

# Chief Communications Officer Report

EMAC

October 18, 2007

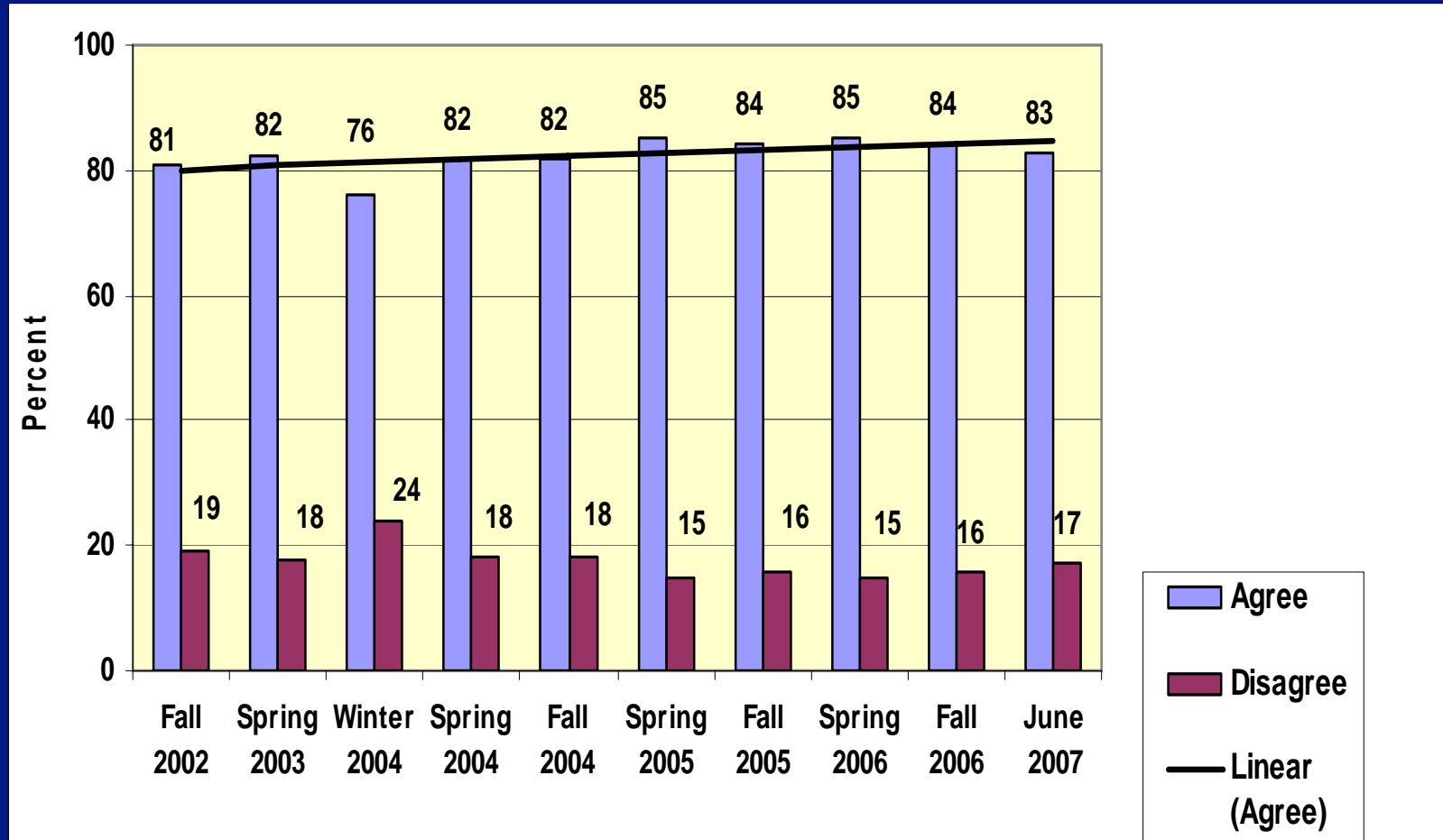


**Metro**

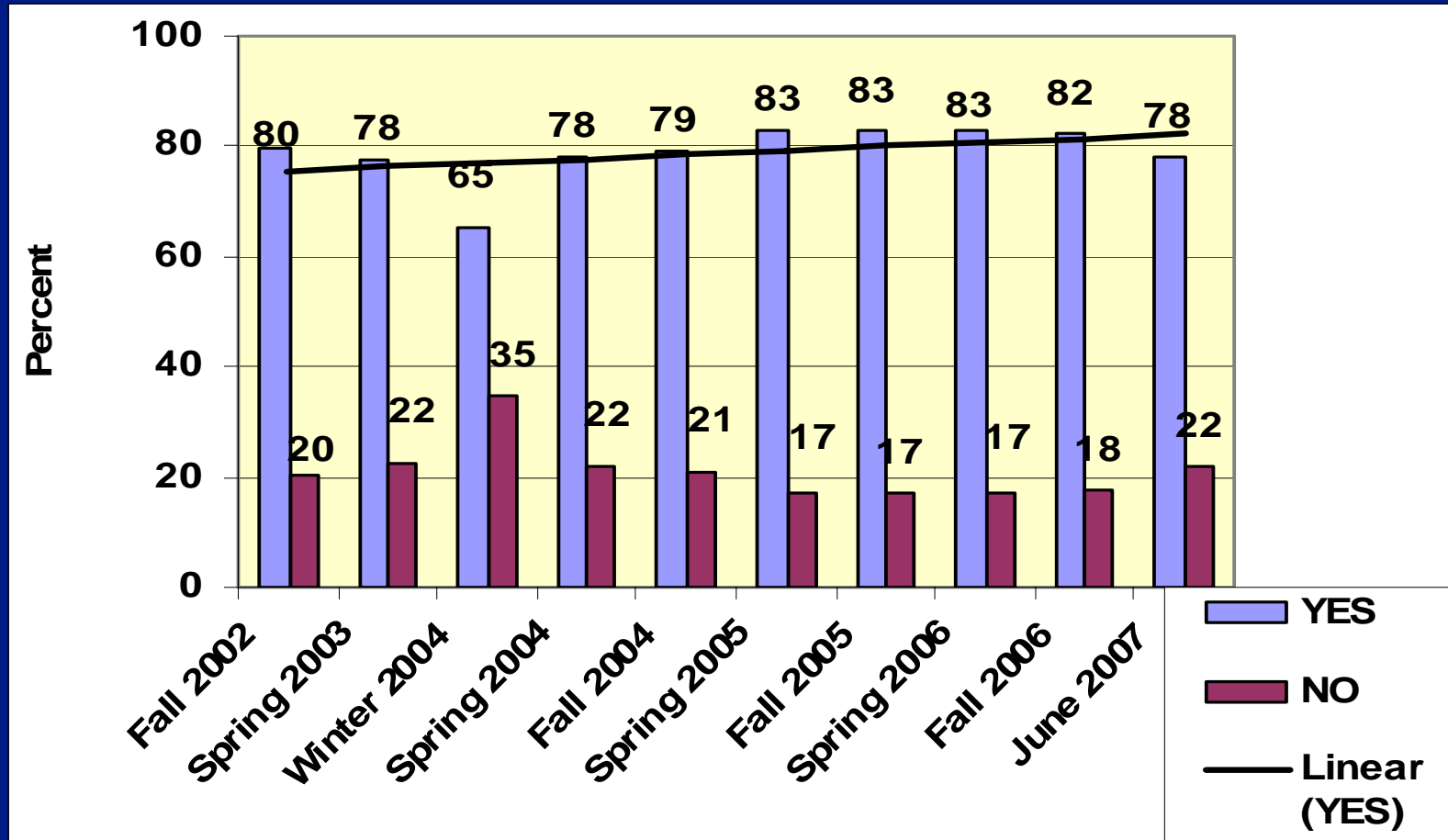
# Rider Satisfaction Remains High

- **Customer Satisfaction Survey results released**
- **June 2007**
- **Over 15,000 riders surveyed**
- **Over 80% customers are satisfied**

