



COMMUTE WITH CONFIDENCE

2020 MY METRA CAMPAIGN

ONBOARD COMMUNICATION



COMMUTE WITH CONFIDENCE



COMMUTE WITH CONFIDENCE

METRA. GOING THE EXTRA MILE TO KEEP YOU SAFE.



ONE PERSON PER SEAT

Whenever possible sit individually, keep aisles clear and practice physical distancing.



HAND SANITIZER DISPENSERS

Fight germs! Use the touchless hand sanitizer dispensers you'll find on all cars.



HOSPITAL-GRADE FILTERS

This Metra car has a hospital-grade air filter to capture airborne particles.



TOUCHLESS TICKETING

Use Ventra for less contact and more convenience purchasing and using Metra tickets.

FACE COVERINGS OR MASKS ARE A MUST



Always wear a face covering or mask while on the train.



STAY SEATED, STAY SAFE

Remain in your seat until the train stops, we'll give you plenty of time to exit.



COMMITTED TO CLEANING

We're sanitizing and disinfecting our trains, especially high-touch areas.



A BREATH OF FRESH AIR

Fresh air dampers are circulating the air for better ventilation and air quality.

WE'RE READY WHEN YOU ARE.
CLIMB ABOARD...





COMMITTED TO CLEANING

We're sanitizing and
disinfecting our trains,
especially high-touch areas.

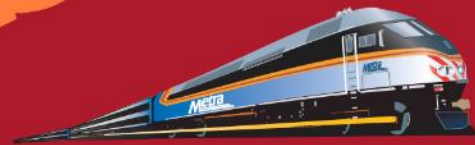


To learn more, visit metr rail.com



MASKS ARE A MUST

Riders and Metra crews
are required to wear face
coverings on the train.



To learn more, visit metr rail.com



RIDING TOGETHER SITTING APART



Practice physical distancing,
one rider per seat and keep
the aisles clear.



To learn more, visit metrarail.com



STAY SEATED STAY SAFE



Remain in your seat until the train stops, we'll give you plenty of time to exit.



To learn more, visit metr rail.com



ALL HANDS ON BOARD



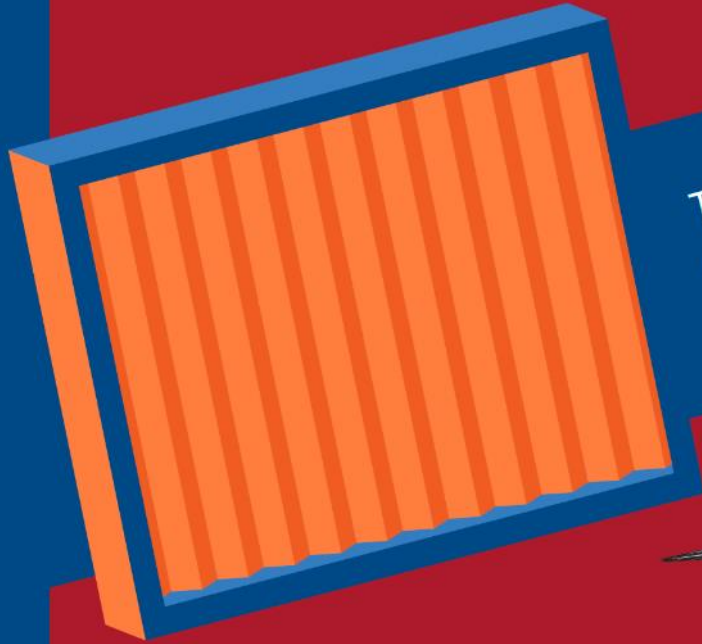
Fight germs! Use the touchless
hand sanitizer dispenser you'll
find in this car.



To learn more, visit metrail.com



BREATHE EASY



This Metra car has a hospital grade air filter to capture airborne particles.



