



METRO MOVES

Entrepreneurs Enthusiastic About Vendor Fair

An overwhelming number of small business owners, 2,000 in all, filled a large wing of the Los Angeles Convention Center for the MTA's First Annual Vendor Fair April 20th.

The event drew a variety of entrepreneurs, from electronics and computer design system suppliers to service representatives in the hotel and merchandising fields. They came with the goal of learning how to do business with the MTA.

"This First Annual Vendor Fair demonstrated the extent of the agency's willingness to reach out to the Los Angeles business community," said MTA Chairman Richard Alatorre. "It also provided an ideal vehicle to expand our commitment to our disadvantaged, minority and women-owned firms."

Welcomed participation

"Today we are focusing on the businessman, the businesswoman, the entrepreneur," said Franklin E. White, MTA chief executive officer, who served as the luncheon keynote speaker.

"Nowhere in the transportation world is there a mandate so strong for change than in Los Angeles. Residents have



On display — Exhibitors met each other, as well as MTA officials, at the vendor fair. Attendees were able to make worthwhile business contacts with whom they could team up to bid on future contracts.

dedicated a part of their income for transportation funding, showing their understanding, willingness and readiness for transportation improvements," White continued.

"We have a great public trust at the MTA, and I intend to return that trust by delivering the best transportation system for the money spent. Simultaneously, the investment has a

huge potential to stimulate the local economy," White told the crowd.

The fair offered workshops on construction opportunities, marketing professional services and contracting opportunities. Conference planners had anticipated about 40 exhibit booths, but were instead flooded with almost 200 applicants.

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Local Leaders Testify Before Congressional Committee; Continued Funds Sought

MTA representatives and area Congressional leaders appeared before the House Appropriations Subcommittee on Transportation and Related Agencies on May 6 to request continued federal funding for the Metro Red Line and the Gateway Intermodal Transit Center at historic Union Station.

Richard Alatorre, MTA chairman and Los Angeles city councilman, was joined by Congress members Julian Dixon (D-CA), Esteban Torres (D-CA), Lucille Roybal-Allard (D-CA), David Dreier (R-CA), Jerry Lewis (R-CA) and U.S. Senator Dianne Feinstein (D-CA). Franklin E. White, MTA chief executive officer, and Ray Remy, president of the Los Angeles Area Chamber of

Commerce and Mayor Tom Bradley's alternate on the MTA board, were also part of the contingent that testified before the house subcommittee.

A total of \$208 million in federal funds were requested; \$190 million earmarked for the Metro Red Line's Segments 2 and 3 and \$18 million for continued

► *Continued on page 5*

Visitors Flock to Tour L.A.'s Newest 'Attraction'

Longer, warmer days are the start of Southern California's tourist season, and on the list of attractions, along with Venice Beach and Disneyland, is the Metro Red Line.

Los Angeles' first modern subway is attracting international visitors who are curious to see how a car-culture city plans to conquer congestion.

The growing network of buses and rail lines entices transportation planners and dignitaries from throughout the world. "Everyone is watching to see what we're doing. We're using the most modern technologies and materials to build this system," said MTA Tour Coordinator DA (cq) McClain, who has hosted people from Zambia, Australia, Germany, China and Indonesia.

More than a ride

Many locals themselves, including residents, civic and school groups, are visiting the subway on weekends or arranging tours through the MTA's Tours Program of the Local Government and Community Affairs Department. "Many people who never travel into downtown are shocked that this system exists," said McClain. "The tour program allows us to show voters how their tax dollars are at work."

"Our tours aren't just a ride," she said. "Visitors get an explanation of the Metro System from start to finish, from funding, ticketing, safety and security to technical briefings on the trains."

"It's great that Los Angeles now has a system like the other great cities of the United States, like Washington, D.C., and New York," said Munawar Hosain, a United States correspondent for a national weekly newspaper in



Train attraction — MTA Tour Coordinator DA McClain leads representatives from the Foreign Press Center of the United States Information Agency through the Metro Center Station at 7th and Figueroa streets, the connecting point for the Metro Red and Blue lines.

Bangladesh. Gaap Van Wesel of Holland admired the Blue Line's park-and-ride lots, a non-existent amenity in his country.

