Los Angeles County
Metropolitan Transportation Authority

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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

Los Angeles County
Metropolitan Transportation Authority

In the Public Eye

August 2005

Metro School Pool

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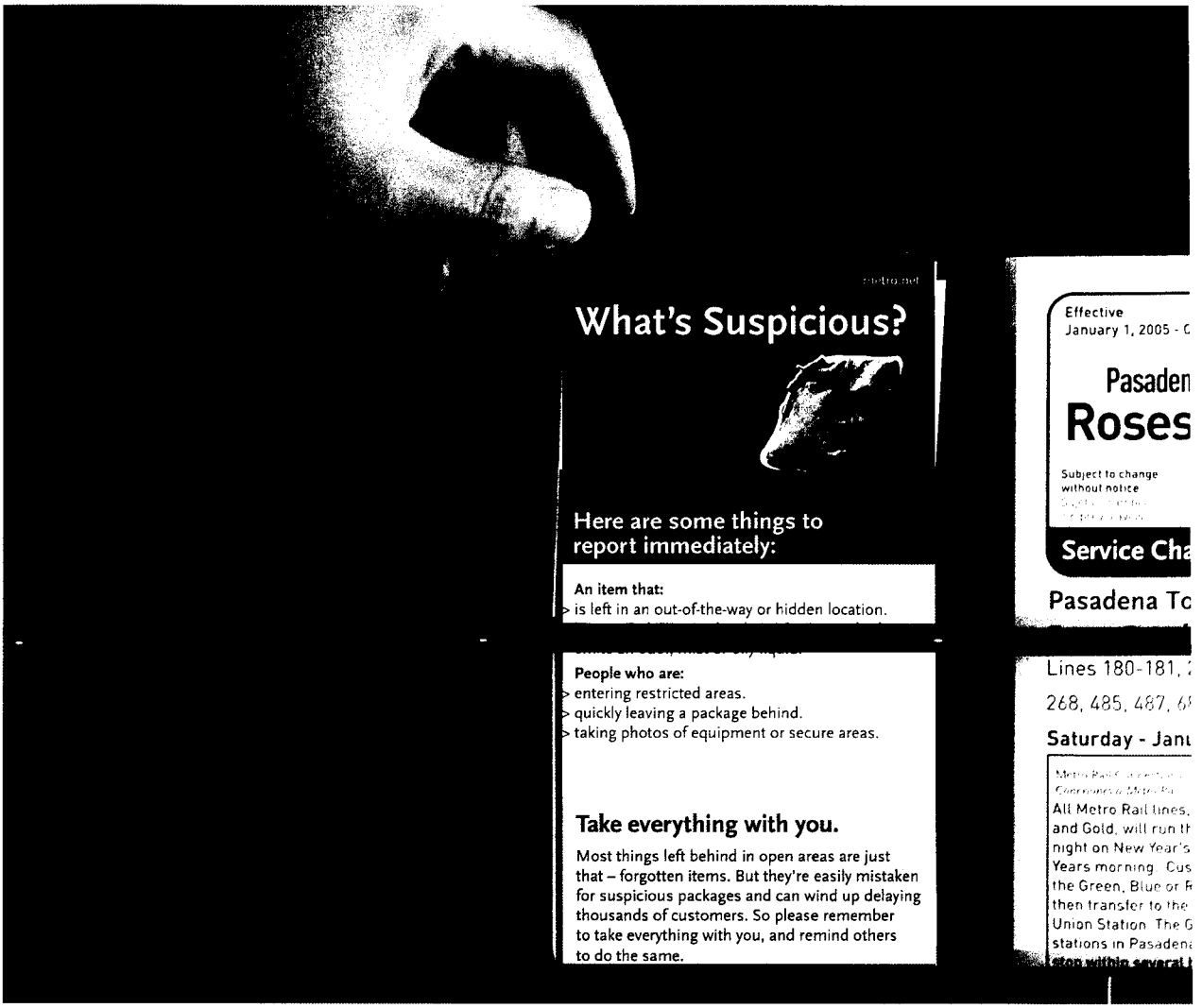
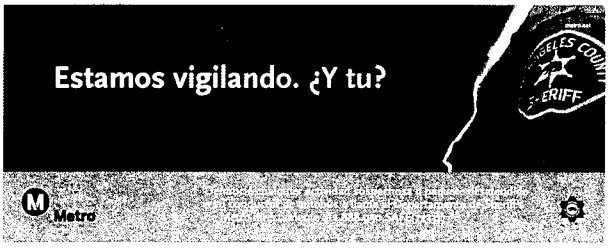
Homeland Security

