






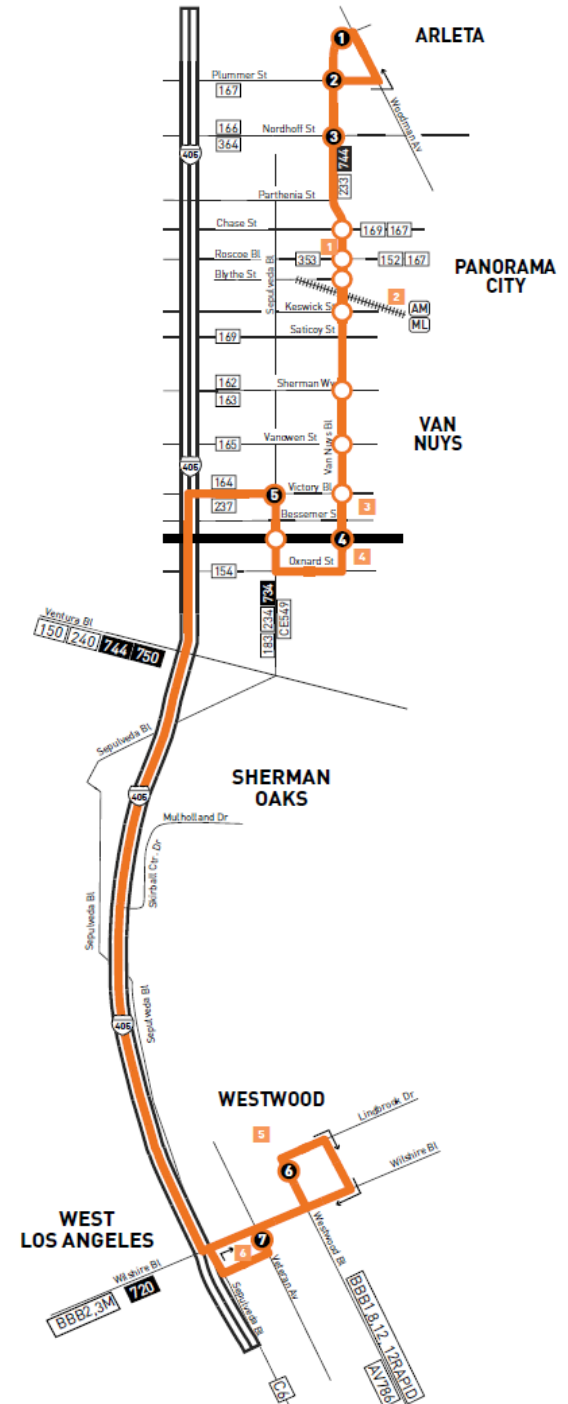






Overview of December 2014 Service Changes and Outreach

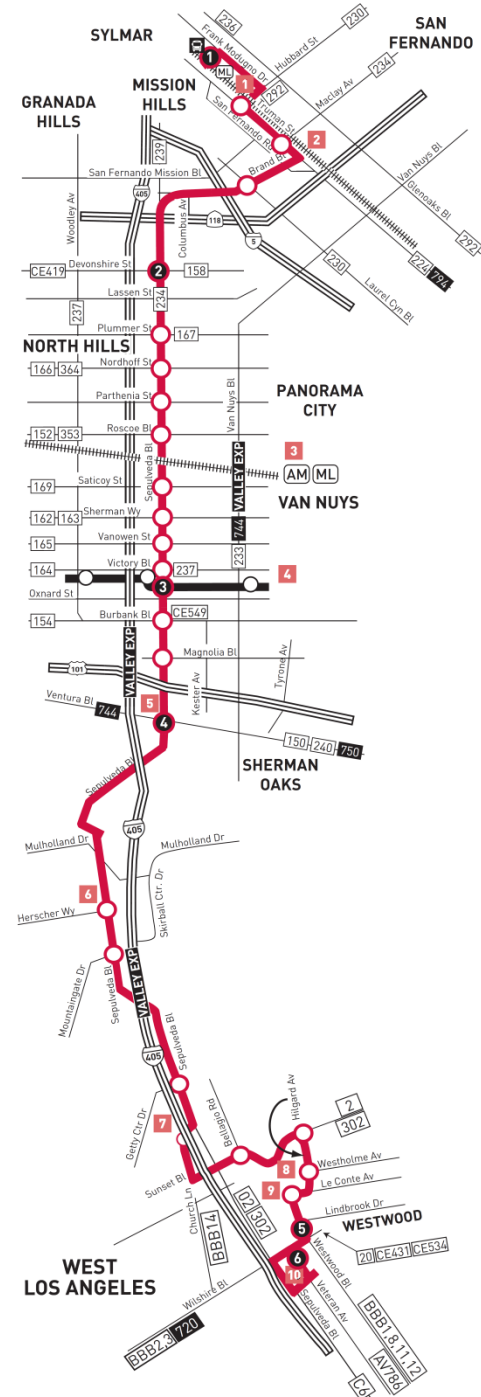
Valley - Westside Express

-  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).








