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

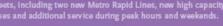
- Incorporate Bus Safety Messages Into Broader Agency Safety Messages
- Anti-Vandalism Campaign (Bus & Rail)
- Promote Low-Performing Lines
- Sector specific promotions
- Current Status
 - Finalizing project lists
 - Initiating work with Communications



Public Hearing and Service Change Materials

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Your local Metro Service Sectors are enhancing service in your area. Starting December 16th, 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