The tour program has been operating for many years. The former RTD conducted site visits of its facilities for its massive bus system, the third largest in the country. The tours expanded to include rail briefings in 1990 when the Blue Line started running.

Behind the scenes

A full-day tour starts at the bus Central Maintenance Facility, where visitors get a behind-the-scenes look at what it takes to get a bus ready to roll. The site is equipped with state-of-the-art machinery capable of rebuilding engines and other repair work. Laboratory and driving tests of alternative, clean-air fuels are conducted here.

Visitors are introduced to rail transit at the Metro Center Station, where the

Metro Blue Line and the Metro Red Line meet. A highlight of the trip is a stop at the Central Control Facility located along the Blue Line route near Watts. The CCF, often called "the central nervous system and brains" of Metro Rail, contains high-tech equipment that monitors the overhead electrical, signaling, power and operations systems.

Big lesson

"People leave with more knowledge than they bargained for," said McClain. "The tours provide a lesson not only in transportation, but in public finance, sociology, government relations, marketing and a bit of engineering," she said.

MTA offers its public tours for individuals and groups on Wednesdays and Thursdays. Advance arrangements are required and can be made by calling the Local Government and Community Affairs Department at (213) 972-6517. **M**



Keynote address — "We have a great public trust at the MTA, and I intend to return that trust by delivering the best transportation system for the money spent. Simultaneously, the investment has a huge potential to stimulate the local economy," said MTA's Chief Executive Officer Franklin E. White at the First Annual Vendor Fair.

"Vendor Fair..." continued from page 1

"The exhibit hall was a center of activity with a double benefit," said Carey Peck, MTA's Vendor Relations supervisor. Exhibitors met each other, as well as business owners attending the workshops. It allowed prime contractors the opportunity to meet specific small business owners with whom they could team up to bid on future contracts.

Making contacts

"I was able to make as many contacts here in one day as I make in a year," said exhibitor Ella Williams of Aegir Systems, an engineering consulting firm.

Open doors

"We have an enormous responsibility to provide people with the opportunity to be involved with the Metro System," said MTA's Peck. "The Vendor Fair was a way to go out there and tell people that our doors are open and educate them on how to best do business with us. We're a big agency and we have to make our goals known to the public," said Peck.

The fair was sponsored by Engineering Management Consultants, Bechtel Corporation, Circle Printing, Morrison-Knudsen, O'Brien Kreitzberg & Associates, Aegir Systems and Eastern Group Publications. **M**

Stations: A Hub for Community Life?

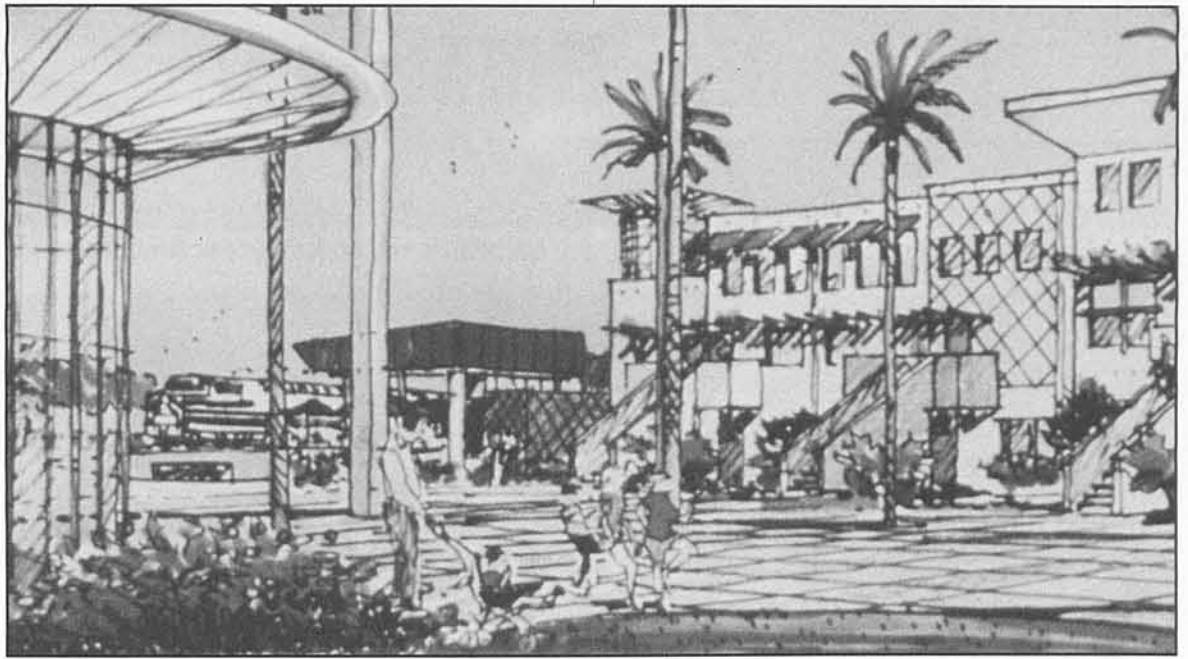
How often has the thought of getting in your car to get to a party, the theater, or even the market prevented you from going?

