



**M****Q**  
**METRO**  
**QUARTERLY**



**MOBILITY 21 SUMMIT**

*Transportation Coalition  
Stands United*

**GOING FOR  
THE GOLD**

*Rail Line Nears  
Completion*

**AND THE SURVEY SAYS...**

*What Customers Think  
About Metro Service*

**STRETCHING OUT**

*More Seats on Next  
Generation of Buses*



Chief Executive Officer  
Roger Snoble

## Traffic.

*It's the one issue that all of the nearly 10 million people who live in Los Angeles County agree on. Traffic is bad and it's getting worse. Just ask the Texas Transportation Institute whose annual urban mobility study has put the Los Angeles region at the top of the list of the nation's most congested urban areas for the last 15 years. The cost of congestion to the average peak time driver in the region now exceeds \$2,500 annually, average morning peak freeway speeds in the county have declined to a discouraging 37 mph and the county's surface streets, on which vehicles crawl along at 25 mph, often look like the arteries of a heart patient in need of a surgical bypass.*

*As the county's population grows, the number of vehicles squeezing on to our streets and freeways will continue to increase and unless solutions are devised to cope with this inevitability, the already unbearable traffic will become even more unbearable, economic costs will soar, air quality will worsen, and, ultimately, our quality of life will suffer.*

*The situation isn't hopeless, however. As the lead transportation planner and operator for Los Angeles County, MTA has a huge toolbox full of the types of mobility tools that will help us make better use of the infrastructure already in existence.*

*We showcase some of those tools in this issue of Metro Quarterly including an update on the Los Angeles to Pasadena Metro Gold Line, MTA plans for purchasing high-capacity buses, synchronizing traffic lights in the San Fernando Valley, improving Santa Monica Boulevard and more. There also is a preview of this fall's Mobility 21 transportation summit where local transit, business and community leaders, elected officials and many others will gather for an intense day-long discussion of traffic and explore creative solutions to keep LA moving.*

Sincerely,

Roger Snoble

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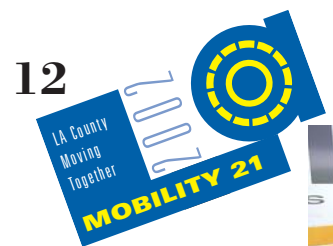
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## OntheCover

Worsening traffic in the face of rapidly expanding population in LA County and what to do about it will be the focus of this fall's Mobility 21 transportation summit. See story on page 12.



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# Listening To Our Custod

## POLL OF 35,000 METRO BUS RIDERS FINDS IT'S GETTING BETTER ON THE BUS

It is getting better on the bus. A recent survey of 35,000 Metro Bus riders in Los Angeles County found that 7 out of 10 customers (69%) agree Metro Bus service is improving on a variety of fronts.

Between June and December of last year, MTA conducted the largest customer satisfaction survey in its history. Besides the 35,000 Metro Bus riders, 15,000 Metro Rail riders were polled along with 7,000 people who rode buses operated by municipal bus operators in Los Angeles County such as the Big Blue Bus in Santa Monica and Foothill Transit. Passengers were surveyed on board buses and trains

and there were also follow-up telephone interviews.

Overall, 88% of Metro Bus riders rated Metro Bus service as fair or better with 56% saying service is good or very good. Metro scored good or very good for bus safety (66%), route convenience (67%), travel



“We’re encouraged that our customers are responding positively to the **massive bus improvements** MTA has delivered in the past six years, but we clearly have areas where we need to improve.” – Roger Snoble, CEO



From June to December 2001, MTA conducted its largest ever Metro System customer service survey.

time (54%), driver courtesy (58%), operator knowledge of routes (81%), and other measures.

“We’re encouraged that our customers are responding positively to the massive bus improvements MTA has delivered in the past six years, but we clearly have areas where we need to improve,” says MTA CEO Roger Snoble.

“The expansion of Metro Rapid, the purchase of high-capacity buses and construction of new transitways, coupled with better supervision of operators on the street, should boost Metro Bus performance where customers are telling us we still need improvement.”

# mers

# Expanding AND Lengthening Fleet

## Longer Buses with More Seating Capacity to Arrive Shortly

Metro Rail riders almost universally expressed satisfaction with the Metro Red, Blue and Green lines. Overall, 96% rated the service as fair or better with 78% saying the service is good or very good. Among categories receiving good or very good marks were safety (82%), travel time (76%), cleanliness (70%), cost of fare (67%) and seat/space availability (61%).

Ease in purchasing Metro tokens and passes and access to customer information scored high marks.

A growing number of Metro customers have access to the Internet: 44% of Metro Bus riders (up from 12% in 1996) and 63% of Metro Rail riders.

The extensive customer survey data will be used to help MTA better plan and schedule service, help train operators, and for marketing and other purposes.

