

Metro™ QUARTERLY

FALL 2007

Metro Means Business

Metro's partnership with business keeps LA County moving forward.



Metro™



Chief Executive Officer
Roger Snoble

Public transit ridership is growing in the United States, and as it does, businesses around the nation are taking notice.

The American Public Transportation Association (APTA) notes that from 1995 through 2005, transit ridership increased by 25 percent, a growth rate higher than the 11 percent increase in the U.S. population and higher than the 22 percent growth in use of the nation's highways.

The APTA study also found that in 2005 Americans took 9.7 billion trips on public transportation – 15 times the number of trips they took on domestic airlines.

Here in Los Angeles County, Metro buses and trains board more than 1.5 million passengers every weekday. That reduces travel delays by more than 28 million hours, annually, for a savings of \$459 million.

Metro also operates the Metro Freeway Service Patrol and funds programs that include carpool lanes, rideshare programs, traffic signalization, intersection improvements and other efforts to ease traffic on surface streets. These programs save drivers an estimated 57 million hours of delay annually, and more than \$1 billion.

For both the business community and transit riders, it's apparent that there are many economic benefits to public transit. In fact, the APTA survey showed that 81 percent of those polled believe public transportation strengthens the economy, creates jobs, reduces traffic congestion and air pollution, and saves energy.

This issue of Metro Quarterly explores the many ways Metro helps ensure the vitality of the region's economy. Among them are the agency's partnership with area businesses that provide goods and services for transit operations, and its cooperation with communities and local industries to promote jobs and the quality of life.

In all that it does, Metro strives to provide the transportation framework over which Los Angeles County moves and grows and prospers.

Sincerely,

Roger Snoble

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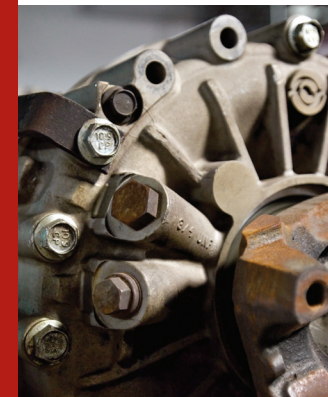
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“This city doesn’t operate without Metro.”

GARY TOEBBEN, LOS ANGELES AREA CHAMBER OF COMMERCE PRESIDENT AND CEO



METRO: HELPING TO DRIVE THE REGION’S ECONOMY

Without a doubt, the tremendous growth in LA’s traffic congestion means extra costs for business – higher wages and benefits to recruit workers, shorter workdays, increased absenteeism, and greater employee turnover and transportation assistance.

“This city doesn’t operate without Metro,” says Gary Toebben, Los Angeles Area Chamber of Commerce president and CEO. “Transit helps maintain the vitality of our major cities’ central business districts. When we think about traffic, we think about cars. But during rush hour on a given day there are 2,300 buses running. Public transportation is essential for both employers and employees – many passengers simply have no other way to get to work.”

“To promote economic development,” he adds, “we need to extend our Los Angeles area transit systems within the next decade to provide a cost-effective and reliable commute.”

Improving Business Productivity

“It costs businesses money to have transportation delays,” notes Jack Kyser, senior vice president and chief economist of the Los Angeles County Economic Development Corporation (LAEDC). “If you’re a small importer

and expecting a container and it takes too long to get to you, you’re going to feel an economic impact.”

Business is recognizing that travel mobility is a key quality of life issue for its labor force. “People will use transportation if it is convenient. As a region, we just have to make sure we get our share of transportation funds,” Kyser says.



Programs such as the Metro Connections regional service plan, innovative transitways like the Orange Line, and Metro’s current light rail expansion projects will help move passengers to their destinations more efficiently and effectively, improving mobility for all – now and in the future.

Stimulating Economic Development

Supported by a steady stream of pedestrians and transit riders, developments with a mix of employment, retail, leisure and housing are growing up around Metro’s transit stations. Transit-oriented development encourages business growth, revitalizes aging downtowns and declining urban neighborhoods, and enhances local tax revenues.

