






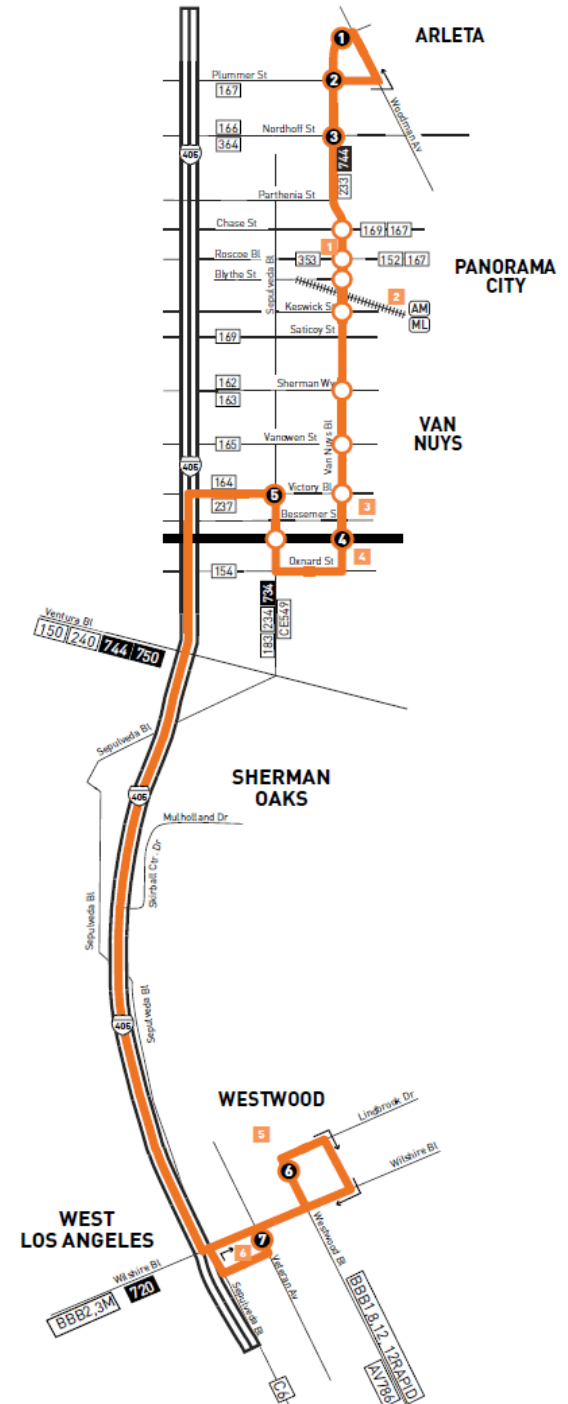






# Overview of December 2014 Service Changes and Outreach

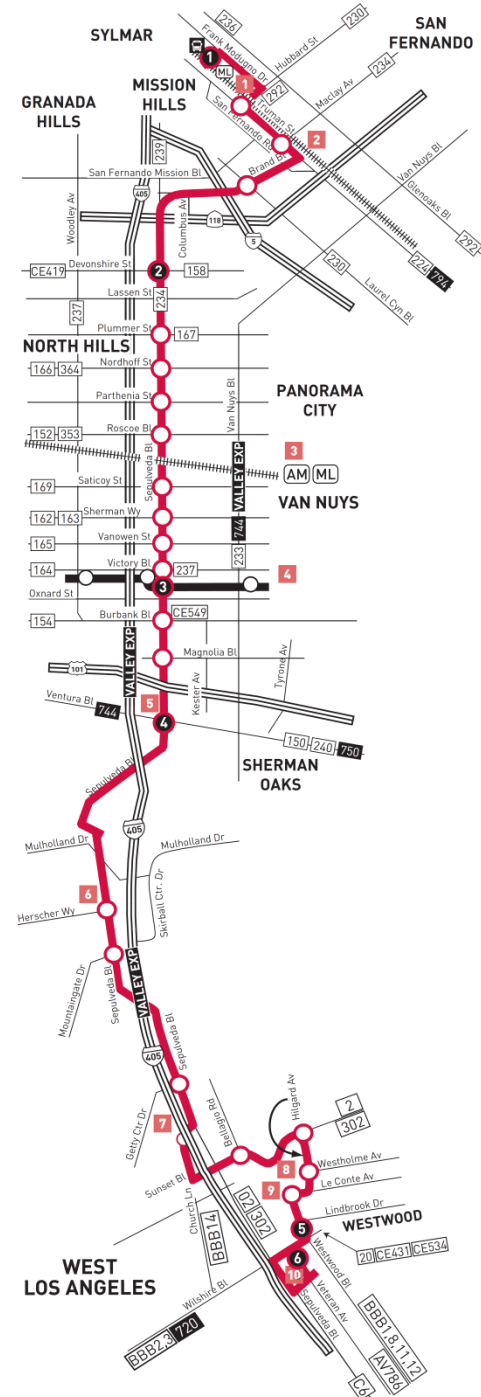
# Valley - Westside Express

-  Brand New Service
-  Service will begin Monday, December 15, 2014.
-  Will travel from Arleta to Westwood via Van Nuys Bl and I-405 Fwy serving rapid stops along the route
-  Non-stop over I-405 Fwy HOV lanes from Sepulveda/Victory to Wilshire/Westwood.
-  Sepulveda and Van Nuys Orange Line Station lots can be used as Park and Ride options. Patrons will need to board on northbound Sepulveda.