Life would be a lot easier if all tasks were within walking distance or an easy train or bus ride away. This dream is actually a reality in some cities that have built developments around rail stations, creating new communities that allow people to live, work and shop with less dependence on automobiles.

Local urban planners and architects were invited in March to brainstorm ideas that could cut people's traveling distance or make commuting by public transit easy by clustering housing and services near transit stations. Nine teams presented scenarios for three stations at the Transit-Based Housing Symposium on April 8. About 300 people representing the planning, architecture, financial and development community attended the symposium.

Ridership, mobility, security

The nine teams of architects were challenged to present schemes for the Metro Red Line's future Santa Monica/Vermont station, the Metro Blue Line's Willow station and Metrolink's El Monte Transit Center. "These scenarios will serve as a resource of ideas for all kinds of transit stations," said John Given of the MTA's Joint Development Department, organizer of the event.



Bright idea — Mixed-use plazas at transit stations can generate a high level of pedestrians, enhancing ridership for buses and trains, as well as increasing an area's community and business activity.

"We were successful in demonstrating that transit-based communities are a sensible outgrowth of the Metro System."

These case studies show how auto-dominated commercial strips can be transformed to neighborhood centers that:

- **Encourage more people to use public transit by making station areas a convenient place to be.** For instance, locating a dry cleaners, florist, child-care center or pharmacy in the vicinity of a station would enable passengers to do several errands at once;
- **Create activity around transit stations that increases mobility.** Design stations to be pedestrian-friendly, with connections to buses positioned very close to station entrances, and walkways that are direct paths to transportation;
- **Foster a sense of neighborhood** by promoting affordable housing, protecting residents from traffic and noise, encouraging open space, parks and a pedestrian culture, and defining needed community services;

- **Design a secure environment** by providing adequate street lighting and appropriate community activity.

Land use policy

The symposium provided a forum of support for a new Land Use/Transportation policy. Los Angeles and the MTA are jointly developing a set of policies, to be adopted by the City Council, that will significantly impact land use activities at rail station sites and major bus centers. It will provide a framework to guide and encourage joint developments around transit centers.

"Joint development can be a major force in economic and community revitalization in low-income neighborhoods," said Nick Patsouras, MTA board member. "The stations have potential for mixed-use development including housing, shopping, movies, police, child care and offices. Shop owners watch the streets by day and residents watch the streets by night, making the area safe for pedestrians," he said. **M**

Fueling the Future of Clean Air

This past record-breaking rainy season reminded the region's residents of what a clear day in Los Angeles can be like. Rain or shine, more frequent blue skies are in our future, as mandated by strict standards developed by state and federal clean air agencies.

The MTA bears significant responsibility for helping to meet these standards. Aware that a majority of air pollution comes from motor vehicles, the MTA is

at the forefront of efforts to test alternative fuels and emissions.

Zero emissions

The 20-year Air Quality Management Plan developed by the South Coast Air Quality Management District calls for all transit buses in Southern California to meet standards based on alternate fuels or zero emissions technologies by the year 2007. The federal Environmental Protection Agency and the California Air Resources Board have targeted the emissions from diesel engines, specifically as used in urban transit buses and heavy-duty trucks, as a means of improving air quality.

The MTA's Central Maintenance Facility houses the largest heavy-duty alternative fuels testing facility in the world. It

is here that decisions are being made about the fuels that will power the vehicles of the future as well as clean our air for decades to come.

