

Production Department “Tool Kit ” Part IV

Metro Forms for LA Metro Production

ALL APPLICABLE SCANNED FORMS/DOCUMENTS WILL BE POSTED IN THIS SECTION

Marketing Forms can be accessed through myMetro site link here:

<https://lacmta.sharepoint.com/sites/Mymetrodev/marketing/Forms/Forms/AllItems.aspx>

- *Communications Dept FY 20/21 Goals*
- *Proofreaders marks*
- *Glossary of Terms*
- *Searching production document*
- *Spanish Team-Photo Team*
- *Photograph and Video Disclaimer*
- *Photography and videography request form*
- *Model Release and Consent English and Asian*
- *Model Release and Consent English and Spanish*
- *Image Release Form*
- *Image Release Form Memo*
- *How to send an email blast*
- *Job Request Form (Green sheet from DS)*
- *Communications Job Log (FM page)*
- *Example email for picking up completed jobs- a.*
- *Request for Mailing Service Pickup (form)- b.*
- *Example email attachment (Distro List)- c.*
- *Example Mailing Service Pickup*
- *Memo Direct Mailer Print*
- *Building Service Work Order (General Services) -p.41*
- *FACILITIES MAINT(M-70 Form)*
- *Communications Promotional Products Policy*

- *Metro Promotional Products Request Form*
- *Regular TAP Card Request*
- *Requesting Regular Blue TAP Card*
- *TAP operations*
- *Signage visual characters*
- *Metro Operating Divisions and Other Major Facilities*
- *Photography and videography request form*
- *Explanation of filemaker*
- *Getting started with filemaker*
- *Bus Layout*
- *Locating Cost Center Codes*
- *Strategic Marketing Brief*
- *Media Project Brief*
- *Media Campaign Brief*
- *General Standards*
- *Memo FY 21 Communications Goal*
- *Memo Change process (TBD - Amy to edit/ update)*

Communications Department FY 20/ 21 Goals

FY 20 & 21 Communications Dept Goals – Yvette Rapose

(September 2020 All Hands Meeting)

- Refreshing the Metro Brand by positioning the Agency through various lenses to showcase the benefits of transit.
- Expand the Public Participation Program to reach diverse audiences through authentic listening and community engagement to impact better mobility options.
- Lead internal communications to empower staff with information and enhance the workforce's knowledge of projects, programs and initiatives across the Agency.
- Advance Metro's Federal and State Legislative agenda and build partnerships to optimize state and federal funding opportunities.
- Expand access to transit information to enhance the customer experience.

Proofreader's Marks

Proofreader's Marks

PROOFREADERS' MARK	DRAFT	PROOFREADERS' MARK	DRAFT
○ Delete space	art work	() Insert parentheses	arrives May 6 (tomorrow)
# Insert a space	It was here.	_ Insert underscore	a <u>very</u> heavy package
✓ OR / Delete a word	numbers are not correct	✓ Delete underscore	He's always on time.
^ Insert a word	It ^{is} simple.	¶ Start a new paragraph	¶ Provide quality service.
↷ Transpose	recommen d on	no ¶ Remove paragraph break	no ¶ This is true.
↶ Move as shown	They are not here.	ss [Single space	ss [This is the most useful information.
^ OR ^ Insert a letter	refres ^h ments are provided	ds [Double space	ds [Those are manufactured at our headquarters.
⌢ OR ⌢ Delete a letter and close up	nec e ssary items	+1ℓ [#] Insert one line space	+1ℓ [#] Cost: dependent upon quantity
✓ OR / Change a letter	a ^o effect	-1ℓ [#] Delete one line space	-1ℓ [#] The requirements are specified.
✓ OR / Change a word	less ^{er} ^{two} more than one	≡ Indent two spaces	≡ Computer technology
○ Add on to a word	direct ^{ly} to you	⇒ Move to the right	⇒ \$4500 ⇒
↑ Insert a comma	pencils, pens, and paper	[Move to the left	[Turn off the power.
○ Insert a period	Mr. Frazer	✓ Raise above the line	✓ 4 x 10 ⁶
✓ Insert an apostrophe	the auditor's records	^ Drop below the line	^ CO ₂
⌢ Insert quotation marks	The ^{easy} jog ^s was really a ten-mile run.	 Stet (don't change)	 He already left.
= Insert a hyphen	full = time job	= Align horizontally	Re: = Cost Analysis
- - Insert a dash or change a hyphen to a dash	She's here ^{finally} !	Align vertically	To: Mr. Smith From: Ms. James
○ Spell out	⑤ people		
/ Use lowercase letter	First Q uarter		
≡ Capitalize	Wilbury <u>a</u> venue		

Glossary of Terms

Glossary of terms:

A

Actual – The “A” which is indicated in FileMaker as a job having been received and in the care of the Marketing Rep.

Artwork – Something created by a designer with the purpose of reproduction in some manner.

B

Backlit - Artwork printed digitally onto a translucent material that is inserted into mounted map cases, which use LED lighting to create an illuminated effect for optimal viewing in all types of environmental lighting situations.

Bindery – The final step of finishing a product after it has been printed – usually by folding, trimming, or assembling into a booklet of some sort.

Bleed – When an image goes off the edge of the sheet, printers require an 1/8 of an inch of beyond the trim. This allows for paper shift and misregistration. Not adding a bleed will result in a possible white stripe along the trim. Note: Copy Center prints will print without a bleed vs Print Shop prints with a bleed.

BMP – A Windows graphics format.

Bus Cube Insert – Large format digitally printed pieces that are trimmed and then laminated (encapsulated) for insertion into acrylic display cases and mounted on bus posts.

C

Car Card – Internal and/or External advertising which is placed onboard bus interiors on Metro’s system.

Coated Paper – Paper with a surface treated with clay or some other compound and adhesive material to improve the finish in terms of printing quality. A coated finish can vary from dull to very glossy and provides an excellent printing surface that is especially suited to fine halftones.

CMYK – The four standard inks used by printers for “process color.” The colors of ink are: Cyan, Magenta, Yellow and Key (Black).

Comp – The attempted draft of a specified job / project by a designer.

Collect – The stage in the job production process where final files have been approved by all parties, (including the client, Marketing Representatives, Creative Directors, and all other proofers needed) and the assigned designer provides all elements needed for final deliverable production.

Copy Center – Metro’s in house quick printer that offers photocopying services utilizing high speed and heavy duty equipment. The Copy Center offers assistance with specialty projects from color copies to different binding options. They are usually able to accommodate 24-hour turnaround time for copies. The supervisor is Raul Gomez.

Cost Codes – Metro requires 4 sets of numbers requested from a client by the Marketing Rep in order to have jobs produced by the Print Shop, Sign Shop, and other vendors. A client should provide fund #, cost center, account number, project, and task number in these codes. See example below:

>Fund: 6001
>Cost Center:8510
>Acct: 50443
>Project: 865512
>Task:3.1.01 Agency Charges

Crop Marks – In design, these are lines that are drawn in the margins of the live image to indicate where the image or artwork should be trimmed.

D

Decal – Artwork which is digitally printed onto an either semi –permanent or permanent adhesive backing that can be adhered to a surface. The Print Shop can sometimes print these in-house depending on size.

Distribution List – a spreadsheet which lists specified quantities allotted to respective destinations within the agency or externally for a particular job. This list should be provided to the Production Team and the Print Shop prior to the job being collected to allow for proper scheduling purposes. The master template for this resides in the “s” drive and eventually on the wiki.

Divisions – Metro-identified locations which house property such as buses, train cars, etc., in designated areas around the Los Angeles metropolis.

DPI or Dots Per Inch – Used to describe the resolution of input and output devices. Halftone “dots” are usually between 100 dpi (newspapers) and 200 dpi (offset press). Type is usually between 300 dpi (low resolution inkjet and laser printers) and 2540 dpi.

E

E-blast – An electronic notification that is sent to a large database of recipients utilizing the EMMA system

E-file – An electronic file that can easily be sent through email whether a PDF, Word Doc, or JPEG.

Epson Print – a large format, digitally produced output that can also be mounted to foam core to make posters and more.

Expedited Mail Request Form – A mail form that must be filled out and returned to the mailroom in order to have items delivered off site within the same or next day by a courier service. Cost codes must be provided on this form in order for this service to be rendered.

F

Fact Sheet / Flyer – An informational piece of literature meant to be distributed to the public with the intention of describing important, key facts about a project, program, initiative, etc.

FileMaker – The database the Production team utilizes for tracking the progression and status of Marketing related jobs. Due the highly fluctuating nature of communications, Marketing Reps should provide daily job updates to Production team to ensure the most current updates are reflected in job notes.

Final Deliverables – The item that is ultimately provided to the client. Ex: E-file to client, printed material, posters, banners, specialty, items.

Finish – The surface properties of paper.

First Comp – A designer's 1st draft concept of a job. This must first be approved by the Creative Director, or Senior Art Manager, and is then provided to the Marketing Rep for review, and later presented to the client.

Foam Core – A type of lightweight foam board backing on which Epson prints are mounted upon to create posters of varying sizes up to 40" x 60" max. Posters can be produced in-house at either the Print Shop or Copy Center. Foam Core is excellent for temporary use items, but can be easily damaged (e.g. warping, bending, etc.)

Font – Families of typography.

4/C (Four color/Full color) process – Method of reproducing full-color copy by separating color images into four ink colors when produced: Cyan, Magenta, Yellow and Black, also known collectively as CMYK.

FPO (For Position Only) – Usually a low-resolution image, or copy placeholder to be replaced by a high-resolution image and/or approved copy at a later time.

G

Gatorboard – A rigid, reinforced foam board backing on which prints are mounted upon to create posters of varying sizes. Posters utilizing Gatorboard require more time for production, are expensive and require an outside vendor to produce them. This type of board is excellent for longer term use and is highly durable.

General Services – Department within Metro who is in charge of janitorial services, provides office moving services, install of posters/frames, and moves office equipment.

H

Halftone – Reproduction of continuous-tone images, through a screening process, which converts the image into dots of various sizes and equal spacing between centers (AM screening) , or dots of equal size with variable spacing between them (FM screening).

Hi-resolution (hi-res) – Display of a photographic or video image which utilizes a large amount of detail.

I

In-house – Produced by the Metro staff and equipment at Metro facilities.

Inkjet printing – A plateless printing system that produces images directly on paper from digital data using streams of very fine drops of dyes, which are controlled by digital signals to produce images on paper.

Intranet - A private network accessible only to an organization's staff while in the building. Metro's intranet is www.mymetro.net.

J

JPEG (Joint Photographic Experts Group) – was formed to create a standard for color and gray scale image compression. JPEG describes a variety of algorithms, each of which is targeted for a type of image application.

K

Kerning – In typesetting, subtracting the space between two characters, making them closer together.

L

Lamination – A plastic film bonded by heat and pressure to a printed sheet of paper or decal material for protection or glossy appearance. Note: Encapsulate lamination is the process where a sheet is laminated first and then trimmed usually with lip/overhang so that the paper is water tight sealed.

Large Format – A format used for printing utilizing large rolls of paper or other material, in which the largest width of the roll is 61". Some examples of this type of printing include banners and posters.

Limited English Proficiency (LEP) - Limited English proficiency is a term used in the United States that refers to a person who is not fluent in the English language, often because it is not their native language and relates to Title VI.

Low-resolution (lo-res) - Display of a photographic or video image which utilizes a small amount of detail.

M

M-70 Form – A form housed on the intranet which must be completed when the Sign Shop is producing deliverables. This form is also needed when Facilities Maintenance needs to install signage or make repairs.

Map Case – A display case which is located at Metro Stations displaying system maps and other messaging. These map case displays are usually fulfilled by our installer contract holder, J. Perez.

Mail Service Pick-Up form – Upon completion of a job, this form must be completed noting the amount of boxes, location, and delivery destination needs to be emailed to the mailroom.

Master Map – A map created as a base map, from which other more specialized maps can later be developed.

Media Buy – A form which documents the purchasing of advertising space from media company/business that operates media properties (ie. Newspaper, magazine, website, etc). The cost per unit, run dates, sizes, and publications are all included on this form.

Media Campaign Brief – Must be completed and submitted to Media Planning team when considering a Media Buy.

Mechanical – A job's final files – the last step before production of final deliverables.

Mounted – Refers to the application of an printed sheet of paper onto a more rigid, sturdy backing such as foam core, gator board, etc.

N

O

Outdoor – A job type that consists of printed oversized material such as billboards, 2-sheet decals, and more.

On-Board – A job type that consists of printed materials that are posted on Metro's bus and rail fleet.

