In the Public Eye

September 2008

“Opposites” Ridership Campaign
Route Promotion: College Campaign
Route Promotion: Employment Centers
TAP
Dodger Shuttle

Metro
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“Opposites” Ridership Campaign

Objective
To position Metro as the solution to high gas prices, smog and traffic stress

Route Promotion: College Campaign

Objective
To encourage students to use public transportation at campuses served by the Metro system

Route Promotion: Employment Centers

Objective
To provide handy information for commuters working in targeted employment centers in LA County
TAP

Objective
To convert Metro pass holders to the TAP card and advise where sales outlets are located.

CURRENT PROMOTIONS

Transit Corridor Meetings

Objective
To inform the public about regional transit corridor meetings.

Dodger Shuttle

Objective
To inform the public of free shuttle transportation to all Dodger home games.
Displays, Mapcases and Signs

The following signage updates have been made to the system:

> Additional mapcase installed on Civic Center Station platform

> 56 displays were changed out in bus stations, rail stations and rail cars.

Poetry in Motion

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

The poem for September “somewhere i have never traveled, gladly beyond” by E.E Cummings

Metro Art

E.E. Cummings (1894–1962)

Customer Programs & Services

> Metro Customer Centers, Lost and Found and the Reduced Fare Office operations:
  - Over 47,000 customers served
    - 14% decrease from September 2007

> TAP was sold at all four of Metro's Customer Centers (Wilshire, Baldwin Hills, East Portal and East Los Angeles)
  - EZ Pass sales have increased from the prior year showing that some people prefer paper over plastic

> Lost and Found
  - Received 925 items in September 2008, with a 15% return-to-owner rate
    - Last September 777 items were received with an 18% return-to-owner rate
  - Received 104 bikes in September with a 48% return rate
    - Last September 85 bikes were received with a 32% return rate

> Metro Passes by Mail
  - Over 34,900 passes were mailed
    - 9.4% increase over last year
  - Over 50,000 bags of tokens were delivered
    - 17% increase over last year

> E-commerce on metro.net
  - 1,112 passes sold
    - 18.8% increase over September 2007

> Fare Media Stockroom
  - Over 462,000 pieces of fare media distributed to vendors and customer centers
    - 26% more than September 2007
  - Valued at $13.1 million

September 2008
Cross Promotions and Events

The promotional in-kind trade value generated in September had an equivalent promotional advertising value of $385,000. Fiscal YTD total is $845,000

September Filming Revenue – $16,255

Seasonal Promotional Trades and Added-Value for Metro Patrons

> “9 to 5” The Musical
  Promotional trade value – $75,000
  - Metro mentioned as the preferred travel partner to “9 to 5”
  - Metro patrons and Metro employees received a 20% discount on tickets on specific days
  - Distribution of 20,000 show buckslips and flyers to show patrons
  - Metro was included on show website with transit map
  - Metro promoted through e-blasts to show patrons

> “Angel City Classic”
  Promotional Trade Value – $50,000
  - Metro patrons and Metro employees receive a $3 discount on tickets to the event
  - Metro was included in all promotional material: print ads, flyers and event program
  - Metro was featured in press releases and on their website with a hotlink to metro.net
  - Free Metro booth at the event

> “Face of the World Festival”
  Promotional trade value – $75,000
  - Metro patrons and Metro employees receive 2 tickets for the price of 1
  - Metro was included in their event flyers and press releases as a way to get to the event
  - Metro was included on their website with a hotlink to metro.net

> “World Festival of Sacred Music”
  Promotional trade value – $50,000
  - Metro patrons and Metro employees were entered into a drawing to win a World Travel prize
  - Metro was included in their event flyers and press releases as a way to get to the event
  - Metro was included on their website with a hotlink to metro.net

> “10th Annual LA Greek Fest”
  Promotional trade value – $50,000
  - Metro patrons and Metro employees received a $1 discount on admission
  - All promotional materials and press releases listed Go Metro to the event
  - Metro was included on their website with a hotlink to metro.net
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 September 2008

> During the month of September the metro.net homepage had 490,207 unique visitors, and a total of 388,970 new visitors
> 215 web projects were completed in September

Trip Planner

> 6,501,683 trips were planned using our Metro Trip Planner

Trends on Top Web Pages

Measure R
12,856 hits (+10,103 from August 2008)

Fastlanes
1,951 hits (-376 from August 2008)

Planning your trip
159,653 hits (-31,257 from August 2008)

Email alerts total subscriptions
5,338 hits (+236 from August 2008)

Metro System Map
53,321 hits (-9,290 from August 2008)

Destination Discounts
4,626 hits (-3,716 from August 2008)
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 September is $946,960. The fiscal YTD total is $3,015,160. The fiscal year goal is $9 million.

