





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

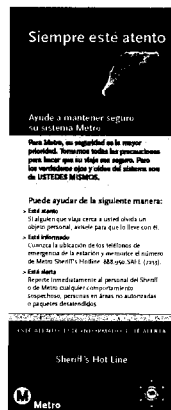
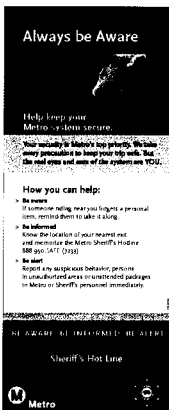
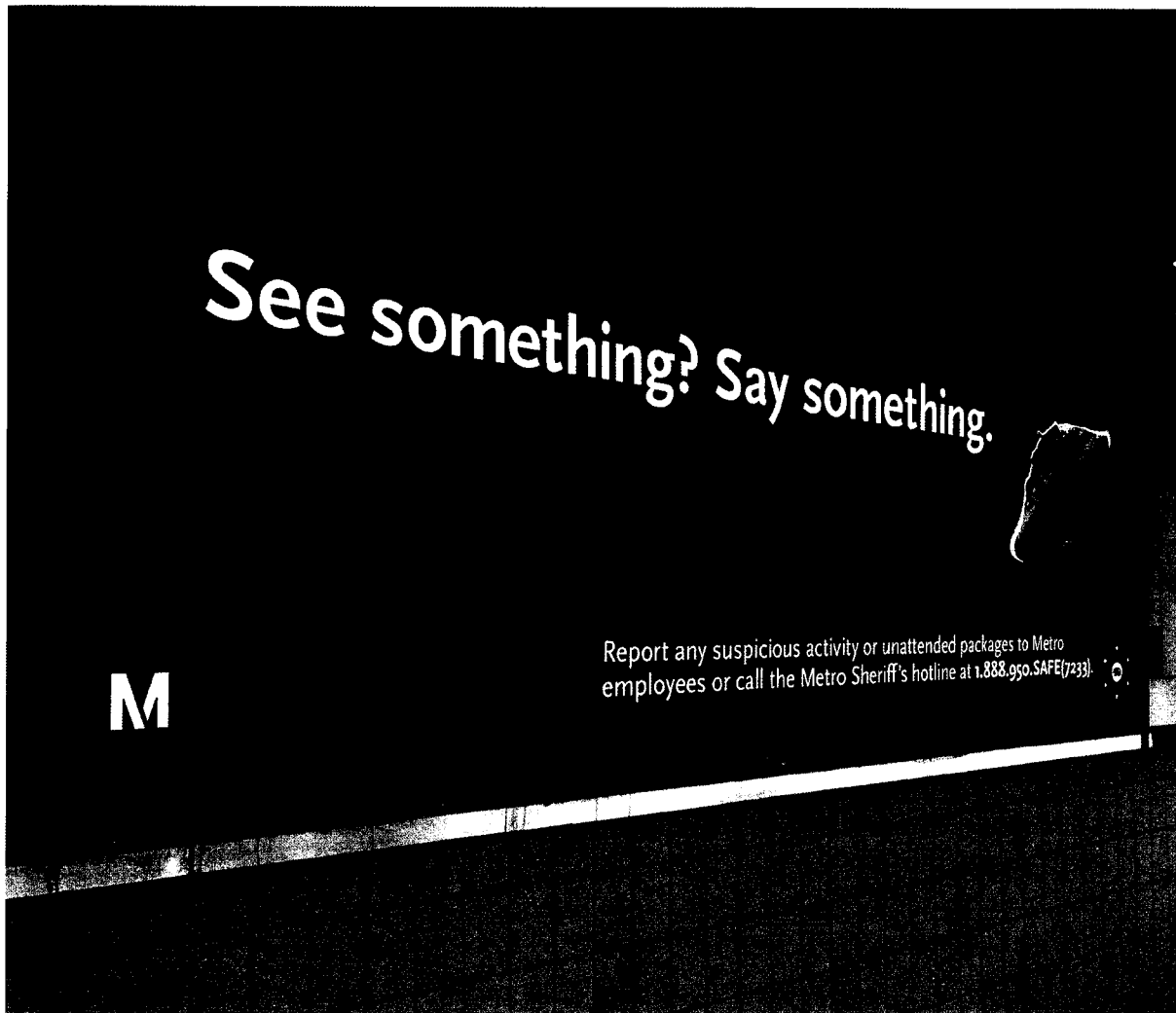
Homeland Security



