

# **Sales and Marketing Update**

**September 9, 2011**  
**Legislative and Communications Committee**



Route ID	8/31/2011	9/1/2010	Month To Date Ridership			FY To Date Ridership			Fiscal Year Ridership			
	Pax Count	LY Pax Count	%	Current MTD	Prior Year MTD	%	Current FY	Previous FY	%	FY Pace	FY Budget	%
1VN	4,234	3,717	13.9	95,673	77,094	24.1	172,213	152,884	12.6	1,091,916	1,001,043	9.1
2AV	6,251	5,442	14.9	153,806	132,704	15.9	295,029	265,352	11.2	2,118,668	1,985,145	6.7
3SB	11,822	10,713	10.4	305,566	262,474	16.4	589,754	522,954	12.8	3,801,438	3,496,118	8.7
4RV	5,613	5,265	6.6	119,006	113,609	4.8	220,544	220,331	0.1	1,466,854	1,356,686	8.1
5OC	7,856	7,197	9.2	188,933	154,434	22.3	344,249	301,615	14.1	2,470,496	2,314,552	6.7
6IE	4,344	3,912	11.0	102,045	93,911	8.7	191,804	185,660	3.3	1,212,391	1,110,972	9.1
7LA	2,183	2,033	7.4	53,957	47,071	14.6	100,135	90,437	10.7	632,259	579,250	9.2
8BU	514	679	-24.3	11,766	14,284	-17.6	22,238	28,664	-22.4	22,238	0	0.0
<b>Totals:</b>	<b>42,817</b>	<b>38,958</b>	<b>9.9</b>	<b>1,030,752</b>	<b>895,581</b>	<b>15.1</b>	<b>1,935,966</b>	<b>1,767,897</b>	<b>9.5</b>	<b>12,816,260</b>	<b>11,843,766</b>	<b>8.2</b>

Fiscal YTD, Average Daily Ridership, Weekdays Only **40,472**

Fiscal YTD, Average Daily Ridership, Weekends Only **8,621**

Last Year, Fiscal YTD, Average Daily Ridership, Weekdays Only **37,641**

Last Year, Fiscal YTD, Average Daily Ridership, Weekends Only **6,279**

# Express Train Update

## EXPRESS TRAIN RIDERSHIP

Train	282	285	383	384	Sum
Line	AV	AV	SB	SB	
Average Weekday Ridership (Sept)	273	381	560	561	1775
Existing Riders	-189	-282	-463	-252	-1185
Net new riders	85	99	97	309	590
Annual revenue estimate*	\$152,483	\$178,862	\$174,828	\$557,562	\$1,063,735

\* Note: Annual revenue is based on September 2011 ridership levels.



# New Initiatives

**Bike Cars:** Just introduced 10 new bike cars into regular service in time for CicLAvia



**Quiet Car:** Working to implement Quiet Car by end of the month.



**Ride Relaxed**  
The **Quiet Car** Has Arrived

Head to the second passenger car behind the locomotive Monday through Friday to enjoy a quiet, relaxing ride.

LAUNCHING OCTOBER 3RD

No Talking No Phone Calls No Music

METROLINK

A graphic for the Quiet Car initiative. It features the text 'Ride Relaxed' and 'The Quiet Car Has Arrived' in a large, bold font. Below this is a smaller line of text: 'Head to the second passenger car behind the locomotive Monday through Friday to enjoy a quiet, relaxing ride.' To the right, there are three icons: a speech bubble with a slash through it, a smartphone with a slash through it, and a speaker with a slash through it. Below each icon is the text 'No Talking', 'No Phone Calls', and 'No Music' respectively. In the top right corner, a blue banner says 'LAUNCHING OCTOBER 3RD'. At the bottom right, the 'METROLINK' logo is displayed.

## Second and Third Tier Markets – Destination Based

### Del Mar Trains

- First time for Metrolink to serve San Diego county
- 2,416 passenger trips on Saturdays and Sundays this summer

### LA County Fair

- 1,624 passenger trips (first weekend)
- Nearly a 50% increase from last year overall

### Weekend Pass

- On average a 20% increase in ridership and revenue from last year.
- Still continues to drive increases in weekend ridership
- 36,727 Weekend Passes sold since July 1, 2011



## Focus on connectivity

### Take-a-way from Board Workshop

Metrolink's annual Board workshop at the end of July

Take-away was the need to coordinate the customer's experience across the region.

- Schedules with other transit providers
- Stations
- Ticketing
- Customer service
- Solutions:
  - Meeting of CEOs to coordinate connectivity
  - Metrolink created a Field service Rep to coordinate stations



Questions?

