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PHOTOS: DENIZ DURMUS



Volunteer staff with goodie bags full of Metro promotional items and "Take Ones" to hand out work advance team for the popular Metro Rapid bus 'float' entry in the Christopher Street West parade June 12. Accounting Supervisor Bill Hesser, center, walked the mile-long route but got the biggest workout just waving back to cheering spectators. "There was an enthusiastic response from the crowds," he said, putting it mildly.

### Metro 'Big Hit' in annual West Hollywood Parade

By GAYLE ANDERSON

(June 22, 2005) The annual Christopher Street West Parade goes right by West Hollywood Division 7, but Metro didn't let the parade pass it by.

A sleek new 45-foot Metro Rapid bus attended by logo-waving staff carrying Metro goodie bags was a star attraction that was greeted wildly by cheering onlookers as it cruised down Santa Monica Boulevard on parade day, June 12.

Located along the parade route and a vital neighbor in good standing with the community it serves, West Hollywood Division has been involved in the parade since the Christopher Street West Festival began some 35 years ago.



Spectators found themselves reflected in king ad that included a mirror.

Metro went all out for the annual Christopher Street West Parade in West Hollywood this year, decking out the Metro Rapid bus with a special West Hollywood king ad, tail ad and banner prepared for the parade by Metro's Design Studio.

The king ad, which read "Find Yourself in West Hollywood," included a mirror that reflected the audience. The king ad was a definite crowd pleaser, said Creative Director Michael Lejeune, who credited Communications DEO Warren Morse with the innovative concept.

In addition to community outreach, Metro's participation in the parade was consistent with policies supporting diversity, said Don Ott, executive officer, administration.

From entry forms to the grand appearance, employee volunteers worked behind the scenes and on parade day to accomplish one of Metro's most rewarding community outreach programs.

"It was a great reception from the crowd," said Ott. "People cheered, applauded and waved as the bus passed. We had fun participating and the reception the crowd gave us made us proud to be a part of Metro."

"It also gave Metro positive exposure to hundreds of thousands of people who came from all over the county to see the parade," he said.

While Bus Operator Barbara Johnston was at the helm of the 45-footer, TOS John Escher and Assistant Transportation Manager Derick Mahome were leading the operation behind the scenes to keep the service running during the street closures.