



Los Angeles County
Metropolitan
Transportation
Authority

OCTOBER 1993

METRO MOVES

MTA Won't Tolerate Graffiti!



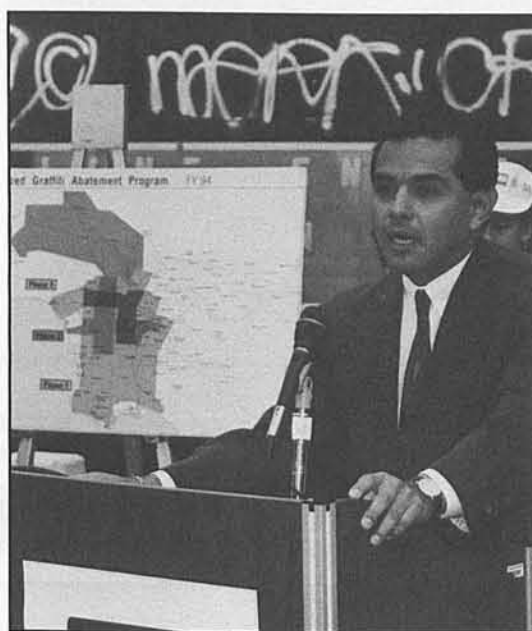
The MTA spent \$61 million on graffiti clean up from 1987 to 1992. Last year, it spent \$13 million on vandalism repairs; with that money the MTA could have bought 50 new buses.

The MTA has launched a three-pronged, \$7-million program designed to halt the spread of graffiti assault on its buses. Presently, the plan combines faster cleaning procedures and the innovative use of graffiti-resistant materials with beefed-up law enforcement and intensified community involvement.

"By June, 1994, the MTA plans to provide graffiti-free service on more than 1,500 buses — better than 50% of the active fleet," said MTA Board member Antonio Villaraigosa.

The Enhanced Graffiti Abatement Program follows "Zero Tolerance," a successful six-month pilot program, that began in January on 150 down-

► Continued on page 3



▲ Community cooperation— MTA Board Member Antonio Villaraigosa announces the Enhanced Graffiti Abatement Program at a downtown bus division. "Many organizations, community groups and individuals can work together to overcome graffiti — a problem we can address through cooperation with one another and with a genuine concern for our neighborhoods and our cities," he said.

▲ Coming clean — Maintenance workers wear protective gear and use special solvents to clean buses.



▲ Tagger tools — MTA Transit Police Officer Louie Hernandez displays confiscated graffiti tools that are most commonly used by "taggers." The MTA Transit Police has a special unit, known as Graffiti Habitual Offenders Suppression Team (GHOST), dedicated to arresting vandals. This unit is a national leader in taggers' identification, apprehension and prosecution.



Ridership High as Metrolink Nears First Birthday; Expansion Due

As Metrolink approaches its one-year anniversary on Oct. 26, plans are under way to open a fifth line and add 18 new trains to the 197-mile system.

Metrolink's fast and reliable trains link Riverside, San Bernardino, Santa Clarita and Moorpark with downtown Los Angeles and points between. This summer's opening of the Riverside Line, which parallels the Pomona Freeway (60), took the system's daily ridership to the 8,200 mark.

"We are meeting the long-range travel needs of Southern California residents and visitors, as well as taking cars off congested freeways," said Metrolink Chairman and San Bernardino County Supervisor Larry Walker.

Orange County

About 4,500 people are expected to commute by train when Metrolink debuts on Dec. 6 with the Orange County to Los Angeles line. Metrolink will operate two round trips on the route that stretches from Oceanside in north San Diego County to downtown Los Angeles.

Stations along the route are currently served with one round trip by AMTRAK and the Orange County Transportation Authority.

Initially, eight stations will be served by the new service, with six new stations opening throughout the next two years. Existing stations are in Oceanside, San Juan Capistrano, the Irvine Transit Center, Santa Ana, Anaheim, Fullerton and the City of Commerce. A new facility is under construction in the City of Orange.

Future stations will serve San Clemente,



Family trip — Fair-going family takes the train to Pomona. The weekend service attracted potential new riders to the growing system.

Mission Viejo/Laguna Niguel, Tustin, Buena Park and Norwalk.

The 87-mile ride will take about two hours, making it Metrolink's longest trip yet.

