

Chief Communications Officer Report

Executive Management and Audit Committee
January 15, 2009

LACCD Campuses I-TAP Media Event

- **Press Conference 1/16**
- **I-TAP Program Media Events for all Nine LACCD Campuses**
- **All Full-time Students**
 - **27,755 Projected Participants**
 - **\$4.4 Million Revenue per Year**

Employer Sales Update

metro.net

You ride. Your boss pays. *SWEET!*



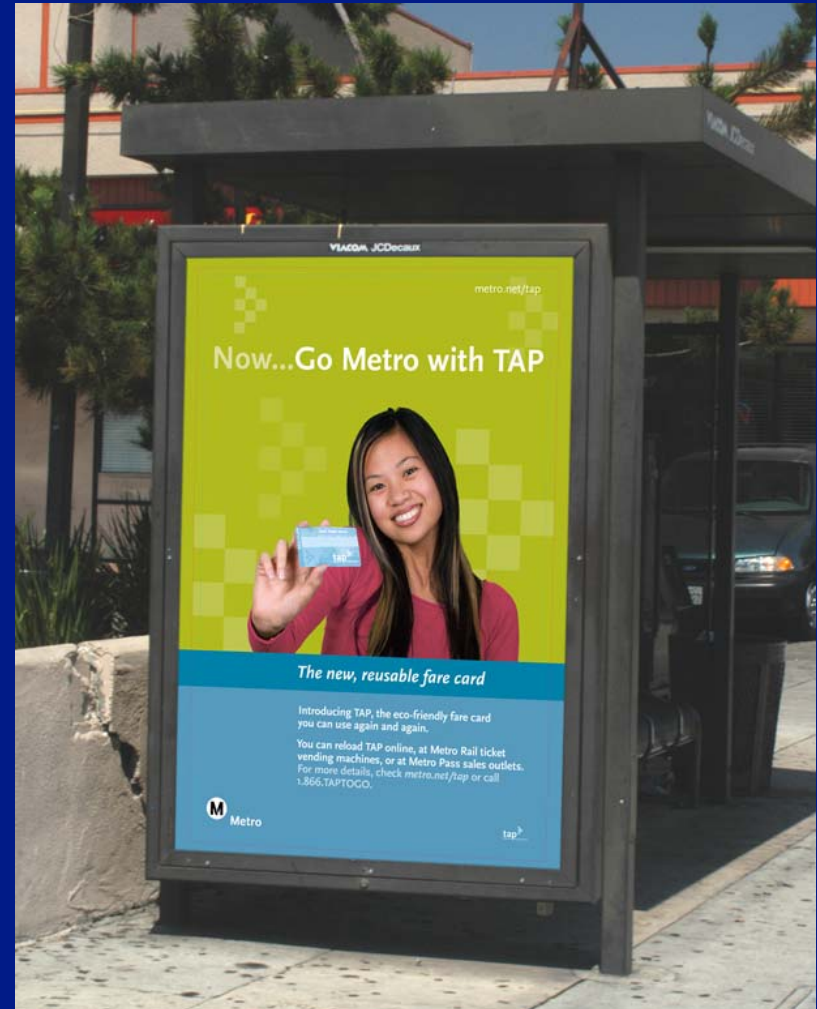
Get your company to buy
your pass. Call 213.922.2811.

- \$22k Revenue in December 2008
- \$1.9 Million Revenue in Calendar Year 2008
 - 460 Sites
 - 11,217 TAP Cards
- Over 80% Renewal Rate to Date