**M**TA is purchasing new larger, high-capacity buses, including 60-foot articulated buses, with more seating capacity than standard buses to continue to reduce overcrowding.

The arrival of the longer new buses will coincide with more older, standard-sized diesel buses being retired.

Longer buses will begin rolling in next summer with the arrival of thirty 45-foot, low-floor "CompoBUS" lightweight coaches powered by compressed natural gas (CNG) capable of transporting 47 seated passengers.

In December 2004, the first of up to 272 new 60-foot long buses with enough room for up to 60 seated passengers should arrive.

They will be assigned to the 14-mile transitway linking Warner Center in the West San Fernando Valley with the North Hollywood Metro Rail Station. Operating on the transitway will be either CNG-electric or CNG hybrid-electric buses. The transitway is expected to open in 2005.

The CNG high-capacity buses will be deployed to new Metro Rapid lines and other high ridership lines. Approximately

12% of MTA's peak hour bus fleet will be made up of these articulated buses by 2005.

Besides ordering larger buses, MTA will build exclusive transitways as well as start two new Metro Rapid bus lines every six months starting this December when Metro Rapid service will debut on Vermont Avenue and Broadway.

"Our interest in articulated buses is due to MTA's success with Metro Rapid and to increasing passenger loads on our regular service," says MTA Deputy Chief Executive Officer John Catoe.

"We need higher capacity to carry more and more passengers because we've reached the point on some of our busiest lines where just adding more standard buses cannot match passenger demand and may even worsen traffic, especially on lines where we schedule buses every 1-1/2 to 3 minutes," continues Catoe.

By 2005, more than 95% of MTA's bus fleet will be running on CNG. Today, MTA operates more than 1,800 CNG buses, more than any other US transit agency.

## Metro Bus Survey

### Ratings Highlights:

#### **ON-TIME PERFORMANCE:**

Fair to very good – 75%

#### **FREQUENCY OF SERVICE:**

Fair to very good - 76%

#### **SEAT AVAILABILITY:**

Fair to very good - 78%

#### **CLEANLINESS:**

Fair to very good - 78%



Artist's rendition of what soon-to-be purchased articulated buses may look like.

# MakingChange

## READY, SET, GO!

## ALL COMMUNITY-BASED SERVICE SECTORS BUSY ASSESSING QUALITY OF SERVICE

All five Metro community-based service sectors are now in place as MTA decentralizes its bus operations to be more responsive to local communities.

“The sectors are alive,” says MTA Deputy CEO John Catoe, whose role has been to provide the five service sector general managers with all necessary resources, ensuring that they have full support from all relevant departments based at MTA headquarters.

“My job is to help the general managers carry out the vision of MTA,” he says.

Metro Gateway Cities, Metro South Bay and Metro Westside/Central were established September 1 following the July 1 start of Metro San Gabriel Valley

and Metro San Fernando Valley.

The focus of service sector general managers and their staffs is conducting service assessments to identify scheduling and route changes customers desire as well as bus improvements that will enable Metro to operate more efficiently and attract more riders.

Some minor service adjustments already have taken place in the sectors. Public hearings will precede major service changes that will be implemented next year.



While visiting Metro San Gabriel Valley headquarters, CEO Roger Snoble, center, and Deputy CEO John Catoe chat with San Gabriel Valley Division 9 Metro Bus operator Robert Sweatt, who in August retired after 24 years of service.



Metro Westside/Central General Manager Tracy Daly acquaints herself with Gateway Division 10 maintenance management and staff, just prior to the sector's grand opening on September 1.

Helping to guide the development and implementation of those service changes will be new sector governance councils that should be established this winter.

The MTA Board in September adopted policies defining the relationship between the MTA Board and governance councils of the five service sectors for bus operations service planning and scheduling. The Board delegated specific authority to the local councils for these functions.

Council members will be nominated by a coalition of community leaders and confirmed by the MTA Board for three-year terms. The councils can have up to nine members, half of whom must be transit consumers.

# Young Bus Fleet

## IRONING OUT THE WRINKLES *Metro Bus Fleet Looking Youthful*

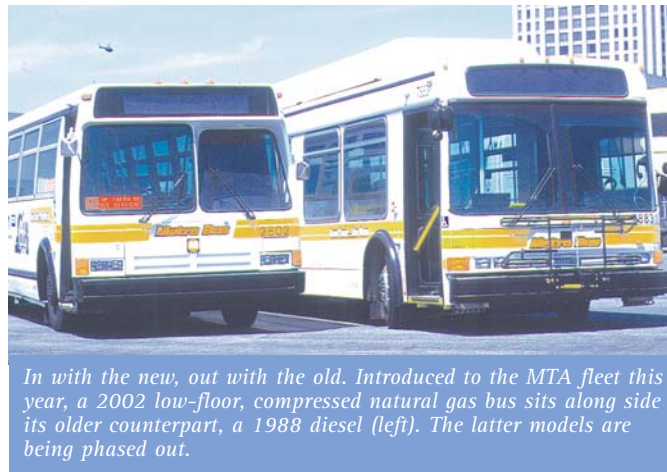
**M**etro buses are getting younger and cleaner, which has translated into better service.