Sweeper service

Evening "Sweeper" or late evening trains begin running on the Santa Clarita and San Bernardino lines beginning Nov. 1. Evening trains for the Santa Clarita Line will leave Union Station at 6:30 p.m. and at 8:40 p.m.; San Bernardino evening trains to Rialto will depart at 7:06 p.m. and 8:36 p.m. At present, the last trains from Union Station depart between 6:15 at 6:30 p.m.

"These late evening trains give people more flexibility in commuting. People who work late or decide to stay downtown will be able to use Metrolink," said Richard Stanger, Southern California Regional Rail Authority executive director. "We're confident we'll attract new riders to the system with this evening service."

In addition to the four Sweeper trains, 14 train runs are being added to the system, increasing mid-day FlexTrain service on all four routes beginning Nov. 1.

More stations

Next month, Metrolink opens its Fontana station, the 10th of 12 stations planned on the San Bernardino Line. Stations in Rancho Cucamonga and at California State University, Los Angeles will open next year.

Next Spring, a Sylmar/San Fernando station is also scheduled to open, adding a key access point to the 35-mile Santa Clarita line.

The stop provides a new means for the area's residents to get downtown as well as offering a way for people who live outside the area to get to jobs in San Fernando.

For Metrolink schedule information, call 1-800-371-LINK. **M**

Park & Ride Expansion Due at Willow Station

Six million dollars of Transit Capital Improvement funds have been reallocated to help build 500 additional parking spaces at the Metro Blue Line's Willow Station in Long Beach.

The money was originally earmarked to relocate the Wardlow Station about half a mile north. Residents preferred that improvements be made at the Willow site.

"Expanding the Willow Street parking capacity will give more commuters convenient access to the Blue Line, while not interfering with the surrounding community," said Evan Braude, Long Beach's representative on the MTA Board. Braude said the agency will continue to work with the City of Long Beach to explore further joint development plans for a shopping center at the

station site between Pacific and Long Beach boulevards.

When construction on the new spaces is completed in June, 1995, the Willow Station will have 757 parking spaces.

The reallocation action awaits final approval from the California Transportation Commission. **M**

Buses Added to Busiest Lines

The MTA added 40 buses to 25 of its most heavily traveled lines in September to relieve peak-hour overcrowding.

"We identified 25 bus lines that are each currently operating with an average peak passenger load of more than 62 people per trip. This means that 20 or more of these riders are standing," said MTA Chairman and City Councilman Richard Alatorre.

"The addition of 40 buses to these lines will reduce the peak passenger loads on the MTA bus system, which is the most crowded major transit system in the nation," added Alatorre.

The move will lower the number of people standing to 16, bringing these lines into compliance with MTA loading standards.

"Collectively, these bus lines provide service to more than a half a million boarding passengers each weekday. By implementing this expansion program, MTA is dedicated to eliminating overcrowding and improving the quality of bus service," said Alatorre.

The 40 additional buses will operate 75,000 revenue bus hours during this fiscal year at a cost of \$4.5 million and will boost capacity by 6.5 % during rush hours. **M**

"Graffiti..." continued from page 1

town buses. The effort expanded to 400, including those traveling through Central and South Central L.A. and Long Beach.

"The pilot program proved that our new strategy — emphasizing zero tolerance, law enforcement action and community involvement — is highly effective in keeping MTA buses graffiti-free," said Villaraigosa.

1-800-STOP-TAG

The public can now call a new toll-free number — 1-800-STOP-TAG — to report acts of graffiti vandalism. "The reports will assist MTA Transit Police in tracking graffiti vandals and their activities and may lead to some arrests," Villaraigosa said.

The main components of the Enhanced Graffiti Abatement Program are:

■ **Zero Tolerance** — Every bus rolling out for its assignment each morning leaves the division yard graffiti-free.

MTA Buses Sport Gold "M"



Metro "M" — The universally recognized "M" logo appears on an MTA bus. Installation of the logo began with vehicles and downtown's 500 bus-stop signs.

The gold Metro "M" has begun appearing on the MTA's fleet of 2,400 buses and 18,500 bus-stop signs.

The installation of the logos is under way as part of regular maintenance.

"Because of our current budget constraints, we are committed to performing this job as inexpensively as possible," said Franklin White, MTA

chief executive officer. "At the same time, we understand how important it is for our riders to be able to easily identify the Metro system's vehicles and service."

Other bus lines, including Long Beach Transit, Santa Monica Municipal Bus Lines and Foothill Transit, feature the "M" logo, signifying that they are an integral part of the Metro System. **M**

GOALS:

- **Make every bus graffiti-free**
- **Work with neighbors to prevent graffiti**
- **Make vandals accountable for graffiti damage**

A bus that is "tagged" during its route is cleaned within one round trip.

