



Metro

Daily Brief

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CEO Roger Snoble

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New Metro Bike Map Now Available

Metro has published a new bike map, a comprehensive guide for bicycle commuters and recreational bikers detailing 1,252 miles of bike paths, on street bike lanes and designated bike routes in Los Angeles County. The new cyclist guide details the bikeways in bold colors and includes key symbols showing bike path access points and the location of bicyclist lockers and racks. Media Relations distributed a news release on the new bike maps this afternoon.

Go Metro to Noho Theatre & Arts Festival

Media Relations issued a news release this morning encouraging patrons to use the Metro system to attend this year's 14th Annual NoHo Theatre & Arts Festival May 20 and 21 in North Hollywood. The release notes that the festivities are just a short walking distance from both the Metro Red Line and the Metro Orange Line station in North Hollywood.

Link to News Release: http://www.metro.net/news_info/press/metro_073.htm

Free Yourself. Go Metro

Metro has launched a new ad campaign that urges drivers to free themselves from record-high gasoline prices. The ads depict a motorist handcuffed to a gas pump and read: "Free yourself. Go Metro." Ads will appear on billboards and bus shelters and also will be placed on the sides of buses and in newspapers throughout LA County.

The cost for a single gallon of gasoline now exceeds that of a \$3 Metro Day Pass. First quarter 2006 ridership gains are up from previous year levels by 11 percent for Metro Rail and 7 percent for Metro Bus

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Los Angeles County Metropolitan Transportation Authority
1 Gateway Plaza
Los Angeles, California 90012-2952
Phone: 213-922-6888
Fax: 213-922-7447