Since 1998, the average age of the Metro Bus fleet has dropped from 9.75 years to 5.5 years, a result of the nearly 2,000 new buses placed into service.

The new generation of Metro buses is environment-friendly because the fuel source is compressed natural gas (CNG). Nearly 85% of the Metro Bus fleet runs on this cleaner-burning energy. By 2005, 95% of the fleet will be propelled by CNG.

“Of the alternative fuels, CNG is clearly the most practical and the most

reliable,” says John Drayton, MTA’s vehicle acquisition manager.



The Accelerated Bus Procurement Plan, approved by the MTA Board in 1998, has doubled the number of new buses introduced to the fleet in the past four years. Before the plan was implemented, less than 200 new buses were introduced annually.

In a new round of bus procurements, MTA will soon order up to 272 high-capacity buses that can seat 50% more passengers than standard buses.

## NEW VALLEY BUS PROJECTS UNDER STUDY

**B**uoyed by the success of Metro Rapid and a planned east-west transitway in the San Fernando Valley, MTA is studying the possibility of building a north-south bus project that would intersect with both. The project will be primarily funded with \$100 million from Gov. Gray Davis’ Transportation Congestion Relief Program.

Within one year, MTA is expected to decide on a primary route for the new line.

To qualify for funding, the project must intersect with both the 14-mile transitway that will operate between the North Hollywood Metro Rail Station and Warner Center when

it opens in 2005 along a former railroad right-of-way owned by MTA, and the 16-mile Metro Rapid line that operates on Ventura Boulevard between the Universal City Metro Rail Station and Warner Center.

Unlike buses on transitways, Metro Rapid buses travel in mixed-flow lanes; however, both are equipped with high-tech devices that order traffic signals to remain green long enough for buses to proceed through intersections, reducing travel times. Far fewer stops are made on both systems.

“The new north-south corridor will help feed these east-west corridors and vice versa,” says MTA Project Manager Roger Martin.

When built, the Valley north-south project will possibly navigate through one or more of the major streets including Lankershim and Van Nuys boulevards.

By early 2003, the MTA Board is expected to narrow down the number of route alternatives. An extensive public outreach effort will continue throughout the preparation of draft and final environmental impact studies before a final route is selected in late 2003 or early 2004.

The opening date will depend on the type of project selected by the Board but will most likely occur sometime between 2006 and 2008.

# Rush to Gold

## NEW LIGHT RAIL LINE TO PASADENA NEAR COMPLETION

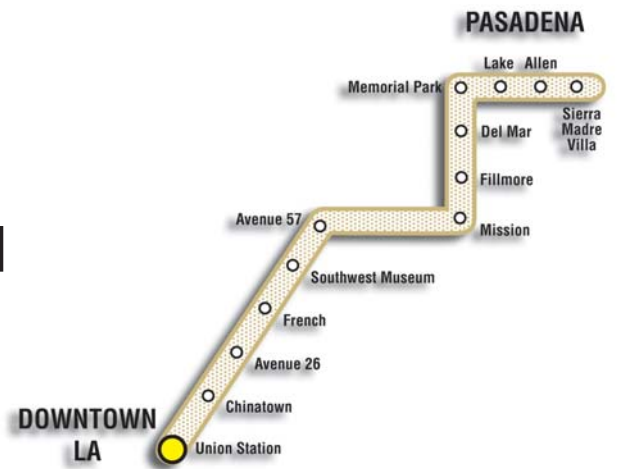
The grand opening is in sight for Metro Rail's latest feature attraction: the 13.7 mile Los Angeles to Pasadena Metro Gold Line.

By mid-2003, Metro Rail trains, currently being tested by MTA and the Los Angeles to Pasadena Metro Construction Authority, which is constructing the line, will carry an estimated 26,000 to 32,000 daily boarding passengers.

The line will travel between Union Station in downtown Los Angeles through Chinatown, Lincoln Heights, Mount Washington, Highland Park, South Pasadena, Pasadena and East Pasadena. It is expected to ease traffic congestion on the heavily traveled Pasadena (SR-110) and Foothill (I-210) freeways.

The connection at Union Station will provide a direct link to the 17.4-mile Metro Red Line subway, 22-mile light rail Metro Blue Line, 20-mile Metro Green Line, the 416-mile Metrolink commuter rail system and Amtrak. Metro Rail will grow to 73 miles when the Metro Gold Line opens.

