



Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

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**OPERATIONS COMMITTEE
MARCH 20, 2008**

SUBJECT: ROSA PARKS HUMAN RIGHTS DAY

ACTION: ADOPT ROSA PARKS HUMAN RIGHTS DAY PLAN

RECOMMENDATION

Adopt and authorize implementation of a plan to commemorate “Rosa Parks Human Rights Day” on an annual basis.

ISSUE

At the November 2007 Operations Committee meeting, Directors Burke and Parks requested staff to prepare a plan to commemorate “Rosa Parks Human Rights Day” each year on December 1. The proposed plan is described below, as well as in Attachment A.

POLICY IMPLICATIONS

The purpose of this program is to pay tribute to the spirit and memory of Rosa Parks by calling attention to the annual “Rosa Parks Human Rights Day.” Implementing the proposed plan does not impact any other policy or program.

OPTIONS

The Board may choose to add or delete individual aspects of the plan, or not to implement any part of the plan.

FINANCIAL IMPACT

The proposed plan does not require any new expenditures or funding. All proposed materials can be produced through the in-house Printing Services department as part of Communications department’s ongoing outreach to riders and the general public .

DISCUSSION

The Board proclaimed December 1, 2007 as “Rosa Parks Human Rights Day,” urging all citizens throughout Los Angeles County to honor and pay tribute to the spirit and memory of Rosa Parks, through a reaffirmed commitment to practicing tolerance and promoting diversity. Staff was requested prepare a plan to commemorate “Rosa Parks Human Rights Day” in the future each December 1.

Staff has outlined a plan to highlight the memory of Rosa Parks each year both to bus and rail riders and to the general public. Tactics of the plan include:

- Displaying posters about Rosa Parks onboard each bus and train car each year from November 15 to December 15;
- Publishing a story about “Rosa Parks Human Rights Day” in the December issue of the onboard newsletter “Metro Monthly” each year;
- Holding an annual press event regarding “Rosa Parks Human Rights Day”;
- Establishing a “Spirit of Rosa Parks” award to be given to a bus or rail rider each year, and presenting the winner at the press event.

NEXT STEPS

Communications will work with Operations to develop the criteria and selection process for the recipient of the “Spirit of Rosa Parks” award, and design the onboard posters and press event materials in preparation for a November 15, 2008 launch of the program.

ATTACHMENTS

A. “Rosa Parks Human Rights Day” Plan

Prepared by: Warren Morse
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Matt Raymond
Chief Communications Officer



for Roger Snoble
Chief Executive Officer

Rosa Parks Human Rights Day Plan

Objectives

- To call attention to “Rosa Parks Human Rights Day”
- To honor and pay tribute to the memory and spirit of Rosa Parks

Target Audiences

- Bus & rail riders
- General public

Key Messages

- December 1 is a day to honor the memory of Rosa Parks
- All citizens in Los Angeles County can pay tribute to the spirit of Rosa Parks through a reaffirmed commitment to practicing tolerance and promoting diversity.

Tactics

- Create a poster about Rosa Parks to be displayed onboard each Metro bus and train car each year from November 15 to December 15. (Quantities: 2,500 bus car cards, 224 rail car cards)
- Develop a story about “Rosa Parks Human Rights Day” to be published in the December issue of the onboard newsletter “Metro Monthly” each year. (Distribution: 75,000 copies)
- Hold an annual press event regarding the commemoration of “Rosa Parks Human Rights Day” on or before December 1 each year.
- Establish a “Spirit of Rosa Parks” award, select one Metro bus or rail rider on whom to bestow the award each year, and present the winner at the “Rosa parks Human Rights Day” press event.

Next Steps

- Develop content for the printed materials
- Establish the criteria and selection process for the winner of the “Spirit of Rosa Parks” Award
- Implement the selection process
- Plan the press event for 2008