

Chief Communications Officer Report

Executive Management and Audit Committee
October 15, 2009

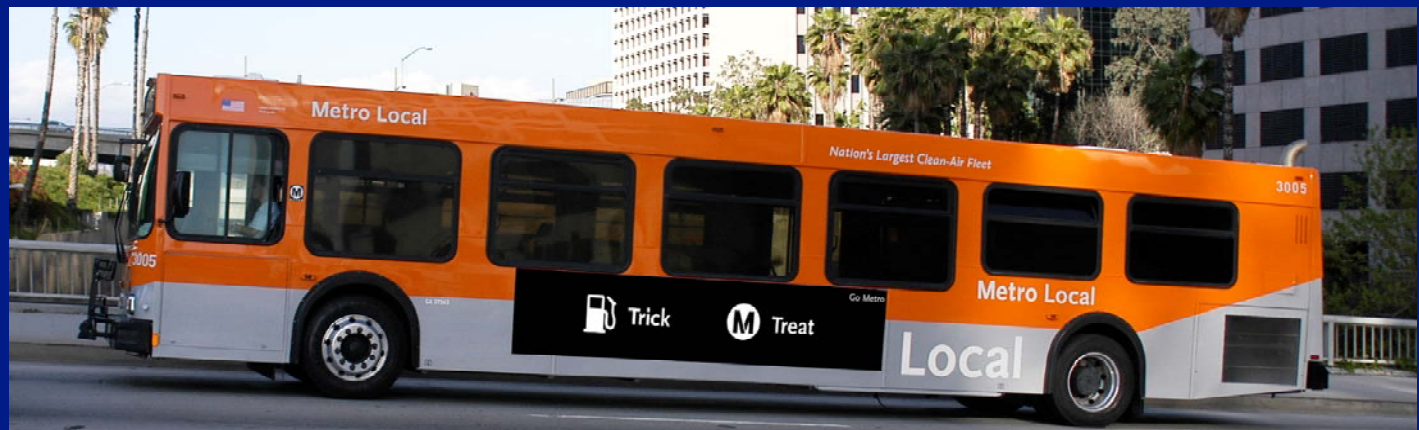
Eastside Opening

- Grand opening November 14
- VIP opening
- Weekend celebration
- Launching campaign

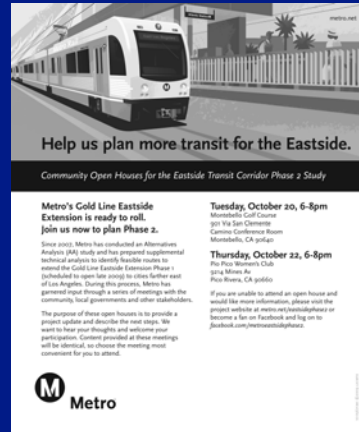
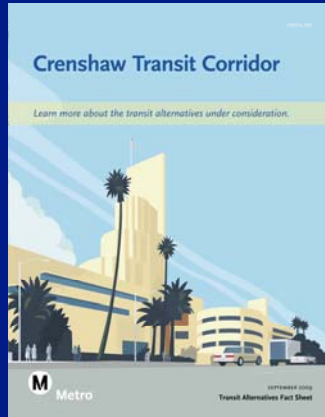


Ridership

- Reviewed operations requests
- Launching
 - Employer campaign
 - College Campaign
 - Route promotions
 - Destination marketing



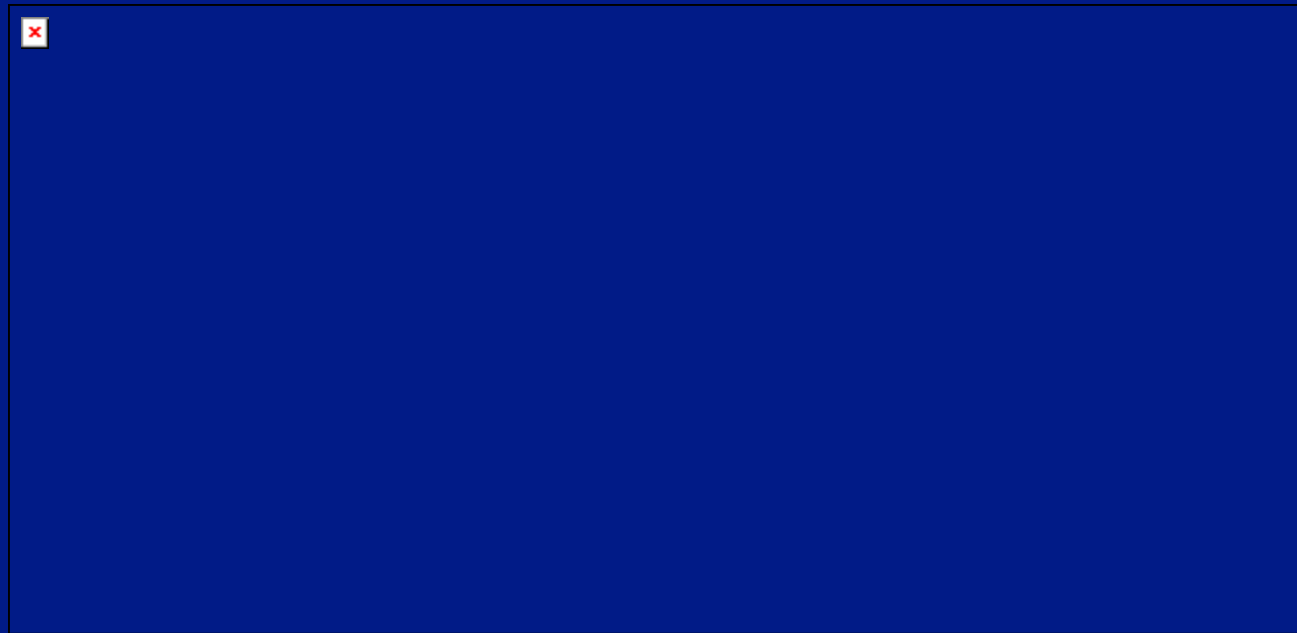
Corridor activity in full swing



- Crenshaw Transit Corridor
- Eastside Phase 2
- Regional Connector
- Westside Subway Extension

Employer Program Sales picking up steam

- **15 New Accounts in September 2009**
 - \$99,000 Revenue
 - 326 New Passes



Measure R Communications

- **Launching information program in January**
- **Web site established to track project delivery**
- **Creating electronic news “source” to push out information to all traditional and social media networks**
 - **New approach to providing information**
 - **Partnering with bloggers and former reporters**
- **Oversight Committee Guidelines to be presented for Board review**
- **Contract with LAEDC to monitor economic impacts**

Consolidating TAP Update

- Consolidating TAP update into this report
- Bringing forward integrated plan in November
- Project continues to move forward
- Regional partners evaluating roles
- Addressing audit concerns
- Creating internal management and external oversight
- Breaking down issues and assigning responsible areas