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Metro Needs Volunteers to Help Reach LA's Diverse Communities

(March 28, 2006) Are you multi-lingual? Do you belong to one of LA County's many ethnic groups? Would you like to help increase transit ridership in those communities?

Well, here's your opportunity. This week's paychecks will include an appeal to employees who could be Metro's links to the county's diverse cultures, reaching them in their own languages.

These employees could help Metro connect with minority communities through such outreach programs as community events, advertising and even by acting as special Metro media representatives.

"We have almost 10,000 employees at Metro, many of whom are from the target communities," says Senior Marketing Officer Grisel Sanchez, who is coordinating the employee appeal. "If we have employees who are willing to help, that will give us valuable insight into those communities."

Interested employees should complete the information form on the paycheck stuffer and send it by interoffice mail to Sanchez at Mail Stop 99-19-2. She also can be contacted at sanchezg@metro.net.

In-depth survey

Those who respond to the paycheck stuffer will receive a more in-depth survey about their communities.

The Metro Communications department will use information gained from employees to develop a multi-cultural marketing and outreach campaign with information in the languages of the various communities.

"We'd love to find employees who would be willing to be trained to help us make a difference in these communities," says Sanchez.

She hopes to have enough responses from employees in the next couple of weeks to prepare a list of employees by mid-April who can provide information about their communities and who would like to be community volunteers or Metro spokespersons.

In May, the Metro Communications department plans to develop a calendar of community events and a program guide to help establish Metro's presence during community events.