“Metro’s joint development program estimates that recent public and private investment near transit could be about \$10 billion in Los Angeles County,” notes Roger Moliere, Metro’s executive officer of real property, management and development.

Generating Significant Economic Opportunity

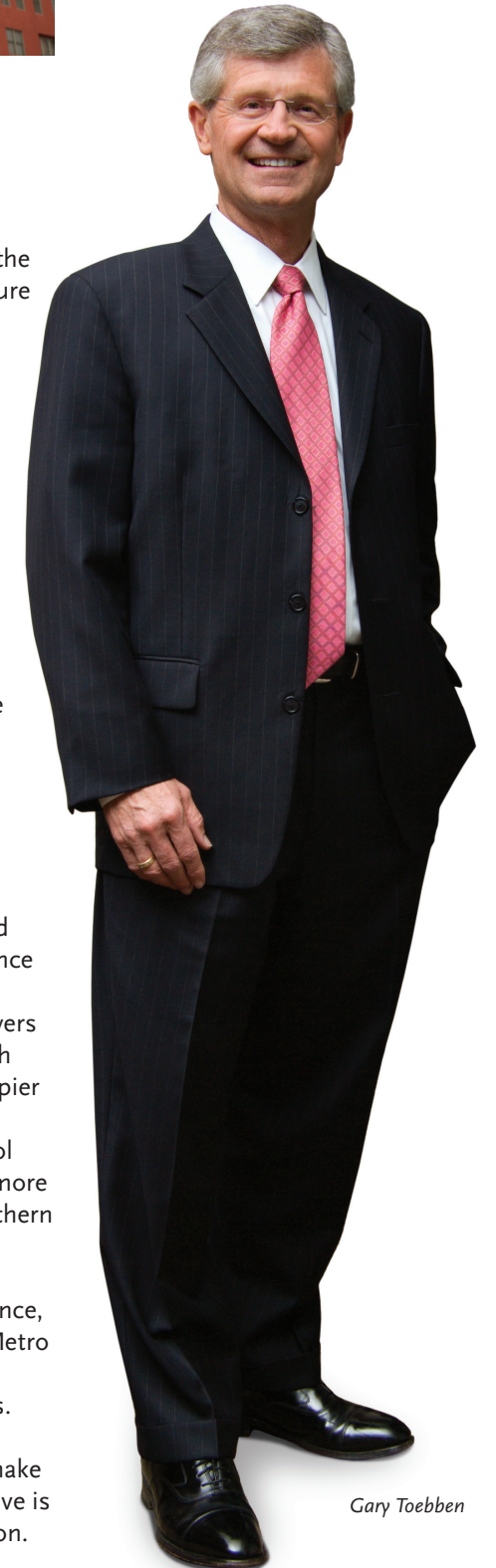
In project after project, the American Public Transportation Association (APTA) has found that investing in public transportation is good for business. The organization estimates that every \$10 million in capital investment in public transportation yields \$30 million in increased business sales, and that every \$10 million in operating investment in public transportation yields \$32 million in increased business sales.

Public transportation is also good for American workers and their companies. APTA found that every \$1 billion of federal investment in the nation’s transportation infrastructure supports and creates 47,500 jobs. These include durable and non-durable manufacturing jobs, as well as jobs in non-manufacturing industries such as construction, finance, insurance and real estate, retail and wholesale trade and service.

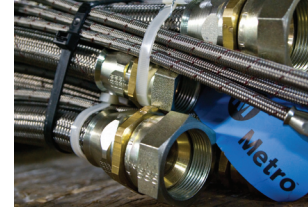
Metro’s Diversity & Economic Opportunity Department (DEOD) helps small businesses in the Los Angeles area take advantage of the many contracting opportunities available from the agency, serving to level the playing field for small businesses and creating new jobs.

