



Metro Marketing Communications

Title slide for San Juan presentation



Campaign Objectives

- Take advantage of this unique period in Metro's history
- Integrate bus & rail
- Clear, compelling, clutter-free messages
- Works across all media
- Emphasize quality of life issues
- Provide return on investment (ridership)



Metro Marketing Plan

- Focus marketing communications where capacity exists
- Bus and bus-to-rail
- Off-Peak and shoulders of the peak
 - Late night and other off-peak
 - Sports and events
- Metrochek and SmartBenefits



Metro Marketing Plan

- Technology Items
 - SmarTrip
 - Credit/debit
 - E-commerce
 - The Ride Guide
 - Web site
 - Call Center
- Tourism
- Green Line Opening




Metro Marketing Plan

- 25th Anniversary
- New residents

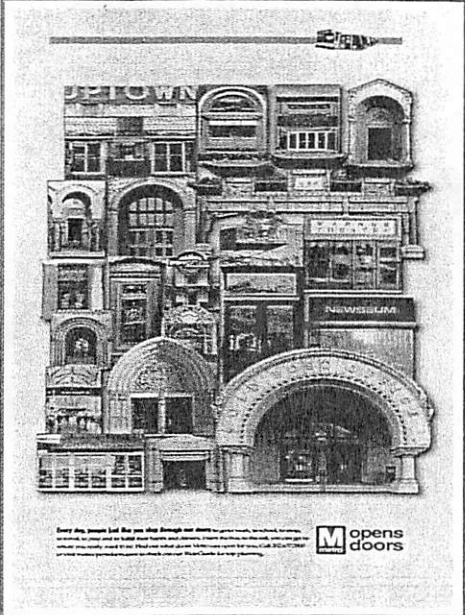


This 30 second tv spot was produced in January 2001 and has run on local network stations as well as cable during the last year.

M opens doors




Opens Doors



Every day, people find the way through our doors to their homes, schools, and businesses. We make it easy and we hold our doors and windows open for you. We make it easy and we hold our doors and windows open for you. We make it easy and we hold our doors and windows open for you.

M opens doors



This 60 second radio spot expands on the copy in the tv spot and adds some great sound effects. The newspaper ad has run in major daily papers and papers targeting the suburban markets.

M opens doors

Metrobus

NEW EXPRESS
W19
Indian Hill Express Line
 Between the Metro Center and the Metro Center at Potomac Center City. All Metrobus routes to the Metro Center are now Metrobus Express.

NEW EXPRESS
M2
Fairfax Via Naylor Road
 Starts January

NEW EXPRESS
5A
DC-Dulles
 Serving Eastern Potomac Station, Herndon-Monroe Pk and Dulles International
 Seven days

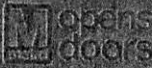

NEW EXPRESS
X6
National Arboretum Weekend Shuttle
 between Union Station and the National Arboretum
 Starts March 31, 2001

For more information, visit us at www.metrobus.com or call 202-637-7000


Metrobus Express and Metro Shuttle are the new Metrobus routes. Metrobus Express and Metro Shuttle are the new Metrobus routes.

M opens doors

We, in cooperation with our planning department and local transportation staff members, selected 30 bus routes which will receive targeted promotions to increase ridership. Promotional efforts include ads in local newspapers, promotional brochures, outreach events and establishing partnerships with apartment management firms, civic associations and businesses along each route.





Special Express Bus Service





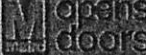
Now Metro Flies To BWI

Take Metrobus Express Route R30 from the Greenbelt Metro Station to BWI Airport for just \$2.00 (\$1.15 with a rail-to-bus transfer or \$1e with a bus-to-bus transfer). Busck run every 40 minutes, seven days a week, and take you directly to the lower level of the terminal. For your comfort and safety, all buses are equipped with luggage racks and high back seats. For more information, visit metroopensdoors.com, or call 202-637-7000 (TTY 202-636-3700).


www.metroopensdoors.com 202-637-7000

New express bus service from one our Metrorail stations to Baltimore Washington International Airport began in November. The new service was introduced with this newspaper ad which ran in the Washington Post Travel Section and in suburban newspapers.




Now Metro Flies To BWI

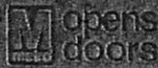
Take Metrobus Express Route B30 from the Greenbelt Metro Station to BWI Airport for just \$2.00 (90c with a bus-to-bus transfer).
Buses run every 40 minutes, seven days a week, and take you directly to the lower level of the terminal.
For more information, visit metroopensdoors.com, or call 202-637-7000 (TTY 202-638-3840).

