

Chief Communications Officer Report

Executive Management and Audit Committee
September 17, 2009



Metro[™]

Ridership: Focus for Fall 2009

- **Need to generate new customers**
 - address declining ridership
- **Fall effort includes**
 - Employer Marketing (employment centers)
 - College Promotions
 - Discretionary Rider Marketing
 - 12-Minute Service
 - Line Promotions (910 & 902)
 - Destination Guides

Flu Prevention reengaged

metro.net

Proteja su salud.

Evite la gripe y otras enfermedades:

- > Cúbrase la boca y la nariz con un pañuelo de papel al toser o estornudar. Tire el pañuelo de papel a la basura después de usarlo.
- > Lávese las manos constantemente con agua y jabón, especialmente después de toser o estornudar. Los desinfectantes para manos a base de alcohol también son efectivos.
- > Trate de no tocarse los ojos, la nariz ni la boca. Esta es la manera como se propagan los microbios.
- > Trate de evitar el contacto con personas enfermas. Se piensa que la gripe se propaga principalmente de persona a persona cuando las personas infectadas tosen o estornudan.
- > Si se enferma, se recomienda que se quede en casa, que no vaya al trabajo o a la escuela y que limite el contacto con otras personas para evitar infectarlas con la enfermedad.

M Metro

metro.net

- System-wide distribution
- Seat drops
- Bus/Rail Posters
- TVM Posters
- Web Information
- Transit TV



Protect Your Health.

Don't spread flu and other contagious diseases:

- > Wash your hands often.
- > Cover your mouth when you cough or sneeze. Use a tissue or your sleeve, not your hands.
- > Avoid close contact with people who are sick.
- > If you're ill, stay home. Get plenty of rest and consult your doctor.

M Metro

metro.net

Proteja su salud.

Evite la gripe y otras enfermedades:

- > Lávese sus manos constantemente.
- > Cúbrase la boca cuando estornude o tose. Use un pañuelo de papel o su manga, no sus manos.
- > Evite contacto con personas enfermas.
- > Si esta malo, quédese en casa. Guarde reposo y consulte su medico.

metro.net



Gating Information for Customers

- Take ones
- Car Cards
- Rail Posters
- TPIS Messages
- Web Information



Employer Program Sales Keep Growing

- **15 New Accounts in August 2009**
 - \$22,000 Revenue
 - 265 New Customers



metro.net

You ride. Your boss pays. *SWEET!*

 Metro

Get your company to buy your pass. Call 213.922.2811.

