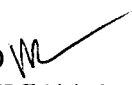




Metro

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

Los Angeles County
Metropolitan Transportation Authority

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:

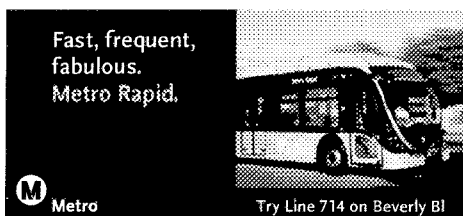
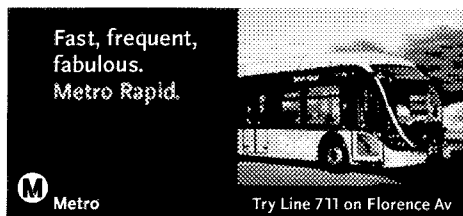
- > Monthly Boardings on bus systemwide equaled 35,677,719
- > Monthly Boardings on rail system equaled 7,636,901

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

