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Joined by friends and family, Metro employees marching in the Christopher Street West Parade included, from left Jody Litvak, Tim Papandreou, Scott Page, Travis Seawards, Lynda Bybee and Brian Soto.



Photos by Russell Jones

Metro 'Wows the Crowd' at Christopher Street West Parade

By JODY LITVAK

(June 16, 2006) More than 300,000 people cheered Metro and others in the annual Christopher Street West Parade in West Hollywood, June 11, cruising right by Metro's Division 7 on Santa Monica Boulevard.

About two-dozen Metro staff, family and friends waved to the crowds, handed out souvenirs and accompanied the star of the show – a sleek, new, articulated bus.

Drawing the biggest cheers from the crowd were the king ads on the sides of the bus, and the banner held in front of the bus with the message, "Ride with Pride."

Created by the Metro Design Studio, the king ads featured artwork by Lead Designer Neil Sadler. The ad message by Intern Kurt Jeske matched the parade theme of "Love, Equality, Pride."

"Once people saw the message on the banner and on the bus, they just went wild," said North Los Angeles Division 3 Operator Laura Davila, who marched in the parade.

Created by the Metro Design Studio, the king ads featured artwork by Lead Designer Neil Sadler.



West Hollywood Division 7 Operator Theresa Jacobs also used the bus horn to get the crowd going.

'A great reception'

"It's a lot of fun and we always get a great reception from the crowd," said Ilda Licon, a countywide planning analyst. "It makes all of us proud to represent Metro, and gives the agency positive exposure within this community and to the hundreds of thousands of people who come to the parade from throughout the county."

The "Ride with Pride" message was received so well that Creative Director Michael Lejeune is considering how to use it for other Metro promotions.

Tim Papandreou, a transportation planning manager who "captained" the crew carrying the banner said it provides a very positive message that "transit customers ride with pride and with dignity."



Star of the show: A sleek, new, articulated bus.

Metro has participated in the parade and accompanying festival in one form or another since it began 36 years ago.

"The parade and festival go right by our operating division and we want to continue to be a good neighbor in this community where we do

business,” said Lynda Bybee, Deputy Executive Officer for Community Relations, who marched in the parade for the first time. She noted that participation in the parade is consistent with Metro policies supporting diversity.

Meanwhile, Transportation Operations Supervisor Steve Rank, Assistant Transportation Manager Derick Mahome and their teams, together with Metro Security and LA Sheriff’s Transit Services Bureau kept things running smoothly at Division 7.