



**Metro**

September 23, 2005

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 2005.

NEXT STEPS

The September report will be issued next month.

ATTACHMENT

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

# In the Public Eye

August 2005

Metrolink's New Routes

Metrolink School Pool

Art's a Trip




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# Homeland Security



## What's Suspicious?

Here are some things to report immediately:

**An item that:**  
> is left in an out-of-the-way or hidden location.

**People who are:**  
> entering restricted areas.  
> quickly leaving a package behind.  
> taking photos of equipment or secure areas.

### Take everything with you.

Most things left behind in open areas are just that – forgotten items. But they're easily mistaken for suspicious packages and can wind up delaying thousands of customers. So please remember to take everything with you, and remind others to do the same.

Effective  
January 1, 2005 - C

## Pasaden Roses

Subject to change  
without notice

### Service Cha



Pasadena To

Lines 180-181, 7  
268, 485, 487, 68



### Saturday - Jan

Metro Rail Service  
Connections to Metro Rail  
All Metro Rail lines,  
and Gold, will run th  
night on New Year's  
Years morning. Cus  
the Green, Blue or R  
then transfer to the  
Union Station. The G  
stations in Pasadena  
station within several

Estamos vigilando. ¿Y tu?

See something. Say something.

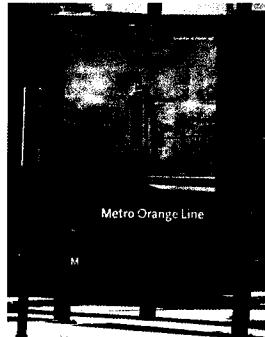
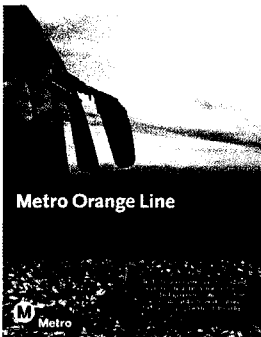
### Objective

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

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

# Metro Orange Line – Phase 2



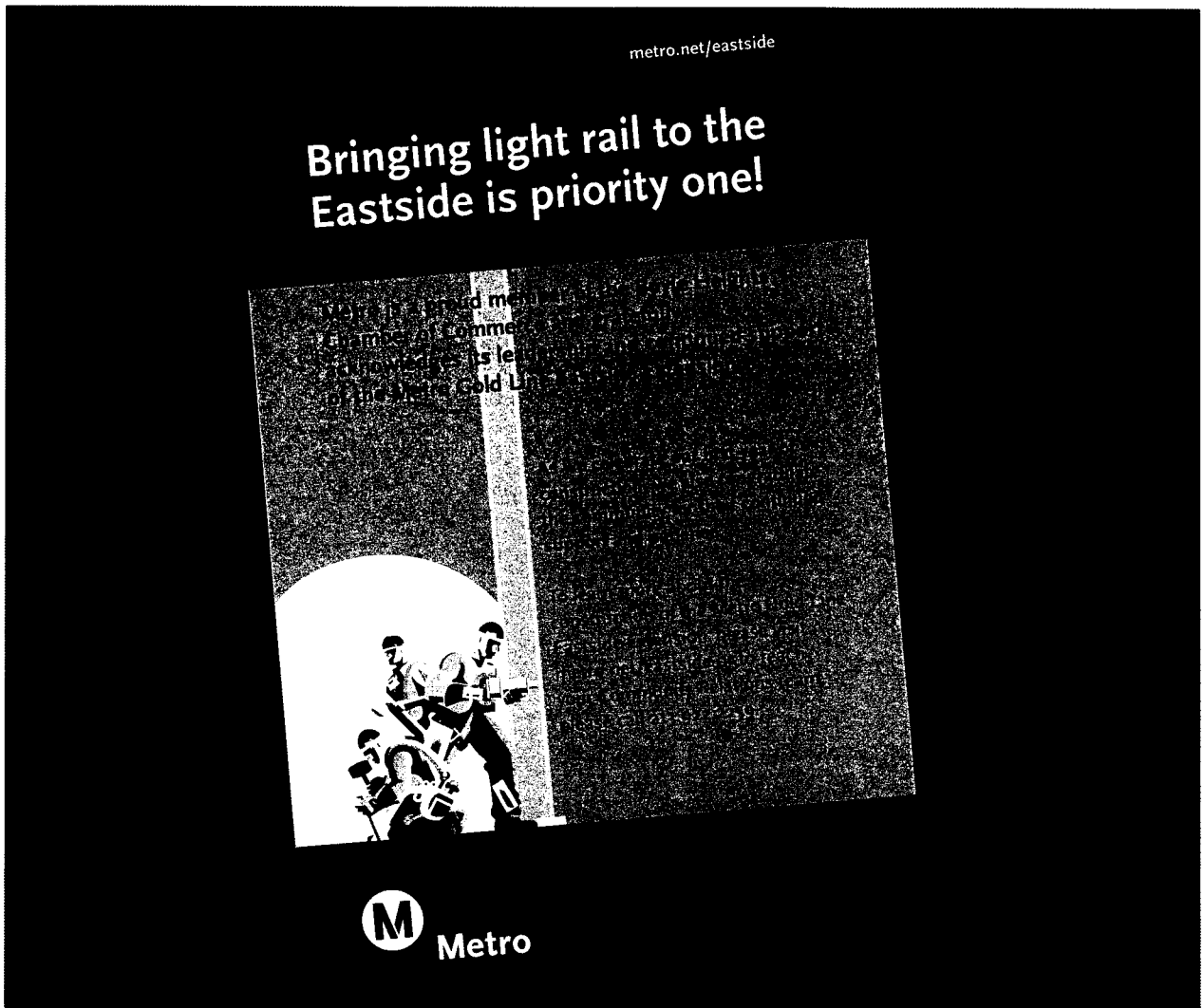
## Objective

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

## Elements

- Bus Shelters
- Banner Campaign
- Brochures
- Car Cards
- Flyers
- Posters
- Print Ads

# Metro Gold Line Eastside Extension



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

**Elements**  
 Project Updates  
 Program Guide Ads

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

**Elements**  
 Project Updates  
 Program Guide Ads

# Mid-City/Exposition LRT Project



**Objective**  
To support the preparation of the Final Environmental Impact Statement/Report and provide the materials needed for public outreach.

