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Metro Reference Guides Mailed to 3 Communities

- Guides raised public awareness of Metro service

By ARLENE LIM

(June 7, 2005) In an effort to boost awareness and ridership, Metro recently sent out reference guides to residents of Duarte, Hermosa Beach and Pasadena.

Specifically, the mailers were sent out to zip codes 91105 in Pasadena, 91010 in Duarte and 90254 in Hermosa Beach.

The reference guides include important phone numbers for each community, like the fire department and poison control, along with information about Metro – All designed to be simple and easy to use.

"It was made into a reference guide so people would hang onto it, instead of throwing it away," said Donna Lafont senior marketing and communication officer. "We wanted them to feel like Metro was a vital part of their community."

Coupon for a travel kit

The guides also included a coupon good for a travel kit that includes a free one-week Metro pass for Metro Local, Metro Rail and Metro Rapid.

The guides are also available online, but only the direct mail piece has a coupon for a free Metro pass.

About 2 percent of those who received the mailings responded by requesting the travel kits.

"A 2 percent response is not bad, especially in a low ridership, higher income area with limited services and information about Metro," said Lafont.

More may use Metro

Research conducted after the reference guide campaign, revealed that the likelihood of using Metro increased by 10 percent. There was also a 10 percent increase in unaided awareness of Metro services and products.



Reference guides, such as the guide for Duarte, pictured above, were distributed to residents in designated areas.

Duarte, which had the lowest unaided awareness prior to the mailers, had the greatest increase in awareness after the campaign with 15 percent.

Metro will branch out in the coming months and send out reference guides to 19 other communities.

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