



**Metro**

# Daily Brief

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CEO Roger Snoble



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## Metro Honored as America's Best

Board Chair Gloria Molina, Director Pam O'Connor, John Catoe and I were on hand with hundreds of Metro employees earlier today to receive the American Public Transportation Association's (APTA) 2006 Outstanding Public Transportation System Achievement Award presented by APTA's president, Bill Millar. The event, held at Division 1, also featured awards presented to Metro on behalf of Congressman Adam Schiff, the Los Angeles County Board of Supervisors, and from Los Angeles Mayor Antonio Villaraigosa.

Numerous media outlets reported today on both the event and Metro's receipt of this prestigious award, including Channels 4, 7, 34, 62, USC television, KFWB News 980, Metro Networks, KPCC, NPR and KCSN Radio, *the Daily News*, *Los Angeles Downtown News*, *Chinese Daily News* and City News Service. A press release was also distributed by Metro Media Relations.

## Metro's 10-Year Financial Outlook Reviewed

*The Daily News* and KFWB News Radio are expected to report tomorrow on Metro's 10-Year Financial Forecast which is scheduled to be discussed at the Finance & Budget Committee next week. It is expected that reporters will target the agency's deficit and question the possibility of future fare increases. I reported to *the Daily News* that fare increases are considered to be a last resort and that we will be examining means to increase revenue, boost ridership, and operate more efficiently in an effort to reduce costs. Media Relations staff made

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the same points to KFWB and noted that the Board ultimately must decide on the best course of action for tackling the agency's operating deficit.

### **Metro Gold Line Eastside Extension Construction Update**

Metro Media relations issued a [news release](#) earlier today noting that First Street will be closed this weekend between Evergreen and Lorena Streets for re-striping. This work follows the completion of activities at the East Portal for the Metro Gold Line Eastside Extension project. The work will begin Saturday at 6:00 p.m. and continue through 7 p.m. on Sunday. Area residents can expect full street closure while the re-striping work is being completed.

### **Metro Bus Seats Highlighted in Artist Profile**

The Sunday October 8th issue of the [New York Times magazine](#) (a special international style/design issue) included an image of a Metro bus interior featuring bus seat fabric design by the artist Pae White with architect Tom Marble. This vibrant artist-designed seat fabric began to appear in 2005 and is being installed in all of Metro's new 60-foot articulated buses and 45-foot compo buses. It is the first permanent art project commissioned for the Metro bus system. The seat fabric design weaves together symbols derived from LA transit passes of the past (especially the 1930s and 1940s) in a contemporary manner. Metro customers are enjoying the bright and cheery fabric which also serves to deter vandalism. White is one of the country's most highly acclaimed artists and garners international acclaim for her work.



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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

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