On-boarding – The process of integrating a new employee into an organization or acclimating a new customer or client with one's products or service

P

PDF (Portable Document Format) – A file format created by Adobe which preserves all the elements of an image so that it can be viewed, printed, or forwarded electronically. These files must be opened in an Adobe program and are particularly useful for viewing items in their full integrity.

Planned - The “P” which is indicated in FileMaker, as a job that has files or comps yet to be received – the “p” stands for predicted date in which comp/final files can be expected.

Plate – Thin sheet of metal, plastic, rubber, or paper which is utilized in offset lithography printing, where an image is burned onto the plate and then transferred to paper.

Packaged – The process in which files have been approved by all required individuals, are finalized and collected by the designer, and then released to the care of the Production team whom facilitates the process of getting final deliverables produced.

PMS (Pantone Matching System) – A method of describing colors for printing. PMS colors usually refer to spot colors that differ from the standard CMYK inks printers use for process color work. Pantone also makes books for specifying color, including books that can show what standard PMS colors look like when converted to CMYK.

PNG (Pantone Matching System) – An extensible file format for the lossless, portable, well-compressed storage of raster images.

Pocket Guides – A type of printed informative piece that is intended to provide pertinent information that is easily portable and can be stored in small places like a pocket.

Posting Order - An electronic form filled out by the Marketing Rep including a thumbnail image that is provided to the install company detailing where and how long Rail Posters, Car Cards, and King Ads are scheduled to be posted onboard the system vehicles.

Pre-Production - The final review stage where a sample prototype of a job is provided to Marketing Reps before the full complete run is produced.

Printer's Proof – The contract-proof provided by the Print Shop or outside print vendor for final sign off on content and color. A contract proof is used as a color guide when a job goes on the press.

Print Shop - Metro's in-house off-set and digital printing facility located on P2 level. The Print Shop's supervisor is Rob Hartert.

Project Brief – A brief proposal form composed by a Marketing Representative which provides a summary of explanation for what, how, and who are involved in the execution of a job campaign.

Production – The team which is responsible for the trafficking (opening , tracking, + closing jobs) and final production of jobs in the department.

Proof – A reproduced sample provided of the final artwork as a means to for the Marketing Rep to review before a final run is produced.

Push – to move the “planned/predicted” date to sometime in the near future

Q

R

Rail Poster – A printed poster advertising some type of messaging which is installed on onboard train cars.

Raster image – Refers to a photographic image that uses many colored pixels to create an image. JPEGs, GIFs and PNGs are types of raster images. These images deteriorate in quality when enlarged.

Rasterization – The process of converting image data into output.

Revised Comp – The stage in the job process when changes are to be incorporated to the initial draft artwork provided.

RGB (Red, Green and Blue) – The phosphors used by computer monitors and the usual default color space for most scanners. The printing process cannot reproduce all of the colors within this color space and images must be converted to CMYK.

S

Saddle-stitch – To fasten a booklet by wiring it (stapling) through the middle fold of the sheets.

Score – To impress or indent a mark in the paper to make folding easier.

Self-cover – A printed piece designed to be printed using the same paper stock as the interior text paper.

Self-mailer – A printed piece designed to be mailed without an envelope.

Sign Shop – Metro’s in house sign and decal fabricator, where Supervisor is Victor Kitiytr and is located at:

CMF (Central Maintenance Facility); Bldg 6

470 Bauchet St

Los Angeles, CA

Specs – Design guidelines for a job's final artwork including measurements, file type, color, etc.

System Drop – Where a printed piece is most often a Take One into installed onboard in the literature holders on the entire system fleet of buses and trains.

T

Take One – A type of printed material which varies from 1-panel or more, that is meant to provide information in a concise manner and can be easily distributed.

TIFF file - TIFF stands for "Tagged Image File Format" and is a standard in the printing and publishing industry. TIFF files are significantly larger than their JPEG counterparts, and can be either uncompressed or compressed using lossless compression

U

Uncoated paper – Paper that does not have shiny film/varnish coating.

V

Vector Image - Vector art is created using vector illustration software programs, such as Adobe Illustrator or Corel Draw. These programs use mathematic equations and geometric primitives (points, lines, and shapes) to create art that is clean, camera ready, and can be scaled infinitely, without any loss of quality or fidelity

W

Web Request Form (Wufoo) – A form where you request the web team to adjust Metro's website in some manner, or request creation of e-blasts.

Wiki – A storage location on the intranet where pertinent information related to job functions – files, templates, documents, etc—are made available to those within our department.

X

Y

Z

Searching Production Database**Metro Design Studio**

filemaker_search_tips

Searching production database**To access designer's full job list:**

- Click on top "Find" button
- Layout: TRAFFIC_Work Order View (pull down on left)
- Status: ACTIVE
- Designer: (click on left) start typing name and select
- Pre-Press: select "P" only
- Perform Find
- Click through full job reports OR
- Layout: REPORTS_Generic: Job_Log to view short list

To get designer's final files due list:

- Click on top "Find" button
- Layout: TRAFFIC_Work Order View (pull down on left)
- Status: ACTIVE
- Designer: (click on left magnifying glass in gray square) start typing your name and select
- PrePress: input date in date field and select "P"
- Perform Find
- Click through full job reports OR
- Layout: REPORTS_Generic: Job_Log to view short list

To get designer's comps to AE due list:

- Click on top "Find" button
- Layout: TRAFFIC_Work Order View (pull down on left)
- Status: ACTIVE
- Designer: (click on left magnifying glass in gray square) start typing your name and select
- Comp-AE: input date in date field (MM/DD/YY) and select "P"
- Perform Find
- Click through full job reports OR
- Layout: REPORTS_Generic: Job_Log to view short list

To get a list by campaign in a limited time frame:

- Click on top "Find" button
- Job #: input fiscal years like this: 13...-16... (TBD - CC to confirm correct style)
- Campaign: (click on left magnifying glass in gray square) and start typing
- OR search in Job Name field
- Status: select what you want
- Perform Find

filemaker_search_tips.txt · Last modified: 2015/07/17 23:40 by melissa

Spanish Team-Photo Team

Spanish Team

Spanish Team

The Spanish team (Ebby, Amanda, Jesse, Jazmin, John) works closely with the Marketing Team providing Spanish translations on advertising projects. The members of the Spanish team allow us to continue effective advertising to better serve Metro's transit service. Tasks include reviewing comps, by means of providing edits and suggestions that require effective Spanish translations and seeing the project to its final completion with the assigned AE.

Examples of Duties

- Provide review of requests for take ones, fact sheets, or lengthy documents such as reports. In addition to that, the team may also work on ad reviews, short sentences/paragraph translations, etc.

Deadline Requirements

- **2 weeks minimum:** Large requests. EXAMPLES: Take Ones, Fact Sheets, or Lengthy Documents such as Reports. This allows enough time for vendors to translate as well as the Spanish Team to efficiently proof and review.
- **2 days minimum:** Smaller requests. EXAMPLES: Review Ad Reviews, Short Sentences, Paragraph Translation.

It is highly advised to remind clients of these timeframes.

The Spanish Team Process

- Jazmin, John, or Jesse receives the first round of Spanish comps of printed materials.
- Revised comps go to Amanda, or Ebby for additional review.
- When the revised Spanish comp is ready for print (meaning no additional edits are needed), a final signature is required from either Amanda or Ebby.

PLEASE NOTE: While Amanda/Ebby is out, Jesse is authorized to sign off on final Spanish comps.

**Only exception to the 2-day rule: Spanish ad panel review to be reviewed right away so we can inform Outfront of the approval.*

Photograph & Video Disclaimer

The Los Angeles County Metropolitan Transportation Authority (Metro) is currently taking photographs and video recordings in this area for non-commercial promotional purposes. Metro reserves the right to use any photograph/video without the express written permission of those who may be incidentally included in the photograph/video. The promotional photographs and videos may be used in publications or other media material produced, used or contracted by Metro.

If you prefer not to be photographed or videotaped, please take an alternate path to where you would like to go. By entering this area, you are agreeing to release, defend, hold harmless and indemnify Metro from any and all claims involving the use of your picture or likeness.

Thank you for your understanding and cooperation!



323.466.3876 x2

Español

323.466.3876 x3

한국어

中文

ភាសាខ្មែរ

Tiếng Việt

日本語

русский

ภาษาไทย

မြန်မာစာ

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Photo Team Scheduling

- Photo jobs (blue sheets) can be opened on MONDAYS and WEDNESDAYS immediately after 9:30am production mtg when design jobs are regularly opened.
- ALL photo jobs need a blue sheet - please open as far in advance as possible (even if just to flag/recognize a potential need).
- Photographers are available to work for Metro for 30 hours/week. The photographers will be available Mondays through Wednesdays, with limited resources on Thursdays. A photo intern may be available on Fridays if needed.
- Conflicts in scheduling will need to be sorted out based on priority project needs, with a discussion being had with Marketing.
- AEs: please schedule a meeting that reserves the planned time for all scheduled photoshoots. Invite Peter, Carl and Candace.

Photo Searches/Contact Sheets

In rare instances, if photographers are specifically requested for a search, the blue sheet still needs to reference a designer and a design job.

- Contact sheets from shoots should only be shown to clients with ML/MR approval, and must have a designer and/or photographer present.
- Designer and/or photographer and AE shall set up a time to view photo galleries in Portfolio (instead of printed contact sheets).

Photoshoots

- Always feel free to discuss time/budget/availability with Photo team. Please don't make assumptions. There are always possibilities and options.
- All new photoshoots need a kick-off meeting to be scheduled when blue sheet is opened. Even small shoots need a quick download to iron out details.

Retouching

- Retouching is considered part of any active photo job - a separate job is NOT needed to retouch photos.
- All images downloaded from Portfolio that have not been rendered or retouched for final need to go through a Photographer for final production. Designers should flag unretouched photos, and let AE know that this may need to be accounted for in scheduling.

- In some instances, a blue sheet MAY be needed to retouch old photos, or to make complex edits to an old/un-retouched photo. Any questions, ask Photographers and/or MR.

Outside Requests for Metro Images

- All outside requests for Metro images need to go to Bruce Clumpner, who will determine what necessary steps need to be taken. Images must use standard credit line: Image courtesy of Metro Los Angeles ©2016 LACMTA

PHOTO REQUEST FORM: myMetro link:

[https://lacmta.sharepoint.com/sites/Mymetrodev/marketing/Forms/Photography%20Request%20Form%20\(Blue%20Sheet\).pdf](https://lacmta.sharepoint.com/sites/Mymetrodev/marketing/Forms/Photography%20Request%20Form%20(Blue%20Sheet).pdf)

Photography and videography request form

Photography Request Form				Job Number
TODAY'S DATE	FUNDING SOURCE	PROJECT NAME	DUE DATE	
DATE REC'D	☐ Non-Transit	PROJECT DESCRIPTION		
JOB PRIORITY	☐ Transit: Bus/Rail	RELATED DESIGN JOB # AND DESIGNER		
☐ A ☐ B ☐ C	☐ Expo Const Authority	REQUESTOR		
JOB CLASSIFICATION	☐ Capital	PHONE EXT		
☐ Internal ☐ External	☐ Transit: Bus			
JOB FILE CODE	☐ Transit: Rail			
PHO				
Job Assignment				
MARKETING		DESIGN STUDIO		
PROJECT MANAGER	PHONE EXT	PHOTOGRAPHER		
ASST PROJECT MANAGER	PHONE EXT	PHOTOGRAPHER'S CELL PHONE #	PHONE EXT	
Photo Specifications				
PROJECT TYPE	Editing/Compositing	FINAL FILE(S)	FINAL MEDIA	MODELS
☐ Studio Photography	☐ Retouching	☐ .psd	☐ CD ☐ Web	☐ Model(s) Needed
☐ Event	☐ Documentation	☐ .jpeg	☐ Print	☐ Model Release Rec'd
☐ Employee Stock	☐ Outside Photo Request	☐ .tif	☐ E-Mail	PROPS
☐ Location Stock	☐ Photo Search	☐ .eps	☐ Contact Sheet	☐ Prop(s) Needed
☐ Product		☐ .pdf	☐ .mov	☐ Prop Rec'd
TOTAL # OF PHOTOS	DESCRIPTION OF PHOTOS			
Photo Shoot Information				
DATE OF SHOOT	TIME	CONTACT PERSON	PHONE EXT	
LOCATION				
NATURE OF EVENT/ADDITIONAL INFORMATION				
Final Production				
DATE DUE	DATE COMPLETED	DELIVERED TO	APPROVED BY	