Testing methanol

Research on methanol-powered buses shows that methanol produces half the nitrous oxide (a primary smog-producing agent) and 80% less particulate matter, i.e., smoke and soot, of diesel fuel. Methanol is a low-emission liquid fuel made from natural gas or coal.

MTA's Alternative Fuels section conducted a test of 30 methanol-powered buses from 1989 to 1991. After monitoring the fleet's performance over a two-year period, the test was deemed a success,

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Metrolink Riders Agree — "It's Great"

Home Buyer Has More Options

"I can set my watch by the train," said Al de la Torre, accounting systems analyst with The Gas Company. "It's very precise. I know where I have to be at exactly what time, and I like that."

De la Torre, who has worked in downtown Los Angeles for six years, has always been a transit user. "Under normal conditions, the express bus is very good. But if the weather is bad or if there's a freeway tie up, I get home later than I'd like. It's the dependability and comfort of the train that makes it more practical for me."

The Covina resident is in the market for a new home and shopping in San Bernardino. "I would have never considered going that far. With Metrolink, I'm able to consider moving into new areas, somewhere in the vicinity of a station," he said.



Al de la Torre— "When I'm not doing work on the train, I can catch the 6 o'clock news on my pocket TV."

Flexibility Meets a Working Mom's Needs

"The train is more flexible for my schedule," says Metrolink rider Cindy Sedlackek. "Carpools weren't an option

for me," comments the downtown legal secretary, who needs to get home to tend to her preschool-aged son.

Sedlackek, who is expecting her second child, notes that the new mid-day service allows her to keep riding the train to work and maintain her schedule of routine medical check-ups.

Sedlackek used to watch the train whiz by her every morning as she sat in bumper-to-bumper traffic on the San Bernardino Freeway. "I imagined that the passengers were all happy people and that thought upset me as the train passed by me at the same slow spot every morning," said the Covina resident.

Way of life

What looked like a fun trip from an outsider's view is now a way of life for Sedlackek, who catches the 8:12 a.m. train on the San Bernardino line. After receiving trip information from Metrolink's 1-800-371-LINK phone number in January, she quickly adjusted to traveling by train.

Her employers provide a \$110 transportation allowance toward her \$112 monthly pass. "Obviously, I'm not spending a whole lot of money for transportation anymore," she said. The parking lot closest to her office charges \$198 a month. (The Automobile Club of Southern California estimates costs of just owning a car, excluding gasoline and parking fees, are \$5,516 a year.)

"What also keeps me on the train is the comfort level. The staff always treats us well. The conductors are friendly and informative, and add humor to their everyday announcements. John and T.J. are really great guys," she said. "I see

the same people everyday at the station and that gives me a sense of community. Metrolink is a great way to get to work."



John Flowers— "I get so engrossed in work that I don't even notice the commute. That's what makes the train so relaxing."

Avid Reader Enjoys Newspaper

"I love it! I work in downtown Los Angeles, and Metrolink made it possible for me to move to Claremont to be closer to my girlfriend. I'm an addicted newspaper reader. I get so engrossed that I don't even notice the commute. That's what makes the train so relaxing. I also get a lot of work done," said John Flowers, an attorney with Darling, Hall & Rae. "When we get to Union Station, I hop on the Red Line and it takes me right to my office at 8th and Figueroa.

"I lived in Washington, D.C., for a few years before I came back to Los Angeles. The Red Line reminds me of Washington's Metro. There, they've built housing right over the stations, so you don't have to drive at all. I'd like to see housing like that at stations in Los Angeles." **M**



Legislative Update

Higher Fines Sought for Safety Violators

AB 1035, sponsored by the MTA and authored by Assemblymember Marguerite Archie-Hudson

(D-48th District Los Angeles), seeks to decrease the number of rail-related accidents by imposing additional fines to violators of rail grade crossing safety laws. The fines would be applicable throughout the state.

Engineering, enforcement and education are the three elements of an effective safety improvement program. The Rail Transit Safety Act will provide county transportation authorities, local governments and law enforcement agencies with the tools needed to implement expanded enforcement and public education efforts targeted at safe rail crossing.