 BWI

www.metroopensdoors.com 202-637-7000



This is a sample of an interior bus card promoting the new service. One card has been installed in each of our 1,400 buses. Interior rail cards with the same copy were also produced.



Metrobus

Here's The Combination
That Opens Doors
In Montgomery County:

J8, J9, 14C, 14D, 70.



If you want to beat traffic, dip it for the numbers. Metrobus J8 takes you from the Lakewood Transit Center to the Harry Medical Center, NIH, Dinkler Hospital and Bethesda Metro (J9 will bring you back). Montgomery County's Blue On Road 70 will also take you from... (text is small and partially obscured)

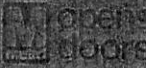
at Montgomery Mall, Rock Spring Park and Diversey Center.


For detailed information on these bus routes, go to metrobusdoors.com and click on the Blue On Road. Or we can fax you the information, but first, you have to call this number: 282-742-1422.



Visit metrobusdoors.com. Call 282-837-7888.


Sample newspaper ad promoting five bus routes serving the same community,






New Residents

Only
Los Angeles has worse traffic.
Aren't you glad
Washington has Metro?

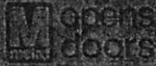


Nothing beats the Washington, DC area as efficiently and affordably as Metro. Whether you're heading to work, going out for a night on the town, or visiting the Smithsonian, Metrobus and Metrolink are the best ways to beat gridlock. To plan a trip and get all the information you need to ride Metro, go to metroopen.doors.com and click on the Blue Guide. Or call 202-673-7340 and talk to us in person.



<http://metroopen.doors.com> Call 202-673-7340


The Washington, DC region has a high turnover rate and we want to reach new residents with information about the system as soon as they arrive. This ad runs in a number of NewComer Guides.




Washington Post New Mover Program





We have a shared cost direct mail program with the circulation department of the Washington Post to reach new residents. 25,000 pieces are mailed each month to new residents of MD, VA and DC. The envelope features a full color photo of Metro. More information is presented inside along with a copy of the Metrorail Pocket Guide.








Off-Peak





Shop 


Visit 


Dance 


Dine 


Learn 


Meet 


Listen 

Play 


Study 

Cheer 


Ride 


Metro 


Metrolink and Metrolink aren't just for getting to and from work. Take them to ball games, museums, stores, concerts, restaurants, theaters, parks, wherever you want to go. And during those times when Metro isn't full of commuters (middle of the day, evenings, weekends and late night) fares are cheaper.
 To plan your bus or rail trip and get fare information, visit the Ride Guide at www.metroopensdoors.com. Or call 213-637-7333. So pick a time when there is no rush, and ride Metro for fun.





metroopensdoors.com





Shop 


Visit 


Dance 


Dine 


Learn 


Meet 


Listen 

Play 


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Metro 


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 To plan your bus or rail trip and get fare information, visit the Ride Guide at www.metroopensdoors.com. Or call 213-637-7333 (TTY: 213-636-3636). So pick a time when there is no rush, and ride Metro for fun.



metroopensdoors.com


Radio, newspaper ads and a promotional brochure all encourage residents of the region to think Metro for more than just commuting.

M opens doors



Off-Peak


The zoo is going to be a zoo.




Fasten all seat belts. Make sure you take Metro. Get on the Red Line and take Metro to the Woodley Park Zoo / Adams Morgan station or the Cleveland Park station. Walk to L1 and L2. Make sure you get at the Connecticut Avenue entrance, while the #2 Metrobus goes to the Third Street entrance. For a Metro's Ride Guide at www.metro.washington.com or call 202-637-7000.


M opens doors

The National Zoo, with our new pandas, is a major attraction for tourists and residents. This ad ran the day that the pandas were introduced to Washington. We have two rail stations and a number of bus routes serving the main entrance of the zoo.

