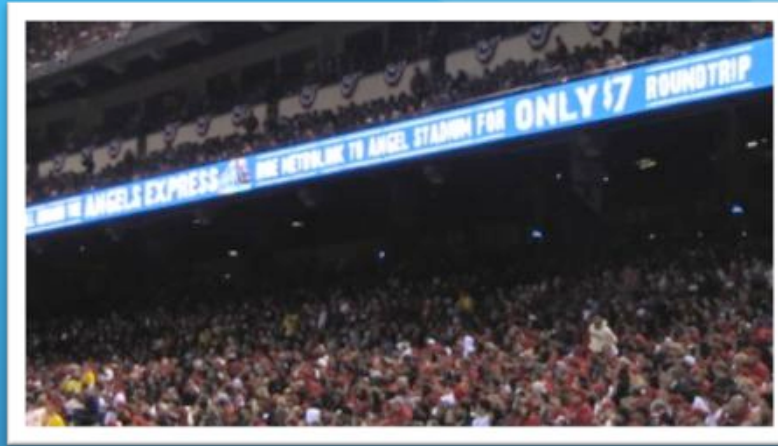


Metrolink Marketing Update

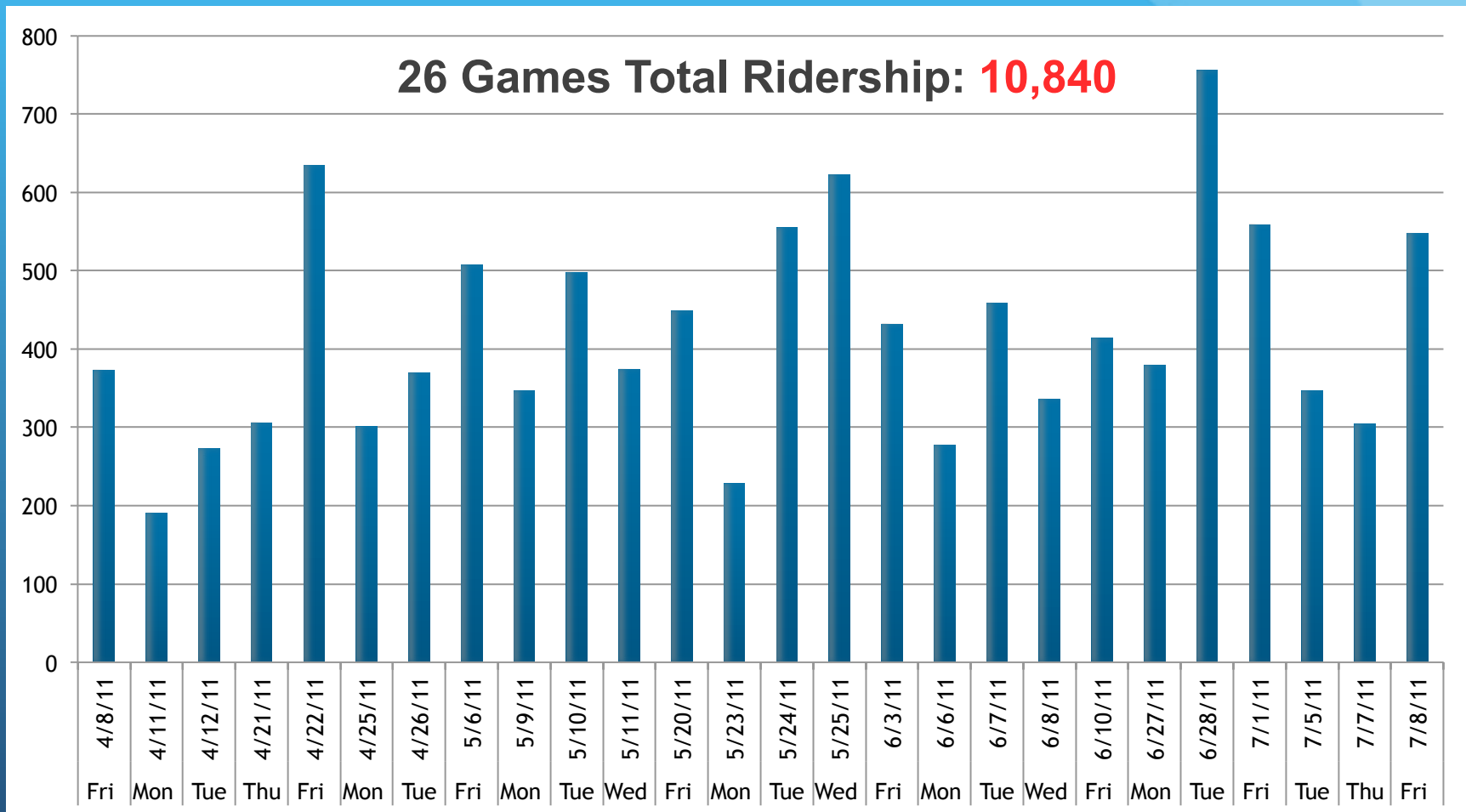
Citizens Advisory Committee
July 19, 2011

