In the Public Eye

Green Initiative

Metro Gold Line
Eastside Extension

Live Poetry Reading

Safety

Metro Quarterly

Line 920 Street Signage

Imagine

April 2008
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Imagine

**Objective**
To encourage public participation in the Long Range Transportation Plan process

Intersection Safety

**Objective**
To encourage safety near dangerous intersections throughout Los Angeles County

Safety

**Objective**
To promote Bus and Rail Safety to the general public
Metro Gold Line Eastside Extension

Objective
To provide construction updates and build excitement for the Metro Gold Line Eastside Extension

Green Initiative

Objective
To provide information about Metro's initiatives to protect the environment

TAP

Objective
To convert Metro pass holders to the TAP card and provide instructions on its use
Line 577X

**Objective**
To increase ridership on Metro Line 577X

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**CURRENT PROMOTIONS**

Earth Day

**Objective**
To celebrate Earth Day and encourage people to Go Metro to protect the environment

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Metro Quarterly

**Objective**
To communicate strategic and useful information to Metro stakeholders
Objective
Metro celebrated the 10th year anniversary of our partnership with Poetry in Motion/LA with a reading from poets Eleana Karina Byrne, Suzanne Lummis, Marisela Norte and hosted by Alice Quinn, Director of the Poetry Society of America

Poetry Readings

Poetry in Motion

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

The poem for April is X-Ray by Harryette Mullen.
Line 920 Street Signage Program

Objective
To help customers distinguish between the routes of Metro Rapid 720 and Rapid Express 920 on Wilshire Bl and board the correct bus
Customer Programs & Services

> **Metro Customer Centers, Lost and Found and the Reduced Fare Office operations:**
  - Over 39,000 customers served
  - 12.6% decrease over April 2007

> **TAP was sold at all four of Metro's Customer Centers**
  (Wilshire, Baldwin Hills, East Portal and East Los Angeles)
  - Sales continued to drop, 35% decrease compared to February
  Note: It is likely that people are reloading their cards at Ticket Vending Machines at rail stations

> **Lost and Found**
  - Received 825 items in April 2008, with a 16% return-to-owner rate
  - Last year 812 items were received, with an 11% return-to-owner rate
  - Received 76 bikes in April, with a 47% return rate
  - Last April 70 bikes were received, with a 21% return rate

> **Metro Passes by Mail**
  - Over 32,000 passes were mailed
    - 6.7% increase over last year
  - Over 34,100 bags of tokens were delivered
    - 18% decrease over last year

> **E-commerce on metro.net**
  - 1,113 passes sold
    - 11% increase over last April

> **Fare Media Stockroom**
  - Over 559,000 pieces of fare media distributed to vendors and customer centers
  - 6.7% less than last April
  - Valued at $15.3 million
Cross Promotions and Events

The promotional in-kind trade value generated in April had an equivalent promotional advertising value of $450,000 for a year-to-date total of $4,409,977.

April Filming Revenue – $54,415

Seasonal Promotional Trades and Added-Value for Metro Patrons

> Bob Dylan Exhibition at the Skirball
  Promotional trade value – $50,000
  - Metro patrons and Metro employees received a $2 discount on admission
  - Metro logo and web address included on all participant registration forms, museum homepage print ads and program
  - Metro was included in press releases encouraging attendees to “Go Metro”
  - Metro partnership promotional trade and promoting “Go Metro” via e-blast to members

> Aquarium of the Pacific
  Promotional trade value – $50,000
  - Free child admission with one adult admission and Metro Monthly coupon
  - Metro logo and web address included on all print promotional material
  - Metro logo and web address on the Aquarium's parking and driving information page
  - Metro was included in press releases encouraging attendees to “Go Metro”
  - Articles featuring “Go Metro” and Metro discount e-blasted to 50,000 recipients

> Cherry Blossom Festival
  Promotional trade value – $50,000
  - Metro patrons and Metro employees receive a free signed poster by the Blue Gate artist or autographed photo from actress Kellye Nakahara
  - Metro logo and web address on the Cherry Blossom directions and parking information webpage
  - Metro logo on 5,000 posters, flyers, postcards and “Go Metro” included in their press releases
  - Free Metro booth at the event

