

[Home](#)[CEO Hotline](#)[Viewpoint](#)[Classified Ads](#)[Archives](#)[Metro.net \(web\)](#)

## Resources

[Safety](#)[Pressroom \(web\)](#)[Ask the CEO](#)[CEO Forum](#)[Employee Recognition](#)[Employee Activities](#)[Metro Projects](#)[Facts at a Glance \(web\)](#)[Archives](#)[Events Calendar](#)[Research Center/Library](#)[Metro Classifieds](#)[Bazaar](#)

## Metro Info

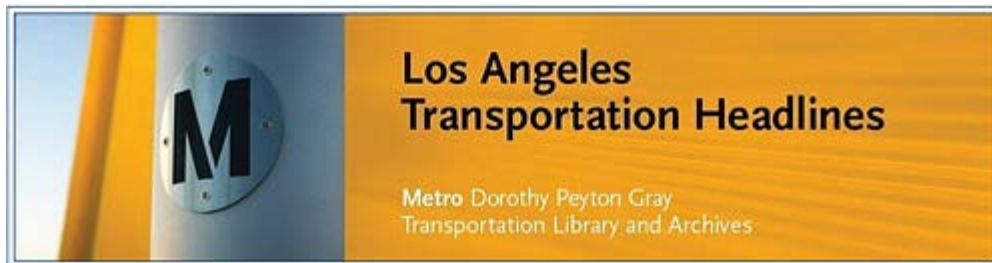
[30/10 Initiative](#)[Policies](#)[Training](#)[Help Desk](#)[Intranet Policy](#)

## Need e-Help?

Call the Help Desk  
at 2-4357

[Contact myMetro.net](#)

The news as it pertains to Metro is delivered fresh daily at  
<http://losangelestransportation.blogspot.com>



- Metro's Dorothy Peyton Gray Transportation Library and Archive began using social media tools in 2005, setting an example for other local government and public agency sites to follow in improving access at low cost. Now its far-reaching Transportation Headlines informs an important regional and national audience, racking up 1,500 daily posts on its Transportation Headlines blog, 1,200 subscribers to its daily email and has more than 1,000 followers on Twitter.



Metro Library  
Administrator  
Matt Barrett and  
Digital  
Resources  
Librarian Kenn  
Bicknell blog,  
tweet and link  
transportation  
headlines on the  
world wide web.

## Check it out at the Metro Library. It's only a click away.

- Visit the blog anytime to receive the current day's items, as well as any from the past:  
<http://losangelestransportation.blogspot.com>
- You can also receive the Transportation Headlines via email subscription every morning:  
<http://headlines.metroprimaryresources.info>
- Facebook: Link takes you straight there, without signing in!  
<http://www.facebook.com/LACMTALibrary?v=wall>
- [The Source](#) on the homepage of metro.net features the Transportation Headlines' links daily and provides commentary on some of the most intriguing ones.

By Kenn Bicknell  
*Digital Resources Librarian*

(March 25, 2010) Long before public agencies and government offices even discovered interactive websites, Metro Library Administrator Matt Barrett was experimenting with social media in an effort to increase awareness of transportation issues and the library's assets.

The Dorothy Peyton Gray Transportation Library and Archive was among the very first in our field to develop a blog to communicate vital information to staff and the public.

The goal was to pull together news about transit and transportation in Los Angeles all in one place, as well as national and international stories relating to issues in Southern California in order to facilitate cost effective dialogue about the region's mobility agenda on a broad scale. Following its creation in 2005, it was presented at the January 2006 Transportation Research Board's annual meeting in Washington DC to a packed house. At the time, it was a challenge to find examples of blogging about transportation.

As local bloggers took note and began using the Transportation Headlines as source material for their own publications, the Transportation Headlines blog not only succeeded in communicating news to its readers, but played a vital role in fostering discussion in many information channels both near and far. As a result, we have seen our news items repurposed for numerous local and national audiences.

Subscribers include a diverse array of transportation enthusiasts and advocates, as well as members of the Los Angeles' Mayor's office, City Council, County Board of Supervisors, state and local officials, our municipal operator partners and transportation lobbyists in Sacramento and Washington.

Assembled from a variety of sources, news headlines are aggregated with more than 200 keyword alerts from newspapers, magazines, scholarly journals, press releases, public policy institutes, local and national blogs. These publications cover many transportation-related subjects including sustainability, urban studies, architecture, public finance, engineering, and geography.

The library aims to provide timely information in a number of ways that our users would want to receive information. They can access the blog directly on the web, subscribe to receive headlines via emails, or receive the RSS feed

Hey there!  
**MetroLibrary** is  
using Twitter.



<http://twitter.com/metrolibrary>

The Library began tweeting in November 2007, to reach an untapped audience through their smart phones or daily computer use.

"We have used our Twitter account to make timely announcements about the Library and to link to high-profile news stories," said Kenn Bicknell, Digital Resources Librarian.

Followers on Twitter have climbed well past 1,000 subscribers and includes numerous transit fans, local, state and federal elected officials (including U.S. Department of Transportation Secretary Ray LaHood), other transportation agencies and many Transportation Headlines subscribers.

Twitter embodies some of the most powerful characteristics of social media. It relies on immediacy, a highly-valued characteristic in our instant-gratification way of life. It involves personalization by pushing information directly to those who want it, and allowing them to access it as they prefer.

And it's viral, meaning that information can be immediately passed on to others by "retweeting" the Library's posts or broadcasting the news items within our tweets to ever wider audiences.

Like the Transportation Headlines, the Twitter feed is channeled into the Library's Facebook page in order to reach broader readership.

[Check it out!](#)

from a daily email digest.

Performance statistics show that the blog page has been accessed over 260,000 times since its inception, with readers consuming more than 1,500 daily blog posts containing links to more than 30,000 news articles. The current subscriber list results in over 300,000 headlines emails sent annually.

Assembling the Transportation Headlines involves many steps and several online tools. Content aggregators collect stories from keyword alert lists. Library staff sifts through news alerts as well as reliable sources for the best information on each topic making news in order to provide the most complete information available.

The most important or interesting stories are assembled in blog software as well as email management software. Additionally, blog posts feed directly into the Library's Facebook page to reach others who are interested in transit and transportation issues.

The Library has also benefited from The Headlines serving as a vehicle for highlighting and promoting valuable transportation research publications and databases which may not be well-known.

Metro staff members who have moved on with their careers continue to subscribe to the Transportation Headlines, and many current colleagues provide feedback and make suggestions.

---

| [Home](#) | [Phone Directory](#) | [Forms Online](#) | [FIS Online](#)