



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

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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

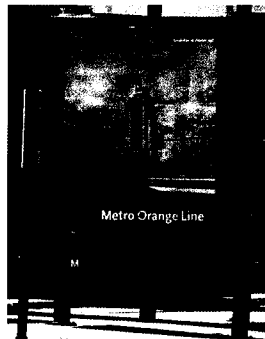
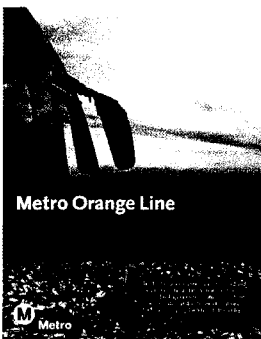
Objective

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

metro.net/eastside

Bringing light rail to the Eastside is priority one!

Metro is proud to announce the start of construction for the Gold Line Eastside Extension. This project is a top priority for Metro and the community. We are committed to providing the highest quality transit service to the Eastside of Los Angeles. Construction is well underway, and we expect to see the new line open in 2009. We will continue to work closely with the community to address any concerns and ensure a smooth transition to the new line. Thank you for your support and patience.

M Metro

metro.net

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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 TRAIN PROJECT

The Mid-City/Exposition Light Rail Train Project is an extension of the Dallas Metro Light Rail System. The 5.4-mile line begins at the existing South Station at 25th Street, Metro Center.

The Mid-City/Exposition Light Rail Train Project 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 Metro-owned Exposition right-of-way from an intersection in Silver City, with an initial segment to be constructed in three segments. 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 hotline at 214-514-7447 or visit our website at metro.dallas.gov.

Metro began work on the Mid-City/Exposition Light Rail Train Project in 2004. The project is a key component of the Metro Board's vision and intent to provide a modern, efficient, and sustainable public transit system for the Dallas area. The project is a key component of the Metro Board's vision and intent to provide a modern, efficient, and sustainable public transit system for the Dallas area.

See my LA



Go Metro to see LA.
Big savings inside!

“See my LA”
“Using Metro in LA couldn’t be easier. From airport to Hollywood, it’s so easy to get around. See my LA!”
—John, Director of Marketing at Metro



Metro Lines 116, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200

American Cinematheque at the Egyptian Theatre
Experience the magic of classic Hollywood films at the Egyptian Theatre. Enjoy special screenings, live performances, and more. Tickets available at Metro.

Aquarium of the Pacific
Take a journey through the world of marine life at the Aquarium of the Pacific. See amazing exhibits and enjoy interactive programs. Tickets available at Metro.

Autry National Center
The Autry National Center is a premier venue for the performing arts. Enjoy world-class productions and more. Tickets available at Metro.

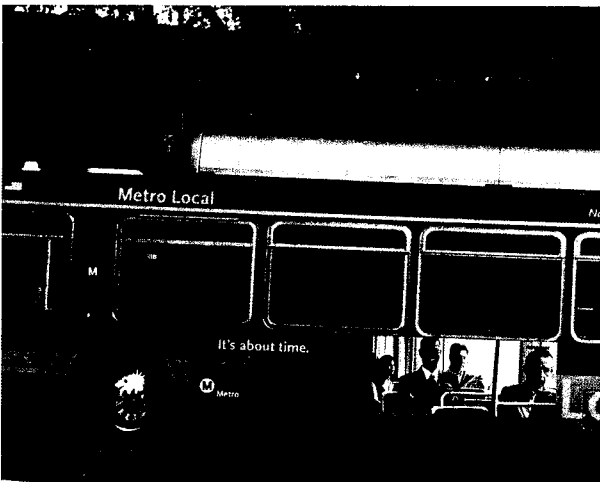
Objective

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



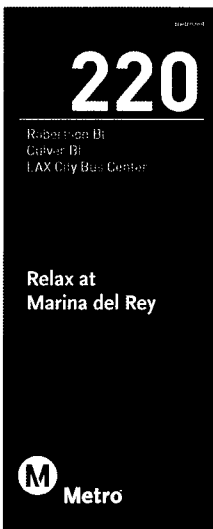
Objective

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 finding a carpool partner, they meet up. A call the school office and get a list of phone numbers of all the parents who are interested. Parents can use a schedule and determine if they want to start a school pool. The students are notified, driving, reports, etc. This program is designed to provide parents the help they need to make it happen. It's a great idea to make it happen and there are no obligations.

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.

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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

Costa el tráfico con el tráfico y estacionamiento **Calendario de Partidos del 2005**

Metro y UCLA se han juntado para ofrecer un servicio de autobuses gratuito al Rose Bowl para los juegos de fútbol americano de UCLA. Sólo 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.

La Ruta
 El autobús gratuito de UCLA y Metro se encuentra en la estación de North Hollywood en Pasadena. Desde allí, el autobús viaja a la estación de North Hollywood en Pasadena, cambia de auto de estacionamiento al edificio Paseo y vuelve por la conexión directa al estadio del equipo de fútbol que aparece en la foto.

Conexiones de Transporte
 Línea de Metro Gold
 Línea de Metro Blue
 Línea de Fútbol Transit
 Pasadeno del Fútbol

Para obtener más información, llama al 800-455-4555 o visita el sitio web de Metro y UCLA en www.metro.net.
 El autobús gratuito de UCLA y Metro se encuentra en la estación de North Hollywood en Pasadena, cambia de auto de estacionamiento al edificio Paseo y vuelve por la conexión directa al estadio del equipo de fútbol que aparece en la foto.

Oferta especial para los usuarios de Metro
 Obtén un boleto de ida y vuelta de Metro al estadio de fútbol de UCLA por sólo \$1.00. El boleto es válido para el partido de fútbol de UCLA que aparece en la foto. El boleto es válido para el partido de fútbol de UCLA que aparece en la foto.

Rose Bowl

Objective

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

Elements

Take-ones

