

Chief Executive Officer Roger Snoble

The public's pent-up demand for new public transit options overflowed the weekend of July 26-27 when MTA opened the new Los Angeles to Pasadena Metro Gold Line. Nearly 160,000 passengers boarded the inaugural trains the festive opening weekend, but ridership has remained strong since then.

"What a relief," passengers would tell me as we sped along the median of the 210 Freeway with traffic snarled in the adjacent lanes or bypassed the equally congested 110 Freeway.

Commuters and others on the move aren't the only ones benefiting from the new Metro Gold Line. It is estimated that nearly 3 million annual auto trips will be reduced along with 173,000 pounds of pollutants that cause smog. And joint development at several Metro Gold Line stations is spawning new urban villages that are revitalizing neighborhoods while boosting transit ridership.

"When is the next line opening?" I'm often asked. Great question. Just on the horizon are some very important projects that will be built through 2009, including the Metro Gold Line extension to East Los Angeles, the new San Fernando Valley Metro Rapidway, 22 more Metro Rapid bus lines, 70 more miles of freeway carpool lanes and some smaller transportation improvements. Hopefully, more projects will come on-line when the state budget crisis is resolved and vital funding is restored, however, in the meantime, we're continuing to move forward.

Tapping new funding sources and developing strategies for making sure that Sacramento and Washington give Los Angeles its fair share of transportation dollars is the focus of the second annual Mobility 21 conference November 17 and one of the topics that will be highlighted in this issue of Metro Quarterly along with the Metro Gold Line, Metro Rapid and other tools for working our way out of traffic congestion.

I know some are saying congestion is a good thing. I don't agree and, judging from the comments I received while riding the new Metro Gold Line, I think the public is eager to find alternatives to idling in traffic. MTA's challenge is to find a way to deliver those alternatives and sooner rather than later.

Sincerely,
Roger Snoble

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A Note To Our Readers:

At press time, thousands of LA County transit riders remained stranded because MTA mechanics and maintenance workers were on strike.

MTA regrets the disruption this work stoppage is causing our customers. We are making every effort possible to speed the collective bargaining process, reach new contract agreements with union leaders and resume transit service for all of LA County.

While MTA is well known for operating bus and rail service, it also serves as the county's transportation planner and coordinator, designer and builder. Despite the transit strike, MTA's other work continues – as does the publication of MQ.

Roger Snoble
Chief Executive Officer

P.S. – Should you have any questions or concerns regarding transit service in your area, please contact one of our local Community Relations Managers listed on the reverse side.

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Published by MTA Communications Unit

Efficiencies

SERVICE SECTORS ARE SCHEDULING MORE TRIPS WITH FEWER RESOURCES



(L-R) Philip Cadd, transit user, and Mark Strickert, Southern California Transit Advocates, discuss latest service changes with Metro San Gabriel Valley Planning Manager Callier Beard at service sector community meeting.

tretched thin by shrinking state and federal funds, MTA service sectors and partnering governance councils have nevertheless managed to improve Metro Bus service by listening carefully to customers and computers.

NEW SERVICE

Upcoming service improvements planned for Fiscal Year 2004 are geared to increase transportation options for longtime patrons and attract new riders.

The call for better service is being answered by MTA's five community-based service sectors with new hourly service on weekends and during midday weekdays on some of MTA's highest ridership lines; the addition of new Metro Rapid lines on

Crenshaw Boulevard, Vernon Avenue/La Cienega Boulevard and Soto Street; and the introduction of early morning service to the Boyle Heights shuttle on weekdays beginning at 6 am.

PUBLIC PARTICIPATION ESSENTIAL

The combined effort of service sectors and their governance councils, consisting of members from all walks of life including public transit users who conduct regularly

scheduled monthly meetings where the public takes center stage, has led to more than 100 service improvements.

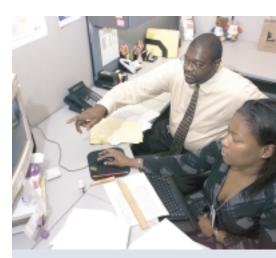
"These service improvements represent the single biggest change MTA or its predecessors have made in the last 20 years," says MTA Deputy CEO John Catoe. "Increased services and new routes are resulting in thousands more people looking to us to solve their transportation troubles. The service sectors and governance council meetings provide us a direct approach in developing solutions which work to solve their needs."

Governance councils have now been formed in the San Fernando Valley, San Gabriel Valley, South Bay and Gateway Cities. A council for Westside/Central is in the process of appointment.

LATEST TECHNOLOGY PLAYS MAJOR ROLE

The computer programs HASTUS and the newly purchased MINBUS are helping MTA make important bus planning decisions. By automating some of the decision-making process, determining where buses must go, which divisions buses originate from, assigning the 4,500 operators, and tracking the number of passengers boarding each line, is made more efficient

The result will be decreased layover time between bus trips and time spent operating between bus divisions, which will allow the service sectors to reallocate the saved time to increase bus service on some of MTA's highest ridership lines.



MTA Deputy Executive Officer Roderick Goldman and MTA Planner Collette Thomas search for information using HASTUS computer program.



here are now three better ways of viewing Metro Buses, each involving a new attention getting color.

The repainting of MTA's existing bus fleet in an array of bright vibrant colors over the next three years, will improve the appearance of vehicles and help riders tell the difference between the various types of service offered.

Bright California poppy orange will denote local bus service, a crisp bold blue will distinguish freeway express buses and bright red will continue to herald Metro Rapid. A base color, silver, to be used on all buses and trains, is paired with reflective decals to improve safety and visibility.

"It's branding. We are creating something that is identifiable in the

public eye. It's friendlier. It's more modern," says MTA Deputy CEO John Catoe.

New coaches delivered to MTA will already sport the new vibrant rainbow colors, a visually pleasing pattern that also complements the Metro experience of faster and more reliable service.

HIGH-CAPACITY BUSES WILL CROSS NEARLY COMPLETED

RAPIDWAY BRIDGE

onstruction is well underway in the San Fernando Valley on MTA's newest and most ambitious Metro Rapid project to date.

MTA's Metro Rapidway, a 14-mile busway being built on a former Southern Pacific Railroad right-of-way, will extend between the North Hollywood Metro Rail Station and Warner Center in Woodland Hills. Commuters will be spirited along a dedicated bus lane aboard MTA's most spacious buses, 60-foot models that afford 15 more seats than standard coaches.

