



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

[Faint, illegible text from the magazine cover, including headlines like "Metro School Pool" and "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, 268, 485, 487, 6

Saturday - Jan

Metro Rail Service will be suspended on Saturday, January 1, 2005. All Metro Rail lines, including the Green, Blue and Red lines, will run through the night on New Year's Eve and will run through the night on New Year's morning. Customers on the Green, Blue or Red lines will transfer to the Union Station. The Green Line will run to the Pasadena Station within several

Estamos vigilando. ¿Y tu?

M Metro

See something. Say something.

M Metro

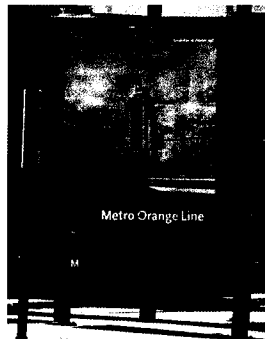
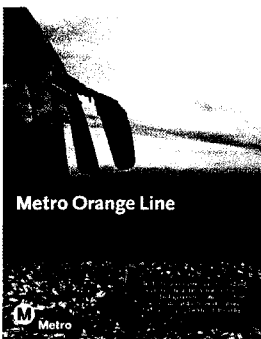
Objective

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



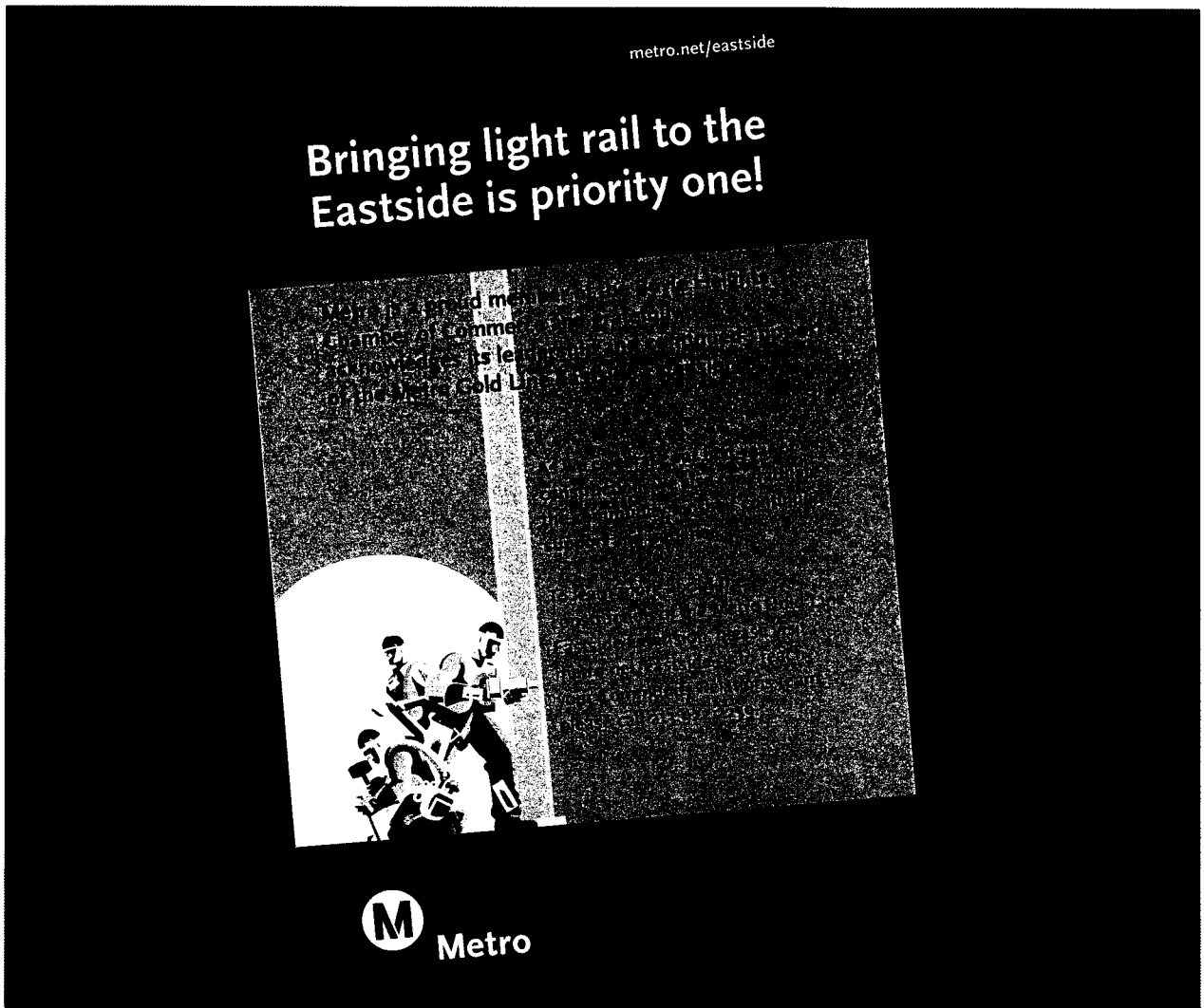
Objective

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

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 Los Angeles Rapid Rail System. The 3.6-mile line begins at the existing Main Street Station at 7th Street, Santa Monica.

The Mid-City/Exposition Light Rail Project will include right-of-way, station and upgrades to three existing stations. The alignment of the rail project will be primarily in grade and will end at Mid-City.

