

## Metro Report Archives

### November 2001 Articles

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#### **County's HOV Lanes Experience 60 Percent Growth**

(Nov. 30, 2001) In the past four years, Los Angeles County's carpool lanes have experienced a 60 percent growth – with a peak hour use that is above the statewide standard on 87 percent of the area's HOV lanes.

#### **Metro Green Line Ridership Soars to New High**

(Nov. 30, 2001) Ridership on the Metro Green Line hit an all-time high in October 2001 when the light rail line had average weekday boardings of 33,000. The previous high-watermark of 31,075 was reached in October 2000.

**It's Gold! New Name for Light-Rail Line to Pasadena** (Nov. 29, 2001) Go for the Gold! That was the MTA Board's decision, Thursday, in choosing "Metro Gold Line" as the new name for the Pasadena Blue Line.

**Transit System is Safe, Officials Tell Assembly Committee, MTA Board** (Nov. 29, 2001) The Metro System is "very, very safe," the MTA's security chief assured the Board a day after agency officials testified at an Assembly hearing in Sacramento.

**Metro Rail Ticket Machine Redesign is User-Friendly** (Nov. 28, 2001) Ticket vending machines at Union Station and Civic Center have just been made more user-friendly, thanks to a redesign project that ultimately will convert all 241 Metro Rail TVMs.

**Deputies Arrest 3 Suspected of Vandalizing 250-Plus Buses** (Nov. 28, 2001) The arrest of three suspected taggers earlier this month helped the Sheriff's Transit Services Bureau solve 24 cases of vandalism involving 250 or more Metro Buses.

**MTA Inaugurates Three-Car Train Service on Metro Blue Line** (Nov. 27, 2001) Riders on the popular Metro Blue Line that connects downtown Los Angeles and Long Beach joined MTA officials, Monday, in heralding the start of daily three-car train service.

**KABC-TV to Broadcast Metro Rail Updates Beginning Nov. 26** (Nov. 21, 2001) KABC-TV's "Eyewitness News This Morning" anchors David Ono and Ellen Leyva will introduce the rail service updates during the morning show's traffic reports. "Eyewitness News This Morning" airs from 5 until 7 a.m., weekdays, on Channel 7.

**MTA 'Report Card' Shows Progress on 14 Agency Objectives** (Nov. 20, 2001) A year after it launched its first-ever strategic business plan, the MTA has issued a "report card" on the progress made in achieving 14 agency-wide objectives.

**Metro Rail Ticket Sales Peak with Hollywood & Highland Opening** (Nov. 16, 2001) The opening of the new Hollywood & Highland entertainment complex, last weekend, sparked an impressive rise in ticket sales at the Segment 3 Metro Red Line stations.

**Interest In Metro Rail Joint Development On Rise As Crown Jewel**

**Hollywood & Highland Project Opens** (Nov. 16, 2001) Hollywood & Highland, developer TrizecHahn's \$615 million retail/entertainment complex, which opened above the MTA's Metro Red Line station, Nov. 9, is the crown jewel of MTA joint development efforts to date.

**Westlake/MacArthur Park Developer Faces Deadline; NoHo Development Moves Closer to Reality** (Nov. 15, 2001) The developer of a proposed residential and retail complex at the Westlake/MacArthur Park Metro Rail station must make satisfactory progress by January or face the possible loss of a negotiating agreement with the MTA.

**At Consent Decree's Mid-Point, MTA Marks Significant Progress** (Nov. 15, 2001) At the mid-point of the 10-year Consent Decree, the MTA has made significant improvements in bus service, putting hundreds of new buses on the road, dramatically reducing overcrowding and customer complaints, and inaugurating more bus lines and new types of service.

**Burbank Chamber Honors Division 15 Operator Mimi Pereira** (Nov. 14, 2001) The Burbank Chamber of Commerce recently recognized Operator Mariam "Mimi" Pereira of Division 15 for outstanding service to the community.