The line also will stop in the communities of Valley Glen, Van Nuys, Sherman Oaks, Encino, Tarzana and Woodland Hills and stop at 13 stations when it opens in 2005.

The first phase of the project, construction of the Los Angeles River Bridge in the Sepulveda Basin, is scheduled to be completed in December. The new, five-span bridge will be capable of spiriting high-capacity, clean-fuel Metro Rapid buses across the Los Angeles River, and is the biggest of several bridges planned in the project.

So far, workers have surveyed the entire alignment and have demolished structures on the MTA right-of-way. They have also cleared miles of existing railroad track, ties and beams to make room for the new Rapidway. Areas surrounding the bus route have been cleared to make way for future bike and pedestrian path landscaping which will include 5,000 new trees and 800,000 new shrubs.



Expanding

CRENSHAW BOULEVARD NEXT IN LINE TO EXPERIENCE METRO RAPID SERVICE

he quick, frequent and reliable Metro Rapid will begin operating on Crenshaw Boulevard in December, upholding an MTA tradition of opening new lines every six months and building a following that includes many former non-public transit users.

The 18.8-mile Line 710 will travel through such communities as Los Angeles, Inglewood, Hawthorne, Gardena, unincorporated LA County, Torrance and Redondo Beach. Stops include the Crenshaw and Hollywood/Vine Metro Rail stations.

On-board state-of-the-art wireless equipment that extends the life of green traffic signals, low floors for faster boardings and infrequent stops are



Los Angeles Department of Transportation subcontractors install Metro Rapid signal priority sensors at Florence Avenue and Gramercy Place.

expected to save passengers up to 25% in time versus pre-Metro Rapid bus service.

Real-time passenger information displays are featured at stations.

In June, Metro Rapid debuted on Florence Avenue and Van Nuys Boulevard, giving LA County a total of six Metro Rapid lines spanning 96.1 miles, a system used by more than 100,000 daily boarding passengers.

MTA's Metro Rapid Five-Year Implementation Plan lays out a schedule for implementing 22 additional lines — beyond the six already open — some that will be serviced by 60-foot buses with 50% more seating capacity, by 2009. At least four of the

corridors are planned to be operated by municipal operators.

ADDITIONAL NORTH-SOUTH METRO RAPID LINES PLANNED IN THE SAN FERNANDO VALLEY

etro Rapid could be coming to Reseda Boulevard in 2005 and Sepulveda Boulevard in 2006 thanks to the recently completed San Fernando Valley North-South Transit Corridor Study.

The study's goal was to identify one or more north-south rapidway(s) to connect with the existing east-west Ventura Boulevard Metro Rapid and the San Fernando Valley Metro Rapidway, under construction and scheduled to open in 2005.

Both new lines will provide a pleasing alternative to driving for the

thousands who live, work, and shop along these corridors.

"The addition of Metro Rapid service on Reseda and Sepulveda will create a grid of faster transit service in the Valley that will improve travel for our existing riders and attract new customers," says MTA Executive Officer, Jim de la Loza, Countywide Planning and Development.

Additional improvements and services are planned for the future pending the availability of funding. Phase Two could include peak hour bus-only lanes along portions of Metro Rapid Lankershim Boulevard-San Fernando Road, opening in 2007, and

Van Nuys Boulevard, where Metro Rapid debuted in June.

Phase Three plans include street improvements along Reseda, Lankershim and Sepulveda boulevards; a new station portal at the North Hollywood Metro Rail station; and additional road improvements to Van Nuys Boulevard.

Lastly, Phase Four plans include a dedicated northbound bus lane on Sepulveda Boulevard and the extension of the San Fernando Valley Metro Rapidway northerly along the Canoga Avenue rights-of-way to the Chatsworth Metrolink Station.

RealityCheck

NEW MTA BUDGET

MAXIMIZES RESOURCES

TA's current Fiscal Year 04 budget was built on a fundamental premise: live within our means while expanding and improving the quality of Metro System service and making needed street and highway improvements.

Fulfilling this mandate amid forecasted flat growth in revenues and a state budget deficit will be challenging.

"Like many public and private companies, MTA is struggling to maintain service in the face of limited resources," says CEO Roger Snoble. "To accomplish that we have to operate more efficiently in every possible way."

The \$2.8 billion budget includes the elimination of 104 positions, no wage increase for MTA employees, unless specified in labor contracts, a 10% reduction in administrative overhead costs, and a \$7 million savings in Workers' Compensation costs over last year.

Primarily as a result of the start of service on the LA-Pasadena Metro Gold Line there will be an 18% increase in Metro Rail service. Bus service on MTA's highest ridership lines will be increased while service on very low ridership lines will be reallocated.

The budget also calls for the first change in the Metro fare structure in nearly nine years. It is estimated that this fare restructuring, scheduled for implementation in January 2004, will generate an additional \$16 million in FY04.

MORE THAN \$1 BILLION FOR BUSES

Buses remain the highest priority for MTA. The bus program includes Metro Bus operations, bus purchases and construction of new bus facilities as well as municipal bus operator subsidies and paratransit service for disabled riders. The budget earmarks \$1.4

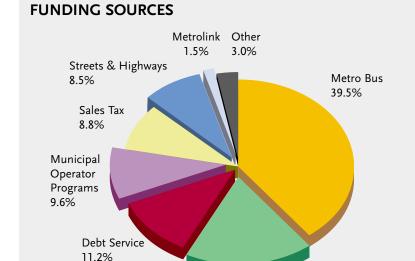
billion, or 49.1%, for buses. That's up from last year's figure of \$1.3 billion, or 47.3%.



The second largest slice of the budget pie — \$497.3 million or 17.9% — is for Metro Rail operating costs and construction. In addition, MTA will contribute \$41.3 million, 1.5% of the total budget, to help subsidize Metrolink commuter rail operations.

FUNDING FOR STREETS AND HIGHWAY PROGRAMS

The next biggest portion of the budget — \$482.5 million or 17.3% – is for highway and other regional transportation programs such as



construction of freeway carpool lanes, freeway sound walls, street widening, better traffic signal coordination, grade separations at railroad crossings, bikeways, ride-sharing incentives, shuttles. The budget also includes funding for the Metro Freeway Service Patrol to assist stranded freeway motorists and the local sales tax return.

Metro Rail

17.9%

DEBT SERVICE REDUCED

MTA's debt service will be \$311.8 million, 11.2% of the proposed budget, down from \$315 million last year.

