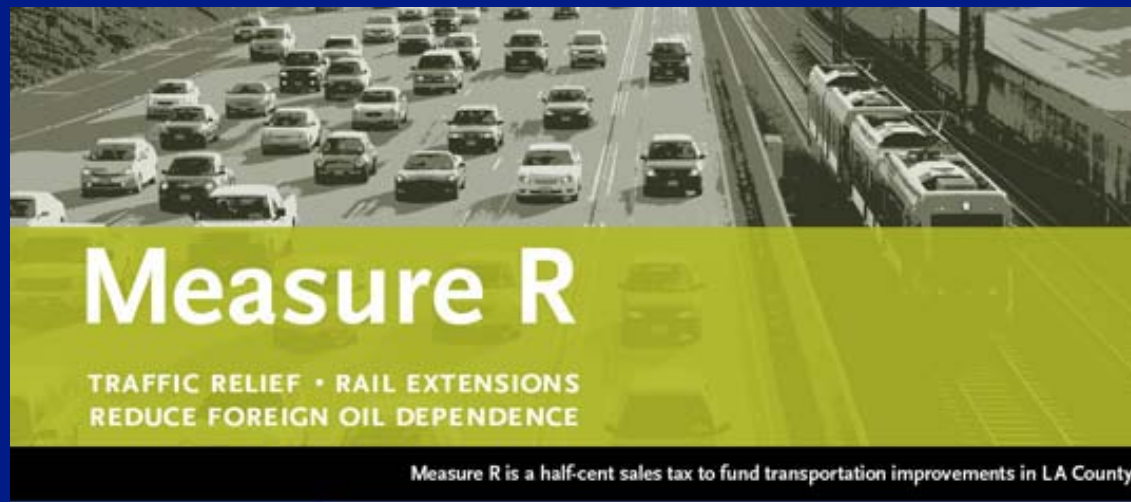


Chief Communications Officer Report

Executive Management and Audit Committee
February 19, 2009

Measure R Update

- Developing a Recognition Program
- LAEDC Economic Analysis Underway



Employer Sales Update

metro.net

You ride. Your boss pays. *SWEET!*



Get your company to buy
your pass. Call 213.922.2811.

- \$31k Revenue in January 2009
- High 2009 Renewal Rates
 - 87% Annual Pass (20 Worksites)
 - 80% Business Pass (303 Worksites)



Production Efficiency

- Pursuing more efficient printing options
- E-mail distribution of all materials



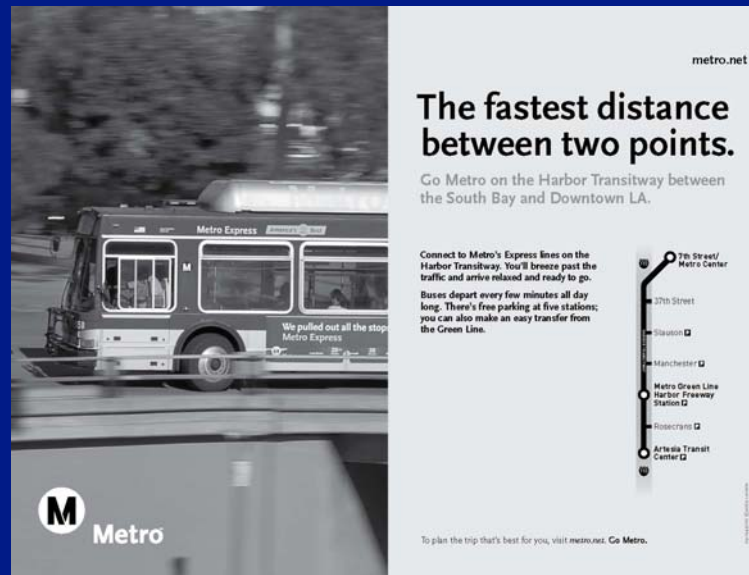
Economy Impacting Vendors/Contracts

- **Transit TV**
 - Company filed Chapter 7
 - Small loss of revenue
- **Printing Press Vendor**
 - Verge of bankruptcy
 - Unable to complete new web press



Sector Promotion Update

- Dec. – Feb. Promotions:
 - 577X
 - 715
 - 183
 - 534
- Feb. – Mar. Promotions:
 - 214
 - Harbor Transit way
 - Westside Sector Night Owl Service



The advertisement features a photograph of a Metro Express bus on the left. The bus has 'Metro Express' and 'Express' written on its side. Below the bus, it says 'We pulled out all the stops Metro Express'. On the right, the text reads 'metro.net' at the top, followed by 'The fastest distance between two points.' and 'Go Metro on the Harbor Transitway between the South Bay and Downtown LA.' Below this is a list of stations: 7th Street/Metro Center, 37th Street, Silaswood, Manchester, Metro Green Line Harbor Freeway Station, Rosecrans, and Arleta Transit Center. At the bottom, it says 'To plan the trip that's best for you, visit metro.us. Go Metro.'

metro.net

The fastest distance between two points.

Go Metro on the Harbor Transitway between the South Bay and Downtown LA.

Connect to Metro's Express lines on the Harbor Transitway. You'll breeze past the traffic and arrive relaxed and ready to go. Buses depart every few minutes all day long. There's free parking at five stations; you can also make an easy transfer from the Green Line.

- 7th Street/Metro Center
- 37th Street
- Silaswood
- Manchester
- Metro Green Line Harbor Freeway Station
- Rosecrans
- Arleta Transit Center

To plan the trip that's best for you, visit metro.us. Go Metro.

Upcoming Openings

- Gold Line Eastside Extension
- Silver Line



Map Updates

- Customer information being updated for openings
 - All system signage
 - Maps



Eastside Extension Safety Outreach Update

- 60 schools, 58,915 students within a 1.5 mile radius on the Eastside alignment have completed safety training
- Additional 23,500 students within a .5 mile radius have received safety training for the second time
- 2,300 seniors trained at all senior centers
- 300 staff members trained at Kaiser and White Memorial
- 85,000 safety door hangers were distributed in January
- 50,000 safety flyers will be distributed in March and April
- Ten safety training at 5 libraries in March and April
 - Ads in 10 local newspapers
 - 25,000 flyers will be distributed in February
- A community wide safety fair is planned for May