

Operations Community Relations

Service Sectors Annual Meet & Confer Meeting
August 20, 2008



Metro

Overview

- Created October 1, 2007
- Placed directly in Operations
- Separate Budget
- Purpose:
 - To identify customer communications based on sector specific knowledge
 - To “Tell the Operations Story”
 - To the Public
 - Within the Agency

Team Structure

- **Four Managers**
- **Variety of experiences and skills**
- **Each has**
 - **Geographic Focus**
 - **Subject Area Focus**
- **Support & outreach for agency-wide initiatives**
 - **Imagine Campaign**
 - **Long-Range Transportation Plan development**
 - **Area planning studies**

The Team

- **Jody Litvak**
 - Team Leader
 - Westside Sector
 - Communications Support for COO
 - Planning Liaison
- **Wilbur Babb**
 - San Fernando Valley Sector
 - Rail “Sector”
 - Bus/Rail Interface



The Team (cont.)

- **Dave Hershenson**
 - Gateway Sector
 - San Gabriel Valley Sector
 - Marketing Coordination



- **Rich Morallo**
 - South Bay Sector
 - Metro Volunteers & Events
 - Citizen Advisory Council



Sector Marketing Materials – FY 2008

How are we doing?

We want to know.

Leave us a message at 213.922.1252



metro.net

WARNING!

Safety's 1st



Fixed objects will never move out of your way.

Please drive safely.



Drive. Park. Ride. Relax.

Skip the stop-and-go traffic, and the high cost of parking. Park free in our handy SuperRide Station lots and finish your trip on Metro. We have 1000 Daily Ride spaces right in your neighborhood, connecting you with great commuting options on Metro. You can also park free and meet a carpool to share the ride.

Either way, you save time and money. And you'll still have your car for errands after work. So try riding on your way to work. To get started as a Trip Planner at metro.net.

| Route | On Weekdays | On Weekends | On Weekdays | On Weekends | On Weekdays | On Weekends | On Weekdays | On Weekends |
|--------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Orange | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM |
| Blue | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM |
| Green | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM | 6:00 AM - 11:00 PM |
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*10:00 AM - 11:00 PM on weekdays only. **10:00 AM - 11:00 PM on weekends only. ***10:00 AM - 11:00 PM on weekdays only. ****10:00 AM - 11:00 PM on weekends only.

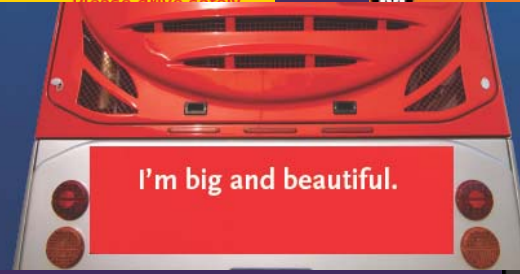
Get Connected.

Whether you want to stay in the South Bay, make a connection to downtown Los Angeles, or visit the parks, schools and shopping along the way, Go Metro! Metro Rapid Lines go to far and comfortable. It runs every 5 - 10 minutes during rush hour.

For details check metro.net and visit the bus route sign.



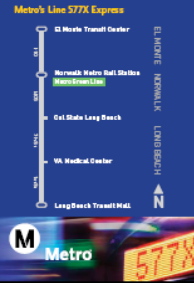
Please pass with care.



I'm big and beautiful.

We can't go anywhere without you.

metro.net



Metro
One Gateway Plaza
Los Angeles, CA 90031-3392

We can't go anywhere without you.

"Without Metro I couldn't get to work, or do my grocery shopping. Metro takes me where I need to go."
-Janice Ortiz



Metro's San Gabriel Valley service offers 24/7 Metro Rapid Light Rail service 24/7 throughout the service area.

Beat the 605. Ride Line 577X.

Speed past traffic to four major hubs:

- > Long Beach Transit Mall
- > VA Medical Center/Cal State Long Beach
- > Harbor Stadium/Red Stadium
- > El Monte Transit Center

Metro Line 577X Express service runs on freeway carpool lanes, so you skip traffic and get connected faster. Leave your car at home and Go Metro for a better way around LA. Use the Trip Planner at metro.net to plan your best route.

With over one million boardings a day, Metro moves a lot of people, including Janice Ortiz. A working mom, Janice depends on Metro daily to get to her job in Temple City.

San Gabriel Valley Operator Jack Barman, who nominated Janice for recognition, said, "Janice has ridden with me almost daily for nearly ten years. She is always cheerful and helpful to new passengers, especially the elderly."

Metro San Gabriel Valley also serves Janice and all of our valued customers.



"Without Metro I could not get to work, or do my grocery shopping. Metro takes me where I need to go."
-Janice Ortiz



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FY 2009 Sector Marketing Initiatives

- **COO Requests**
 - Incorporate Bus Safety Messages Into Broader Agency Safety Messages
 - Anti-Vandalism Campaign (Bus & Rail)
 - Promote Low-Performing Lines
 - Sector specific promotions
- **Current Status**
 - Finalizing project lists
 - Initiating work with Communications

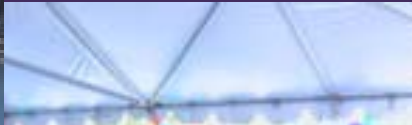
Transit Provider Coordination Meetings

- Scheduling and participating in sector coordination meetings with municipal and local transit operators serving the regions



Community Events

Community events, community festivals, sector open houses, school visits, and more



Metro Volunteer Program

Metro Volunteers



Metro Volunteer Program

