





# Metro

October 25, 2005

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 2005.

## NEXT STEPS

The October report will be issued next month.

## ATTACHMENT

July *In the Public Eye* Metro campaigns and customer information

# In the Public Eye

Metro Campaigns and Customer Information

September 2005

Mid-City/Exposition LRT Project

Orange Line  
Latino Film Festival  
Homeland Security

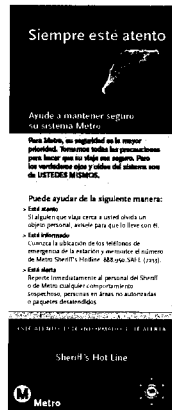
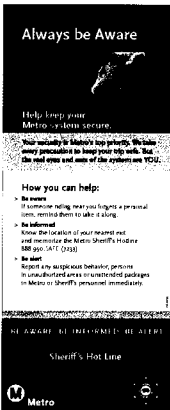
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# Homeland Security



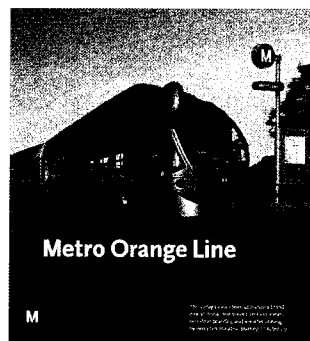
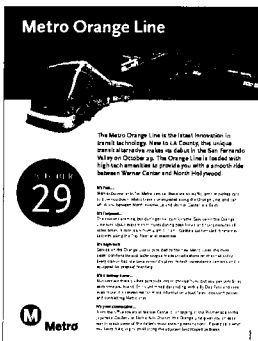
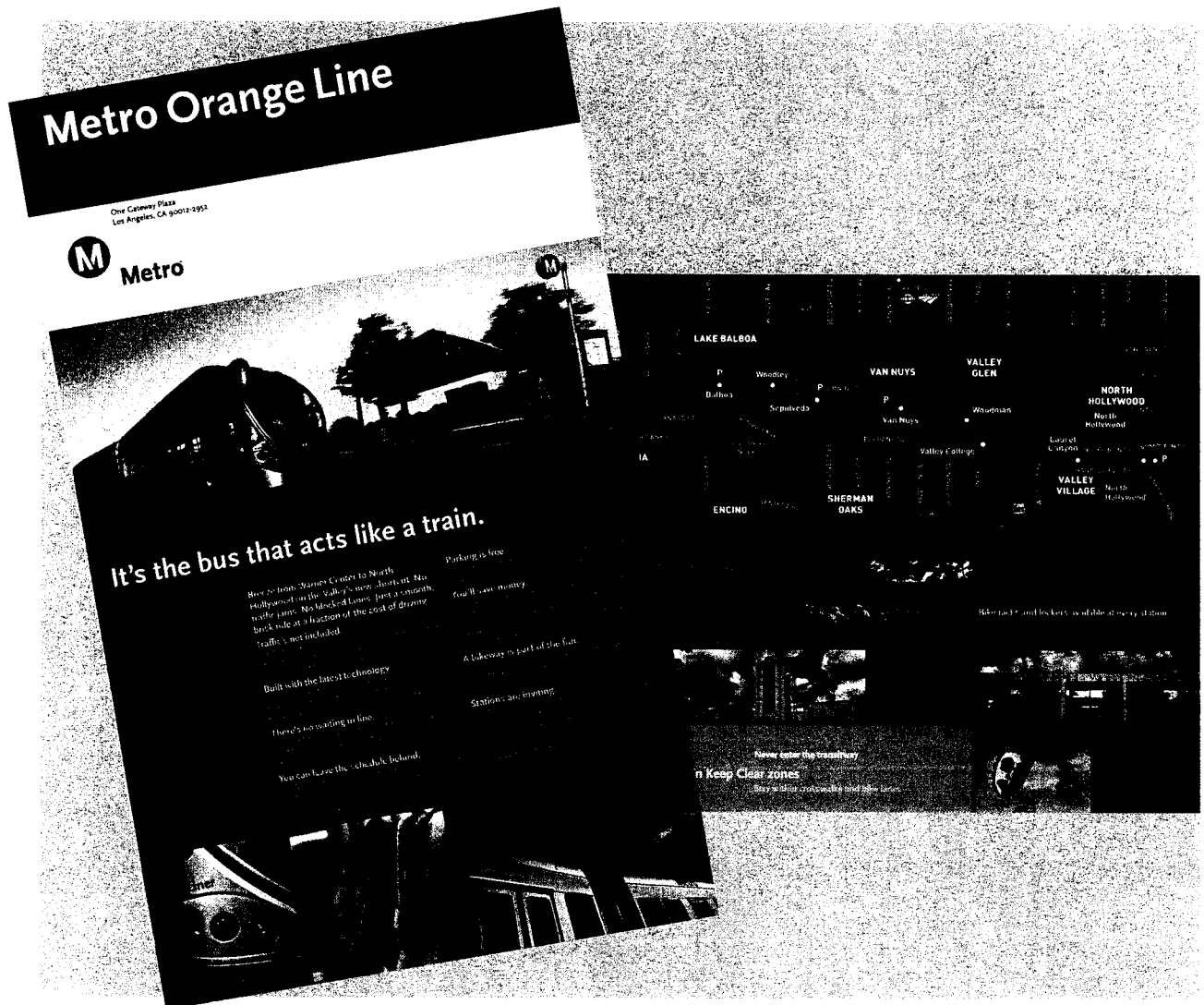
## Objective