Rounding out the MTA budget are expenditures for other Agency programs, including transportation planning, capital projects such as warehousing, legal and other expenses. These expenditures total \$82.5 million, or 3.0% of the budget.



ISTOOK **DISCOVERS METRO SYSTEM**

During his visit to Los Angeles, Congressman Ernest Istook looks over the roomier CompoBUS.

practically nonstop tour of Metro Bus and Metro Rail has given the chairman of a key Congressional transportation subcommittee a broader understanding of the challenges facing MTA.

Rep. Ernest Istook (R-Oklahoma City), who oversees the House Appropriations Committee Sub-Committee on Transportation, Treasury and Independent Agencies, rode the Metro Bus and Metro Rail systems and visited, along with Rep. Lucille Roybal-Allard (D-Los Angeles), the Eastside, future home of the Metro Gold Line Eastside Extension, and the Rail Operations Center (ROC).

Istook also viewed LA County transportation corridors from a

helicopter with a member of the MTA Board.

Istook's Congressional committee dispenses all federal funding for highways and transit projects in conjunction with its counterpart in the U.S. Senate. His visit came while Congress discussed the reauthorization of the Transportation Equity Act of the 21st Century (TEA-21), originally passed in 1997. When approved by Congress next year, the bill is expected to commit up to \$375 billion in funding for national transportation improvement projects through 2009.

The chairman's visit was part of an ongoing MTA program of inviting key Congressional leaders to view and experience MTA's realm of services.

MTA SEEKS FY2004

CONGRESSIONAL APPROPRIATIONS

TA has turned to Congress to earmark funds for projects and programs that will help improve mobility in LA County.

The majority of federal transportation assistance for MTA is based on formula funding and not earmarks, which are amounts designated by Congress for specific projects and programs.

MTA has aggressively sought earmarks for construction of the Metro Gold Line Eastside Extension, purchase of new Metro Buses, bus facilities and the planned Universal Fare System.

President Bush is expected to sign the bill into law sometime this fall.

VITAL FEDERAL BILL DELAYED

TA is fully engaged in a dialogue with members of Congress and the U.S. Department of Transportation on efforts to reauthorize America's six-year funding program for highway, transit, motor carrier, safety and research programs.

The current authorizing legislation, TEA-21, expired on September 30.

On September 30, President Bush signed into law legislation that provides for a five-month extension of TEA-21, through February 29, 2004. Funding over the five-month period will be authorized on a pro rata basis.

The Bush Administration unveiled its reauthorization proposal earlier this year. That proposal is popularly referred to as SAFETEA, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act of 2003.

MTA has analyzed SAFETEA to learn how the proposal can be strengthened to better enhance LA County's transportation needs.

MTA, many members of Congress, and national transportation advocates believe the \$375 billion set aside for SAFETEA is inadequate. MTA is also focused on provisions in the reauthorization proposal that deal with Bus Rapid Transit, the New Starts rail program, highway and transit system safety and air quality enhancement initiatives.

In July, at the invitation of CEO Roger Snoble, Assistant Secretary for Transportation Policy for the U.S. Department of Transportation, Emil Frankel, attended Mobility 21 briefing to review SAFETEA for LA County transportation stakeholders.

It's AGo

MTA & COMPANY SAVE VITAL PROJECTS

TA burned the midnight oil last spring to salvage four regionally significant transportation projects placed in peril by the state's general fund deficit.

The successful appeal to the California Transportation Commission (CTC) spared the Metro Gold Line Eastside Extension project, San Fernando Valley Metro Rapidway, purchase of 200 high-capacity, 60-foot articulated buses and 50 light rail cars from the state budget ax.

"These projects were the most ready to go and each had a direct connection to MTA's mission of improving the regional transportation system," says CEO Roger Snoble. "The state's shortfall could not have hit at a worse time for these projects. We had cleared environmental studies and we had ready-to-go designs and even some qualified bids."

In a first of its kind financial arrangement struck with the CTC, MTA is paying upfront costs for these projects with local sales tax monies and will be reimbursed later by CTC. The total cost of the four projects is nearly \$1.5 billion.

MTA began drafting its CTC strategy last Thanksgiving when it became apparent that the state general fund deficit would impact the state's ability to deliver on the significant commitment made in the governor's \$2.3 billion LA County Traffic Congestion Relief Program adopted in 2000. Statewide, the program had been expected to generate \$9.4 billion in transit project funds through 2009.

"We were way out in front of everybody else on this issue by responding quickly," says MTA Regional Programming Director David Yale. We acted faster than any other agency in the state."

The nine members of the CTC are appointed by the governor and authorized by the state Legislature to manage state transportation funds and set the general approach to regional transportation improvements.

During healthier financial conditions, MTA normally would have expected to receive \$500 million in funding from the state over an 18-month period but now will receive \$150 million through July 2004, impacting more than 100 significant projects, including freeway carpool lanes and traffic signal synchronization, now placed on hold.

"We are grateful for the action taken by the CTC," says Snoble. "These are vital transportation projects for the region in reducing traffic congestion and relieving overcrowding on our buses, however, the battle to rescue as many projects as possible has just begun. We will go the extra mile."



State Capitol in Sacramento served as backdrop for innovative funding agreement reached between MTA and CTC.

STIP AMENDMENT/ASSEMBLY BILL 3090

Project	Requested Funds	Total Project Cost
Metro Gold Line Eastside Extension	n* \$191 million	\$913 million
SFV Valley Metro Rapidway**	\$98 million	\$330 million
Low-emission buses	\$28 million	\$126 million
Light rail cars***	\$15 million	\$114 million
Total:	\$332 million	\$1.483 billion

- * The 6-mile extension to the Eastside of the Metro Gold Line is expected to open in 2009.
- ** The 14-mile Rapidway, expected to open in 2005, is being built on a former rail right-of-way in the San Fernando Valley between the North Hollywood Metro Rail Station and Warner Center, and will feature 60-foot articulated buses with 50% more seats than regular Metro Buses.
- *** Purchased to accommodate increasing ridership on the Metro Gold Line.

Lift-off

BIG METRO GOLD LINE TURNOUT

MAKES LAUNCH BIG SUCCESS

By Cean Collier

t's as good as gold, and nearly 160,000 people discovered why during the opening weekend of LA County's newest light rail system, the 13.7-mile Metro Gold Line.

The line runs along the former Atchison, Topeka and Santa Fe railroad rights-of-way between downtown Los Angeles Union Station and Sierra Madre Villa in East Pasadena, making stops in such communities equally rich in history and popular attractions as Chinatown, Cypress Park, Mount Washington, Highland Park, Lincoln Heights and Old Pasadena.

