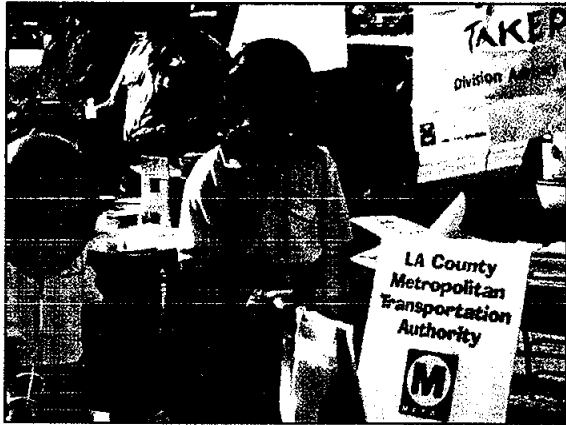
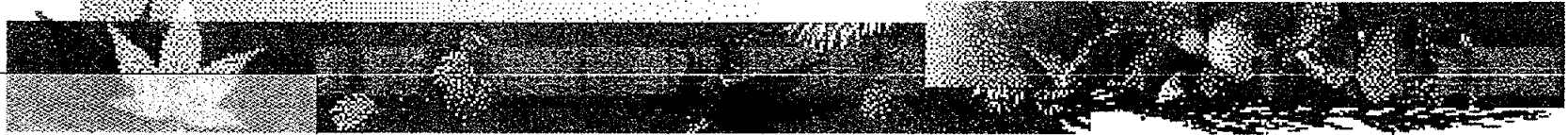


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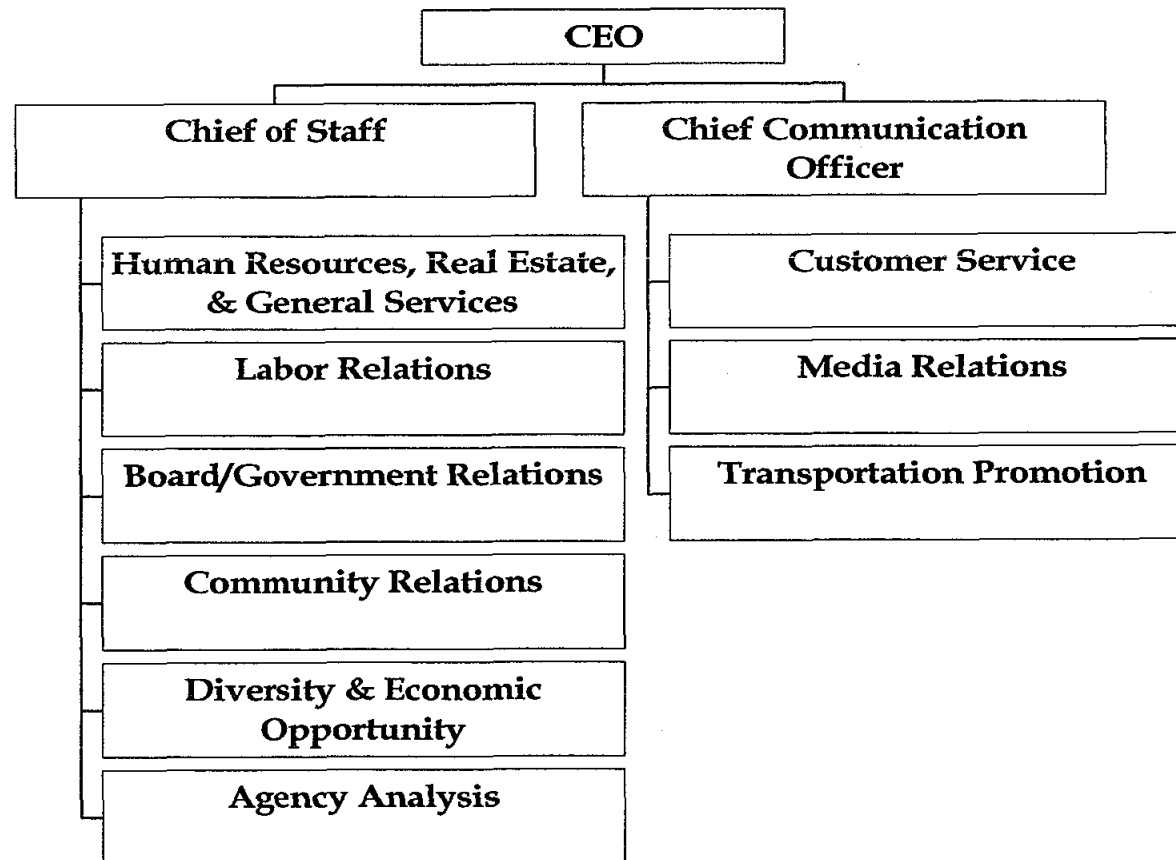
COMMUNICATIONS TASK FORCE UPDATE

