

# Regional Commuter Choice Branding Project

Presentation to Metro Mobility  
Network

July 12, 2007



**Go Public**



Save.Change.

**TRAFFIC  
STINKS**

enRUTE  
511



**TRAVEL BY  
NUMBERS**

**511**

# Implementation Approaches

*Ground Up*

– *Grass Roots*

*BIG Push*

– *Front Loaded*

*Set the Stage*

– *Pre sell to Stakeholders and Front Loaded*