# **Operations Community Relations**

# Service Sectors Annual Meet & Confer Meeting August 20, 2008



# **Overview**

- Created October 1, 2007
- Placed directly in Operations
- Separate Budget
- Purpose:
  - To identify customer communications based on sector specific knowledge
  - To "Tell the Operations Story"
    - To the Public
    - Within the Agency



### **Team Structure**

- Four Managers
- Variety of experiences and skills
- Each has
  - Geographic Focus
  - Subject Area Focus
- Support & outreach for agency-wide initiatives
  - Imagine Campaign
  - Long-Range Transportation Plan development
  - Area planning studies



# The Team

- Jody Litvak
  - Team Leader
  - Westside Sector
  - Communications
     Support for COO
  - Planning Liaison



- San Fernando Valley
   Sector
- Rail "Sector"
- Bus/Rail Interface







# The Team (cont.)

- Dave Hershenson
  - Gateway Sector
  - San Gabriel Valley
     Sector
  - Marketing Coordination

- Rich Morallo
  - South Bay Sector
  - Metro Volunteers & Events
  - Citizen Advisory Council







# Sector Marketing Materials – FY 2008



# **FY 2009 Sector Marketing Initiatives**

#### • COO Requests

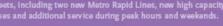
- Incorporate Bus Safety Messages Into Broader Agency Safety Messages
- Anti-Vandalism Campaign (Bus & Rail)
- Promote Low-Performing Lines
- Sector specific promotions
- Current Status
  - Finalizing project lists
  - Initiating work with Communications



#### **Public Hearing and Service Change Materials**

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Your local Metro Service Sectors are enhancing service in your area. Starting December 16<sup>th</sup>, look for more efficient service on major streets, including two new Metro Rapid Lines, new high capacity buses and additional service during peak hours and weekends.



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Announcing

December 16, 2007

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Metro

Metro Service Enhancements New schedules start

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w schedules start December 16, 2007

can access all of the new timetables urwebsite at metro.net.

Then select Timetables and Choose from the list



# **Transit Provider Coordination Meetings**

 Scheduling and participating in sector coordination meetings with municipal and local transit operators serving the regions





# **Community Events**

# Community events, community festivals, sector open houses, school visits, and more



# **Metro Volunteer Program**

#### **Metro Volunteers**



# **Metro Volunteer Program**