Metro also moves people to and from their jobs. Businesses located near public transportation experience more employee reliability and less absenteeism and turnover. Employers have a larger labor pool from which to choose, and employees are happier because they are not driving in congestion delays. Metro’s Vanpool Program makes vanpooling even more affordable and convenient for Southern California’s businesses.

Whether you call it a strategic alliance, a collaboration or a partnership, Metro relies on the products, skills and services of our region’s businesses. Working with business and for business, Metro will continue to make certain that the business perspective is reflected in the area’s transportation.



Gary Toebben



Metro is an Important Customer for Area Businesses

Behind the scenes of Metro’s bus and rail system is an organization of people who work to ensure that our riders get to their destinations safely and on time. Planning, construction and transit operations people, of course, but also those who purchase vital goods and services for the agency.

An Inside Look at Procurement

So, what does Metro buy? Some of Metro’s procurements are for complex, specialized transportation equipment like high-tech rail cars and articulated buses, CNG fuel pumps and traction power stations. But, like any large company, the agency also needs office supplies, consulting services, paint, uniforms – practically anything you can think of.

And who does Metro buy from? A network of some 35,000 vendors – multinational corporations, medium-sized companies and small, women- and minority-owned firms – throughout the Los Angeles region.

Metro generates revenue through its contracts with advertisers who use the buses, rail cars and facilities to display their messages. The agency also helps maintain capital investments through innovative public/private partnerships.

Is Selling to Metro Complicated?

No more so than doing business with any large corporation. Each contract is detailed and contains specifications and requirements that vendors must meet.

“We post what products and services we want in a solicitation



Lonnie Mitchell

“We have people who only work on construction services, only buy buses or rail cars, only buy professional services, computers and IT equipment, and major software programs.”

— LONNIE MITCHELL, METRO PROCUREMENT CHIEF

along with the due date,” explains Lonnie Mitchell, Metro’s procurement and materials management executive officer. “Then we make a preliminary judgment based on the lowest bid and determine whether the apparent low bidder can provide the goods or service and whether they’re a responsible contractor. On more complex procurements we also involve a source selection panel of employees who have technical knowledge of the products or services required.”

Understanding Metro’s Procurement

Depending on the type of project, Metro develops an Invitation for Bid (IFB), Request for Proposal (RFP), Request for Interest and Qualifications (RFIQ), or Request for Quotations (RFQ). Some staff also use the agency’s Purchase Card for small – less than \$2,500 – purchases.

The Procurement and Materials Management department includes 20 buyers and approximately 55 contract administrators. They work hard to ensure that vendors have a clear understanding of project requirements, scope of work and technical specifications. The staff provides guidelines for potential

contractors to use in preparing a bid/proposal.

“We have people who only work on construction services, only buy buses or rail cars, only buy professional services, computers and IT equipment, and major software programs,” says Mitchell. “They’ve developed their expertise through a combination of training, education and past experience. We have people with construction, aerospace, and general services equipment experience to name a few industries.”

Covering a Range of Requirements

Mitchell notes that Metro’s funding for goods and services comes from federal, state and local monies.

“And Metro’s buyers have to understand the scope of funding that’s involved,” he says. “They have to know what the funding means in terms of different processes, what the requirements are for a Small Business enterprise, or an underserved business. They also need technical knowledge of what they’re buying, and must be able to work with a source selection committee if it’s a complex purchase.”

Metro Wins Achievement of Excellence in Procurement Award

For the fourth year in a row, Metro has won the Achievement of Excellence in Procurement Award (AEP) from The National Purchasing Institute. The AEP Award recognizes excellence in public purchasing. Several staff members have achieved national recognition for professionalism.

Metro also sponsored the creation of a National Contract Management Association chapter, the first chapter whose members are local government procurement professionals. It already has received national recognition for its excellent operation.

