



**Metro**

# Daily Brief

**Monday November 13, 2006**  
20061113-0

**CEO Roger Snoble**



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### California Transit Association Annual Conference Recap

Last week, the California Transit Association held its annual conference in Long Beach. The conference was well attended and included a variety of speakers on topics including the use of new technologies in providing security and improving service, new strategies to reduce costs, and ways to increase the efficiency of services. Additionally, CTA adopted its Legislative Program for next year and honored Senator Alan Lowenthal as the Association's Legislator of the Year. Next year's conference will be in Anaheim.

### Grand Opening for Lincoln Heights Transit Oriented Development

On Saturday, November 11<sup>th</sup>, a Grand Opening Ceremony was held for the [Puerta Del Sol](#) condominium development located next to the Lincoln Heights Metro Gold Line Station. While Metro did not directly participate in the project, it is an excellent example of transit oriented development. Event speakers included Los Angeles State Controller Elect John Chiang, City Councilman Ed Reyes, Los Angeles City General Manager Mercedes Marquez, and representatives of the project partners. The project is a new mixed-used development with 165 units of for-sale condominiums and approximately 2,600 square feet of store-front retail property. The condominiums are part of a master-planned community that includes 368 affordable rental housing units, a child care center, and approximately 10,000 square feet of community-serving retail. The project is located within a redevelopment area in the Lincoln Heights area of East Los Angeles (about two miles north of Downtown Los Angeles) and is part of the redevelopment of an old factory site. The condominium project offers units starting at a price in the high \$200,000s. The project developer is

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AMCAL with funding provided by Phoenix Realty Group, the City of Los Angeles Housing Department, Citibank and AIG Sunamerica.

## **Go Metro to the Hollywood Christmas Parade**

Media Relations distributed a [news release](#) today encouraging spectators to Go Metro to the [75<sup>th</sup> Annual Hollywood Christmas Parade](#) to avoid the hassles of traffic and parking. The Metro Red Line stations at Hollywood/Vine and Hollywood/Highland will both serve the parade route. Extra trains will also be placed in service to accommodate the crowds expected to attend the parade on November 26<sup>th</sup> at 5:00 p.m. The parade will travel the streets of Sunset and Hollywood Boulevards between Orange and Vine Streets. This year's parade will feature comedian George Lopez as Grand Marshal and Regis Philbin as the Diamond Jubilee Honorary Grand Marshal. Brooke Hogan and Michael Bolton are expected to perform. Appearances will also be made by Isaiah Washington, Shawn and Marlon Wayans and the cast of Disney's *High School Musical*

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