M opens doors 


Late Night






Operating 'til 2 a.m. **M opens doors**
Your prescription for late night fun on Fridays and Saturdays.

www.mtr.com.hk





Ride until the dead of night. **M opens doors**
Mean says out to play 'til 2 a.m. on Friday and Saturday nights.

www.mtr.com.hk

Last year we extended our operating hours on Friday and Saturday nights from 1 a.m. to 2 a.m. Newspaper ads, radio and bus and rail posters all target Adults 21-34



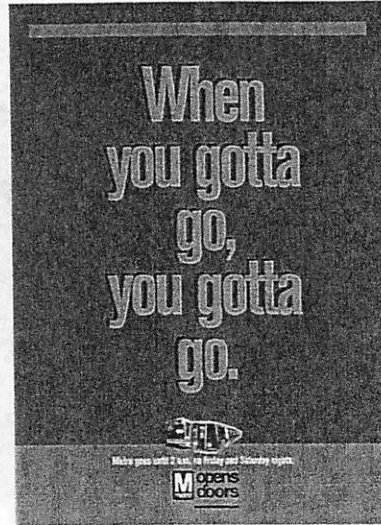
Late Night Theater



This poster in rail stations encourages movie goers to keep going til 2 a.m. after the movie. This is also a cinema slide which is on the screen in over 75 theaters prior to the beginning of the movie.




Late Night Out-of-Home



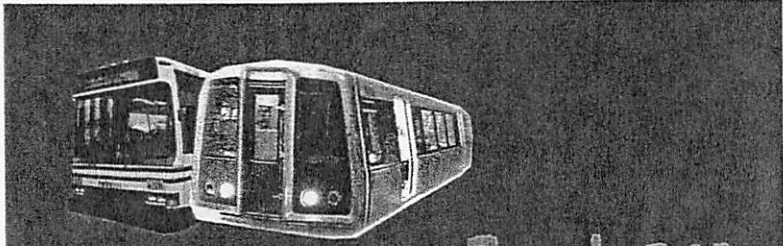
Research shows that urban adults 18-34 are a prime target for Friday and Saturday nights. How do you reach the younger generation? Go where they go. These posters appear in restrooms in bars, saloons and restaurants. You will find the poster on the left in the ladies room and the one on the right in the men's room.

o

M opens doors




Late Night



See you later.

Go home with us 'til **2am** on Friday and Saturday nights.

M opens doors
metro opens doors
metroopensdoors.com



Another example of cinema slides



Late Night

5:00pm **M**
Metro now runs until 2 a.m. every
Friday and Saturday night.

metroopensdoors.com



Let's
end the night
together.

5:00pm **M**
Ride metro until 2 a.m. every
Friday and Saturday night.

metroopensdoors.com

See you
later.

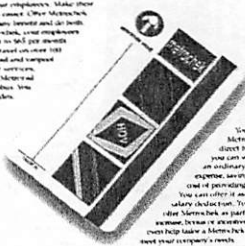
Match books are made available to bars and restaurants.

Metrochek/SmartBenefits


Get your employees moving with Metrochek.

Empower your employees. Make their commutes easier. Offer Metrochek as a voluntary benefit and do so with Metrochek, your employees can get up to \$60 per month worth of transit on their 100% pre-tax, real and tangible commuter benefits including Metrochek and Metrochek. You get the benefits.





You can offer Metrochek as a direct benefit that you can write off as an ordinary business expense, saving part of the cost of providing the benefit. You can offer it as a pretax salary deduction. You can also offer Metrochek as part of a salary sacrifice program. Metrochek will meet your business needs.

Want more information? All the details are on our website at the Metrochek website. Or call 202-462-2326. To get started, go to www.metrochek.com.



Is

This newspaper ad targeting employers promotes the benefits of businesses offering the transit benefit, Metrochek, to employees either as a paid benefit or a payroll deduction.

Metrochek/SmartBenefits

SmartBenefits

It's Metrochek
without
the paper work.




M opens doors

metrochek.com

Metrochek For Your Employees

Metrochek makes it easy and affordable for your employees to get out of traffic. And they'll love you for it. The program allows you to provide them with a tax-free or pre-tax benefit of up to \$100 per month (\$1,200 per year), good on over 100 area bus and vanpool commuter services, on MABC and VRE, and, of course, on Metrolink and Metrolines.

How Metrochek Works.

Metrochek is an exchangeable fare card voucher, available in denominations of \$1, \$5, \$10, \$15, \$20, \$25 and \$50. When you provide a Metrochek worth \$20 or more, your employee gets a 10% bonus added to the card that can be used on Metrolink.

Metrocheks are used just like ordinary Metrolink fare cards. They don't expire. They can be used in the Evillars or Downs farechek machines in stations to add value as needed. And, unused Metrocheks can be exchanged for fare of equal or greater value for bus, vanpool and commuter rail services. For a

list of locations where your employees can exchange unused Metrochek cards, go to www.metrochek.com.

