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Metro's Deferred Compensation Committee and ICMA Retirement Corp. representatives collect two nationally-significant awards for customized campaign encouraging employees to enroll in Metro's retirement savings plans. From left: ICMA Director, Strategic Relations, Matthew Pruitt, Metro employees Donna Mills, Jan Olsen, Don Ott, and Ron Stamm, and ICMA Southern CA/NV Territory Manager, Shawn Baker. Not pictured: Committee members Terry Matsumoto and Margaret Merhoff.

Get on the [savings] bus!

- Awards for communications campaign serve as a reminder to save for the future

By GAYLE ANDERSON

(Feb. 18, 2009) Do the math.

If you contributed \$3 a day to your retirement savings, you would be saving \$1,095 a year. Better yet, reads a promotional brochure for Metro's 457 and 401(k) Plans, those savings could add up to \$15,859 in 10 years, \$47,793 in 20 years and an amazing \$112,095 after 30 years.

The savings message is the mainstay of the "Get on the Bus" campaign, a customized communication campaign geared toward encouraging employees to enroll in Metro's retirement savings plans: the 401 (k) Thrift Plan and/or the 457 Deferred Compensation Plan.

Metro's Deferred Compensation Committee partnered with the ICMA Retirement Corporation, the plan administrator, to develop the communications campaign in 2008. The message is delivered to employees in brochures and other printed material through direct mail and at the workplace.

The campaign drew national recognition and was awarded two significant communications awards for its timely message.

Time is Money: Check it out

Pick up enrollment kits at the Pension and Benefits Department on the 21st floor of Metro Headquarters or at Division offices.

Contact ICMA-RC Retirement Specialists:

Orlando Delgado 866.266.7312

Jennifer Sequeira 866.339.8795

Appointments at Metro Headquarters

Available Tues-Thurs: 922-7170

Employees interested in participating in the retirement savings plans — 401(K) Thrift Plan and/or the 457 Deferred Compensation Plan — can find enrollment kits at the Pension and Benefits Department on the 21st floor of Metro Headquarters or at Division offices.

Metro also has two full-time ICMA-RC Retirement Specialists available to guide you through the enrollment process: Orlando Delgado and Jennifer Sequeira.

Delgado and Sequeira schedule their time among the divisions and other locations on a rotating basis. Both maintain office hours at Metro Headquarters on Tuesdays and Thursdays.

Considering the current volatility of the market, employees are encouraged to take advantage of this resource when planning for future retirement.

Additionally, the program offers the services of a Certified Financial Planner who can help you customize your savings plan to meet specific retirement goals. Call Cris Vega, 866.620.6063, to arrange an appointment.



Metro's Deferred Compensation Committee partnered with ICMA to earn two significant communication awards for the "Get on the Bus" promotional campaign:

- Award of Distinction from the 2008 Communicator Awards, an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio. The award is judged by the International Academy of the Visual Arts.
- Award of Excellence from the Silver Inkwell Awards, an annual competition created by the Washington, D.C. Chapter of the International Association of Business Communicators to recognize the business communications efforts by companies and organizations.