

#20

MTA Communications Unit

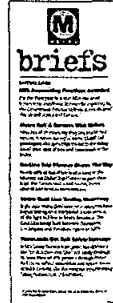
First Quarter FY03 Status Report



10-17-02

Marketing/Advertising

- Implemented Annual Media Plan
- Introduced Metro Briefs Ads
- Began Drive-Time Radio
- Executed Bus Advertising Contract
- Launched Multiple Campaigns



Campaigns

- EZ Pass
- Sector Introduction
- Look-Listen-Live Safety
- Anti-Graffiti
- Anti-Counterfeiting
- 1 800 COMMUTE
- Rideshare
- Late Night Rail Service




Public/Media Relations

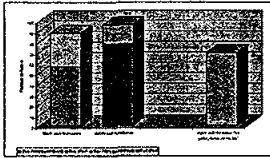
- Established Publications
- Produced Cable TV Show
- Implemented Media Tracking
- Orchestrated Media Events
- Improved Employee Communications



Marketing Research

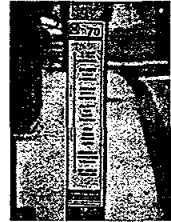
- Completed Customer Survey
- Completed Public Opinion Study
- Conducted Metro Rapid Focus Groups

 Overall Evaluation:
Metro Bus & Metro Rail Service



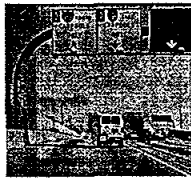
Customer Information

- Testing Bus Stop Decals
- Consolidated Phone Services
- Reduced Customer Wait Time
- Made Ergonomic Improvements
- Testing New Trip System
- Added Three Counties to Information System



Rideshare/Employer Programs

- Restructured Rideshare
- Sales Baselines Established
- Testing New Trip Planner
- Ridematch System Reviewed
- Vanpool Options Developed
- Incentive Programs Evaluated
- Employer Program Line Developed



Future Board Items

- Rideshare MOU Authorization
- Media Procurement Policy
- Annual Employer Pass Authorization
- Marketing Research Bench
- Vanpool Program
- Comprehensive Sign Program