Metro



Board Report

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

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



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







Operator Appreciation Campaign

March 2017

Commendations Received:

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

..makes it nice to ride the line daily.

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

..absolute SWEETEST and best DRIVER in the world.

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











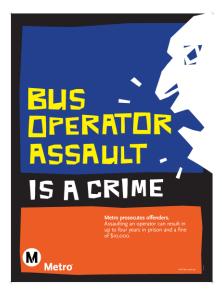


Operator Safety Campaign



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

