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

Board Report

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SYSTEM SAFETY, SECURITY AND OPERATIONS COMMITTEE
APRIL 20, 2017

RECEIVE **oral report on System Safety, Security and Operations.**

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ITEM 32

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

Metro

Operator Appreciation Campaign

March 2017

Commendations Received:

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.

..makes it nice to ride the line daily.

..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

Metro

Operator Appreciation Campaign

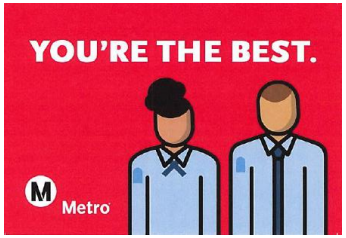
April 2017

- 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

I'M METRO'S BEST.

Metro



Operator Safety Campaign

May 2017

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

Metro

Moving Forward

Look Ahead

I'M METRO'S BEST.

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

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