> Curry Corner Festival
  Promotional trade value – $50,000
  - Metro patrons and Metro employees receive a discount on raffle tickets for a free vacation
  - Metro logo and web address on the Curry Corner Festival directions and parking information webpage
  - Metro logo included in event posters and flyers
  - Free Metro booth at the event
These standing publications are available through Stationery

12-Minute Map

Bike Map

Destinations

Rider’s Guide

System Map
Web Recap

Web totals/accomplishments for April 2008

> During the month of April, the metro.net homepage had 64,669,552 unique visitors
> 314 web projects were completed in April

Trip Planner
> 5,216,464 trips were planned using our Metro Trip Planner

Trends on Top Web Pages

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<tr>
<th>Website</th>
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<tr>
<td>LRTP</td>
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<tr>
<td>Planning your trip</td>
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<td>1,898</td>
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<tr>
<td>Metro System Map</td>
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<td>-1,279</td>
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April 2008
Metro Briefs

Los Angeles County ads:
> Number of Publications: 93
> Number of Languages: 11

Free Metro Earth Day "Rock & Ride" Concert April 22

Metro Board Chair Pam O'Connor has some good ideas about how to relieve traffic congestion in LA. Now she's looking for ways to pay for it. If you know how, call and share your ideas on the live TV call-in show "Metro's L.A. Live," on Sunday, March 25 from 8 p.m. on NBC TV Channels 4 and 11,

Interactive Video Wall Launched At metro.net

Interactive Video Wall – a collection of destination and news videos designed to help commuters and visitors easily navigate L.A. Highlights include videos from the Go Metro campaign, news and features reporting on events, ongoing projects and safety issues.

Free Metro Earth Day "Rock & Ride" Concert April 22

Take care of Mother Earth. Leave your gas-guzzling, air-polluting car behind and Go Metro to Union Station for a free noontime concert by the rock band Canon. Go Metro to Union Station for a free noontime concert by the rock band Canon. The concert will feature music from the Go Metro campaign and some cooler hits.

Canoga and Eastside corridors are being released in a series of public meetings. Get the latest updates or meeting notices online at metro.net or call 213.922.2833.

Metro South Bay Governance Council meeting Friday, March 14

The Metro South Bay Governance Council will meet Friday, March 14, at 8:30 a.m. at 801 E. Carson St., Carson. For information, search for "Metro South Bay Governance Council" at metro.net.

Imagine The Possibilities

Imagine a faster commute, synchronized signals, more left turn lanes and more rail lines to more places. Metro is now planning LA’s future and wants your input. See what’s achievable today and possible tomorrow with more investments in transit service in your community. Attend the Metro South Bay Governance Council meeting Friday, March 14, at 8:30 a.m. at 801 E. Carson St., Carson. For information, search for "Metro South Bay Governance Council" at metro.net.

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 April is $1,785,186. The fiscal YTD total is $9,797,091. The fiscal year goal is $8 million.

Media Relations/Cable Television/Video Production

> Distributed 20 Metro press releases
> Scheduled Los Angeles Times editorial board meeting to discuss options for half-cent sales tax ballot measure
> Completed spring Metro Motion cable show
> Produced two videos for the web:
  - Go Metro to Fiesta Broadway
  - Bike to Work Day
> Coordinated four press events:
  - Poetry Readings
  - I-5 Carpool Lanes Opening
  - Earth Day Concert
  - Federal Congestion Pricing Grant Announcement
> The following Metro Speaks engagements took place as follows:
  - Griffin Elementary School
  - Mar Vista Green Neighborhood Association
  - Military Officers Association of America

April 2008 Press Release Log

04.02.08  Earth Day Concert
04.09.08  Fiesta Broadway 2008
04.10.08  Reaction to CTC Vote on Goods Movement
04.11.08  Metro Eco Friendly Apparel at Metro Store
04.17.08  Go Metro to the Aquarium
04.18.08  Earth Day Detours
04.22.08  Earth Day Eco Facts
04.18.08  Metro Vanpool Program Reaches New Milestone
04.18.08  Bike to Work Day 2008
04.21.08  Advisory – Earth Day Concert
04.21.08  New Round of Public meetings on Westside Extension Transit Corridor Study
04.21.08  Carina Ricco Earth Day Concert
04.22.08  Go Metro to Clean Clear Water Festival
04.23.08  260 New 45 Foot Buses
04.24.08  Metro Board Takes Step toward Putting new Transportation Sales Tax on November Ballot
04.28.08  Bike Pedestrian Access to Newhall Metrolink Station
04.30.08  Advisory – May 1st March Detours
Regional Communications Programs

Constituent Program Management

Corridor Studies/Programs

> I-710 project team continued to finalize participation in the project's Local Advisory Committees and Corridor Advisory Committee. Met with the East Los Angeles Local Advisory Committee. Developed project fact sheet. Developed strategy and materials for roll out of Local Advisory Committees during May and June.