To assure our customers that Metro is doing everything possible for their security and to provide valuable tips on their role in being the eyes and ears of the system.

## Elements

- Employee Brochures
- Car Cards
- On-board Take-ones
- Rail Posters
- Station Wall Posters

# Metro Orange Line – Phase 2



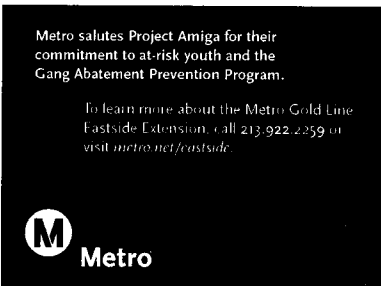
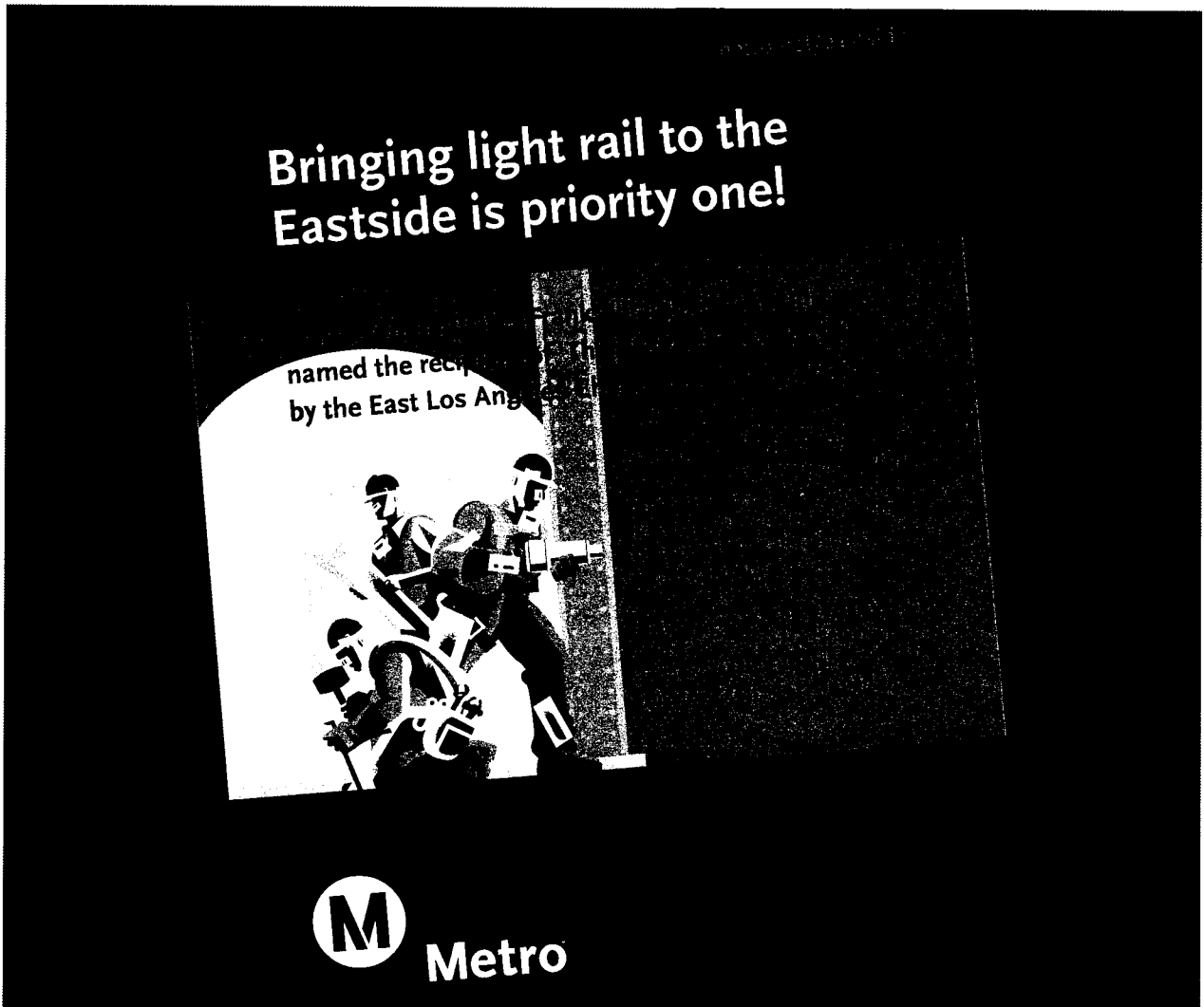
## Objective

To clarify benefits of the Orange Line and begin building anticipation for the opening.

## Elements

- Ads
- Bus Shelters
- Banner Campaign
- Brochures
- Car Cards
- Direct Mail
- Flyers
- Posters
- Print Ads
- Rail Posters
- Take-ones

# Metro Gold Line Eastside Extension



### Objective

To provide updated information on the progress of construction and take an active role in supporting the communities along the alignment.