**GHOST Team Has Last Laugh on Alleged Vandals** (Nov. 14, 2001) They frequently boasted about their vandalism exploits on an Internet web site, kept a scrapbook of graffiti photos and ridiculed the LAPD's GHOST team. But, two ringleaders of the "7-UPS" tagging crew may not be laughing now.

**MTA May Expand Advertising to Metro Rail System** (Nov. 13, 2001) Beginning in 2003, Metro Rail commuters may see product and service advertising in train cars and in station display cases – something that previously was permitted only on Metro Buses.

**MTA Led Federal Program to Ease Small Business Certification in California** (Nov. 13, 2001) Under a new federal program, small firms that are certified to do business with the MTA will automatically be certified to do business with 137 agencies throughout California.

**KVEA-TV to Broadcast Metro Rail Updates on Morning News Show** (Nov. 8, 2001) Spanish-speaking commuters will be able to keep track of how Metro Rail trains are running, beginning Nov. 12, by tuning in to Channel 52's "Buenos Dias" morning news show.

**MTA Board Updated on Bus Service Improvements Made Since 1996 Signing Of Consent Decree** (Nov. 8, 2001) The MTA Board of Directors today received an update on the significant improvements in bus service MTA has made since the signing of the Consent Decree in 1996. The update came at the halfway point of the 10-year agreement.

**'Hollywood & Highland' Debuts at 'Official' Premiere** (Nov. 8, 2001) Civic leaders and MTA officials rolled out the Metro Red Line as well as the red carpet for Hollywood & Highland, a \$615 million retail and entertainment complex that sits above the Metro Red Line subway station of the same name.

**Transit Ops, Board Research, Counsel Recognized at Quarterly Review** (Nov. 8, 2001) Three departments – Transit Operations, Board Research Services and County Counsel – were singled out, Tuesday, for special recognition during a top-level review of performance for the July

– September period of FY 2002.

**Metro Clean Crews Lead MTA's Community Clean-up Effort** (Nov. 7, 2001) In the past three years, clean-up crews led by MTA employees have cleaned 96,389 buses, 126,005 bus stops and layover zones, pressure-washed 1,409 bus terminals and tidied up 117 miles of inactive rail rights-of-way.

**CPUC Gives Pasadena Blue Line a Temporary Go-Ahead** (Nov. 7, 2001) The California Public Utilities Commission late last week gave a temporary go-ahead for construction to proceed on the Pasadena Blue Line, despite protests by neighborhood activists opposed to at-grade crossings on portions of the line.

**Agencies Reward MTA for Buying Clean-Air Buses** (Nov. 6, 2001) For the fourth straight year, clean-air agencies have rewarded the MTA for buying alternative-fuel coaches for the Metro Bus fleet, recently approving \$5.2 million in funding.

**MTA Passes Good on Montebello Bus Lines, Effective Dec. 30** (Nov. 6, 2001) In a move to offer seamless bus transit services in Los Angeles County, the MTA has entered into an agreement with Montebello Bus Lines to accept MTA transit passes, effective Dec. 30.

**Energy Manager Saves MTA \$63,000 – With More to Come** (Nov. 2, 2001) Ernest Morales, the MTA's new energy manager, has only been on the job for three months, but he's already figured out how to save the agency \$63,000 a year on electricity. And, that was with just the stoke of a pen.

**MTA, Hollywood & Highland Launch Coupon Promotion** (Nov. 1, 2001) The MTA and Hollywood & Highland launched a joint promotion, this week, that will provide Metro System patrons special discounts on merchandise, services and food at more than 30 stores and restaurants. The \$615 million entertainment complex opens Nov. 9.

**City Council Calls for Completion of Pasadena Blue Line** (Nov. 1, 2001) The Los Angeles City Council voted unanimously, Wednesday, to urge the California Public Utilities Commission to permit the Pasadena Blue Line Construction Authority to continue construction of the 13.7-mile light-rail line.

