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		April				M	1ay			June			July				August			September					Octobe			November				December			Jan-Jun
	1	8	15 2	2 2	9 6	13	20	27	3	10 1	7 24	1	8	15 2	22 29	5	12	19	26	2	9 1	6 2	3 30	) 7	14	21	28	4	11	18	25	2 9	16	23 3	
<u>MATERIALS/EFFORTS</u>																																			<u> </u>
Car Cards - Metro buses																																			areas
Car Cards - Muni buses																																			ַ
Rail Poster																																			ا م م
2-Sheets																																			] 2
Take One - Metro buses, Customer Centers and Admins																																			Prse
Application								, ,																											
Posters - Metro buses, Customer Centers and Admins																																			marketing strategy to target underserved
Messages on hold																																			
Web ads on metro.net																																			]
Web page on metro.net																																			] \d
East Portal Tower ad																																			] <del>,</del>
East Portal Customer Center ticker						_															_														] t
Source/Pasajero post																																			۵
Paid digital advertising																																			i i i
Paid digital radio																																			] <del>`</del>
Out of home billboards/bulletins																																			
Program flyer																																			٥
Current participants flyer	ı	1	ı																																revise
Training of internal Metro partners i.e. Customer Relation, Customer Care Non-profit agency outreach (600 agencies)																																			Analyze use r
METRO third party vendors																																			
Community Relations outreach																																			]
Muni Operator Outreach																																			