



Metro

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.**

# 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](http://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](http://metro.net/appreciation).  
**EL 17 DE MARZO ES EL DÍA DE LA APRECIACIÓN.**  
Dale gracias a su operador en [metro.net/appreciation](http://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