Many thought it was well worth the wait to experience the alternative to idling on gridlocked freeways. In the first year alone, the Metro Gold Line will eliminate three million car trips.

"Hopefully, the success of this new light rail line will send a message to the right people that public wants rail and will use it. I think it's a good thing," says Pasadena resident Elizabeth Miles.

First day guests came from throughout LA County.

"It's great! We have been waiting for the Gold Line for years," says San Juan Capistrano resident Linus Tauro. "We plan on riding it on the weekends to go dining in Pasadena and the museums."

"Excellent!" exclaimed Irvine's James Borkman. "It's a great opportunity for people to see downtown in Pasadena and Los Angeles instead of sitting on the IIO Freeway. "It's an excellent alternative."

Passengers were greeted at stations by an army of nearly 400 MTA volunteers who pointed them in the "Rain or shine, commuters using the Metro Gold Line can expect to get from East Pasadena to downtown Los Angeles, and vice versa, in approximately 36 minutes without the traffic hassles of the Pasadena and 210 freeways," says CEO Roger Snoble.

Metro Rail and the growing Metro Bus system are both vital elements of a still evolving multimodal transportation system.

This is the next step in expanding the system so that it can handle greater numbers of people and offer faster and safer service.

direction of eclectic entertainment, community festivals, exhibits, food and refreshments.

There was something for everyone including a cross section of music from jazz and rock 'n' roll to mariachis and gospel, cultural dancers, puppet shows, pony rides, a petting zoo, mini-train rides, LA Dodgers batting cages, clowns, face painting, art displays, and much more.

"The Metro Gold Line is a piece of a puzzle – a piece of a system that's being developed to move people throughout the county," says MTA Deputy CEO John Catoe. "It's taken a lot of work by many people."

In 2009, the six-mile Metro Gold Line Eastside Extension is planned to provide service between Union Station and East Los Angeles.



GoingForTheGold

NEW HISTORY IS MADE AT HISTORIC DEPOT

athered in a room the size of a football field where a generation once purchased tickets for transcontinental train rides, symbolic of the heyday of rail travel, nearly 500 invited guests came to dedicate the first new light rail system of the 21st century, the Metro Gold Line.

In a former Union Station ticket room which still contains original circa 1939 wooden ricket counters, below a three-story Metro Gold Line banner sat local, state and federal officials who gave a series of speeches, before filing to witness public transit history.

Minutes later, a new chapter in LA County rail history was written when a white-and-orange Metro Gold Line train descended an aerial guideway and emerged through gold smoke to break through a paper banner stretched across the track.

The entourage, which included MTA Board members and the media, then boarded the train for a victory lap to the Memorial Park Metro Rail Station but not before being greeted by six Olympic Gold Medal winners, symbols of American achievement.

The state of California provided more than 50% of the funding for the project with the balance originating from the local transit sales tax.

"I am so proud to see the level of innovation that's taking place in this region," said Maria Contreras-Sweet, California secretary of Business, Transportation and Housing.

"The state has partnered with the local region to make sure we have connectivity, so that children can get out of their homes, walk to a local bus station that connects to rail that connects to an airport that connects to the world, and that should be the goal of any transportation system."

A beaming Leslie Rogers, regional administrator, Federal Transit Administration, surmised that the Metro Gold Line is a "continuation of a countywide, systemwide intermodal network,"

"As stewards of taxpayers' dollars this is a project we can all be rightfully proud of," said Rogers, pausing on his way to the Union Station platform. "We fully understand the density in that corridor and clearly this will serve to alleviate traffic congestion."



Vivace Conservatory for Performing Arts students filled former ticket room with song.



The Metro Gold Line was dedicated in Union Station one day before the official opening.



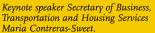
CEO Roger Snoble (third from left) and Deputy CEO John Catoe (second from right) hosted Olympic Gold Medalists (L-R) Bruce Furniss, Danny Everett, John Naber, Inger Miller and Bob Seagren.
Not pictured is Jeanette Bolden.

GoldLineOpeningM























oments





















GoEast

METRO GOLD LINE EASTSIDE EXTENSION

GROUNDBREAKING ON THE HORIZON

ending approval of federal funding, construction will begin by next summer on the Metro Gold Line Eastside Extension, which will feature eight new light rail stations between Union Station in downtown Los Angeles and East Los Angeles, and a 1.8-mile underground tunnel portion.

At Union Station, the line will cross over a 101 Freeway bridge to be constructed, and continue to Atlantic Boulevard along 1st, Indiana and 3rd streets.

Other communities served by the light rail line will include the Little Tokyo Arts District, Boyle Heights (site of the tunnel) and East Los Angeles.

Ridership on the entire Metro Gold Line, including the 13.7 mile LA-Pasadena segment which opened in July, is projected to approach 62,000 daily boarding passengers by 2020, practically rivaling current ridership on the 22-mile Metro Blue Line, one of the most successful light rail lines in the nation, traveling between downtown Los Angeles and Long Beach.

Many Eastside residents are frequent users of public transit. The Eastside is one of the most densely-populated areas of LA County.

"The Metro Gold Line Eastside
Extension will basically open doors for
people from the rest of LA County to
come to the Eastside, and residents
from the Eastside will have access by
rail and bus to other parts of the county,"
says MTA Planning Director Diego
Cardoso. "The Eastside extension has
been planned and designed as a
transportation system that will support
community revitalization.



Santa Cecilia restaurant owner Armando Salazar (middle) received progress report on Metro Gold Line Eastside Extension from MTA planning managers Henry Gonzales (left) and Ray Sosa at the future home of the Boyle Heights/Mariachi Plaza Metro Rail Station at 1st Street and Boyle Avenue.

Pictured in background is the Mexican kiosk/plaza where Mariachi musicians regularly perform. Mariachis can be contacted about playing at parties, weddings, and at Salazar's restaurant (shown at right).

"During the construction phase, the local economy can expect to be stimulated by the creation of at least hundreds of construction-related jobs." A full-funding agreement between the Federal Transit Administration and MTA for the extension, projected to open in 2009, is expected to be announced in the near future.

TheRightPath

SHORT-RANGE TRANSPORTATION PLAN POINTS IN MANY DIRECTIONS

TA has unveiled a new plan for reducing congestion, tackling traffic hot spots and improving the quality of life during the next six years in LA County.