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Homeland Security



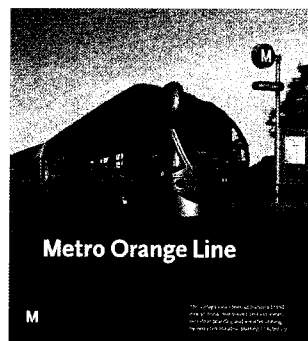
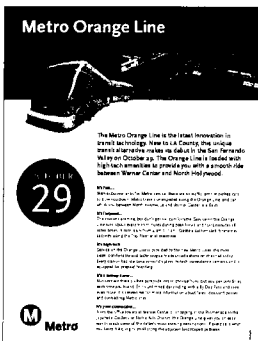
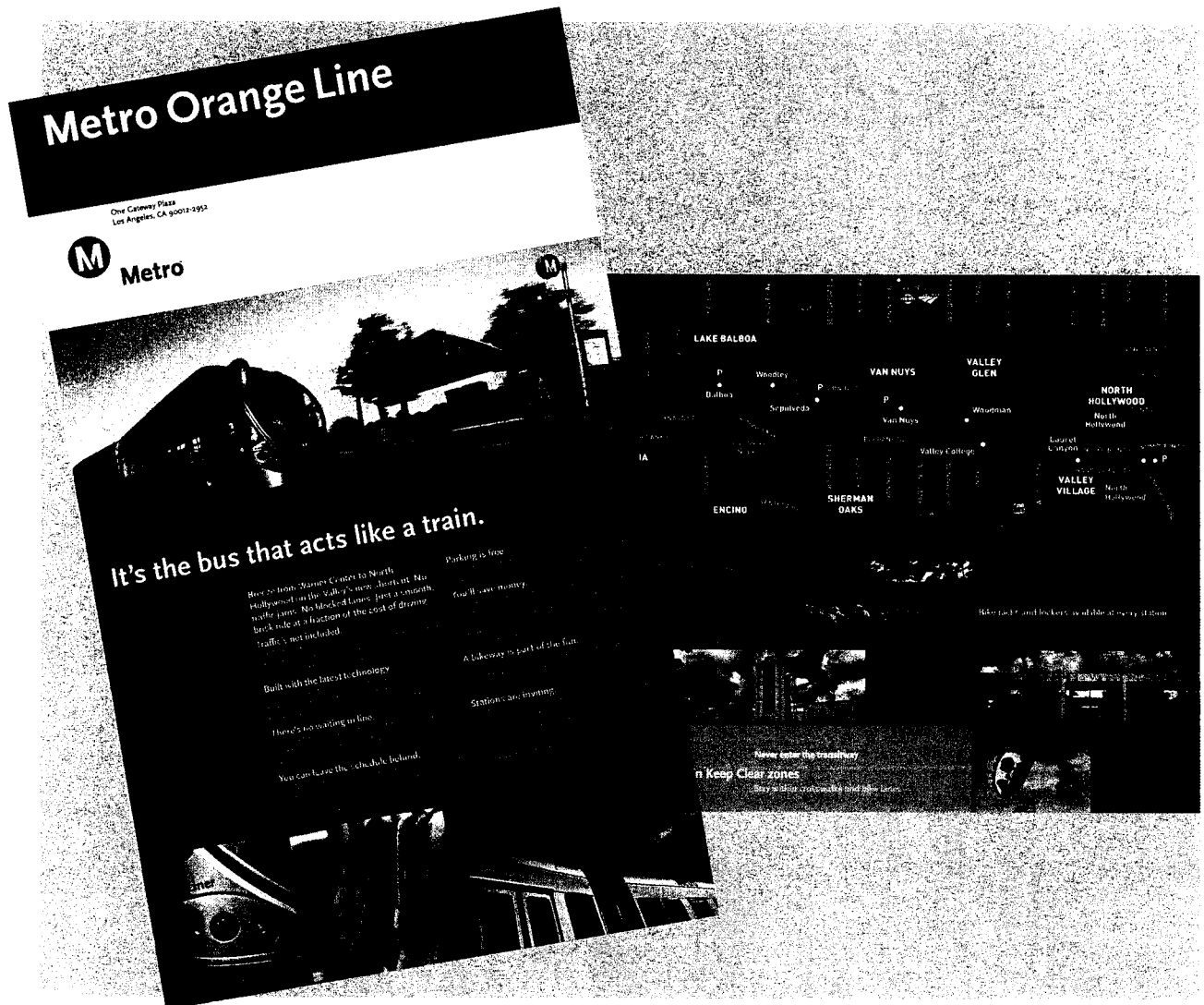
Objective