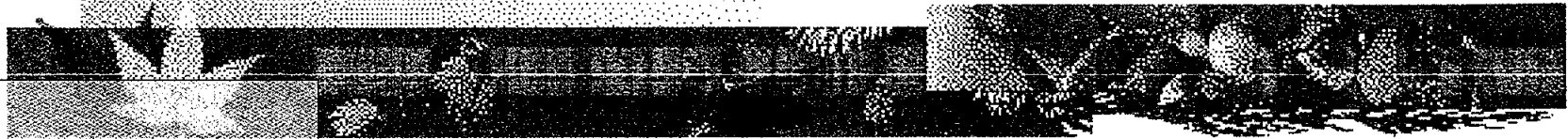
FEBRUARY 21, 2002





Reorganization





Wayfinding Kit for Rail Passengers

MTA formed a committee of sight-impaired community members to work on a project to develop something that would make the Metro Red Line more inviting to that community.

Open houses and surveys were conducted to receive additional input.

The result was the Metro Rail Wayfinding Kit, which will be introduced to the community in March 2002.

Community Committee

Jerry Arakawa Armando Avalos
Ernesto Tabarez Bill Davidson
Randy Brooks Jinger Valenzuela
Richard Martindale-Essington

Hazen Consulting Service

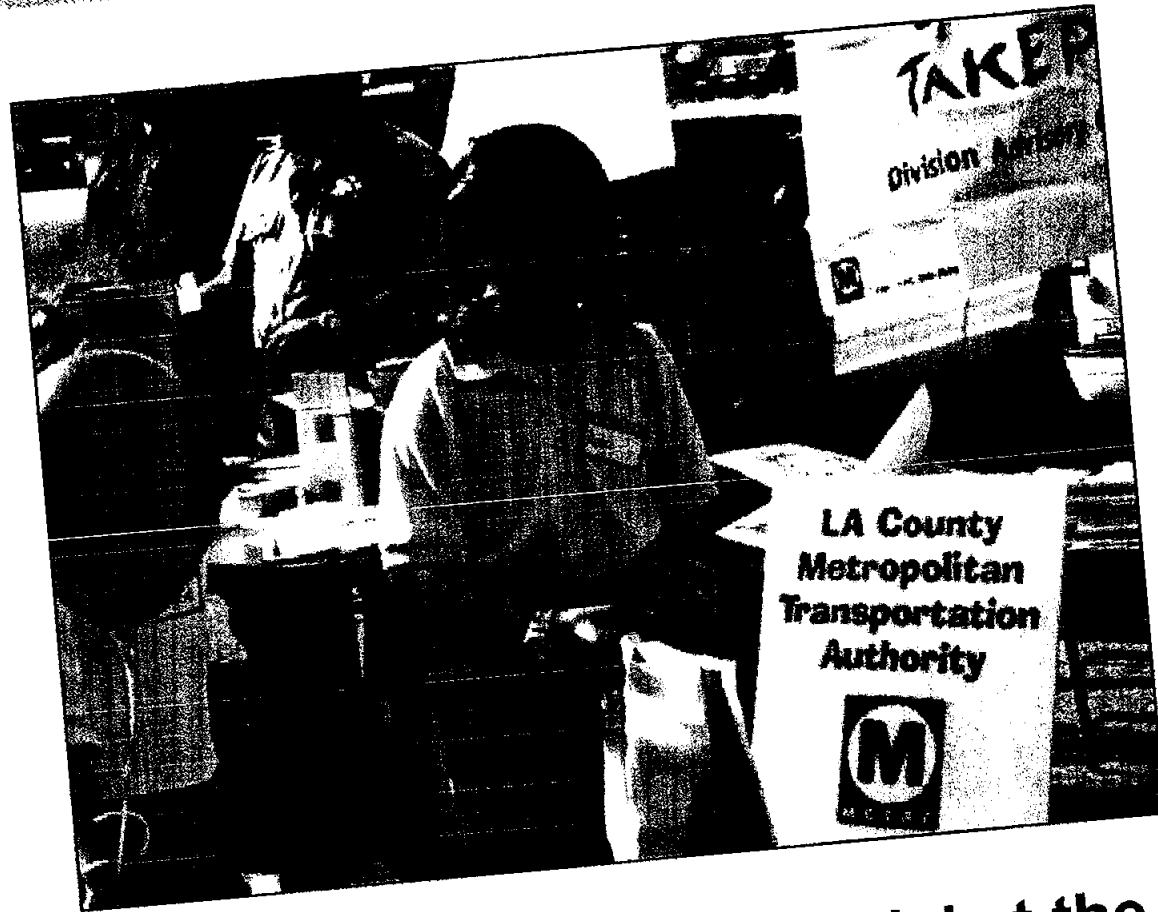
Chip Hazen
Pam Hazen
Ron Hadaway

Orientation/Mobility Instructor and Team Leader

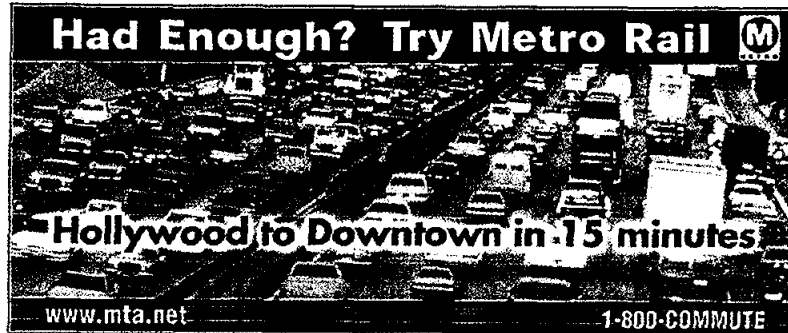
Robert Perrone




