

Discovery of Metro Volunteers' Dedication



Behind the creation of an outstanding culture, there stand a group of volunteers who are quietly dedicated to serving Metro passengers.

They have implanted more caring power into Taipei Metro, and embody the theme, "Care, Consideration, Convenience and Happiness" of this year's "Taipei Metro Culture Festival". Thus, in this series of activities, TRTC will hold the praise ceremony for these senior metro volunteers and those who have served on the platform for the longest time to thank them for bringing more warmhearted and positive energy to our society.



We sincerely welcome you to join the Taipei Metro Volunteer Team

To apply, please login to the website of Taipei Rapid Transit Corporation at <http://www.trtc.com.tw>

Culture Festival Events



Design Contest of Priority Elevators

Call for Entries / 28th March, 2013–28th April, 2013

Design Theme / Design the appearance of elevators in Metro stations by referring to the theme, "Care, Consideration, Convenience and Happiness", to achieve the purpose of "giving priority to the disabled, the elderly, wheelchair users and people with baby strollers".

Qualifications / Participants shall hold R.O.C. (Taiwan) nationality status. Applications from individuals only. Every participant can choose one group only for his/her application with a total of 3 submissions. However, each participant can win one award only.

【Student Group】Students from senior high schools, vocational high schools, colleges and universities, graduate institutes and Ph.D. programs (excluding on-the-job students). (Participants shall be born between 1st September, 1983 to 31st August, 1997)

【Open Group】Participants must be at least 20-years-old (born on or before 28th April, 1993)

Awards /

Student Group:

2 winners of Merit Award / Prize: NT\$ 30,000 + one medal

4 winners of Excellence Award / Prize: NT\$ 10,000 +one medal

Open Group:

2 winners of Merit Award / Prize: NT\$ 30,000 + one medal

4 winners of Excellence Award / Prize: NT\$ 10,000 +one medal

Venue of award ceremony to be announced.

Look for Metro-rider

I am a Metro-rider

Duration / 29th March, 2013–4th April, 2013

Target / Open to all

Method / People only need to go to any Taipei Metro station and photograph materials relating to the "Taipei Metro Culture Festival". Images can include the logo, publicity materials, light boxes, or existing slogans and safety signs in Taipei Metro stations or trains. Then, logon to Facebook and upload the picture and leave a message on the activity platform of the official website for the prize drawing.

Giveaway / One set of Free Taipei Metro Tickets (10 tickets), 7,000 sets in total. 1,000 sets will be released each day. (Limit of one Facebook account per day.)

Metro-rider with the Same Birthday

Duration / 28th March, 2013–20th April, 2013

Target / Metro-riders whose birthday is the same as the inauguration day (28th March, 1996) of the first Taipei Metro Muzha Line

Activity Content / People whose birthday is 28th March 1996 should contact TRTC's customer hotline (02-218-12345). He/she needs to notify us of participating in the "Metro-rider with the Same Birthday" activity and give us the password: "I am a Metro-rider, Care, Consideration, Convenience and Happiness." Then, within the duration of activity, the participant needs to fax/e-mail his/her personal information (name, telephone numbers and address, as well as ID information), and after confirmation he/she can obtain a "Taipei Metro Culture Festival mini souvenir sheet" (including a one-day ticket for Taipei Metro and Maokong Gondola) and one set of free Taipei Metro tickets (10 tickets).

Application Method: Please visit the official website of 2013 Taipei Metro Culture Festival (<http://www.2013metrotaipei.com.tw>)



A Record of Increased Convenience



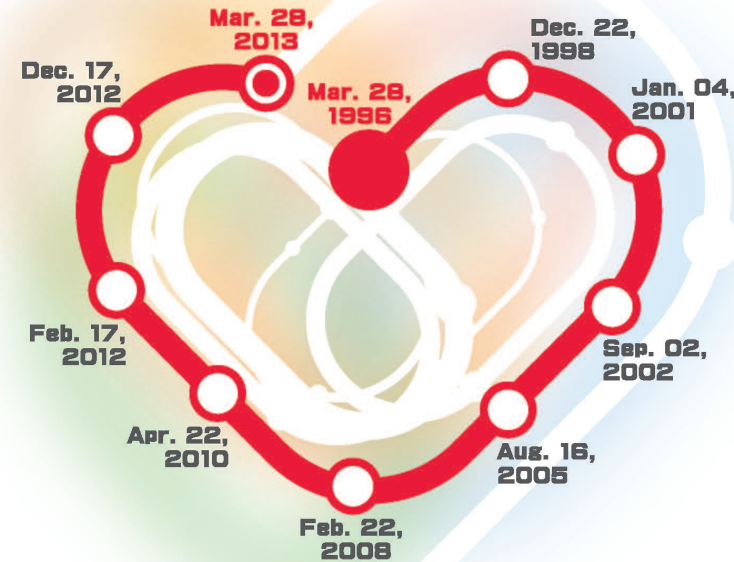
Mar. 28, 1996 Opening of the Muzha Line, the first rapid transit line in Taiwan

