

METROLINK MATTERS

METROLINK NEWS AND EVENTS



New Guardian Fleet Railcars Roll into Service!

The first of our highly anticipated new cars—dubbed the “Guardian Fleet” by Metrolink and manufactured by Hyundai Rotem in South Korea—are rolling into service immediately after a seven-city whistle-stop tour. The December 6 through 9 tour introduced them to the public, stakeholders, and our communities.

Metrolink is the nation's first rail agency to provide cars with unique collision-absorption technology and other safety features such as high seat backs, bolted-in seat cushions, and energy-absorbing tables. The first ten cars of the Guardian Fleet are being deployed in pairs with our existing Sentinel Fleet, built by Bombardier, across the Metrolink system.

Our train and engine crews have been trained on the new cars, including being familiarized with new equipment and component configurations, learning to operate all controls, and being prepared to respond in any emergency.

These stainless-steel Guardian Fleet cars built with crumple zones on each end to absorb energy in any collision are the future of commuter railroading. We are proud to welcome our customers onboard to enjoy the ride!



From left to right: MTA Chief Executive Officer Art Leahy; Metrolink Board Vice Chairman and MTA Board Member Richard Katz; Honorable Jae Soo Kim, Consul General of the Republic of Korea in Los Angeles; Metrolink Board Chairman and Moorpark City Council Member Keith Millhouse; Hyundai Rotem President Minho Lee; MTA Board Chairman and Los Angeles County Supervisor Don Knabe; and Metrolink Chief Executive Officer John E. Fenton

Stay Connected with
METROLINK



Discover: MetrolinkTrains.com
Know: Mobile.MetrolinkTrains.com
Engage: Facebook.com/metrolink
Read: MetrolinkTrains.blogspot.com
Watch: YouTube.com/metrolinkmatters
Play: Foursquare.com/user/metrolink
Call: 800-371-5465(LINK)

Connecting Through New Media

Emerging platforms for online communication are changing the way we work and live—and Metrolink is onboard the new-media train.

Metrolink Mobile, a new smartphone-friendly version of our website, lets you check on routes, schedules, connecting transit, and more in a streamlined format riders call “awesome” and “easy to use.”

Meanwhile, on micro-blogging site Twitter, you can get general and line-by-line status updates, let us know about commute issues, and hear back from us right away. Our follower base is increasing steadily, with more than 6,700 followers reading our Twitter updates.

On social-networking site Facebook, our fan base increased by 96 percent last quarter and 26 percent in November. Here we post service updates, info about promotions, and messages from the CEO and Board. Plus, you can share feedback on Metrolink services.

(continued on page 2)

- Inside**
- 2** • A Word from the CEO
 - Wild at Work®
 - 3** • Metrolink Safety Always Matters
 - 4** • Customer Commentaries
 - Ask the CEO
 - 5** • Holiday Toy Express® 2010
 - 6** • Meet the Metrolink Team

A Word from the CEO

Happy holidays, Metrolink riders.

As we end an eventful 2010 and enter a promising new year, it is a good time to review the course we have set and progress we have made.



Metrolink CEO John E. Fenton

We all know we have a long way to go on this journey before our goal of being the best passenger-railroad operation in the world is met. But in 2010, I came on board, set that destination, and began instituting the course corrections that will get us there. Organizational changes, reinvigorated partnerships, and a new focus on customer service helped put us on track.

A visionary Metrolink Board provided real velocity. Not only are the Board and Metrolink staff in full agreement about the importance of a strong culture of safety, but the Board backed up that belief with action.

In November, the Board took advantage of an unusual opportunity to purchase twenty additional safety-enhanced Hyundai Rotem railcars at \$1 million below market value. With 137 of these cars now destined for the Metrolink fleet, our standing as the industry leader in advanced passenger-car safety technology is affirmed.

I also believe we are en route to a vastly improved two-way relationship with you, our riders. We have opened new channels of communication and you have responded—opting in for new, quicker connections, as well as submitting your ideas, criticisms, and compliments.

As I look back on 2010, I am grateful to see Metrolink staff, the Metrolink Board, and Metrolink riders all invested in moving forward toward a brighter future. I see an exciting time ahead in 2011.