As proposed, the line extends along the Main Street Exposition right-of-way from its intersection with Main Street to the intersection of Main Street and an initial segment to be constructed in Santa Monica Avenue adjacent to Exposition Blvd. The Metro Board's vision and intent is to eventually complete the light rail line to Santa Monica.

Construction will be performed as a design-build contract, to 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 310-514-7447 or visit our website at metro.laport.com.

Metro began work on the Mid-City/Exposition Light Rail Project in 2004. The project is a key element of the Metro Board's vision and intent for the Los Angeles Rapid Rail System. The project is a key element of the Metro Board's vision and intent for the Los Angeles Rapid Rail System.

See my LA



Go Metro to see LA.

Big savings inside!

“See my LA”
 Taking Metro in LA couldn't be easier. From convenient to affordable, it's never been easier to see LA.



Metro Lines 116, 118, 316, 317, 317.1, 317.115 Metro Rapid 716, 717 and Metro Red (Los Angeles) Registered for

American Cinematheque at the Egyptian Theatre
 From classic Hollywood films to new and exciting indie films, you'll find it all at the Egyptian Theatre. And now, with Metro, you can see it all for less.

Metro Red Line - Spanish Hill Station
Aquarium of the Pacific
 Take a Metro ride to the Aquarium of the Pacific and see the world's largest marine life collection. Metro Red Line - Spanish Hill Station is just a short ride away.

Metro Red Line - Autry National Center
Autry National Center
 The Autry National Center is a great place to see and experience the history and culture of Los Angeles.

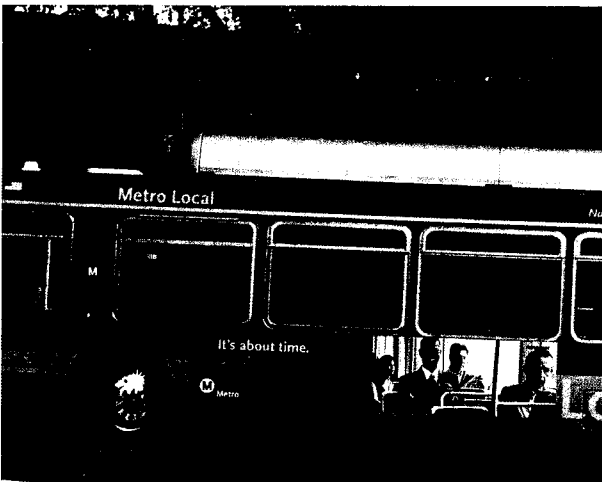
Objective

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



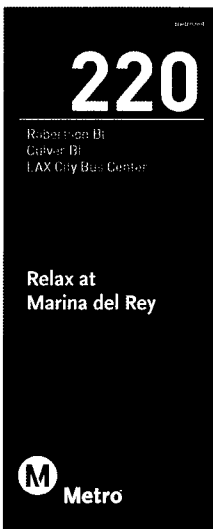
Objective

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.

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

There's more to school than just making neighborhood parents that leave late, 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 to your school.

It's important that if you're interested in the program, you get a list of all the names of all the parents who are interested. Parents can use a schedule and determine if they want to start a school pool by using the students' schedules, driving, and other factors. This program is designed to provide parents with the information they need to make the best decision for their school's schedule and their own schedules.

Have your school already been enrolled in the program? If not, Metro can help make it happen. To get started, call Metro Commute Services at 213-922.2811.

If your school is not enrolled in the program, Metro can help make it happen. Call Metro Commute Services at 213-922.2811.

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

Go Metro to UCLA Football



Go Metro to UCLA Football

Free Shuttle Service near Metro Gold Line

M Metro

UCLA Bruins

Conexión de transporte con el tráfico y estacionamiento

Calendario de Partidos del 2005

Metro y UCLA se han juntado para ofrecer un servicio de autobús gratuito al Rose Bowl para los juegos de fútbol americano de UCLA. Solo se necesita tomar la Metro Gold Line a la estación de North Hollywood en Pasadena, cambiar de auto de estacionamiento al edificio Paseo y volver por la conexión directa al estadio del equipo de fútbol que aparece en la foto.

9/16	UCLA	contra	Rice
9/17	UCLA	contra	Oklahoma
10/11	UCLA	contra	Washington
10/18	UCLA	contra	California
10/23	UCLA	contra	Oregon State
11/12	UCLA	contra	Arizona State

La Ruta

El autobús gratuito de UCLA se encuentra en el edificio Paseo del Metro Gold Line en North Hollywood en Pasadena. Solo se necesita tomar la Metro Gold Line a la estación de North Hollywood en Pasadena, cambiar de auto de estacionamiento al edificio Paseo y volver por la conexión directa al estadio del equipo de fútbol que aparece en la foto.

Conexiones de Transporte

Estación de Metro Gold Line
 Estación de Metro Bus
 Estación de Fútbol Transit
 Pasadeno del Fútbol

Para obtener más información sobre el servicio de autobús gratuito de UCLA, visite el sitio web de UCLA Bruins en www.uclaathletics.com. También puede llamar al 800-825-8282 o al 626-795-8282 para obtener más información.

Oferta especial para los usuarios de Metro

Algunos usuarios de Metro pueden obtener un descuento de \$1.00 en el boleto de Metro Gold Line cuando viajen al estadio del equipo de fútbol que aparece en la foto. Para obtener más información sobre esta oferta, visite el sitio web de UCLA Bruins en www.uclaathletics.com.

Rose Bowl

Objective

To promote taking the Metro Gold Line to UCLA Football home games at the Pasadena Rose Bowl.

Elements

Take-ones