"Thanks to good planning and design by the LA to Pasadena Metro Construction



Authority and the support of the San Gabriel Valley community, the Metro Gold Line is being built on time and within budget," says MTA Board member John Fasana, a Duarte City Council member. "The line will prove to be an efficient mobility option for all Los Angeles County

and extends just north of Chinatown. In June 2000, Metro Gold Line groundbreaking began with the construction of the guideway.

Two- and three-car light rail trains will be able to carry as many as 215

**“The line will prove to be an efficient mobility option for all Los Angeles County residents who want to significantly improve the quality of their lives and improve air quality by removing thousands of cars from our streets and highways.”**

– John Fasana, MTA Board Member  
Duarte City Councilman

residents who want to significantly improve the quality of their lives and improve air quality by removing thousands of cars from our streets and highways.”

A half-mile portion of the project will include the nearly complete aerial guideway that reaches a height of 35 feet

passengers per car and will make stops at 13 stations. It will take a little more than half an hour to travel from Pasadena to downtown Los Angeles.

"It's really, really going to open," beamed Los Angeles to Pasadena Metro Construction Authority Board member Vivien Bonzo. "There is absolutely no doubt on my part or the people of communities served by the line that the popularity of the Metro Gold Line will equal that of the Metro Blue Line, one of the most successful light rail lines in the country.

"The Metro Gold Line will provide an extraordinary opportunity for thousands of drivers in Los Angeles County tired of traffic and paying high prices at the gas pump, as well as those who rely on public transit, to reach their destinations, including jobs, medical appointments, schools and leisure outings, in comfort, stress-free and in much less time," Bonzo added.

Construction will begin in the spring of 2003 on a six-mile extension of the Metro Gold Line between Union Station and East Los Angeles.



The first of six Metro Gold Line test cars is delivered alongside tracks in South Pasadena on a big-rig truck with an oversized trailer. Each car weighs 49 tons and is 89 feet long.



# They're All Pumped Up

## METRO GOLD LINE TESTING AS GOOD AS IT GETS FOR BUILDER AND OPERATOR

The key officials in charge of building and operating the Los Angeles to Pasadena Metro Gold Line live for the moment when the first test trains power up on the new track.

“What’s exciting for me is to see the design on the table become a reality,” says MTA Rail Operations General Manager Gerald Francis, who was involved in rail start-ups in Dallas and St. Louis before joining MTA last February. “What I really look forward to is seeing the excitement on the faces of our customers as they board the Metro Gold Line train for the first time.”

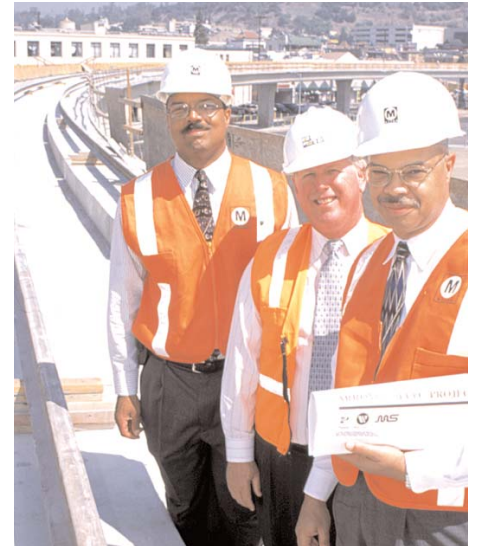
Before the Metro Gold Line opens to the public in mid-2003, “Each and every element is tested to make sure they’re functioning properly and that the line is safe,” says Richard Thorpe, CEO of the Los Angeles to Pasadena Metro Construction

Authority, which is building the Metro Gold Line.

“This is the best part. It’s all coming together,” added Thorpe, who directed the start-up of the light rail line in Salt Lake City that opened before the last Olympic games.

Both transit organizations are working closely together during two testing phases: integrated and pre-revenue. In the first phase, which began in August, trains, traction power, substations, clearances and signaling are being tested. During the second phase, expected to begin in February, train operators will be trained to become familiar with the full alignment and operator schedules.