I wish you and yours wonderful holidays and a happy new year.

...New Media (continued from page 1)

Metrolink's blog gives you system-wide news straight from the source, and our YouTube channel offers video news. With the mobile application Foursquare, you can check in at Metrolink stations and get location-specific tips from other users.








Soon, we'll add a social-media page to metrolinktrains.com to help both social-media newbies and experts get the most out of Metrolink's new-media landscape. And we're talking about a possible iPhone app and more.

The days of single-format, one-way media are over. Today, we're all in conversation with each other, in multiple mediums, sharing information to improve our commutes and our communities. Metrolink is happy to ride the rails of new media with you.

Become Part of Metrolink Twitter Nation:

For general updates: @Metrolink

For line-by-line status updates:

-  Antelope Valley Line, follow @MetrolinkANT
-  Inland Empire-Orange County Line, follow @MetrolinkIEOC
-  Orange County Line, follow @MetrolinkOC
-  Riverside Line, follow @MetrolinkRIV
-  San Bernardino Line, follow @MetrolinkSB
-  Ventura County Line, follow @MetrolinkVC
-  91 Line (Riverside-Fullerton-LA), follow @Metrolink91

BONUS TIME
HOW WILL YOU SPEND YOURS?
Take The Train To Work and Save Money and Your Sanity

METROLINK

Metrolink Getting Wild at Work®!

To connect to new customers and strengthen our relationships with employers, Metrolink has joined Wild at Work. This online business-to-business resource will help us reach employees at more than 2,000 workplaces in the Metrolink service area. Employees of Wild at Work member companies receive coupons and special offers provided by 27,000 partner companies.

As a partner, Metrolink

will be able to create special offers for this commuter population. It's a major opportunity to reach new markets and promote our corporate pass program.

Register with Wild at Work and receive exclusive discounts and coupons for Metrolink, entertainment, dining, shopping, and services provided throughout the Southern California area. Through Metrolink's partnership with Wild at Work, you can receive all the benefits this site has to offer. Visit wildatwork.com, click "new user signup," and type "Metrolink rider" in the company-name field to register.

METROLINK

Phone: (858) 558-6890 ext. 105

Wild At Work Members now have access to special discounts and promotions from Metrolink!



METROLINK **SAFETY** ALWAYS MATTERS

Training for the Worst-Case Scenario

A train full of passengers is taken hostage by terrorists, a bus is hijacked, and a weapon of mass destruction is unleashed—all at the same time? Only at Urban Shield 2010 would full-scale simulations of all these disasters test first responders in real-world conditions.

Metrolink partnered with Amtrak in the fourth annual Urban Shield training event to stage one of the most challenging scenarios: terrorists holding hostages on an Amtrak train. Each competing team had to strategize and carry out an assault on the train, firing small paintball pellets at “terrorists” to free the “passengers.”

Held in October in Oakland, Urban Shield presented real-world tests for 29 SWAT, fire, and emergency-medical teams from the U.S. and abroad. Each team tackled dozens of scenarios during the 50-hour, nonstop event in locations all over the Bay Area.

That meant little rest for participants and volunteers. Metrolink security manager



Jesus Ojeda helped prepare an Amtrak train for its starring role, taught equipment-orientation sessions, and provided safety briefings for the simulation involving a passenger train hijacked by terrorists. Angela M. Starr, Metrolink’s director of communications, and Metrolink’s new-media and public-relations officer, Sherita Coffelt, also participated.



Engaging in scenario-based exercises is one way that Metrolink drills for safety, training both our own personnel and the first responders who play a critical role in any incident. “If first responders are trained properly, they will respond properly. They’re going to understand the urgency of keeping these passengers safe,” Ojeda explains. “Our job is to prevent injury and, at the same time, provide fast and adequate response to our passengers.”



Starr and Coffelt played hostages, attended informative safety briefings, and practiced how to communicate with law enforcement during a crisis. Coffelt says the experience helped her recognize the best ways to gather information and communicate during fast-moving crisis situations.