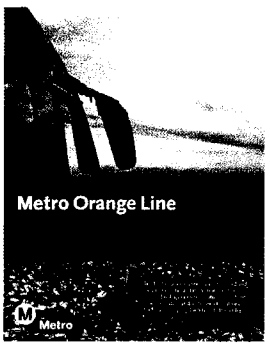


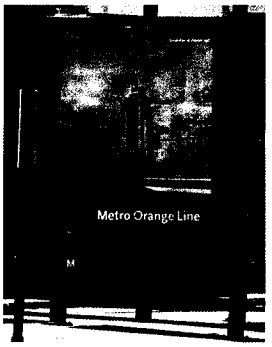


Objective
To assure our customers that Metro is doing everything possible for their security and to provide valuable tips on their role in being the eyes and ears of the system.

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

Metro Orange Line – Phase 2

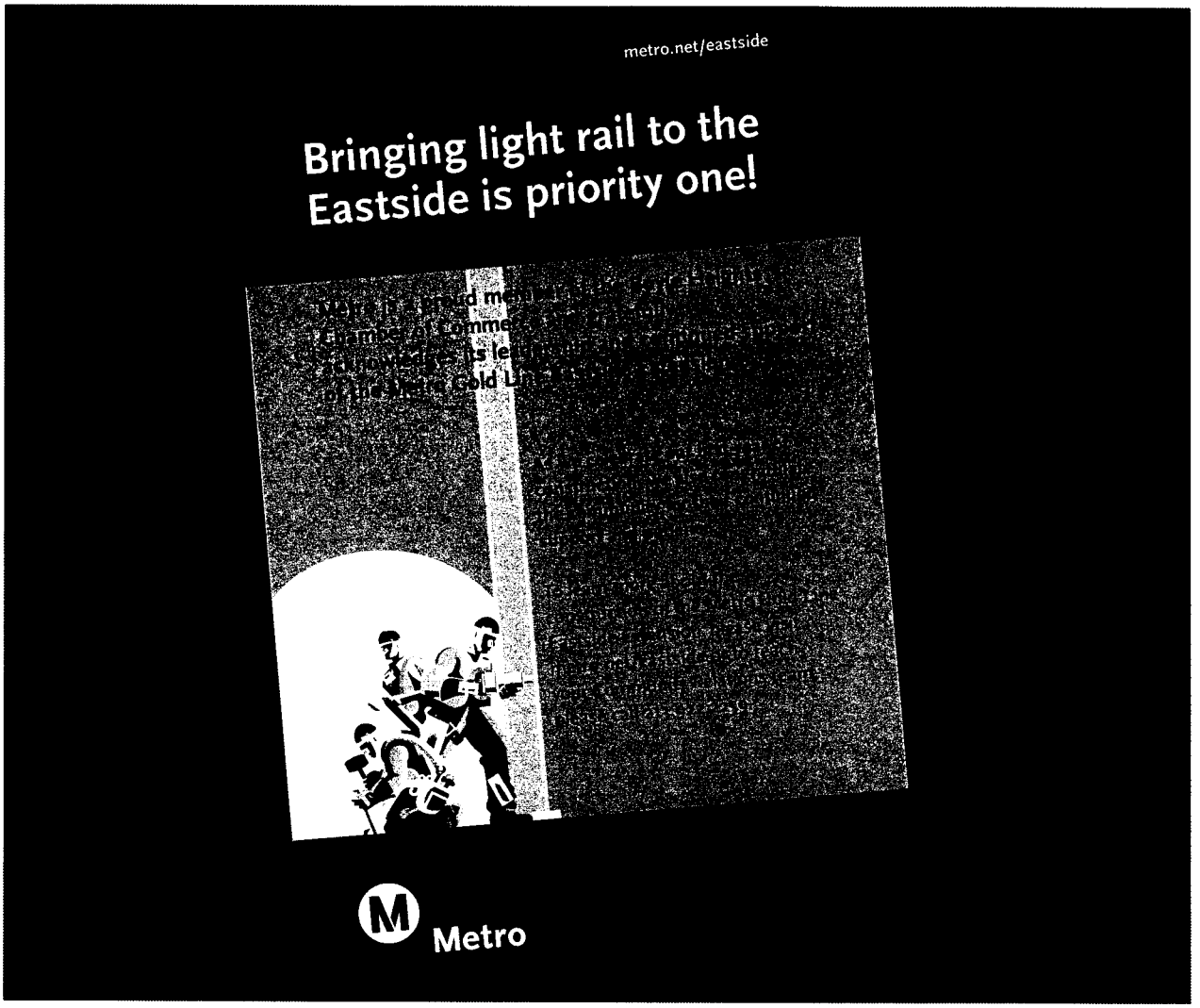


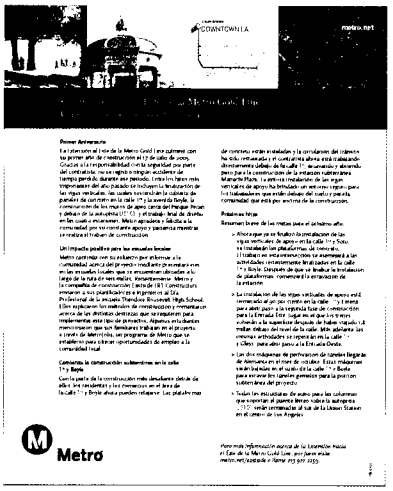


Objective
To clarify benefits of the Orange Line and begin building anticipation for the opening.

