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| **Tuesday, September 11, 2012 120911-1**  **In this Issue:**  **Officials Encourage the Public to Eat, Shop, Play Locally During Carmageddon II Weekend, Offer Hundreds of Destination Discounts**  **Creative Services Award Winning “Best Practices” Studied by UCLA**  **Los Angeles Times Inquiry Regarding Metro Advertising Guidelines**  **I-405 Sepulveda Pass Improvements Project Construction Notice** |
| **Officials Encourage the Public to Eat, Shop, Play Locally During Carmageddon II Weekend, Offer Hundreds of Destination Discounts**  Today, I joined Mayor and Metro Board Director Antonio Villaraigosa, Supervisor and Metro Director Yaroslavsky and Board Member Richard Katz in a major news conference at Hollywood & Highland Center to encourage the public to “Eat, Shop and Play Locally” during Carmageddon II weekend September 29-30, 2012. The destination discounts are Metro’s latest effort to cajole motorists out of their cars during the final demolition of the Mulholland Bridge in the Sepulveda Pass. Carmageddon special discounts ranging from 10 to 50 percent are part of Metro’s Destinations Discounts Program that offers exclusive discounts to destinations throughout Los Angeles County. The program has been augmented with brand new destinations especially for Carmageddon weekend. An interactive map of destinations is available at [metro.net/405](http://www.metro.net/projects/I-405/). To view the complete list of discounted venues, please click [here](http://www.metro.net/interactives/event_map/eat_shop_play_list.pdf). Numerous news media, CNN, channels 2/9, 4, 5, 7, 11, 18, 22, 34, 35, 52, 54, La Opinion, Los Angeles Times, New York Times, LA Daily News, Hollywood Patch, Korea Times, Hollywood Independent/the Wave News, KNX and Metro Networks covered the press conference, with news stories expected to run today and throughout the week.  [**http://www.metro.net/projects/I-405/**](http://www.metro.net/projects/I-405/)  [**http://www.metro.net/interactives/event\_map/eat\_shop\_play\_list.pdf**](http://www.metro.net/interactives/event_map/eat_shop_play_list.pdf)  **Creative Services Award Winning “Best Practices” Studied by UCLA**  Last week Metro's Creative Services group hosted a team from UCLA's Events and Transportation group to research the creative and workflow process that Creative Services employs to fashion and complete the thousands of design and communication jobs our in-house agency creates each year. The group met with Creative Director Michael Lejeune and also attended the Friday morning Production Meeting to observe how Metro's creative jobs are tracked and advanced.  **Los Angeles Times Inquiry Regarding Metro Advertising Guidelines**  Today, the Los Angeles Times inquired about Metro’s advertising guidelines and its provision regarding non-commercial advertising. The Times is preparing a story concerning the AIDS Walk organization being upset with both Metro and Santa Monica Big Blue Bus for not accepting ads for their upcoming walk. Metro Communications staff told the reporter that our advertising policy adopted in 2000 prohibits non-commercial ads on Metro buses and trains. The reporter was told that from 2005-08 AIDS Walk ads were accepted on Metro buses by our outside advertising vendor. The reporter was told that we are in contact with the vendor to try and determine what happened during those years to allow these ads to appear. There may have been some confusion at the time regarding whether AIDS Walk participants were required to pay a registration fee to participate in the event, constituting a commercial transaction. However, the reporter was told that since that time, no non-commercial messages have been accepted. The reporter was told that the Board will be asking staff later this month to review the current policy to see if it can be amended to allow non-profit organizations to purchase ads. The story may run tomorrow.  **I-405 Sepulveda Pass Improvements Project** **Construction Notice**  Utility Work Utility work along Sepulveda Boulevard requiring one lane in each direction between Montana Avenue and Moraga Drive will start at 9:00 p.m. on Friday, September 14, 2012 through 6:00 a.m. on Monday, September 17, 2012. To view the complete construction notice, please click [here](http://www.metro.net/projects_studies/I405/images/notice_2012_0914.pdf). For the latest road closure information, please visit [metro.net/405](http://www.metro.net/projects/i-405/).  [**http://www.metro.net/projects\_studies/I405/images/notice\_2012\_0914.pdf**](http://www.metro.net/projects_studies/I405/images/notice_2012_0914.pdf)  [**http://www.metro.net/projects/i-405/**](http://www.metro.net/projects/i-405/) | |
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