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"I'm Connected"[®]

DART features employees in online rail construction promotion

Visitors to the popular Internet site You Tube can see everything from drag racing home movies to tips on packing a suit. To mark the opening of its 28-mile, 20-station **Green Line**, Dallas Area Rapid Transit (DART) is using its You Tube "channel," www.youtube.com/dartdallas, to let employees tell their role in building the light rail line.



The first three miles of the line, running southeast of downtown Dallas, open on September 14. The short vignettes, named "I'm Connected," feature some of the "behind-the-scene" staff from community relations, creative services, maintenance, operations and construction. The series name plays off the marketing theme line currently in use by the multi-modal transit agency, "It's All Connected."

The online campaign, produced entirely in-house, was launched June 16, 90 days prior to the opening of the Green Line and is scheduled to run through the completion of the Green Line in December 2010. New employee videos will be added weekly. Eventually the program will be expanded to include neighborhood residents and business owners along the corridor as well as Green Line customers.

[web-archive version includes media]

The "I'm Connected" videos are part of DART's overall media support for the Green Line which includes an online media kit, www.DART.org/GreenLineMedia. The kit, which is available to consumers as well as journalists, features current archived news releases and features on the Green Line, news stories, construction photos, maps and videos. The kit also went live June 16.