> Crenshaw-Prairie team outlined and scheduled presentations for key stakeholders. Briefed offices of Director Parks and Assembly member Ridley-Thomas. Team continues to refine alternatives and alignment issues.

> Eastside Phase 2 team successfully completed four project update community meetings. Planned for May city briefings and continued engagement on TAC issues.

> Canoga Transportation Corridor project team worked to compile comments from March DEIR hearings. Team continues to refine LPA and is planning related outreach.

> Regional Connector continued meetings with the Little Tokyo Community Council Regional Connector Subcommittee and held a pre-meeting for the Downtown Center BID/Central City Association Board of Directors Meeting.

> Westside Study team held individual briefings with the offices of Board Chair O'Connor, Director Yaroslavsky, Jaime de la Vega, cities of West Hollywood and Beverly Hills regarding screened alternatives moving forward. Provided overview to BOMA, Westwood Homeowners Association, and Metro Citizens Advisory Council. Met with UCLA transportation planners regarding potential Westwood-area station locations. Launched group Facebook page. Coordinated collateral materials for 3rd round of community meetings beginning May 5. Held two elected officials briefings in advance of May community meetings.

Transportation Policy Program Communications

> Continued Congestion Reduction Outreach Strategy development concerning USDOT grant and L.A. County Operating Plan. Participated in consultant negotiations. Held first Congestion Pricing Symposium attended by 100 representatives from offices of elected officials, transportation agencies and COGs.

> Completed LRTP Outreach implementation with Planning. Produced and distributed an additional 500 LRTP videos in English and Spanish, and posted to the Metro website. Completed the last five LRTP public meetings in South Bay Cities, San Gabriel Valley, Gateway Cities, North Los Angeles County and the San Fernando Valley. Conducted LRTP presentations and updates to South Bay Association of Chambers, Green LA, Move LA, Environment Now, Environment Now, West LA CPAB Traffic Committee, Eastside Phase 2 Outreach Meetings in Whittier, S. El Monte, Montebello and Pico Rivera, Building Owners & Managers Association of Greater LA, Wilmington Chamber, Redondo Beach Civic Leaders Tour, Harbor City Harbor Gateway Chamber, American Jewish Committee, CD 11 Neighborhood Empowerment Congress Transportation Committee, the, LA County Federation of Labor, the Valley Industrial Association Advocacy Committee, and the VICA Government Affairs Committee.

> Continued strategy and implementation of Corridor Studies and Imagine Campaigns. Initiated planning of Student Transportation Summit and Business Transportation Summit.

> Coordinated with Caltrans on SR 710, I-405, I-5/I-710.

Research and Development

> Metro Vanpool Program: Total program enrollment of over 600 vanpools; continued developing comprehensive marketing campaign to increase awareness of the program among LA County commuters; presented program to Downtown LA law firm launching the new outreach strategy.


> Bus Stop Signage Project: Working with Stops and Zones, the Signage group and Creative Services, developed a revised phased plan for implementing new bus stop signage; began work on a database; a manufacturer representative presented a signage modular system being used by other cities.

> Bike to Work Day: Distributed promotional items and information to the 35 pit stop sponsors; finalized marketing and media plan.

Transit Education Programs

> Conducted safety orientation tours to 1,581 students.

> Conducted rail safety presentations to 5,207 people.

> Continued to advertise at 8 Albertsons check-out stands reaching 447,264.

> Provided safety outreach and learning materials to schools for 900 students.

> Continued to show safety videos in the 14 LA County clinics reaching 60,667 people.
Capital Program Mitigations

During the month of April, the following activity was reported for Metro's construction projects.