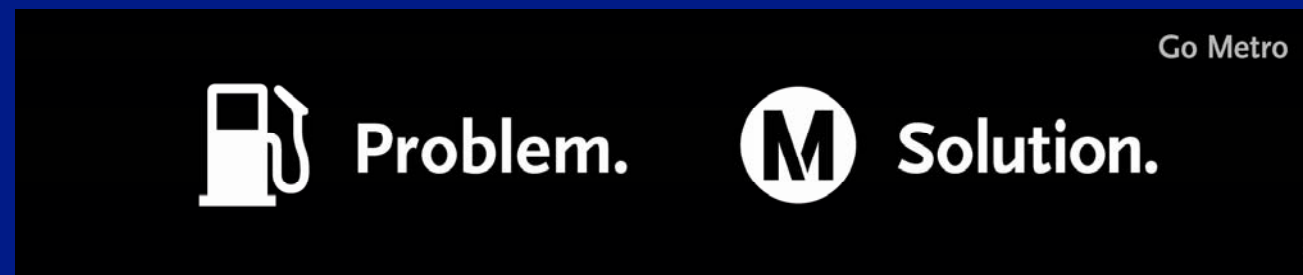
Metro Vanpool Program Update

- 848 vanpools enrolled to date
- Recipient ACT's 2009 Outstanding Service Award

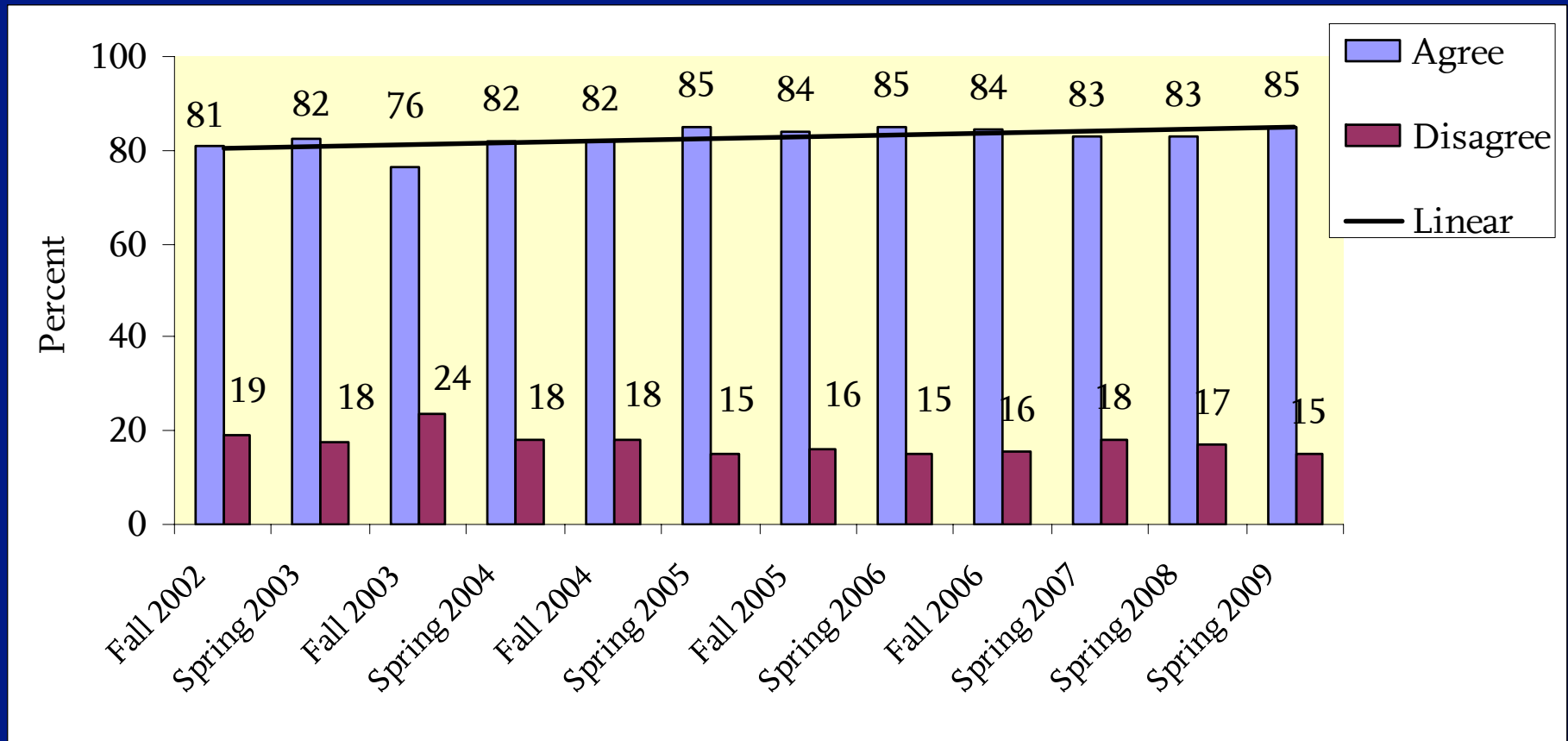


Winner of 4 Adwheel Awards

- **First-Place Awards**
 - Outdoor: “Opposites” campaign
 - Brochures: Pocket Guides (Nightlife, College, etc.)
 - Map: Go Metro Map
 - Fare Media: Green Pass Series