#### Bulletin Board

- **IN MEMORIAM Funeral Services** Set for Division 7's Janet Norwood
- **Cynthia Gibson Named Staff Director for DCEO John Catoe** (Nov. 27, 2001) Cynthia Gibson, former marketing and public information manager at Santa Monica's Big Blue Bus, has joined the MTA as staff director for Deputy CEO John Catoe.
- **How You Doin'?! Divisions 3, 8 and Metro Red Line** top October charts.
- **Thanksgiving** Comes Early to Division 8
- MTA Showcases **Eastside Light-Rail Project** at Open House
- **ACCOLADES Bessie Rush-Johnson** Honored for Charity Work

- [How You Doin'?! Divisions 3, 6, 10 and Metro Red Line](#) Achieve Excellence
- [Marine Corps 226th](#)
- [Gift Giving Committee](#) Launches MTA's 6th Annual Holiday Gift Drive for the Fred Jordan Mission for Skid Row Kids
- [Faster than a speeding train](#), a special law enforcement-equipped Honda motorcycle takes Sheriff's Transit Services Bureau for a spin.
- [IN MEMORIAM Funeral Services Scheduled for Christine Allen](#); 20-year Customer Relations Employee Died Nov. 5.
- [A five-member delegation](#) of highway and transit officials from Inner Mongolia visited with MTA officials, Monday.
- [Top Brass Launch MTA's Multi-Year Safety Program](#)
- [Holiday Gift Drive Seeks 6,000 Gifts for Skid Row Kids](#)
- [GALLERY Tiny Tot Halloween Parade](#)
- [Classic Car Show](#) for a Classic Cause: Fighting Cancer
- [MTA Audit Department](#) Earns APTA's Top Rating
- Take a Bite of [Railroading History](#) with Museum's Exhibit at Philippe's
- City of [Santa Fe Springs](#) Lauds MTA
- [REVISED ORDER FORM! With Songs and Salutes](#), MTA Employees Raised Funds for Terrorist Victims (Oct. 11, 2001) It was a patriotic occasion that drew some 200 employees, Wednesday, to Division 20's "America United" fund-raiser.
- [Credit Union's Planned Merger](#) to Greatly Expand Member Services
- ['Don't Overreact' to Terrorism Rumors, Security Chief Says](#) (Oct. 10, 2001) "Act, but don't overreact." That's the advice MTA's security chief Paul Lennon has for employees in the current climate of concern about rumored acts of terrorism.
- [MTA Introducing Multi-Year, Top-to-Bottom Safety Campaign](#) (Oct. 9, 2001) The MTA this month is launching a comprehensive, multi-year safety campaign that will touch every facet of the agency – operations, construction, planning and administration.
- [Safety Focus Will Bring Change to MTA](#) (Oct. 9, 2001) "Everybody has a role in safety and everything should have a safety component," says Gary Spivack, MTA project manager for the new multi-year safety program.
- [Operator Mark Holland Places 3rd at APTA's Bus Rodeo – Highest Yet for MTA](#)

- 'HOW YOU DOIN'?' [Transit Operations](#) Announces Top Divisions for August
- [CEO's First All-Staff Meeting:](#) Customer Service, Quality, Employee Development Among Snoble's Top Priorities
- [Funeral Services Scheduled for Div. 15's Fonda Dempsey](#)

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'How YOU Doin'?'

## They're Doin' Great!

Divisions of the Month  
October 2001

PHOTOS COURTESY OF TRANSIT OPERATIONS



Metro Red Line is "Rail Line of the Month."



Division 3 is "Maintenance Division of the Month."



Division 8 is "Transportation Division of the Month."

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## City Council Calls for Completion of Pasadena Blue Line

(Nov. 1, 2001) The Los Angeles City Council voted unanimously, Wednesday, to urge the California Public Utilities Commission to permit the Pasadena Blue Line Construction Authority to continue construction of the 13.7-mile light-rail line.



Since this photo was taken of workers installing reinforcing steel in early October, the concrete for the deck has been poured. This section from Union Station to North Spring Street in Chinatown is essentially complete.

PHOTO: NATHAN BAGUIO

Residents along portions of the line had asked the CPUC to force the Authority to build the line below or above grade at certain intersections. The Authority has said such a plan could halt construction of the \$700 million project and delay the 2003 opening date.