**Metro Gold Line Eastside Extension**

> Distributed 8 construction notices that reached approximately 12,925 residences and businesses regarding:
>  - Deck removal for phases I and II
>  - I-710 Freeway retrofit
>  - Traffic switch at 3rd and Indiana
>  - Concrete pours
>  - Water valve replacements

> Met with 103 residents and business owners to coordinate construction activities

> Supported the 13th Annual Community Job and Information Fair at Dodger Stadium

> Delivered 8 “open during construction banners” and 36 banners promoting the project

> Supported the Little Tokyo Cherry Blossom Festival

> 15 mitigation cases closed

**Expo Light Rail Transit Project**

> Distributed 3 construction notices regarding:
>  - Downtown corridor girder installation
>  - Downtown corridor storm drain installation
>  - Mid-Corridor K-rail installation

> Held a project status update meeting at:
>  - Holman United Methodist Church (Segment B)
>  - Culver City Senior Center (Segment C)

> Provided project update presentations to:
>  - United Homeowners Association (Segment B)
>  - Cameo Woods Homeowners Association (Segment C)
>  - Culver City Chamber Membership Luncheon (Segment C)

> Hosted informational tables at:
>  - Rancho Cienega Park Health Fair (Segment B)
>  - Culver City Farmers Market Earth Day Event (Segment C)

> Continued coordination of construction fence art mural with Dorsey High School

> Continued Segment C business assessments

> Continued school safety outreach to schools along the project alignment

> Attended regularly scheduled meetings with USC and Expo Park to discuss coordination of events and construction activities
Government Relations

> Monitored all State Bill introductions/amendments
> 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
> 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
> Met with Congressman Schiff’s staff for an update on the SR-7 terminus project
> Met with Congresswoman Harman’s staff for an update on the Crenshaw-Prairie transit corridor study
> Organized a briefing and tour along the Metro Orange Line for the Metropolitan Manila Development Authority
> Organized a briefing on Metro’s Operations, bus rapid transit and congestion pricing demonstration initiative for the German Members of Parliament
> Submitted 1st quarter reporting to the Fair Political Practices Commission for lobbying activity
> Testified on behalf of Metro in Sacramento on Assembly Member Mike Feuer’s transportation package
> Attended meeting with LA City Councilmember Bill Rosendahl and staff on Metro Green Line extension to LAX
> Met with LA City Councilmember Ed Reyes’ staff and community members on December 2007 bus service changes
> Participated in APTA’s Program Structure Working Group to begin drafting principles for SAFETEA-LU authorization
> Took part in meetings of the Metropolitan Rail Discussion Group to develop an authorization platform for urban transit systems
> Met with key Senate staff regarding the SAFETEA-LU technical corrections bill and Expo local match language
> Participated in the “Access DC” trip sponsored by the LA Chamber and Mobility 21
> Interacted with USDOT officials on Metro’s congestion reduction demonstration initiative
## Sector Activity

### Metro Brief Topics

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<td>Thousands go with Metro Employer Pass</td>
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### Campaigns

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<td>Metro Rapid Line 710/Purple Line Connections</td>
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<td>Line 920 Street Signage Program</td>
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Commute Services

We are pleased to report that about 90% 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:

- Carl’s Jr. (2 sites)
- CM Tel (USA) LLC
- Double Tree Inn
- Evergreen Chateau Inc.
- Ground Works Coffee Company
- Honky Tots Inc. dba
- California Baby
- JBs Private Label
- KI Los Angeles
- Laemmle Theatres, LLC (10 sites)
- Life-Care
- Our Lady Queen of Angels Church
- Panini Café
- Tony’s Jeans, Inc.
- Trimana

Annual employer TAP programs began in August of 2005 and currently there are 265 worksites with 6,510 passes distributed and a revenue of $1.4 million for 2008.

Institution Pass Programs

Currently UCLA, Rio Hondo College, Los Angeles City College, Valley College, LATTC, Southwest College and East Los Angeles College all participate in the I-Pass program. Total revenue from August 2005 to date is $2,635,971.

By the Numbers

> Pass Program Sales Revenue YTD (estimated): $12,269,109
> Surveys Processed: 7,792 YTD: 196,154
> Public Pass Sales Outlets: 609
> Metro Rewards (rideshare incentive program)
  - Worksites YTD: 1,552
  - New worksites this month: 21
  - Participants YTD: 22,251
  - Program participants to date: 61,425

Upcoming Events

> Bike to Work Day – May 15, 2008
> 10th Annual Diamond Awards at the Biltmore Hotel – May 21, 2008
Coming soon...

Some of the projects planned for May 2008 include:

> Bike to Work Day
> Transit Corridor Meetings
> Safety