MTA continues to meet with LAUSD students to identify and resolve transportation issues.



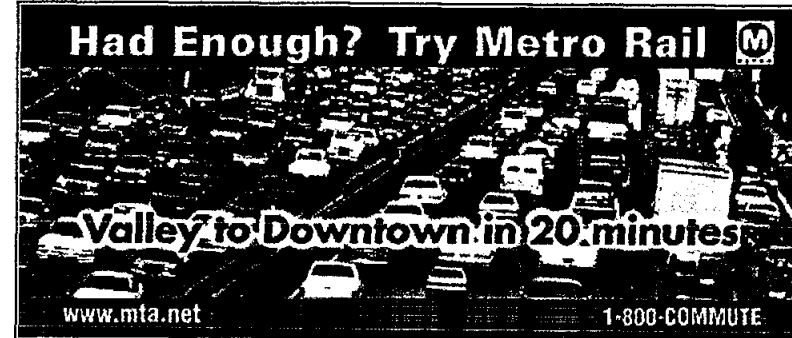
A student picks up safety material at the MTA booth during "Meet Your Local Heroes Day" in Norwalk.




Had Enough? Try Metro Rail 

Hollywood to Downtown in 15 minutes

www.mta.net 1-800-COMMUTE



Had Enough? Try Metro Rail 

Valley to Downtown in 20 minutes

www.mta.net 1-800-COMMUTE

MTA Marketing continues to feature the Los Angeles Galaxy professional soccer team brought the Departments of Safety, Public Affairs and Media together to promote bus safety through the personal appearance of soccer great Mauricio Cienfuegos. His appearance inspired youngsters and garnered widespread positive media coverage.



Heads Up!

Never Run After Or Next To A Moving Bus

 Travel Smart...Take Metro



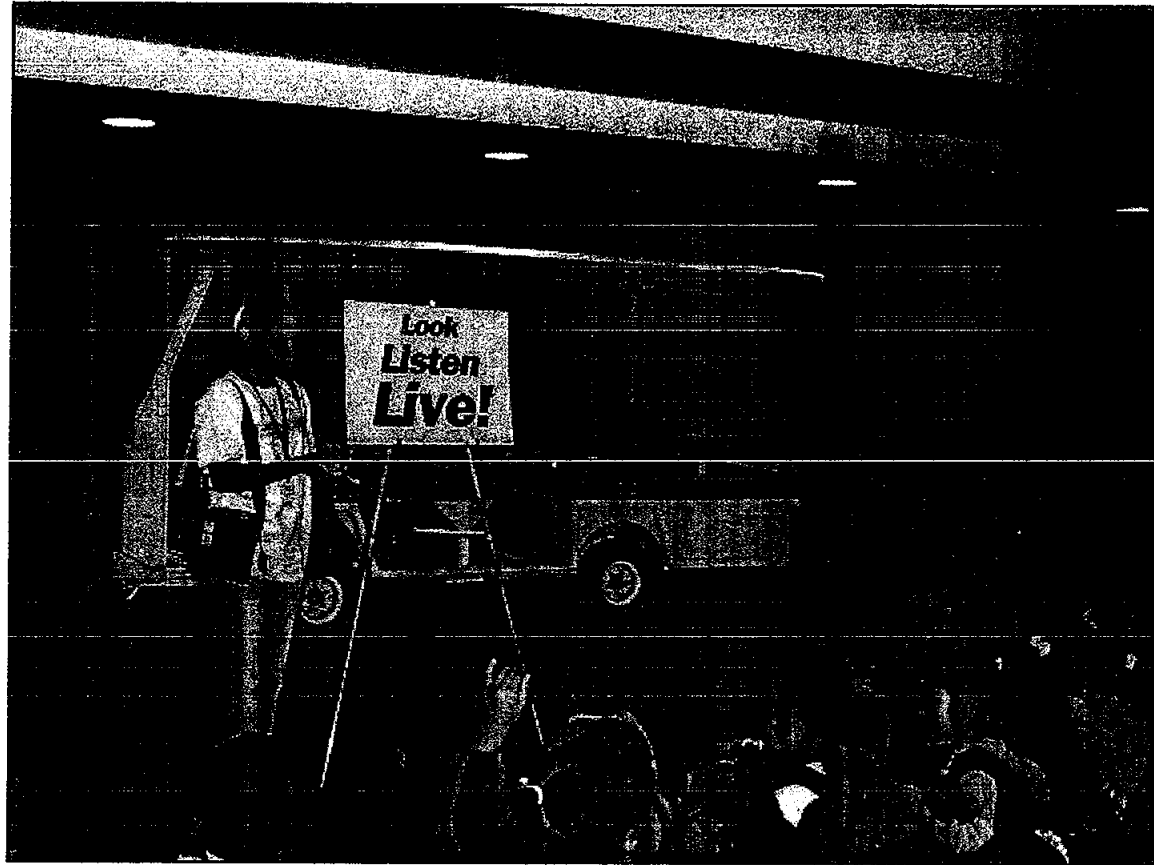
TAG? YOU'RE IT!