One of the contributing factors to Metro’s procurement excellence is the improvements the agency has made to its vendor bill paying performance. “Today, 93 percent of our bills are paid on time – we started at 58 percent,” says Lonnie Mitchell, Metro’s procurement and materials management executive officer. “We measure the date of the invoice and the date of receipt of the invoice, and have been successful at processing more than 90 percent on time for both criteria.”





Richard Bachman

Partnering With Metro's 35,000 Vendors

A CLOSER LOOK AT THE METRO VENDOR – CONTRACT MANAGER RELATIONSHIP

Pens and paper, bus engines and rail cars – even professional services. These are just a few of the items Metro's 35,000 vendors deliver 365 days a year. Some, like Valley Power, have been working with Metro for more than two decades. Here's a closer look at the mutually beneficial Metro-vendor relationship.

Mike Carlson, General Parts Manager, Valley Power

City of Industry-based Valley Power knows exactly what Metro wants in a bus engine. After all, the company has been providing Metro's bus fleet with high-quality Detroit Diesel engines and Allison transmissions for the last 25 years.

"The business rapport that Valley has built up over the years with Metro has made doing business with them very, very easy," Carlson says. "We have enough experience with them to know how to get everything processed quickly. With each bid, we want to make sure that when Metro schedules a particular item, they have it when they need it."

Richard Bachman, Metro Contract Manager

"Our group plays an integral part in maintaining the bus and rail fleet by providing the parts and services to keep them on the road," he says. "We're involved in doing the procurement for repowering buses, and also have a procurement group buying miscellaneous standard supplies such as towels, toilet paper, copy paper, greases and lubricants, and bus batteries."

Within Bachman's group, there's another contract manager responsible for selling surplus and obsolete materials, as well as one involved in gathering specifications for windows, filters and various mechanical parts that keep the Metro fleet moving.

"We're always looking at ways to improve the procurement process to be more efficient and to plan how we receive materials – whether it is through scheduled deliveries or vendor-managed inventory," he explains. "Our contracts group works very closely with Metro's inventory control and inventory planning groups so we can coordinate efforts within the supply chain. This ensures that we have the parts available at the lowest price when they're needed."

Serving a Diverse Business Community

Metro actively supports and encourages the participation of small, minority- and women- owned businesses. Metro's Diversity & Economic Opportunity Department (DEOD) continually reaffirms the agency's commitment to creating a level playing field for small businesses.

The DEOD administers the following small business programs:

- > Disadvantaged Business Enterprise (DBE)
- > Small Business Enterprise (SBE)
- > Minority Business Enterprise (MBE)
- > Women Business Enterprise (WBE)

"Metro has been successful with our small business programs because we understand the importance of doing business with small businesses, regularly informing businesses of the wide range of contract opportunities, and providing assistance on how to do business with Metro," says Linda Wright, deputy executive officer of DEOD. "Our main job is keeping a strong line of communication open with small and disadvantaged businesses in the area, and reiterating that we want their involvement in every aspect of Metro's contracting."

Small businesses that wish to contract with Metro should register in the Metro vendor database. Firms can complete a Vendor Information Profile online at metro.net.

Metro's Procurement and Material Management Department maintains a database of vendors interested in doing business with the agency. For questions on how to get started as a Metro vendor, contact Client Vendor Services at 213.922.1037, or go to metro.net, Doing Business with Metro.



Linda Wright



Solutions and Opportunities for Business

Businesses throughout Southern California face any number of challenges – transportation being just one of them. For smaller companies, every person counts. Which means employees stuck in traffic can impact productivity.

Companies with more than 250 employees have the same concerns as smaller businesses, but must also comply with the Air Quality Management District’s regulations. Metro’s Commute Services offers a wide range of solutions to area businesses that encourage alternatives to driving to work.

New Vanpool Program Offers \$400 Monthly Subsidies

One of the newest options is Metro’s \$19 million Metro Vanpool Program that provides substantial savings to vanpool commuters. Commuters in new or existing vanpools can receive a \$400 per month subsidy to lower the leasing cost of a vanpool vehicle and the fare to each rider. The program is funded through special state and federal rideshare grants that reimburse Metro based on the number of vanpool riders and vanpool vehicle miles driven.

