



# Metro

October 30, 2008

**TO:** BOARD OF DIRECTORS

**THROUGH:** ROGER SNOBLE  
CHIEF EXECUTIVE OFFICER

**FROM:** MATT RAYMOND  
CHIEF COMMUNICATIONS OFFICER

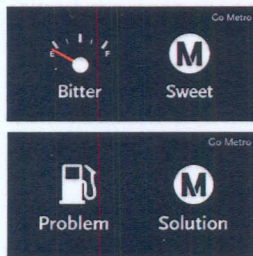
**SUBJECT:** SEPTEMBER COMMUNICATIONS REPORT

## ISSUE

Improving awareness of communications activities.

## DISCUSSION

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



“Opposites” Ridership Campaign



Transit Corridor Meetings



College Campaign

## NEXT STEPS

The October report will be issued next month.

## ATTACHMENT

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