Ask the CEO

CEO John E. Fenton reads all of your e-mails and will answer some of your questions in Metrolink Matters. He also forwards some e-mails to Passenger Services for immediate resolution. This is part of his promise to provide excellent customer service. Please write him at johnfenton@scrra.net.

As much as I'm very excited about the new Metrolink trains, I have a significant concern. Several conductors have informed me and other cyclists there will only be a place for two bicycles on the new train cars. On average, my daily commute on Metro and Metrolink includes anywhere from two to five bicycles on each car. Because conductors are amicable, they generally allow more than two allotted places for bicycles as long as they do not block passage. Since Metrolink cars travel from Union Station to Orange County only a few times a day, if cyclists find no available slots for their bikes, they could miss work and potentially lose their jobs.

We acknowledge that cyclists are important contributors to a green environment, and we do our best to accommodate and encourage ridership.

You are correct; the new cutting-edge Guardian Fleet railcars have the capacity to hold two standard bicycles, similar to our current equipment. On our current equipment, if both spaces are taken, cyclists are required to relocate to an alternate car or wait for the next train. Although in rare circumstances some conductors may permit an extra bike per car as long as it is safely secured, this will not be possible on the Guardian Fleet.

To adjust equipment to meet ridership demand, we closely monitor daily passenger counts, which include cyclists. It is our challenge to balance the needs of commuters who travel with or without bikes. One bike alone takes the space of two seats.

As a result of concerns expressed by our bicycling customers, we are working to find a way to fit three bicycles per railcar. We listen to valued customers as part of our pledge to provide an exceptional customer experience.

Customer Commentaries

Metrolink Matters will share feedback from you on what passengers are talking about out there on the rails. We will reprint quips from your letters and e-mails—and even your Twitter, Facebook, and other social-media comments ... so keep 'em coming!

A Fontana-based rider thinks this year's Holiday Toy Express® schedule falls short:

"The Holiday Toy Express is not scheduled to stop at all of the stations it usually stops at. This train is so special. I just love it. The kids love it. If this great train does not stop at each of the stations it usually stops at, a lot of people will be very disappointed. Please do not let the kids down."

We're sad about this too. As a result of the economic environment and Metrolink budget constraints, we weren't sure we could run the Holiday Toy Express at all this year. But the Metrolink Board, understanding how beloved this train is, voted to make it happen—albeit on a reduced schedule. Delighted to continue our holiday tradition, we're sending the fully decorated train—bearing Santa—to twelve stations this year.

A San Bernardino Line customer wishes everyone would practice the common courtesies of community traveling:

"Can we please post some etiquette rules in the train cars? I am sick and tired of seeing people put their feet or bags on the seats. And please, people, keep your shoes on! Also, can something be posted about loud talking on cell phones and unnecessarily loud talking and laughing amongst groups on the trains? The last item is the playing of music or movies without headphones. No matter how much you like it, not everyone does; please show some respect for others."

Your list of etiquette rules is pretty clear, so we thought we'd "post" it here in Metrolink Matters. We'd also like to point riders toward the etiquette guidelines in our "How-to-Ride Guide," available for download at metrolinktrains.com. Hope this helps!

METROLINK



Bringing Cheer to a Station Near You

Holiday Toy Express[®] 2010

Join us in December at select Metrolink stations to decorate the holidays with a splash of giving.

Bring a toy for the "Spark of Love" Toy Drive and enjoy more than 50,000 lights, music, a visit from Santa, and more.

Every selected station will host a unique event, so visit one or visit all!

Please bring an unwrapped toy for the ABC7 and Firefighters' "Spark of Love" Toy Drive.