SmartBenefits For You.

SmartBenefits makes it even easier to provide Metrochek transit benefits to your employees. It's a Web-based program that lets you load the dollar value of an employee's Metrochek benefit directly on their SmartFap® card.

What Makes SmartBenefits So Smart?

Employees who use all of their Metrochek transit benefits on Metrolink don't have to use Metrochek cards anymore. Instead, they give you their registered SmartFap® card serial number, and you load their Metrochek benefit value directly onto that card's account, via the Web. By eliminating paper Metrochek cards, SmartBenefits saves you time, reduces administrative costs and streamlines the entire process of providing your employees with Metrochek.

SmartBenefits is great for your employees too. Registered SmartFap® cards

Brochure explains the new Metrochek/SmartBenefits program which makes it even easier for employers to offer Metrochek to their employees.



**Give Us A Little Time.
We'll Save You A Little Money.**

At Metro's Free SmartBenefits Seminars



Seminar Date: November 28th

Time: 8:45 am - 12:00 pm

Location: Metro Headquarters, 600 First St., NW

Closest Stations: Judiciary Square (Red line),

Gallery Pl - Chinatown (Red, Yellow & Green lines)



MetroChek, a transit benefit program, is the best way to give your employees a lift to work. In January MetroChek's maximum will increase from \$65 to \$100, providing your employees with more rides. You can even eliminate paper MetroCheks with SmartBenefits by loading the value directly over the Internet to an employee's SmartTrip card—saving you time and administrative costs. Find out more at our free seminar. Call 202-962-1326 to register.



metroopensdoors.com

We hold a series of seminars to explain the “ins and outs” of administering the MetroChek program.



metro

opens doors to new communities



Free Bus Rides Jan. 16-26

In conjunction with the Green Line expansion, Metro is offering free bus rides to two new Metrolink stations. The new M2 Metrobus runs between Fairfax Village and the Naylor Road Station. The new M8.9 Metrobus runs from Washington Highlands to the Congress Heights Station. Between January 16th and 26th, you can ride these bus routes free.



For information on these and other bus route changes, call 202-637-7000. Or visit the Green Line online at www.metroopensdoors.com/greentline.

www.metroopensdoors.com/greentline



We introduced new bus routes when we opened the new green line stations and offered free rides for a week to get residents to give us a try.



Tourism

The Metrorail \$5.00 One Day Pass Is A Terrific Deal In Any Language.

For each destination:
 English Spanish French Italian German Japanese Korean Chinese Russian Arabic Hindi Vietnamese Tagalog Thai Vietnamese Spanish French Italian German Japanese Korean Chinese Russian Arabic Hindi Vietnamese Tagalog Thai

Buy the Metro One Day Pass
 The \$5.00 pass is good after 3:30 a.m. on weekdays and all day on weekends and federal holidays. For information, call 202-437-7001 or visit www.mtr.com


M opens doors


For five bucks, the city is yours to conquer.

Buy the Metro One Day Pass
 The \$5.00 pass is good after 3:30 a.m. on weekdays and all day on weekends and federal holidays. For information, call 202-437-7001 or visit www.mtr.com


M opens doors

Over 21,000,000 tourists visit Washington each year and we offer them a one-day unlimited rail pass for just \$5. The ad on the left runs in an international publication and has information in eight languages. The ad on the right runs in publications distributed by hotels to reach tourists once they are in Washington.







Tourism Convention Pass



How To Give 2041 Locksmiths The Key To The City.


Get them the Micro Passes! Micros are the public transportation system—Metrolink. In fact, it's how to make the bus, train and trolley pass part of your next meeting or convention. Visit www.metrolinkdoors.com or call 310-962-1376.






Moving 992 Chiropractors Around Town Doesn't Have To Be A Pain In The Neck.


No matter what kind of group you're planning, they'll want to get out and about. So put a Micro Passes in their hands and get them on Metrolink. The benefits are endless, and it's a good value. To get more information on the special pass, visit www.metrolinkdoors.com or call 310-962-1376.





Getting 1226 Pastry Chefs Around The City Can Be A Piece Of Cake.

The Micro Passes is the most affordable way to get conventioners moving around D.C. This special pass gives all attendees on Metrolink all day from morning to closing. For information on two-day, three-day and four-day passes, go to www.metrolinkdoors.com or call 310-962-1376.