Please call (619) 444-1234 for more information

EXAMPLE:

Photography Request Form				Job Number	
DATE REC'D 2/26/21		PROJECT NAME Metro Bike Hub Photography for Organic Social Posts			
JOB PRIORITY ☒ Reg ☐ HOT ☐ SUPER HOT		CAMPAIGN Bikes			
JOB FILE CODE PHO		RELATED DESIGN JOB #		RELATED JOB DESIGNER Jamal Polk	
		REQUESTOR Andrew Kao		PHONE EXT	
Job Assignment					
MARKETING			DESIGN STUDIO		
MARKETING REP. Diana Ruzova		PHONE EXT 310-500-6395	PHOTOGRAPHER Carl Greenlund		PHONE EXT
ASST MARKETING REP.		PHONE EXT	DESIGNER		PHONE EXT
Photo Specifications					
PROJECT TYPE ☐ Event ☐ Retouching ☒ Product ☐ Documentation ☐ Compositing ☐ Non-Metro Request ☐ Portrait ☐ Photo Search		END USE OF PHOTOS ☐ Print ☐ Web ☒ Social Media ☐ rgb ☐ cmyk ☐ b/w		FINAL FILE(S) ☒ .jpeg ☐ .tif ☐ .png	
		FINAL DELIVERY ☒ Drop Box Link ☐ E-mail ☐ Print ☐ Flashdrive ☐ Web Gallery			
DESCRIPTION OF PHOTOS ☒ horizontal ☐ vertical			METATAGGING TO BE ADDED Bike Hubs		
these photos will be used predominately for organic social posts			Willowbrook/Rosa Parks + Union Station		
on the Metro Bike IG and FB. highlight ease and benefits of hubs					
TOTAL # OF PHOTOS TBD		FINAL FILES DELIVERED TO Diana Ruzova			
Photo Shoot Information					
DATE OF SHOOT 3/22 and 4/19		TIME TBD to		CONTACT PERSON Diana Ruzova	
		PHONE EXT 310-500-6395			
LOCATION ☐ In-House Studio ☐ Off-site		LOCATION DETAILS Willowbrook/Rosa Parks Bike Hub on 3/22 Union Station Bike Hub on 4/19		MODELS ☒ Model(s) Needed ☐ Model Release Recv'd	
				PROPS ☒ Prop(s) Needed bike, helmet, lock, masks	
ADDITIONAL INFORMATION we will meet closer to shoot date to discuss further logistics					
Photo Production Due Dates					
SCOUTING		PHOTOSHOOT 3/22 and 4/19		DRAFT REVIEW	
				FINAL FILES DUE TBD	

17243944 ©2017 JCCNY

MULTIMEDIA (VIDEOGRAPHY) REQUEST FORM: myMetro link:
<https://lacmta.sharepoint.com/sites/Mymetrodev/marketing/Forms/Video%20Request%20Form%20Yellow%20Sheet.pdf>

Videography Request Form				Job Number
TODAY'S DATE	FUNDING SOURCE	PROJECT NAME	DUE DATE	
DATE REC'D	☐ Non-Transit	PROJECT DESCRIPTION		
JOB PRIORITY	☐ Transit: Bus/Rail	RELATED DESIGN JOB # AND DESIGNER		
☐ A ☐ B ☐ C	☐ Expo Const Authority	REQUESTOR/CLIENT		
JOB CLASSIFICATION	☐ Capital	PHONE EXT		
☐ Internal ☐ External	☐ Transit: Bus			
JOB FILE CODE	☐ Transit: Rail			
VID				
Job Assignment				
MARKETING		DESIGN STUDIO		
ACCOUNT EXECUTIVE	PHONE EXT	VIDEOGRAPHER		
ASST ACCOUNT EXECUTIVE	PHONE EXT	VIDEOGRAPHER'S CELL PHONE #		PHONE EXT
RELATED METRO CONTACTS				
Video Specifications				
PROJECT TYPE	☐ Audio	FINAL FILE(S)	FINAL MEDIA	MODELS
☐ Documentation	☐ Music	☐ .mov (recommended)	☐ Video File DVD	☐ Model(s) Needed
☐ Event	☐ Graphics	☐ .wmv	☐ DVD for DVD player	☐ Model Release Recv'd
☐ How-To	☐ Storyboarding	☐ .avi	☐ E-Mail	PROPS
☐ Promotional/Ad	☐ Video Search	☐ mpg	☐ TV	☐ Prop(s) Needed
☐ Editing		☐ .flv	☐ Web	☐ Prop Recv'd
TOTAL # OF VIDEOS	DESCRIPTION OF VIDEO(S)			
GRAPHICS		MUSIC		
Video Shoot Information				
DATE OF SHOOT	TIME	LOCATION		
	to			
NATURE OF EVENT/ADDITIONAL INFORMATION				
Job Associates & Approvals				
	COMP	DATE	FINAL	DATE
1				
2				
3				
4				
5				
6				
Final Production				
DATE DUE	DATE COMPLETED	DELIVERED TO	APPROVED BY	

Please call Carl Greenlund at x22735 for more information

EXAMPLE:

Videography Request Form				Job Number 20 — 2611	
DATE REC'D 3/11/20		FUNDING SOURCE ☐ Cost Center		PROJECT NAME On the Move Testimonials	
JOB PRIORITY ☒ Reg ☐ HOT ☐ SUPER HOT				CAMPAIGN On the Move	
JOB FILE CODE MME				RELATED DESIGN JOB # AND DESIGNER TEAM1	
				REQUESTOR Lilly Ortiz	PHONE EXT
Job Assignment					
MARKETING			PRODUCER		
MARKETING REP. Jesse Almeda			PHONE EXT 25664	VIDEOGRAPHER/VENDOR	
ASST MARKETING REP. Regina Carrere			PHONE EXT 83386	VIDEOGRAPHER'S CELL PHONE #	PHONE EXT
DESIGNER			PHONE EXT	DIRECTOR	
Video Specifications					
PROJECT TYPE ☐ Documentation ☐ Audio ☐ Event ☐ Music ☐ How-To ☐ Graphics ☒ Promotional/Ad ☐ Storyboarding ☒ Editing ☐ Video Search		FINAL FILE(S) ☒ .mov (recommended) ☐ .wmv ☐ .mp4 ☐ .gif ☐ .flv		MEDIA ☐ DVD ☐ Facebook ☐ Autoplay ☐ Instagram ☐ Storage ☐ Twitter ☐ TV ☐ Other _____ ☒ Youtube ☐ Native (Display)	
MODELS ☒ Model(s) Needed ☐ Model Release Recv'd		PROPS ☐ Prop(s) Needed ☐ Prop Recv'd			
TOTAL # OF VIDEOS	LENGTH(S)	LOCATION(S) ☐ Internal ☐ External	GRAPHICS	MUSIC/VOICE OVER	LANGUAGE(S)
DESCRIPTION OF VIDEO(S)					
HOW WILL VIDEO(S) BE USED? May is Older Americans month and we're working with On the Move to highlight their program. As part of this promotion, they'd like to feature testimonials from some of their Travel Buddies on our social media channels.					
Video Shoot Information					
DATE OF SHOOT 4/29/2020	TIME to	LOCATION(S)			
SCOUTING DATE	CONTACT PERSON	PHONE EXT			
NATURE OF EVENT/ADDITIONAL INFORMATION					
Final Production					
DRAFT DATE	FINAL DATE DUE 5/11/2020	DATE COMPLETED	DELIVER TO Jesse & Regina		

18-05606 MK ©2017 LACNYA

*Model Release form ENGLISH & CHINESE (front) *Should be provided by Photo Team**

Model Release and Consent English and Asian

METRO MODEL RELEASE AND CONSENT AGREEMENT

CAMPAIGN _____

DATE _____

By my signature below, I irrevocably grant the Los Angeles County Metropolitan Transportation Authority, its assigns, licensees and legal representatives (collectively "Metro") permission to use my name, picture, portrait, photograph, image or voice in any form or media for any Metro business purpose. I understand that my name, image, or voice may be edited, combined with other media, copied, exhibited, published or distributed without my inspection or approval of the finished product. I understand that all rights to the finished product belong exclusively to Metro.

I understand that Metro is not obligated to pay me or any of my authorized representatives for Metro's use of my photo, image, or voice. I agree to hold Metro harmless for any loss, damage, or legal liability that may arise under this agreement.

I understand that this release is the sole agreement regarding Metro's use of my photo, image, or voice. I agree that I am not relying on any other oral or written representation

If model is an adult:

Model's Name (Print) _____

Badge Number _____

Address/Mail Stop _____

Dates Photographed/Filmed/Image Captured _____

Signature _____

If model is a minor (under 18 years old):

Model's Name (Print) _____

Parent or Guardian (Print) _____

Address/Mail Stop _____

Dates Photographed/Filmed/Image Captured _____

Signature (Parent or Guardian) _____

Los Angeles County
Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012-2952



Model Release form ENGLISH & CHINESE (back)

相片/影像/聲音發布同意書

活動 _____

日期 _____

本人特此簽名同意，不可撤銷地授權 Los Angeles 郡都會運輸局、其受讓人、被授權人與法定代理人（以上總稱「Metro」）使用本人姓名、圖像、肖像、相片、影像或聲音以任何形式或媒介作任何 Metro 商業用途。本人瞭解本人姓名、影像或聲音可被編輯、與其他媒體結合、複製、展示、發表或分布，成品無須經本人檢查或同意。本人瞭解成品的各項權利皆專屬於 Metro。

本人瞭解 Metro 使用本人相片、影像或聲音無義務支付本人或本人授權代表任何酬勞。本人同意 Metro 免於承擔本同意書規定產生的任何損失、損害或法律責任。

本人瞭解本發布同意書是 Metro 使用本人相片、影像或聲音相關的唯一同意書。本人同意本人不承認任何其他口頭或書面說明。本人已達法定年齡，已閱讀本發布同意書，並瞭解其內容。

若模特兒是成年人：

若模特兒是未成年人（未滿18歲）：

模特兒的姓名（正楷書寫） _____

模特兒的姓名（正楷書寫） _____

識別證編號 _____

家長或監護人（正楷書寫） _____

地址/郵遞點 _____

地址/郵遞點 _____

拍照/攝影/影像錄取日期 _____

拍照/攝影/影像錄取日期 _____

簽名 _____

簽名（家長或監 _____

Los Angeles County
Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012-2952



Metro

Model Release form ENGLISH & SPANISH (front)

Model Release and Consent English and Spanish

METRO MODEL RELEASE AND CONSENT AGREEMENT

CAMPAIGN _____

DATE _____

By my signature below, I irrevocably grant the Los Angeles County Metropolitan Transportation Authority, its assigns, licensees and legal representatives (collectively "Metro") permission to use my name, picture, portrait, photograph, image or voice in any form or media for any Metro business purpose. I understand that my name, image, or voice may be edited, combined with other media, copied, exhibited, published or distributed without my inspection or approval of the finished product. I understand that all rights to the finished product belong exclusively to Metro.

I understand that Metro is not obligated to pay me or any of my authorized representatives for Metro's use of my photo, image, or voice. I agree to hold Metro harmless for any loss, damage, or legal liability that may arise under this agreement.

I understand that this release is the sole agreement regarding Metro's use of my photo, image, or voice. I agree that I am not relying on any other oral or written representation

If model is an adult:

Model's Name (Print) _____

Badge Number _____

Address/Mail Stop _____

Dates Photographed/Filmed/Image Captured _____

Signature _____

If model is a minor (under 18 years old):

Model's Name (Print) _____

Parent or Guardian (Print) _____

Address/Mail Stop _____

Dates Photographed/Filmed/Image Captured _____

Signature (Parent or Guardian) _____

Los Angeles County
Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012-2952



Metro

ACUERDO DE CONSENTIMIENTO Y RENUNCIA PARA MODELOS

CAMPAÑA _____

FECHA _____

Mediante mi firma a continuación, concedo irrevocablemente a la Autoridad de Transportación Metropolitana del Condado de Los Angeles, a sus cesionarios, licenciatarios y representantes legales (colectivamente "Metro") permiso para utilizar mi nombre, retrato, fotografía, imagen o voz en cualquier forma o medio para cualquier fin comercial de Metro. Comprendo que mi nombre, imagen o voz pueden ser editados, combinados con otros medios, copiados, exhibidos, publicados o distribuidos sin mi inspección o aprobación de los productos acabados. Comprendo que todos los derechos de los productos acabados pertenecen exclusivamente a Metro.