SATURDAY, DECEMBER 11

Corona 5:00 p.m. to 5:45 p.m.
(North Main Corona Station) 250 E. Blaine Street, Corona, CA 92879

Fullerton 6:45 p.m. to 7:30 p.m.
120 E. Santa Fe Avenue, Fullerton, CA 92832

SUNDAY, DECEMBER 12

San Bernardino 5:00 p.m. to 5:45 p.m.
1204 W. 3rd Street, San Bernardino, CA 92410

Rancho Cucamonga 7:15 p.m. to 8:00 p.m.
11208 Azusa Court, Rancho Cucamonga, CA 91730

Montclair 8:15 p.m. to 9:00 p.m.
5091 Richton Street, Montclair, CA 91763

SATURDAY, DECEMBER 18

Irvine 5:00 p.m. to 5:45 p.m.
15215 Barranca Parkway, Irvine, CA 92618

SUNDAY, DECEMBER 19

Moorpark 5:00 p.m. to 5:45 p.m.
300 High Street, Moorpark, CA 93021

Camarillo 6:15 p.m. to 7:00 p.m.
30 Lewis Road, Camarillo, CA 93012

Hosted by Station Cities and



Call: **800-371-5465(LINK)** • Discover: **metrolinktrains.com**



Meet the Metrolink Team: Diana Yu and Tony Chappell

When Diana Yu and Tony Chappell reflect on the new, easy-to-navigate Metrolink Mobile website they created, they see a rider standing at a platform, smartphone in hand. That customer is equipped to check on a route, train timeliness, or connecting transit at a destination station.

That was the goal when Yu and Chappell, under the direction of communications manager Claudia Ziebell, teamed up in August to create Metrolink Mobile. Yu, who has been a Metrolink customer-communications administrator for one-and-a-half years, and Chappell, who has been a Metrolink IT web programmer/analyst for a year, tackled the job when it became clear there was no budget for an outside consultant as originally planned.

“We didn’t have any mobile presence,” Yu recalls. “This was a step we could take to help serve our customers when they are away from their desks. We tried to present information that would most help our customers when they are waiting at the station or on the train or on the way to the train.”

But that information isn’t easy to see on a smartphone screen. The mobile website had to focus on the most critical topics, and be easy to read and navigate. As it happened, Metrolink had the right people for the job.

Diana Yu used to be a programmer but changed course and earned a master’s degree in human-computer interaction from Carnegie Mellon University. She would be responsible for design. Chappell, who had a degree in computer-science engineering from Ohio State University and had worked for a variety of private companies in Ohio and California, would be responsible for development. They went to work.



First, set the priorities. They had customers to thank for this. “It was all based on accumulated feedback from customers over the years,” Yu says. “Many customers had requested schedules in this format as well as service updates.” E-mail subscriptions also demonstrated strong interest in special offers and discounts, she says. And, Chappell adds, thousands of Twitter followers confirmed that Metrolink service updates are important.

Second, surmount the challenges. Chappell wrestled with an old underlying database that could have been better designed for Metrolink websites. Translating its data to display train schedules simply and clearly for mobile phones was difficult. “The Schedules page was by far the biggest challenge in developing the mobile site,” Chappell says.

Third, make it easy to use. Metrolink Mobile’s main page has eight topics—Service Updates, Schedules, Trip Planner, Station Guide, News, Special Offers, System Map, and Contact Us—plus one link to the full website and one feedback link. No matter where you travel on the site, a Main Menu button returns you instantly to the homepage. Service Updates are color-coded by line so users can quickly tell if there are alerts on their lines or not.

The Schedules area offers a feature not available on the full website, Yu points out. Enter your departure station and your arrival station, and you will see only departure and arrival times. This eliminates scrolling through irrelevant station schedules. Transfers are automatically plotted. Metrolink Mobile debuted in October and riders love it.

“General responses from our riders are that it’s a lot easier to use than the full website—a lot easier to find information—and customers liked the new Schedules feature,” Yu says. “We’re considering customer ideas on what features they would like added in the future.”



METROLINK MATTERS

Editor-in-Chief: Claudia Ziebell, Communications Manager

Contributors: Cheryl Downey, Jessica Hoffmann

Cover Photo: Jon Waide

Designer: Harlan West/HWDS

Director, Communications and Public Relations: Angela M. Starr

C.E.O.: John E. Fenton

Send comments or story ideas to metrolinkmatters@scrra.net
or to Metrolink Matters, 700 S. Flower St., Suite 2600, Los Angeles, CA 90017.

Published by Metrolink Communications printed on recycled paper with soy ink.

HWDS 12/11