This year we introduced a convention pass for groups having meetings in the Washington, DC region. Meeting planners can get passes for their delegates covering two, three or four days. 34% of visitors to our market are either business or convention travelers. These ads run in publications targeting meeting planners.



This year we celebrated the 25th Anniversary of Metrorail service. We created this logo to help promote anniversary events and activities.

M opens doors



Special Events

Come Celebrate.


Today, Metro conducted tours for fans of opening doors to the Washington area. Here's how you can join in on the celebrations and get yourself a piece of Metro history with special collector's items.

Photo Panel

Take a trip back in time with Metro's 25th Anniversary Photo Panel. This special panel features 25 photos that tell the story of Metro's history from its first trolley to the modern-day bus.

Be The Star

Get your name on the Metro 25th Anniversary Photo Panel. This special panel features 25 photos that tell the story of Metro's history from its first trolley to the modern-day bus.




Commemorate.

25th Anniversary Souvenir Card

Get your name on the Metro 25th Anniversary Souvenir Card. This special card features 25 photos that tell the story of Metro's history from its first trolley to the modern-day bus.

Buy The Book

Get your name on the Metro 25th Anniversary Book. This special book features 25 photos that tell the story of Metro's history from its first trolley to the modern-day bus.




M opens doors

Special events were held at stations throughout the day to celebrate the anniversary.



Post September 11, 2001

- AM & PM peak have recovered
- Weekday evenings (after 7PM) have recovered
- Late night (Friday & Saturday) has increased
 - + 26% in October
 - + 21% in November
 - + 20% in December

Le

While still below our budgeted ridership numbers, we are above the same time period vs. a year ago during peak and weekday evenings.



Post September 11, 2001

Ridership Down

- -16% in October
- -11% in November
- -15% in December

**Weekday
Midday
Down**



Weekday midday ridership has not recovered. Business travel and tourism numbers are way down vs. a year ago and it has affected our ridership. Hotel occupancy is running at about 60% vs. about 85 to 90% a year ago. Restaurant business is down. Many shift/service workers have been laid off. Visits to Smithsonian museums is down 46% vs. a year ago.



Post September 11, 2001

Ridership Down

- -4% in October
- -8% in November
- +19% in December



**Weekends
Recovering**

For the first eight months of 2001 our weekend ridership was 13% higher than the previous year. In September we were 7% below the prior year. The first two weeks of December are encouraging with ridership running 19% above a year ago.



Efforts to Increase Off-Peak Ridership

- :10 live reads during traffic reports
- Off-Peak print ad and distribution of off-peak brochure
- :60 off-peak radio, "That Sound"
- Sports marketing package with Washington Wizards and Capitals to promote taking Metro to games (direct mail & radio)



Efforts to Increase Off-Peak Ridership

- Cinema slides
- Restaurant and holiday promotions with Washington Convention and Tourism Corporation
- Georgetown University men's basketball sponsorship
 - radio and print

To continue to increase late night ridership, we are running the movie theater slides. We have joined forces with the Washington Convention and Tourism Corporation to promote a week long restaurant discount promotion where participating restaurants offered three course luncheons and dinners for \$20 and \$30.

Ongoing promotion with Georgetown University to promote taking Metro to the MCI Center for basketball games.



Efforts to Increase Off-Peak Ridership

- Free fare weekend in October 2001
- Promotions with:
 - Disney on Ice
 - Museum of Natural History
 - Museum of American History
 - BB&T Basketball Classic
 - Norwegian Christmas at Union Station
 - 2001 Hispanic Consumer Expo
 - Washington Auto Show
 - Washington International Horse Show

Efforts to get residents to get out again included a free ride weekend in October. Ridership for the weekend was 3% above the same weekend last year.