### Elements

Program Guide Ads



# Go Metro



## Objective

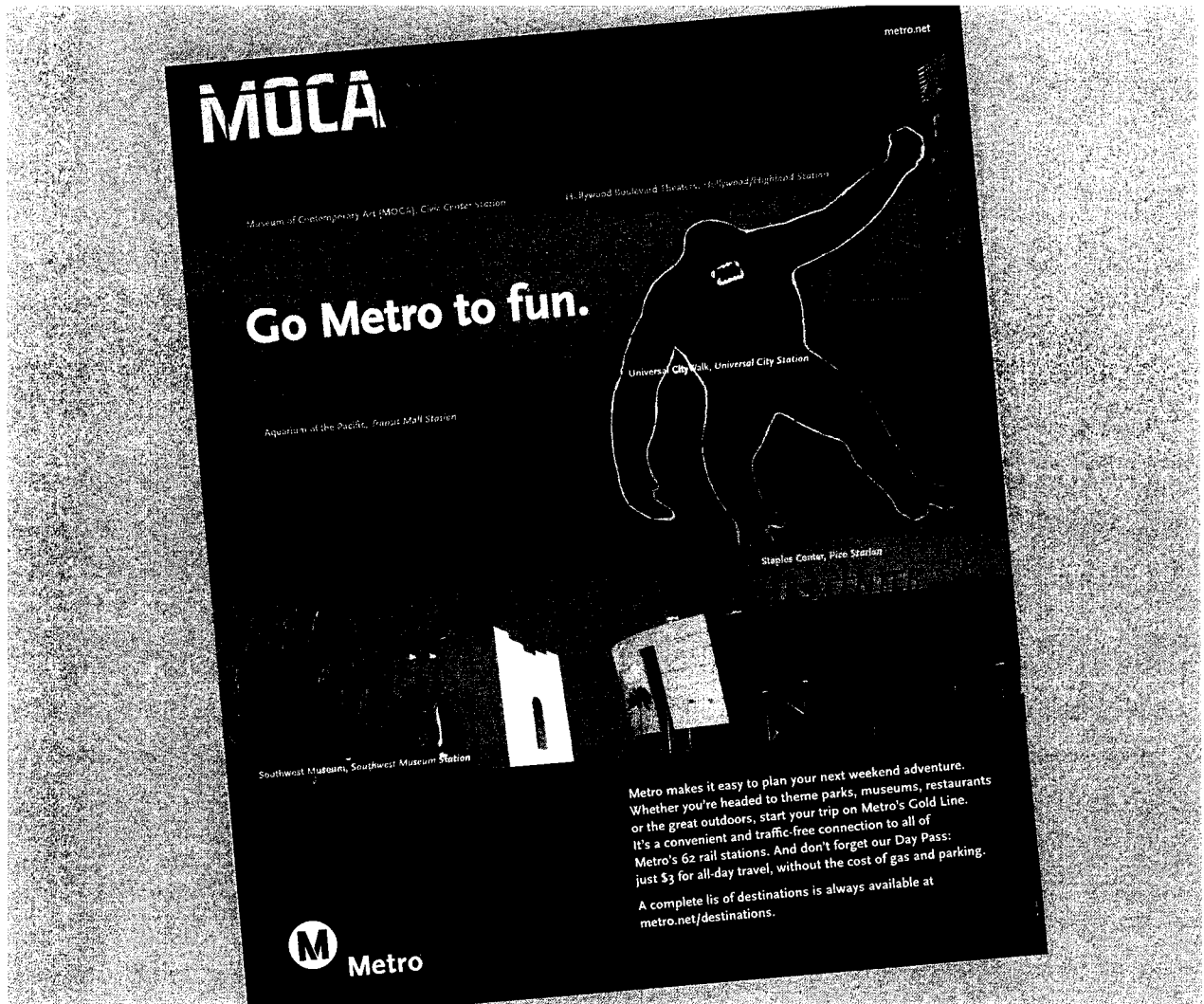
To promote the convenience of commuting on public transportation and highlight the fact that customers gain extra time to do whatever they would like to do.

