



# NEWS

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## REALTORS TRUMPET BELIEF IN MASS TRANSIT

In the last few months, San Fernando Valley Realtors have hooked on to a new way to sell homes. They advertise proximity to the nearest rail line, to indicate it is only a short hop to downtown Los Angeles.

"It is gratifying to see that people recognize how mass transit can be a vital link to the development of this region," said Larry Zarian, MTA Chairman.

"Fast, efficient transportation is becoming essential as more and more people set up residence on the outskirts of Los Angeles County," said Mel Wilson, member of the MTA Board of Directors and Chairman of the Agency's Operations Committee.

Wilson is also President Elect of the San Fernando Valley Association of Realtors, a trade group with approximately 6,000 members. Every year the group travels to downtown Los Angeles, to meet with city and county officials to discuss the financial and business climate.

On Nov. 6<sup>th</sup>, the Realtors will head for the city for their 18<sup>th</sup> annual "Legislation Day." But this year, about 60 members of the group will skip the usual cars or charter, and make the trip by rail. They are making a point of that to promote the idea of reliable, convenient public transit. The group will leave Northridge on the Metrolink train for Union Station, and transfer there to the Metro Red Line to reach the Hall of Administration.

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"Rapid transit helps us to feel connected," Wilson said. "it is a lot less stressful than driving alone, and we'd like people to understand that."

The group will leave Northridge at 8:18 the morning of Nov. 6<sup>th</sup> and head back at 3:26 p.m.

"It is possible to make an efficient, timely, and comfortable commute between Los Angeles and places like the San Fernando Valley, and as people come to realize that, our ridership goes up," said Joseph Drew, MTA CEO. "The economic development of this region relies on a mass transit system that will serve the community well into the 21<sup>st</sup> Century."

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