ALL ABOARD THE
ANGELS[®]
EXPRESS

Angels Express Advertising



Angels Express Ridership



Customer Survey Highlights

- Most effective advertising: online, radio and in-game
- 60% from South County
- 90% rate service above average
- 50% new to Metrolink
- 99% would recommend Metrolink



OCLINK

Metrolink
expands in OC

Metrolink Expansion

- Increased Weekday Service
 - Laguna Niguel to Fullerton
 - NEW \$7 all-day bus/rail pass
 - Launches July 5
- Increased Weekend Service
 - NEW \$10 all-weekend pass
 - Launches July 2



Launch Ads

WOO!

more Metrolink & more Savings July 5th

ANNOUNCING expanded train service and

WEEKDAYS \$7 OCLINK all-day rail/bus pass
Find out how to buy your pass at octa.net/OCLINK

WEEKENDS \$10 All-weekend Metrolink pass
Buy your pass at all Metrolink Station ticket vending machines.

Beginning July 5th, our new weekday OCLINK Pass gives you unlimited rides on Metrolink trains and OCTA buses* to your favorite destinations in Orange County. Use your OCLINK pass to catch an Angels game, go antiquing in Orange, have dinner in Fullerton, or ride just about anywhere else in OC. Plus, beginning July 1st, ride all weekend long with a Metrolink Weekend Pass. Spend a weekend in L.A. or head to the beach. Come on, get onboard! Visit octa.net/OCLINK for schedules and to plan your trip online.

*Valid on local fixed route buses. Not valid on paratransit and express bus service.

METROLINK OCTA
EXPANDED SERVICE FOR EXPANDED LIVING

octa.net/OCLINK

WOO!

more Metrolink & more Savings coming your way July 5th!

ALL DAY RAIL/BUS PASS

WEEKDAYS \$7 OCLINK all-day rail/bus pass
Find out how to buy your pass at octa.net/OCLINK

WEEKENDS \$10 All-weekend Metrolink pass
Buy your pass at all Metrolink Station ticket vending machines.

www.octa.net/OCLINK **METROLINK**
Orange County and Brea/Fullerton

RIDE METROLINK FREE!

Take a short online survey, and we'll send you a free Metrolink pass. Good any weekday, all-day, anywhere in OC. For your free pass, visit octa.net/OCLINK and click on the free pass survey to get started!

You must validate your pass before boarding Metrolink. Free pass valid for travel on all Orange County Metrolink trains with a free transfer to connecting OCTA buses only. Pass valid for travel any single day July 5th through August 31, 2011. Limit one pass per person and while supplies last.

www.octa.net/OCLINK **METROLINK**

TAKE A SHORT ONLINE SURVEY, AND WE'LL SEND YOU A FREE METROLINK PASS. GOOD ANY SINGLE WEEKDAY, ALL-DAY, ANYWHERE IN OC BETWEEN JULY 5TH AND AUGUST 31ST.

RIDE METROLINK FREE

Take Survey

You must validate ticket before boarding Metrolink. Free pass valid for travel on all Orange County Metrolink trains with a free transfer to connecting OCTA buses only. Pass valid for travel any single day July 5th through August 31, 2011. Limit one pass per person and while supplies last.