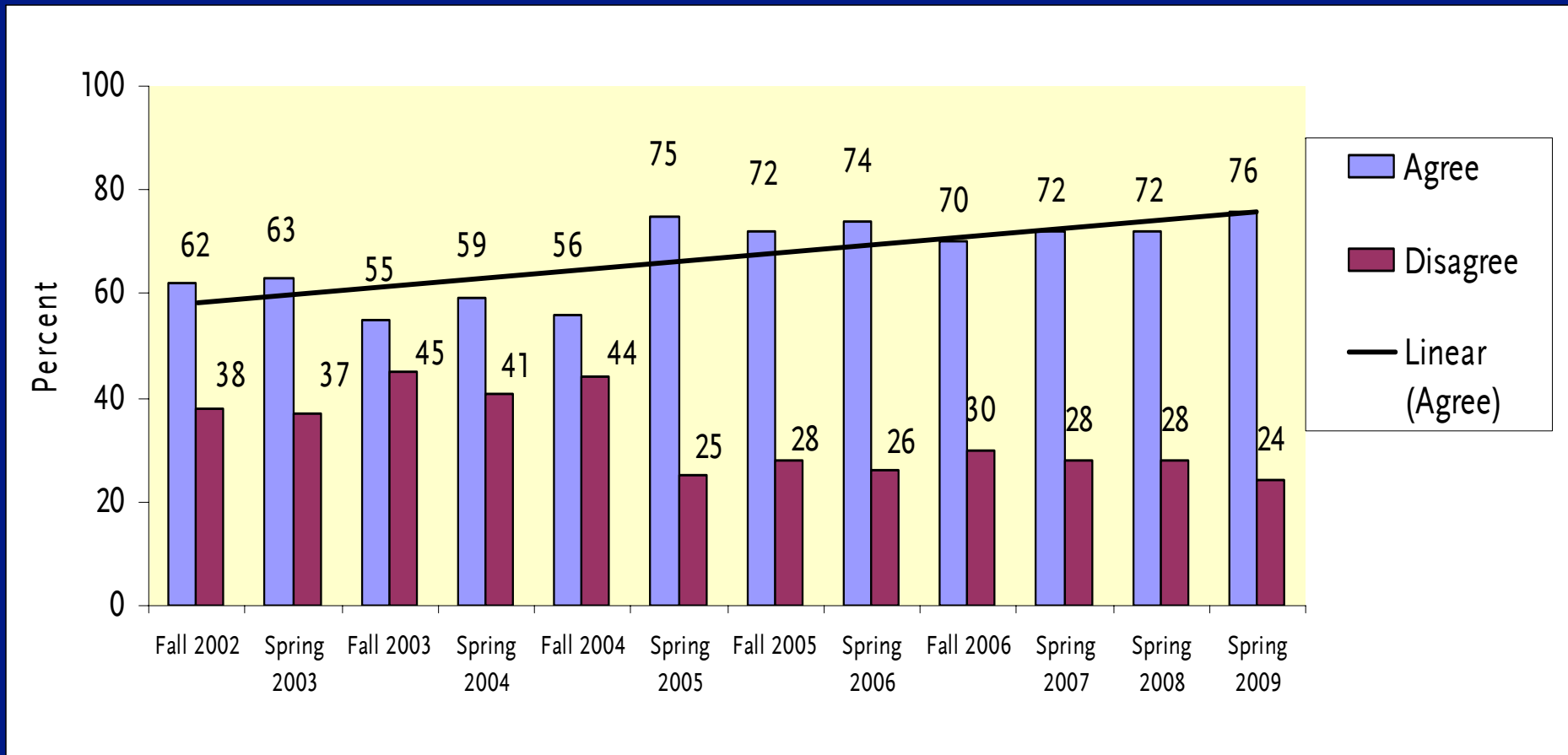


Customer Overall Satisfaction Continues to be High



*Generally speaking, I am satisfied with Metro Service