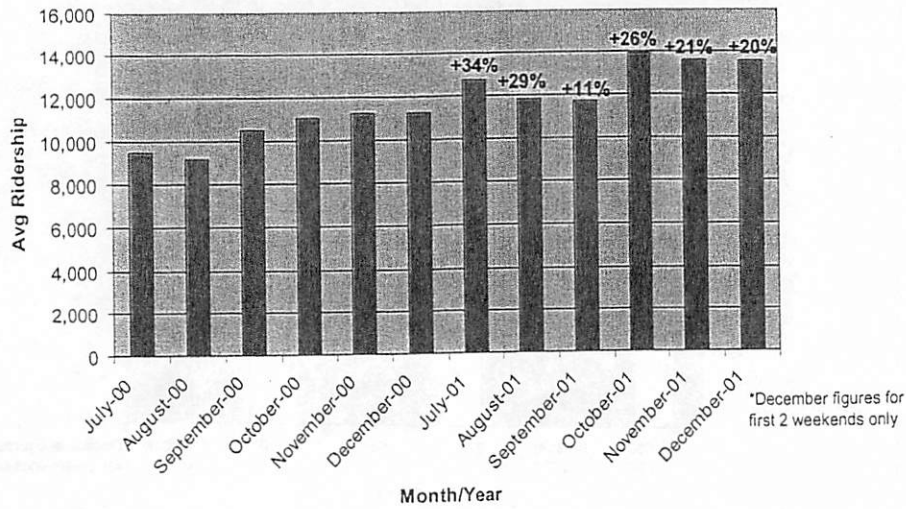
We have also co-promoted taking Metro to a variety of events at either the MCI Center or at the Convention Center.

We provide ad space in our trains and stations promoting the event and the event sponsor includes Metro in all their print, radio and television advertising.



Metrorail

Average Late Night Ridership

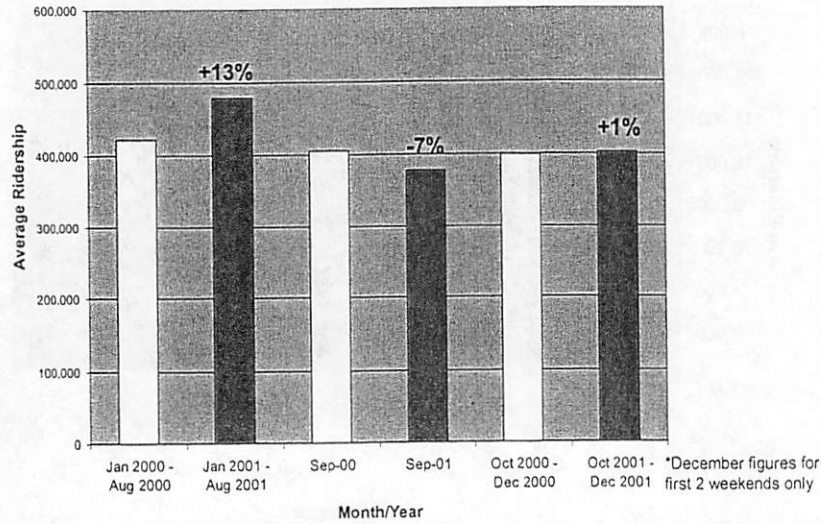


Prior to 9/11 our late night ridership was taking off – 34% growth in July and 29% in August.



Metrorail

Average Weekend Ridership

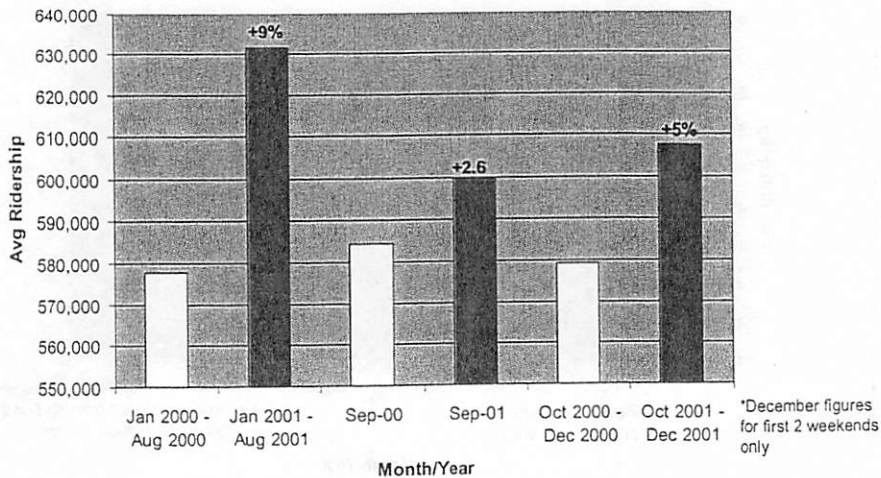


Average weekend ridership was up 13% for the first 8 months of the year. September dropped 7% below a year ago. October through the first two weeks of December show that we have rebounded, but are 12% below the increases we had averaged over the first 8 months of 2001.



Metrorail

Average Weekday Ridership



Average weekday ridership has increased by 5% vs a year ago, but is 4% below what we had averaged prior to 9/11.



Metrobus

Average Weekday Ridership