-  Will charge regular base fare.
-  Will operate weekdays only, during peak periods (5-9 am, 3-7 pm).



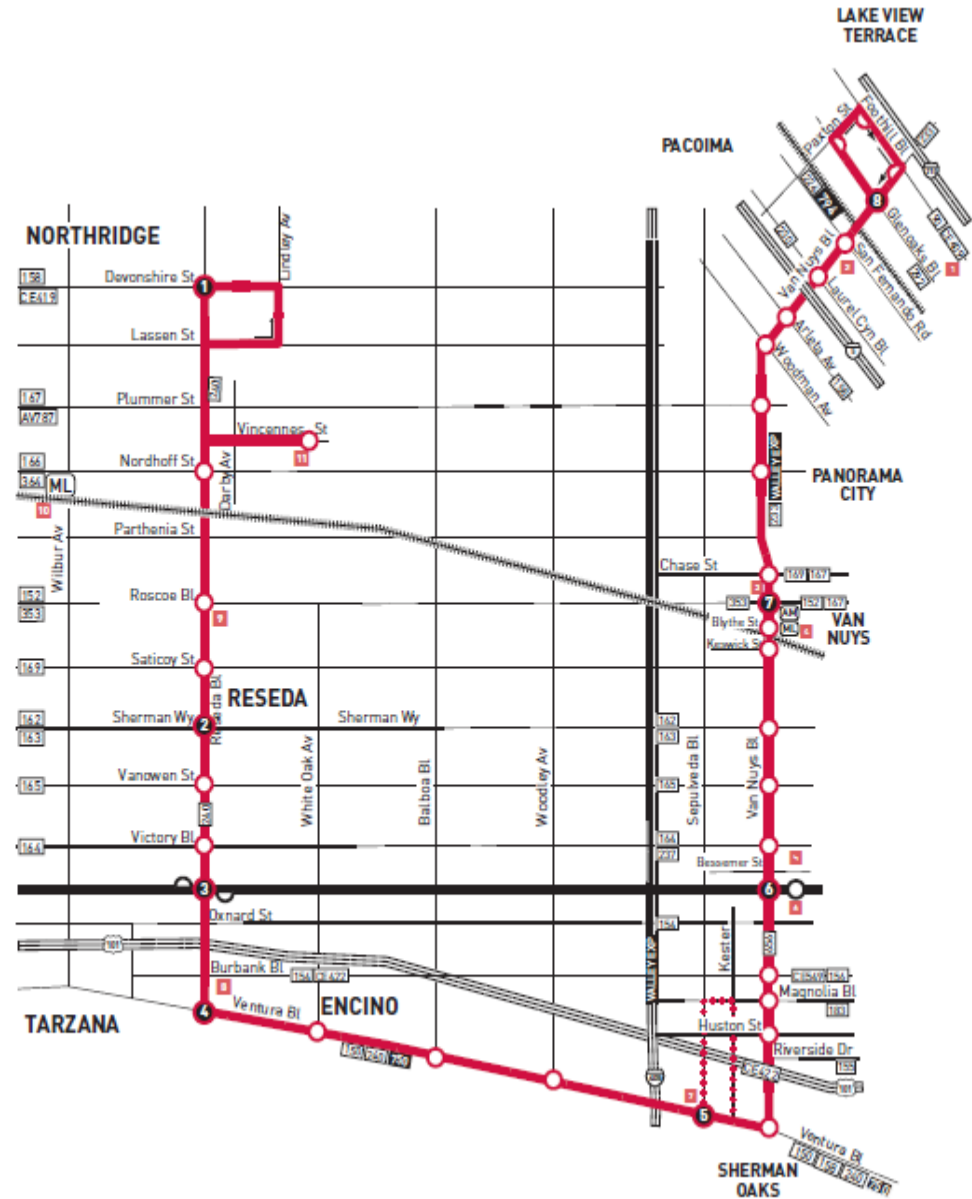
# Line 734

-  Will be extended to Westwood via Sepulveda Bl, making it a true Sepulveda Rapid
-  Same route and stops as current Line 761 south of Ventura Bl.
-  Service will operate Monday through Friday only, all day
-  Local Line 234 will provide weekend and late night services to Westwood.








