



**Metro**


Los Angeles County  
Metropolitan Transportation Authority


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**OCTOBER 4, 2006**

**TO: BOARD OF DIRECTORS**

**THROUGH: ROGER SNOBLE**   
**CHIEF EXECUTIVE OFFICER**

**FROM: MATT RAYMOND**   
**CHIEF COMMUNICATIONS OFFICER**

**SUBJECT: METRO'S DESIGN STUDIO HONORED BY INTERNATIONAL PUBLICATION**

I am pleased to inform you that Metro has been honored as not only the first public transportation agency, but the first public agency, ever to be featured in the international publication "Communications Arts".

"Communications Arts" is recognized as the premier publication covering the field of graphic arts around the world and this is indeed a great honor.

Metro's in-house Design Studio's exemplary work is featured in a 10-page article which describes and illustrates the tremendous strides we've made over the past four years in producing consistent, eye-catching, top quality work—from our bold fleet designs to our detailed maps, from billboards to brochures and transit passes. Each of these professionally executed designs works to provide clear, consistent information to the public as well as to increase ridership.

The author states that Metro's Design Studio "might be the country's top design studio/ad agency that's part of a government agency." A copy of the publication is attached for your reference.

Prepared by Maya Emsden

Attachment