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## CEO UpDate

### An Opportunity We Can't Afford to Miss!

#### Kudos for the Metro Rail team, Bus Operations Control and the Metro Choir

By CEO ROGER SNOBLE



CEO Roger Snoble

Gasoline prices are sky-high and the government says motorists may have to endure increased fuel costs for years to come. That's a very gloomy forecast for drivers, but those clouds have a silver lining for us: We have a wonderful opportunity to attract new riders to the Metro System.

Thanks to three-dollar-a-gallon gas and to our own aggressive advertising and marketing, we've seen more and more people trying transit – and carpooling and vanpooling and even bicycling – as a way to cut their commuting costs. For the first four months of the year, Metro Bus ridership was up 7.6 percent and Metro Rail ridership was up even more at 13.7 percent over last year.

But, when people decide to give up their cars and ride Metro, we have to be prepared to give them quality service. They won't accept anything less. Luckily, we're positioned very well just now to offer potential riders good service. We have capacity on the system and we've been working hard for the past four years to make sure that we can provide safe, convenient, reliable transportation.

Even so, we have to prove ourselves to every new customer who steps aboard a bus or train. Many of them haven't used transit in years – if ever. It can be scary for a new rider who isn't familiar with our bus routes, may not know how to pay the fare, where to sit or how to signal for a stop.

But, if the bus or train is in good mechanical order, comfortable, clean, on time and safe – and if the reception by the operator is friendly, courteous and helpful – we have a real good chance of getting that new customer back again. And maybe he or she will bring a co-worker.

#### Kudos for our Metro Rail team

I want to commend our Metro Rail team for their quick recovery, Tuesday morning, from a double whammy that disrupted service on both the Blue Line and Green Line. The Bus Control Center and divisions 1, 2, 3, 9, 18 and 5 also deserve great credit for promptly responding with bus bridges to transport our customers who otherwise would have been stranded.

The trouble began just before 5 a.m. with an explosion in an electrical vault that shut down Blue Line service between the Pacific Coast Highway and Willow stations. Then at about 6 a.m., a vehicle flew off a highway overpass on the I-105 in Downey, fell onto the Green Line right-of-way and came to rest upside down near the Lakewood station. The driver was transported and no Metro employees or passengers were injured.

Despite the complicated nature of these incidents, the Wayside team was able to restore service on the Green Line by 8 a.m. and got the trains running again on the Blue Line by 9 a.m. A remarkable performance by everyone involved!

### **Applause for the Metro Choir**

Let's hear it for the Metro Choir! The 34-member choral group, skillfully directed by Renee Willis, has earned the admiration of the LA County Board of Supervisors. The Choir sang the National Anthem during the Supervisors' meeting, May 23, and then received certificates of commendation for their "outstanding community service and commitment to make a 'joyful noise'" from Supervisor Yvonne Burke.

It was an eventful month for Choir members. Earlier in May, they sang the National Anthem before an appreciative crowd at an LA Avengers game. Surely it was their inspiration that helped the Avengers beat the Las Vegas Gladiators, 44 to 27.

May 25, 2006

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