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Photos by Rich Morallo

Operator Kevin Henderson greets a visitor to the Metro booth at Worldfest, the San Gabriel Valley's Earth Day festival.



Metro Volunteers Were Out in Force to Promote Transit

- Agency ambassadors met the public at various weekend events

By RICH MORALLO

(May 4, 2006) A little nervous and excited, East Valley Division 15 Bus Operator Kevin Henderson arrived early on a recent Saturday at Woodley Park in Encino. He was there to staff a Metro information table during Worldfest, the San Gabriel Valley's Earth Day festivities.

"This is my first community event," said Henderson, one of the Division Ambassador Committee (DAC) members who are assigned to bus divisions and promote Metro to the public during weekends.

As Henderson unloaded boxes of Metro promotional materials, Benny Lorenzo, an accountant with Metro Volunteers, was already handing out transit pamphlets 40 miles away at Pasadena City College.



Miko Lorenzo, wife of Accountant Benny Lorenzo, helped staff the Metro booth at Pasadena City College.

Metro Volunteers, typically Gateway Headquarters staff members, also promote agency transit services in Los Angeles neighborhoods.

"I woke up today even earlier than I do for work," laughed Lorenzo, who with his wife Miko, talked about the agency to dozens of Hispanic high school students attending a career expo hosted by Adelante Mujer Latina and Women at Work.

Enhancing the image

On that Saturday, Henderson, Lorenzo and other DAC and Metro Volunteers members helped enhance the image of the agency at eight community functions in Los Angeles County.

"This past weekend was the first time in a long while that we had so many agency ambassadors out in force in the public, " said Community Relations intern Kathy Lo, who coordinates the activities of the Metro Volunteers.

"All DAC members who were contacted agreed to help," said Tanya Hardson, an Arthur Winston Division 5 operator, who managed their scheduling.

Also in Pasadena at an information table, Community Relations Manager Helen Ortiz received many compliments about the Metro Gold Line during Earth Day festivities at Memorial Park. "These events are important to the agency as we show that face-to-face contact with the community is a core value."

Braving a chilly wind blowing through Ted Watkins Park in Watts, Transportation Operations Supervisor Marie Miller, from Division 5, waited at her information station for the participants of the Gift For



Assistant Transportation Manager Cheryl Brown gives a young visitor some Metro promotional items at the Wellness, Literacy and Job Fair in South Los Angeles. Below, two young visitors enjoyed their foldup Metro buses given them by TOS Marie Miller at the Gift for Life Cancer Walk-a-Thon in Watts.



With brooms in hand, a score of youngsters at the Ross Snyder Recreation Center set out to make their surroundings more pleasant during the Clean Community Campaign in the Westside/Central Service Sector.

Life Cancer Walk-a-Thon to arrive.

Talking up Metro

"I'm here to talk up Metro but also for my 17-year old niece who has leukemia," said Miller.

In the South Bay, Transportation Planning Manager Scott Greene set up an information table at the Healthy Start Walker and 5K Run near Westchester High School.

"I also demonstrated how easy it is to mount a bicycle on Metro buses with a mobile bike rack put together by the Regional Rebuild Center," Greene said.

Meanwhile Assistant Transportation Manager Cheryl Brown from Carson Division 18 passed out employment information at the Wellness, Literacy and Job Fair in South Los Angeles. Operator Alice Brass, also from Division 18, supported the Clean Community Campaign at the Ross Snyder Recreation Center in the Westside/Central Service Sector.

Brass' son, Ryan, a high school sophomore, assisted his mother in passing out Metro bags to earn community service credit hours.

Reinforcing Metro Volunteers

Security Assistants with the Transit Services Bureau reinforced the Metro Volunteers and DAC members who staffed an agency booth during the two-day Whole Children Whole Planet Expo held in the Los Angeles Convention Center.

"We are a useful source of quality information, since we know how the transit system works," said Security Assistant Hector Corrales.

Other staff members who volunteered that weekend were:

- Worldfest – Anthony Lawson, Brian Graber, Laurel Kopanski, Rene Cerna, Connie Cashaw.
- Pasadena Earth Day – Jill Smith, Juan Augspurger and Carl Torres.
- Whole Planet, Whole Children – Sherie Ayers, Barbara Trigg, Jean Dykes, Michelle Smith, Oscar Vasquez, Jessica Masarroti, Mary Jimenez, Edith Agee, Bill Moore, Tanya Hardson, Letty Licon, Ramon Zendejas and Christopher Santos.
- Women at Work – Linda Tam.