

Metropolitan Transit Authority of Harris County, Houston, Texas

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METRO is woven into the very fabric of this region. We always strive to remain visible in our community and seek opportunities to engage the public in our efforts to promote public transportation. By working together with the community, we strive to create strong neighborhoods and improve the quality of life for Houston area residents. Every day area residents count on METRO to go to work, school, libraries, houses of worship and other everyday activities. METRO sponsors numerous How to Ride educational programs and other outreach activities to educate the community about METRO services.

How to Use the METRO Q® Fare Card

Feb., 2010

METRO conducted a "How to Use the METRO Q® Fare Card" presentation at 4 AVANCE Centers during the month of February. These parent training sessions were part of METRO's Transit Education Collaborative with AVANCE Inc.

These sessions were held at the AVANCE Jensen, Mt. Houston, Acres Homes and Ketelsen locations. The presentation was the third in a series of transit education training sessions for AVANCE clients aimed at highlighting the many benefits of riding METRO.

Love is All Around at AVANCE 2010 Annual Celebration

Saturday, Feb. 13, 2010

KPRC Traffic Reporter Jennifer Reyna served as the Mistress of Ceremonies at the 2010 AVANCE Annual Celebration. METRO Community Outreach Director, Karen Marshall and Media Specialist, Carolina Mendoza are all smiles as they proudly represent the Authority. METRO and AVANCE have collaborated on a series of engagements at various AVANCE Head Start sites to help educate parents on the benefits of using METRO.

METRO Media Specialist, Carolina Mendoza and her husband, Jesus Mendoza enjoy an early Valentine night out at the AVANCE 2010 Annual Celebration. Mayor Annise Parker was among the special guests for the evening.

Chinese Community Center, 9800 Town Park, Houston

Saturday, Feb. 13, 2010

METRO's Community Outreach and Diversity Council staff were out in the cold to greet the New Year festival attendees at this year's Lunar New Year Festival on Saturday, February, 13. At this year's METRO booth, staff distributed traditional "red packets" to visitors as well as information on the Quickline route in the area. METRO's next booth in the area will be at the VietHoa Center @ Beltway Plaza on the weekend of February, 27 and 28 when the community comes together to celebrate the Year of the Tiger.

Avance Locations at Mt. Houston, Jensen, Acres Homes and Ketelson

Feb. 8, 9 and 11

Community Outreach staff was out at Avance locations during the week of Feb. 9th to present METRO Q® Fare Card features to Avance clients at four locations. These presentations were third in a series of presentations to the non-profit organization's clients on how METRO can help them get around Houston.

Semi Annual University Student METRO Q® Fare Card Recruitment and Renewal -



of Houston in February to recruit students into the METRO Q® Fare Card program. Working with the University's Marketing Dept. staff were on campus for two days to process METRO Q® application forms.



METRO® Q Fare Card Recruitment and Renewal - TMC Commons

Wednesday, Jan. 20, 2010

METRO Community Outreach and Revenue staff partnered to host an event to recruit and renew METRO Q® Fare Cards for University students in the Texas Medical Center area. Students who did not have a METRO Q® were able to get one at the event. A number of current students were able to extend their METRO Q® contracts. The METRO Q® recruitment and renew campaign continues at University of Houston main campus in February. Look for more locations coming this Spring.



Memorial Hermann Sports Institute Expo

Jan. 15-16, 2010

METRO Community Outreach staff joined forces with City of Houston's Convention and Visitor representatives to help staff the visitor's information center at this year's runner's exposition prior to the 2010 Chevron Houston Marathon. The visitor's center provided exposition attendees with bus, rail and local destination information. This year, the center was sponsored by Merrill Lynch.

[Archives 2009 >>](#)

If you have any Community Outreach questions please call or e-mail us:
713-739-4018 | ec05@ridemetro.org

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