Perception of On-Time Performance Continues to Climb

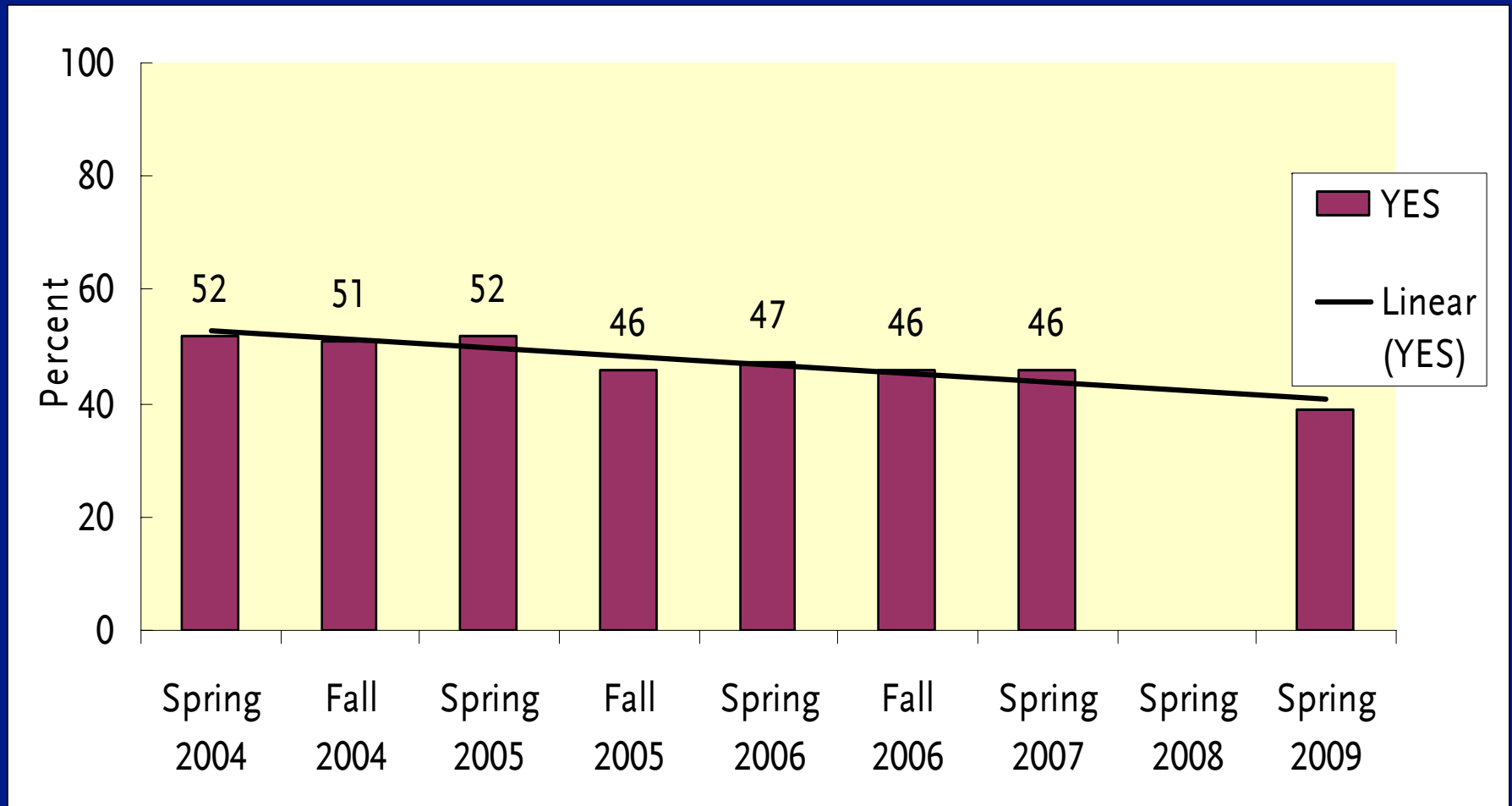


THIS bus/train is generally on time (within 5 minutes)*



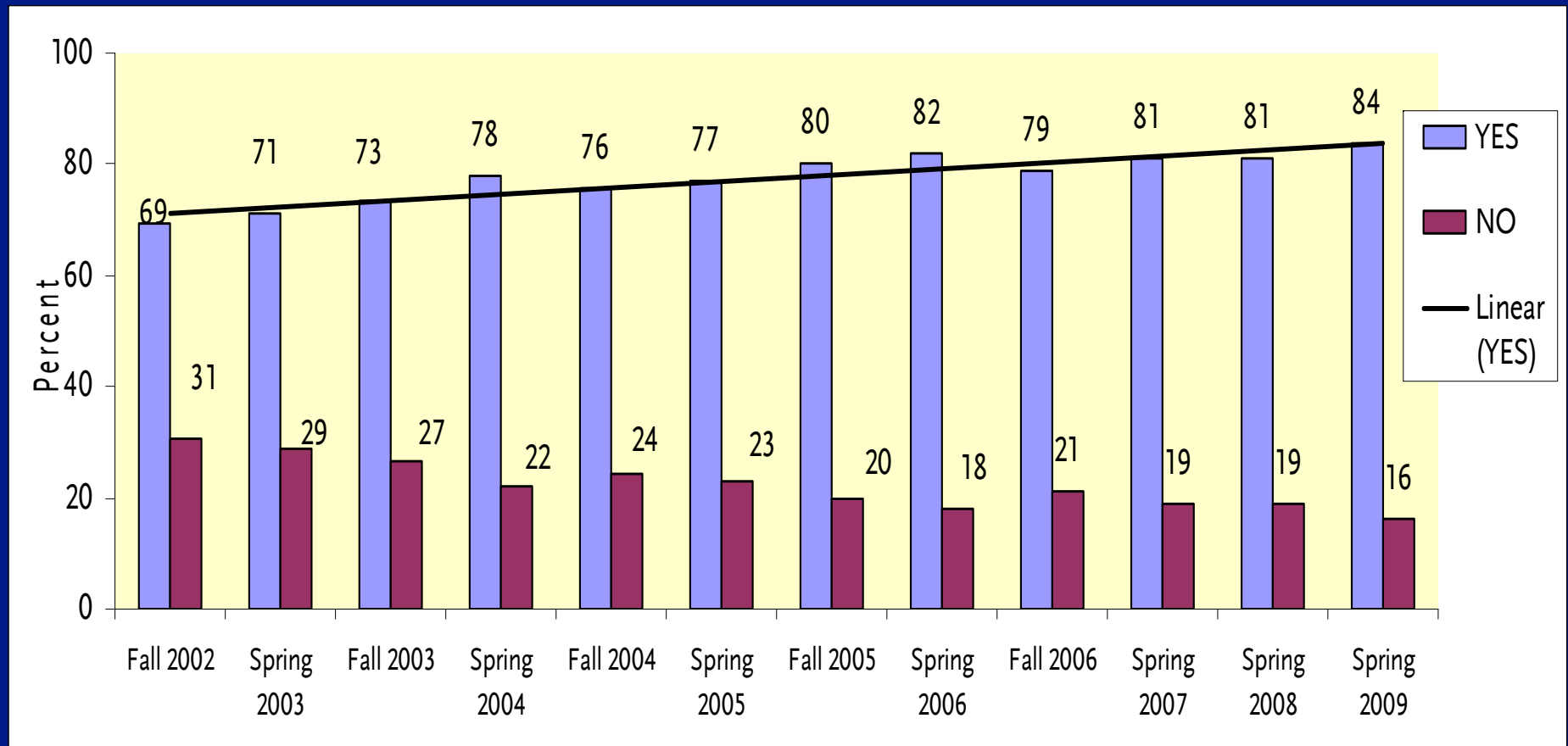