## Elements

- King Ads
- Car Card
- Rail Posters



# Metro Gold Line Destinations



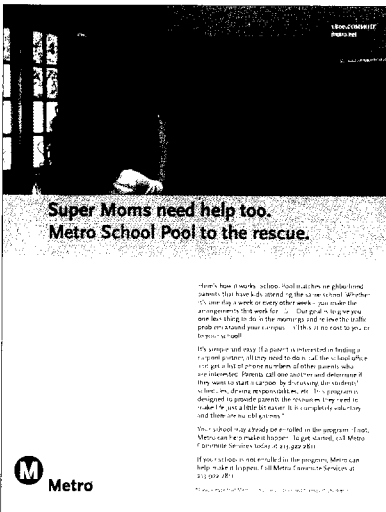
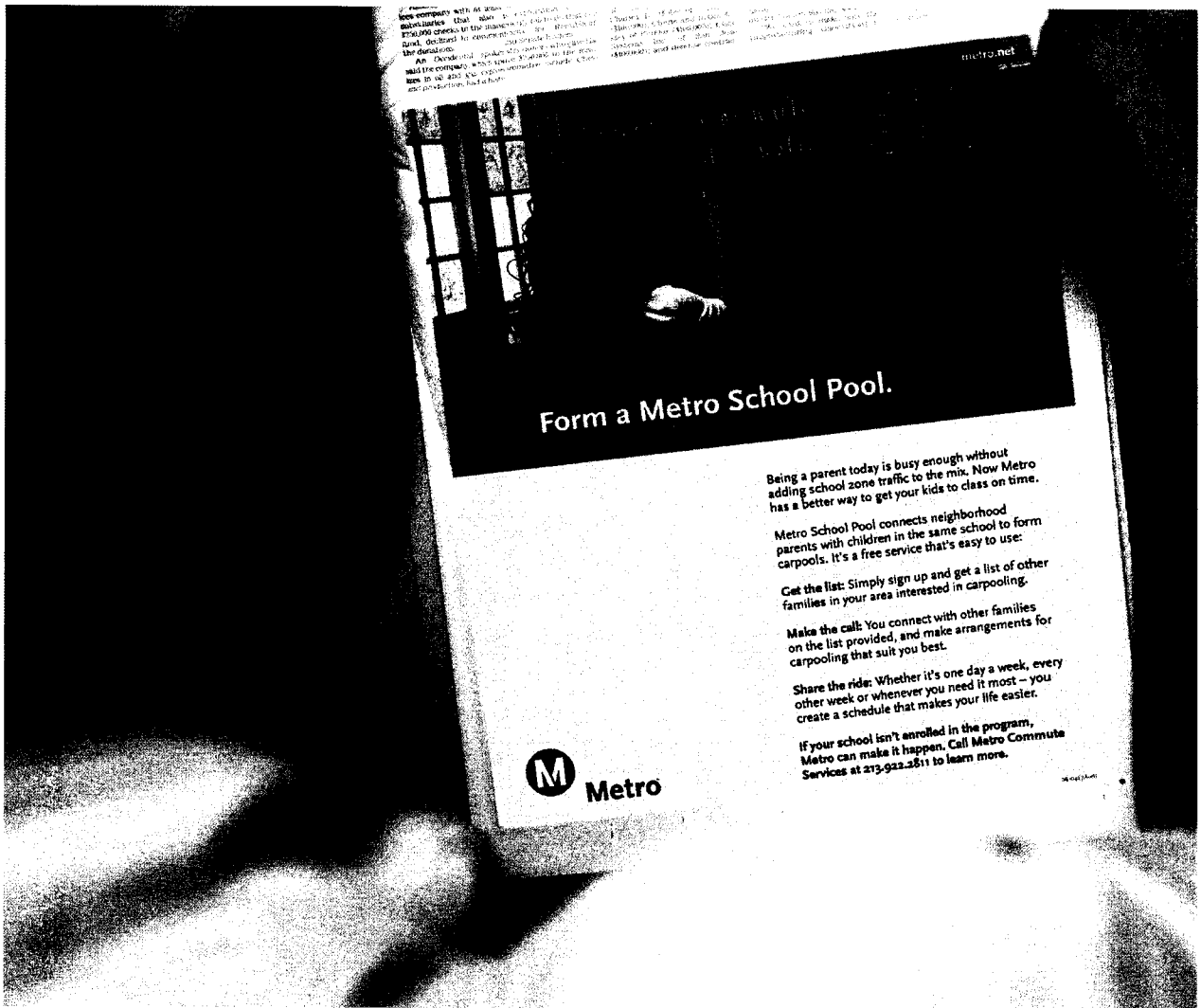
## Objective

To increase ridership and promote destinations near the Metro Gold Line targeting San Gabriel Valley residents.

## Elements

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# Metro School Pool



## Objective

To generate interest among parents in the Metro School Pool program and to drive participation at schools across the county.

## Elements

- Brochures
- Newspaper Ads
- Direct Mail
- Radio
- Web