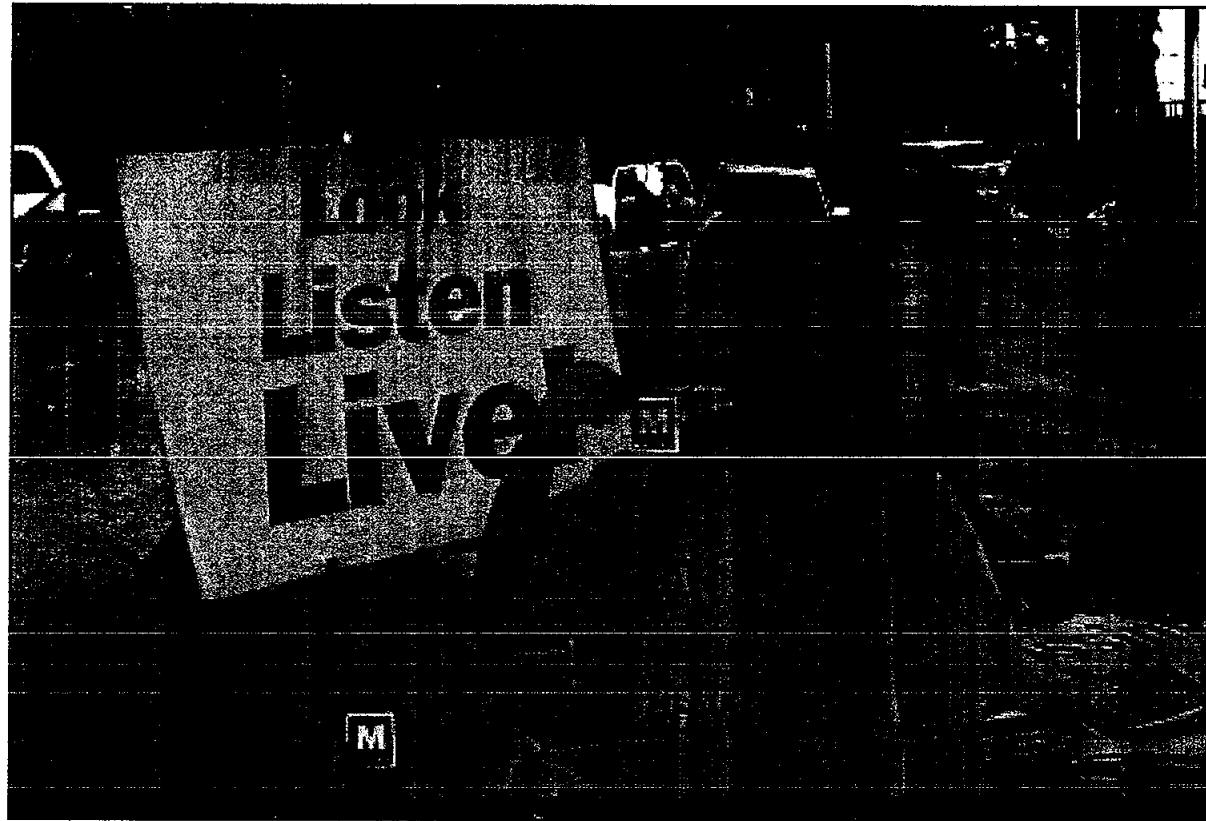
MTA is working with the Police & Sheriff to stop graffiti!



Students from John Glenn High School learned about bus maintenance during their visit to the Regional Rebuild Center.



Cristina Coronado of MTA Public Affairs talked about train safety during a tour of Union Station with students from Gratts Elementary School.



Two students pick up Metro decals at the MTA information booth during the Guatemalan Fair held at La Fayette Park near the Wilshire/Alvarado Metro Red Line Station.



TBAC Chairman Rod Garcia with CEO Roger Snoble

The Transportation Business Advisory Council (TBAC) hosted a Small Business Networking Reception to introduce TBAC Officers to MTA Executives and the small business community. The Event was held on October 17, 2001 in the Plaza Level of MTA Headquarters.



