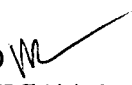




**Metro**

May 15, 2006

TO: BOARD OF DIRECTORS  
THROUGH: ROGER SNOBLE  
CHIEF EXECUTIVE OFFICER  
FROM: MATT RAYMOND   
CHIEF COMMUNICATIONS OFFICER  
SUBJECT: APRIL COMMUNICATIONS REPORT

ISSUE

Improving awareness of communications activities.

DISCUSSION

This *In the Public Eye* report visually recaps communications activities for April 2006.

NEXT STEPS

The May report will be issued next month.

ATTACHMENT

April *In the Public Eye* Metro campaigns and customer information

# In the Public Eye

Metro Campaigns and Customer Information

April 2006

Metro Art



**Metro**

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# Top Line

## Fare Revenue

In March 2006:

- > Total fare revenues were \$23.4 million, up 9 percent over March 2005
- > Metro monthly passes are up 5.4% in units and revenue
- > K-12 Student passes are up 52% in units and revenue

## Ridership

In March 2006:

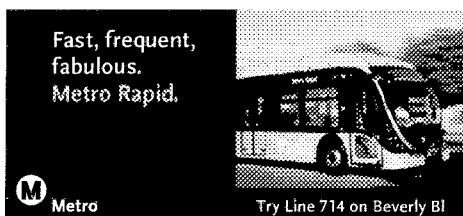
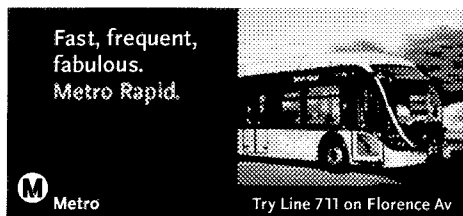
- > Monthly Boardings on bus systemwide equaled 35,677,719
- > Monthly Boardings on rail system equaled 7,636,901

## Customer Satisfaction

(Based on 19,254 surveys conducted in Fall 2005 Survey)

- > 85% of ridership said that Metro's image is improving
- > 83% of ridership said that Metro Bus service is better now than last year
- > 84% of ridership said "I am satisfied with Metro service."

# Metro Rapid



## Objective

To showcase specific Metro Rapid routes around the county while promoting the convenience of the mode overall.

## Elements

- Billboards
- Bulletins

