

Safety Information Effort Reaches Crowds at LA's Home Show

By RICH MORALLO

(April 30, 2003) Thirty MTA and Operation Lifesaver members banded together to promote transit ridership and safety messages among 25,000 people who attended the 27th Annual Home Remodeling and Decorating Show, April 4 – 6, at the LA Convention Center.

"We wanted to talk about transportation alternatives and how to keep safe around buses and trains," said Bill Mergard of Operation Lifesaver (OL), a national non-profit rail safety organization.

Helping Mergard staff an information booth at the Convention Center were several other OL members and employees from MTA Community Relations, Metro Art, Construction, Communications, Diversity and Economic Opportunity, Library, Customer Service, Information Systems, Equipment Maintenance, the Los Angeles Sheriff's Department, and the San Gabriel Valley and South Bay service sectors.

"Our booth visitors talked about their experiences riding the trains and the Rapid Bus, and about the assistance provided to them by our operators," said Joe Vicente, assistant director of Information Services.

"Many visitors wanted detailed information about the Metro Gold Line, since they wanted to use the system themselves or pass the information to others," said Senior Account Executive Valerie Rader, Employer Programs.

Promoting the Metro System

The booth was supplied with informational material geared to help promote Metro System ridership, educate the public on Metro services and enhance safety awareness.

"Some visitors who never used Metro were pleasantly surprised, said

PHOTOS: RICH MORALLO



Metro Rapid Bus pop-up cards attract the younger crowd.



Library Assistant Jim Walker with a visitor to the MTA booth, pictured below.



Library Assistant Jim Walker. "They walked away with a good memory of the agency."

Visitors picked up bus and train schedules and were able to ask specific questions on bus lines from operators Chris Santos, Francis Mauliola, and Rosalia Medina – members of the San Gabriel sector Division Advisory Council. Maintenance employees Armando Smalling and Rayetta McNeese also helped field questions on the condition of the fleet.

"Interaction with the community was good," said Patricia Clark of Information and Technical Services. "Many wanted information about bus schedules and maps and were already familiar with our transportation network."

Other Metro and OL volunteers were Wajeha Bilal, John Kirk, Olga Lopez, Marty Buford, Howard and Lee Fink, Jeannette Bell, Yolanda Rosales, Ken Matsuno, Donna Silvestre, Irene Patriotis, Suzanne Gottlieb, Myrine and Damian White, Alice Arnold, Kelly Irving, Yvette Moore, Dennis King, Bob Filter, Margaret Morallo, Frank Aguilar, and Albert Ramirez.

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