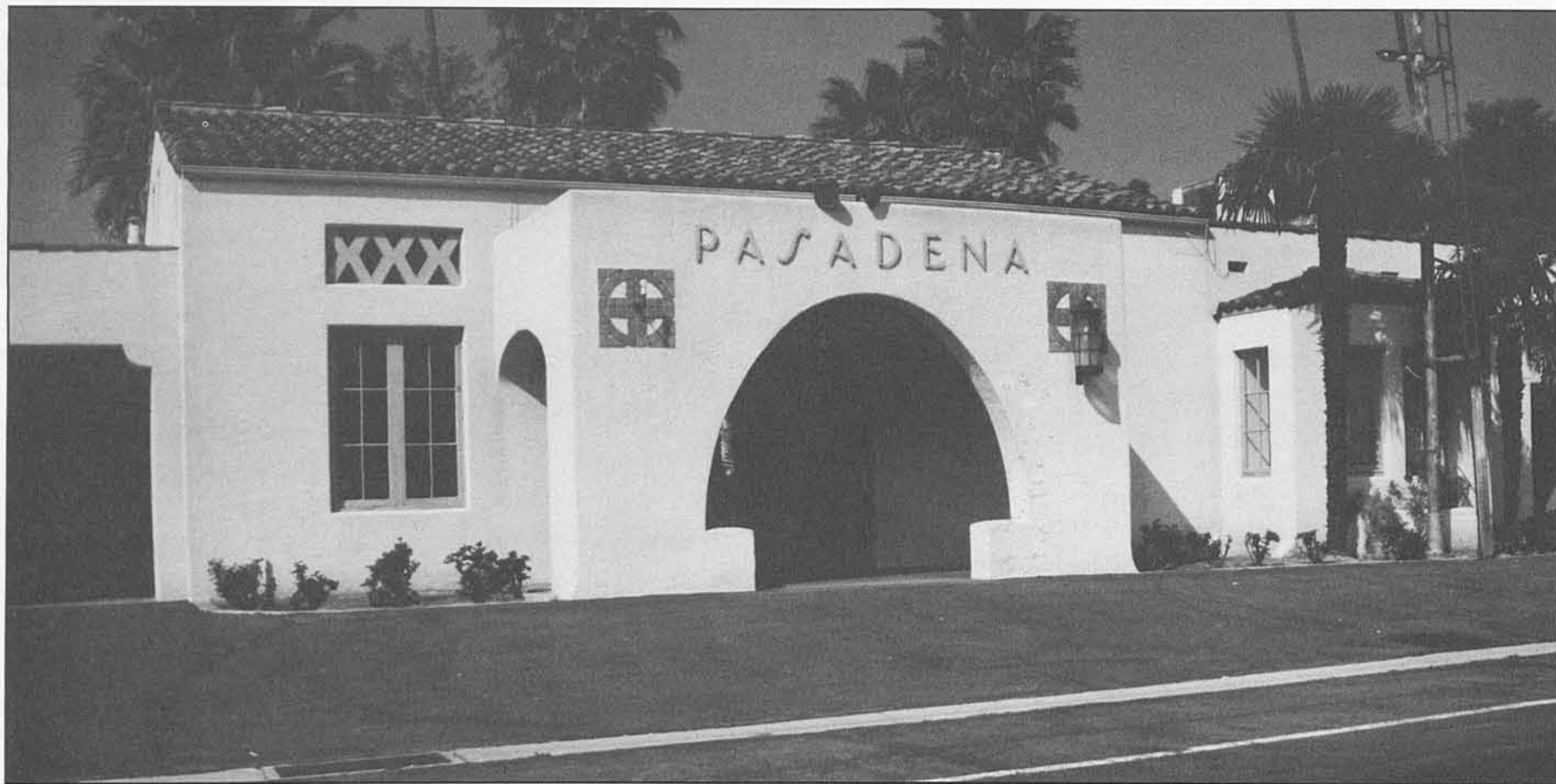
■ **Community Outreach and Education** — MTA staff works in partnership with students, community members and business owners to reclaim their neighborhoods from taggers. MTA representatives make presentations encouraging graffiti vandalism victims to help in the clean-up. In its elementary and

junior high school programs, the MTA teaches responsibility, self-pride and respect of property.

■ **Law Enforcement** — MTA Transit Police have intensified surveillance and tracking of graffiti vandals, arrests and citations. A juvenile diversion program operated in conjunction with the County Probation Department and the courts seeks to find constructive alternatives to jail time for young people apprehended on criminal charges — including community service time removing graffiti.

