



**FOR IMMEDIATE RELEASE**

*Note: Images and video used in today's press conference can be downloaded [here](#).*

## **“My Metra” campaign assures riders they can Commute with Confidence**

CHICAGO (Sept. 15, 2020) – Metra today unveiled a multimedia communications campaign to highlight the comprehensive steps it has taken in response to the COVID-19 pandemic and demonstrate to riders that Metra is a safe and healthy option for their travel needs.

“The thrust of this effort is to tell our customers that we’re ready for them when they’re ready for us,” said Metra CEO/Executive Director Jim Derwinski. “They will find clean stations and trains, a mask requirement, plenty of room for physical distancing and a multitude of signs and announcements reinforcing our efforts to help them Commute with Confidence.”

The campaign theme is “My Metra” – meant to remind riders of the central role Metra plays in their lives and in their community. The campaign aims to reach as many riders and potential riders as possible, with advertising across a wide range of media, including television, radio, streaming radio, outdoor billboards, social media, website, direct mail and others.

“‘My Metra’ is about making sure we’re there when you need us,” Derwinski said. “It’s about getting you home safely and comfortably, just as we did for essential workers throughout the pandemic. It’s about always meeting your expectations. And it’s about communicating our value and relevance to you and the region.”

The campaign will highlight all the steps Metra has taken, following the guidance of the CDC and health officials, to create a safe experience for its customers on its system. Those include thoroughly deep cleaning all cars and stations in the spring and summer and keeping them that way with daily cleaning, sanitizing and disinfecting, using new equipment and new cleaning methods. Other safety protocols include requiring that masks be worn for the duration of the ride, providing plenty of room for riders to spread out and giving them plenty of time to board and deboard so they don’t bunch up. Additionally, the campaign highlights Metra’s use of hospital-grade air filters and new touchless hand sanitizer dispensers in each car.

Riders will find a significant number of signs on each car reinforcing the mask and social distancing rules and highlighting these steps and more. Metra also has created a new ridership

dashboard showing the number of people using each train so riders can make informed decisions about which trains to use.

“I don’t think it’s too early to say that 2020 will go down as one of the most challenging years in history,” Derwinski said. “Although there may be uncertainty ahead, you can be certain that Metra won’t let you down. We will do everything we can to provide the safe, healthy, comfortable and reliable service you have come to expect.”

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***About Metra***

*Metra is one of the largest and most complex commuter rail systems in North America, serving Cook, DuPage, Will, Lake, Kane and McHenry counties in northeastern Illinois. The agency provides service to and from downtown Chicago with 242 stations over 11 routes totaling nearly 500 route miles and approximately 1,200 miles of track. Metra operates nearly 700 trains and provides nearly 281,000 passenger trips each weekday.*

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## **About My Metra**

As much of the Chicagoland area shut down in the spring of 2020, our trains never stopped running. That's because Metra is an essential service that benefits the entire region. With more than 35 years of reliable transportation servicing 11 lines and 242 stations, Metra has a long history of getting riders to the places and people they need and love most.

Metra plays a meaningful role in the lives of commuters – in fact, one of the main reasons people ride Metra is because it's reliable and safe – having a 95 percent on-time rate and proven to be 15 times safer than driving. We want our riders to think of it as *My Metra*, in the same way they think about my car, my home and my community, because Metra is owned by the people.

Metra's focus is getting people moving again, safely, and *My Metra* is letting riders know that they can Commute with Confidence. To ensure riders' safety, we're sanitizing and disinfecting our trains, requiring our crews and riders to wear masks or face coverings and practicing physical distancing. And riders never have to worry about clean hands with onboard touchless hand sanitizers.

Our employees have embraced the spirit of *My Metra*, and it can be seen in how clean our cars are and how reliable and consistent our service has been throughout this time. We've launched an integrated campaign across the city, with TV commercials, radio, billboards and digital media highlighting all of these safety efforts and letting riders know we're ready for them to get back on board. Metra is still the best way to commute, and we are proud to help the people of Chicagoland get to where they're going, no matter what.

It really is *My Metra* for All of Us.

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**COMMUTE WITH CONFIDENCE**



## Ten Reasons you can Commute with Confidence on Metra

1. The cars have never been cleaner. We spent the spring deep cleaning our more than 1,000 railcars and Metra Electric Highliners with high-pressure power washers, steamers and other disinfectants.
2. We're committed to keeping them clean and safe. We've adopted a new regimen to clean, sanitize, disinfect and inspect all cars at least once a day, with an extra emphasis on disinfecting high-touch areas as frequently as possible, including with new electrostatic disinfecting foggers. Our intention is to maintain the cleanliness we have achieved by deep cleaning, and we want to exceed industry standards for sanitation.
3. Stations are also clean and safe. We are cleaning Metra-maintained stations multiple times a week, paying special attention to disinfecting high-touch surfaces, and we are using extra crews to increase the cleaning and disinfecting of downtown stations. And we have asked the municipalities or other entities that maintain the stations in their communities to do the same.
4. You can breathe freely. Metra railcars are equipped with hospital-grade MERV-13 filters to keep the air clean. In addition, the HVAC system on railcars cleans and replaces the air on cars 15 times an hour.
5. Masks or face coverings are a must for the entirety of the ride on our trains. We are reinforcing that message with plenty of signs and announcements. We need everyone to wear a face covering and help us help keep everyone safe.
6. There's plenty of room to spread out. We are asking everyone to practice social distancing, and we are similarly reinforcing that message with signs and announcements. Please, no more than one person per two-seater, unless you are travelling with a family member.
7. You can see if trains have been crowded. We've launched a ridership dashboard to show how many riders are on our trains to help you make informed decisions about your trip. Find it at [metrail.com/dashboard](http://metrail.com/dashboard). We'll add cars to trains or trains to schedules to maintain that space as long as we can.
8. We'll wait in stations longer. We want everyone to stay in their seats and not crowd the aisles and vestibules before getting off at your station. So please stay seated until your stop – and we'll give you plenty of time to get off.
9. We've installed two new touchless hand sanitizer dispensers in every car. (Our bathrooms already had dispensers.)
10. You can ride touch-free with the Ventra app. With the app, you can buy and display tickets, eliminating close interactions with crews to keep everyone safer.