



Metro

October 13, 2008

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE
CHIEF EXECUTIVE OFFICER 

FROM: MATT RAYMOND 
CHIEF COMMUNICATIONS OFFICER

SUBJECT: AUGUST COMMUNICATIONS REPORT

ISSUE

Improving awareness of communications activities.

DISCUSSION

This *In the Public Eye* report visually recaps communications activities from August 2008. Below are images of some of the campaigns that ran during the month:



"Opposites" Ridership Campaign



College Campaign



LA Dodger Shuttle

NEXT STEPS

The September report will be issued next month.

ATTACHMENT

PDF of the August 2008 *In the Public Eye* Metro campaigns and customer information