*New answer format in Spring 2005

Graffiti on Vehicles Less of a Problem



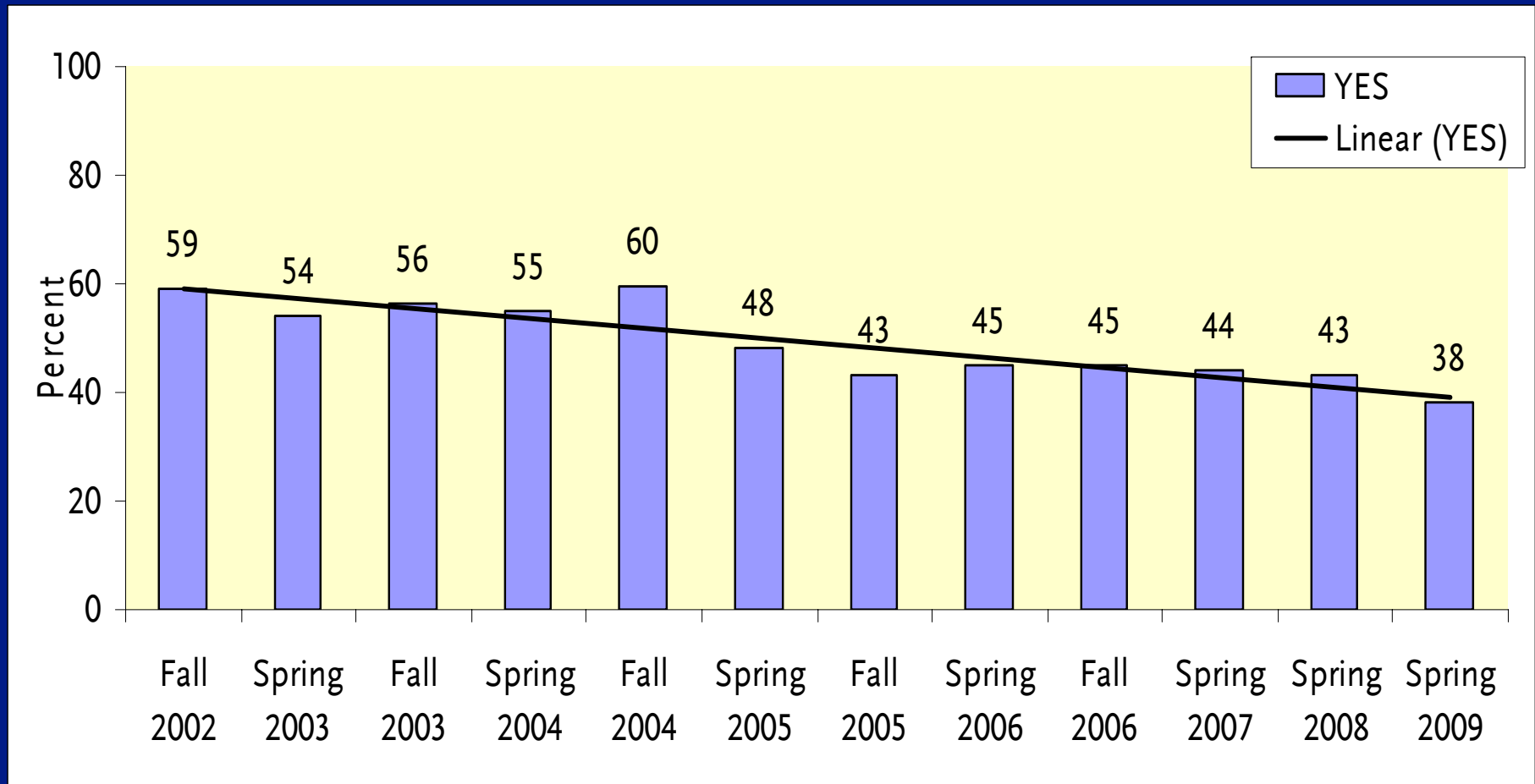
Is graffiti usually a problem on this Bus/Train?

