



TELLING OUR STORY IN CINCINNATI:
Public Transportation Takes Us There

Feb. 23, 2010



PUBLIC TRANSPORTATION
TAKES US THERE
economy > environment > energy > quality of life



A national theme, a local story

- APTA's national advocacy campaign
- Four basic themes:
 - Economy/jobs
 - Environment
 - Energy independence
 - Quality of life
- Increase visibility for Metro and transit

Telling the Metro story



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Metro promotes economic growth

- 80% of all trips on Metro are related to economic activity
- 25% of downtown workers get there on Metro
- More than 50 companies participate in commuter benefit programs including Kroger, Cincinnati Children's Hospital, Macy's and Duke Energy

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economy



Metro helps save our planet

- Hybrid buses reduce 90% of hydrocarbons
- Metro uses rain water to wash buses and burns waste oil to heat garages
- Metro's 20 million annual riders save more than 114 billion pounds of CO²

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environment



Metro supports energy independence

- Metro's 20 million annual riders save more than 5 billion gallons of gas each year
- Hybrid buses use 30% less fuel
- Using biodiesel blends help stretch fuel consumption even more

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energy



Metro improves quality of life

- Metro carries more than 10,000 high school students each day
- UC*METRO program offers subsidized rides for college students and employees
- Fare Deal program provides reduced fares for elderly and disabled riders

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quality of life



Other ways Metro is telling the story

- Campaign beginning in late April/early May
- Already engaging customers/employees in telling their stories
- Opportunities for board involvement

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economy



Banners

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energy



METRO



**PUBLIC TRANSPORTATION
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environment



For the best of
both worlds...

**Metro takes
you there.**

**Metro Park &
Ride Guide**



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connect • enhance • improve • quality of life



For freedom and
exercise...

**Metro takes
you there.**

**Bike & Ride
on Metro**



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For new riders...

**Metro takes
you there.**

**Metro How to
Ride Guide**



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Brochures





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Study Haul

Want an extra hour of study time each day? 9 Metro routes serve UC directly so you can read, go over your notes or put the finishing touches on that paper while we do the driving.

And riding the bus is a great way to save money and the environment.

Check us out at www.go-metro.com for more information. And follow us on Twitter, Facebook and YouTube.

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Print ads






Metro promotes economic growth.

- For every \$1 invested in public transportation, \$6 is generated in economic returns. Now that's a wise investment.

-The Honorable Mark Mallory, Mayor of Cincinnati

economy

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Transit ads



Metro helps save our planet.

- Diesel-electric hybrid buses are up to 40% more fuel efficient than conventional diesel buses. Save green, when you go green.

-Thane Maynard, Director of Cincinnati Zoo

environment

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Metro takes you there.

- Metro supports the economy, protects the environment, encourages energy independence, and improves the quality of life in Greater Cincinnati. Go Metro!

-Marilyn Shazor, Metro CEO
-Melody Sawyer Richardson, SORTA Board of Trustees Chair

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economy



The end...and just the beginning



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