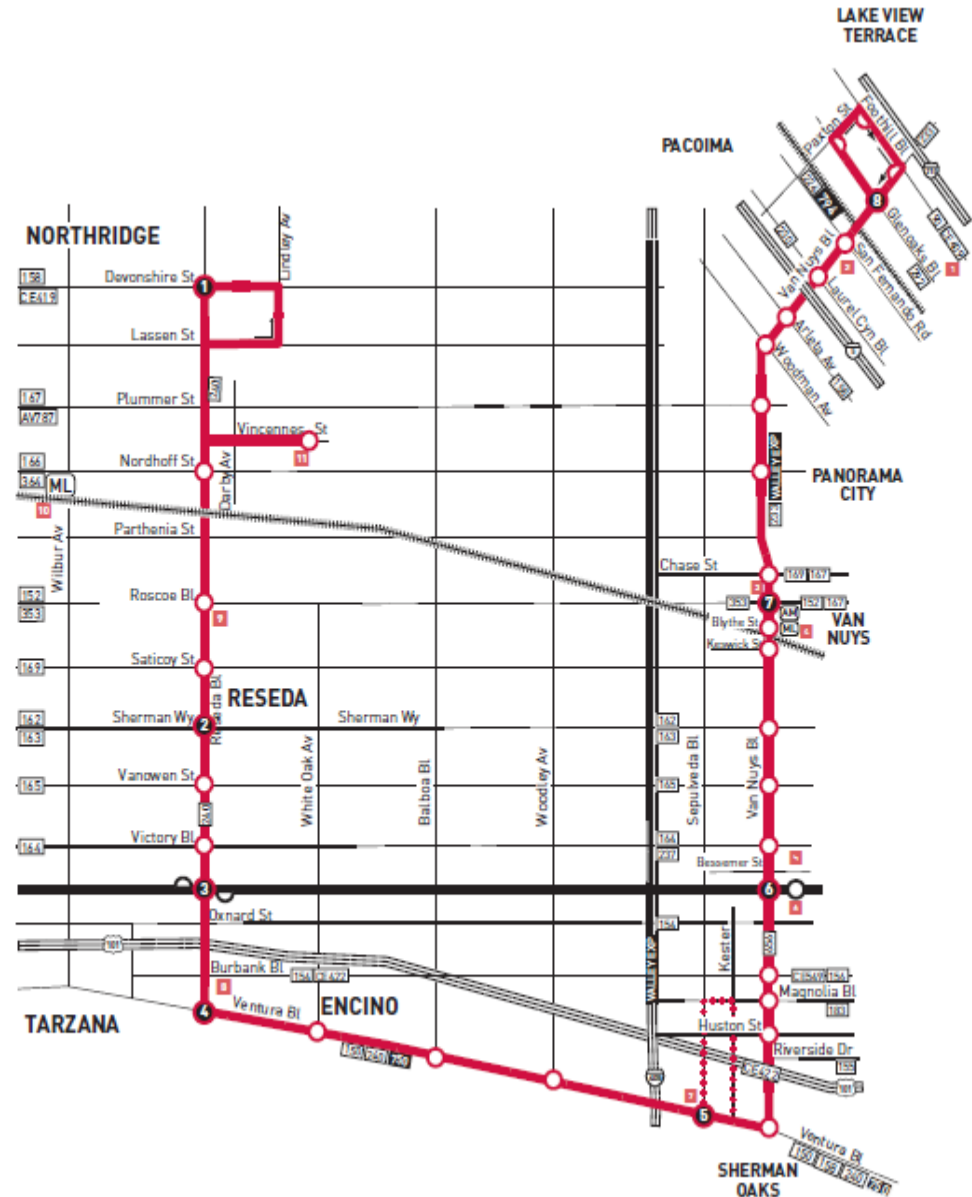
Line 734

-  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

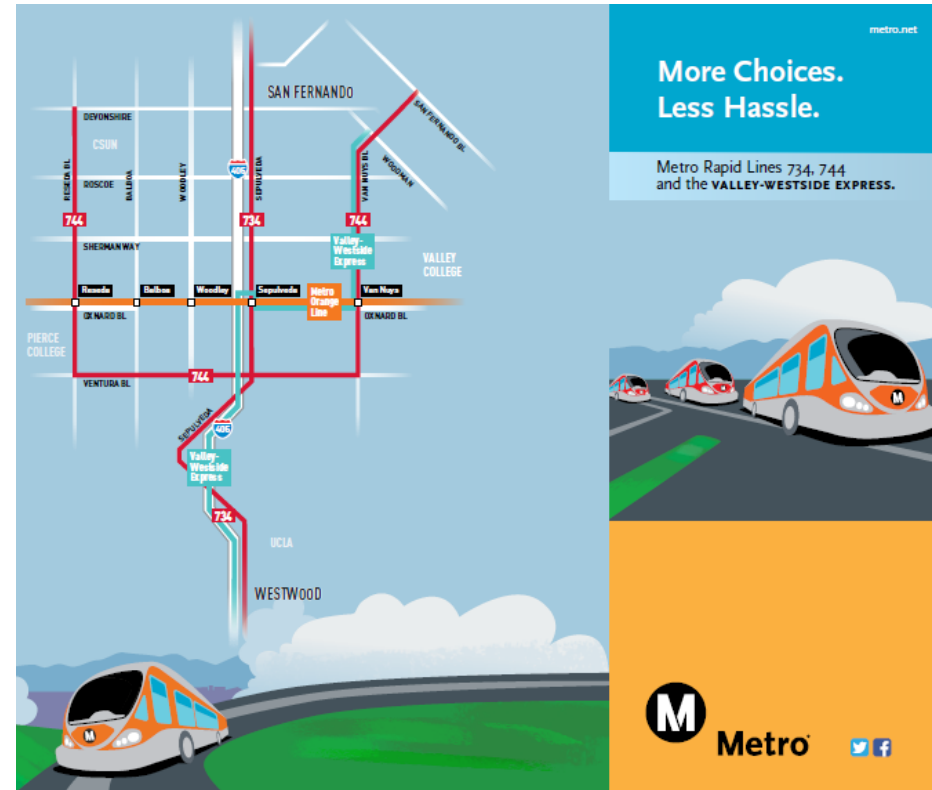
- 🚌 Metro staff has been in the Valley educating patrons about upcoming changes and personally distributing information.
- 🚌 Service Change Notices have been placed inside buses and handed out at key locations.
- 🚌 Marketing produced two different color Take-Ones.
- 🚌 Twitter notifications will be sent 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?