The act authorizes the court to add \$100 to the current \$104 fine for a first violation and another \$200 for subsequent offenses; requires Department of Motor Vehicles driver handbooks to include a section on rail transit grade crossing safety, and provides funding, through the increase in fines, for county transportation authorities and local governments to pay for grade crossing safety programs, including video monitoring and public education.

The bill is pending in the Assembly Ways and Means Committee and, when passed, moves to the Senate. **M**

4 Stations Open

Four new cities have joined the Metrolink family, bringing the station count to 17. Metrolink now serves Baldwin Park, Upland, Rialto and San Bernardino, completing the 57-mile San Bernardino to Los Angeles line. It takes 90 minutes to ride the entire route, whereas a rush-hour drive could consume two hours each way on the freeway.

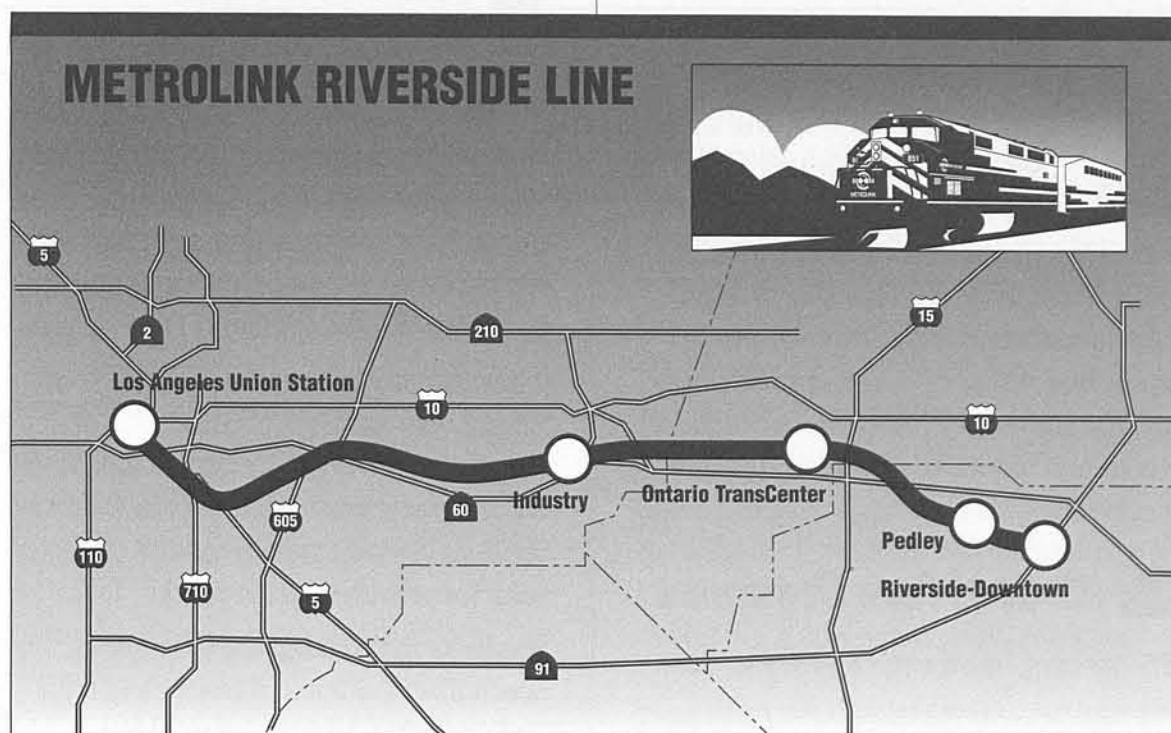
"Now Metrolink is truly a regional system" said Larry Walker, Metrolink chairman and San Bernardino County supervisor. "The residents of the Inland Empire have some of the worst commutes in the region. Metrolink is a welcome relief."

On Saturday, May 15, the cities held open houses at the new stations, with trains on display. During the first week of service, new passengers rode free from those stations. For information on the San Bernardino Line and other Metrolink services, call 1-800-371-LINK.

June Opening for Riverside

Riverside will be soon be a Metrolink train ride away.

Beginning June 14, Metrolink commuter trains will run between downtown Riverside and Los Angeles, making stops in Pedley, Ontario and Industry.



"To anyone who drives the Pomona Freeway, June 14 is an historic date," said Jack Clarke, Metrolink board member and City of Riverside councilmember. "We anticipate these trains to be full from day one."


