

America's Best Campaign

October 2006



Metro[™]

Target Audiences

- General Public
- Current Riders
- Employees

Award Identification



General Public

Exterior Bus & Rail Decals – Oct 2006 - Oct 2007



Metro

General Public

Website Masthead & Banner – Oct 2006 - Oct 2007

The screenshot shows the Metro website interface. At the top left is the Metro logo (a blue circle with a white 'M') and the text "Los Angeles County Metropolitan Transportation Authority". To the right is a search bar with "Metro.net" entered and "Powered by Google". Below the search bar is a navigation menu with links: RIDING METRO, NEWS & INFO, PROJECTS/PROGRAMS, DOING BUSINESS, JOBS, ABOUT US. A prominent banner features a photo of a woman hugging a man in front of a yellow Metro bus. The text on the banner reads: "Come ride America's best. Metro has been named Outstanding Public Transportation System. For more information, click here." Below the banner are four columns of content: HEADLINES (with links like "Go Metro: Latino Film Festival"), SPOTLIGHT (with links like "Infrastructure Bond Update"), HOW TO RIDE (with links like "Bus & Rail Service Enhancements"), and CURRENT PROJECTS (with links like "Gold Line Eastside Extension"). On the right side, there is a "METRO TRIP PLANNER" section with fields for "From", "To", "When", "Leave At", "Arrive by", "Hour", "Minute", "AM/PM", and "Fare Type". A "PLAN TRIP" button is located below these fields. At the bottom right, there is a red box with the text "Share the Ride - Commute Services" and a link to find out about rideshare options.

General Public

King Ad – October-November 2006



metro.net

Come ride America's best.
Go Metro.

M Metro

Named Best  Transportation System

The advertisement features a photograph of a smiling woman in a red top hugging a Metro driver in a white uniform. The driver is also smiling and has a Metro logo on his sleeve. The background is a bright blue sky with white clouds. The text 'Come ride America's best. Go Metro.' is prominently displayed in white. The Metro logo and name are in the bottom left, and a yellow banner with the text 'Named Best Transportation System' and an APTA award logo is in the center. The website 'metro.net' is in the top right corner.



General Public

Newspaper Ad

Oct-Nov 2006



Come ride America's best. Go Metro.

Metro has been named Outstanding Transportation System by the American Public Transportation Association. It's the transit industry's highest honor, and a great moment for Los Angeles.

For our customers, the ride has never been better. We've made our fleet brighter and safer. Our service is faster and more frequent. We're building two new rail lines. And planning for LA's mobility needs 25 years from now.

Today, we celebrate being named America's best. Tomorrow, we'll be hard at work to be even better, creating more ways to get Southern California moving. Isn't it time for you to Go Metro?

Come ride with us. Visit the Trip Planner at metro.net.