# Line 744

- Line 744 is a new “U” shaped route that combines Lines 741 (Reseda) and Line 761 (Van Nuys).
- Will serve all Rapid stops along the route, providing a one seat ride to/from Ventura Bl.
- Service south of Ventura to Westwood will be operated by Line 734 (Line 234 on weekends and late night).
- Weekend service will operate only on the Van Nuys portion and terminate at Sepulveda/Ventura.
- Additional peak-hour service on Van Nuys Bl provided by the Valley-Westside Express to Westwood.

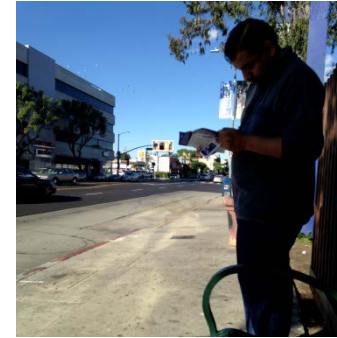


# Active Outreach

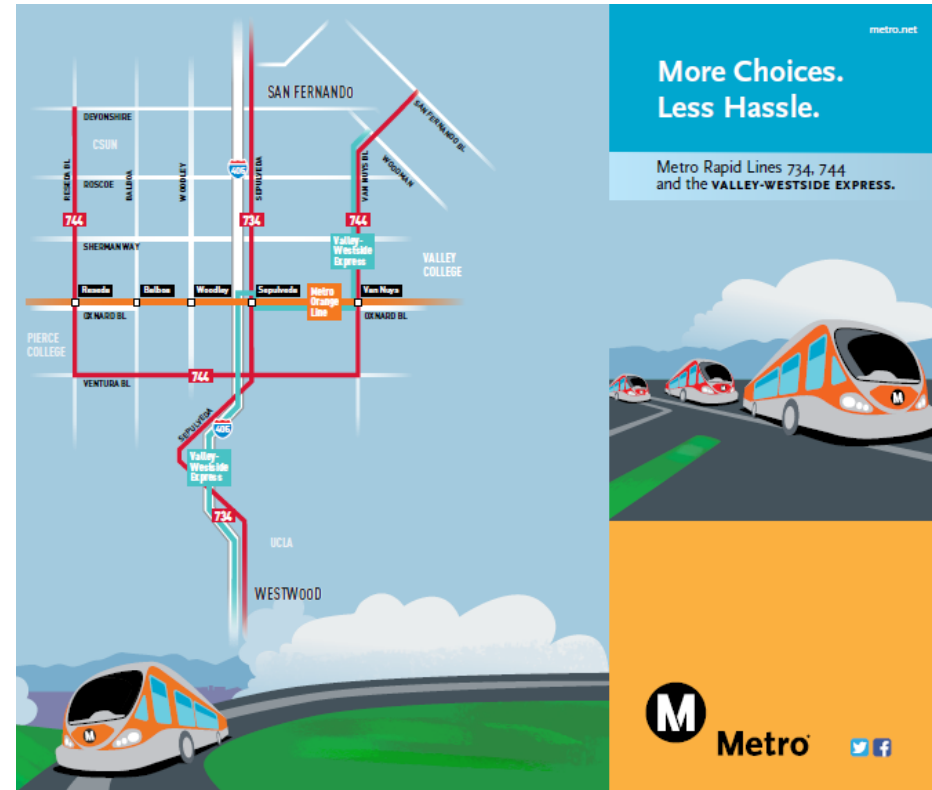
-  Metro staff has been in the Valley educating patrons about upcoming changes and personally distributing information.
-  Service Change Notices have been placed inside buses and handed out at key locations.
-  Marketing produced two different color Take-Ones.
-  Twitter notifications will be sent prior to shakeup.
-  In Addition:
  - Web Module
  - Car Cards
  - Bus Bench Ads
  - Messages On-hold
  - Media Event
  - College Kiosk Ads
  - King Ads



Patron looking over the changes:



SFV Marketing Design Theme:



# Questions?