To learn more, visit metrail.com



**TOUCH
LESS.
PAY
LESS.**

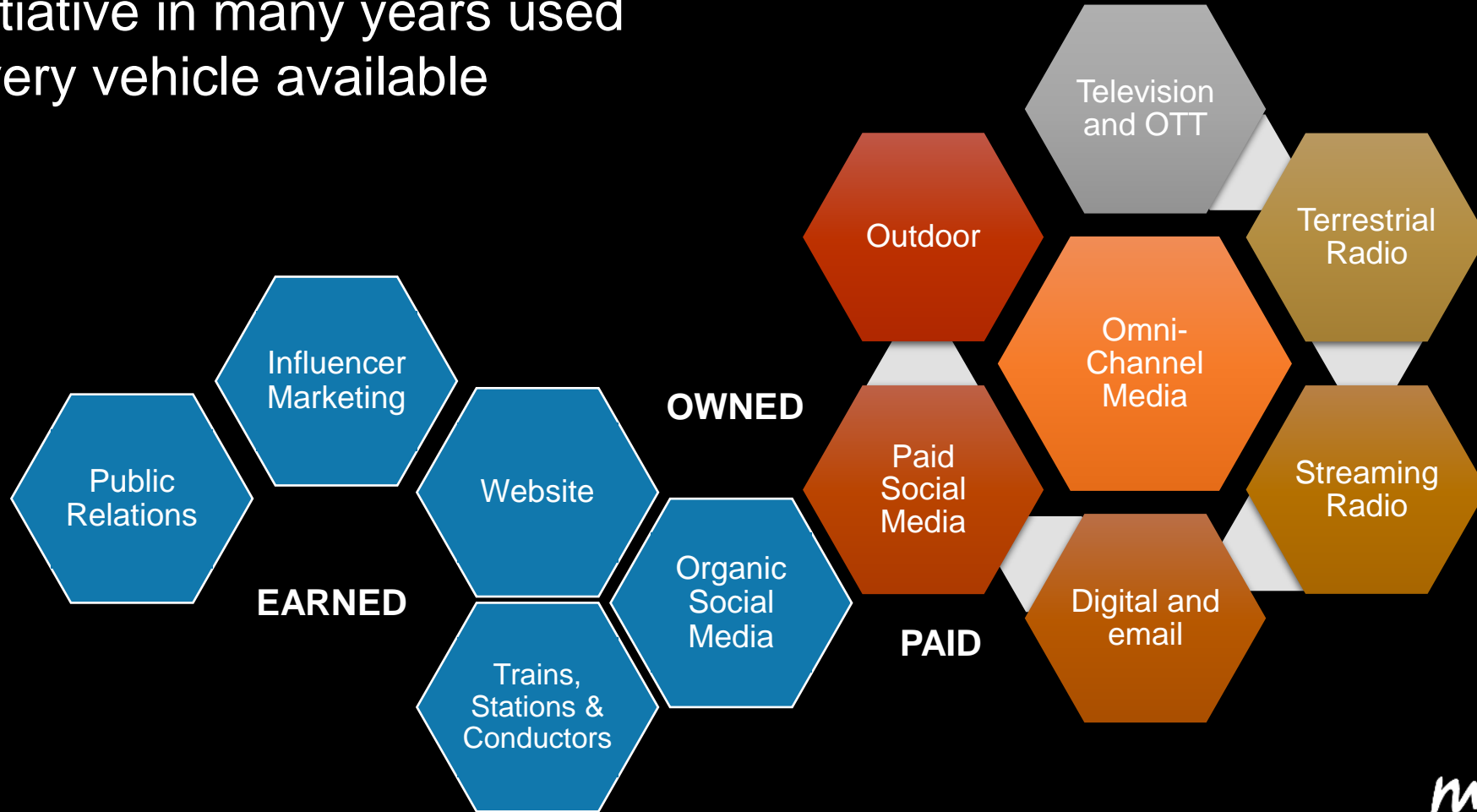
my
Metra

COMMUNICATING MY METRA IN OUR COMMUNITY



COMMUTE WITH CONFIDENCE

Our largest communications initiative in many years used every vehicle available



TELEVISION COMMERCIAL



COMMUTE WITH CONFIDENCE



Beth Birkenfeld
27 Year Metra Conductor

*Click screen for
YouTube link*

RADIO COMMERCIAL



COMMUTE WITH CONFIDENCE



CLICK HERE TO LISTEN:

[RADIO SPOT #1](#)

[ANNOUNCER READ](#)

[RADIO SPOT #2](#)

[RADIO SPOT #3](#)



OUT OF HOME BILLBOARDS



COMMUTE WITH CONFIDENCE

A billboard advertisement for Metra. The billboard is set against a blue sky with light clouds and a green field. The billboard itself is a large rectangular panel with a black border, supported by a black metal structure with three spotlights. The main image on the billboard shows a worker in a yellow hard hat, safety glasses, a white face mask, and a high-visibility yellow vest. The worker is holding a white clipboard and a pen, standing in the aisle of a train car. The train car interior is visible, showing rows of seats and overhead lighting. To the right of the worker, the text "COMMUTE WITH CONFIDENCE" is written in large, bold, blue capital letters. Below this text, the "my Metra" logo is displayed, with "my" in a smaller, blue, lowercase font and "Metra" in a larger, blue, italicized font with a horizontal line underneath. A small logo for "OPERATION SAFETY & PERFORMANCE" is visible on the wall of the train car.

**MASKS ARE
A MUST**

my
Metra

A billboard advertisement for Metra. The billboard is set against a background of a bright blue sky with wispy clouds and a green field. The billboard itself is a large rectangular panel with a black border. On the left side of the billboard, there is a photograph of a white hand sanitizer dispenser. A hand is shown reaching out towards the dispenser. To the right of the dispenser is a box of Joliet disinfectant. The main text on the billboard reads "ALL HANDS ON BOARD" in large, bold, blue capital letters. Below this text, the "my Metra" logo is displayed in a smaller, blue font. The billboard is supported by a black metal structure with three visible mounting brackets.

