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| **Thursday, November 8, 2012 121108-1**  **In this Issue:**  **Countdown to Metro ExpressLanes:** **Tip #9 –** **Day One**--**What You Should Expect!**  **Media Inquiry on Metro ExpressLanes**  **Metro Communications Work Praised as "Best Practice"**  **New Crenshaw/LAX Short Film Released** |
| **Countdown to Metro ExpressLanes:** **Tip #9 –** **Day One**--**What You Should Expect!**  With only two days left before we launch Metro ExpressLanes you should know what to expect on our first day and in the next few days thereafter.  ExpressLanes is Day One Ready!  On Friday, November 9, 2012, we will conduct a press conference to remind motorists that the ExpressLanes are opening. The 110 ExpressLanes open on Saturday, November 10, 2012 at 10:00 p.m. (weather permitting) and our performance monitoring begins immediately. Sunday volumes are generally low, so expect low toll amounts. However, due to both the Los Angeles Clippers and Lakers games taking place at 12:30 p.m. and 6:30 p.m. respectively, we expect a potential peak in volumes before and after the events which should result in higher toll amounts and potential periods of “HOV Only”.  Expect extended customer service hours for both the call center and Gardena walk-in location:   * Saturday, November 10, 2012 – Call Center (9:00 a.m. – 5:00 p.m.) * Saturday, November 10, 2012 – Gardena CSC (9:00 a.m. – 5:00 p.m.) * Sunday, November 11, 2012 – Gardena CSC (9:00 a.m. – 1:00 p.m.) * Monday, November 12, 2012 – Gardena CSC (9:00 a.m. – 5:00 p.m.) * Monday, November 12, 2012 – Call Center (9:00 a.m. – 5:00 p.m.)   FasTrak account openings have experienced a sharp increase over the past few days. In anticipation of increased demand for account openings, we have planned for extended hours above and expanded the retail locations to include Albertsons. Beginning tomorrow, commuters can visit Albertson’s and receive a 10% discount when they pick up their transponder at one of 38 convenient locations. We expect a continued ramp up even after the Express Lanes open as commuters gain a better understanding of how the system will work. For more information, visit metroexpresslanes.net.  *About Metro ExpressLanes*  *Metro ExpressLanes is an exciting new endeavor. But like all new undertakings, it will take some time to become familiar with how it works, and it will take time before we experience the full benefits and rewards of this new traffic flow improvement project. We expect to see traffic flow enhancements and congestion reduction as the project progresses over time along with some immediate advantages such as new and more frequent transit service. Participant-adoption, and on-going feedback as a vital partner in this program will ensure its success as well as an improved travel experience for all drivers between the 110 and 10 freeways to downtown Los Angeles.*  **Media Inquiry on Metro ExpressLanes**  Media Relations staff participated in interviews today with KNBC, City News Service, Long Beach Press Telegram and the San Gabriel Valley Tribune regarding the Metro ExpressLanes opening planned for this weekend along the Harbor Freeway. Stephanie Wiggins, Executive Officer of Congestion Reduction Initiative, will participate in live morning interviews tomorrow with KABC-TV and KNX Radio to promote the weekend opening. Her interview on KCET So Cal Connection airs tonight and her interview with the Los Angeles Times is expected to run tomorrow. Also, a 9:00 a.m. news conference is planned for tomorrow morning near the intersection of Flower Street and Adams Boulevard. Numerous media stories are expected to be generated over the next few days as the ExpressLanes become operational.  **Metro Communications Work Praised as "Best Practice"**  Metro's communications work received some nice unsolicited feedback from a peer agency earlier this week. The Metropolitan Transportation Commission in Oakland said they were "very impressed with the simplicity of the messaging and graphics" for our ExpressLanes campaign.  Metro's award-winning communications work continues to be considered a best practice for public agencies both here and abroad. Earlier this year Metro's creative work was featured in a publication entitled "From Here to There: A Creative Guide to Making Public Transport the Way to Go", this publication was billed as providing examples of "worldwide best practices" in the area of transportation communications.  **New Crenshaw/LAX Short Film Released**  The second in a series of short films on the Crenshaw/LAX project is being released this week. The most recent film features local resident (and LAX Sky Captain) Wally Knox, who speaks about the three most important elements of his life: his family, his work and his art—and he notes that he will have more time for all three once the Crenshaw/LAX line is built and provides him an easier way to get to work.  The series is the work of filmmaker Mobolaji Olambiwonnu who was commissioned by Creative Services to produce a series of six short works that celebrate the cultural complexity of the various communities along the alignment while generating interest and enthusiasm for the future service. Creative staff worked with the filmmaker and the project team to produce a series that conveyed the importance of the project in a manner that was humanistic, inspirational and engaging. To view the work and learn more about the Crenshaw/LAX project click [here](http://www.metro.net/projects/crenshaw_corridor/community-videos-series-elders/). | |
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