"The tide of graffiti that has swept over our communities has been extremely costly," said MTA Chief Executive Officer Franklin White. "It also has caused incalculable damage to the confidence our riders have had in the mass transit system and to the morale of MTA employees. With this new graffiti abatement program, I am confident we can make great inroads into the problem." **M**

Trains Will Travel Historic Route



Rail depot—The Del Mar Station is one of 14 that will serve the 13.6-mile route. Groundbreaking on the project is expected to occur in early 1994.

A ride on the future Pasadena Blue Line will provide a 13.6-mile trip through the past. The route is rich in both cultural heritage and local transportation innovation.

The line's starting point was built in 1939 and was named Union Station to symbolize the linking of three competing railroads under one roof.

The sleek Mediterranean-Deco downtown building has seen thousands of servicemen, immigrants and tourists pass through its doors. The landmark station is once again a bustling center where passengers can easily transfer from the subway to Metrolink and Amtrak trains and MTA buses.

In 1886, trains began running along the right-of-way, originally owned by the now defunct Los Angeles and San Gabriel Railroad, and between 1908 and 1916, cable cars traveled up and down the hill to the Mt. Washington Hotel.

1st Freeway

The Harbor Freeway to Pasadena opened in 1940; it was the first true freeway to be built in the western United States. The historic Route 66 still crosses through Highland Park, overlapping Figueroa Street.

The Southwest Museum, founded in 1906, presents programs on Native American, Spanish and Mexican heritage. In central Highland Park, many Craftsman, Victorian and Spanish Revival homes represent the style of early 20th Century Los Angeles.

The Pasadena area is no stranger to train service. Between 1895 and 1935, the area's first electric interurban route traveled through South Pasadena. The "Big Red Cars" traveled on a Pasadena Short Line and Oak Knoll Line in the mid-1900s.

Modern rail

The new, modern light rail line will follow the right-of-way traveling from Union Station through Chinatown, Mt. Washington, Highland Park, South Pasadena and Pasadena, to Sierra Madre Villa Avenue in east Pasadena.

Most of the alignment will use an existing rail right-of-way purchased from the Atchison, Topeka & Santa Fe Railway Company. In Old Pasadena,

▶ Continued on page 6

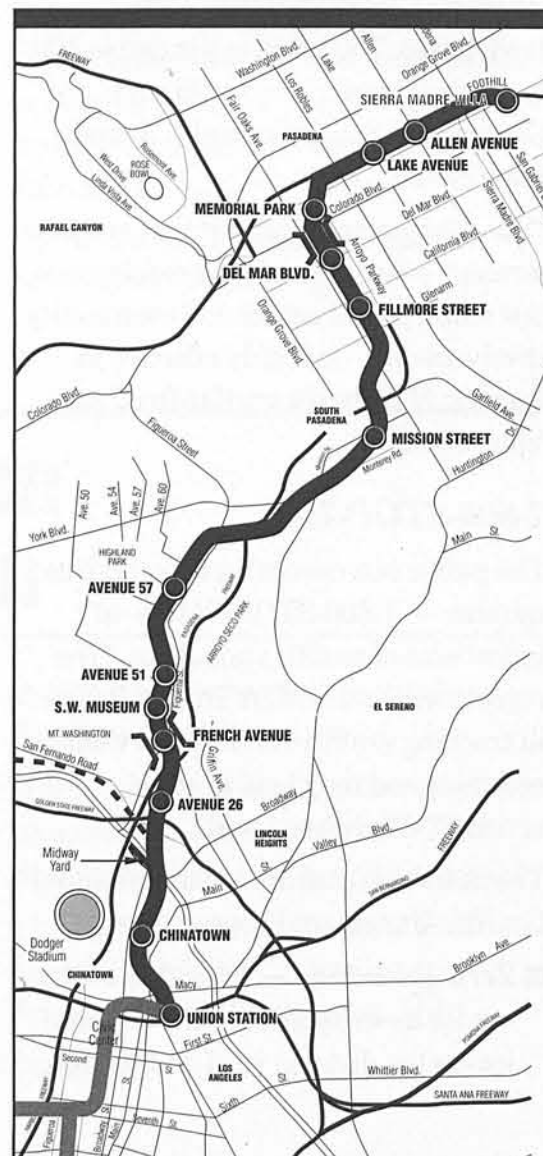
Funding Approved for the Pasadena Line

In mid-September, the MTA Board of Directors approved a financial plan that added \$57 million to this year's Pasadena Blue Line budget.

