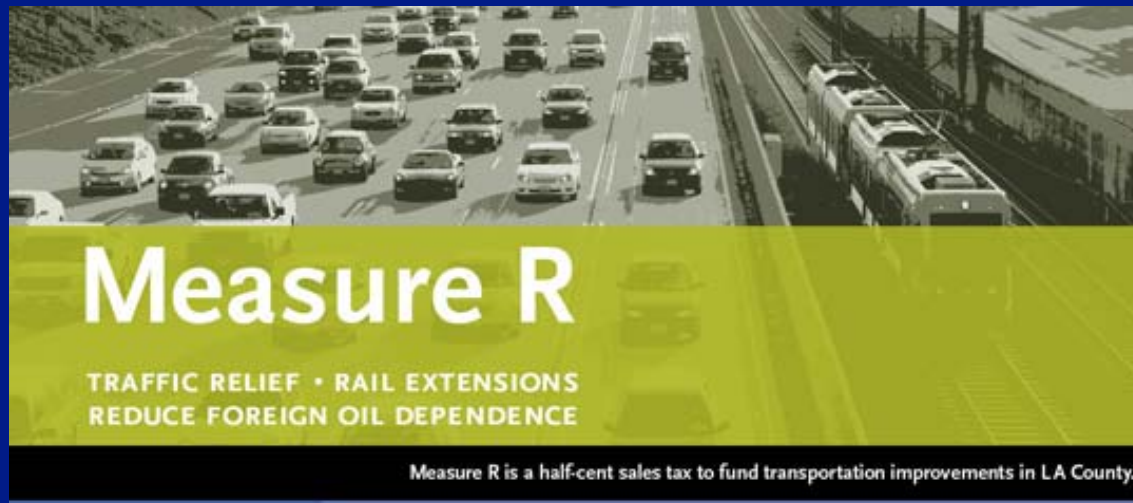


# Chief Communications Officer Report

Executive Management and Audit Committee  
April 16, 2009

# Measure R Update

- Economic impact analysis
- Baseline study



# FY09 Employer Sales Recap

metro.net

You ride. Your boss pays. *SWEET!*



Get your company to buy  
your pass. Call 213.922.2811.

- Total Revenue in FY09: \$12.5m
- 1,731 Active Employer Sites
- Employer Pass
  - \$2.2m Revenue
  - Over 400 Worksites
  - Over 11,000 Passes
  - 82% Renewal Rate
- College Pass
  - \$1.9m Revenue in FY09
  - 32,612 Passes



# Sector Promotion Update

- **New Campaign:**
  - Line 154 (SFV)
- **Ongoing Promotions:**
  - Line 214 (GWC)
  - Harbor Transit way (SB)
  - Night Owl Service (WSC)

metro.net

Here. There. Almost everywhere.

Metro Local

Tarzana Encino Metro Orange Line Van Nuys Station Metro Orange Line North Hollywood Station Metro Orange Line Woodman Station Metrolink Downtown Burbank Station

154  
Metro Local

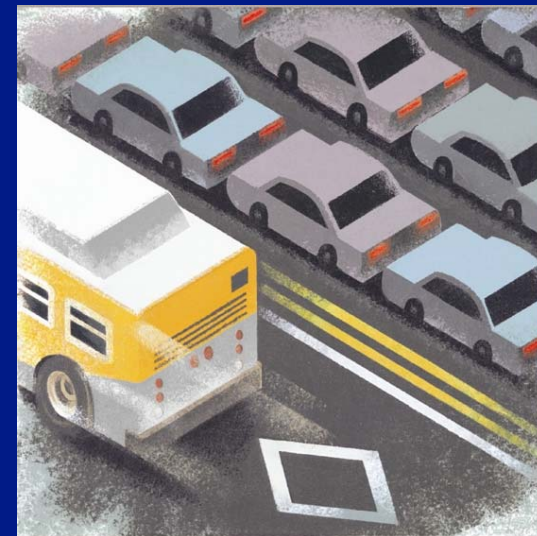
Go Metro.

Problem Solu

The advertisement features a blurred image of an orange and white Metro Local bus on the left. On the right, a route map shows a path connecting Tarzana, Encino, Van Nuys Station, Woodman Station, North Hollywood Station, and Downtown Burbank Station. The bus has 'Metro Local' branding and a 'Problem Solu' logo. The route map is labeled with 'Metro Orange Line' and 'Metrolink Downtown Burbank Station'. The number '154 Metro Local' is prominently displayed in a white box on an orange background. The slogan 'Here. There. Almost everywhere.' is at the top, and 'Go Metro.' is at the bottom right.

# Upcoming Service Changes

- Gold Line Eastside Extension
- Silver Line
  - Updates to maps, customer info, backlits, station info, web, campaigns



# Economy Impacting Vendors/Contracts

- **Transit TV**
  - chapter 7
  - seeking potential buyers
- **Stevens Technology**
  - terminated contract
  - taking legal action



# Stop Vandalism Campaign

- March-April
  - Customer Take Ones
  - Windscreens
  - Car Cards
  - TPIS

metro.net

## Help stop vandalism.

Reporting taggers is safe and anonymous. And we prosecute vandals aggressively.

**What should I do?**


- > Note vandal's description
  - Clothing, hair color, any identifiable features
- > Observe bus or rail identification numbers
  - Numbers are posted inside buses at the front and at both ends of rail cars
- > Check the time and location
- > Call when safely away from danger
  - Wait for the vandal to leave

**Why?**

- > Your report matters. Speedy response to vandalism reduces the frequency of the next act
- > Ignoring vandalism has been found to promote an increase in crime
- > It costs \$5 million a year to repair vandalism damages on Metro buses and trains – money that could be used to provide more service

**What's in it for me?**

- > Your right to a vandalism-free transit system
- > Improved safety for your family, friends and neighbors who depend on public transportation



KEEP THIS HANDY CARD WITH YOU

KEEP THIS HANDY CARD WITH YOU

Report vandalism safely and anonymously

Call 1.888.950.7233



Metro



KEEP THIS HANDY CARD WITH YOU

Report vandalism safely and anonymously

Call 1.888.950.7233



Metro



# Ridership Campaign





# New Courtesy Campaign Coming

metro.net



**Keep it clear.**

Please do not block doors or aisles with your personal belongings.



San Diego Light Rail  
San Diego, CA 92161  
San Diego, CA 92161  
San Diego, CA 92161

metro.net



**Kindly step aside.**

Allow passengers to exit before entering train.



# Vanpool Update

- 802 Vanpools
- 11,000 Passenger Trips Delivered
- 71,000 Revenue Miles of Service



# Eastside Extension Safety Outreach

- **Pre-Revenue Testing Safety Outreach**
  - Ads in 10 Eastside publications
  - Combined circulation of 563,681
- **Rail Safety Ambassadors Deployed**
  - At key grade crossings from Mar 30 – Sept 30
- **9 out of 10 Library Safety Trainings were Completed**
  - Last Training: April 18
- **May 9<sup>th</sup> – Safety Fair at ELA Civic Center Park (9 am – 2 pm)**
  - New rail safety video featuring Eastside Extension will be premiered

