



**Metro**

# Daily Brief

Thursday August 31, 2006

20060831-0

CEO Roger Snoble

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## **Metro Reaches I-Pass Agreement with Los Angeles City and Trade Tech Colleges**

I am pleased to report that Metro and the Los Angeles Community College District have reached agreement for the participation of Los Angeles City (LACC) and Trade Technical Colleges (LATTTC) in the I-Pass program for the upcoming school year. The program makes Metro services (including Metro Bus, Metro Rail and Metro Rapid lines) available to full-time students who have an I-Pass stamp on their school identification card. Under the agreement, Metro will provide full time students with stamps for both the Fall 2006 and Spring 2007 semesters. The agreement also stipulates that LACC and LATTTC shall conduct both transit surveys of potential/eligible students during the fall to determine student use of Metro service, and student referendums in the spring to seek authorization for transportation fees as permanent funding sources for the program.

## **Immigration March Planned For Saturday, September 2<sup>nd</sup>**

Media Relations issued a news release this afternoon detailing temporary Metro Bus and Rail service changes in response to an immigration rights march on Saturday, September 2<sup>nd</sup> in downtown Los Angeles. The demonstration is being sponsored by the March 25<sup>th</sup> Coalition, the same group that organized Los Angeles' two massive immigration walks in March and May of this year. The release notes that Metro plans to beef up service for patrons who want to use the system to get to or from rally points along the march route. The march is set to begin at 10:00am the intersection of Olympic Avenue and Broadway. It will then follow a route that goes north on Broadway, and east on First Street, culminating at City Hall between Temple and First Streets. The event is

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scheduled to end at 5:00pm and is expected to generate between 30,000 and 50,000 participants.

Metro staff has worked with the Special Events Unit of the Los Angeles Police Department's (LAPD) Central Division to best organize our response to the march. A total of 53 Metro Bus Lines will be impacted due to the planned event. Specific responses that have been agreed to are as follows:

- Metro representatives from Bus Operations, Rail Operations Control and the Los Angeles Sheriff's Department will be stationed at the Unified Command Post established by LAPD.
- The Metro Blue and Red Lines will operate on a temporary schedule letter, providing more frequent service than a normal weekend schedule. Trains will also have the maximum number of cars to allow for increased capacity.
- Bus detours in the Central Business District will ensure that all buses stay several blocks away from the march route. All affected stops will be posted with signs directing customers to alternate boarding locations.
- If attendance warrants, buses will be staged at predetermined locations around the Central Business District to deal with the crowds leaving the area at the end of the event.

### **Metro Destination Videos Debut on ExperienceLA.com**

Approximately two dozen 30-second videos highlighting fun places to visit in Los Angeles County reachable via Metro can now be viewed on [ExperienceLA.com](http://ExperienceLA.com). The clips spotlight venues in Long Beach, Santa Monica, Pasadena, Universal City, Hollywood, downtown Los Angeles, Little Ethiopia and more. Metro gets many uses out of these video clips. They are shown on cable television stations through the county and on Transit TV monitors on Metro buses. Staff is also approaching various media outlets to spotlight the videos on their web sites, and will soon make the videos available as podcasts that can be downloaded onto home computers and iPods from anywhere in the world. Additionally, LA INC. (the Los Angeles Convention & Visitors Bureau) and airlines (in-flight screenings) have been approached to distribute the videos as a way of encouraging tourists and Southern California residents to take Metro to major venues to avoid traffic, high gas prices and parking hassles. Staff hopes to screen these destination videos soon on Metro.net along with video news clips of tunneling breakthroughs, the Metro Bus Roadeo and other events.

### **Metro Service Sector Monthly Meetings**

Media Relations distributed a news release today outlining the upcoming September meetings of the Metro Service Sector Governance Councils. The release encourages residents and Metro patrons to attend the community events

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to learn about proposed bus and rail changes in their areas. The release also notes a change in the date of the San Gabriel Valley Service Sector's meeting now set for Tuesday, September 26<sup>th</sup> (formerly scheduled for Tuesday, September 12<sup>th</sup>).

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