Named Best  Transportation System

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General Public

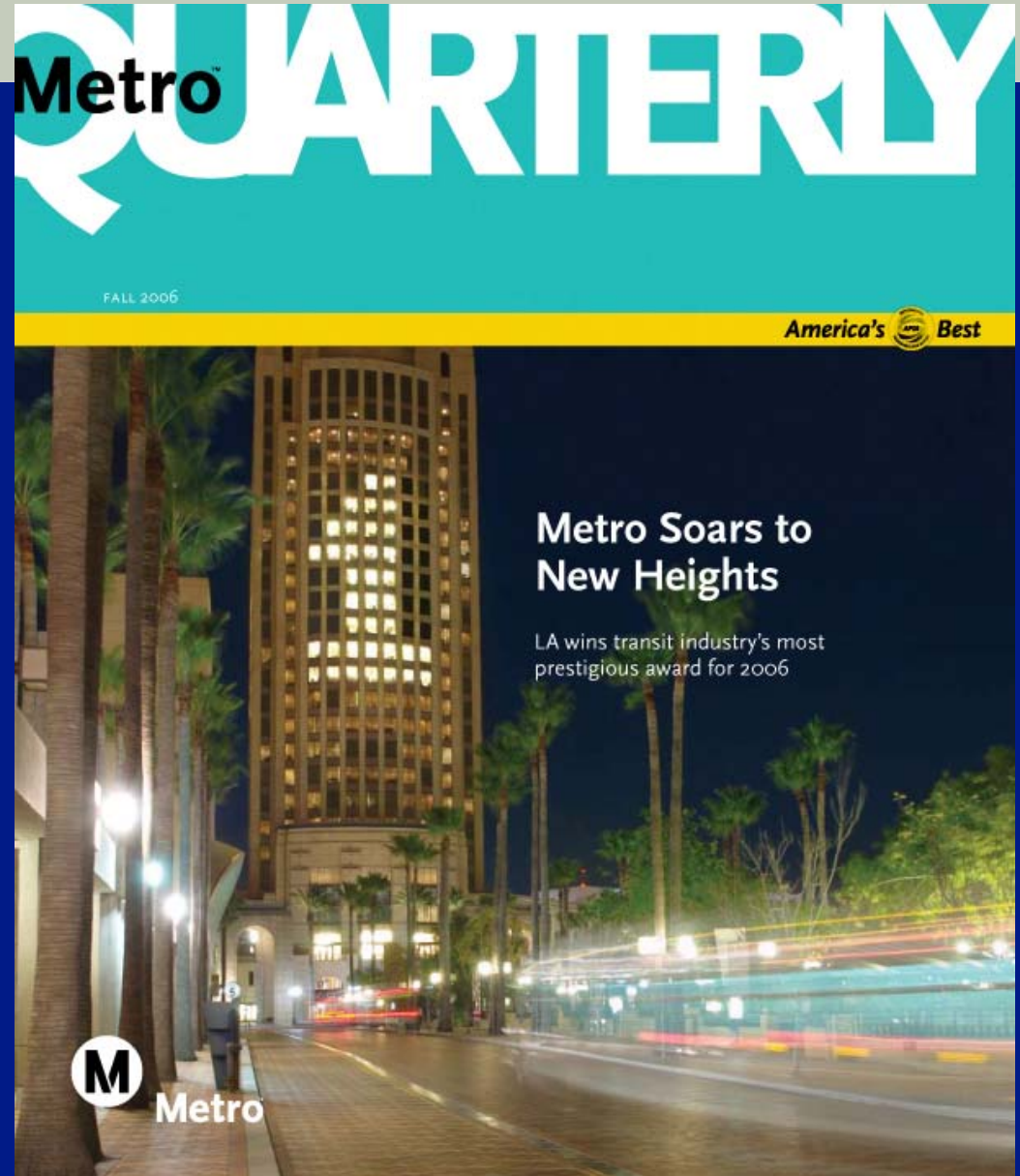
210 Freeway Banner – October 2006 – Nov. 2006



General Public

Metro Quarterly

Fall 2006



General Public

Metro Briefs Masthead October 2006 – Oct 2007



America's  Best



Metro Briefs

GATEWAY CITIES

Metro Named America's Best
Metro has been named Outstanding Transportation System by the American Public Transportation Association. From the Metro Orange Line and Metro Rapid network to the growing Metro Rail system and the sleek new buses, we're working to bring LA the mobility solutions it needs. Go Metro.

Drive A Metro Bus Part-Time
Looking for a rewarding part-time job? Become a Metro Bus operator. Starting pay is now \$13.56 an hour after completing training and no previous experience is needed. Apply now by calling 213.922.DRIVE or online at metro.net.

Rider Saves \$1,000 On X Line
A passenger in Torrance estimates that he has saved \$1,000 in gas alone riding Metro Express Line 577X between Long Beach and El Monte the past six months. Using the car pool lanes from the Metro Green Line Station in Norwalk, it's only 20 minutes to CSULB or 30 minutes to the El Monte Station. Find out more at metro.net.

Think Of It As The Shopper Shuttle
Metro Bus Line 265 offers more buses more often along Paramount Boulevard between Lakewood Center and the Montebello Town Center. It also serves North Long Beach, Downey and Pico Rivera. Check out the route and timetable at metro.net.

Give Metro Your Input
Get involved in improving transit service in your community. Attend Metro Gateway Cities' governance council meetings the second Thursday of each month at 2pm at The Gas Company, 9240 Firestone Boulevard, Downey. For information, search for "Metro Gateway Cities" at metro.net.

 **Metro**

If you'd like to know more, please call us at 1.800.456.3371, or visit metro.net.

