



Metro

Daily Brief

Friday, November 4, 2005

20051104-0

CEO Roger Snoble

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Consent Decree Update

Today, Metro submitted information to the Special Master in response to his questions regarding the recently submitted New Service Plan and Review of Past Service Changes. This submission provided additional details as to how the Metro's plans meet the objectives set forth by the Special Master's regarding bus procurements, evaluation of service changes and operational funding.

Orange Line's Media Coverage Valued at \$3 Million

The Metro Orange Line opening generated more than \$3 million in positive media value - the value if time and space were purchased as advertising. The Daily News counted down to the opening and produced an insert; the Los Angeles Times covered virtually every aspect of the line and its operation; local publications picked up the multitude of releases that we distributed; and virtually every local broadcast media covered the Metro Orange Line and its opening. A DVD is being distributed that provides a sampling of the news coverage that the Metro Orange Line received.

Metro I-Pass program increases sales at UCLA by 850%

UCLA introduced its Metro I-Pass program with resounding success. UCLA sales, which historically averaged sales of about 75 Metro passes per month, exploded to 639 under the new I-Pass program - a growth rate of 850%! UCLA reported that 427 students and 212 faculty members purchased Metro I-Passes. Under the I-Pass program, revenues increased from about \$9,000 to over \$71,000 for the quarter. While Metro receives full fare value for the passes, UCLA discounted the passes 50% to its employees and student body.

FY2005 Triennial Review Final Report

Last month, the Federal Transit Administration (FTA) forwarded its FY 2005 Triennial Review Final Report for Metro. The Final Report reflects 23 review items and the findings for each. No "deficiencies" were found in 21 of the 23 Triennial Review areas. Deficiencies were identified in "Maintenance" and "Charter Bus." Metro staff already was aware of the issues from a draft report that the FTA shared and immediately took corrective actions. The findings are now closed.

The FTA has asked Metro to provide a copy of an updated Facilities Maintenance Plan and to notify them of our progress. The FTA also has informed Metro that facilities maintenance will receive additional scrutiny during the next Triennial Review (2008).

CEO Upcoming Meetings and Events

Next week I will be meeting with Director Fasana; Jim Ritchie, Deputy Executive Director of Long-Range Planning of LAWA and Michael Doucette, Los Angeles City Planning; and Denny Zane of Environment Now. In addition, I will be meeting with the Municipal Operators' General Managers.

Of Note

On this date in 1980, Proposition A was approved by a 54% voter majority in L.A. County. The measure established the first local half-cent sales tax for transportation improvements, including a temporary reduction in bus fares, transportation funding for projects throughout the county, and funds to construct a 150-mile regional rail rapid transit system. Ten years later in 1990, a majority of voters would approve Proposition C, a second half-cent sales tax for transportation system improvements. Similar ballot measures in 1968 and 1974 had failed to reach a voter majority. Today, revenues from Propositions A and C provide over \$1 billion annually.

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