**Elements**  
Fact Sheets  
FEIS/EIR Report Covers  
Web Updates

The Mid-City/Exposition light rail project is an extension of the Dallas Metro Light Rail System. The 3.6-mile line begins at the existing South Station at 25th Street, Metro Center.

The Mid-City/Exposition light rail line will include right-of-way, stations and upgrades to three existing stations. The alignment of the rail segment will be primarily in grade and will end at Silver City.

As proposed, the line extends along the Mid-City/Exposition right-of-way from an intersection in Silver City, with an initial segment to be constructed in Silver City. The Metro Board's vision and intent is to eventually complete the light rail line to Silver City.

Construction will be performed as a design-build contract. The project will be awarded in early 2006. Some utility relocation construction is expected to begin in late 2005.

For more information please call the project number at 972-552-7447 or visit our website at [metro.dallas.gov](http://metro.dallas.gov).

Metro began work on the Mid-City/Exposition Light Rail project in 2004. The project is a design-build contract. The project will be awarded in early 2006. Some utility relocation construction is expected to begin in late 2005.

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# See my LA



**Go Metro to see LA.**

Big savings inside!

**“See my LA”**  
 Taking Metro in LA couldn't be easier. From convenient trip planning, it's now so easy to see LA.



Metro Lines 116, 118, 119, 120, 122, 123 Metro Rapid 716, 727 and Metro Red (Los Angeles) Registered for American Cinematheque at the Egyptian Theatre

Two for one admission

Metro Red Line - Spanish Hill Station All Day Through Station

Aquarium of the Pacific

Two for one admission

Metro Red Line

Autry National Center

Two for one admission

## Objective

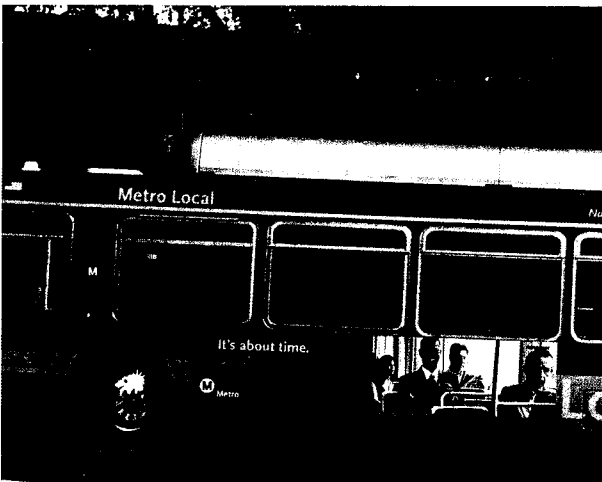
To encourage patrons to Go Metro to LA's entertainment and leisure venues through a cross-promotion with the LA Inc., the Los Angeles Convention and Visitor's Bureau.

## Elements

- On-board Coupon Book/Take-ones
- Rail Station Adhesive Banners



# Go Metro



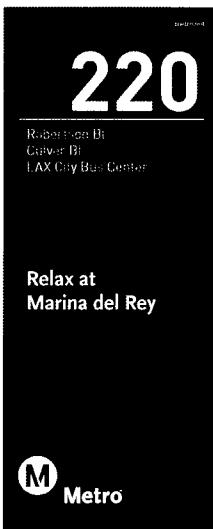
## Objective

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

# Line 220 Route Promotion



### Objective

To promote destinations and generate ridership on Line 220.

### Elements

Take-ones  
Car Cards

# Metro School Pool

**Form a Metro School Pool.**

Being a parent today is busy enough without adding school zone traffic to the mix. Now Metro has a better way to get your kids to class on time.

Metro School Pool connects neighborhood parents with children in the same school to form carpools. It's a free service that's easy to use:

**Get the list:** Simply sign up and get a list of other families in your area interested in carpooling.

**Make the call:** You connect with other families on the list provided, and make arrangements for carpooling that suit you best.

**Share the ride:** Whether it's one day a week, every other week or whenever you need it most – you create a schedule that makes your life easier.

If your school isn't enrolled in the program, Metro can make it happen. Call Metro Commute Services at 213-922.2811 to learn more.

**M Metro**

**Super Moms need help too. Metro School Pool to the rescue.**

There's more to school than just getting your parents that love left attending the same school. Whether it's just a week or every other week, you make the arrangements that work for you. Use your car to solve the problem of school zone traffic. It's time to get out to school.

It's important that if you're interested in the program, you get all the information you need. Metro can help you get all the information you need. Parents can use a schedule and determine if they want to start a school pool. The students can help, driving, making the calls. This program is designed to provide parents the help they need to make it happen. It's a great idea. It's a great idea. It's a great idea.

More school zone traffic is a problem. Metro can help you get all the information you need. Parents can use a schedule and determine if they want to start a school pool. The students can help, driving, making the calls. This program is designed to provide parents the help they need to make it happen. It's a great idea. It's a great idea. It's a great idea.

**M Metro**

## 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