Despite a serious state funding shortfall, the 2003 Short-Range Transportation Plan succeeds in laying out a strategy for keeping most of LA County's transportation priorities moving forward.

In order to meet the mobility needs of a rapidly growing county, the plan identifies priority projects to improve the Metro Bus and Metro Rail systems as well as to reduce congestion on streets and freeways.

The plan includes completing such projects as the Metro Gold Line Eastside Extension and the construction of the San Fernando Valley Metro Rapidway.

MTA also plans to establish 22 new Metro Rapid lines throughout the region — beyond the six already open — add 200 high-capacity 60-foot articulated buses that seat 50% more passengers than standard coaches, develop 70 miles of additional carpool lanes and implement numerous rideshare, joint development and other local initiatives.

The plan also calls for improving Metrolink service, which MTA subsidizes but does not operate, and encouraging alternatives to driving alone.

The plan also begins the dialogue in exploring new funding sources that could fill the gap in state funding and pay for other urgently needed priorities.

One of the most important aspects of the plan is the underlying theme of communicating the area's needs to Sacramento and Washington, D.C., with one voice through consensus-building forums like the Mobility 21 Coalition.

"Keeping LA County moving is a complex puzzle," says CEO Roger Snoble. "There are thousands of individual pieces like carpool lanes, local streets, transit buses and rail lines that must be united to form a system that enables us to move seamlessly throughout the county. The challenge is to put the pieces together — to apply the right transportation solution to the right problem."

"When it comes to congestion in our county, we're all in the same boat," continued Snoble. "As a result, it's important for cities, the business community and the public to work together and support a common mobility vision." The plan will be updated

What The Plan Accomplishes:

- Accommodates one million more residents by 2009 and keeps LA County moving
- 31% increase in transit ridership
- 50% decrease in air pollution from the transportation system
- Nearly 100,000 full time jobs will be created
- \$10 billion added to local economy

annually as MTA continues to refine the vision for addressing LA County's mobility needs.

Over the next six years, the plan will create almost 100,000 jobs and generate over \$10 billion for the local economy as well as ensure the region meets clean air standards.



ClearChoices

EVOLVING TRANSPORTATION SYSTEM

IS MORE RECOGNIZABLE AND USEFUL

TA has built and is continuing to expand a network of sophisticated interdependent and beneficial transportation systems that increasingly make it possible for people to leave their cars at home, use public transit and rideshare.

The improving inter-connected network consists of many components, including state-of-the-art busways, the 73.1-mile Metro Rail and 512-mile inter-regional Metrolink train system as well as hundreds of freeway carpool lane miles.

The network has matured greatly over the past 10 years. In 1990, the Metro Blue Line had just opened and was the only available rail service in LA County. Today, the Metro Blue Line is complemented by the Metro Red, Green and Gold lines in addition to the entire Metrolink system.

Over the next six years, as outlined in the Agency's Short-Range Transportation Plan, other important projects will be completed and further improve the system's connectivity, service and travel options.

"When you look back over the last 10 years, you realize how much our transportation system has changed," says MTA Executive Officer Jim de la Loza, Countywide Planning and Development. "Over the next several years, we will continue to develop our rail, Metro Rapid and carpool systems, providing the public with even more choices and making traveling easier."

A multi-layered Metro Network Map (see next page), soon to appear on MTA's website as an interactive feature, clearly illustrates the linking of various network elements. The map will be updated when funding is approved for new projects.

"This is a comprehensive picture of what MTA is providing," says MTA Chief Communications Officer Matt Raymond. "It is designed to show the infrastructure that we have in place to serve the public and what we will be doing in the near future."

METRO GOLD LINE

Plans are underway to begin construction in 2004 on expanding the highly successful Metro Gold Line six miles to East Los Angeles from Union Station. Scheduled to open in 2009, the extension will include eight new stations (two underground) and be able to carry more than 20,000 people daily. MTA will also contribute funding for preliminary engineering to extend the Metro Gold Line from Pasadena to Claremont.

EXPO LINE

Planning for a new light rail line traveling between Culver City and Los Angeles has begun. The MTA Board's vision and intent is to eventually complete the light rail line to Santa Monica.

METRO RAPIDWAY

The San Fernando Valley Metro Rapidway is a 14-mile landscaped busway connecting the North Hollywood Metro Rail Station and Warner Center. What makes it so unique is that it's actually an old railroad line being converted to a bus-only road for safe, rapid service. The Rapidway is currently under construction and is expected to open in 2005.

METRO RAPID

By 2008, an additional 22 new Metro Rapid lines will open, resulting in over 450 miles of service in 34 cities and 11 unincorporated areas.

METRO TRANSITWAY

To help alleviate congestion along portions of Wilshire and Crenshaw boulevards, and along the north/south San Fernando Valley corridor, additional bus-only lane projects are being studied. Initial improvements will be implemented by 2006 with transitway completion scheduled for after 2009.

METROLINK

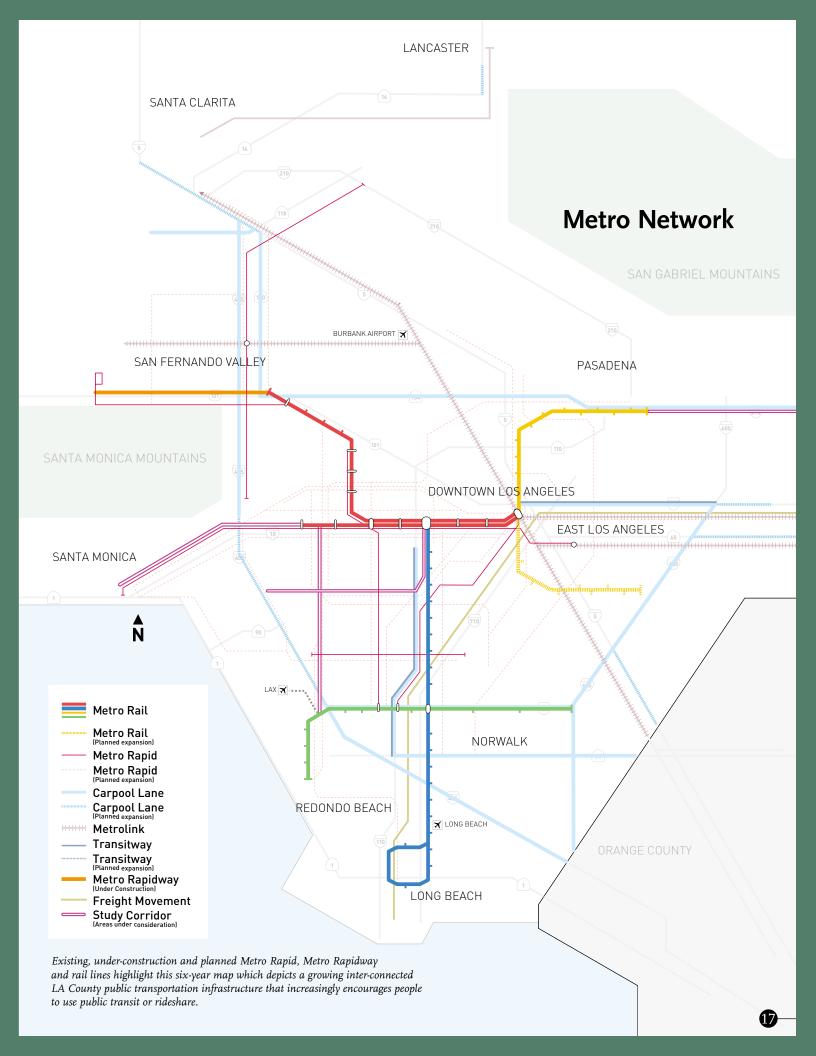
Commuters will benefit from trains and platform extensions that will allow each Metrolink train to expand from six to eight cars.