Comprendo que Metro no está obligado a pagarme a mí o a ninguno de mis representantes autorizados por el uso de mi fotografía, imagen o voz por parte de Metro. Debo mantener a Metro indemne por cualquier pérdida, daño o responsabilidad legal que pueda surgir baso este acuerdo.

Comprendo que esta divulgación es el único acuerdo con Metro con respecto al uso de mi fotografía, imagen o voz. Estoy de acuerdo que no dependo de ninguna otra representación oral o escrita. Tengo edad legal, he leído esta divulgación y comprendo sus contenidos.

Si el modelo es un adulto:

Nombre de modelo (escribir) _____

Número de tarjeta de identificación (escribir) _____

Dirección/buzón _____

Fechas en que fue fotografiado/filmado/imagen capturada _____

Firma _____

Si el modelo es un menor (menos de 18 años de edad):

Padre o tutor (escribir) _____

Nombre de modelo (escribir) _____

Dirección/buzón _____

Fechas en que fue fotografiado/filmado/imagen capturada _____

Firma (Padre o tutor) _____

Los Angeles County
Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012-2952



Image release form (1)

Image Release Form

METRO - IMAGE RELEASE AND CREDIT AGREEMENT

Updated: May 3, 2017

Conditions governing the use of images and copyrighted materials from the Los Angeles County Metropolitan Transportation Authority (Metro):

1. LICENSE

_____, and appointed agents are granted a non-exclusive, non-transferable, one time license to use the Images/Materials noted in *item 7*.

2. TERRITORY

The work may be distributed in the territory agreed upon in the Agreement and Release as indicated:

North America _____ Worldwide _____
Europe _____ Other _____

3. RESTRICTIONS

- The Image/Materials will not be cropped more than 5% in any dimension, over-printed, or otherwise altered without Metro's written permission.
- No Image/Material may be in any way distorted, whether by rotation, inversion, change of proportion, color alteration, superimposition, animation, or cartooning.
- Permission is not required for minor color correction or for the removal of printers' marks or age related defects.

4. COPYRIGHT

The Copyright Law of the United States (U.S. Code, Title 17) governs the making of photocopies or other reproductions of copyrighted material. Some images, artwork, maps and other products of design may be protected by copyright held by interests not owned by Metro. The responsibility for obtaining necessary permissions remains with the licensee listed above. Metro assumes no responsibility or liability for claims by third parties.

5. PRIVACY ACT

All Images are furnished with the understanding that Metro has no authority to waive the privacy rights of any individuals shown in photographic images.

6. CREDITS

- Short name of the agency: **Metro** (not MTA)
- Full name of the agency: **Los Angeles County Metropolitan Transportation Authority (Metro)**
- Web site: metro.net
- Station names: _____ (station names are indicated on the Metro System Map)
- Metro System Map is regularly updated to reflect new lines and new stations. Please reference the system map provided by Metro to ensure the most current information is provided.
- Proper credit lines shall read: **Image courtesy of Metro Los Angeles ©2017 LACMTA**

7. IMAGES RELEASED – Use separate sheet to list additional files for release

File name	Subject
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

8. PERSONAL USE

Individuals using Images/Materials for home décor, research, or other personal uses shall pay the photographic reproduction fee. Images/Materials for commercial purposes, including the decoration of businesses, must pay the commercial fee in addition to the reproduction fee.

Image release form (2)

Metro Image Release Agreement
Page 2 of 3

9. DELIVERY TIMES

Metro will respond to requests on a case-by-case basis taking into account availability of staff, resources and agency priorities.

10. REPRODUCTION FEES:

8 x 10 glossy or 35mm slide	\$15.00
Dye sublimation print from digital media	\$20.00
Digital image scanned on CD-ROM, Zip Disk or Emailed	\$20.00
CD-ROM and/or Zip Disk (Each)	\$15.00
1st Class postage for up to 5 photographs or 2 storage media	\$5.00

11. COMMERCIAL USE FEES

In addition to the cost of reproduction, Metro charges the following fees for each image it owns (copyrighted):

Scholarly publications intended for sale	\$15.00
Commercial books, brochures and flyers	\$25.00
Trade publications, including electronic magazines and websites	\$25.00
Commercial media, including images for use in CD-ROMS television, video, and films. Basic fee for one time use, one language distribution rights	\$125.00
Commercial Décor	\$125.00
Advertising and product design	\$150.00

12. WAIVER

Metro, at its sole discretion, may waive any and all fees. Some fees may be waived or reduced in lieu of Metro receiving an original copy of the book, flyer, magazine, journal or other printed publication.

13. PAYMENT

Total agreed-to payment amount: _____

Mail cashier's check or company check to:

Los Angeles County Metropolitan Transportation Authority (Metro)
Mail Stop 99-19-4
One Gateway Plaza
Los Angeles, CA 90012-2952
Attention: Design Studio – B. Clumpner

Image release form (3)

Metro Image Release Agreement
Page 3 of 3

14. ACCEPTANCE

Licensee (Printed name) Date

Licensee Appointed Agent (Printed name & Signature)

Licensee Address/City State Zip

Licensee Phone(s)/E-mail/Website Address

Metro Sponsor Name/Title/Signature Date



Image Release Form Memo

Clifford, Carolynne

From: Mindiola, Bernadette
Sent: Thursday, July 06, 2017 2:50 PM
To: Crawford, Kristie; Vallianatos, Ana; Castillo, Ebelin; Airey, Catherine; Penalosa, Amanda; Pollard, Kevin; Almeda, Jesus; Ruzova, Diana; McMillan, Madeline; McGreevy, Ed; De La Torre, Jazmin; Herrera, John (Mktng); Kaaukai, Chad; COMM_Prod
Cc: Clumpner, Bruce; Lejeune, Michael
Subject: Metro Image Release Form
Attachments: Metro Image Release Agreement_050317.docx

Team, when you receive an external request to use our images, maps, etc., you should provide them with the attached Metro Image Release Form to sign. Fees can be waived, but the third party should provide a proper credit line (highlighted in yellow).

You can find this form on the shared drive, in the COMMON FILES folder, under Marketing_Templates_Forms. *(Ebbby & Production: it wouldn't hurt to include this form in the Wiki and Boot Camp binder when it comes time to making the next batch of updates.)*

Like the model release forms, these signed image release forms should be given to Bruce Clumpner for archiving.

Thanks,
Bern

Bernadette Mindiola
LA Metro
Director, Marketing
Communications
213.922.5646
metro.net | facebook.com/losangelesmetro | @metrolosangeles
Metro provides excellence in service and support.

Email blasts sent on from Metro servers should:

HOW TO: Send an e-blast (2)

5. enter **SUBJECT** line.

Then click **SEND** to circulate the message to your mailing list (ignore Outlook's spell checker).

If you have questions or concerns, please contact Todd Mitsuata at mitsuata@metro.net.

HOW TO: Fill out a **Job Request Form** (Green Sheet) in FileMaker

Fill-out a Job Request Form

Job Request Form

HOW TO COMPLETE A JOB REQUEST FORM SUBMITTED TO THE DESIGN STUDIO

These completed forms should be brought to the morning "production status" or "open new jobs" meeting held in the Design Studio. Please only use dark blue or preferably black ink when filling out. Please staple any necessary attachments to the back of this form.

The form is titled 'Metro Job Request Form' and includes sections for:

- Project Info:** Project Name, Project Number, Client Name, Project Address, Project Phone, Project Email.
- Funding Sources:** Radio buttons for New Student, Alumni Donation, Capital, Project Fee, Service Fee.
- Job Assignment:** Project Manager, Project Designer, Project Artist, Project Photographer.
- Project Content:** Project Description, Project Goal, Project Budget, Project Timeline.
- Production Specifications:** Sections for Print (4/C, 2/C, Black & White, etc.) and Digital (PDF, JPEG, etc.).
- Approvals:** A table for tracking approvals from various departments (Art Director, Design Studio, etc.).
- Production Manager Use:** A section for the production manager to track the job's progress.

- 1 Priority ~~is~~ is determined by Upper Management
SUPER HOT, HOT OR REGULAR
- 2 Make sure to select one of these funding sources.
(If you don't know, ask Maya Emsden or Warren Morse.)
- 3 ALWAYS include what the final deliverable will be in the project name section (e-file, take-one, backlit, etc.)
- 4 Please reference the job file code list provided on back of green sheet.
- 5 Please reference the type of project list provided on back of green sheet.
- 6 Files that will be sent to outside vendors include projects for outdoor, specialty items, backlits, etc.
- 7 All 4/C, 2/C and black and white offset, digital print jobs going through Metro Print Shop (Rob Hartert).
- 8 If distribution info. is not available when job is opened, please note ETA of when information is expected.
- 9 Details of what final deliverable that Design Studio will provide.
- 10 Write in items here such as backlit, banner, or printed deliverable.
- 11 Examples of outside vendors: AAA Flag and Banner, Eleven12 Imaging, etc.
- 12 If Copy Center is printing or mounting, this should be checked.
- 13 IMPORTANT: If multilingual, this must be filled out with name of proofreader + date.
- 14 These need to be completed + dated. Hard copies of art must also be signed + dated (otherwise, green sheet only means nothing).
- 15 Date client or posting co. needs in order to make their deadline. Always note what is determining this due date and note if the deadline is flexible.
- 16 Please provide prior job #(s). If possible, print out summary report + attach to green sheet.
- 17 Note here if a PDF and/or JPEG needs to be sent to PM or Webmaster.
- 18 Digital output: Applies to small run vinyl banners, lobby posters, color copies, etc.
- 19 Can be produced by Print Shop or Copy Center.
- 20 4/C Offset: Printed on press or silk-screened.
- 21 Order in which comps and approvals should take place.
(First person to review should be Art Director, then Michael Lejeune, etc.)

Using FilemakerPro Database

To access designer's full job list:

- Click on top "Find" button
- Layout: TRAFFIC_Work Order View (pull down on left)
- Status: ACTIVE
- Designer: (click on left) start typing name and select
- Pre-Press: select "P" only
- Perform Find
- Click through full job reports OR
- Layout: REPORTS_Generic: Job_Log to view short list

To get designer's final files due list:

- Click on top "Find" button
- Layout: TRAFFIC_Work Order View (pull down on left)
- Status: ACTIVE
- Designer: (click on left magnifying glass in gray square) start typing your name and select
- PrePress: input date in date field and select "P"
- Perform Find
- Click through full job reports OR
- Layout: REPORTS_Generic: Job_Log to view short list

To get designer's comps to AE due list:

- Click on top "Find" button
- Layout: TRAFFIC_Work Order View (pull down on left)
- Status: ACTIVE
- Designer: (click on left magnifying glass in gray square) start typing your name and select
- Comp-AE: input date in date field (MM/DD/YY) and select "P"
- Perform Find
- Click through full job reports OR
- Layout: REPORTS_Generic: Job_Log to view short list

To get a list by campaign in a limited time frame:

- Click on top "Find" button
- Job #: input fiscal years like this: 13...-16... (TBD - CC to confirm correct style)
- Campaign: (click on left magnifying glass in gray square) and start typing
- OR search in Job Name field
- Status: select what you want
- Perform Find

6/6

How to Define Job Type Codes in FileMaker

Select ONE of the following for "TYPE OF PROJECT"

INSTRUCTIONS

For **TYPE OF PROJECT** field, include one **category item** (shown in bold preceded by a >)

For **PROJECT NAME** field, include a category **sub-item** (listed under each category preceded by a -)

For **JOB FILE CODE** field, use the two or three letter acronym in parentheses for your chosen category

- | | | |
|---|--------------------------------|---------------------------|
| > Ad (AD) | > Notice/Flyer (NTC) | > Stationery (STN) |
| > Backlits (BLT) | > On-Board Poster (OBP) | - Folder |
| - Promo | - Car Card | - Invitation |
| - Map | - Rail Poster | - Letterhead |
| - Customer Service | > Outdoor (OTD) | - Envelope |
| > Banner (BAN) | - 30 sheet | - Press Release |
| > Certificate/Commendation (CTF) | - 8 sheet | - Memo/Fax |
| > Covers (CVR) | - Bulletins | - Labels |
| > Decals (DCL) | - Bus King Ad | - Name Tents |
| > Direct Mail (DM) | - Bus Tail Ad | - Business Card |
| > Fare Media (FM) | - Bus Bench Ad | - Etc |
| > Form/Template (TPT) | - Bus Shelters | > Take One (TK1) |
| > Map (MAP) | - Phone Kiosks | > Timetables (TBL) |
| - Neighborhood | - Mall Media | > Web (WEB) |
| - System Map | > Photography (PHO) | - Promo Banner |
| - Rail | > Postcard (PCD) | - E-Blast Header |
| - Rapid | > Poster (PST) | - Webpage Header |
| - Etc | > Publication (PUB) | - Web Banner Ad |
| > Miscellaneous (MSC) | - External | - Web Icon |
| - Badge(s) | - Internal | - Misc Web Assets |
| - Blow-Ups | > Reprint (RPT) | > Multimedia (MME) |
| - Bus/Rail Wrap | > Signage (SGN) | - Motion Graphics |
| - Chart/Graph | - Customer/Permanent | - TV Commercial |
| - E-file | - Customer/Temporary | - Video |
| - Film | - Internal/Permanent | |
| - Illustration/Icon | - Internal/Temporary | |
| - Insert | > Specialty Item (SI) | |
| - Mounting | - Bag | |
| - Payroll Insert | - T-Shirt | |
| - Phone Directory | - Pin | |
| - Powerpoint/Flash Presentation | - Pop-Up | |
| - Presentation Boards | - Etc | |
| - Presentations | | |
| - Press Kit | | |
| - Scanning | | |
| - Stickers | | |
| - Kit | | |
| - Etc | | |