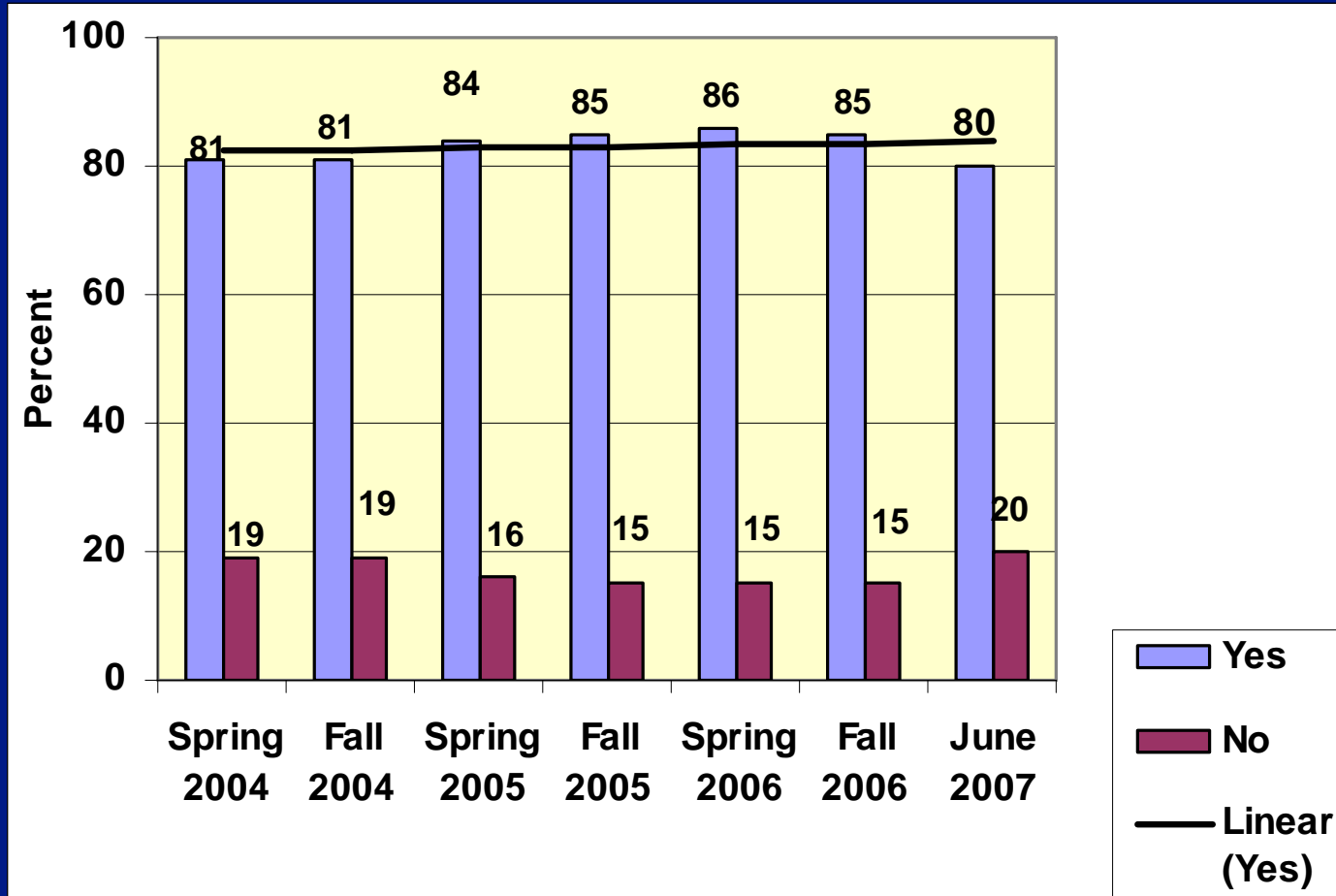
# Generally speaking, I am satisfied with Metro Service