(left) SBD Representative, Wendy White; Leonard Thompson, Youth Build L.A., TBAC member Sheryl Monaghan, PhD., SBD Analyst, Keith Compton



(left) Deputy CEO John Catoe, Procurement Manager, Mike Davis Administration EO Carolyn Flowers SBD&LC Director Linda B Wright,

The 12 member Council is a group of small business organizations that advocates on behalf of increased small business participation in MTA procurement opportunities. The TBAC organization also helps MTA meet or exceed participation goals on MTA contracts.



MTA Board Chair John Fasana & TBAC member, Rebecca Barrantes



2nd QUARTER OUTREACH ACTIVITY HIGHLIGHTS

Los Angeles County Rideshare Fair – October 3, 2001

TBAC Reception – October 17, 2001

Minority Enterprise Development Expo 2001 – October 30,
2001

Eastside Light Rail Project Open House – November 8,
2001

Blue Line 3 Car Train Ceremony – November 26, 2001

Holiday Token Promotion – December 2001



A LOOK AHEAD - OUTREACH ACTIVITY HIGHLIGHTS

I-405 HOV Official Dedication – February 22, 2002

Eastside Community Event – March 23, 2002

Press Event with the Visually Impaired to Demonstrate the
New Rail Way-finding Kits – March 2002

Los Angeles Vendor Fair – April 24, 2002

Dedication of the Alameda Corridor - April, 2002

Route 14 HOV Dedication – Spring 2002

TEA 21 Reauthorization

LACMTA COMMUNITY OUTREACH ACTIVITY

2nd Quarter FY02 (Oct-Dec) Outreach Data

Date of Event	Event Title	Originator	Department	Contact Person	No. of Participants	Location/City or Community	Comments
October 1, 2001	It's Getting Better on the Bus	Marketing	Marketing	Morse		Citywide	Launched new series of print ads in support of a new wave of the successful "It's Getting Better on the Bus" advertising campaign. New messages promote bus service improvements. Ran 39 insertions in seven newspaper groups, including community weeklies, from early October to early December.
October 1, 2001	Metro Rail Getaways	Marketing	Marketing	Morse		Downtown L.A.	Published the third in a series of destination guides for attractions accessible via Metro Bus and Metro Rail. This edition featured downtown locations; previous editions featured Hollywood, shopping, museums and beach attractions.
October 1, 2001	Security	Marketing	Marketing	Morse		Citywide	Developed new brochure and car card offering security tips, rules and suggestions to help safeguard the passenger environment on board Metro Bus and Metro Rail.
October 1, 2001	Metro Rail	Marketing	Marketing	Morse		Citywide	Launched a wave of 10-second spots on radio traffic reports to promote Metro Rail as post-vacation traffic returned to full volume. Aired 214 spots on 35 stations over 2 weeks.
October 1, 2001	Grant Child Dev Center Tour	Joanne Longsdon	Public Affairs	Anthony Westhy	66	MTA Gateway Headquarters	Tour of Gateway & Red Line
October 3, 2001	CLA Transportation Committee Meeting	CLA	Government Relations	Cathy Manzo		City Hall	Monthly meeting with other Los Angeles Transit Interests
October 3, 2001	LA County Rideshare Fair	Joanne Longsdon	Public Affairs	Dorothy M. Mosley	300	Hall of Administration	Pass out train safety materials
October 3, 2001	West Dev. Center Tour	Karyn Little	Public Affairs	Ms. Williams	23	Union Station	
October 3, 2001	Warner Center Rideshare	Warner TMA	Transit Ops PA	Helen Ortiz	2,300	SFV	Dac assisted
October 3, 2001	City of Pasadena annual rideshare	City of Pas	Transit Ops PA	Helen Ortiz	700	SGV	
October 4, 2001	City of Carson JCH Job Fair	City of Carson	HR Employment	Charlotte Callegari	250+	Carson	Kwedi Gipson/Esmeralda Aguilera
October 4, 2001	Bridging the World, 2001 Banquet	ABA*	SBD&LC/Outreach	Bryan Starks	N/A	Regal Biltmore Hotel	
October 4, 2001	Glendale Chamber, Burbank Airport presentation	Airport Commission		Marisa Yeager, Cathy Manzo		Glendale	
October 5, 2001	Bella Vista Tour	Joanne Longsdon	Public Affairs	Phyllis Butland Karl Oshima	60	L.A.	Take Blue Line
October 5, 2001	Tri-hahn Rideshare event	tri-hahn	Transit Ops PA	Helen Ortiz	6,000	Hollywood	
October 9, 2001	UCLA Student Rideshare Fair	UCLA	Transit Ops PA	Helen Ortiz	2,000	W. Los Angeles	
October 10, 2001	Long Beach Chamber	Long Beach	Government Relations	Marisa Yeager		Long Beach	Annual Governor's Conference for Women
October 11, 2001	2nd street elementary	DAC	Transit Ops PA	Helen Ortiz	500	E. Los Angeles	
October 12, 2001	Building Alliances for a Stronger Asian Community	ABA	SBD&LC/Outreach	Bryan Starks	N/A	Disneyland Hotel, Marina Ballroom	
October 13, 2001	Community Bonanza hosted by Los Angeles Community Development Department	MTA	HR Employment	Neil Malabuyoc or Mark Shin	300-400	Los Angeles	Sandy Kelly-Williams/Woosa Visatpailphol
October 13, 2001	TransitPeople	Rich Morallo	Public Affairs	Tim Adams	60	L.A.	Tokens for free ride
October 13, 2001	EC/EZ Community Bonaza	N. Nightengae	Transit Ops PA	Helen Ortiz	300	S. Central LA	Supported by Councilwomen J. Hahn
October 13&14, 2001	Latino Book & Family Festival	MTA	HR Employment	Greg Berumen	1000	Los Angeles	Pavadee Yee/Edward Fenton
October 13&14, 2001	Latino Festival	Rich Morallo Cristina Granados Luz Garcia Joanne Longsdon	Public Affairs	Greg Berumen	2,000	L.A. Convention Ctr	Latino Book & Family Festival
October 15, 2001	Dena Elementary	DAC event	Transit Ops PA	Helen Ortiz	550	S. Central LA	
October 16, 2001	Art Tour	Rich Morallo	Public Affairs	Judy Lemer	70	Gateway Plaza	Tour of Union Station
October 17, 2001	Lankershim Elementary School Tour	Denise Charles	Public Affairs	Ms. Mulder	30	N. Hollywood	Visit City Hall
October 17, 2001	TBAC Small Business Enterprise Networking Reception	TBAC*	SBD&LC	Linda Wright	50	MTA Headquarters	