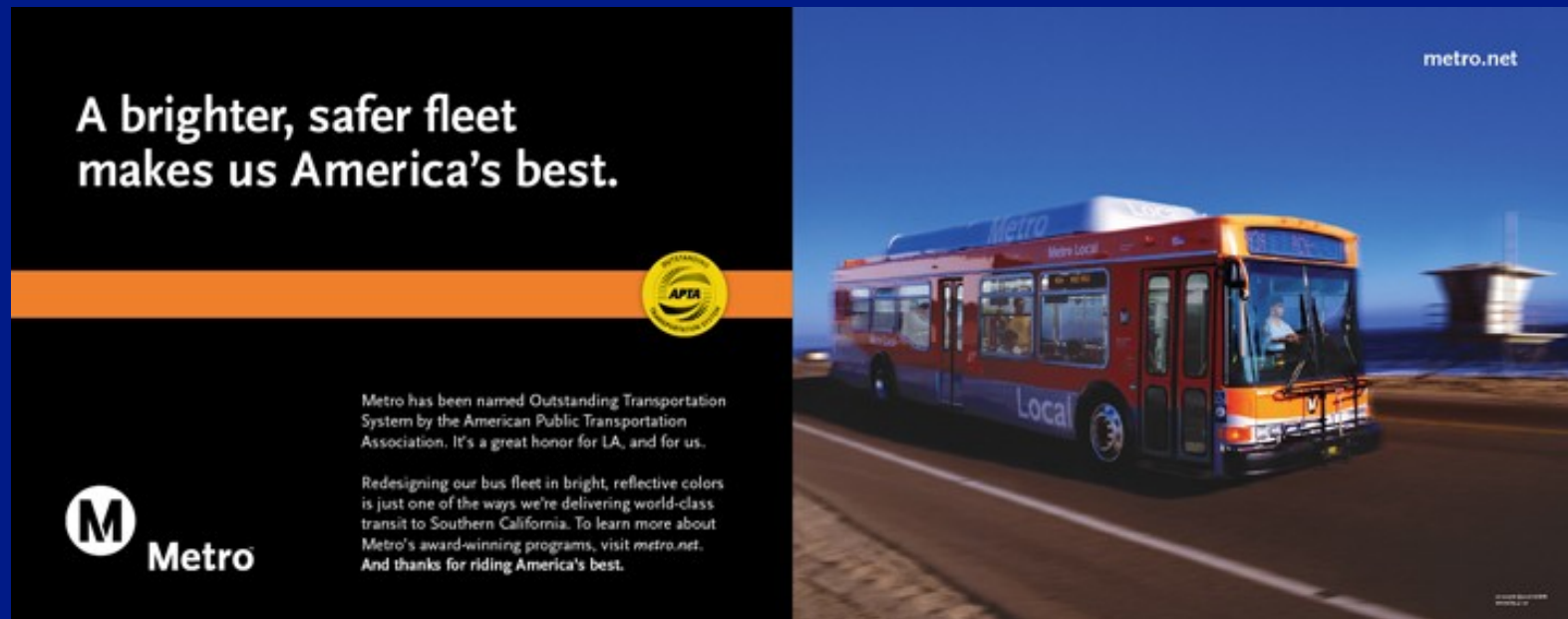
© 2006 Metro

General Public


- **10-second Traffic Radio Spots**
- **Messages on Hold**
- **Bus Operator Uniform Patches**

Riders

Bus Car Cards – October 2006 - November 2006



**A brighter, safer fleet
makes us America's best.**



Metro has been named Outstanding Transportation System by the American Public Transportation Association. It's a great honor for LA, and for us.

Redesigning our bus fleet in bright, reflective colors is just one of the ways we're delivering world-class transit to Southern California. To learn more about Metro's award-winning programs, visit metro.net. And thanks for riding America's best.

M Metro

metro.net

Local

Riders

Rail Car Cards

Oct 2006 –
Nov 2006



Outstanding employees make us America's best.

Metro has been named Outstanding Transportation System by the American Public Transportation Association. It's nothing less than LA deserves.

Each of Metro's 8,866 employees takes pride in delivering world-class transit to Southern California. To learn more about Metro's award-winning programs, visit metro.net. And thanks for riding America's best.



Riders

Brochure

October 2006 – Nov 2006



metro.net

Proud to be
America's best.