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



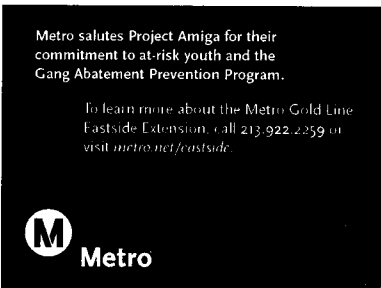
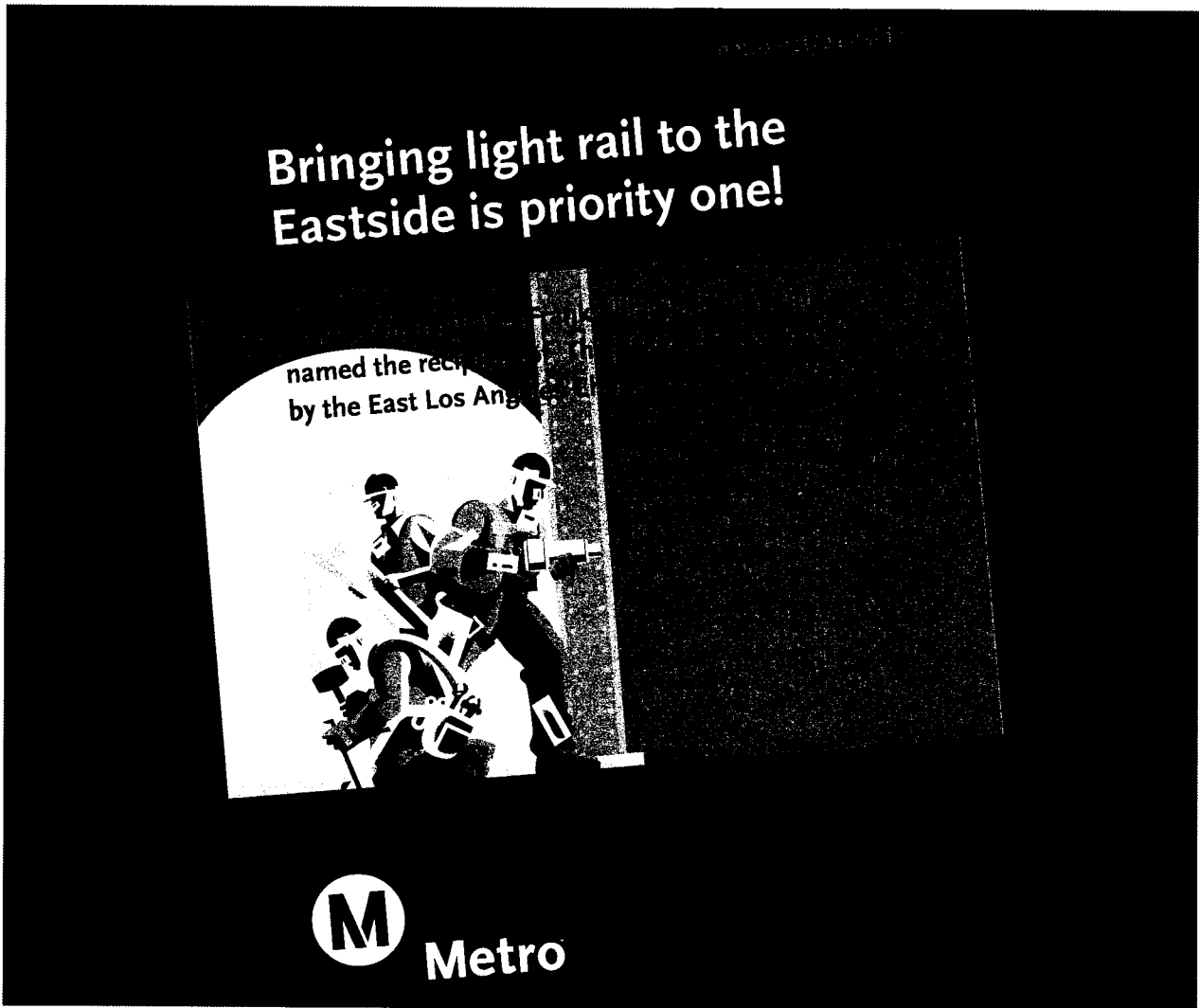
Objective