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

Metro Gold Line Eastside Extension

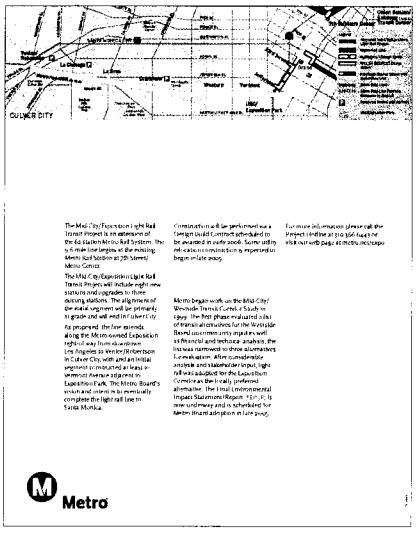




Objective
To provide updated information on the progress of construction and take an active role in supporting the communities along the alignment.

Elements
Project Updates
Program Guide Ads

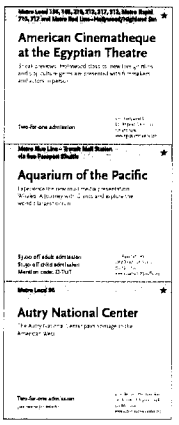
Mid-City/Exposition LRT Project



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

See my LA



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.