CARPOOL LANE SYSTEM

MTA plans to add 70 lane miles of carpool lanes by 2009 resulting in the completion of 517 miles of an eventual 586-mile carpool lane system.

FREIGHT MOVEMENT PROGRAM

Over the next several years, MTA will develop a strategic plan for addressing future goods movement growth. By working with its stakeholder partners, the freight strategic plan will identify anticipated growth in freight throughout the county, as well as strategies and programs for addressing these needs.



GamePlan

MTA'S TOP PLANNER CHALLENGED BY QUEST TO FIND BALANCED TRANSPORTATION SOLUTIONS

ppointed as executive officer for Countywide Planning and Development in May 1996, James de la Loza is responsible for all multimodal transportation planning and funding programming. This includes planning public transportation, the highway/carpool program, urban rail expansion, arterial street and signal synchronization, joint development and the programming of \$3 billion in federal, state and local funds. De la Loza has served on many advisory boards including UCLA's Lewis Center For Regional Policy, the University of Southern California's Architectural Guild and the 1010 Development/Housing Corp. He is currently participating in an international program that assists developing countries in implementing Bus Rapid Transit programs in coordination with the World Resource Council. In May of 2000, he was also one of the delegates from Los Angeles to accompany former Federal Transit Administration Administrator Gordon Linton to Curitiba, Brazil to study an innovative and efficient bus system that became the basis for MTA's successful Metro Rapid program. He has 20 years of experience in both private and public sectors and holds a master's degree in architecture and urban planning from UCLA.

On the most basic level, what does a person in your position do?

A I manage a team of very talented professionals who recommend a series of projects and programs that help improve our mobility.

What would you say is the most interesting and challenging aspect of your job?

A The most challenging certainly is coming up with solutions to fairly complex problems that involve residents, commuters, elected officials and community groups. Usually what we end up doing is listening very closely and trying to balance the need to provide mobility solutions for the region's benefit with very legitimate impacts that some projects may have on people that happen to live near them.

Why did you decide to enter this field?

A My first job after graduate school was working for Sedway/Cooke, a planning and urban design firm in San Francisco. They were part of the consultant team working on the Metro Red Line project here in Los Angeles. This experience was a very good one for me professionally. For the first time I was able to see the relationship between transportation infrastructure and city building. Ever since then it has been very difficult for me to separate transportation choices from our land-use and urban environment objectives.

With state and federal monies for transit more limited than ever, will MTA have the resources to carry out its short and longrange plans? If not, what are the options?

A I think one of the most important things that we have to do in these financial times is not panic. We do have a significant challenge with impacts from the state's financial situation. At the same time, MTA

still generates 70% of its funds locally. So we still have a significant program. We need to keep our top priority programs and services moving forward. Second, we need to minimize the delays to the rest of our program. Lastly, we have to be ready for when the economy turns around, and it will turn around.

It's cheaper to expand the bus system than build a new rail project or highways, so why not get more bang for the buck and focus more on Metro Rapid and other bus improvements?

A We have a complex transportation system here in Los Angeles. No one transportation solution can meet all our needs. What Los Angeles County needs is to develop a multimodal system that selects the most cost-effective solutions to fit the need. What we should not do is be distracted by the arguments that focus on whether a needed solution runs on steel wheels or rubber wheels. Both bus and rail solutions are important and complementary elements of our countywide mobility strategy.

Even if MTA has sufficient resources, community opposition to new freeways, busways and rail lines make it difficult to go forward with these capital projects. What other options are available to ease traffic today and in the future?

A We believe very strongly in including community and stakeholder groups early in the planning stages of a project. There are always a number of alternatives that we can consider. The objective has to be to balance the regional mobility needs with the concerns that groups may have. In most cases, these concerns are legitimate and can be addressed through improved communication or the selection of alternatives that have lesser impacts.

Truck traffic is increasing exponentially. What is MTA planning to do to handle the truck traffic?

I think you're going to see the MTA play a larger role in the movement of goods, both in trucks and on the rail system. Together, Los Angeles and Long Beach ports are the third busiest ports in the world. We expect to see dramatic growth in the future. We have been requested by the MTA Board to develop a Freight Strategic Action Plan to analyze the impact of the growth of the ports on the transportation system. We are going to have to be creative in developing solutions and ways to fund them.

What's on the horizon in terms of joint development around Metro Rail stations?

We are currently experiencing a lot of activity in terms of joint development. I think we have one of the most active, if not the most active, joint

> development programs in the country. The first major project in recent times was the Hollywood and Highland project that opened in



recently, there is an affordable housing development at the Hollywood/ Western Metro Rail station, negotiations have successfully been finalized for Hollywood/ Vine and are underway for Wilshire/ Vermont and Wilshire/Western. These developments will include a hotel, affordable and marketrate housing, luxury condominiums, retail and a public middle school.

What is MTA doing to partner with the private sector to help improve mobility in LA County?