LACMTA COMMUNITY OUTREACH ACTIVITY

2nd Quarter FY02 (Oct-Dec) Outreach Data

Date of Event	Event Title	Originator	Department	Contact Person	No. of Participants	Location/City or Community	Comments
October 20, 2001	Trinity Church/West Athens Elem/El Sereno Elem/Ford Blvd Elem	Rich Morallo	Public Affairs	Tim Adams	60	L.A.	Tokens for free ride
October 22, 2001	N. Hollywood HS	Joanne Longsdon	Public Affairs	Rosner Meghan	27	Hollywood/Vine	Tour of Union Station
October 22, 2001	Gratts Elementary School Tour	Cristine Granados	Public Affairs	Andrea Stockton	80	7Th & Metro	Tour of Union Station
October 24, 2001	1st Street Elementary	DAC	Transit Ops PA	Helen Ortiz	500	E. Los Angeles	
October 25, 2001	Braille Institute	Braille Institute	HR Employment	John Silver	200	Los Angeles	Steve Ramsey
October 25, 2001	Railroad Safety Week	Joanne Longsdon Cristina Granados	Public Affairs	Sharon Gavin	1,200	Pico Rivera	Rail Safety Awareness
October 25, 2001	1st Street Elementary	Dac	Transit Ops PA	Helen Ortiz	420	E. Los Angeles	
October 27, 2001	City of Los Angeles Make a Difference LA Job and Literacy Fair	Yvonne Brathwaite-Burke and Watts PLAN	HR Employment	Will Sheffie/Office of Major James K. Hahn	150	Los Angeles	Deidra Gray
October 27, 2001	Guatemalan Health Fair	Rich Morallo Cristina Granados Luz Garcia	Public Affairs	Astrid Castillo	1000	La Fayette Park	Manned Train safety booth
October 27, 2001	Charles Drew University Annual Community Resource and Health Fair	Cindy Shavers Yvette Moore	Public Affairs	Frankie Veale-Taylor	500	Compton	Manned Train safety booth
October 29, 2001	Women's Transportation Seminar/	Guerra	Public Relations	Marc or Maria	125	Little Tokyo	First public speech by new CEO
October 30, 2001	Santa Monica College	Santa Monica College Career Services	HR Employment	Marcia Lewis	1500	Santa Monica	Bruce Moore/Eric Rapp
October 30, 2001	Minority Enterprise Development Expo 2001	LAMBOC*	SBD&LC/Outreach	Tashai Smith/Bryan Starks	1,500	The Millennium Billmore Hotel, Los Angeles, CA	MTA Table Sponsorship & exhibit booth in the amount of \$1,500
October 30-November 1, 2001	Government, Business & Education Tech Expo	ITEC	SBD&LC/Outreach	Tashai Smith/Bryan Starks	N/A	Los Angeles Convention Center, Los Angeles, CA	
October 31, 2001	Tour/Retired Physicians	Rich Morallo	Public Affairs	Dr. Burton Blackman	40	Gateway Plaza	Tour of Union Station
November 1, 2001	Hollywood & Highland Opening	Marketing	Marketing	Morse		Hollywood	Collaborated with the new Hollywood & Highland complex on several projects surrounding its opening. Arranged for booth at a job fair and supplied special Metro Rail maps targeted at potential employees in the complex. Developed and distributed brochure on Metro Rail promoting the new destination including a coupon redeemable for a book of discounts at the complex. Supplied Ambassadors at Hollywood/Highland station for the first 10 days of the center's operation to assist newcomers.
November 1, 2001	Hollywood Christmas Parade	Marketing	Marketing	Morse		Hollywood	Developed cross promotion with Hollywood Christmas Parade to encourage use of Metro to reach the event. Special ticket package included a Grand Stand seat, Official Program and roundtrip fare on Metro.
November 1, 2001	Waste Management Exhibition	Rich Morallo	Public Affairs				Manned Train safety booth
November 1, 2001	L.A. Economic Summit	Littman	Public Relations	Marc Littman	125	Los Angeles	Snoble participated in panel discussion
November 2, 2001	Compton Health Fair		HR-HRD&T	Richard Morallo	200	Compton, CA	Cindy Shavers was an Operations Lifesaver Volunteer. She distributed train safety giveaways and conducted mini-presentations.
November 2, 2001	Ascot Elementary	Denise Charles	Public Affairs	Lili Smith	25	Universal City Station	