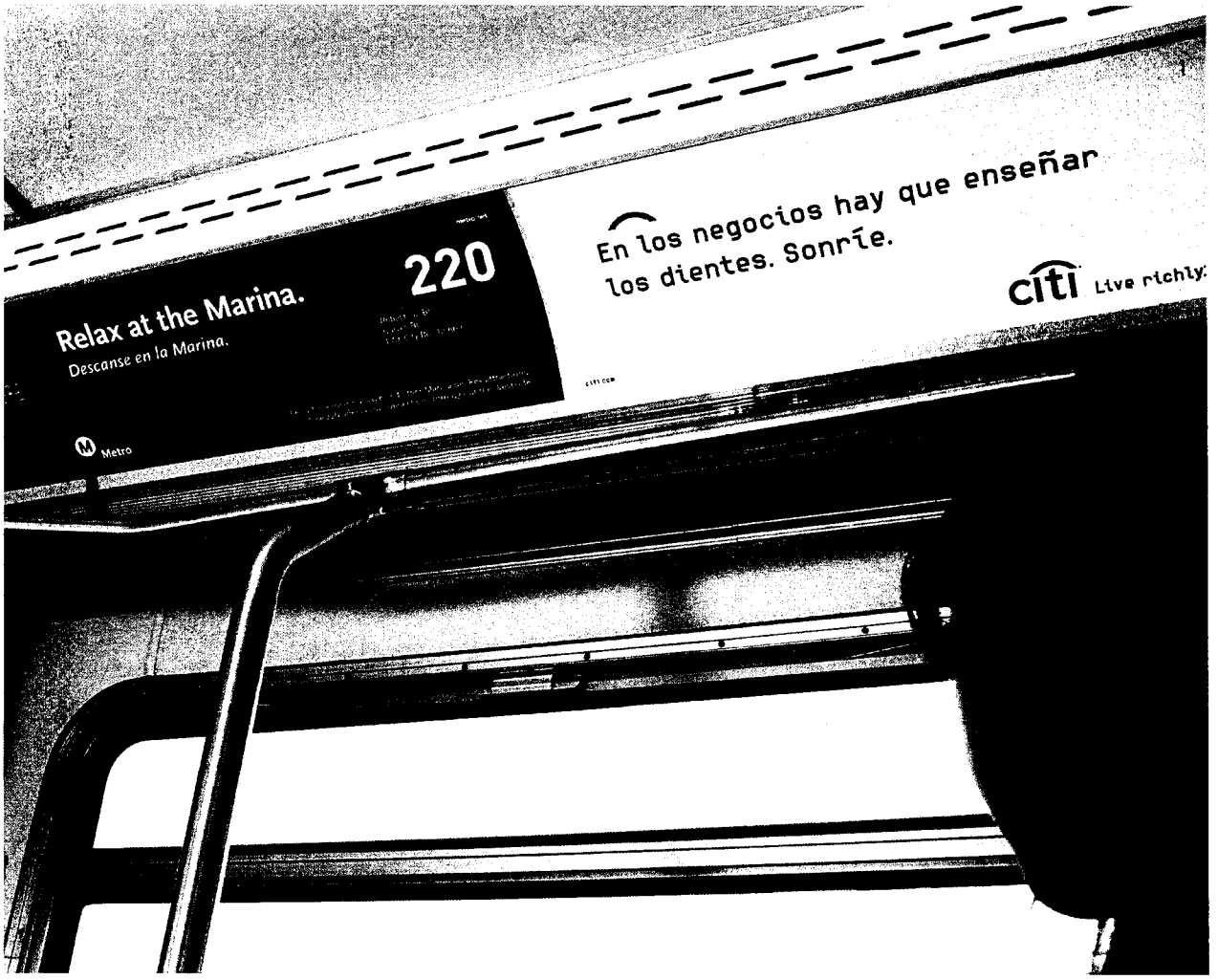
Elements
On-board Coupon Book/Take-ones
Rail Station Adhesive Banners

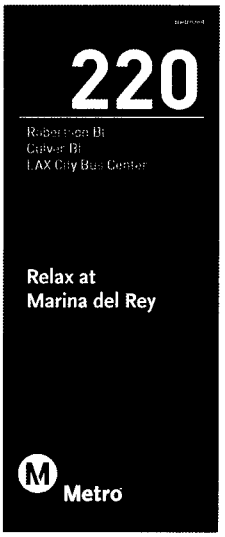
Go Metro

Objective
To promote the convenience of commuting on public transporation 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