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



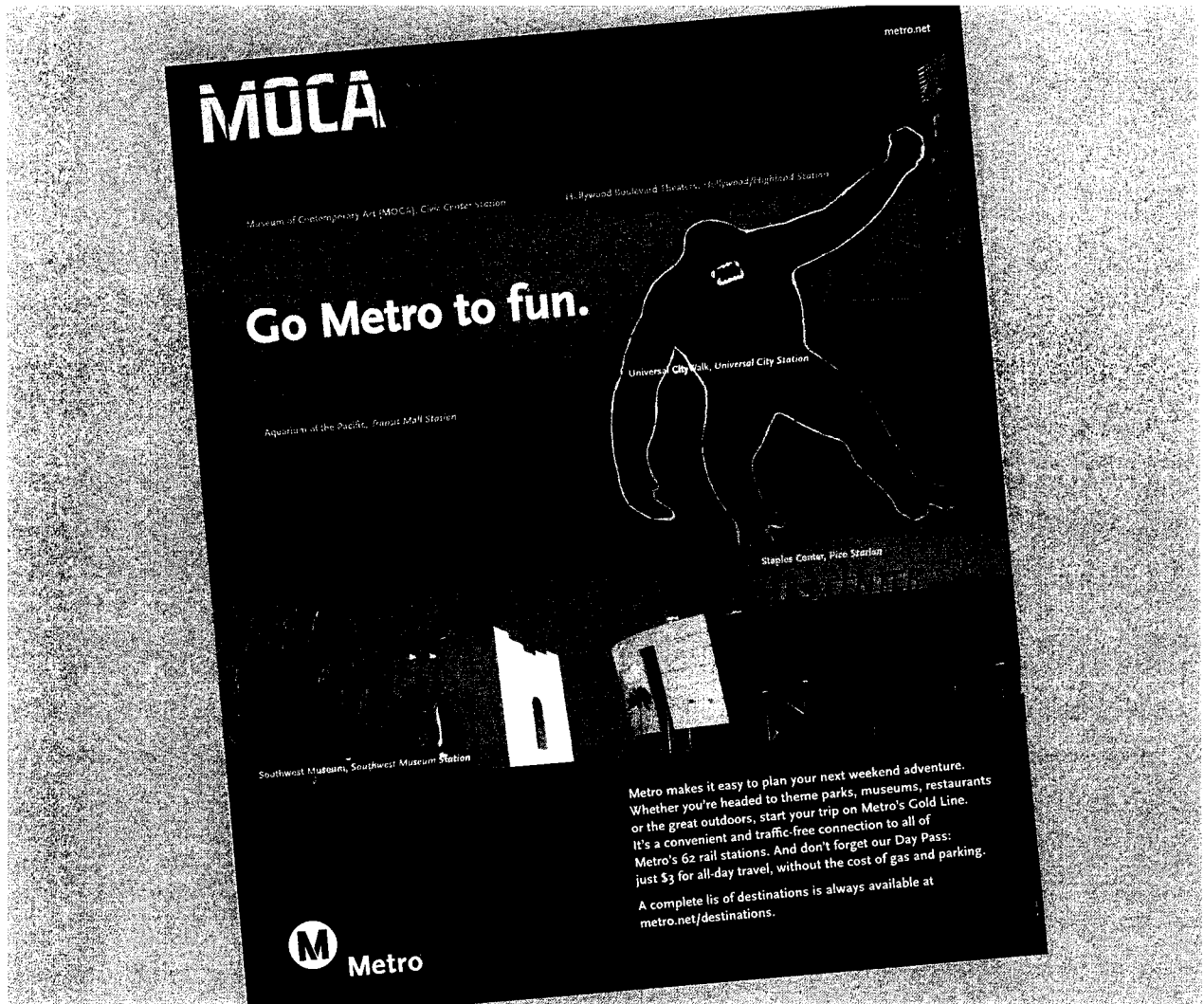
Objective

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



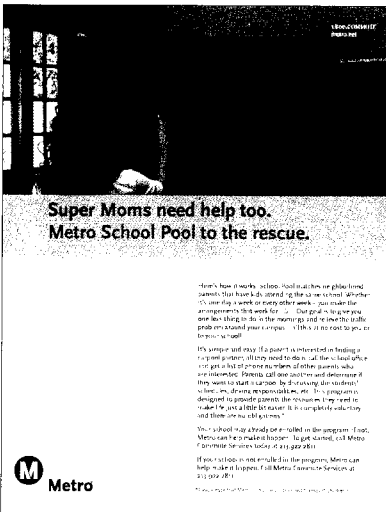