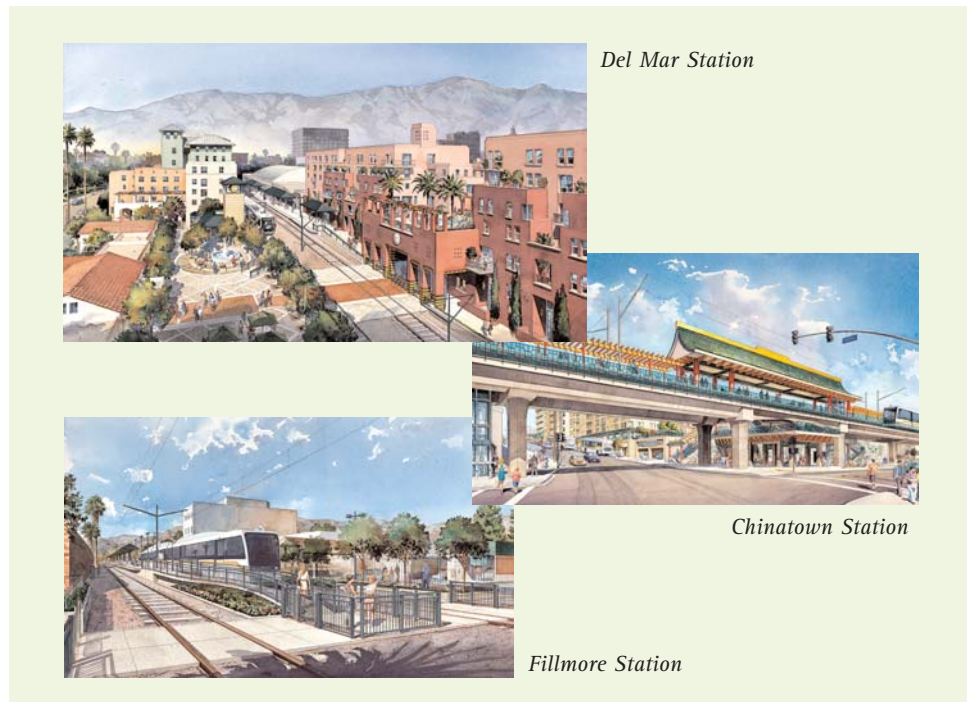
“I think it’s an excellent working relationship,” says Francis. “We’ve been able to exchange ideas and balance things out. It’s been a solid effort.”



With blueprint in hand, Gerald Francis, MTA Rail Operations general manager, Richard Thorpe, CEO of the Los Angeles to Pasadena Metro Construction Authority (middle), and Melvin Clark, MTA director of Rail Activation, inspect 1/2-mile aerial guideway near Union Station.



Trips to and from downtown Los Angeles will include 1/2-mile aerial guideway segment between Union Station and Chinatown.



Artist's renderings of three of the 13 Metro Gold Line stations.

# Road to Free Flow

## TRAFFIC SIGNAL SYNCHRONIZATION STARTING TO MAKE DIFFERENCE IN SAN FERNANDO VALLEY



The Automated Traffic Surveillance and Control (ATSAC) center monitors traffic and controls signals.

Traffic is beginning to flow better on San Fernando Valley streets and elsewhere as the result of ongoing MTA- and City of Los Angeles-funded signal synchronization projects.

In the Valley, MTA has contributed \$43 million to help pay for the synchronization of 850 traffic lights at the busiest intersections, one of the largest such projects since synchronization began in the mid-80s prior to the 1984 Olympics.

Overall, MTA has programmed \$300 million throughout Los Angeles County for transportation systems management (TSM) projects, which includes signal synchronization type projects, since 1995.

So far, traffic signals at 449 San Fernando Valley intersections have been linked to the City of Los Angeles' computerized Automated Traffic Surveillance and Control (ATSAC) center located beneath City Hall East, which serves as the nerve center for the ATSAC system. Traffic is monitored and signals

are controlled from this location. The remaining Valley intersections are expected to be completed by 2010.

### Benefits

An evaluation of the Automated Traffic Surveillance and Control (ATSAC) system conducted in 1994 revealed that implementation of the system has:

Improved travel time by 12%

Improved travel speed by 12%

Reduced delays by 30%

Source: Los Angeles Department of Transportation

“Signal synchronization adds much needed capacity to busy streets,” says MTA Board chairman and Los Angeles City Council member Hal Bernson. “This is a more dynamic way of dealing with congestion in a cost-effective manner.”

In Los Angeles County, 2,500 intersections, including 760 intersections in the City of Los Angeles, had been synchronized through the year 2000. There are approximately 10,000 traffic lights in the county, 4,000 of which are located within the City of Los Angeles.

### San Fernando Valley Intersections Connected to Automated Traffic Surveillance and Control (ATSAC) System



**449** signalized intersections on-line with ATSAC

**694** intersections are either under construction or fully funded for construction

**85** intersections slated to be on ATSAC have yet to receive funding

**1,228** intersections will be on ATSAC by 2010



# All Spruced Up

## NEW LOOK SANTA MONICA BOULEVARD WILL BE LESS CONGESTED AND SAFER

The streets affectionately known as “Big” and “Little” Santa Monica will be transformed into one beautiful, smoother-moving boulevard with intersections that are safer to navigate.

