



Metro

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FTA New Starts Projects Quarterly Review Meeting

The Federal Transit Administration (FTA) New Starts Projects Quarterly Review Meeting was held today at the Gateway building. Leslie Rogers, FTA Regional Administrator reported that the FTA remains focused on ridership and that both transit safety and security continue to be a high priority. I and Metro staff provided an update on current Metro activities, including the FY 2007 Budget, labor negotiations, Consent Decree, safety/security issues, the 2550 Rail Vehicle Program, Metro Gold Line Eastside Extension, Metro Orange Line safety enhancements and both Phase 1 and 2 of the Mid-City/Exposition LRT project.

Metro System Advertising

The Daily News has completed its inquiries regarding Metro system advertising revenues for a story regarding Metro's budget and additional revenue generating opportunities. Staff reported that the agency received \$17.1 million in annual advertising revenue from its contract with CBS Outdoor Group, which places ads on the interior and exteriors of Metro Buses. Of the \$17.1 million, \$2.95 million, or 17 percent, is from bus wrap advertising. The remaining 83 percent comes from standard interior/exterior bus advertising. Metro's contract with CBS Outdoor Group is a fixed advertising contract based on the number of buses in peak hour service. With approximately 2,205 buses operating during peak hours as of January 2006, the average advertising revenue generated per bus per month is \$7,755. The agency also contracts with Transit Television Network for a minimum \$100,000 guarantee for television advertising on board its bus fleet. No advertising is currently allowed on the exteriors of rail cars per Board policy due to Board concern over decreasing the visibility of trains. Advertising, however, has been approved for Metro Rapid Buses. The story is expected to run within the next couple of days.

Guide Dog Puppies in Training Will Ride Metro Rail

A group of 20 puppies headed by L.A. Southwest Guide Dog Raisers will be traveling on the Metro Blue Line from Long Beach to Olvera Street in downtown Los Angeles this Saturday June 3 as part of their guide dog training. The puppies will board the Metro Blue Line at the Transit Mall Station at First Street in Long Beach and will travel the 22 miles to 7th/Metro/Julian Dixon station in downtown Los Angeles where they will transfer to the Metro Red Line and ride to Union Station for a walk to Olvera Street. The purpose is to train guide dogs on how to use public transportation.

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