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Innovative Ad in Subway Tunnel Launched

Under a revenue-generating pilot program developed by the Communications department, an outside vendor has completed installation of a video display on the tunnel wall visible to subway riders between the Hollywood/Highland and Universal City stations. The unique LED system created by Sidetrack Technologies is the first of its kind in North America, and will show 15-second ads for movies, retailers and other products. The two-year pilot program will generate a minimum of \$240,000 per year for us and can be expanded to produce additional revenue if advertiser demand warrants.

Media Tour to View the Speed Racer Movie Trailer from the Metro Red Line

On Tuesday, May 13th at 9:00 a.m. we will be hosting a media tour on board the Metro Red Line to introduce the media to the Red Line tunnel movie trailer ([video #1/video #2](#)) for “Speed Racer.”

Media Tour Overview: The media crews and Media Relations staff will board a Metro Red Line train departing from the Universal City station. Media and staff will then travel to the Hollywood & Highland station where they will exit the train and take the next train westbound for their return trip to the Universal City station. While on board, the media will have an opportunity to shoot video tape footage and conduct interviews with our executives regarding the installation of the video trailer in the Metro Red Line system.

San Francisco Chamber of Commerce – City Trip Los Angeles

This morning, I joined fellow panel speakers Michael Collins, Managing Director of External Affairs, Executive Director's Office of the Los Angeles World Airports, and Valerie Martinez, President and CEO of VMA Communications, Inc. to address approximately 60 members of the San Francisco Chamber of Commerce as part of their "City Trip – Los Angeles" meeting.

My presentation covered the various transportation challenges that we face, which includes our funding challenges; growing congestion; and environmental and community concerns regarding increasing cargo traffic in our ports and on our highways. I also spoke about the various combinations of tools that we employ to mitigate these challenges, including the major projects that we are currently undertaking, the Congestion-Reduction Demonstration Initiative that is in the works, and the Multi County Goods Movement Action Plan, which we are working in partnership with the other Southern California counties

Media Inquiry Regarding the High Price of Gasoline and its Effect on Ridership

Several media outlets, including National Public Radio, the Los Angeles Times, CNN, The New York Times and the Boston Globe have inquired about our system ridership for stories focusing on whether high gasoline prices are causing more commuters to switch to public transit. Staff reported that year over year ridership on the Metro bus system is down by 7 percent, but as of March 2008, rail ridership is up about 5 percent. Lower bus system ridership is attributed to our July 2007 fare increase that raised the Metro Day Pass from \$3 to \$5. More bus riders are likely to purchase one-way fares rather than the day pass and make less daily trips. The Metro Red Line, at nearly 145,000 average weekday boardings, reached a seven-year high as of March and the Metro Gold Line set an all-time high of more than 22,000 average weekday boardings in March. Rail, which typically travels longer distances faster with fewer stops, is often an attractive alternative for new discretionary riders. Boardings on Metrolink and Amtrak trains have risen as well, indicating that high gas prices are contributing to the increase in rail ridership region-wide. Stories are expected to run today and in the coming week.

Metro Gold Line Bus Bridge to be Established on May 17, 2008

On Saturday, May 17, 2008 from 8:30 p.m. until close of service at about 1:00 a.m., Metro Rail will be performing construction activities associated with the installation of the new Corson Traction Power Substation near the Metro Gold Line (MGL) Lake Station. Due to the nature of the activities, both tracks will be required to be out of service north of Memorial Park Station. Trains will run between Union Station and Memorial Park Station. Buses will be required to transport passengers between Memorial Park, Lake, Allen and Sierra Madre Villa (SMV) Stations.

A total of six buses, three each from Divisions 3 and 9, will be needed. A bus loop, via Holly (Memorial Park), Raymond, Corson (east), Altadena, Foothill, Halstead to SMV Station with a return trip via SMV, Foothill, Altadena, Maple (west), Marengo, to Holly, will be established.

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