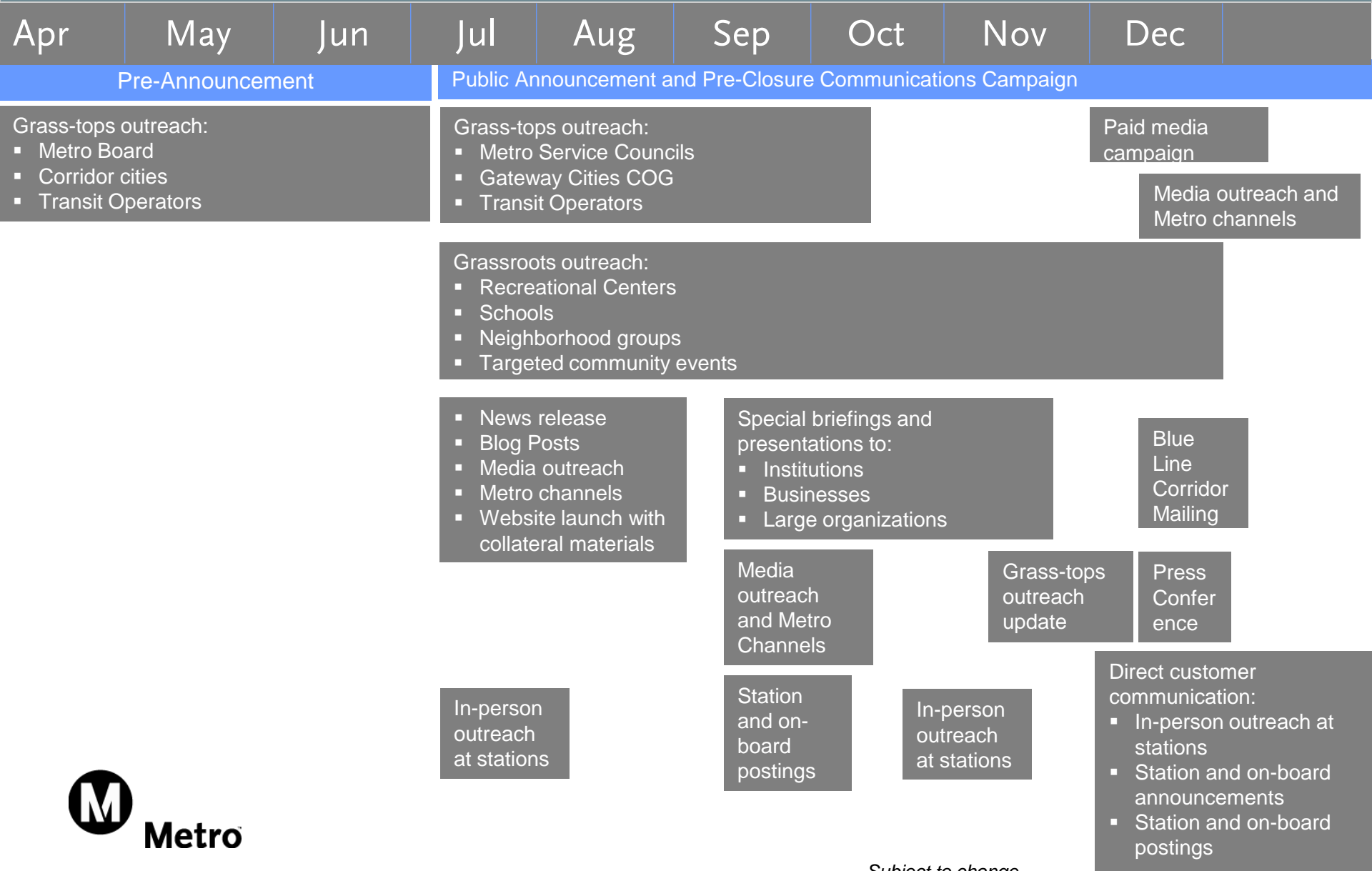
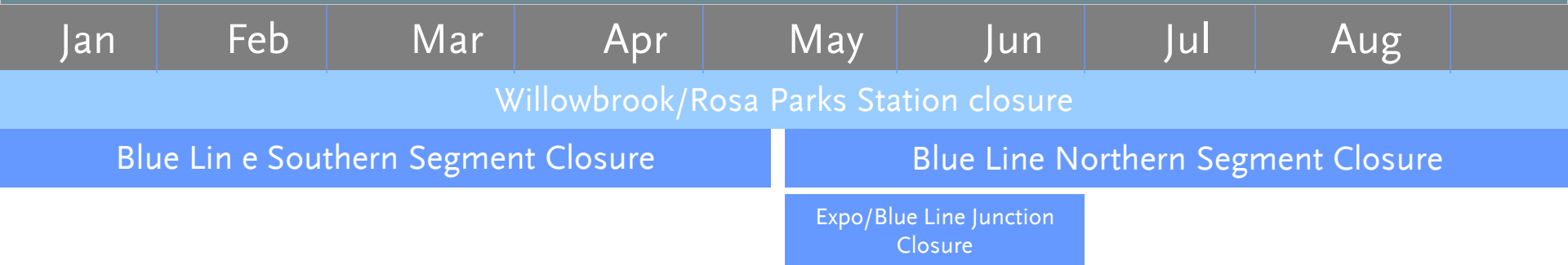


# New Blue Communications Plan 2018



# New Blue Communications Plan 2019



**Direct customer communication:**

- In-person outreach at stations
- Media outreach and Metro channels
- Station and on-board postings
- Station and on-board announcements
- Signage including at stations, bus stops, platforms, on rail cars, and wayfinding
- Construction outreach via notices, door-to-door, and digital