The Santa Monica Transit Parkway Project, scheduled to begin construction in January 2003, will combine the 2.5 miles of “Big” and “Little” Santa Monica

Boulevard and the existing railroad right-of-way between Beverly Hills city limits and the San Diego Freeway (I-405).

The reconstructed portion of one of the most heavily-used boulevards in Los Angeles County will have three eastbound and three westbound lanes. Features will include a new street lighting system, a landscaped median, bicycle lanes and bus priority features. The northbound and

southbound on ramps to I-405 also will be improved.

Completion is expected in mid-2005. Through the Call for Projects, MTA is providing \$23.6 million of the \$68.4 million total cost of the project. The remainder of the funding is being provided by a combination of City and County of Los Angeles and federal and state sources.

## MTA GEARS UP FOR 2003 CALL FOR PROJECTS

Every two years cities, transit operators and other public agencies look forward to submitting their applications in MTA’s “Call for Projects.” The 2003 Call for projects will provide funding for Los Angeles County transportation projects such as transit centers, freeway carpool lanes, street widenings, traffic signal synchronization, bikeways and pedestrian improvements.

Since the program’s inception in 1991, MTA has approved more than \$3.9 billion for hundreds of projects that have

increased mobility for the entire population of Los Angeles County, transit and non-transit users. Funds are awarded on a competitive basis to projects that successfully demonstrate significant mobility improvements.

Among recently approved congestion-relieving projects are the new carpool lane on the southbound I-405 freeway over the Sepulveda Pass and an 11.5-mile Class I bike path in the San Fernando Valley linking the North Hollywood Metro Rail Station and Warner Center.



Spanning the Los Angeles River at Los Feliz Boulevard, the Alex Baum Bicycle Bridge is a link in the Los Angeles River Bike Path. One of hundreds of “Call for Projects” transportation projects in part funded by MTA, the bridge opened in May.

# Averting Gridlock

## UNITED VISION GOAL OF MOBILITY 21 SUMMIT; LEADERS HOPE TO FORM STRONG COALITION

**D**etermined to lessen the impacts of an expanding population on the already overburdened transportation system, MTA and the Los Angeles Area Chamber of Commerce have organized the first annual MOBILITY 21: Los Angeles County Moving Together countywide transportation summit that will be held Nov. 18 at the Wilshire Grand Hotel.

The population of Los Angeles County is projected to grow from the current 10 million people to 13 million people in the next 25 years and travel trips will increase by nearly 30%. This will impact traffic congestion, air quality, economic development and international trade. In order to avert gridlock and improve the quality of life, increasing lobbying efforts for transportation funding has never been more important.

The summit is expected to serve as a catalyst for building relationships among attendees of the first annual event in Los Angeles County. Participants will include elected officials, transportation providers, business organizations and labor and community leaders.

"We're trying to create a mechanism so that all the different players in Los Angeles County can decide what really is our transportation agenda and then push it consistently in both Sacramento and Washington," says MTA CEO Roger Snoble, who participated in similar summits while serving as president/executive director of Dallas Area Rapid Transit (DART). "It can be a good



catalyst for getting people together and starting to talk about a mobility agenda for Los Angeles County."

After extensive discussions and consensus building, the group will form the nucleus of a coalition that will play a pivotal role in advocating much needed transportation improvements for Los Angeles County.

"A coalition of stakeholders across the county with a united vision and voice for Los Angeles is the key to successfully advocating in Washington and Sacramento for transportation improvements," says Rusty Hammer, president and CEO of the Chamber.

Featured summit speakers will address such topics as aviation, public transit, highways, rail development, movement of goods, air quality, ports operations and innovative financing, and federal and state legislative actions including the reauthorization of the Transportation Equity Act for the 21<sup>st</sup> Century.

The MOBILITY 21 Executive Committee is co-chaired by Rep. Lucille Roybal-



Allard (D-Los Angeles), the chair of the state Senate Transportation Committee, Sen. Kevin Murray (D-Los Angeles), and LA County Supervisor Zev Yaroslavsky and Los Angeles Mayor James Hahn, both members of the MTA Board.



