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CEO UpDate

Metro Volunteers: Our Ambassadors in the Community

By CEO ROGER SNOBLE



CEO Roger Snoble

In past columns, I've written about the great things Metro employees do every day to serve our customers and the general public. I've written about the technical expertise, the hard work and dedication it takes on the part of employees to keep our buses and trains rolling.

But there's an extraordinary group of people within the Metro family – about 200 of them – who deserve special recognition for their efforts. Not just for their work on a daily basis, but also for the personal time, talents and energy they devote to Metro after hours and on weekends. I'm talking about the Metro Volunteers.

In the past six months, alone, members of Metro Volunteers have participated in an amazing 72 community events that reached more than 100,000 people.

At some events, volunteers staff booths where they provide safety, anti-vandalism and public transit information. They also speak at school career days and community meetings, help at neighborhood cleanup drives, "show the Metro flag" in local parades, and support our rail openings. Dozens of employees also volunteered for the Metro Orange Line opening last October, when 83,000 people showed up to ride the line.

Promoted bus operator recruiting

Among many other recent activities, they helped promote our bus operator recruiting program at a fair in Long Beach, distributed transit information at the LA Convention Center and at Worldfest in Encino.

They were on hand during Government Day at Panorama Mall, staffed 14 Bike to Work Day pit stops in five different cities, distributed bus and train maps during ESPN's X Games, and promoted the environment during Pasadena's Earth Day celebration.

In September, Metro Volunteers will participate in the Huntington Park Centennial celebration and in the Compton Youth Expo.

The Metro Volunteer program is coordinated by Community Relations Manager Rich Morallo, who does a great job of organizing things,

getting people to volunteer, and then making it fun for them to participate.

Thanks to the veterans

Rich would also want me to thank the veteran Metro Volunteer members, who include Bill Moore, Jess Godinez, Benny Lorenzo and the recently retired Barbara Trigg, who says she'll continue to participate at Metro events. And, I'm not forgetting the 200 others who are the driving force of the volunteer group.

No doubt there's a certain satisfaction employees can get from participating as volunteers. Meeting our customers and the public can be invigorating and help recharge your batteries. And when our customers and members of the public see volunteers at a Metro booth, they get a great impression of what this agency is all about and the kind of people we are.

If you haven't volunteered, I encourage you to do so. To be a Metro Volunteer, you attend a short training program and commit to working at least one community event every three months. Incentives include Metro shirts, caps, tote bags, pins and coffee mugs – and building close friendships with fellow employees.

If you're interested in becoming a Metro Volunteer, please e-mail volunteers@metro.net or call Community Relations at 922-2338 or 922-2218. You'll be glad you did.

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