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**BI-STATE DEVELOPMENT AGENCY ADOPTS “METRO” AS NEW NAME:
Board today approves the change with new name to become effective February 1st**

ST. LOUIS, MO. . . . Bi-State Development Agency today announced that, effective February 1, 2003, it will begin doing business in the St. Louis region as **Metro**, adopting a new name that helps to better describe what the agency is and does. The new name is the final step in a process that began almost 10 years ago with the debut of MetroLink, continued with the extension of the popular “M” logo on all Agency transit vehicles and accelerated with the branding of the bus service as MetroBus. The overarching Metro name also reinforces the interconnectivity among the various components of the region’s transit operations: MetroLink, MetroBus and the Metro Call-A-Ride service.

“The decision to change the name of The Agency didn’t come easily, but the resulting **Metro** name was actually an easy choice,” said Larry E. Salci, president and chief executive officer of Metro. “It is a positive change that we believe creates a more unified identity for the entire system for our current customers and potential new riders who will see a stronger link between MetroLink, MetroBus and Metro Call-A-Ride services.”

As Metro, The Agency will continue to operate the 34-mile MetroLink light rail system, the 480 vehicle MetroBus fleet that operates on 84 bus routes, and Metro Call-A-Ride, the paratransit fleet of 88 vans. The Call-A-Ride service is also getting a name update to include Metro at this time. There were over 47-million passenger boardings on the entire Metro System in Fiscal Year 2002.

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Metro is New Name For Bi-State First and Final Add

Metro will also continue to own and operate St. Louis Downtown Airport and the adjoining business industrial park, the Gateway Arch Transportation System, ticketing and reservation center, and Gateway Arch Riverboats and the Arch Parking Garage adjacent to the Arch grounds.

“The timing of this change also is appropriate,” noted Salci. “In July of this year, MetroLink will celebrate its 10th Anniversary, and what better way to pay tribute to the overwhelming success of our light rail system than to make this change during that milestone year.”

Metro’s services, routes and fares will not be affected by the adoption of the new name. The web address, however, will change to www.metrostlouis.org to reflect the change. The Agency is in the process of making changes to the existing Web site to reflect the new name throughout. During this process and for the immediate future, the www.bi-state.org address also will take customers directly to the Web site.

All of Metro’s vehicles and stations already feature the M logo, and the new name and logo will gradually be phased in on uniforms, timetables, route maps and other such items as part of the normal course of doing business. Exterior signage at Metro’s garages and facilities will, over time, be updated or changed to show the new name. The Bi-State Development Agency will continue as The Agency’s legal description, but will be phased out in the day-to-day interface with Metro’s various publics.

“The re-branding of The Agency signifies change, and we believe a re-branding under the Metro name signifies that the changes are positive in nature,” Salci noted. “We already are making great strides to improve our MetroBus and Metro Call-A-Ride operations as we modernize our transit fleet, open new MetroBus Centers and continue our transition to a hub-and-spoke system. We encourage area residents to give public transit a try so we can have the opportunity to show them that going Metro really is a better way to go.”

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