Metrolink will run six rush-period trains and two mid-day FlexTrains. The ride between Riverside and Los Angeles will take 70 minutes. A monthly pass to ride the entire line will be \$208. Taking Metrolink saves you the estimated \$30.23 costs of gas, parking and maintenance for daily driving.

All passengers will ride free for the first two weeks of service. Stations in Montebello, Pomona and a second Ontario location will eventually be

added. For more information, call 1-800-371-LINK.

Youth Group Rates

As part of its education outreach program, the Southern California Regional Rail Authority recently adopted a youth group policy to stimulate the use of the train for school field trips.

Groups of 20 or more, between the ages of 6 and 18, may purchase special \$2 round-trip tickets. Advanced notice and adult supervision are required. For more information, contact Rhonda Daley of the Metrolink Marketing staff at (213) 244-6585. 

"Congress..." continued from page 1

construction of the Gateway project. Of the \$190 million earmarked for the Red Line, \$70 million would be used to complete the subway's Segment 2 construction from Westlake/MacArthur Park to Wilshire/Western and Hollywood/Vine. Segment 3's three branches — to East Los Angeles, the Mid-City area and North Hollywood — would each receive \$40 million.

Eastside service

"Segment 3 of the Metro Red Line is extremely important because it will enter the eastside of Los Angeles, an area where many people depend on public transit, where unemployment is high and where construction would generate


development where renewal is desperately needed," said Congressman Torres.

"The MTA's funding request for fiscal year 1994 comes at a critical time for Los Angeles," said MTA Chairman Alatorre. "Our request to Congress will allow us to aggressively proceed with our construction schedule. The two projects can create thousands of jobs and numerous business opportunities for Southern California companies at a time when we need them most."

Gateway connections

When completed in 1995, the Gateway Intermodal Transit Center at Union Station will provide easy connections for commuters riding Metrolink from Orange, Riverside, San Bernardino and

Ventura counties into downtown Los Angeles. The center will also accommodate 100 buses every hour and more than 115,000 passengers each day, providing connections to AMTRAK, the Pasadena Metro Blue Line, the Metro Red Line, El Monte busway, regional and local buses, and van, carpool and taxi services.

"The MTA is constructing the largest public works project in the country and operates one of the largest bus systems in the United States," said White, MTA's CEO. "Congress has always shown its support of Los Angeles' effort to improve the region's transportation network. Our team effort will go a long way to help lessen our dependence on foreign oil, improve the region's air quality and create jobs for our county's workforce." 

NEWS BRIEFS



■ MTA's M is Official



It's official. The Metro M logo, familiar to *Metro Moves* readers, will soon be known throughout the county. The MTA board recently approved the logo as its identifying mark. Research is under way on how to cost effectively add the M to signs, buses, rail cars and printed material. The universally recognized M logo is a common identifier of transit systems worldwide.

■ 25-Cent Fare Continues

The 25-cent fare for the Metro Red Line subway continues through the next several months. "The low fare during the initial months of service is helping to promote ridership," said Richard Alatorre, MTA chairman. "Ridership is averaging about 13,000 passengers a day, well above projections for this point in time." The MTA is developing a bus and rail fare restructuring plan to be presented later this year.

■ Comment Period on Eastside Extension

The 45-day public comment period is underway for the Draft Environmental Impact Report on the Metro Red Line extension to East Los Angeles.

The study includes the analysis of 10 transportation alternatives. Eight are potential subway routes; one is a Transportation Systems Management analysis of traffic-improvement measures that could increase mobility without building rail, and one is a no-build alternative.

The comment period ends on June 23. The MTA will review the comments at its June 23 meeting when it is expected to select an alternative. Public comments are being received by phone on the Eastside Corridor hotline at 1-800-244-6834. The report's executive summary is available for review in English and Spanish at eastside public libraries or by calling the MTA at (213) 244-6261.

■ Prime-time Spot

Watch for Pac Bell's current television commercial, featuring the construction of Los Angeles' Metro Rail System. The 30-second spot commends Metro's engineers for their communication

efforts in building the nation's largest public works project. Visiting camera crews at construction sites and Metro stations captured the building excitement.

