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In this Issue:

Metro Takes Part in the APTA Marketing and Communications Workshop in Los Angeles

Metro Asked to Serve on the California Freight Advisory Committee

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Metro hosted the American Public Transportation Association's (APTA) Marketing and Communications Workshop in downtown Los Angeles from Sunday, February 24, 2013 through today, Wednesday, February 27, 2013. Metro Board Chair Michael Antonovich and I provided welcome remarks during the Opening Session. Dave Sotero made a presentation on Carmageddon during the "Crisis Communications" panel. Robin O'Hara and Melissa Rosen both spoke on the "Parade of AdWheel Winners" panel, presenting the recent Late Night Service campaign. Metro also hosted a tour of our Customer Communications & Creative Services Departments. 40 attendees participated and heard presentations from Omark Holmes on our marketing programs, Michael Lejeune on our design programs, and Lan Chi Lam on our web and mobile products; a tour of our print shop by Rob Hartert was also included. For information about Metro Board of Directors Chair Michael Antonovich's speech, please see the article as posted on the Source blog [here](#).

Metro Asked to Serve on the California Freight Advisory Committee

The California Department of Transportation (Caltrans) is in the process of assembling a California Freight Advisory Committee (CFAC) consisting of a representative cross-section of public and private sector freight stakeholders in response to thereauthorization transportation legislation, Moving Ahead for Progress in the 21st Century Act (MAP-21). Although the CFAC will initially play a key role in the identification of a national freight network and the development of a California Freight Mobility Plan, the CFAC will be a standing committee that will exist beyond these activities. The CFAC will also advise the state on freight-related priorities, issues, projects, and funding needs, as well as to serve as a forum for discussion for state transportation decisions affecting freight mobility. Caltrans has identified a number of freight stakeholders, including the Los Angeles County Metropolitan Transportation Authority, and has invited me to serve as a delegate on the CFAC. I look forward to joining this body of representatives, and working together to further develop and improve freight mobility in the region.

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