Kenn Bicknell

Los Angeles County Metropolitan Transportation Authority Research Library, Archive & Records

IL2013
October 29, 2013

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CALIFORNIA HIGHWAYS
(1924-1967)

California Highways and Public Works

AUTOMATED PROCESSES:

Integrating Everything

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The Dorothy Peyton Gray Transportation Library and Archive is one of the most comprehensive transit operator-owned library resources in the United States. As the only multimodal transportation library in Southern California, we serve employees, the public, governments and research institutions.
Budget and time constraints (57% budget cut in FY10)

Meet the growing information needs of internal and external users
Providing greater access to materials without negative impact to staff

Providing greater access to materials without negative impact to material
Providing context for complex social, political, historical nature of transportation
Preserving original content without limiting consumption

Supporting our institution’s mission
Educating internal and external users and potential users about the value of information
Accommodate increasing demands in the Measure R era
Our Eight “Better Than Free” Generative Values Of Digitization:

- Immediacy
- Personalization
- Interpretation
- Authenticity
- Accessibility
- Findability
- Embodiment
- Patronage
Immediacy: “Expectation economy” and time-sensitive value
Personalization: Delivery tailored to needs and proficiency of user
Interpretation: Access to everything can be just as useless as access to nothing
Authenticity: Reinforcing the perception of providing original, unaltered information
Accessibility: Elbowing our way into an increasingly agile and mobile world
Findability: Providing access means nothing if users cannot locate it
Embodiment: Becoming a trusted source for and protector of primary resources
Patronage: The only thing better than free is more of it – Keep them coming back for more
Thinking about digitization and social media:

- News and Information
- Resource Sharing
- Social Networking
NEWS & INFORMATION

The Los Angeles Transportation Headlines:

Define yourself before others define you

Blog + RSS feed + Email subscription = Success

Nearly 8 years later, still going strong
News and Information:

Blog
Twitter
Paper.li
It all started with news -

TIMELY TOPICS

It's Spring!

In the city Spring fashion gleam from every store window.
On the desert, wildflowers blossom and in the country the groundhog has come out for his look-see at the world.
This is the season when a young man's fancy becomes a heart ailment.
It's also the season for Annual Reporting. Annual reports from thousands of corporations are mailed to millions of shareholders throughout the nation, giving them facts and figures of the previous year.
The Annual Report of the Los Angeles Transit Lines is now in the hands of its 2,044 shareholders, of

PERYSCOPE

March 1953

Published by Pacific Electric Railway Company, Public Relations Dept., 610 So. Main St., L. A.
"DETOUR! FLOOD!"

Fast Action by MTA Men in Baldwin Hills Flood Keeps Public Informed of Service Diversions, Gets Operators and Equipment Out of Danger; MTA Eyewitnesses Tell Stories of Disaster

Within three hours after flood waters from the Baldwin Hills Reservoir began filling the streets on Saturday, Dec. 16, a plan for diverting MTA bus service around the area was being broadcast over radio and television stations and had been announced to the press for the benefit of the public.

MTA officials went into action between 2:00 and 3:00 p.m. on Saturday—"one of the biggest shopping days of the year," said General Superintendent of Transportation George P. Goudis.

"First, we made sure our equipment wasn't needed for emergency evacuation purposes. Then we tried to get the equipment out of the area. The principal lines affected were the 9, 85, and 17."

"When we had figured out a plan of action, we called Larry Avnet (Asst. Manager, MTA News Bureau) about 6:00 p.m., so that he could get the information to radio, TV and the press—He did a fine job, too!"

The first indication that a disaster was imminent was a Squirrel radio police broadcast at 2:15 p.m. by Dispatcher Vic L. Simmons. The police were urging residents of the Baldwin Hills area to evacuate their homes.

Mr. Simmons communicated the warning to Assistant Chief Supervisor and Dispatcher Fred H. Buse, who was working alone at his desk in his office adjoining the Dispatcher's office.

Mr. Buse immediately ran to his Supervisor's car, equipped with two-way radio, and made the call. On the way he radioed Dispatcher Simmons to call Acting General Manager M. Edwin Wright and Mr. Goudis, who are in charge of civil defense bus transportation in emergencies in the Los Angeles area, and also to call Assistant General Superintendent of Transportation Jack Brown and Chief Supervisor and Dispatcher C. E. Carlson.

Mr. Buse then continued on to Colorado St. and La Brea Ave., where, at 3:50 p.m. observing water flowing south on La Brea, he radioed Dispatcher Simmons to announce all service away from Reseda Blvd. and La Brea Ave., until water conditions could be more fully evaluated.

Meanwhile, Dispatcher Simmons...
How can we lessen the burden?

- RSS, Readers
- Blog RSS, email subscription, links from other tools and webpages
Other disseminators began repurposing our news

Here's 139 Years of LA Transit History in One Awesome Timeline

Tuesday, February 26, 2013, by Eve Bachrach
MetroLibrary's Twitter Daily
Aggregated transit and transportation news


Los Angeles Transportation Headlines: Measure J, High-Speed Rail, DTLA Development, Commerce Rail Yard, Metrolink & More

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FROM THE EDITOR

Los Angeles Transportation Library: the past, present & future of transit and transportation in Los Angeles. Complete news headlines

Editor's note
See the Metro Library's Transportation Headlines and Print The Dorothy Peyton Transportation Library
Repurposing existing Library 1.0 Tools into something more compelling
February 2: This Date In Los Angeles Transportation History

L.A. plans its freeways, a first for UCLA, and monorail is among regional rail systems considered...
The calendar offers us an opportunity to promote other resources associated with that date, as well as extracted resources from the digitization project.
Integrating Everything
AUTOMATED PROCESSES:
Automating News & Information: Paper.li, Twitterfeed
Continue Headlines (Google Reader going away, so challenges are always present even after you automate and refine)
We did a lot of this alone, but we certainly have thrived because of the experiences and support from LA as Subject, SLA-TRAN and other information professionals we work with.
QUESTIONS?
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