



JUNE 2, 2000

Metropolitan
Transportation
Authority

One Gateway Plaza
Los Angeles, CA
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TO: BOARD OF DIRECTORS

FROM: FRANK CARDENAS
EXECUTIVE OFFICER, ADMINISTRATION

SUBJECT: METRO RED LINE/METRO RAPID
RIDERSHIP PROMOTION

ISSUE

To encourage potential riders who live or work within walking distance of the new Metro Red Line stations and Metro Rapid service, MTA is inviting potential customers to test these new services via a targeted mailing of promotional literature.

DISCUSSION

MTA is currently promoting the opening of Metro Rail to North Hollywood and the start of two Metro Rapid lines. Efforts are focused primarily on building awareness of the new service and drawing potential riders out on opening weekend to sample Metro Rail and Metro Rapid in a positive atmosphere.

To further benefit from the attention generated by the opening weekend, MTA is implementing an additional marketing program called "Try A Test Ride." Using a direct mail brochure, this program will encourage a geographically select group of residents along the new bus and rail corridors to sample Metro Rapid and the Metro Red Line by providing them with a "Complimentary Pass" good for a period of three weeks (July 1 through July 21). Customers will be invited to submit their written comments at the conclusion of the test period, and a free Metro Pass for a year will be awarded to one of the respondents in a random drawing.

The brochure will be in English and Spanish, and will arrive during the week of June 26 at an approximate total of 54,000 households in the following areas:

- Residences within a 1/2-mile radius of stops on the Metro Rapid Wilshire/Whittier route from the Soto Street stop east to the end of the line;
- Residences within a 1/2-mile radius of stops on the Metro Rapid Ventura route from the Balboa Boulevard stop west to the end of the line;
- Residences within a 1/2-mile radius of the North Hollywood, Universal City and Hollywood/Highland stations.

In addition, approximately 25,000 copies of the brochure will be distributed through Employee Transportation Coordinators to employees at businesses in the above areas.

Should other individual requests be received for the Complimentary Pass, MTA's Customer Relations will mail individual copies of the flyer on request while supplies last.

Prepared by:

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