OC LINK Pass Sales

Wholesale – 3,364

OCTA Store - 110

Online – 81

As of Friday 7/15 OCTA Pass Sales has sold 3,555 OCLINK passes

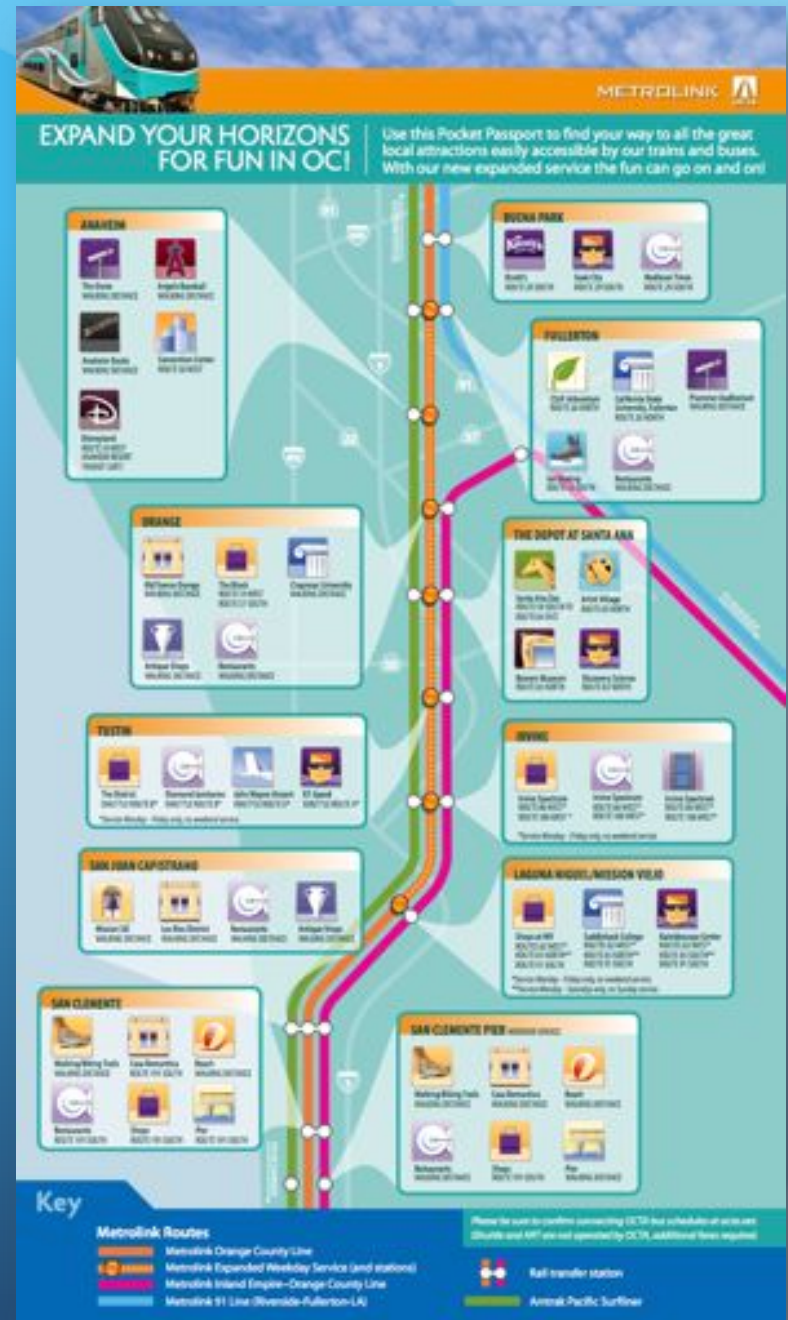
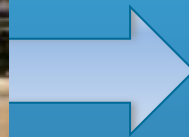
2,211 Regular OC LINK= \$15,477

1,344 S/D OC LINK= \$8,064

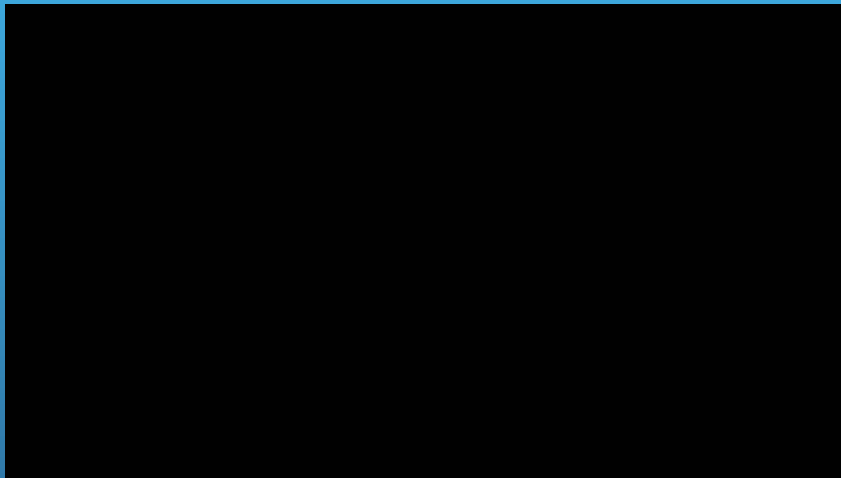
GRAND Total Units= 3,555

GRAND Total Sales= \$23,541

Pocket Passport



Video Demonstration



OC LINK Promotion



How to Ride Metrolink