# QuickFix

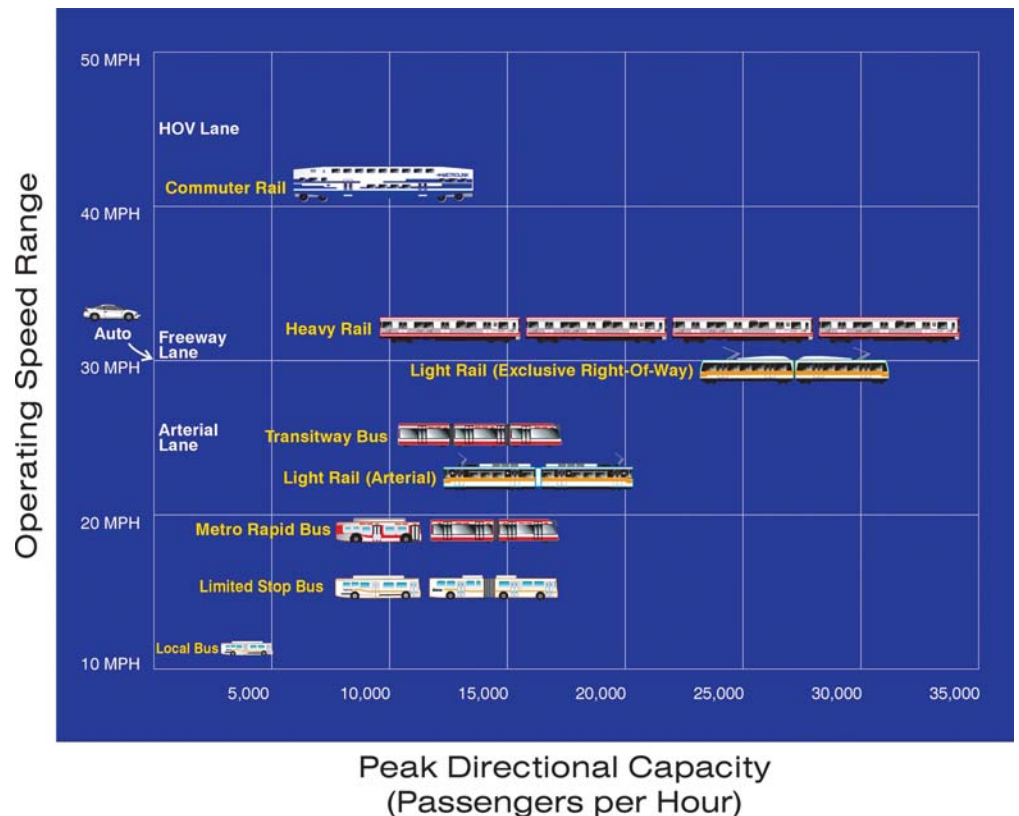
## 'MOBILITY TOOLBOX' GIVES TRANSIT OPTIONS AT A GLANCE

The Mobility Toolbox is a graph used by MTA planners to plot the average speed and carrying capacity of most types of transportation within Los Angeles County. It looks at how many people per hour can travel on a lane on local streets or a freeway. It compares that with added capacity for a freeway carpool lane. It examines the efficiency of different transit modes such as local, limited and Metro Rapid buses compared to light rail trains or the subway.

can carry between 6,000 to 33,500 passengers per hour. Similarly, a freeway lane can carry approximately 2,240 people at an average speed of 30 mph, but a carpool lane has a much higher speed, around 45 mph, and can carry up to 4,600 people.

By studying traffic patterns and demand, transportation planners determine which type of transit is best for a particular area. In some cases, a local bus can handle passenger demand while in other areas, faster Metro Rapid buses, transitways or even Metro Rail options are a better match. Likewise, the model might show that improvements to local streets or construction of freeway carpool lanes can boost capacity and ease traffic.

For example, the graph below shows that the speed of a local bus is between 11 to 17 mph and can carry up to 1,440 passengers per hour. By comparison, Metro Red Line trains run at 32 mph and



By 2025, the population is expected to grow by 2.7 million people and the number of jobs in the county will grow by about 1 million.

Daily vehicle trips in Los Angeles County will skyrocket 30% from the 21.6 million trips in 1998 to 27.1 million trips in 2025.

The average peak morning freeway speed will drop from 37 mph today to 19 mph in 2025. On surface streets, the average speed will decrease from 25 mph to 16 mph.

Illustration by Sharad Mulchand, MTA transportation planning manager, Regional Transit Planning.

# Happenings

## PRESTO! UNIVERSAL FARE SYSTEM UNDERWAY

With the wave of a wand and a shower of confetti from a cannon, seamless transit service began in LA County on September 1.

The magic reached a crescendo when representatives from MTA, led by MTA Board Chairman Hal Bernson, and municipal operators reached into an oversized hat and pulled out an enlarged Regional EZpass.

The county's first regional pass

program allows unlimited travel on the Metro Bus and Metro Rail systems, and on the metro lines of 12 municipal bus operators.

"The Regional EZpass will provide riders using two or more of the 13 participating bus and rail systems with a common 'currency' that will simplify their commutes," says Bernson. "Riders of multiple systems no longer will be forced to carry extra cash



or purchase additional transit passes and we believe the added simplicity will encourage thousands of other commuters to try public transit."

## RIDESHARE SIGNUP EFFORTS GREATLY EXPANDED

MTA's Metro rideshare program has taken on a higher profile.

