

MTA to Say 'Thanks' to Pass, Token Vendors during Appreciation Day

(Jan. 10) MTA Marketing will host an "appreciation day" at Headquarters, Wednesday, for scores of small businesspeople who make up the agency's network of transit pass and token sales vendors.

Keynote speaker for the event will be Los Angeles County District Attorney Gil Garcetti. Frank Cardenas, executive officer, Administration, will welcome the vendors.

Special presentation

The 9 a.m. meeting will include a special presentation on the mid-year opening of the North Hollywood Extension, the Metro Rapid Bus program and other service improvements.

"The small business men and women who make up our vendor network are an important part of our customer service effort," said Warren Morse, deputy executive officer, Marketing. "They're on the front line for us just as our bus and rail operators and our customer service agents are."

The MTA contracts with nearly 800 pass and token sales locations throughout the county. The agency also operates seven Customer Centers where passes and tokens are sold.

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