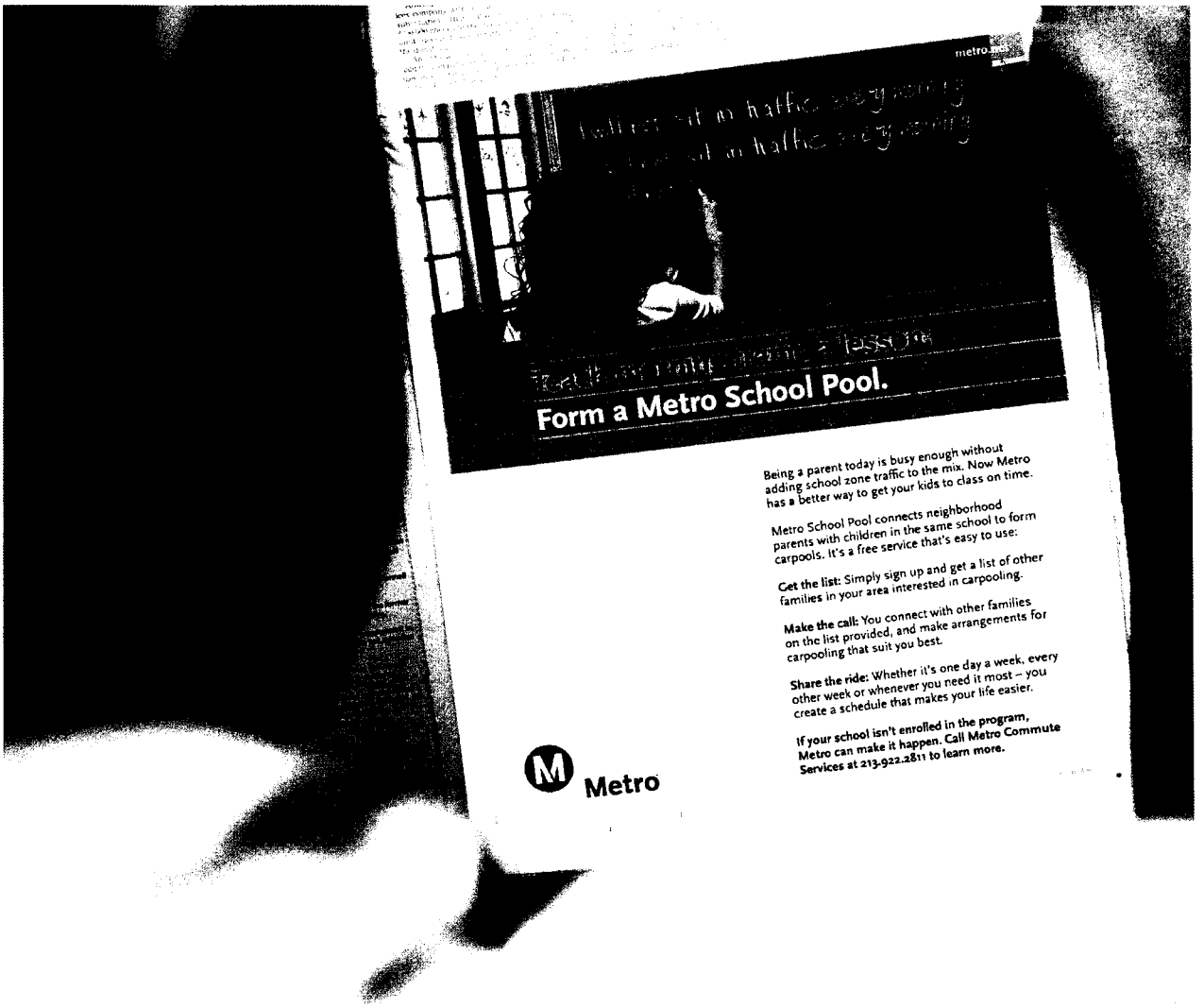


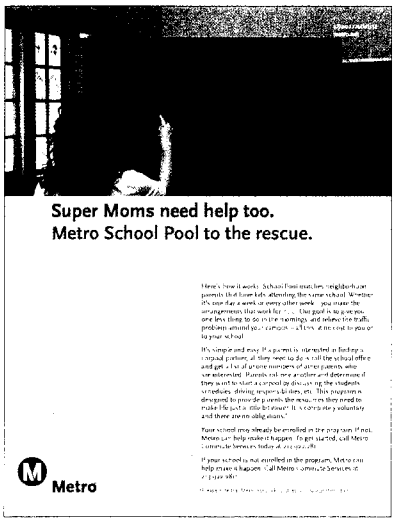


Objective
To promote destinations and generate ridership on Line 220.

Elements
Take-ones
Car Cards

Metro School Pool

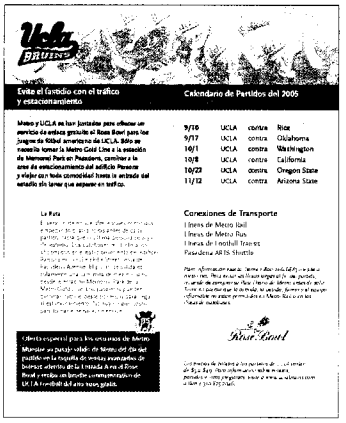




Objective
To generate interest among parents in the Metro School Pool program and to drive participation at schools across the county.

Elements
Brochures
Newspaper Ads
Direct Mail
Radio
Web

Go Metro to UCLA Football



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

Elements
Take-ones