HOW TO: Read FileMaker reports:

Communications Job Log

Explanation of FileMaker "Generic" Report

Date comp is due for Michael, Melissa, or Michele's first review

6/28/2017 Page: 1

In Date	Job No	Job Campaign	Acct Exec Asst AE	Job Name	Comp To CD Date	Comp To AE Date	PrePress	Due Date	Job Status	Completed Date
2/22/17	17-1828	TAP Super Hot	Amanda Peñalosa x26999 Ed McGreevy x22636 Eileen Hsu x22348	TAP Low Income Fare Subsidy Program: NEW NAME Concepts (also known as 'Fare Subsidy & Rider Relief') (3 vers) - 3 total	4/5/17-A	6/28/17-P	-P		Active	
			Assistant Marketing Rep							
5/19/17	17-2807	TAP Super Hot	Amanda Peñalosa x26999 Ed McGreevy x22636 Eileen Hsu x22348	TAP Interagency Transfer (IAT) Polka Dot Card Backs (5 vers) - 5 e-files	5/22/17-P	6/20/17-A	-P		Active	
			Designer							
6/1/17	17-2929	Regional Connector Transit Corridor	Diana Ruzova x22842 Marissa Gonzales x83033 Tiffany Huang 27085	CONCEPTS for Regional Connector 6th St Closures Vinyl Banners for Fences + Next Stop (Outside vendor to produce) - e-files (next mtg is 7/5/17)	6/9/17-P	6/27/17-A	-P		Active	
6/19/17	17-3103	2017 Next Stop (Measure M Awareness) Campaign	Jesse Almeda x25664 Tiffany Huang 27085	Metro "Next Stop" Traveling Rail Car KCRW Summer Nights Events (7/15, 7/22, 7/29) Sound in Focus Vehicle Train Wrap - Qty: 1 - need more specs, need template +	-P	-P	7/5/17-P	7/12/17	ACTIVE	Date that final deliverable is due
6/22/17	17-3124	Govt Relations Super Hot	Jesse Almeda x25664 Britta Geigoue 22393	Measure M Funding "Optimal Sub-Regional Share" Chart - e-file	6/23/17-P	6/23/17-A	6/28/17-P	6/27/17	Active	
			level of priority							
6/22/17	17-3126	Govt Relations Super Hot	Jesse Almeda x25664 Michele Moore 27941	Measure M Funding "Optimal Sub-Regional Share" Master Map - e-file	6/23/17-P	6/28/17-P	6/28/17-P	6/27/17	ACTIVE	
6/27/17	17-3151	Miscellaneous Super Hot	Amanda Peñalosa x26999 Chad Kaaukai x24162 Jamal Polk x26497	2017 (Revised) Dodger Stadium Express 512" x 40" Vinyl Banner for East Portal Balcony (Print Shop to produce) Grommets needed - 1 banner (for 6/30/17 install)	6/27/17-P	6/28/17-P	6/28/17-P	6/29/17	Active	

Please include Qty in title otherwise state "Qty: TBD"

"P" indicates "Planned date"

"A" indicates "actual date"

Date report was generated

Date comp is due to Marketing Rep

Please include size if known in title IF size is not known, please add "size TBD"

Date files must be provided in order to produce final deliverables by.

File: METRO GFX Requests.fmpt? | REPORT: Generic Job Log

Job Count = 7

HOW TO: Arrange a Mail Room pickup/ Delivery for a System Drop:

(A)

— EXAMPLE EMAIL FOR P/U

Example email for picking up completed jobs- a.

Hill, Amy

From: Hill, Amy
Sent: Friday, May 22, 2020 1:52 PM
To: Hartert, Robert; Harden, Stacy; Limon, Yolanda; Woodard, Tashinea; Young, Derrell
Cc: Ruzova, Diana; Carrere, Regina; COMM_Prod
Subject: NEED MAILROOM PICKUP ASAP: Job #19-3289 Flat Metro Bike Map Folded Take One (Stationery Number is IC193919) - Qty: 38,286
Attachments: PackingList.pdf; Abbreviated Distribution sheet_Bike Map_19-3289_030920_DR.XLSX; 19-3289 Flat Metro Bike Map Folded Take One Qty 38,286.pdf

Importance: High

Hello Tashinea and Derrell,

The following job has completed printing and is ready for pick-up and delivery from the Print Shop **ASAP**.

There are **275 boxes** for pick-up **ASAP**.

19-3289 - Flat Metro Bike Map Folded Take One (Stationery Number is IC193919) - Qty: 38,286

--Please deliver to: Internal Mailstops per Distro list attached **ASAP**.

There is also a shipment set aside for the following:

Bob Saunders Qty: 6

5550 Fulcher Ave
North Hollywood, CA 91601

Thank you!!

Amy Hill

HillAm@Metro.net

LA Metro

Sr. Marketing and Communications Officer (Production)

213-418-3479

metro.net | [facebook.com/losangelesmetro](https://www.facebook.com/losangelesmetro) | [@metrolosangeles](https://www.instagram.com/metrolosangeles)

Metro's mission is to provide world-class transportation for all.

From: Hartert, Robert

Sent: Friday, May 22, 2020 12:38 PM

To: Ruzova, Diana <RuzovaD@metro.net>; Carrere, Regina <CarrereR@metro.net>

Cc: COMM_Prod <commprod@metro.net>

Subject: Job #19-3289 Go Metro 2020 Bike Map

Good afternoon,

(B.)

— EXAMPLE FORM

MARKETING DEPARTMENT

Request for Mailing Services Pick-up Form

Example Mailing Service Pickup

5/22/20

Date (Item must go out no later than)

Amy Hill

Requestor

Flat Metro Bike Map Folded Take One Qty: 38,286

Project Name

275

Number of Boxes

Number of Pallets

96133

Badge

19-3289

Job Number

83479

Extension

TAP Stock Number (if applicable)

IC193919

Stationery Stock Number (if applicable)

DESTINATION INFORMATION

Metro Mailstops per Distro attached

Customer or Business Name

Internal Gateway Mailstops

Street Address

City | State | Zip

Telephone Number

E-mail Address (required for businesses)

☒ System Drop

Notes:

>See distro attached

IMAGE OF PRINT PROJECT



Metro

*Please e-mail form to Mail Services Manager and cc Rob Hartert.

Memo Direct Mailer Print

Clifford, Carolynne

From: Ruzova, Diana
Sent: Wednesday, March 08, 2017 2:45 PM
To: Woodard, Tashinea; Young, Derrell
Cc: COMM_Prod; Hartert, Robert; Gonzales, Marissa
Subject: DIRECT MAILER PRINT SHOP PICK UP: 17-1811 Purple Line Extension La Cienega Piling Direct Mail
Attachments: La Cienega Address list.xlsx; 17-1811 La Cienega Direct Mailer_Mail Form.pdf
Importance: High

Hi Tashinea and Derrell,

Please find attached the Mail Form and Direct Mail Mailing Lists for: 17-1811 Purple Line Extension La Cienega Piling Direct Mail

This mailer is ready for pick up in the Print Shop.

Purple Line Extension Cost Center: 8010

Mailers should reach homes no later than Monday, 3/13

Let me know if you have any questions.

Please confirm receipt. ☺

Thank you!
Diana
X22842

Diana Ruzova
LA Metro
Marketing and Communications Officer
213.922.2842
metro.net | facebook.com/losangelesmetro | @metrolosangeles
Metro provides excellence in service and support.

MARKETING DEPARTMENT

Request for Mailing Services Pick-up Form

Request for Mailing Service Pickup (form)- b.

03/02/2017

Date (Item must go out no later than)

Diana Ruzova

Requestor

PLE Construction Update La Cienega Direct Mailer

Project Name

85151

Badge

17-1811

Job Number

22842

Extension

Number of Boxes

1

Number of Pallets

TAP Stock Number (if applicable)

Stationery Stock Number (if applicable)

DESTINATION INFORMATION

Customer or Business Name

☐ System Drop

Street Address

City | State | Zip

Telephone Number

Email Address (required for businesses)

Notes:

To arrive at homes by 3/11/17

IMAGE OF PRINT PROJECT



Metro

*Please e-mail form to Mail Services Manager and cc Rob Hartert.

***Updated/ current DISTRO LISTS for One and TWO- Drops
can be found currently in:***

Shade Drive>> Common files>> 000_DISTRIBUTION LIST

(Feb. 2022)

HOW TO: Request things be moved/ installed in your area or Department

All requests for services, whether routine or urgent (i.e. electrical, plumbing, air conditioning, etc.) should be phoned in at x2-4800. Work orders may also be emailed or submitted personally to the help desk located on the 15th floor.

Forms link:

<https://lacmta.sharepoint.com/sites/myMetro/HCD/GeneralServices/Pages/Forms.aspx>

Building Service Work Order



Metro

Log # _____

Building Services Work Order

Requestor/ Contact Person _____ Badge No. _____ Phone Ext. _____

Date _____ Department _____

Date Required _____ Time Required _____

Location _____ Address _____

Floor No. _____ Cubicle No. _____ Conference Room _____

Department Head (Print Name) _____ Approval Signature _____ Badge No. _____

GENERAL WORK ORDERS (Request for supply deliveries, conference room set-ups, equipment, and/or furniture moves within an office. Submit diagram if necessary.) For door key request, go to your W: drive, Metro Forms folder, Key Shop Key Request. Fill out the form and forward to DEO of General Services for approval.

DESCRIPTION/ADDITIONAL INSTRUCTIONS:

MOVE/RELOCATION REQUEST

Relocations must be approved and sufficient notice given to General Service's staff for sufficient planning.

STATUS: ☐ Existing Employee ☐ New Employee ☐ Temp/Intern

COMPUTER MOVE: ☐ YES ☐ NO Number of Boxes Needed _____

PRESENT LOCATION

NEW LOCATION

Person's Name _____ Person's Name _____

Badge No. _____ Floor/Cubicle No. _____ Badge No. _____ Floor/Cubicle No. _____

Work completed by _____ Date _____ Time _____ a.m./p.m.

Fill out all the blank spaces and specify in detail your request. See instructions on the next page.

Revised 6/09

INSTRUCTIONS ON HOW TO FILL OUT THIS FORM:

Write down the following information:

- Requestor's/contact person
- Badge number
- Phone Extension
- Date
- Department
- Date & time this work order is required or needed
- Location number and address where the work is to be performed (provide sketch if necessary) and detail description of the work
- Floor level and conference room – for conference room set-up

Moves/Relocations

For moves or relocations and reconfigurations of cubicles, department head's signature and approval is required. Print department head's name and badge number.

Check and fill out the following information:

- Status of the employee to be moved or
- Computer move
- Number of boxes needed
- Present location and new location
- Badge number of moving employee

TURN IN THIS FORM TO GENERAL SERVICES ON THE 15TH FLOOR.

