> Metro South Bay transportation operations supervisors Joyce McKenzie and Emanuel Wilson with McDonald's representative Cookie Ruby. Photo by Victoria Woods.

Metro South Bay Trip to McDonald's is Community Outreach Effort

By RICH MORALLO

(July 30, 2002) Metro South Bay went to McDonald's, last Tuesday, but not for burgers and fries.

"We were there basically to talk to the community and answer questions about Metro Bus and Metro Rail services," says Transportation Operations Supervisor Joyce McKenzie of South Bay Division 18.

McKenzie and a team of MTA staff, train safety volunteers and Los Angeles County Sheriff's Department representatives visited the Long Beach McDonald's franchise near the intersection of Willow Street and Long Beach Boulevard to distribute information to families and residents.

"This particular McDonald's was selected for our community outreach work because a bus stop for Line 60 out of Divisions 10 and 18 is right at the corner, and the Metro Blue Line Willow station is across the street," says Victoria Woods, Metro South Bay communications officer

Anti-graffiti literature

The team set up an information table near one of the entrances at mid-morning and for the next three hours handed out anti-graffiti, vandalism and safety pamphlets to McDonald's customers stopping by for food, refreshments and beverages.

"We also talked to the children about bus and rail safety," says McKenzie. "The children really liked the coloring books, and they'll talk to their parents about the safety tips on the pages that they color in."

"We are a children-oriented business and we believe and promote child safety," says Cookie Ruby, a McDonald's franchise customer relations representative. "Even Ronald McDonald has a safety show."

Other MTA team members at the educational outreach event were train safety volunteer Yolanda Rosales, Sheriff's Deputy Gary DeBondt, Sheriff's Department civilian volunteer Mark Gerin and Division 18 Transportation Operations Supervisor Emanuel Wilson.

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