"It's a really exciting time for the program," says David Sutton, MTA employer programs manager. "We're planning to offer new products and services while increasing the level of awareness."

A team of 12 rideshare professionals with more than 170 years of experience are

promoting new products such as the Regional EZpass – Los Angeles County's first – to businesses located throughout the region.

"We're also exploring the possibility of introducing other new products such as an annual employee pass and a quarter/semester college pass," says Sutton.

The program currently offers incentives to entice commuters to rideshare. Rideshare Rewards offers up to \$120 in gift certificates as a one-time-only incentive to those new to ridesharing, while Club Metro rewards those who have been ridesharing for at least three months by providing discounts at participating restaurants and entertainment venues.

To qualify, participants are expected to carpool, vanpool, take a bus, train, bicycle, walk to their jobs or telecommute.

For more information about Metro rideshare programs, call 213-922-2811.

## MTA IS CABLE READY



Anchor Kena Chin (left) interviews MTA Board Member Pam O'Conner during the "Metro Motion" program that debuted last summer.

A new cable TV series explores MTA's array of multimodal transportation tools being used to improve LA County's transportation system and encourages greater use of public transit.

Airing approximately every three months, "Metro Motion" episodes will be carried on the region's cable outlets including those in Los Angeles, Santa Monica, Southeast LA County, North County and the San Gabriel Valley.



# Faces

## RESILIENCY PERSONIFIED

### *Steady Behind the Wheel for 44 Years*

**W**ith more than four decades of bus driving experience under his belt, Donald Dube, MTA's most senior bus operator, doesn't plan to retire anytime soon.

The New Hampshire native moved to Los Angeles in 1954. Four years later, he began driving a bus for the Metropolitan Transit Authority, predecessor of the Southern California Rapid Transit District and the current MTA. His intention was to return to school in six months.

Forty-four years later, Dube, at age 66, is still going strong. On his Palos Verdes to Los Angeles route, Line 444, he always greets new and regular customers with a smile.

Driving a bus today, he says, hasn't changed much since the 1950s. He's just doing his job as he always has, nothing special, he says.

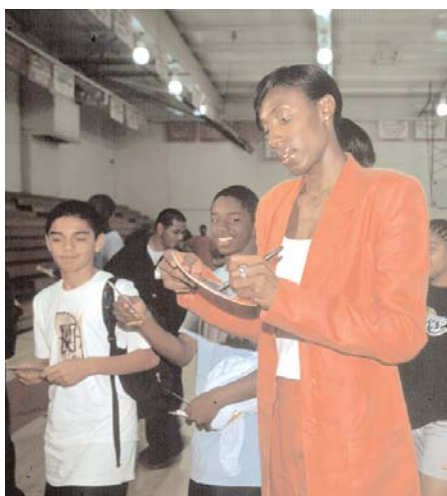
MTA South Bay Sector General Manager Dana Coffey does not agree with Dube's self-assessment that there is



nothing special about him. To the contrary, she says he embodies South Bay Division 18's motto of: "Safety, Service, Courtesy."

## MVP Lisa Leslie

### SPARK OF NEW SAFETY CAMPAIGN



champion Los Angeles Sparks MVP Lisa Leslie of the Women's National Basketball Association.

The basketball star helped kick off the new "Go for 3 points! Look, Listen & Live around buses and trains" theme campaign at her alma mater, Morningside High School in Inglewood.

"I'm very proud to be able to serve as a role model for kids and the community," says Leslie, the campaign's spokesperson whose team and MTA make presentations at schools. "I'm looking forward to working with MTA to promote safety awareness and to keep our community safe and sound."

The campaign also communicates various messages through ads, posters and brochures.

**A** new countywide safety campaign reminding children not to play on train tracks or around buses features world

## MTA BUS ROADEO WINNERS ADVANCE



MTA mechanics (left to right) Javier Soria, Luke Logan and Mina Ros, along with bus operator Daniel Keosababian who took top honors last June at MTA's Annual Bus Rodeo, recently tested their skills at regional and international levels.

Keosababian's strong suit is negotiating tight obstacles and knowledge of safety, regulations and bus equipment. Soria, Logan and Ros, equally adept at conquering obstacle courses, continue to impress with their vast knowledge of bus brake and air systems, bus inspection and engine repair.

# Factoids

**Metro Buses** use approximately 100,000 therms of natural gas per day, the same amount that would normally be used by 200,000 homes in one day.



In 2001, **Metro Rail trains** traveled 4.5 million miles, about the same distance it takes to make nine trips to the moon and back.



When MTA introduces 60-foot **articulated buses** on Wilshire Boulevard, passenger carrying capacity will increase by 50%, the equivalent of a full freeway lane.



Los Angeles County  
Metropolitan  
Transportation Authority