Dec. 22, 1998 Accumulated passenger transport volume broke 100 million

Jan. 04, 2001 Accumulated passenger transport volume broke 500 million

Sep. 02, 2002 Accumulated passenger transport volume broke 1 billion

Aug. 16, 2005 Accumulated passenger transport volume broke 2 billion



Feb. 22, 2008 Accumulated passenger transport volume broke 3 billion

Apr. 22, 2010 Accumulated passenger transport volume broke 4 billion

Feb. 17, 2012 Accumulated passenger transport volume broke 5 billion

Dec. 17, 2012 Accumulated passenger transport volume broke 5.5 billion

Mar. 28, 2013 The First Metro Culture Festival

捷運文化節

I ♥ metro Taipei
關懷禮讓 便捷幸福

Metro Culture Festival

The Organizer : metro 台北捷運公司

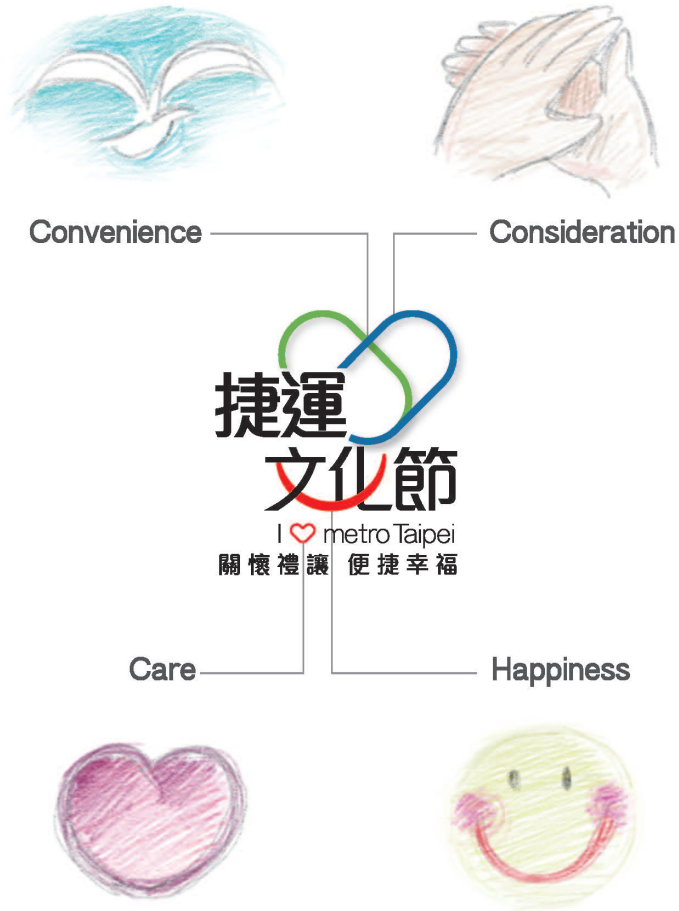
國泰世華銀行
Cathay United Bank

The Co-organizer : uniplan
indeed

LOGO Concept



The Origin of Taipei Metro Culture Festival



Expression of Internal Concept Through External Action

A sense of community is expressed through love, caring, sharing and influencing each other. Taipei Metro has worked hard to create a caring community of passengers so that everybody can enjoy comfortable and convenient travel.

It has been 17 years since the first Taipei Metro Line, the Muzha Line, was launched on 28th March 1996. The accumulated ridership of Taipei Metro has already reached 5.6 billion passenger/trips. In order to build an excellent riding environment, Taipei Metro initiated an etiquette and safety information program. Since 2006, Taipei Rapid Transit Corporation (TRTC) held a series of activities titled "Heart of the Metro Activity" to remind passengers that protecting themselves and caring for others is the best way to create a safe and comfortable riding environment. After 17 years' of effort, orderly queuing for boarding and passengers' courtesy in offering their seats to others have all become features of the Taipei Metro system. These aspects of Taipei Metro's culture have been created with the support and effort of "Metro-riders." It is Taipei Metro passengers, together with Taipei Metro volunteers, who have helped build a caring community and a joyful travel experience.

In 2013, TRTC designated 28th March, the inauguration day of the first Taipei Metro line, as the "Taipei Metro Culture Festival", to celebrate the creation of a courteous and orderly riding environment. This year, "Care, Consideration, Convenience and Happiness" will be the theme of the first Taipei Metro Culture Festival. Along with many activities, including the Design Contest of Priority Elevators, Praise Ceremony for Taipei Metro Volunteers and Look for Metro-rider with the Same Birthday, TRTC hopes that Taipei Metro's outstanding culture will be passed from person to person. We welcome all Metro-riders to join Taipei Metro to put the idea of a caring community into practice, as well as enjoying the convenient travel environment we provide.

Touching Stories about Taipei Metro (1)



One day, I went home on Taipei Metro with my two little kids. When we got on the train, the service attendant considerably asked me about which station we would get off at and whether we needed any special services. My eldest kid was asleep when the train arrived at the Taipei Nangang Exhibition Center Station and my younger kid was hungry and needed feeding. I therefore asked the service attendant the location of the breastfeeding room? She was so nice to tell me where it is, and warmheartedly led me to the room even though she was off duty at that time. In addition, she saw that I handled the baby stroller in one hand, and held a sleepy kid in my other hand. After she had obtained my permission, she considerably held my eldest kid to share my burden. I would really like to express my gratitude for her kindness.

6:40 p.m., 12th December, 2012(Mail No.: Zhong 10112299)



Touching Stories about Taipei Metro (2)



Mr. Lee, a service attendant on the Wenhu Line is the best service attendant that I have ever met in Taipei Metro! Not only did he actively help those passengers who needed assistance, but he also bowed and greeted every passenger with a smile. When he was asking older passengers whether they need help or not, I was impressed by his patience and his obliging attitude when listening to their requests! At each station, he would get off the train personally to ensure nobody failed to disembark. When the doors were closing, he always puts his hands on the doors to prevent passengers from being hurt. With this kind of service, the spirit of "the customer comes first" cannot get any better! I really hope that his enthusiastic, calm and courteous spirit can be realized in all service attendants. In this way, foreign visitors will carry Taipei's, or even Taiwan's, good reputation around the world. It also provides a feeling of warmth in the cold of a Taipei winter.

8:00 p.m., 27th November, 2012(Mail No.: Zhong C10111277)