■ Summer Interns Need Jobs

The MTA is recruiting local businesses to provide job training this summer for high school and college students pursuing career opportunities in engineering, architecture, urban planning and transportation-related fields.

The internships are part of the MTA's Transportation Occupations Program (TOP). TOP students are matched to meaningful jobs relevant to their skills and career interests, with salaries provided by the MTA.

Students in the program are offered specialized technical classes, field trips and academic scholarships. About 300 students have benefited from TOP thus far.

TOP is a joint effort of the MTA and several local school districts.

■ Crenshaw-Prairie Community Meetings

A series of community meetings will be held in June on the status of the Crenshaw-Prairie Corridor's preliminary planning study, currently under way. The corridor is one of 10 identified in the MTA's 30-year plan for a possible transportation project.

A light rail line elevated above street level and a subway are the modes being considered for the corridor. The project would be about 11 miles long, traveling from a Mid-City station at Pico/Rimpau south through Los Angeles and Inglewood, and ending either near El Segundo Boulevard in Hawthorne or near the Los Angeles International Airport. The project would connect to both the Metro Red and Green lines.

Communities in the Crenshaw-Prairie Corridor were devastated by the 1992 civil unrest. The area has been a focal point for economic revitalization plans. "Transportation projects can encourage jobs, housing and retail developments as well as provide people with alternative means of getting to jobs and services," said Dale Royal, MTA project manager on the Southeast Area Team.

Transit planners are reviewing several candidate corridors for their eligibility to receive federal funds under guidelines established for projects that stimulate the economy in several ways. Future funds could possibly be obtained through

the federal government's next cycle for Section 3 New Rail Starts and Federal Housing and Urban Development funds. For dates, times and locations of the two community meetings, call Dale Royal at (213) 244-6456 or Miriam Simmons at (213) 244-6891.

■ MTA Endorses Alameda Corridor Project

MTA officials testified in favor of the Alameda Corridor Project last month at a joint hearing of the State Assembly select committees on the Alameda Project and California Ports.

The 20-mile Alameda Corridor provides a rail link between downtown Los Angeles' industrial and warehouse district and the ports of Los Angeles and Long Beach. The proposed improvements would reduce surface street congestion caused by freight train movements and speed up the delivery of goods by separating train tracks from streets. The \$1.3-billion project will also reduce train miles traveled and increase operating speeds and efficiency.

Transportation and port officials believe that the project's improvements are necessary to keep the ports competitive.

"Creation of the Alameda Corridor will eliminate about 15,000 hours of delay for vehicles waiting at railroad crossings, and double the speed of train travel between the ports and the rail yards," MTA Board Member Evan Anderson Braude told the committees. The MTA's 30-Year Integrated Transportation Plan has budgeted \$500,000 dollars for the project, which is considered vital to the continuing competitiveness of Southern California's increasingly busy ports.



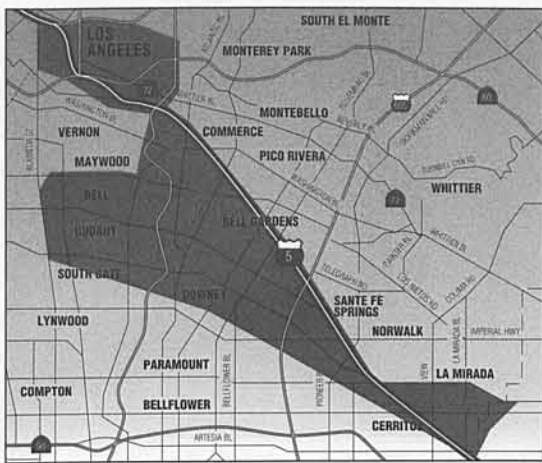
In touch with transit — Children get an interactive experience at the Metro exhibit in the Los Angeles Children's Museum. The hands-on display includes bus steering wheels, ticket vending machines, highway signs and safety videos. An actual ride on the Metro Red Line is easy since the Civic Center station serves the museum. 

Action Plan Tackles Santa Ana Freeway Corridor

Part 3 of a series

In our continuing series on the county's Congested Corridor Action Plan, *Metro Moves* this month takes a look at the current challenges and coming changes along the Santa Ana Freeway (I-5) corridor from downtown Los Angeles to the Orange County border.