The funds increase the current budget from \$40 million to \$97 million. The revised plan provides funding for final design, real estate acquisition, Los

Angeles River bridge construction, utility relocation and construction management.

The sources of the additional funds came from Proposition C monies transferred from the Transit-on-Highway account, state rail bonds and a \$7-million loan from Pasadena. **M**



Televillage Demo Project to Test Telecommuting

The technology buzz word decades ago was "plastic." Today it's "fiber optics."

The MTA is preparing to embark on a project that demonstrates the synergy between the growing Metro Rail System and fiber optic telecommunications technology.

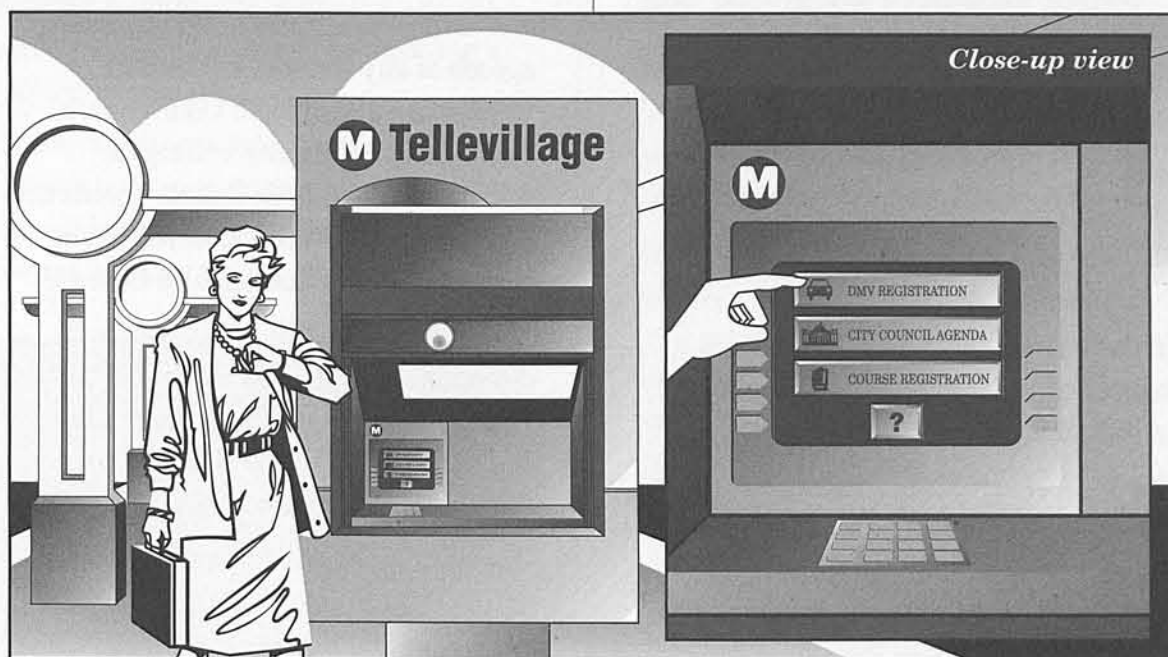
The Metro Blue Line Televillage Demonstration Project will link telecommuting sites and transaction machines to government agencies and other service-oriented organizations through the Metro Blue Line's fiber optic communications network.

The project is part of the MTA's commitment to Rebuild L.A. Parts of South Central Los Angeles will be selected to be linked to businesses and services in either downtown Los Angeles or Long Beach.

Fiber optics

"Fiber optic systems use pulses of light to transmit large amounts of voice, data and video information all at the same time," said Dan Wright, MTA's telecommunications integration manager. "Because of their superior capabilities to transmit large quantities of information, fiber optic systems are routinely installed in Metro Rail projects.

"The goal is to introduce, promote and



test telecommunications-based transportation — meaning you can use telecommunications to accomplish some tasks without an actual physical trip," Wright continued.

3 Components

The demonstration project has three components:

Teleservice uses - Businesses and government agencies would provide services through transaction machines similar to banking automated teller machines. The goal of the service would be to minimize or eliminate the need to travel to the organization's regular business location. For example, a person could use a transaction machine

(usually a touch-screen monitor) near a Blue Line station to register a vehicle with the DMV, read a city council agenda or sign up for a university class.

Telework uses - Telecommuting centers near the Metro Blue Line would allow employees of participating organizations to work closer to home.