Highest Ever Level of Satisfaction with Having a Seat



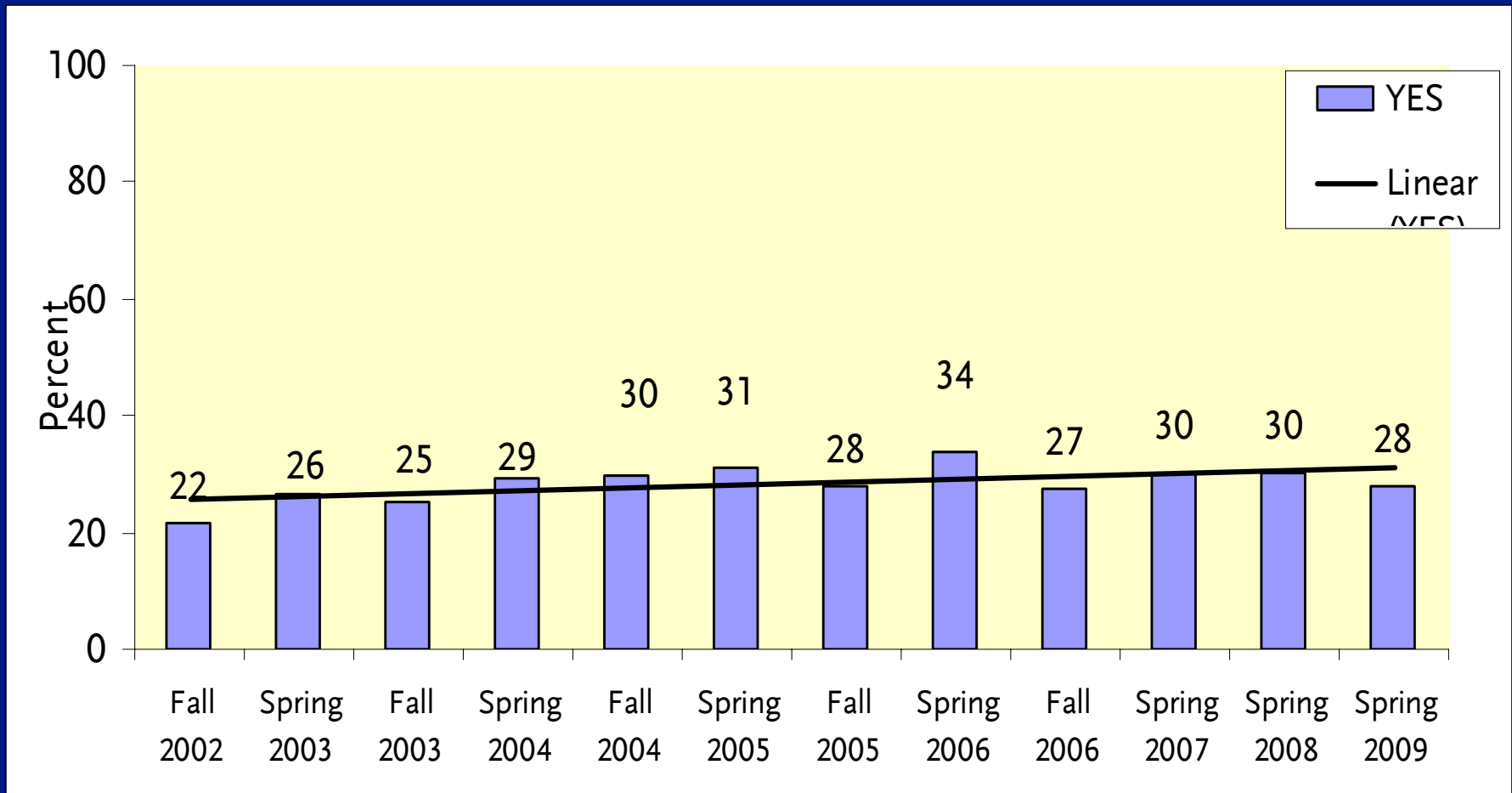
Do you normally have a seat for this trip?