A 70-mile roundtrip commute for the solo commuter can cost as much as \$785 per month in car ownership, fuel and maintenance costs. The same vanpool trip without Metro is about \$224 per person per month, but with the Metro Vanpool Program, the vanpool commute is further reduced to a \$170 monthly fare. “The new \$400 subsidy makes vanpooling even more affordable by saving an additional 20 to 30 percent off the monthly cost to each member,” says Cosette Stark, Metro’s director of transportation program development.



Cosette Stark

Qualified commuter vanpool groups of five to 15 passengers whose destination is an LA County worksite are eligible to receive the \$400 subsidy. Vanpool leasing companies participating in the program are Enterprise Rideshare, Midway Rideshare and VPSI, Inc. Private transit, private shuttles, private vanpools and owner-operated vanpools are not eligible to enroll in the program.

Guaranteed Ride Home Encourages Vanpooling

For many people, one of the biggest obstacles to vanpooling is not knowing whether you’ll be able to get a ride to your destination in case of an emergency. To make vanpooling even more convenient, vanpool participants can take advantage of the agency’s Guaranteed Ride Home Program should they miss their vanpool trip. This program offers a free taxi ride or rental car ride home in case of illness, emergency, or if the workers must work late due to unexpected overtime.

Programs and Ridematching Make Commuting Easy

In addition to the Vanpool Program, Metro makes it easy for companies to ensure that their employees arrive on time by offering an annual pass program designed to benefit all their employees. And the advantages to business? Providing Metro passes improves employee morale, health and attendance, reduces parking costs and increases productivity.

Businesses also can conduct a free commuter survey – although some restrictions apply – and receive RideGuides, which provide employees with a personalized list of potential carpool and vanpool partners, transit referrals and other commute information. Metro’s state-of-the-art ridematching system is available on-line, is easy to use and very popular with employers. And, its database has more than 138,000 registrants interested in finding rideshare partners.

Allowing Businesses to Do What They Do Best

By partnering with Metro Commute Services, companies don’t have to be transit specialists – they have the freedom to concentrate on their industries, their customers, and on doing what they do best.

“Our rideshare experts can design an employee commute solution to fit any employer’s needs. We do this by analyzing their unique situation and designing a program that is easy to implement and will achieve their goals,” says David Sutton, director of Metro Commute Services. “We have the solutions to employers’ transportation problems. We’re a comprehensive, cost-effective resource.”

To find out how Metro Commute Services can help your business, call 213.922.2811.





A Good Neighbor to LA's Business Community

Whether it's leasing vehicles and providing interesting locations to Hollywood or finding new ways to recycle paper, metal, bus parts or even reclaimed water, Metro does its part to partner with business.

Reaching Out to Hollywood

One of the biggest businesses in Southern California is Hollywood. If you've seen the movies *Collateral* or *The Italian Job*, or television shows "24," "Ugly Betty," "Jericho," "Numbers," "X-Files," "Lincoln Heights," "Heroes," "Cold Case" or "The Unit," you've seen Metro's media coordination in action. Whenever a production company wants to film on Metro property, they call on Herman Hagan, Metro's film manager.

"After they submit a formal filming request, I synchronize with Metro's Transit Operations department to see if the agency has the equipment and personnel to accommodate the request," he says.

Metro offers film, television and commercial production companies a variety of convenient film locations in downtown Los Angeles, Hollywood, the San Fernando Valley, South Los Angeles, Pasadena and the South Bay.

"The agency plays a part – along with the suppliers who provide the trucks, rental equipment, cameras and production services – in the overall scheme of making a commercial, movie, or TV show," he notes.

Metro accommodates about one filming request a week. "Our one-stop office coordinates all filming needs," he says. "We help arrange scouting trips, advise on contracts and safety requirements, and schedule shoots."