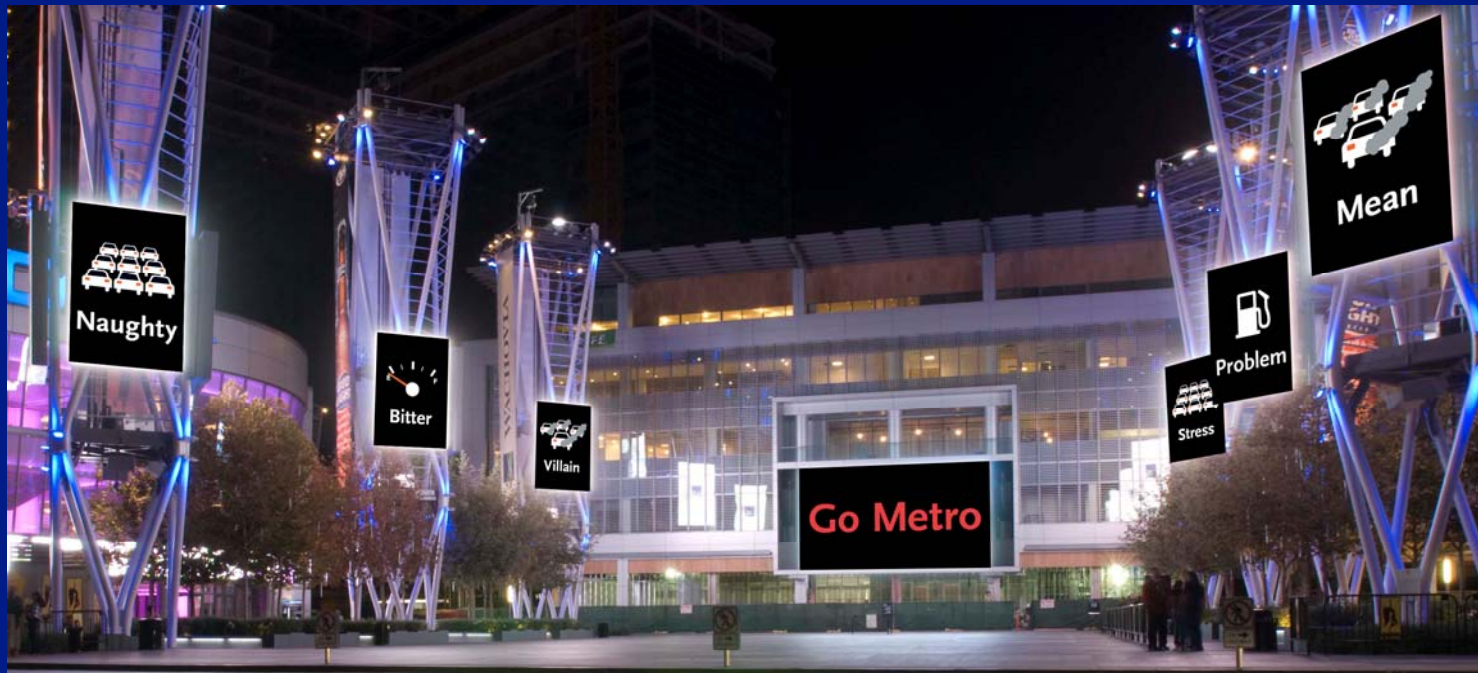


New TAP Campaign

- **Countywide Campaign**
 - 400 Bus King Ads
 - 160 Bus Shelters
 - 10: Radio
 - Metro Briefs
 - Onboard Advertising
 - Press Event w/ Mayor



L.A. LIVE Cross Promotion



- On Board Destination Promotion
- Venue Advertising
- L.A. LIVE Website
- Press Event

Advertising Revenue Update

- **New McDonalds Ads on Trains in January**
- **High Level of Guaranteed Revenue**
- **FY09 Bus/Rail Guaranteed Revenue: \$23.3 Million**



Sector Promotions



- Promotions
 - Direct Mail
 - Newspaper Ads
- Lines
 - 577X
 - 715
 - 183
 - 534



FastLanes Demonstration Project Outreach



- 12-Agency Technical Advisory Group Meetings
- USDOT National Evaluation Workshop
- Multiple Briefings
- Scheduled Corridor Advisory Group Meetings as follows:
 - I-10 Corridor, February 2
 - I-110N Corridor, February 3
 - I-110S Corridor, February 5