Lowest Ever Level of Pass-Bys

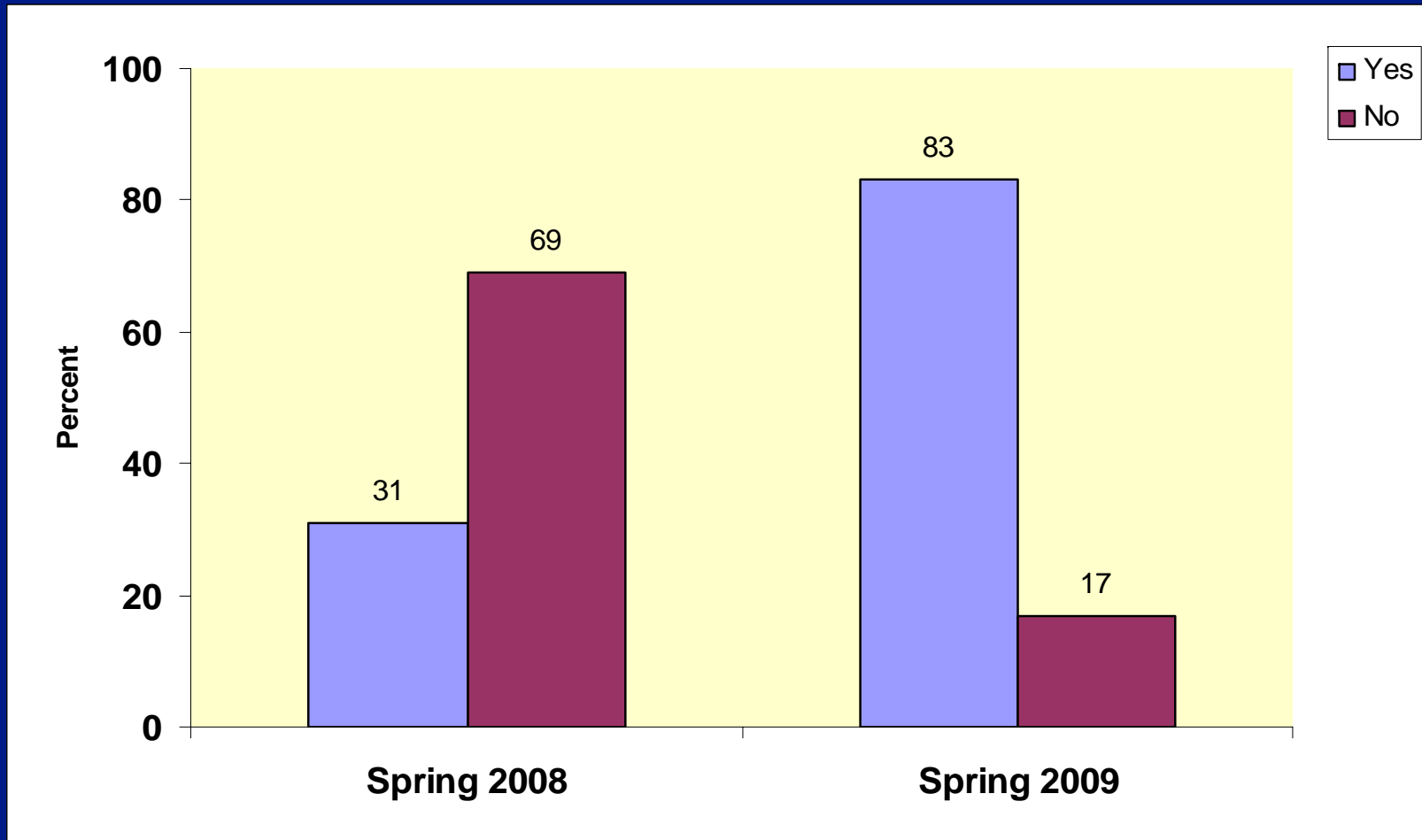


Has THIS bus passed you by at a stop in the last month?

Do you have a car available to make THIS trip?

