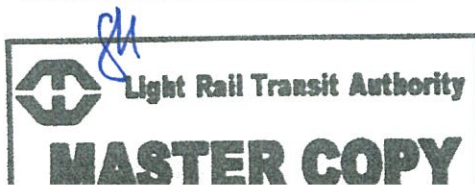
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			Revision No.:	0
			Date Prepared:	01 August 2022
			Date of Effectivity:	01 OCT 2022

Item No.	Interested Party	Needs (N)	Expectations (E)	Is there a legal basis for N/E? [Yes/No]	Risks (R)	Opportunities (O)
1	Customer	Real time information on train operating schedules, programs, projects and other relevant information	Timely release of accurate information / announcements / advisories on train operating schedules, programs, projects and other relevant information.	Yes	Low patronage Low satisfaction rating Low public trust	Increase in patronage due to passenger satisfaction. High satisfaction rating.
		Assistance to inquiries and resolving complaints	Prompt action / response to inquiries / complaints.	Yes	Passenger complaints	Increase in public trust.
2	Media	Real time information on train operating schedules, programs, projects and other relevant information	Timely release of accurate information / announcements / advisories on train operating schedules, programs, projects and other relevant information.	Yes	Poor relationship with media Low credibility rating from the media	Better relationship with the media High media mileage Increase in public trust

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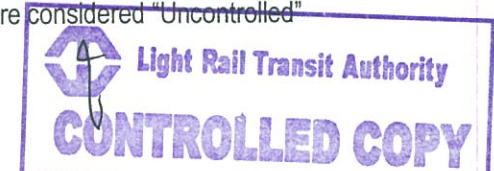
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Item No.	Interested Party	Needs (N)	Expectations (E)	Is there a legal basis for N/E? [Yes/No]	Risks (R)	Opportunities (O)
		Assistance during media coverage of LRT Line 2 events and activities	Timely release of work clearance for video coverage / video shoot, interview and schedule for TV and radio guesting.	Yes	Low public trust Low patronage	Increase in transparency Increase in patronage
3	Students / Schools	Familiarization Tours / Train Rides	Immediate approval of familiarization tour request, informative familiarization tours, safe and secure train ride	Yes	Non-availability of trains for familiarization tours due to maintenance issues/concerns.	Increase in non-rail revenue due to high familiarization tour availment.
		Information on LRT programs / projects	Timely release of accurate information on LRTA programs / projects	Yes	Use of gathered information about the Authority for unofficial and unlawful purposes.	Increase in awareness of students on the LRT-2 System operations, services and facilities.
4	Government Organization	Partnership in delivery of government services	Immediate approval of partnership proposal	Yes	Decrease in support/cooperation from other government	Strong relationship with other government agencies.

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Item No.	Interested Party	Needs (N)	Expectations (E)	Is there a legal basis for N/E? [Yes/No]	Risks (R)	Opportunities (O)
		Assistance in posting of promotional/information materials/campaigns	Immediate approval of request for posting of promotional/information materials/campaigns	Yes	agencies. Competition with Business Development clients/advertisers	
5	Non-Government Organizations / Private Individuals / External Entities	Information on LRT programs / projects	Timely release of accurate information on LRTA programs / projects	Yes	Use of gathered information about the Authority for unofficial and unlawful purposes.	Strong relationship with NGOs, private sector and other sectors.
		Partnership in undertaking CSR programs	Immediate approval of partnership proposal for CSR program	Yes	Additional cost/expenses incurred by the Authority for CSR programs.	Increase in public trust.

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Item No.	Interested Party	Needs (N)	Expectations (E)	Is there a legal basis for N/E? [Yes/No]	Risks (R)	Opportunities (O)
6	Concerned Internal Offices	Information on passenger complaints/feedback and suggestions/commendations	Immediate referral of complaints/feedback and suggestions/commendations for appropriate action	Yes	Inaccurate and/or late reportorial submission.	Better performance. Targets are met.
		Media requirements	Immediate assistance on media-related requirements such as for media coverages of special events / operations-related activities.	Yes	Unmet targets.	Enhanced working relationship among offices.
7	Top Management	Various PR-related Reports	Immediate submission of various Public Relations reports for appropriate action	Yes	Inaccurate and/or late reportorial submission.	Better and on-time performance.
		Media Assistance	Immediate coordination with media outfits for interviews, radio/TV guestings.	No	Poor media relations.	Better media relationship.

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Communication and Feedback Management

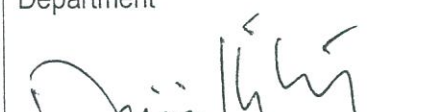
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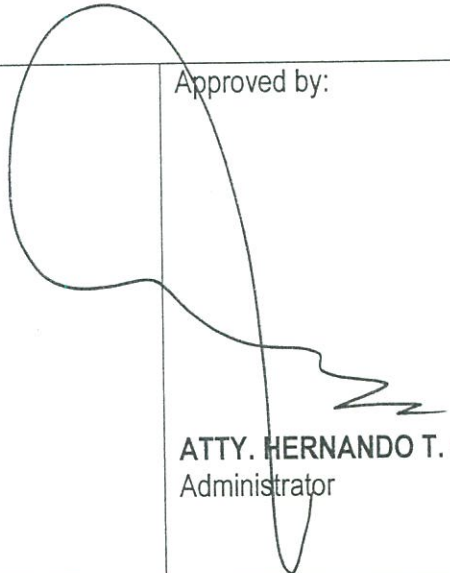
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