A I think that Roger Snoble has been successful in bringing the private sector in as partners in trying to achieve our mobility goals. I think these are goals that the business community certainly sees as being important to the economic health and livability of our county. Mobility 21 is one key example where we're beginning to develop shared objectives and then lobby for them with the intent of bringing more mobility and more transportation dollars to Los Angeles County.

What is MTA doing to pioneer new transportation technology?

A We have a program that we call the Intelligent Transportation System. This program will establish a computer network that will allow our transportation partners to communicate and coordinate the freeways, arterial signals and management transportation system for the whole county.

The Intelligent Transportation System is a network of technologies that range from signal synchronization systems, cameras and vehicle sensors that are out on the street and freeways. They provide us with valuable information on how traffic is moving, and the ability to coordinate signals both on the arterial streets as well as to coordinate ramp metering and information to motorists on freeways. It is going to allow us to optimize all these investments and programs so that traffic moves more freely.

Is Los Angeles doomed for future gridlock?

No. Any city that has the kind of densities that we have here in Los Angeles is going to have a challenge with mobility. Keep in mind, the greater Los Angeles Metropolitan area is the second most dense in all the United States. We are a very dense urban area so we have a lot of challenges on mobility. We are not doomed. We can manage our transportation system but it will take



more than widening of freeways and adding more transit. We will have to put in place incentives for people to take transit, carpool and reduce trips during peak hours. Also, encouraging programs like telecommuting and other innovative strategies help reduce the demand side of the equation by reducing the number of trips that we have to accommodate on the system.

Cities such as Portland are dealing with their traffic issues in creative ways. Can we learn from them? Cite some examples, values, policies, etc.

I think that there are a number of cities we can learn from and I think that we've been very good at looking at what other places have done so we can implement successful strategies here in Los Angeles. We have very successfully implemented the Rapid Bus concept first introduced in Curritiba, Brazil. Our highly popular and successful Metro Rapid program continues to grow and is a model looked to by other transit operators across the nation and around the world. Additionally, the concept of the coordination of land use and transportation investments is very important. The closer people live to where they work, the less the impact on our system. Much of this in-filling is beginning to happen in our county and we need to encourage this trend.

How do you define in-filling?

In downtown, for example, the infilling would be taking a number of surface parking lots and building housing or office buildings there with parking underneath. So, you'll be getting denser.

What would you say are some of the biggest highlights of your MTA career?

The highlights, I think, have been quite a few. I think working on the LA- Pasadena Metro Gold Line was certainly one of them. Also Metro Rapid and the current transit projects that are under construction, Eastside light rail and Valley east-west projects are definite highlights.

Ingenuity

NEXT MOBILITY 21 SUMMIT EXPLORES CREATIVE SOLUTIONS

resented by MTA and the LA Area Chamber of Commerce, in partnership with the Automobile Club of Southern California, the all-day second annual Mobility 21: LA County Moving Together summit will take place Monday, November 17 at the Westin Bonaventure Hotel in downtown Los Angeles from 8 am to 5 pm and will focus on the nitty-gritty of improving the transportation infrastructure.

This year's summit goals transcend last year's objectives of bringing key movers and shakers together under one roof to speak with one voice.

"We're going to focus more on the visionary future for LA County transportation," says CEO Roger Snoble. "What are the real innovative things we can do to make a difference?"

The possibility of raising revenue through a local gas tax, increasing the local transportation sales tax by another quarter cent and assessing developers traffic impact fees throughout LA County are among the many strategies that will be explored.

In its first major test, the broadbased coalition formed during last year's summit successfully lobbied the California Transportation Commission to fund high-priority projects such as the San Fernando Valley Metro Rapidway, the Metro Gold Line Eastside Extension, purchase of 200 high-capacity 60-foot articulated buses and 50 light rail cars. The effort followed the revelation that the state faced a historic funding crisis.

In addition to the creation of the coalition, which makes frequent lobbying trips to Sacramento and Washington, D.C., and passage of a 75-resolution action plan, a who's who among local, state and federal legislators on hand at last year's summit made it an unqualified success.

For additional information regarding the fall summit, call 213.580.7565.



More than 450 people including local, state and federal elected officials and business, labor and community leaders attended last year's summit.



MOBILITY 21 COALITION ACHIEVEMMENTS

STATE ACTIVITIES

- Traveled to Sacramento in June as part of the LA Area Chamber's annual advocacy trip.
- Focused on the preservation of Prop. 42, dedicated to gasoline sales tax revenues for transportation improvements.
- Supported the state Assembly budget committee's version of transportation budget.
- Adopted two resolutions on the California state budget during 2003-04 legislative session.
- Supported efforts to balance the state budget with minimal effects on transportation resources.
- Supported efforts to provide increased revenues to transportation.
- Explored additional statewide revenues that may offset any reduction in transportation funding.
- Adopted a resolution supporting the reduction of the voter threshold for passage of local transportation sales taxes.
- Adopted a resolution supporting an amendment to the State Transportation Improvement Program (STIP).

FEDERAL ACTIVITIES

- Traveled to Washington, D.C., in April to focus on TEA-21 reauthorization and FY 2004 transportation appropriations.
- Adopted a resolution supporting the state of California and LA County's TEA-21 reauhtorization principles and projects.
- Adopted a resolution supporting the reauthorization of Air-21 to provide aviation infrastructure funds.
- Adopted a resolution supporting legislative actions to reimburse airports for federally mandated homeland security expenses.
- Adopted a resolution supporting legislation requiring the U.S. Department of Transportation to develop and implement a review process for airport capacity projects at congested airports.

Melodious

SINGER, MTA URGE ANGELENOS TO HELP 'CLEAN UP LA'

inger Eileen Dorn decided to help MTA clean up LA after nearly making a clean break from a 24-year show business career, albeit temporary, because parenting required top bill.

The lead singer of the four-member alternative pop band Dog Party, also a regular volunteer at Temescal Canyon cleanups and a member of the Sierra Club, was chosen by MTA to record the folksy "Clean Up LA," a new public outreach campaign with the same title.

Radio ads and posters ask everyone to take personal responsibility for ensuring that public facilities remain clean and graffiti-free for the enjoyment of all. The campaign is part of a broader MTA effort to work aggressively to deter graffiti on all of its trains, buses and facilities.

Written in only 20 minutes, the catchy tune, "skewed to a younger

audience but not overly rock 'n' roll," could potentially lead to bigger and better gigs for Dorn and the band; however, as she tells it, the primary reason for becoming involved transcended fame and fortune.

