Next Miss Traffic Contest
> Interactive page on metro.net