



Metro

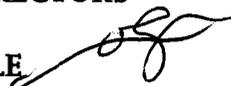
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Metropolitan Transportation Authority

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OCTOBER 27, 2006

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: MATTHEW RAYMOND 
CHIEF COMMUNICATIONS OFFICER

SUBJECT: REDUCED FARE ROUTE PROMOTION

ISSUE

At the September Executive Management and Audit Committee meeting, Director Villaraigosa asked staff to finalize a program to increase ridership by offering discounted fares on 13 select lines, and to report back to the Board on its plan.

DISCUSSION

To efficiently and effectively encourage non-riders to try specific lines, staff plans to launch a promotion in late January to offer reduced fares for a week on select lines throughout the system.

Tentatively titled "Metro's 50¢ Sale", this promotion will entice new riders by showcasing 18 lines throughout the County (the 13 cited in the Director Villaraigosa's motion plus five additional lines requested by Sector staff) and offering 50-cent fares on them for a week. Potential riders will be invited to try America's Best transit service by riding these lines at a savings of more than half the regular fare.

The breakdown of lines to be promoted in each sector is as follows:

Gateway Cites:	102, 265, 275, 577X
South Bay:	124, 127, 202, 209, 305
San Fernando Valley:	154, 168, 233, 761
San Gabriel Valley:	177, 201, 258
Westside Central:	214, 220

“Metro’s 50¢ Sale” will be promoted through display ads in broad market newspapers featuring all lines being discounted, as well as ads in regional newspapers highlighting the specific lines to be discounted in each local area. In addition, the offer will be mentioned in 10-second traffic radio spots and in Metro Briefs ads which run in 109 publications countywide. Car cards on board will be used to alert current riders to the promotion, while E-mail blasts to Employee Transportation Coordinators also will be used to encourage ridership at companies throughout the county. APC data will be used to analyze ridership gains during the promotional period.

NEXT STEPS

Communications will develop the ads and other materials necessary to launch the promotion. Plans also include coordination with Central Instruction to ensure that operators are properly trained for handling the reduced fare on board. Results of the promotion will be analyzed and reported back to the Board.