Media Relations/Cable Television/Video Production

> Distributed 20 Metro press releases

> Scheduled two press events:
  - Mayor announces bus bridge to serve Metrolink commuters following the September 12th accident

> Produced Go Metro to Breeders Cup Video

> Worked on the following:
  - Fall Metro cable television show
  - Go Metro to Staples Center video
  - Mobility 21 video and speeches

> Fielded numerous media calls relating to Metro Rail safety following the Metrolink accident on September 12th

> The following Metro Speaks engagement took place as follows:
  - Brentwood Community Council
  - Lions Club
  - Cable Station Pasadena Channel 56

September 2008 Press Release Log

09.02.08 Learn How to Save energy at Alt Car Expo September 26 and 27
09.02.08 Go Metro to Latino Film Festival
09.05.08 Metro Blue Line Service Delays due to Track Maintenance
09.08.08 Harbor Subdivision Transit Corridor Public Meetings
09.10.08 Go Metro to USC Football Games
09.10.08 Metro Gold Line Extension Construction Notice #73
09.11.08 Go Metro to Detour Festival
09.12.08 Go Metro to New UCLA Extension
09.15.08 Advisory – Gold Tie Photo Op (Cancelled)
09.15.08 Metrolink Bus Bridge Service
09.15.08 Go Metro to Third Annual Angel City Classic Football Game
09.16.08 Advisory – Bus Roadeo 2008
09.22.08 Go Metro to “We the People” Festival
09.24.08 Metro Gold Line Extension Construction Notice #74
09.25.08 Metro Board urges New Safety Measures to Metrolink
09.26.08 Governor Signs 2321, Measure R Now Goes Before Voters
09.26.08 Metro Community Based Transit Service Sector Governance Councils Set October Meetings; Gateway Cities Sector Will Not Meet
09.30.08 Advisory – Metro Gold Line Connects to East LA
09.30.08 “Hire a Hero, Hire a Vet” Job Fair 2008
09.30.08 Metro to Repave Portion of Metro Orange Line
Regional Communications Programs

Constituent Program Management
Active participation in strategic planning and development of the following:
> Congestion Reduction Outreach Strategy for USDOT Grant and L.A. County Operating Plan
> Countrywide
> Measure R
> Mobility 21

Corridor Studies/Programs
> Canoga – Started planning for final presentation community meetings (November). Made presentations on final project details to Chatsworth Mobile Home Park, Supervisor Antonovich and Councilman Smith. Toured alignment with LADOT and LADPW.
> Crenshaw – Held second set of Working Group meetings for this project (South Corridor and Mid-Corridor). Made presentations to St. John Chrysostom Church, Hollywood Park developers, Veronica-Sanchez Sycamore Block Club, Supervisor Burke's Office, Councilman Bernard Park's Office, Anthony Maddox with LA Urban League and CRA Mid-City PAC.
> Eastside Phase 2 – Conducted Gold Line Tour for City of Whittier. Made presentations to City of South El Monte, Eastside Phase 2 TAC Committee and San Gabriel Valley COG. Attended joint SGV Chambers of Commerce luncheon in Alhambra (Assemblyman Mike Eng, guest speaker).
> Harbor Subdivision – Conducted public scoping meetings in Torrance, Wilmington, Huntington Park and El Segundo attended by approximately 100 people. Conducted two elected official briefings prior to the start of scoping. Launched the Harbor Subdivision website and developed a Harbor Subdivision fact sheet.
> I-710 EIR/S – Conducted public scoping meetings in East Los Angeles, Paramount and Long Beach. Convened a second meeting of the I-710 Project Committee. Briefed the City of Long Beach's newly appointed members of the Corridor Advisory Committee.
> Regional Connector – Preparing for final set of community meetings before Alternatives Analysis Report is presented to the Metro Board. Setting up briefings with Metro Board deputies, and elected officials.
> Westside Study – Conducted 5 community update meetings. Provided briefings in advance of community update meetings to LA Times, Daily News, LA & City News Service. Held 2nd Urban Design Station Planning meeting with local agency planners from throughout study area. Met with UCLA staff to discuss Westwood station area planning. Briefed Supervisor Yaroslavsky. Provided background interview to CBS news. Facebook group membership at 1,150.

Research and Development
> Completed analysis and release results for the 2008 Spring Customer Satisfaction Survey.
> Completed submittal and internal audit of FY08 Metro Vanpool Data to meet federal NTD reporting requirements. During FY08, the program delivered 90.7 million passenger miles & 1.8 million passenger trips. As a point of comparison, the Metro Red Line delivered 197 million passenger miles in FY07.
> Metro Vanpool Program: Processed 52 new applications bringing total program enrollment to 758 vanpools as of October 1st.
> Measure R: Worked with County Counsel and Creative Services to finalize direct mail voter information pamphlet that was sent out during the month to all addresses in the county.
> Bus Stop Signage: Began RFIQ process to identify vendors to improve bus stop information and amenities at major transfer locations.