Metro has been named
Outstanding Transportation
System by the American Public
Transportation Association

A photograph of a woman with dark hair, wearing a red top, hugging a Metro driver from behind. The driver is an older man with glasses and a white uniform with a Metro logo on the sleeve. They are both smiling. The background shows a blue sky with clouds and the side of a Metro vehicle.

Metro

Riders

Metro News Masthead October 2006 – Oct. 2007



America's  Best

1.800.266.6883 | metro.net October 2006

Metro News



Go America's Best.
Go Metro.

Also:

- > Get \$1 Off Latino Film Fest
- > Earn \$13 An Hour Part-Time
- > Save 50% At LA Home Show
- > Join AIDS Walk LA

 Metro

Riders

- **Transit TV Spot**
- **Pass Holder**
- **Commemorative Mug**

Employees

Division Banners – October 2006 – October 2007

America's  *Best*



Employees

Congratulatory Posters

Oct 2006 – Oct 2007



*Thank you for making us
America's Best.*


Roger Snoble



© 2007 Metro

Employees

Check Stuffer

October 13, 2006



Thank you for making us America's best.

Metro has been named the Outstanding Public Transportation System for 2006 by the American Public Transportation Association. This honor, the most prestigious given to any transportation agency, is a first for Metro and for Los Angeles.

I want to thank you for making it possible for Metro to win this award. Whether you drive a bus or train, clean or maintain our vehicles; whether you are involved in planning, construction, operations, procurement, communications, customer relations or staff support—it was your individual contribution that helped bring us this great honor. Congratulations!

Roger Snoble



Employees

Intranet Masthead – October 2006 - October 2007

The screenshot shows the MYMETRO.NET intranet masthead. At the top, there is a banner with a photo of a worker in an orange safety vest and a bus. The text "MYMETRO.NET" is prominently displayed in white on a dark background, with the tagline "Something news every day!" below it. To the right of the banner is the "America's Best" award logo.

Below the banner is a navigation bar with the Metro logo (a blue circle with a white 'M') and the word "Metro" in bold. To the right of the logo are links for "Home", "Phone Directory", "Forms Online", "FIS Online", and "Metro Store". A dropdown menu labeled "Select a Department" is also present.

The main content area is divided into three columns. The left column is a "Resources" sidebar with a list of links: "Metro.net (web)", "Safety", "Pressroom (web)", "CEO Hotline", "Metro Projects", "Facts at a Glance (web)", "Archives", "Events Calendar", "Research Center/Library", "Metro Cafe", "Metro Classifieds", "Retirement Round-up", and "Employee Recognition".

The middle column features a black box with the "Employee Emergency Hotline: 1-877-955-5234". Below this is a "HEADLINES" section for Thursday, September 28, 2006, with three news items: "Board of Directors Extends CEO Snoble's Contract for Two Years", "Patsaouras Plaza to Close 10 Days for Repairs to Surface", and "18 Named Employees of Quarter for 4th Quarter FY 2006". A "Metro Bus Roadeo 2006" section follows, with a sub-header "The Results are in." and a date "Wednesday, September 26". The main text of this section lists several news items: "Dream Team: Veteran champions will represent Metro at APTA Internationals.", "[Metro News Briefs] Expo Authority to Break Ground for New Rail Line; Metro to Promote Stroke Awareness in October; U.S. House Overturns Ban on LA Subway Tunneling; Rail Ops Improves Gold Line Running Times; LA to Receive \$6.2 Million Security Grant; Construction Progressing at Orange Line Canoga Station". Below this is another date "Friday, September 22" and a "TAP and win! Employees to test drive Universal Fare System" announcement. At the bottom of the middle column is a graphic for the "Los Angeles ROADEO 2006" with the text "31st annual Metro Bus Roadeo Operators".

The right column contains an "Employee Directory" search form with fields for "Last Name" and "First Name", a "Search" button, and a link to "Advanced". Below this is a "Search myMetro.net" section with a "Google Search" button and links for "Advanced Search" and "Tips". At the bottom of the right column is a "SIGN UP TODAY Safety 1st Training" banner with a "CLICK HERE" button and links for "Sign Up" and "CEO Message".

Employees

Commemorative Pin – October 2006

Thank you for making
us America's best.




Roger Snoble



Press Event

- **Thursday, October 12**
- **Held at Division 1**
- **Presentation from APTA president**