



Metro

Daily Brief

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CEO Roger Snoble



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Metro Receives Four APTA AdWheel Awards

The annual AdWheel Awards competition honors the American Public Transportation Association's (APTA) member organizations for excellence in advertising, marketing, promotion and communications. Each year, APTA agencies submit their very best materials in the media categories of print, electronic communications, campaigns and special events to the AdWheel Awards competition.

Last week at APTA's annual conference in San Jose, Metro received four AdWheel Awards – three for the agency's Orange Line campaign and one for our *Metro Quarterly* publication.

UCLA TAP Program Approaches 1,000 Participants

The pass program at the University of California, Los Angeles (UCLA) campus has enrolled nearly 400 more participants than last year. The I-Pass program has grown from 600 to nearly 1,000 users – a 66% growth rate. What makes this accomplishment more significant is that UCLA is the first external customer of the regionwide Transit Access Pass (TAP) program. Students and faculty alike are using the new TAP system to board Metro buses and rail lines. This first beta test is being closely monitored by staff. So far, all indications are positive as registered "taps" begin to flow into the system.

Metro's '#1' Lights Up Skyline

Similar to Metro's traditional lighting of our building for Valentine's Day, Gateway Headquarters featured a giant "#1" for all to see throughout the past weekend. The '#1' signified Metro's receipt of APTA's Outstanding Transportation System Achievement Award. The lighting configuration began on Thursday night following our APTA Media Event/Press Conference and Celebration at Division One – and remained up through last night.



October's Regionwide CEO Meeting

This month's Regionwide CEO Meeting, scheduled for Friday, October 20th has been cancelled. The next meeting will be held on Friday, November 17th at 11:30 a.m. in the Malibu Conference Room on the 25th floor of the Gateway Headquarters Building.

Vermont/Santa Monica Metro Red Line Station Featured in Publication

The Vermont/Santa Monica Metro Red Line Station is featured in a recently published monograph of the work of architect Mehrdad Yazdani. The book includes an eight page photographic spread of the station which was designed by Yazdani. The station won the internationally prestigious Progressive Architecture award in 1992 and went on to receive additional design awards from the U.S. Department of Transportation (Merit Award for Design Excellence), the Chicago Athenaeum (American Architecture Award), *ID Magazine* (Annual Design Award for Environments), the Architectural League (Emerging Voices Award), Lumen West (Lighting Award), International Illumination Design (Merit Award), and the Portland Cement Association (Concrete in Transit Award). Yazdani is nationally recognized for promoting quality civic architecture in several public projects across the country and, as quoted in the book, "has won the respect of critics and clients alike for his imaginative approach to the design

of public and institutional buildings."

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