Transit Education Programs
> Outreach for September totaled 1,281,525 impressions.
> Conducted safety orientation tours to 683 students.
> Conducted rail safety presentations to 1,192 people.
> Continued to advertise at 18 Albertsons check-out stands reaching 1,218,333.
> Provided safety outreach and learning materials to schools for 650 students.
> Continued to show safety videos in the 14 LA County clinics reaching 60,667 people.
Capital Program Mitigations

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

Metro Gold Line Eastside Extension

> Distributed 3 construction notices that reached approximately 10,200 residences and businesses regarding:
  - Final striping and civil work improvements
> Participated in the following monthly meetings:
  - Executive RAC Meeting
  - RAC Meeting
> Supported the following community event:
  - Annual Girls Today, Women Tomorrow Luncheon
> Met with 131 residents/business owners to coordinate construction activities
> Delivered 4 “open during construction banners” and 36 banners promoting the project
> 8 mitigation cases closed

Expo Light Rail Transit Project

> Distributed 3 construction notices regarding:
  - Temporary Street Closures along Flower Street
  - K-Rail Installation from 7th Av to La Brea Av
  - Various Construction Activities along the West End
> Held a project status update meeting at Ahmanson Senior Center (Segment A)
> Attended regularly scheduled meetings with USC and Expo Park to discuss coordination of events and construction activities
> Expo and FFP representatives met with LA Trade Tech staff to discuss construction activities, impacts and mitigation measures
> Provided project update presentations to:
  - Operation Hope Reverse Mortgage Workshop (Segment B)
  - Crenshaw Chamber General Body (Segment B)
> Hosted informational tables at:
  - “7th + Fig” (Segment A)
  - Back to School Health and Family Festival (Segment B)
  - Angel City Classic Football Game Event (Segment A)
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
> 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 L.A. 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 briefing with elected official district staff on the I-710, Eastside Phase II and Harbor Subdivision transportation corridor studies
> Organized a Quarterly Legislative briefing for congressional and state legislative aides which included presentations on Sales Tax, Congestion Reduction Initiative and an overview on the transportation corridor studies
> Assisted in organizing an informative transportation briefing for Senator Barbara Boxer
> Organized a transportation tour for Assembly member Mike Eng and district staff on the Metro Gold Line Eastside Extension, EXPO phase I and the Westside Extension
> Organized briefings and tours for Baltimore’s Metro employees on Joint Development, Metro Gold Line and the Metro Gold Line Eastside Extension
> Briefed House and Senate committee staff on the status of the Los Angeles Region Congestion Reduction Demonstration Initiative
> Participated in deliberations of APTA’s Legislative Committee
> Engaged in a coordinated legislative effort on rail safety with Metrolink and other transportation commissions
# Sector Activity

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**Commute Services**

This month we welcome the following business pass sales accounts: American Consumer Products, Cal America Education Institute, California Chicken Café, City Wok, Eisner Pediatric & Family Medical Center, El Conquistador Los Angeles, Fabiolus Café, Mole Richardson Company, Morton’s Steak House-Downtown L.A., NBBJ Los Angeles, Pacific Charter School Development, Pink Diamond, Inc., Rudy’s Barber Shop, Sunlight Guest Home, The Dye House, Universal Elastic & Garment Supply, Inc. and URS Corporation. Annual employer TAP programs began in August of 2005 and currently in year 2008 there are 424 worksites and 9,813 passes distributed with a revenue of almost $1.8 million.

**Institution Pass Programs**

Currently UCLA, Rio Hondo College, Los Angeles City College, Los Angeles Valley College, Pierce College, Los Angeles Trade Tech College, Los Angeles Southwest College and East Los Angeles College all participate in the I-Pass program. Total revenue from August 2005 to date is $3,095,102

**By the Numbers**

- Pass Program Sales Revenue YTD (estimated): $3,660,914
- Surveys Processed: 28,370 YTD: 54,168
- Public Pass Sales Outlets: 606
- Metro Rewards (rideshare incentive program)
  - Worksites YTD: 31,231
  - New worksites this month: 17
  - Participants YTD: 66,231

**Upcoming Events**

- California Rideshare Week October 6-20
- Metro Marketing Workshop October 28
Coming soon...

Some of the projects planned for October include:

> Metro Courtesy Campaign
> LA City Colleges Student TAP Passes
> Metro Destinations