



Metro

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

Board Report

File #: 2016-0986, **File Type:** Oral Report / Presentation

Agenda Number: 32.

**SYSTEM SAFETY, SECURITY AND OPERATIONS COMMITTEE
APRIL 20, 2017**

RECEIVE oral report on System Safety, Security and Operations.

System Safety, Security and Operations Report



Metro

James T. Gallagher

April 20, 2016

Operator Appreciation Campaign

March
2017

- **Goal:** Recognizes work of Bus Operators and is aligned with National Transit Operator Appreciation Day March 17, 2017
- **Tactics:**
 - Website
metro.net/appreciation
 - Printable thank you cards
 - Car cards

**Bus Operator
Appreciation**



TELL METRO OPERATORS HOW MUCH YOU APPRECIATE THEM!
¡DÍGALE A SU OPERADOR DE METRO CUÁNTO LO APRECIA!

Their job isn't easy – but they get you where you're going every day.
El trabajo no es fácil – pero lo llevan a su destino cada día.

MARCH 17 IS APPRECIATION DAY.
Commend your operator at metro.net/appreciation.

EL 17 DE MARZO ES EL DÍA DE LA APRECIACIÓN.
Dale gracias a su operador en metro.net/appreciation.

 Metro





#tdad

Operator Appreciation Campaign

March
2017

Commendations Received:

*..makes it nice
to ride the line
daily.*

*Had to travel due to an
emergency. She was
considerate and was my
HERO for the day.*

*..absolute
SWEETEST and
best DRIVER in the
world.*

*..he was very nice and
should be appreciated
for the love he has for
his passengers*

*THANK YOU for being so
thoughtful and caring and just
making this the best ride ever.
You touch our hearts every
time!!!! Your loyal
passengers, The Twins*

Operator Appreciation Campaign

April
2017

- Goal: Recognize the outstanding work of Operators
- Tactics:
 - Car Cards
 - Tower Ad
 - Newspaper Ads
 - Division Poster and Postcards
 - Division Monitors
 - “Every Voice Counts” Blurb
 - Metro Briefs
 - Metro Care Package

Bus Operator
Appreciation



Metro

I'M
METRO'S
BEST.



Operator Safety Campaign



Operator Assaults

- **Goal** - Deter assaults on Metro operators and harmonize customer/operator interactions
- **Message** - Safety is everyone's responsibility.

Tactics

- **Car Cards** - system wide for three months at a time
- **King Ad** - 200 buses on Metro system
- **Bus Benches** - near problem routes
- **Bus Shelters** - near problem routes
- **Newspaper Ads** - in selected publications in LA County
- **Tower Ad** - at East Portal featuring the 3 selected Operators
- **Newspaper Ads** - in selected publications in LA County
- **Division Poster**- all Divisions
- **Every Voice Counts** - blurb to all Metro Employees
- **News Release** - The Source Story/El Pasajero



Moving Forward

Look Ahead



Safety

- Continue to advance safety & security of our customers, the public, and Metro employees

Service

- Focus on delivering bus, rail, elevator & escalator service that is reliable, on-time, courteous, helpful & friendly

Reinforced Education

- Continue coordination with Marketing to educate our employees and customers that we are all in this ride together