As Orange County has grown in the last decade, this heavily industrialized corridor has borne an ever-greater transportation burden.



Truck traffic

Carrying up to 200,000 vehicles per day at an average peak hour speed of 15 m.p.h., this busy stretch of freeway suffers from several chronic problems that exacerbate congestion: a high proportion of truck traffic (13%); obsolete freeway design, including short ramps and no safety shoulders; and only six lanes between the 91 and the 605 freeways. In other areas, parallel arterials often provide excess capacity. Here, the freeway runs diagonally to the street grid, making it difficult to use surface streets as alternate routes.

The area's major streets operate at Level of Service F about 22% of the time, and the Santa Ana Freeway operates at Level F 100% of the time (Level F means that freeways experience speeds of less than 20 m.p.h., and arterial intersections experience delays of more than a minute).

The MTA, Orange County Transit Authority and Montebello Bus Lines are operating eight transit lines in the corridor that carry as many as 25,000 passengers a day.

Metrolink is coming

The Congested Corridor Action Plan details a number of substantial additional transportation improvements for this corridor.

Metrolink, the five-county commuter rail network in operation since October,

1992, will open a new line linking downtown Los Angeles and Orange County in December.

Paralleling the Santa Ana Freeway, the line will stop at stations located in Norwalk and Commerce on its way to Orange County.

Norwalk's transit hub

Scheduled to be completed sometime after 1994, Norwalk's station, the Norwalk Transportation Center, has the potential to be a major transit hub, featuring connections to Metrolink's upcoming Riverside line, as well as service to Orange County, Orange County Urban Rail, and a proposed Metro Green Line easterly extension from the Green Line's I-605 terminus.

Caltrans is planning a number of impor-

tant freeway improvements to increase capacity on the I-5 between downtown Los Angeles and the 91 freeway. State transportation engineers are studying the feasibility of adding a mixed-flow lane in each direction between Route 91 and Route 605, as well as High Occupancy Vehicle (HOV) lanes throughout the corridor.

A Traffic Operations Systems (TSM) project will reduce congestion using a combination of techniques for monitoring and rerouting traffic, such as closed circuit TV, changeable message signs, ramp meters and traffic detectors. This TSM project is scheduled to be completed by the end of 1996.

(Next month, *Metro Moves* turns to the Harbor Freeway (110) corridor from downtown Los Angeles to San Pedro.) **M**

Transportation Demand Management Ideas at Work



This new column will periodically recognize innovative strategies that encourage solo-commuters to try a new form of transportation. Transportation Demand Management (TDM) measures include ridesharing, telecommuting, flexible work hours and incentive pricing strategies.

Glendale Parking Project

Can parking fee strategies increase ridesharing?

Glendale's Transportation Management Association (TMA), consisting of 37 local businesses, has a demonstration project that seeks to learn the answer.

Two downtown Glendale employers will start to charge market rates for employee parking and offer incentives for using alternative transportation modes. The TMA also hopes that employers will be able to reduce the number of parking spaces they currently lease on a monthly basis.

One employer will offer a transportation allowance in the same cash amount as the cost of parking. The other will create a tiered incentive program, offering progressively larger cash or prize incentives for employees who use public

transportation, carpool, bike or walk to work. The TMA will use its computerized tracking system to measure the effectiveness of each alternative.

The 18-month, \$86,500 project is being funded with federal transportation demand management monies and local matching dollars. **M**

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FRANKLIN E. WHITE

MTA Chief Executive Officer

"Fueling..." continued from page 3

and MTA began buying methanol buses. MTA now operates about 235 of these cleaner fuel vehicles.


Some obstacles remain, however. The cost of operating a methanol fleet is high. Methanol, because of its lower energy content, causes the buses to

consume 2.5 times more fuel to produce the same power as diesel buses.

Meeting standards

A dozen diesel buses have been retrofitted to burn methanol fuel with the fuel additive Avocet. The methanol/Avocet buses' low-emission benefits have allowed the agency to meet bus emission standards.

Cleaner diesel fuel

MTA is also considering the use of a brand new technology that produces cleaner diesel engine buses than conventional diesel products. While emissions are not as low as methanol, the cost effectiveness of clean diesel buses and their ability to comply with today's clean-air regulations may make them an attractive alternative. 



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