# **Daily Brief**

Monday, March 13, 2006

**CEO Roger Snoble** 

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## **Update Story On Archeological Finds During Eastside Gold Line Construction**

The Los Angeles Times is preparing a story on the archeological discoveries made during the construction of a retaining wall for the east portal of the Metro Gold Line Eastside Extension on the south side of the Los Angeles County Crematorium. The reporter covered the last ad-hoc committee specially created to deal with the human remains found during the excavation. He also interviewed Metro Construction and Media Relations staff for this story, which will run in tomorrow's edition.

### **Go Metro To Upcoming Events**

Media Relations issued two news releases today encouraging patrons to Go Metro to the April 4 grand opening of the new Highland Park Farmer's Market and to the Women's Conference being held at Citrus College on April 1.

#### **Transit Line Color Scheme**

Media Relations staff was interviewed by a Metro Networks radio news reporter about the proposed color scheme for fixed guideway projects. Staff noted the item would be discussed Thursday before EMC committee. The aim is making Metro services easily distinguishable for customers.

### San Fernando Valley Great Pumpkin Half-Marathon

The Daily News today inquired about Metro's recommendation, which goes before the Operations Committee this week, to authorize CEO Roger Snoble to negotiate an agreement to implement the San Fernando Valley Great Pumpkin Half-Marathon Pilot Project. The recommendation would allow the use of the Metro Orange Line to be used as the marathon right-of-way as a one-time pilot project to be conducted on Sunday, Oct. 29, 2006, the one-year anniversary of the line. The proposal was submitted to Metro by California Assembly member Lloyd Levine and the Economic Alliance of the San Fernando Valley in January. Staff reported that the pilot project would enable Metro to assess the impact of participation in the event, with any future participation dependent on Board approval and development of appropriate policy and cost guidelines. The story is expected to run tomorrow.

# Metro's Diversity & Economic Opportunity Department Receives Outstanding Rating for the Federal Transit Administration Disadvantaged Business Enterprise Compliance Review

Metro's Diversity & Economic Opportunity Department recently completed an extensive three-day audit conducted by representatives of the Federal Transit Administration that reviewed our Disadvantaged Business Enterprise Program. Metro received high ratings for a well-managed program and FTA officials stated an intention to use Metro as a model to train other agencies in carrying out their DBE Compliance Programs.

Major components of the FTA DBE Compliance Review involved touring the Metro Gold Line Eastside Extension Project and interviewing four (4) Transportation Business Advisory Council (TBAC) Member Organizations, Metro Executive Staff, and County Counsel.

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