"I live here. I am raising a family and want my city to look fabulous and not like a trash bin," says Dorn, who lives in Los Angeles with lawyer husband Michael Wallenstein, and three children including a one-year old.

"It was something we could all support," says Dorn, whose voice has been compared to Natalie Merchant and Alanis Morissette."It was a unique and challenging experience that not very many bands get to do. I would describe the tune as poppy with a message. We're really happy with what we did."

MTA "Clean Up LA" ads appear

on more than 300 trash receptacles at beaches in Playa del Rev. Venice, Marina del Rey, Hermosa Beach. Manhattan Beach and Redondo Beach.

MTA is also doing its part to clean up LA via its Metro Clean Program. In operation since 1995, the program works every day to help keep Metro Bus facilities and surrounding areas clean for the region's public

The Clean Up LA and Metro Clean programs provide



- Eileen Dorn, Dog Party

MTA the opportunity to demonstrate

its commitment to the communities

its Metro Bus and Metro Rail services.

For more information on MTA or

Clean up LA"

So do your share to keep it looking nice

transit customers.

call 1.800.COMMUTE or visit MTA's web site at metro.net. To contact Dorn, visit the group's website at dogparty.com

it serves.



MTA Metro Clean Program community service workers sweep up newspapers strewn about on Los Angeles street.



Flexible

CAR SHARING IS NEW OPTION AT METRO GOLD LINE STATIONS

CEO Roger Snoble and Flexcar founder Neil Peterson, former LA County Transportation Commission executive director, demonstrate how wave of smart card opens Flexcar.

TA and Flexcar, the nation's largest and oldest provider of car sharing programs, have entered into a broad partnership under which hourly car service is available from MTA headquarters in downtown Los Angeles and selected Metro Gold Line stations.

Flexcar availability at the workplace appeals to people who have been reluctant to share a ride or use public transit because there may arise a need to use a car during the work day.

Car sharing programs provide the freedom and mobility of using a car on an as-needed basis during the day without the hassle or expense of driving a car to work. Members pay an hourly rate, which covers the cost of gasoline, insurance, maintenance and the car.

This program, offered through the MTA/Flexcar partnership, provides 24-hour access to new Honda Civics for public transit users, participants in vanpools and others who sign up, in case they need a vehicle during workdays to run errands, leave for appointments or attend to an emergency. By offering a solution to the "what if I need my car" syndrome, a car sharing program can also become the cornerstone of employer trip reduction programs.

During a special ceremony to mark the association, MTA and Flexcar officials demonstrated the ease of connecting from mass transit to private vehicles.

"This partnership is a new approach to solve two vexing problems — smog and gridlock," says Neil Peterson, Flexcar's founder and chairman and former executive director of the the LA County Transportation Commission, predecessor of MTA. "MTA and Flexcar now offer a viable alternative to being stuck in traffic during the commute."

For more information, call Metro Commute Services at 213.922.2811 or 1.800.COMMUTE.



New Honda Civics, some hybrids powered by gas and electricity, make up Flexcar's 24-car fleet in the Greater Los Angeles area.

Happenings

RIDESHARE PROGRAMS

SIMPLY IRRESISTIBLE



MTA Senior Account Executive Al Rangel (right) makes MTA rideshare programs presentation to Johanson Dielectrics representatives Judy Oropeza and Oscar Molero.

ore and more employees are realizing the many advantages of MTA's rideshare programs and the Employer Pass Program.

Approximately 1,200 firms have signed up for Club Metro and Rideshare Rewards within the last year. Membership in the rideshare programs has risen from 3,462 to 4,662 sites.

"Our account executive team makes employers feel comfortable offering these programs to their employees. The array of rideshare options and incentive programs is expanding," says MTA Sales Manager Sarah Zadok.

MTA also has signed up 66 employers who sell Metro passes to employees and added 42 employers who sell Regional LA County EZ Transit Passes, which enable holders to ride Metro Bus and Metro Rail lines and the lines of 16 municipal operators for one price.

For more information about these programs, call 213.922.2811.

MTA GEARS UP FOR BICYCLE STUDY

eginning early next year,
MTA will update its 1995 boardapproved bicycle transportation
plan as public demand for
paths, lanes and facilities grow.

The 16-month effort will establish priorities for future MTA grant funding, link bikes to transit and identify significant bicycle transit corridors.

The Los Angeles Community Bicycle Coalition is working with MTA to conduct meetings and opinion surveys. LA County, councils of government and bicycle advocacy groups will help MTA develop and direct the new planning effort.

MTA Planning Manager Lynne Goldsmith is helping spearhead new bicycle plan.



TRADING CARDS

TEACH KIDS PROPER TRANSIT ETIQUETTE



Fourteen colorful and collectible trading cards, designed by the artists Meat Collective, promote proper Metro manners.

ind your manners! MTA has begun distributing sets of trading cards which teach youth who have participated in MTA's safety outreach programs and tours good etiquette on Metro Bus and Metro Rail.

A variety of games, including matching up the cards like dominoes and separating the good behaviors from the bad, can be played with the vibrant and colorful cards featuring original characters such as "Loud Cellphone Guy," "The Blab Sisters," "Booming Beats Boy" and "Little Miss Feet on the Seat."

The cards come in colorful foilwrapped packs of five cards each and there are 14 different cards to collect.

Metro Art, the MTA's public art program, commissioned Meat Collective, a local group of artists, to create the cards.

StruckGold



"We love the idea of traveling around town by train. This gives us the great opportunity to see downtown and go shopping in Old Town Pasadena."

Richard and Sandra Rogers
 Venice Beach residents



"It's nice, I like it. I plan to ride the train on the weekends to take my daughter to Chinatown to eat."

 Lee Chang Alhambra resident



"I will use it to go shopping in Pasadena. It's a great way to explore another city."

Benzel Goodwin
 Venice Beach resident



"Hopefully, the success of this new light rail line will send a message to the right people that the public wants rail and will use it. I think it's a good thing."

– Elizabeth Miles Pasadena resident



"It's great! We have been waiting for the Gold Line for years and I think it will be heavily used. We plan on riding it on the weekends to go dining in Pasadena and to the museums."

 Linus Tauro and son San Juan Capistrano residents



"We are really excited. It's the first time we've taken our kids on a train and visited Olvera Street. It's a nice segue to the other parts of town which we never traveled to by car and that we can now experience."

 Jill Ackinson with husband Chris and family Arcadia residents



Los Angeles County Metropolitan Transportation Authority

i.8oo.COMMUTE metro.net