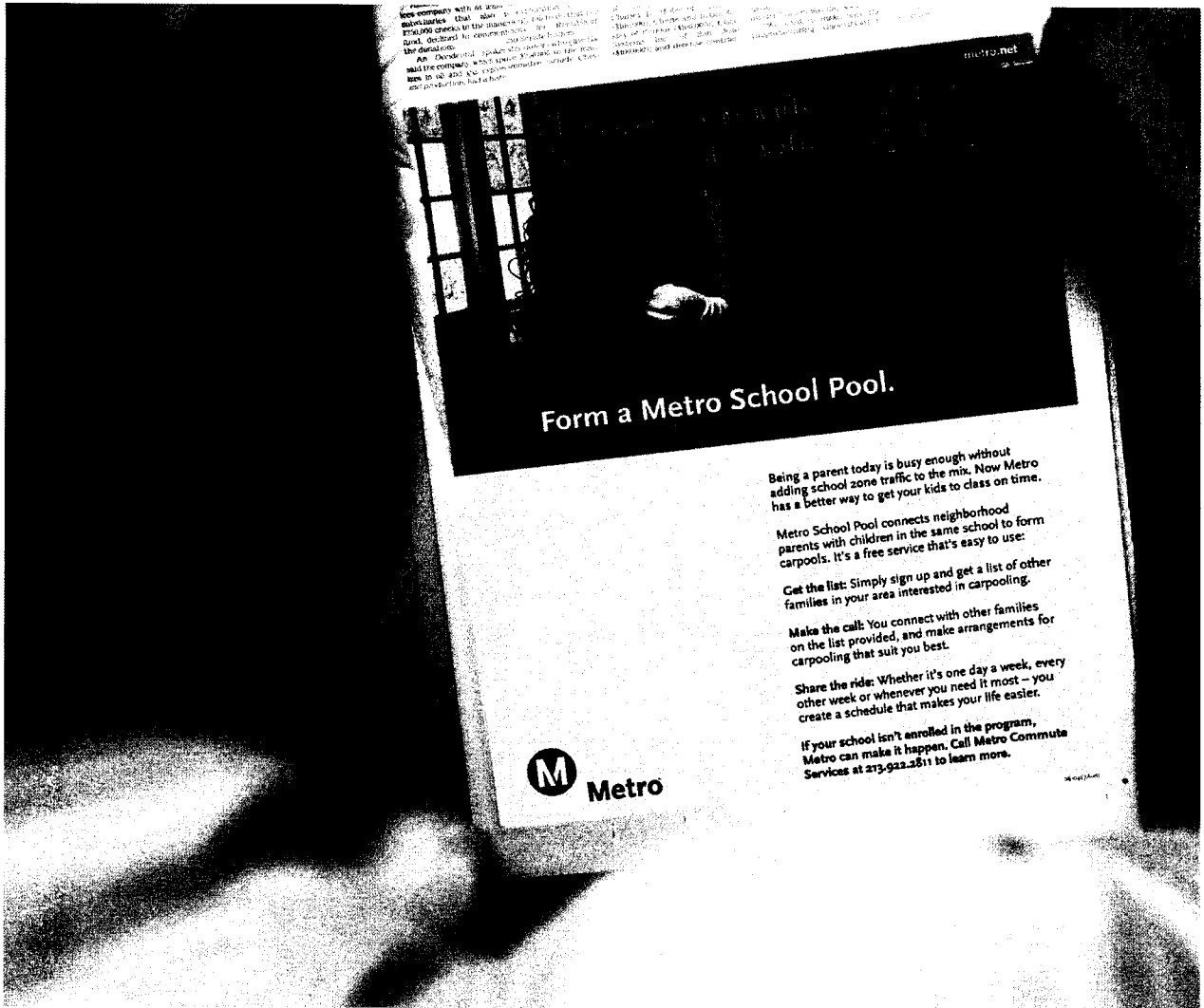
Objective

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

Elements

Ad

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

