



CEO Roger Snoble calls all-staff meeting to review successful opening of Metro Gold Line.

CEO Praises Employees for Metro Gold Line Startup

(July 29, 2003) CEO Roger Snoble had words of praise, Tuesday morning, for those who got the Metro Gold Line system up and running and for all who volunteered for last weekend's grand opening.

At an all-staff meeting, Snoble said the completion of construction, the successful pre-revenue operation and the weekend's smooth inaugural operation has him thinking that, "maybe there's a little 'Gold Magic' to this line."

Overall, he said, "The system performed very well," a tribute to employees who worked to get the system running and to those who volunteered for the opening weekend.

All volunteers: "This was truly a unique experience. The work you have done is very commendable. You should all be very proud of what's occurred over the last weekend. It's something you'll be able to tell your children and grandchildren about."

The Sheriff's Department: "The Sheriff's Department anticipated everything. You couldn't go anywhere in the system without seeing their presence. They were around the crowds, on their Segways, they had horses and dogs and undercover officers. I was very impressed with the whole operation."

MTA Security: "They were out there being helpful and friendly, looking good. People knew they were in good hands. That makes a big difference when you're dealing with a large number of people."

Metro Rail Operations: "They really trained. They did things right everywhere along the line. They were prepared for every eventuality. They just did a super job. This was the smoothest startup operation I've ever seen."

The Communications Department: "We had good press (more than

\$1 million in favorable publicity) and that's not just because we're lucky. A lot of hard work went into it. We also had a huge marketing promotion that was done very efficiently. You couldn't go anywhere around town without seeing 'Discover Gold.'"

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