Community Relations Helps Local Businesses

Another way Metro helps regional business is through its construction impact mitigation program. In order to bring transportation to LA's communities, a fair amount of construction must take place. This oftentimes restricts street parking and requires detours and related street closures.

"Our objective is to help community businesses affected by Metro construction retain their customers," says Community Relations Manager Yvette Robles-Rapose. "Whether it's hiring a local graphic designer and printer to create a small marketing campaign for impacted businesses, such as a door hanger or postcard, or putting up new signage, we try to do something so that businesses aren't negatively affected by Metro construction. In fact, 90 percent of the vendors we use are local."

Robles and her team are available 24/7 to help solve problems. "While we do not provide direct dollars, we can lessen the construction impacts," she explains. "We understand that communities are affected and want to do the most we can to be a good neighbor."

Reusing and Recycling Takes Priority

For Metro, being a good corporate citizen means keeping an eye on how the agency uses – and reuses – its resources. Over the past six years, of

the 27,740 tons of rubbish that Metro generated, the agency has diverted 9,400 tons from area landfills.

"We're able to divert from landfills about 33 percent of the rubbish we generate," explains Brian Soto, deputy executive officer of Metro's General Services. "For fiscal 2008, our goal is to increase our recycling efforts by two percent – or to approximately 35 percent."

Launching Pilot Program

Currently, Metro recycles paper and aluminum cans, and is looking to implement a plastic bottle recycling program. Two bus operating divisions have begun pilot programs using dedicated bins to see how much more recyclable material can be recovered.

"If we can keep paper dry and uncontaminated from lunches, sodas and coffee, we can separate it and recycle it," notes Soto. "We plan to review the pilot results and look at including more recycling at some of the other divisions."

One of the best parts of Metro's recycling program is that it allows the agency to offset the costs of rubbish removal; some of the landfill costs are returned to Metro as credits against its bill.

"Recycling offers great potential to help with the environment," adds Soto. "Whether it's air quality or anything else, the agency is always looking at how to improve the environment."

"Our objective is to help community businesses affected by Metro construction retain their customers."

YVETTE ROBLES-RAPOSE,
COMMUNITY RELATIONS MANAGER

Metro Installing New Passenger Information System in Subway



Installation and testing has begun on a new electronic signage system for Metro's subway stations, replacing tickertape-style displays that were installed when the system opened.

Called the Transit Passenger Information System (TPIS), the \$2.2 million installation includes 350 46-inch monitors that display up-to-date, relevant, specific information for each station. Multiple monitors are being installed on station platforms and mezzanines. Metro staff is working on programming and content design.

Dan Lindstrom, manager of Wayside System Communications, says the displayed information will coordinate with train arrivals and departures, will be accurate and "track specific."

The initial installation was completed at Union Station by the contractor, JM Fiber Optics, a local company that's partnered with TransitVUE to provide initial installation and software support for the TPIS. Metro Rail crews are installing the rest of the units.

Graffiti is always a concern, but the height of the screens – 10 to 12 feet off the floor – will deter vandalism. The screens also have a protective coat, and are made of a resilient plastic.

Once fully operational TPIS will benefit passengers and make it easier for Metro to communicate important information to riders in a quick, eye-catching way.

Metro Welcomes 65-Foot Bus Prototype for Orange Line



City, county and federal dignitaries recently welcomed Metro's latest innovation: a 65-foot articulated bus that's now providing customer service on the Metro Orange Line.

The new bus is the "longest transit vehicle in the United States," said Richard Hunt, general manager of the San Fernando Valley sector.

At five feet longer than the current articulated buses, the new Metro Liner could be the future of coaches that operate on the Orange Line.

"This is a world-class bus in a world-class city and county," CEO Roger Snoble said. "We really have the neighborhood in mind as we manufacture these buses."

With the Orange Line running at 25,000 weekday boardings, the extra five feet of bus space equates to nine more seats and increases the passenger capacity to 100 – a necessary addition, Snoble said, as ridership grows.