Teleconferencing uses - Teleconferencing meeting rooms would be available for employers, students or organization members for televised meetings or classes from other parts of the county, region or state. The Antelope Valley Telecommuting Center (see story on below) is an example of

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Telebusiness Center Exceeds Occupancy Goals



TDM Ideas at Work:

This column recognizes innovative strategies that encourage solo commuters to try a new form of transportation or to travel shorter distances.

Transportation Demand Management measures include ridesharing, telecommuting, flexible work hours and incentive pricing strategies.

What do Health Net, The Gas Company, Pepsi Cola and Lockheed all have in common?

They all are pioneers in the growing telecommuting practice that allows workers who live in the Antelope Valley to work in a satellite office — therefore reducing long and costly commutes and air pollution.

The Antelope Valley Telebusiness Center, open since February, is now 73% occupied, exceeding its 50% occupancy goal for the first six months by 23%.

"We estimate by the number of people working here and the difference in time and distance traveled, that we are saving 6,867 miles, 156 hours and 1,912 tons of pollutants per week," said Karen Wilson of the Antelope Valley Telebusiness Center. The Telebusiness Center presents an option for the estimated 40,000 Antelope Valley residents that commute to the San Fernando Valley and downtown Los Angeles.

Fourteen public and private employers have leased space at the center, which provides workers with computers, communications equipment, copy and fax machines, conference and meeting rooms, access to a teleconference facility, security and free parking.

Videoconferencing

The center is proposing to offer classes from California State University, Los Angeles, via its video conferencing equipment. With microphones, television cameras and monitors on either end, students and professors would be able to interact during classes.

A 1991 study of telecommuting county employees reported that measurable productivity increased by 20% to 40%.

The center received \$154,000 to help offset the first year's operating cost from Proposition C and the Intermodal Surface Transportation Efficiency Act funds.

The City of Long Beach was also granted funds to open a telebusiness center, which is scheduled for next year. **M**

North County Commuters Open to Ridesharing

Part 6: Congested Corridor Series

The North County Corridor traverses high desert areas which were until recently undeveloped rural spaces with occasional dotted small incorporated communities.

Not now.

In the past decade, growth has been explosive: 103% in Lancaster and 461% in Palmdale.

Due to the surrounding mountain ranges, access to the Antelope Valley is limited. There are few parallel routes through the mountain ranges between the Antelope and San Fernando valleys and between the San Fernando Valley and the rest of Los Angeles County.

Transportation planners are playing catch-up as well as planning ahead for the area's predicted expansions. Several projects ranging from High Occupancy Vehicle (HOV) lanes to more express buses are in the works.

Route 14

"The Antelope Valley Freeway (Route 14) is heavily used by commuters going from Palmdale and Lancaster to the San Fernando Valley and the Los Angeles Basin," said Andres Ocon, a project manager for the MTA's San Fernando Valley/North County Area Team. "It has the distinction of having

one of the slowest rush-hour operating speeds of any freeway in the San Fernando Valley/North County area. People are much more willing to rideshare. The North County boasts the highest Average Vehicle Ridership or carpool usage in Los Angeles County."

About 39 miles of HOV lanes in both directions are planned for the Antelope Valley Freeway (Route 14) from the Golden State Freeway (I-5) in Santa Clarita to Palmdale's Avenue 8.

The HOV lanes will be built in phases, with the first construction phase from San Fernando Road to Escondido Canyon Road beginning in 1995. Construction on the remaining phase will begin in 1996.

Express buses

At present, the 20 express buses serving the area run at capacity. A combination of agencies including the MTA, Antelope Valley Transit Authority, Santa Clarita Transit and the City of Los Angeles provide the service and are working together to coordinate more service to employment centers. Ten additional vehicles will travel to Century City, UCLA, the Los Angeles International Airport and El Segundo as well as a special bus connecting Antelope Valley with the Santa Clarita Metrolink Station.

Park-and-Ride lots

Express bus riders leave their cars behind at the Avenue S park-and-ride lot in Palmdale. Work is under way to expand the lot by 400 slots and to add a new 400-space lot west of Route 14 on Avenue S.

Three new lots are to be located adjacent to Route 14. Funding from Proposition C was granted for a lot in Santa Clarita and one on the outskirts at San Fernando Road, as well as a lot at Pear Blossom Highway.

Metrolink

About 1,000 daily passengers are riding the Santa Clarita Metrolink line, which celebrates its one-year mark this month. The line is served by three stations, as well as an effective feeder network of buses. The 35-mile trip to Union Station takes 69 minutes.