HOW TO: Fill out an M-70 Facilities Maintenance form: See above for use
 Link to form: http://media.metro.net/resources/MAINT-70_FORM-REVISED_083019.pdf

MAINT-70
 Revised 08/30/19

TO BE COMPLETED BY FACILITIES MAINTENANCE	
SR NO.	
FM SUPERVISOR	

**LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY
 FACILITIES MAINTENANCE - SERVICE REQUEST**

In order to expedite your request, please ensure <u>ALL</u> of the information noted on this form are filled. Incomplete form(s) will be returned.		
DATE: _____	DEPT. NAME: _____	DEPT. NO.: _____
DATE REQUIRED: _____		
FOR INFORMATION, CONTACT: _____		EXTENSION: _____
PROJECT NO.: _____		TASK NO.: _____
DESCRIPTION OF WORK TO BE PERFORMED:		
LOCATION WHERE REQUESTED WORK IS TO BE PERFORMED OR INSTALLED:		
JUSTIFICATION:		
REQUIRED SIGNATURES:		
PRINT - ORIGINATOR'S MANAGER/DEPARTMENT DIRECTOR	DIVISION/LOCATION	EXT.
SIGNATURE - ORIGINATOR'S MANAGER/DEPARTMENT DIRECTOR	BADGE	DATE
COMMUNICATIONS/SIGNAGE COORDINATOR (For All Public Signage/Graphic Requests)	BADGE	DATE

E-MAIL COMPLETED FORM AND DRAWINGS/SKETCHES, IF ANY, TO FACILITIES MAINTENANCE AT
FMServiceRequest@metro.net

IF APPROVED BY FACILITIES MAINTENANCE, A CONFIRMATION E-MAIL WILL BE SENT TO THE REQUESTOR.

EXAMPLE:

MAINT-70
Revised 6/15/04

TO BE COMPLETED BY FACILITIES MAINTENANCE	
SR NO.	
FM SUPERVISOR	

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY
FACILITIES MAINTENANCE - SERVICE REQUEST

<i>In order to expedite your request, please ensure <u>all</u> of the information noted on this form are filled. Incomplete form(s) will be returned.</i>		
DATE: XXXXX	DEPT. NAME: YOUR DEPT	DEPT. NO.: 7140
DATE REQUIRED: XXXXX		
FOR INFORMATION, CONTACT: NAME OF REQUESTOR		EXTENSION: #YOUR EXTENSION
PROJECT NO.: _____		TASK NO.: _____
DESCRIPTION OF WORK TO BE PERFORMED: EXAMPLE: Marketing Job# XX-XXXX (Indicate what your need is here)		
LOCATION WHERE REQUESTED WORK IS TO BE PERFORMED OR INSTALLED: EXAMPLE: TO BE INSTALLED ON THE 4 TH FLOOR OF THE USG BUILDING BY BUILDING SERVICES		
JUSTIFICATION: EXAMPLE: WAY FINDING		
REQUIRED SIGNATURES:		
ORIGINATOR'S MANAGER/DEPARTMENT DIRECTOR	BADGE	DATE
SERVICE SECTOR'S ADMINISTRATION & FINANCIAL SERVICES MANAGER	BADGE	DATE
COMMUNICATIONS/SIGNAGE COORDINATOR (For All Signage/Graphic Requests)	BADGE	DATE
FACILITIES MAINTENANCE DIRECTOR	BADGE	DATE

Send completed forms and drawings/sketches, if any, to Facilities Maintenance, Mail Stop 99-18-2, or by fax at (213) 922-8822.

Communications Promotional Products Policy



Los Angeles County
Metropolitan Transportation Authority

Metro

COMMUNICATIONS Promotional Products Policy

(COM 9)

1.0 PROCEDURES

Procurement requisition of all Metro Promotional Products will be initiated by the Marketing Department (Marketing) within the Communications Department. Marketing serves as the clearing house for all promotional product requests and will facilitate the process for all agency departments. The Creative Director's approval is required for all items imprinted with the Metro logo or likeness. Employees, contractors, employee organizations, LACMTA vendors and LACMTA departments should not purchase Metro Promotional Products outside of this policy unless there is need for an exception and it is approved in writing by Marketing.

1.1 Acceptable Use of Metro Promotional Products

Metro Promotional Products are a marketing tool intended to supplement Metro information and expand Metro's exposure and presence in the community. These products are not meant to take the place of printed information or personal interaction, but complement Metro's connection to the public.

Metro Promotional Products may be used as commemorative items, thank you gifts and delegation mementos for advertising, education, volunteer programs, and conferences. These products may also be distributed as customer appreciation items at Metro public and community events.

Metro Promotional Products may be used for internal employee distribution as part of an employee recruitment, education or appreciation initiative if approved by the requesting department's Chief.

1.2 Process for Requesting Standard Metro Promotional Products

1.2.1 Request Form

The Metro Promotional Products Request Form (Attachment 1) must be used to request standard promotional items. It is available on the Communications: Promotional Products SharePoint page at (http://mymetro/Communications/Documents/Request_Form-Promotional_Items.pdf), which also includes a list of available items. A minimum of seven business days is required to fulfill these requests.

1.2.2 Quantities of Promotional Products

Metro Promotional Products will be distributed to the public at a quantity of one item per person. Except for major service or facilities openings (e.g., rail and bus lines, divisions, etc.), total quantity requested will not exceed expected attendance or 5,000 products maximum, whichever is less.



Metro

COMMUNICATIONS Promotional Products Policy

(COM 9)

Some premium promotional products will be produced for limited distribution to high-level visitors, delegations, or stakeholders. They will be reserved for VIP gifts, commemorative items, etc.

Unused promotional products from the general agency inventory must be returned to Marketing after an event. Those paid for by a department for their own use will be stored by that department.

1.2.3 Approval

All request forms must be approved and signed by the requesting department's Deputy Executive Officer before submittal to Marketing. Forms must be completed prior to processing.

1.2.4 Advanced Planning

Requests for Standard Metro Promotional Products must be received by Marketing at least seven business days prior to the date needed. Ten days are requested if the products are to be shipped outside Los Angeles County.

Requests for Non-Standard Metro Promotional Products require at least 60 days for completion due to the time needed for artwork creation, production and shipment.

1.2.5 Project Evaluation

All requests for Metro Promotional Products are evaluated by Marketing, using the information provided by the requestor. Clearly defined objectives, target audiences and promotional purpose are key to successfully executing your promotion. If requests are rejected, Marketing will provide an explanation of the reasons for the rejection.

1.3 Process for Requesting Non-Standard Metro Promotional Products

Requests for Non-Standard Metro Promotional Products must be made in writing to the Marketing designee. Requests must be received at least 60 days in advance of date needed, and may be in the form of an email. The requesting department's Deputy Executive Officer must approve the request, which should state the objective, target audience, promotional purpose, and explain why a Standard Metro Promotional Product cannot be used.

Marketing will design the product's artwork.



Metro

COMMUNICATIONS Promotional Products Policy

(COM 9)

An assigned Marketing representative will meet annually, during budget development period, with representatives from agency departments to assist in budget planning for anticipated promotional product needs.

2.0 DEFINITION OF TERMS

Metro Promotional Product – Includes the whole range of apparel, lapel pins, paperweights, toys, magnets, key rings, drinkware, calendars, clocks, writing instruments, etc., produced for events, retail sale and direct marketing. (This does not include employee uniforms.) Promotional Products are classified into *Standard Promotional Products* and *Non-Standard Promotional Products*.

Non-Standard Promotional Product – Refers to specialized or customized products usually attainable within 60 days. These items can have the standard imprint and may also carry an external logo, such as for a conference, specific event or joint partnership.

Standard Promotional Product – Refers to those products that are stocked by Marketing, and available for agency-wide use. These products are imprinted with the Metro logo and standard Metro contact information.

3.0 RESPONSIBILITIES

Marketing will procure, inventory and distribute all Standard promotional products. Non-Standard Promotional Products will be inventoried by the Requestor.

Creative Director approves artwork for all promotional products.

Requestor submits request form within a timely manner and adheres to distribution guidelines.

Deputy Executive Officer authorizes all requests for promotional products.

4.0 FLOWCHART

Not applicable

5.0 REFERENCES

- Metro System Advertising (COM 6)
- Approval of External Communications Materials (COM 2)



Los Angeles County
Metropolitan Transportation Authority

Metro

**COMMUNICATIONS
Promotional Products Policy**

(COM 9)

6.0 ATTACHMENT

1. Metro Promotional Products Request Form

7.0 PROCEDURE HISTORY

- 06/23/03 New Policy
- 01/14/08 Biennial review and revision
- 01/07/13 Biennial review and revision; removed reference to Employee Store; added requirement to meet annually to discuss promotional products budget.
- 06/26/17 Review: changed department name from Communications Services Department to Communications; removed reference to GEN11, which was rescinded; clarified duties and eligibility for products; reduced from ten to seven, the days to fulfill a standard request, 90 to 60 for non-standard; departments keep their paid-for products.

HOW TO: Order promotional products: Link to form:

http://mymetro/Communications/Documents/Request_Form-Promotional_Items.pdf

Metro Promotional Products Request Form

Attachment 1

Metro Promotional Products Request Form

The Metro Promotional Products Policy may be found online.

Please visit the Promotional Items & Brochures page on the intranet for a current list of available products.

REQUESTOR INFORMATION	
Requestor's Name: _____	Date: _____
Requestor's Badge: _____	Department: _____
Extension: _____	Fax: _____ Mail Stop: _____
PROMOTIONAL PRODUCTS REQUESTED	
Item: _____	Quantity: _____
Item: _____	Quantity: _____
Item: _____	Quantity: _____
JUSTIFICATION	
Event Name: _____	Date Needed: _____
Location: _____	Date(s): _____
Attendance: _____	
Description: <i>Include how items will be distributed. Attach flyer, brochure, etc. if available.</i>	

NEW PROCEDURE

*Due to limited staff, all requests received by Friday at 5 pm will be fulfilled by the next Friday at 5 pm.
Last minute requests can not be honored.*

I have read the Metro Promotional Products Policy and agree to follow the guidelines set within.

Requestor's Signature: _____ Date: _____

DEO Approval: _____
Print Name Signature Date

Please forward to Mail Stop 99-19-2.

<i>For Dept use only</i>	
Approved: _____	Rejected: _____
Justification: _____	



Requesting Regular Blue TAP Card

Requesting regular blue TAP cards (Allow 10-15 business days for processing)

- Fill out attached "Regular TAP Card Request Form"
- For internal Metro requests, must include Metro Department and Cost Center number and be sent to Kyle Holland.
- For external requests, orders can be placed through Metro Mail at 213.922.6059. Payment can be made via a company check or credit card.

Requesting Commemorative TAP cards (16 weeks approval/production time)

- See attached document with fees and timeline. Minimum order is 2,400 and total production time including approvals is 16 weeks.
- Please include Amanda Penalosa and Jamal Polk as associates on the green sheet Jamal can confirm the correct template that the designer should use.
- Once artwork is completed, it must be approved by TAP. All files must be sent to Kyle Holland cc'ing Amanda when ready for review.
- Fill out attached *Internal-Metro Commemorative TAP Card Request* form and send to Kyle along with the artwork. Distribution plan must be outlined, and form must have all necessary signatures.
- When time allows, TAP will provide a hard copy proof for review and sign off.
- If cards will be distributed through TVM's (requires special approval from TAP office) additional steps are required:
 - Special TVM header required to show that Commemorative Cards are distributed there (ref job 16-1686)
 - Distribution plan:
 - TVM -location, TVM number, how many at each TVM (each holds 800 cards)
 - Customer Center
 - VIP
 - Social media promotion
 - Misc.