Built by North American Bus Industries (NABI), the sleek new bus has larger, tinted windows that are crafted into the side of the bus structure. Its front wheel covers add to safety.

Hunt said the bus will undergo a one-year evaluation for technical and practical use on the Orange Line. "Clearly, the passenger demand shows that they'd be useful."

Major Solar Panel Installation at Metro's Carson Bus Division

Metro is mounting a major installation of solar panels at its bus Division 18 in Carson. The 417-kilowatt system is made up of 1,600 individual panels that not only will produce electrical power, but will provide shade for employees' vehicles in the parking lot.

Solar panels are also being installed on the Division 18 maintenance building. Construction began Aug. 1 and should be completed by the end of October.

The \$4.18 million project is Metro's second investment in solar panels following similar installations at two bus divisions in the San Fernando Valley.

With \$25,000 in monthly savings projected for the Carson development, the solar panel operation should pay for itself in 11 years or so, after which the panels will begin to "make us money," says Tim Lindholm, director of Capital Projects for Facilities Operations.

Los Angeles Fire Chief Honors Two Metro Security Officers



From left; Richard Nelson, Jack Eckles, and Manuel Salcedo.

Two Metro Transit Security officers who rescued three people from a burning building earlier this year were honored recently by the Los Angeles Fire Department.

Fire Chief Douglas Barry presented certificates of appreciation to Security Officers Manuel Salcedo and Richard Nelson. Arriving at the scene of the blaze, the men woke sleeping residents as fire filled their home.

"I'm sure you've saved some lives and property," Barry said during

the ceremony. He said the officers' actions reduced firefighters' response time and damage to the property.

"We didn't feel like we were doing anything extraordinary," said Officer Salcedo. "We saw something that needed to be done, and we just did it."

"For them to do that on their own, and not to be asked, I think that's terrific," said their boss, Jack Eckles, head of Metro's System Safety & Security.

Speakers Bureau Will Carry Metro's Message to the Public

Metro is reaching out to organizations in the Los Angeles area with "Metro Speaks," a speakers bureau staffed by employee experts in mass transit, rail construction, transit-oriented development, long-range transportation planning, contracting and many other subjects.

"When people learn about what Metro does and the service we perform, they'll be able to get a better understanding" of how

public transportation benefits the region and the environment, says Communications Manager Helen Ortiz-Gilstrap.

Typical speaking requests are coming from Chambers of Commerce, city officials, community and seniors groups, city commissions, special interest groups and clubs.

Organizations interested in scheduling a Metro speaker can

contact Helen Ortiz-Gilstrap by e-mail at metrospeaks@metro.net or by calling 213.922.7575. Requests should be made at least three weeks in advance.

"From the requests I'm receiving, people want to know more about how to use public transit," says Ortiz-Gilstrap. "People are seeking ways to do their part with the impact of climate change."



The Texas Transportation Institute's recently released 2007 Urban Mobility Report says that, based on 2005 figures, traffic continues to worsen in American cities. According to TTI, traffic congestion:

- > Costs the U.S. economy \$78 billion annually;
- > Caused Americans to spend 4.2 billion hours in traffic; and
- > Wasted 2.9 billion gallons of fuel.

The Los Angeles-Long Beach-Santa Ana region leads the nation in delays caused by traffic congestion.

- > Congestion cost the region \$9.3 billion in 2005;
- > The region purchased an extra 384 million gallons of fuel;
- > Travelers spent 490.5 million hours stuck in traffic; and
- > Wasted 72 hours and 57 gallons of fuel each.

The region ranks first in the nation in savings achieved by highway and street improvements and third in savings from public transportation.

- > Drivers annually save some 57 million hours and more than \$1 billion;
- > Public transit saves LA residents more than 28 million hours in travel delays; and
- > Annual savings from public transit use amount to \$459 million.

FACTOIDS

TRANSIT



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