ALL HANDS
ON BOARD

my
Metra

**RIDING TOGETHER
SITTING APART**

my
Metra

COMMITTED TO CLEANING



SERIOUS ABOUT
SANITIZING

my
Metra



DEDICATED TO
DISINFECTING

my
Metra



COMMUTE WITH
CONFIDENCE

my
Metra

Metra

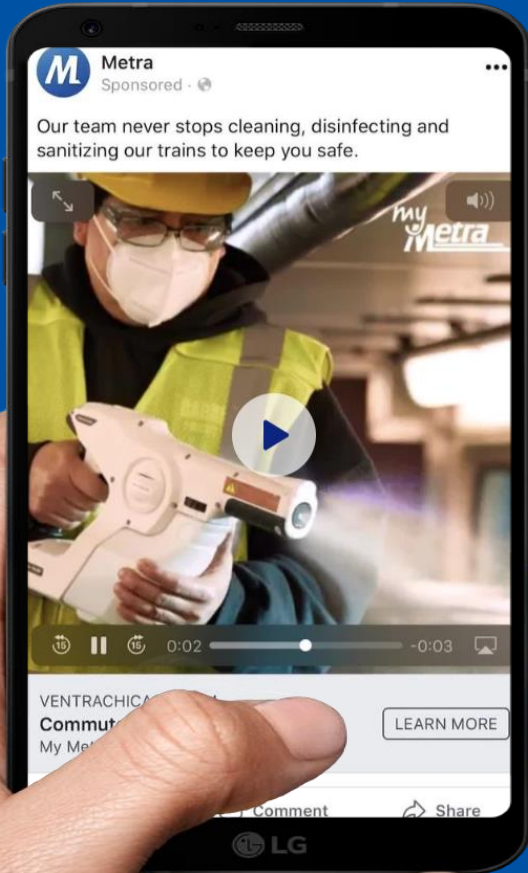
SOCIAL MEDIA ADVERTISING



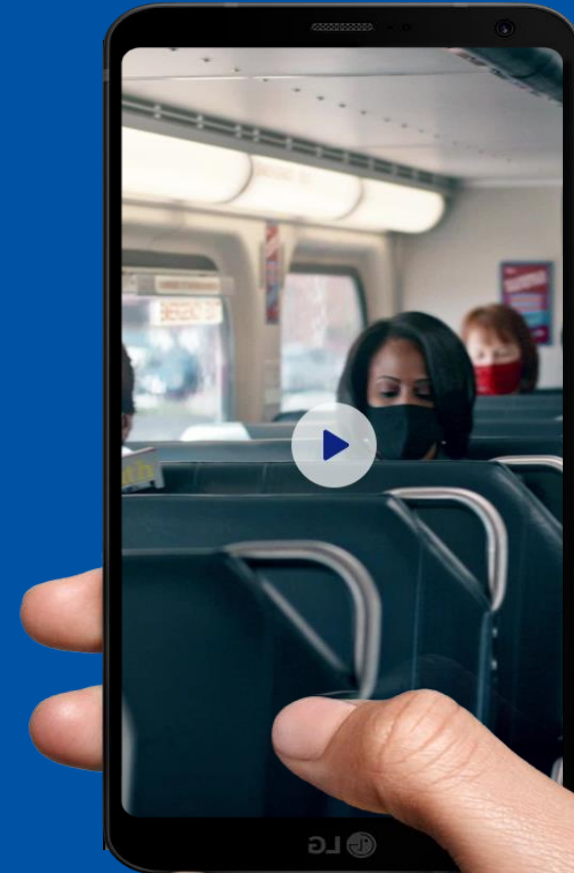
COMMUTE WITH CONFIDENCE



Click screen to open video link



Click screen to open video link



DIGITAL MEDIA ADVERTISING



COMMUTE WITH CONFIDENCE



GET BACK ON BOARD

LIVE UPDATES: Wildfires | Covid-19 | **TRENDING:** Hurricane Sally | Bob Woodward | Venus | Drew Barrymore | Rihanna's mansion | Greenland ice

What Trump said in his final call to Woodward



Biden says Trump's climate denialism and his disdain for science is 'unconscionable'

- [Oregon drivers illegally stopped at gunpoint after unsubstantiated looting reports](#)
- **Live updates:** Biden says wildfires so bad that Americans are left asking, 'Is doomsday here?'
- **Analysis:** Trump reignites climate fight in visit to fire-ravaged West Coast

Gas found on Earth that signifies life has been detected in clouds on Venus

LIVE UPDATES WHO reports the highest single-day increase in global infections

Deputy fired after video shows him repeatedly strike man ▶

Analysis: This Trump administration official has perfected the art of sycophancy

A chunk of ice twice the size of Manhattan has broken off Greenland

7 hospitalized after crash on Golden Gate Bridge possibly exposes them to fentanyl



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