HOW TO: Order a TAP Card: Link to form(s):

<https://lacmta.sharepoint.com/sites/Mymetrodev/marketing/TAP/Forms/AllItems.aspx>

Regular TAP Card Request



TAP Operations
REGULAR TAP CARD REQUEST

☐ RUSH

(Please type or print all data clearly)

Agency/Company: _____
Metro Department & Cost Center Number (if applicable): _____
Contact Name: _____
Telephone: _____ Email: _____

Billing Address: _____ Suite/Unit: _____
City: _____ State: _____ Zip Code: _____

Number of TAP Cards Needed: _____ Date Needed: _____

Reason for Request:

Product to be loaded onto cards (e.g., 1-Day Pass, Stored Value. Note: Must be a fare product currently available for purchase. Only one fare product may be loaded per card):

Total value: (\$2 per card) + (product value) x QTY = _____
(example: [\$2 + \$7{Metro Day-Pass}] x 5 = \$45)

Requestor's Signature: _____ Date: _____

Authorizing Name**: _____ Date: _____

Authorizing Signature: _____ Date: _____

**Authorizing individual must be Executive Officer or above.

(Link to Form on pg. 51)



TAP Operations
REGULAR TAP CARD REQUEST

For TAP Operation / Executive Team Use Only	
Date submitted to technical team: _____	
Processed by: _____	Processed date: _____
Fulfilled by:	Production ☐ Existing Stock ☐ Back-Office ☐ G&D ☐
NF Order ID: _____	Cards Issued: _____
Card Fees: _____	Product(s) Loaded: _____
Product Fees: _____	Total Fees: _____
TAP Executive Review: Approved ☐ Denied ☐ Reason: _____	
*TAP Executive Approval: _____	Date: _____

(Link to Form on pg. 51)

TAP operations

TAP Operations – Commemorative TAP Card Request

☐ RUSH

Please type or print all data clearly

METRO DEPARTMENT _____ COST CENTER _____

REQUESTOR'S NAME _____

PHONE NUMBER _____ EMAIL _____

NUMBER OF TAP CARDS NEEDED _____ DATE NEEDED _____

REASON FOR REQUEST: _____

PASS OR STORED VALUE LOADED ONTO CARDS (E.G., 1-DAY PASS, 7-DAY PASS. NOTE: MUST BE A FARE PRODUCT CURRENTLY AVAILABLE FOR PURCHASE. ONLY ONE FARE PRODUCT MAY BE LOADED PER CARD): _____

PLAN FOR DISTRIBUTION: _____

Cost

NUMBER OF TAP CARDS: _____

VALUE OF TAP CARDS: _____

TOTAL VALUE OF CARDS (QTY X VALUE): **\$ 0.00**

VALUE OF FARE PRODUCT: _____

TOTAL VALUE OF FARE PRODUCT (QTY X VALUE): **\$ 0.00**

TOTAL VALUE OF FARE PRODUCT & TAP CARDS: **\$ 0.00**

DESIGN SET-UP, \$2600 PER DESIGN (REPRINTS \$1000 PER DESIGN): _____

FINAL TOTAL **\$ 0.00**

TOTAL VALUE OF FARE PRODUCT + TAP CARDS + DESIGN SET-UP: _____

☐ I AGREE TO THE TERMS THAT COMMEMORATIVE CARDS WILL BE SHIPPED TO THE REQUESTOR 16 WEEKS AFTER APPROVAL.

REQUESTOR'S SIGNATURE _____ DATE _____

AUTHORIZING NAME** _____ DATE _____

AUTHORIZING SIGNATURE _____ DATE _____

*Beginning July 1, 2017 reprints will have a one-time cost increase to \$2600.

**Authorizing individual must be Executive Officer or above.



(Link to Form on pg. 51)

TAP Operations – Commemorative TAP Card Request

For TAP Operation / Executive Team Use Only

DATE SUBMITTED TO THE TECHNICAL TEAM

PROCESSED BY

DATE

NF ORDER ID

CARDS ISSUED

CARD FEES

PRODUCT(S) LOADED

PRODUCT FEES

TOTAL FEES

CARD PROCESS: ☐ STANDARD ☐ SMALL-BATCH ☐ SMALL-BATCH RUSH ☐ VENDOR

TAP EXECUTIVE REVIEW: ☐ APPROVED ☐ DENIED REASON: _____

TAP EXECUTIVE APPROVAL*

DATE

17-10445 200 714214

D SIGNAGE – VISUAL CHARACTERS

- Characters and background must be:
 - Non-glare finish
 - Uppercase, lowercase or a combination of both
 - Conventional in form (No italic, oblique, script, highly decorative or of other unusual forms).
 - Horizontal format
- Characters must contrast with their background with either light characters on a dark background or dark characters on a light background.
- Proportions: Width of the uppercase letter "O": 60% Min. and 110% max. of the height of the uppercase letter "I".
- Height: See Visual Character Height Table
- Stroke Thickness of Uppercase Letter "I": 10% Min. and 20% max. of the height of the character.
- Character Spacing: Measured between the two closest points of adjacent characters.

VISUAL CHARACTER HEIGHT TABLE

Height to Finish Floor/Ground	Horizontal Viewing Distance	Minimum Character Height
40" to less than or equal to 70"	less than 72"	5/8"
	72" and greater	5/8" plus 1/8" per foot of viewing distance above 72"
Greater than 70" to less than or equal to 120"	less than 180"	2"
	180" and greater	2" plus 1/8" per foot of viewing distance above 180"
Greater than 120"	less than 21 ft.	3"
	21 ft. and greater	3" plus 1/8" per foot of viewing distance above 21 ft.

- Spacing between individual characters must be 10% Min. and 35% Max. of character height.
 - Line Spacing: Spacing between the baselines of separate lines of characters within a message must be 135% Min. and 170% Max. of the character height.
- CA T24 11B-703.5; ADA 703.5

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Metro Operating Divisions and Other Major Facilities

* THIS IS THE MOST RECENT @S of 5/3/24

Metro Operating Divisions and Other Major Facilities



Metro Operating Divisions and Other Major Facilities

LOCATIONS

M Metro Headquarters (99)
One Gateway Plaza
Los Angeles 90012
(Cesar E. Chavez Av & Vignes St)

ROC Rail Operations Control (60)
2000 E Imperial Hwy
Los Angeles 90059

CMF Central Maintenance Facility (30)
490 Bauchet St
Los Angeles 90012

DIVISIONS

1 Downtown Los Angeles Division
1130 E 6th St
Los Angeles 90021
(6th St & Central Av)

2 Downtown Los Angeles Division
720 E 15th St
Los Angeles 90021
(E 15th St & San Pedro St)

3 Cypress Park Division
630 W Av 28
Los Angeles 90065
(Avenue 28 & Idell St)

5 Arthur Winston Division
5425 S Van Ness Av
Los Angeles 90062
(Van Ness Av & 54th St)

6 Venice Division
(INACTIVE)
100 Sunset Av
Venice 90291

7 West Hollywood Division
8800 Santa Monica Bl
West Hollywood 90049
(Santa Monica Bl & Palm Av)

8 Chatsworth Division
9201 Canoga Av
Chatsworth 91311
(Canoga Av & Nordhoff St)

9 El Monte Division
3449 Santa Anita Av
El Monte 91731
(Santa Anita Av & Ramona Bl)

10 Los Angeles Division
742 N Mission Rd
Los Angeles 90033

11 Metro Blue Line Division
4350 E 208th St
Long Beach 90810
(Del Amo Bl & Santa Fe Av)

12 Long Beach Division
(INACTIVE)
970 W Chester Pl
Long Beach 90813

13 Downtown Los Angeles
920 N Vignes St
Los Angeles 90012

14 Metro Expo Line Division
1955 Centinela Av
Santa Monica 90404
West entrance:
1805 Stewart St

15 Sun Valley Division
11900 Branford St
Sun Valley 91352
(Branford St near Glenoaks Bl)

16 Crenshaw Line Division
5600 Arbor Vitae St
Los Angeles 90045
(Arbor Vitae near Aviation Bl)

18 South Bay Division
450 W Griffith St
Carson 90248
(Griffith St near Figueroa St)

20 Metro Red Line Division
320 S Santa Fe Av
Los Angeles 90013

21 Metro Gold Line Division
Midway Yard
1800 Baker St
Los Angeles 90012

22 Metro Green Line Division
14724 Aviation Bl
Lawndale 90260

24 Metro Gold Line Division
Monrovia Maintenance Facility
1600 S California Av
Monrovia 91016

TERMINALS/SHOPS/ OTHER FACILITIES

4 Non-revenue Vehicles
7878 Telegraph Rd
Downey 90240

17 Maple Av Terminal
632 Maple Av
Los Angeles 90014

19 El Monte Terminal
3501 Santa Anita Av
El Monte 91731
(El Monte Station, Santa Anita Av & Ramona Bl)

25 Terminal 25
1117 W Temple St/
419 N Beaudry Av
Los Angeles 90012

26 West LA Transit Center
5702 Electric Dr
Los Angeles 90016
(Fairfax Av & Washington Bl)

27 LAX Transit Terminal
6111 W 96th St
Los Angeles 90045
(96th St near Sepulveda Bl)

28 Terminal 28
157 W 18th St
Los Angeles 90015
(17th St & 18th St between Hill St & Broadway)

34 Vernon Yards
4462 Pacific Bl
Vernon 90058
(Vernon Av near Santa Fe Av)

37 Terminal 37
8145 Seville Av
South Gate 90280

38 Terminal 38
8500 S Central Av
South Gate 90001

39 Terminal 39
3012 W Jefferson Bl
Los Angeles 90018

40 Pico Rimpau Bus Terminal
4446 W Pico Bl
Los Angeles 90019

41 Terminal 41
4125 6th St
Los Angeles 90020
(6th St & Private Right of Way)

46 Terminal 46
1601 Argyle Av
Los Angeles 90028
(Argyle Av & Selma Av)

53 Terminal 53
W 117th St & S Figueroa St
Los Angeles 90044

54 Terminal 54
640 Shatto Pl
Los Angeles 90005

56 Terminal 56
3912 W 6th St
Los Angeles 90020

62 Wayside Rail Communications
1251 N Spring St
Los Angeles 90012

63 One Santa Fe
100 S Santa Fe Av, Suite 100
Los Angeles 90013

64 Maintenance of Way
590 S Santa Fe Av
Los Angeles 90013

66 Light Rail Maintenance of Way Facility
1680 E Imperial Hwy
Los Angeles 90059

67 Wayside Systems Training Facility
120 N Santa Fe Av
Los Angeles 90012

PROJECT MANAGEMENT OFFICES

CRLR Crenshaw Light Rail
3695-3699 Crenshaw Bl
Los Angeles 90016

WS Westside Subway
777 S Figueroa St, 10th Floor
Los Angeles 90017
(W 8th St & Figueroa St)

RC Regional Connector
360 E 1st St
Los Angeles 90012

Bus Layout

BUS LAYOUT

Street Side		Curb Side	
1	PAID ADVERTISEMENT	11	PAID ADVERTISEMENT
4	MTA	12	MTA
5	PAID ADVERTISEMENT	13	PAID ADVERTISEMENT
9	MTA	14	MTA
12	PAID ADVERTISEMENT	15	PAID ADVERTISEMENT
15	MTA	16	MTA
17	PAID ADVERTISEMENT	17	PAID ADVERTISEMENT
18	MTA	18	MTA
19	PAID ADVERTISEMENT	19	PAID ADVERTISEMENT
20	MTA	20	MTA

REVISED: 7/18/2017

Locating Cost Center Codes

Locating Cost Center Codes

- 1) Log in at → <http://mymetro/Pages/Welcome.aspx>
Follow these three simple steps on mymetro.com, to find a Cost Center Code. You will need to access the telephone directory. First, click the search button.



Help? Call the Help Desk at x24357

Employee Directory

Last Name:

First Name:

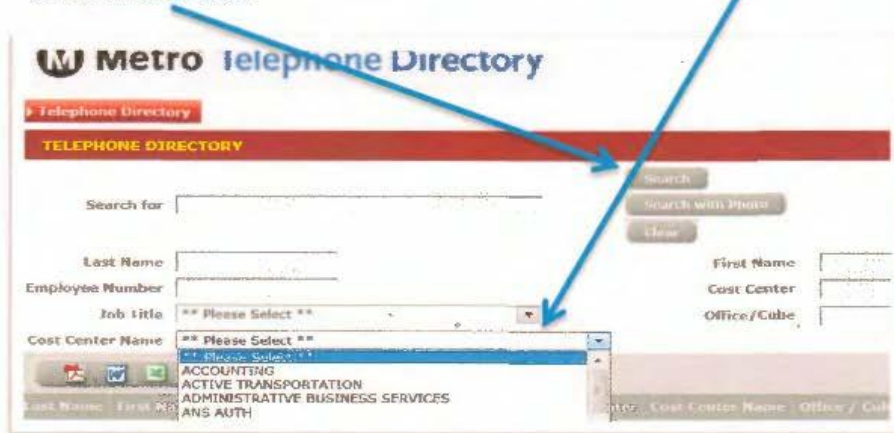
Cost Center:

Employee Number:

Printable Sections

Page Viewer

- 2) You will be prompted to this page: To search for a dept., select a cost center name here; then click the search button:



Metro Telephone Directory

Telephone Directory

TELEPHONE DIRECTORY

Search for:

Last Name: First Name:

Employee Number: Cost Center:

Job Title: Office/Cube:

Cost Center Name: **** Please Select ****

ACCOUNTING
ACTIVE TRANSPORTATION
ADMINISTRATIVE BUSINESS SERVICES
ANS AUTH

Last Name: First Name: Cost Center Name: Office / Cube:

3) The Cost Center Number and Name:

THE DIRECTORY

Search for:

First Name: Last Name:

Employee Number: Job Title:

Cost Center: Cost Center Name:

First Name	Last Name	Employee Number	Job Title	Cost Center	Cost Center Name	Office / Code	Mail
JOHN	TRER	0110 310-8400	S	5110	ACCOUNTING	9900	
		0110 310-8411	Q	5110	ACCOUNTING	9900	
		0110 310-8412	CONSULTANT	5110	ACCOUNTING		
		0110 310-8413	CONSULTANT	5110	ACCOUNTING		

Strategic Marketing Brief

Strategic Marketing Brief

Date:	
Prepared By:	
Project/Campaign Name:	
Agency Partner:	
Project/Campaign Timeline (i.e. Start & End Dates):	

Narrative/Current Situation:	
Objective(s)/Goal(s):	
Reason(s) to Believe/Value Proposition(s):	
Target Audience(s):	
Strategies:	
Messaging/Content Considerations:	
Campaign/Creative/Media Considerations:	
Mandatories:	
Additional Notes:	



Media Project Brief

MEDIA PROJECT BRIEF

Date:

Department: Construction Relations
Client: Crenshaw/Lax Transit Project
Project/Product: Crenshaw Blvd Full Closure October 18-November 23, 2015 (40 Day Closure)

Budget and Color of Money (Federal, State, Local): 65K Local

Campaign Start Date: 5-Oct-15
Plan Due: asap?

