

Westside/Central Marketing Projects FY 2009

Governance Council

January 14, 2009



Metro

Marketing Priorities

- **Developed with Council Input**
- **Directed to Focus on Promoting Low-Performing Lines**
- **More Projects Than Funding Allowed**

Line 534 (Malibu)

- **Goal to Promote Ridership**
- **Direct Mail**
 - Mail on January 20
 - About 14,700 Households Along Route
- **Community Newspaper Ads**
 - Appearing 4 times from January 12-February 12
 - 7 Papers

Line 534 – Direct Mail Piece

metro.net

Metro Express: We pulled out all the stops.



534
Metro Express

Go Metro.

© 2010 Metro Transit Authority

Go Metro Express *Line 534*

Metro Express Line 534 is just around the corner, making it easy to cruise the beaches between Malibu and Culver City. Let Line 534 be your connection to:

- > Santa Monica Pier
- > Zuma Beach County Park
- > Palisades Beach
- > Dan Blocker Beach
- > Point Dume
- > Santa Monica 3rd St Promenade



Please check metro.net to plan your trip.



534
Metro Express

Line 534 – Newspaper Ads

- LA Downtown News
- Malibu Times
- Santa Monica Mirror
- Culver City News/Blue Pacific
- Santa Monica Daily Press
- Park La Brea News/Beverly Press
- Our Weekly LA



metro.net

We pulled out
all the stops.
Metro Express 534

Metro Express Line 534 is just around the corner, making it easy to cruise the beaches between Malibu and Culver City. Let Line 534 be your connection to:

- > Santa Monica Pier
- > Zuma Beach County Park
- > Palisades Beach
- > Dan Blocker Beach
- > Point Dume
- > Santa Monica 3rd St Promenade



Please check metro.net to plan your trip. Go Metro.

Other Projects

- **Night Owl Promotion**
 - Goal to Promote Ridership
 - Direct Mail & Community Newspaper Ads
 - Planned for February/March
- **“How Are We Doing?”**
 - Re-Do from Last Year
 - Car Cards
 - Change Photo & Highlight Phone Number