An Antelope Valley Metrolink Task Force is reviewing possibilities of extending the line to Lancaster in the future. **M**

L.A.'s Metro Rail Project Praised

Robert Kiley, president and CEO of Fischback Corporation in New York, and former chairman and CEO of New York's Metropolitan Transportation Authority, recently applauded Los Angeles' efforts to launch the most massive rail effort in the nation.

Speaking last month in Los Angeles to a group of Rail Construction Corporation (RCC) engineers, project managers, consultants, contractors and others who work on the L.A. Metro Rail System, he encouraged them to keep up the good work, despite the inevitable criticism that comes with a project so significant.

Kiley, who was recently appointed to the National Railway Passenger Corporation (AMTRAK) Board by President Clinton, emphasized that, by

changing the physical assets of Los Angeles, local transportation projects are making a significant impact on the area's real estate, business, education and social issues.

"If national interest in this country's failing infrastructure was half as high as it is in the Los Angeles region, one of the ills of this country would be no more," he said. "Los Angeles' leadership on the infrastructure agenda of America is being watched all across the nation, and what you do here will become a surrogate for the problem nationwide."

Commenting on L.A.'s promise to become the nation's second largest transit system, Kiley said "The world wants you to succeed. Keep up the good work; we're counting on you." **M**

"Pasadena..." continued from page 4
the track will descend briefly below street level.

When the line approaches Union Station near downtown Los Angeles, the trains will run on portions of the property recently purchased from the Southern Pacific Railroad Company.

The Pasadena Line will feature the new L.A. Standard Light Rail Vehicle. Similar to the successful Metro Blue Line cars, the Pasadena trains will be powered by overhead electrical wires.



Stations

The 14 stations that serve the line will feature distinctive architecture and artworks developed in cooperation with local community groups. Three of the stations on the Foothill Freeway (I-210) will be elevated and accessible by elevators and stairs, similar to the Metro Green Line stations under construction along the new I-105. **M**

NEWS BRIEFS



Award Winners

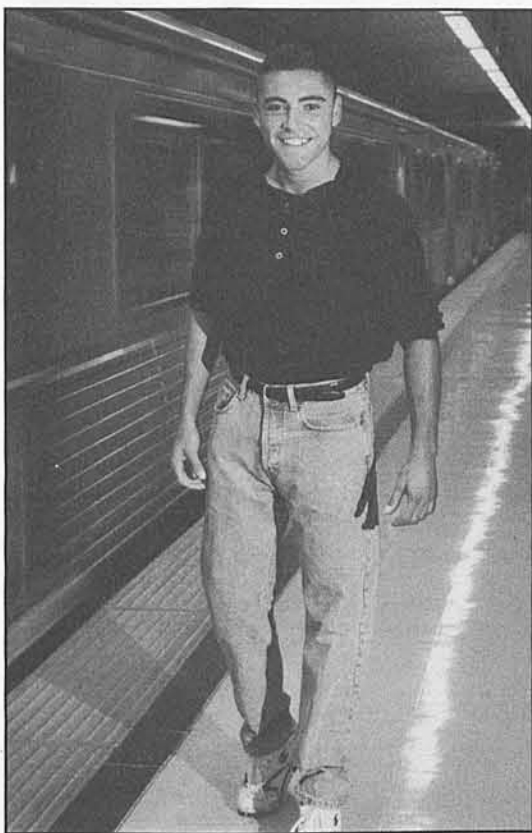
The American Public Transit Association (APTA) presented first place awards to two of MTA's public affairs outreach programs at its annual meeting in New Orleans.

"TOP," an 11-minute video presentation on the Transportation Occupations Program, and the television series "Transit 2000" were recognized for their high quality production values and newsworthy content.

The TOP video is used to recruit high school students to the special education program, as well as to recruit employers to sponsor summer interns. It was also recently recognized with awards from the Public Relations Society of America and the Film Council of Greater Columbus at the Columbus, Ohio, International Film and Video Festival.

"Transit 2000" was a series aired on KCOP-TV and KABC-TV last season that introduced viewers to Southern California's emerging multi-modal transportation projects.