General Project Description

construction work for the Crenshaw/LAX transit project

Media Objective(s)

Primary: inform the public about construction work on Crenshaw Blvd that will affect traffic
Secondary:
Other:

Target Audience

Primary: residents, commuters, anyone traveling in the area
Demographic:
Lifestyle:
Secondary:
Demographic:
Lifestyle:

Geography

Project area zip codes: 90008, 90043, 90016, 90018

Special Emphasis:

Scheduling

Online Ads: Oct 12-31
Print Ads: Oct 5
Radio Buy: Oct 19

Media Selection

Online, Print, Radio

Creative Units

Online: get-target to zipcodes listed above
Print Ads: B W, 14 size
Radio Buy: 15, Eng language and spanish

Media Campaign Brief



Metro

Media Campaign Brief

Date:	2/17/2017
Completed By:	Your Name
Client/Dept.:	Marketing Communications
Campaign Name + Color of Money:	TAP Transfer on 2nd Boarding
Plan Deadline:	2/22/17

Background: (Provide any relevant business and/or category information that could influence the media plan - Sales, History, Brand Health, Competitors, Competitive Environment/Landscape, Past Learnings)	TAP is seeking to roll out a new campaign to its ridership- Transfer on 2nd Boarding (mid-summer 2017 rollout). Goals: Education and Awareness The campaign will eliminate inter-agency transfers, encourage regional ridership by emphasizing benefits of new transfer policy, highlight benefits such as faster boarding times, reduction of fraud, an implementation of directly collected IAT revenues, and add an additional 100 TAP vendor locations in FY '18
Comms Strategy: (What is the creative strategy / messaging?)	TBD- development/concepts upcoming
Objectives: Business and Communication (What does success look like? Please provide measurable marketing objectives and measurable communications objectives – Goals, Mission, Purpose)	1) To Inform Riders of new inter agency Transfer Policy 2) To educate customers on how to purchase and transfer throughout the TAP region



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Historical learning: (What have we learnt on previous campaigns that we should take into consideration?)	We have no similar campaigns to benchmark. We will need to address and realign during the campaign
Campaign Objective: (i.e., Drive awareness, consideration, leads, etc.)	1) drive awareness 2) educate and inform 3) review & implement CTA
Target Audience: Who are we talking to and why? (Please include demographic range, passion points, insights, media consumption behaviors, etc.)	1) Riders in AVTA & riders in LA County a. See TAP-participating transit list
Competitive Set: (Please provide a list of top competitors – Any sensitivity to conquering tactics?)	n/a
Budget + Color of Money: (Break out by Media and Creative Development if applicable + how this is funded; Federal, State, Local)	1) \$2k for AVTA (Antelope Valley): B/W local newspaper ad 2) \$10K to \$20K: Develop a comprehensive media plan
Timing/Flighting: (Are there any particular dates the campaign must be active or suspended, i.e., key holidays, tent pole events, etc.)	Campaign dates are mid July 2017
Geography: (e.g. all of LA, LA Zips, DTLA)	Target 1: Antelope Valley, CA (zip code: 93534) Target 2: LA County Regional (includes all 24 tap-participating regional partners) AVTA, Baldwin Park Transit, Beach Cities Transit, Burbank Bus, Carson Circuit Transit System, City of Monterey Park Spirit Bus, Compton Renaissance Transit Systems, Culver City Bus, Foothill Transit, Glendale Beeline, Gardena Transit, Huntington Park Transit, LACDPW, LADOT, Long Beach Transit, LAWA, Metro, Montebello Bus, Norwalk Transit System, Palos Verdes Peninsula, Pasadena Transit, Santa Clarita Transit, Santa Monica Big Blue Bus, Torrance Transit. <u>Zips: please double check, some zips may not be listed for the 24 transit agencies:</u> 91731, 93534, 91706, 91502, 90745, 90723, 90232, 91790, 90249, 91206, 90255, 91803, 90012, 90045, 90813, 90640, 91754, 90950, 90274, 91101, 90277, 91355, 90401, 90503



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Creative Assets: (What creative assets are available? When will they be available? Is there flexibility to create new assets?)	Not available to date, just need a media plan
Success Measure & KPIs (Business & Media) (Sales, VCR, CTR, traffic to site, etc.) - These can be discussed during planning phase)	TBD
Channel Considerations: (Strategic channel mix, media mix, etc.)	TBC with comprehensive media plan recommendations
Other Media: (How does digital fit into the wider media mix – Please expand on the role of digital within this campaign)	
Owned Assets: (Website, mobile site, social platforms) – Please provide URLs	
Tracking Mandatories: (Floodlight, brand study, etc.)	
Additional Considerations: (Outside of what's outlined above)	

General Standards

General Standards

Closure Method: Glue - adhesive or cohesive applied as a continuous line (preferred), glue spots or elongated glue lines placed within 1/4" of edge(s)*
 *illustrations of glue closure represented below are not to scale.

Continuous Glue Line

1/8" wide to within 1/4"
of each edge



Glue Spots

3/8" diameter
3 - 4 spots based on
mailpiece design / wgt



Elongated Glue Lines

1/8" W x 1/2" L or
1/4" W x 1/2" L or
1/8" W x 1" L
3 - 4 lines based on
mailpiece design / wgt



Closure Method: Tab - non-perforated wafer seals or tabs are applied to top, or lead and trail edge to secure a folded self-mailer letter closed.*

*illustrations of tabs represented below are not to scale.

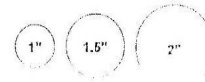
Non-Perforated Tabs

2- 3 tabs required
based on mailpiece
design

Placement - either at
top or on lead/trail
edge within 1" of
adjacent edge(s).
Lower lead edge tab
placed within 1/2" of
bottom edge.



Address side shown: Trail edge is to the left, Lead edge is to the right



Other Elements

Thumb / Insertion Notch - a 1/2" semi-circular die-cut notch may be placed only on the trail edge of the address or non-address panel.



Internal Attachments / Loose enclosures

- if multiple attachments are adhered, they must be nearly uniform in thickness.
- if multiple attachments are adhered on separate panels, but in stacked alignment, combined thickness is applied to maximum thickness allowed.
- where multiple attachments are placed adjacent across length, the thickest attachment applies toward the maximum thickness allowed.
- loose enclosures must be secured in a pocket or another method that ensures containment within mailpiece and prevents excessive shift.

Recommended Standards

Co-Efficient of Friction

- kinetic coefficient of friction (paper to same paper) 0.26 to 0.34

Static

- static charge less than 2.0kv

Paper Cover Coating

- full coverage coating.

Address Placement

- when paper is uncoated, addresses should be placed in a mid to left position within the optical character reader (OCR) area as defined in DMM 202.2.1

General Standards

Dimension

Height: 3.5" min, 6" max

Length: 5" min, 10.5" max

Weight - 3oz max

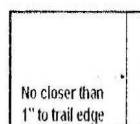
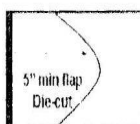
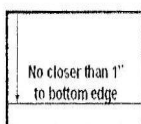
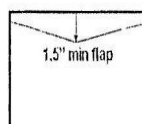
Flaps – extended portion of the address side panel as the final fold over and secured to non-address side panel. Flaps are used for closure of mailpiece.

- on horizontal folded pieces, external flap must extend from top on non-address side; be a minimum 1.5"L at the longest point, but extend to no closer than 1" from bottom.

- on vertical folded pieces, external flap must extend on non-address side from lead to trail edge; be minimum 5"L at the longest point, but extend no closer than 1" from trail edge.

- die-cut shape external flaps are allowed. Edge along contour must be well sealed to panel using tabs, glue spots or elongated glue line, however a 1/8" continuous glue line to seal along the contour of the die-cut pattern's edge is highly recommended.

Non-address side flaps
As shown: Lead edge is to the left, Trail edge is to the right



Panels - created when sheets of paper are folded; each folded section of a sheet is a separate panel and are equal or nearly equal in size. Both sides of a panel count as "one and the same" panel. Folded Self-Mailer letters have a minimum of two panels.

- when combinations of folding techniques are used, resulting in panels of differing sizes, shorter panels must be internal and covered by a full size panel

- internal partial panels are counted toward the maximum number of panels permitted by design.

- the final folded panel creates the non-address side of the mailpiece by folding from bottom to top, or lead to trail edge. Panel may be shorter but not exceed 1" from the top or trail edge; however when a (2) tab configuration is applicable, lead and trail placement is required for bottom - top panel design.

2 Panels

Single sheet folded once in half (bifold)



4 Panels

Two nested sheets folded once in half

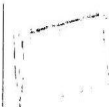
One sheet folded three times

One sheet quarter-folded; two folds perpendicular



3 Panels

One sheet folded twice (trifold)



Folded Self-Mailer Reference Material

6/24/2015

This documentation provides summarized information for the standards that Folded Self-Mailers (FSM) and specific Unenveloped mailpiece designs must meet to receive automation letter discounts. This reference material is divided into sections for ease-of-use. The primary section is titled "Folded Self-Mailer Decision Tree Design Matrix" with other sections to supplement it. This information is only a summarized reference tool; please refer to the FR Final DMM section 201.3.14 for official language to revised FSM standards and 201.3.15 for the specific Unenveloped mailpiece design standards.

Definition - A folded self-mailer is formed of at least two panels created when a single or multiple unbound sheets of paper are folded together and sealed to form a letter-size mailpiece.

General Standards - this section portrays mailpiece design elements applicable to all FSM letter designs.

Recommended Standards - this section portrays elements that are not required, but are recommended to improve handling and/or physical integrity of the mailpiece.

Folded Self-Mailer Decision Tree Design Matrix - the matrix table is a summarized version of specification elements for Folded Self-Mailers (FSM). The 1st column is a list of basic and optional elements of a finished mailpiece. The 2nd column provides the standards for a **Basic FSM** format. The remaining columns identify optional features that may be incorporated into a **Basic FSM** design. The cell where rows and columns intersect portray, where applicable, standard(s) that differ from the **Basic FSM** due to utilization of an optional feature. Where a standard differs from the **Basic FSM** design, the cell background is highlighted light blue; if the standard does not change, it will state "Same as Basic FSM" and the cell background is highlighted yellow. N/A denotes the combination of elements or other feature not applicable to the finished mailpiece.

When a mailpiece contains multiple *optional design elements*, the standards in the rightmost column representing the utilized optional design apply to the mailpiece. ex: FSM has an internal attachment and Die-cutout; paper basis weight is 100lb which is the higher of the two optional elements

Illustrative Options of a Mailpiece - this section provides illustration examples of variations for finished mailpieces. This list is not intended to portray every potential design for a finished mailpiece, nor is it meant to restrict mailpieces to look exactly like those shown.

Common Fold Methods*

Bi-fold: single sheet folded once in half forming two panels.

Tri-fold: single sheet folded twice forming three panels.

Quarter-fold: single sheet folded at least two times with the second fold at a right angle (perpendicular) to the preceding fold. One sheet of paper quarter-folded produces four panels.

Oblong: mailpiece with fold(s) vertical to length of letter. Final fold must be on lead edge.

* When a folded self-mailer is made of multiple sheets, multiply the number of sheets by the number of panels created when folding a single sheet to determine the number of panels in the finished multi-sheet folded self-mailer. e.g. (3) sheets of paper folded once in half (2 panels) = (6) total panels. Both sides of a panel count as "one and the same" panel.

Paper Basis Weights

Standards for paper are based on Book Grade (Offset, Text) as represented in Exhibit 3.2 located in DMM section 201.3.2