LACMTA COMMUNITY OUTREACH ACTIVITY

2nd Quarter FY02 (Oct-Dec) Outreach Data

Date of Event	Event Title	Originator	Department	Contact Person	No. of Participants	Location/City or Community	Comments
November 2, 2001	Lark Ellen Lions	Joanne Longsden	Public Affairs	Tim Adams	12	Civic Center Station	Hollywood & Highland
November 3, 2001	Long Beach Gov Day	DAC	Transit Ops PA	Helen Ortiz	600	Long Beach	
November 5, 2001	China Delegation tour	chinese delegation	Transit Ops PA	Helen Ortiz	8	Gateway-LA	
November 6, 2001	Paramount Rotary Club Speech	Frank Clarke	Public Relations	Marc Littman	25	Paramount	Marc set up speech, helped Frank prepare
November 7, 2001	Career Transition Center Opportunity Day & Open House	Boeing	HR Employment	Patrice Rogers	1500	Long Beach	Steve Ramsey/Jeannette Bell
November 7, 2001	LAC/USC Rideshare	USC	Transit Ops PA	Helen Ortiz	1300	E. Los Angeles	
November 8, 2001	Long Beach Chamber		Government Relations	Marisa Yeager		Long Beach	Monthly Meeting
November 8, 2001	Eastside Light Rail Project Open House		Government Relations	Yvette Robles		USG - Gateway	
November 8, 2001	John Glenn HS Tour	Luz Garcia	Public Affairs	Barry bieda	50	Gateway Plaza	Tour of Union Station & RRC
November 8, 2001	Hikari Preschool Presentation	Officer Connie Guerrero	Public Affairs	Teresa Moran	45	Hikari Preschool	Safety Presentation
November 9, 2001	We Care Job Fair	Los Angeles World Airports Business and Employee Services Team (LAWA's) BEST	HR Employment	Joyce Sloss	2000	Los Angeles	Pavadee Yee/Edward Fenton
November 9, 2001	Cal State Long Beach Tour	Rich Morallo	Public Affairs	Prof. Dan Barber	20	Rosa Parks Station	
November 9, 2001	"Building for Tomorrow's Challenge Today"	NAMC*	SBD&LC/Outreach	Tshsi Smith/Bryan Starks	N/A	The Radisson Los Angeles Airport Hotel	
November 10, 2001	El Sereno Elementary Wilton Place Elementary	Rich Morallo	Public Affairs	Tim Adams	40	Temescal Canyon	Tokens for free ride
November 11, 2001	Remembering Our Vets	Supv. Antonovich	Transit Ops PA	Helen	800	SGV	sponsored by Supv. Antonovich
November 13, 2001	Studio City Rotary Club Speech	Littman	Public Relations	Marc Littman	20	Studio City	
November 14, 2001	TCAP Tour Anaheim HS	Joanne Longsden	Public Affairs	Brett Schumm	45	Union Station	Tour of Union Station & RRC
November 14, 2001	Latino Business Expo	LBA*	SBD&LC/Outreach & Purchasing Dept.	Bryan Starks, Ron Dupuis, Al Mitchell, Kitty Jones, & Jean Belvin	1000	Los Angeles Convention Center	One-on-one Small Bus./Purchasing interviews with LBA Vendors
November 15, 2001	CA's Future in the Balance		Government Relations	Yvette Robles			
November 15, 2001	ASQ Tour	Rich Morallo	Public Affairs	Larry Tipton	25	7Th & Metro	Tour of MTA for ASQ
November 15, 2001	Village Elementary Tour	Cristina Granados	Public Affairs	Trina Mohammed	100	Tour of Union Station	
November 15, 2001	Bellflower Rotary Club Speech	Frank Clarke	Public Relations	Marc Littman	25	Bellflower	Marc set up speech, helped Frank prepare
November 15, 2001	Odyssey Transportation forum	Odyssey	Transit Ops PA	Helen Ortiz	35	LA	
November 16, 2001	Ascot Elementary Tour Wilton Place Elementary	Joanne Longsden	Public Affairs	Lili Smith	20	Tour of Union Station	
November 17, 2001	Ramona Elementary Miramonte Elementary	Rich Morallo	Public Affairs	Tim Adams	60	L.A.	Tokens for free ride
November 20, 2001	Cub Scout Pack 8 Tour	Rich Morallo	Public Affairs	Chris Adelman	20	Union Station	
November 26, 2001	Blue Line Three-car Train Ceremony	Rich Morallo	Public Affairs		200	7Th & Metro	3 car celebration
November 27, 2001	Career Awareness Day	Markham Middle School	SBD&LC/Outreach	Nola Crittendon, Keith Compton, Bryan Starks & Jesus Godinez	N/A	Markham Middle Magnet Center, Los Angeles, CA	
November 29, 2001	Holiday Party & Award Presentation	WCCC*	SBD&LC/Outreach	Tashai Smith/Bryan Starks	N/A	The Depot, Torrance, CA	