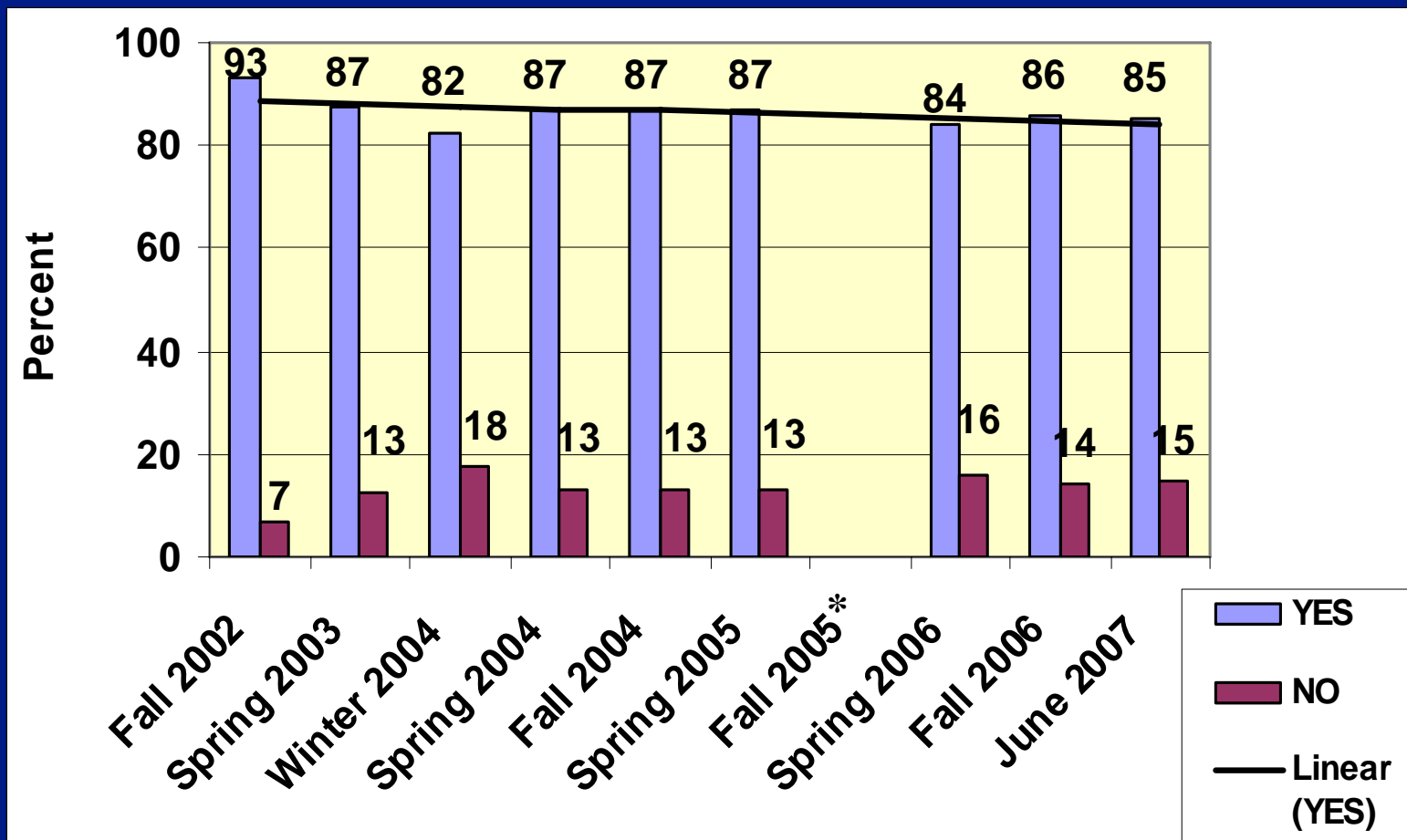
# Is Metro service better now than last year?