APTA's Management Innovation Award

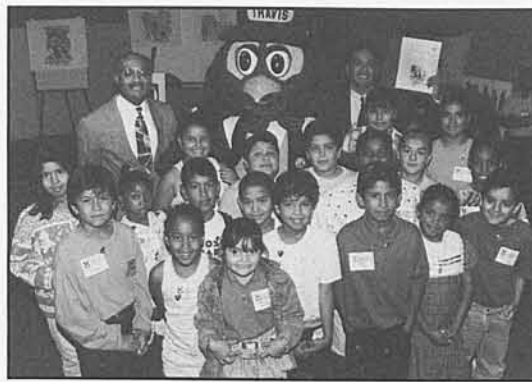


Subway spokesman — Olympic Gold Medal Winner Oscar de la Hoya appears in an ad campaign stressing literacy, learning and "going the distance" by riding the Metro System to the new downtown library. The message is aimed primarily at young people.

De la Hoya says that "becoming a champion begins with having an open mind. Using your public library is a great way to open your mind, and using the Metro System is a great way to get there."

was presented to the MTA's Rail Safety Curriculum for elementary schools. Printed in English and Spanish, the curriculum includes a detailed, illustrated teacher's guide and a series of 10 lesson plans that allow children to work on their reading, mathematics and reasoning skills while they are receiving a rail safety message.

The award recognizes projects that demonstrate innovative concepts or effective problem solving and can be adapted for use by other transit systems.



Rail wise — Pupils from Mark Twain Elementary School in Lynwood join MTA officials for the announcement of a national rail safety award. With the children, from left rear, are MTA Chief Executive Officer Franklin E. White, safety mascot Travis the Owl and MTA Board Member Antonio Villaraigosa.

House Donated for Child Care

A home once owned by W.C. Fields has been donated by a private party to be used as a child-care facility at the Sylmar/San Fernando Metrolink Station. The donation was made possible through a new program established by the MTA's Transportation Land Preservation Corporation.

The land bank is a non-profit entity established to "bank" tax-deductible donations of land or other assets for public transit use or support.

The Sylmar/San Fernando center is one of two Metrolink station child-care facilities that are planned for the San Fernando Valley. The other site is the Chatsworth station.

The home is being temporarily stored until it is transported to the station site for remodeling next year.

Red Line Helps CeLABrate DOWNTOWN

The MTA is participating in the Downtown Marketing Council's CeLABrate DOWNTOWN festivals this month. The Council has developed a series of Wednesday night promotions and is working in conjunction with all downtown restaurants, shops, museums, galleries, hotels and businesses to create themed activities.

Festival goers will be able to use Metro Red Line subway service to travel to the venues. Trains recently began operating until 9 p.m. For information on the series, call the council at (213) 612-1479.

Glendale Freeway Study


Solutions are being sought to relieve the traffic congestion created by the terminus of the Glendale Freeway in the Silverlake and Echo Park areas.

MTA officials have been working with local homeowner associations, community groups, Assemblyman Richard Polanco and Los Angeles City Councilman Mike Hernandez to evaluate sources of congestion and identify potential solutions. As a result, a Glendale Boulevard/Freeway Phase I Corridor Study has been completed and, now, the initiation of a more comprehensive phase II study is under way.

Approaches being reviewed include improved public transit, signal synchronization and carpool lanes.

ZEST Electric Bus Unveiled

The City of Torrance has used its Proposition A and C Local Return monies — totaling \$300,000 — to fund its first standard-sized electrically powered bus. The ZEST, or Zero Emissions Surface Transit Bus, was built by Hughes Power Control System as part of their defense conversion effort.

The bus is the largest battery-operated, mass-transit vehicle in the country to operate on major thoroughfares. Local Return funds are allocated by the MTA. 

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"Tellevillage..." continued from page 5
both Telework and Videoconferencing
applications.

Possible sites

Likely sites for the project are the 103rd
Street, Compton and Artesia Blue Line
stations. One or two sites will be select-
ed based on criteria that include avail-
ability of land, buildings, estimated
operating costs and proximity to partici-
pating organizations.

Initial funding of \$559,100 was granted

under the Intermodal Surface
Transportation Efficiency Act and
Proposition C to develop telecommunica-
tions demonstration projects along the
existing Metro Rail System. "These
funds were granted to leverage contribu-
tions of facilities, equipment, personnel
and other resources from other public
and private entities," said Wright.

Local participation

South Central organizations and busi-
nesses that can benefit from the use of

telecommunications will be asked to be
a part of the project. Their participation
will help meet the project's goals of
reducing vehicle miles traveled, traffic
congestion and air pollution.

A Request for Proposals inviting firms
to apply to organize the demonstration
project was issued in September. The
MTA is scheduled to select a firm in
December. The project is estimated to
be on line by next Fall. **M**



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