LACMTA COMMUNITY OUTREACH ACTIVITY

2nd Quarter FY02 (Oct-Dec)Outreach Data

Date of Event	Event Title	Originator	Department	Contact Person	No. of Participants	Location/City or Community	Comments
December 1, 2001	Expanded Blue Line Service	Marketing	Marketing	Morse		Blue Line Corridor	Launched new advertising campaign to promote three car service on the Metro Blue Line. Posted 84 billboards to run through February 2002. Produced new brochure for distribution on board all Metro Rail trains. Supported kick-off press event.
December 1, 2001	Holiday Token Promotion	Marketing	Marketing	Morse		Citywide	Created special offer during the holiday season of a free token holder with purchase of a bag of Metro Discount Tokens at Metro Customer Centers. Distributed 5,000 token holders to customers through this offer.
December 1, 2001	The Nutcracker	Marketing	Marketing	Morse		Hollywood	Collaborated with the new Hollywood & Highland complex to promote the American Ballet Theater's production of The Nutcracker at the Kodak Theater during the holidays. Created brochure promoting the event and use of Metro Rail to access the venue. Brochure also included a coupon redeemable for a book of discounts at the complex.
December 1, 2001	Ride Free Christmas Eve & New Year's Eve	Marketing	Marketing	Morse		Citywide	Promoted annual offer of free rides on all Metro Bus and Metro Rail lines on the evenings of Christmas Eve and New Year's Eve. Arranged for participation of local radio stations to call attention to the offer. Created brochure for distribution on board system.
December 1, 2001	Cub Scout Tour	Rich Morallo	Public Affairs	Tony Chavira	20	Metro Rail Tour on Red Line	
December 1, 2001	Wilton Place Elementary	Rich Morallo	Public Affairs	Tim Adams	40	L.A.	Tokens for free ride
December 1, 2001	Watts/Willowbrook Christmas Parade	Rich Morallo	Public Affairs	Myran Cotton	1000		
December 1, 2001	World AIDS Day	Rich Morallo	Public Affairs	Cynthia Davis	500	Drew University	Provided give-aways
December 5, 2001	North Hollywood Recreation Center Tour	Joanne Longsdon	Public Affairs	Elisa M. Hendersen	25	Universal City Station	
December 5, 2001	Emeritus Physicians Medical Center Tour	Rich Morallo	Public Affairs	Burton T. Blackman MD	20-30	Hollywood & Vine	Tour of LA Subway
December 5, 2001	Musketeer Middle School	DAC	Transit Ops PA	Helen Ortiz	450	SGV	
December 6, 2001	Shanghai Subway Delegation Tour	Rich Morallo	Public Affairs	Kang Hu	20	Gateway Plaza	Tour Div 20
December 7, 2001	HOV Summit		Government Relations	Michael Turner		Irvine	
December 8, 2001	Rowan Elementary	Rich Morallo	Public Affairs	Tim Adams	20	L.A.	Tokens for free ride
December 10, 2001	Fred Jordan Mission Christmas Gifts Give-away	Fred Jordan Mission	HR-HRD&T	Bessie Rush-Johnson	45 - family incl.		Wanda Davis was one of MTA attendees.
December 11, 2001	Greater Long Beach Workforce/Long Beach Press Telegram	Long Beach Workforce Development Systems & Press-Telegram	HR Employment	Gina Perez	2000	Long Beach	Sandy Kelly-Williams
December 13, 2001	Valley Leadership Institute	Rich Morallo	Public Affairs	Debbie Adelsberg	20-25	Universal City Station	
December 13, 2001	Snoble Culver City Chamber of Commerce Speech	Maria/Marc	Public Relations	Marc Littman	125	Culver City	
December 15, 2001	Miramonte Elementary Wilton Place Elementary El Sereno Elementary	Rich Morallo	Public Affairs	Tim Adams	60	L.A.	Tokens for free ride
December 31, 2001	Panorama Recreation Center Tour	Rich Morallo	Public Affairs	Leslie Richter	18	7Th & Metro	