# Do you think Metro's image is improving?



# Did you use Metro bus/rail more than 4 days last week?



\* Question not included in survey

# Advertising Revenue Update

- **New revenue: \$401,917** (Oct. to Dec. 2007)
- **Total to date: \$570,852** (Mar. to Dec. 2007)
- **New rail car exterior sales**
  - AT&T (Oct. 1 – Dec. 23)
  - KLAX/KXOL (Oct. 1 -Nov. 25)
- **New station ad sales**
  - KLAX/KXOL
  - 4 Stations
  - Oct. 1 – Nov. 14

# TV Advertising

- Bus & Rail service promoted on TV
- Began Monday, September 24
- Local TV stations
  - Primarily morning and evening news shows
  - KNBC, KTLA, KABC, KCAL, KTTV, KCOP and Santa Monica City TV

Word on the street:  
Go Metro.



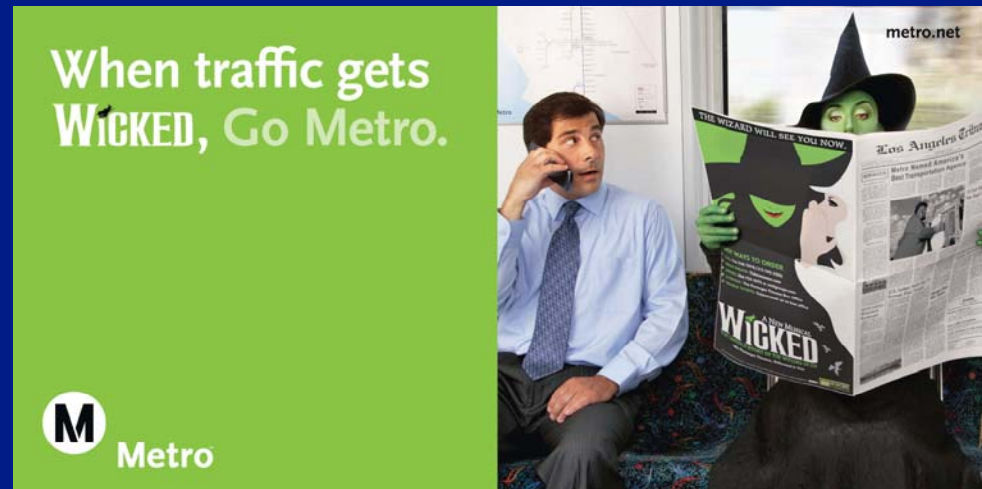
See the new TV spots at [metro.net/tv](http://metro.net/tv)





# Wicked Cross-Promotion

- Campaign
  - Outdoor
  - Customer
  - Employee Discount
- Wicked Promo
  - Wicked Tuesdays 20% off
  - Pantages Venue Advertising
  - Web
  - Media



# Vanpool Program Keeps Growing

- Program launched in April
- 497 vanpools in operation
- Outreach/marketing strategy in development



metro.net/vanpool

MILES OF CARPOOL LANES - JUST FOR US!

WISH YOU WERE HERE?  
START A METRO VANPOOL.

I SAVED BIG AND WE WENT TO HAWAII!

Vanpool

## Get in. Join a Metro Vanpool.

- > **Cut your commuting costs.**  
Metro Vanpool fares average \$140/month, a lot less than you're probably spending on gas, maintenance and parking costs.
- > **Save time.**  
There are 237 miles of carpool lanes out there just waiting for you. Skip the traffic and shave real time off your daily commute.
- > **Park your car.**  
Park and Ride lots all over are waiting for you. Jump in your van and you're on your way, without the high cost of parking.

**SIGN UP HERE**

Ready to Get In?  
Contact your employer representative

**M** Metro  
America's Best

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# Employer Sales Update

An advertisement for Metro's employer sales program. It features a light orange background with a fine grid pattern. The text "metro.net" is in the top right corner. The main headline reads "You ride. Your boss pays." in a large, black, serif font. To the right of this headline, the word "SWEET!" is written in a white, handwritten-style font. In the bottom left corner, there is the Metro logo, which consists of a black circle with a white "M" inside, followed by the word "Metro" in a black sans-serif font. In the bottom right corner, the text "Get your company to buy your pass. Call 213.922.2811." is written in a black sans-serif font.

metro.net

You ride. Your boss pays. *SWEET!*

**M** Metro

Get your company to buy your pass. Call 213.922.2811.

- **13 new accounts in September**
  - 12 new B-TAPS
  - 1 new Metro Mail