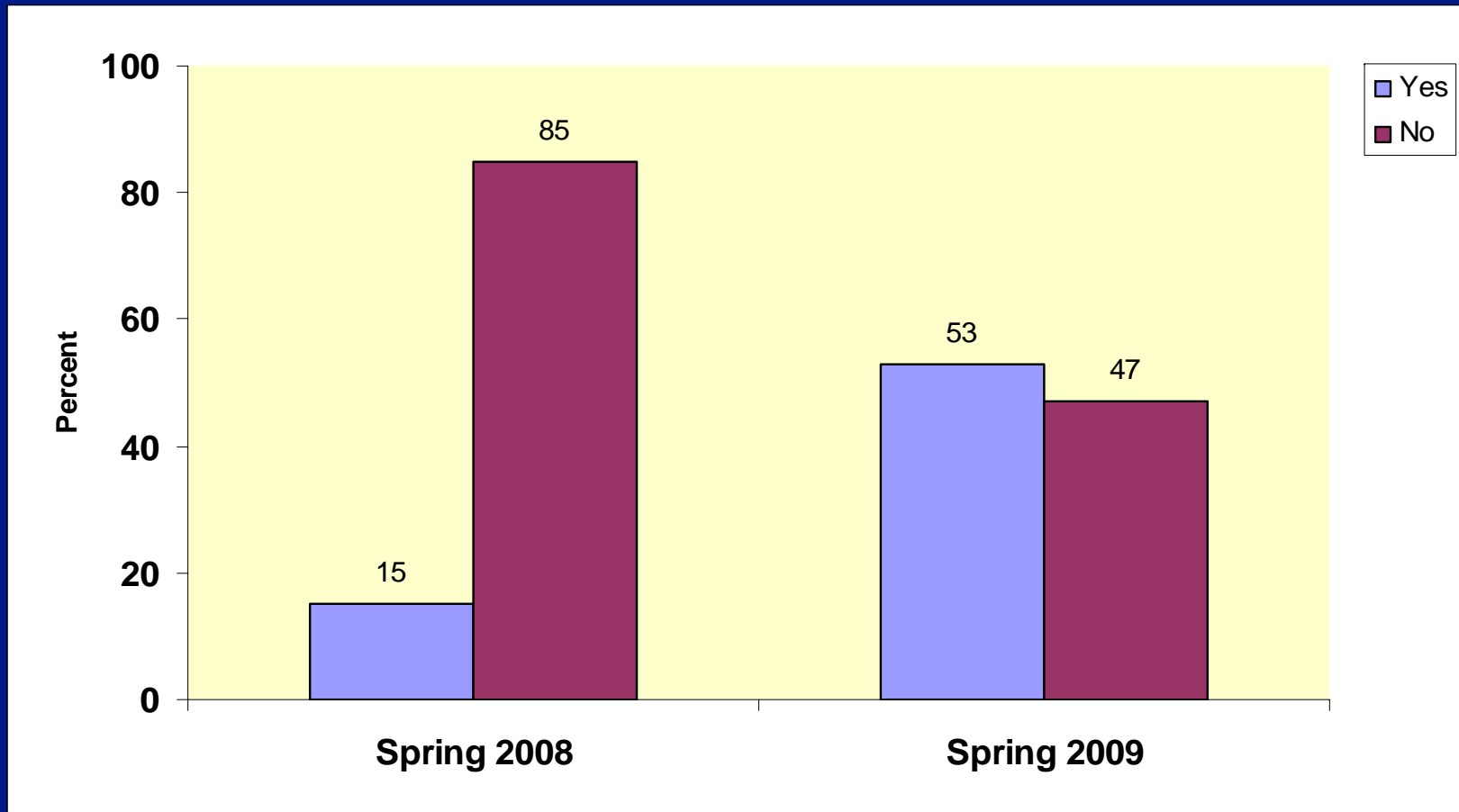


TAP Card Awareness High



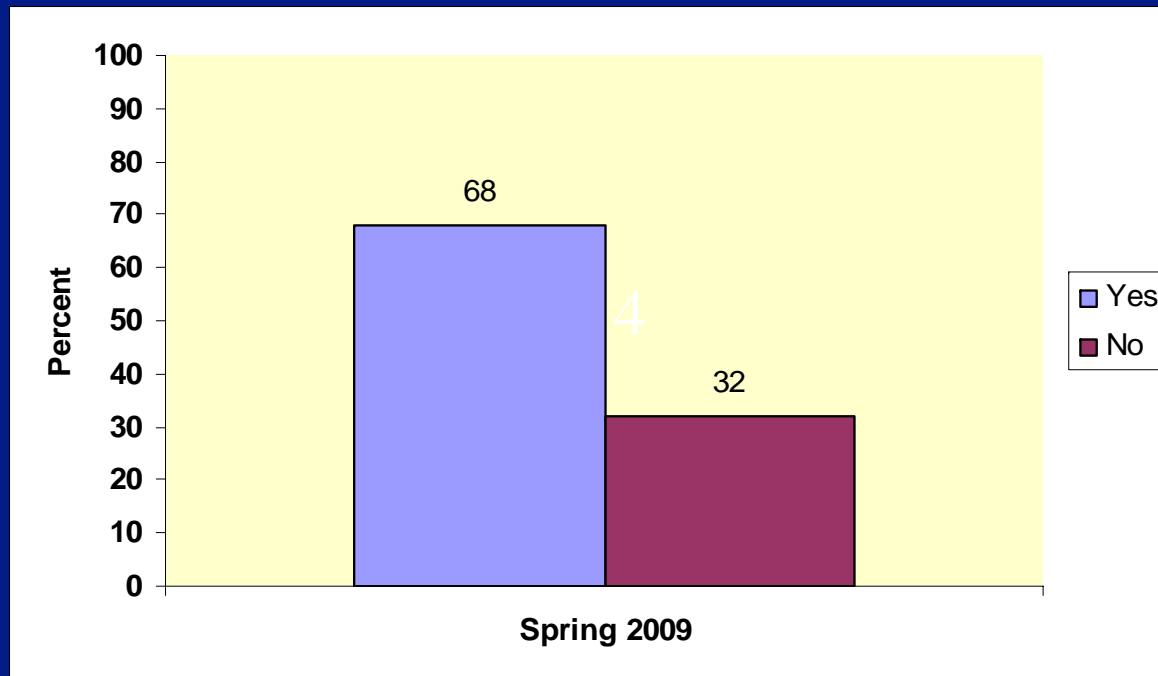
Are you aware of a re-loadable TAP card?

TAP Card Used by Over Half of All Customers



Did you use a TAP Card for this trip?

68% of Customers have Access to Cell Phones



Do you have a working cell phone with you on THIS bus/train?