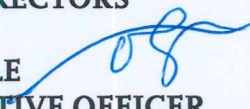





Metro

November 24, 2008

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: MATT RAYMOND 
CHIEF COMMUNICATIONS OFFICER

SUBJECT: OCTOBER COMMUNICATIONS REPORT

ISSUE

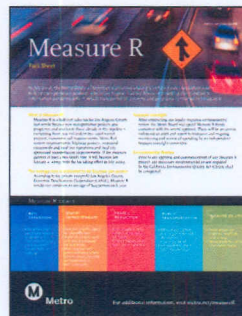
Improving awareness of communications activities.

DISCUSSION

This *In the Public Eye* report visually recaps communications activities from October 2008. Below are images of some of the campaigns that ran during the month:



“Opposites” Ridership Campaign



Measure R



Safety

NEXT STEPS

The November report will be issued next month.

ATTACHMENT

PDF of the October 2008 *In the Public Eye* Metro campaigns and customer information