

## **'Ambassadors' Will Hit the Streets with Information about MTA Service Changes**

(June 16) Some 40 MTA "ambassadors" will be dispatched, June 19, to bus stops along the Ventura Boulevard and Wilshire/Whittier transit corridors. For the next two weeks, they'll be primed with information about the June 24 opening of the North Hollywood subway extension and the start of Metro Rapid bus service.

The group completed its training Friday morning. On Monday, they'll hit the streets with brochures, timetables and plenty of advice for riders concerned about the many service changes scheduled over the next couple of weeks.

### **Reaching lots of people**

"They'll be located at stops along the Metro Rapid bus lines where the major changes will take place," said Martha Butler, a transportation planning manager who helped coordinate the ambassador program. "Some of these stops have 1,000 or more boardings a day, so we'll be able to reach a lot of people."

The ambassadors will be at the bus stops on Mondays, Tuesdays and Wednesdays from 6 a.m. until noon and on Thursdays and Fridays from noon until 6 p.m. Four transit operations supervisors will oversee the ambassadors' work and will transport them two and from their assignments.

Although 11 of the ambassadors will be temporary workers, the majority - a total of 31 - will be Metro Bus operators assigned to a transitional duty program while recovering from worker's comp injuries.

### **Shows value of the program**

"We're very excited about this," said Lucille Van Der Heyden, MTA Risk Management claims manager. "It's a good opportunity to show the value of the transitional duty program." Currently, a total of 81 employees are assigned to transitional duty.

In addition to the ambassadors, the MTA has placed temporary information signage at some 1,000 bus stop and has printed brochures about service changes.

"With the bus stop information, the service change notices, the ambassadors and the other promotions we're doing," said Warren Morse, deputy executive officer, Marketing and Customer Relations, "we're making an intensive effort to notify our passengers how their service will change."

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