The City Council asked the CPUC to grant final approval for grade crossings along the full length of the line and to expedite the approval process. Six stations along the line will be within Los Angeles' city limits.

"We now need to move forward and make a statement as a city that rail is important to Los Angeles," said Councilman Ed Reyes, who represents the area adjacent to the rail line. "I daresay that not completing this line could very well jeopardize other rail lines, including the ones on the Eastside and along Exposition Boulevard." Source: City News Service

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## HALLOWEEN PARADE

(Nov. 1, 2001) Cowboys and cowgirls, giraffes, hula girls and football players – really tiny ones – took over the MTA Headquarters lobby, Wednesday morning, when Halloween rolled in on a baby stroller.

Dressed in their best costumes, the kids from the Child Care Center were center stage as dozens of employees gathered to ooh, aah and pass out candy treats.

And, this year, although a couple of toddlers hid behind mommy's skirts, no tears were in evidence. It was all fun...no spooks allowed!

## GALLERY



Enjoying their first Halloween are infants Jennifer Liu, Elliott Herbst, Mya Reyes and Ashley Jamison.



Cheers for Danielle Duran, 5, and Crystal Camarena, 4.



Rob Newman and his daughter, Grace, 3.



Lea Savage and her son, Dylan, 4.



Gathering her charges around her, teacher Angie Acevedo is shown with, from left, Troy Maki, 2, Lane Maki, 2, Grace Newman, 3, Adrienne Kashay, 2, and Keven Quesada, 3.



Teacher Edith Bunda pushes a stroller-load of Halloween fun with babies Ethan Richmai, Craig Edmondson, Brianna de la Merced and Ashley King.



Cossette Stark and her daughter, Sophia, 3.



Ashley Jamison, 6 months



Leslie Camarena, 3



Sydney Freeman, 1



Sybil Snow, 2



Adrianne Kashay, 2



Jeff Hoel and his son, Sammy, 3.

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PHOTOS BY BILL HEARD

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## MTA, Hollywood & Highland Launch Coupon Promotion

By GARY WOSK

(Nov. 1, 2001) The MTA and Hollywood & Highland launched a joint promotion, this week, that will provide Metro System patrons special discounts on merchandise, services and food at more than 30 stores and restaurants. The \$615 million entertainment complex opens Nov. 9.

The MTA is placing 60,000 special "Next Stop Stardom" take-one cards on all buses and trains to promote the discount program.

Another 20,000 cards will be handed out, Nov. 9 through Nov. 18, by MTA ambassadors stationed at busy bus and rail points during peak hours.

Each take-one card includes a tear-off portion that will entitle Metro customers to a "Hollywood & Highland VIP Backstage Pass" coupon booklet containing the special offers. MTA employees may participate in the coupon promotion.

Metro customers must take the tear-off portion of the "Next Stop Stardom" cards to the Customer Service Desk at Hollywood & Highland to receive a coupon booklet.

The "Next Stop Stardom" take-one cards also will be available at MTA Customer Centers and at various pass and token sales locations. The public also can call MTA at 1-800-COMMUTE to request a take-one card.

Among merchants offering special discounts at Hollywood & Highland are: Aldo Shoes, Argenti, Book City, Kodak Image Center, Hollywood Walk of Fame Tour, Optique Vivendi, Dejaun Jewelers, Debbie Reynolds' Hollywood Motion Picture Collection, Cupid's Hot Dogs, Cold Stone Creamery and Johnny Rockets. Other merchants include Build-A-Bear Workshop, Sephora, Shangri-La Dee Da, Sport Americana, Sun's Up, Origins, Café Mozart of Europe, Twist at Renaissance Hollywood Hotel and Fresh Fire Kabob.

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*Three Months on the Job...*

## Energy Manager Saves MTA \$63,000 – With More to Come

By BILL HEARD, Editor

(Nov. 2, 2001) Ernest Morales, the MTA's new energy manager, has only been on the job for three months, but he's already figured out how to save the agency \$63,000 a year on electricity. And, that was with just the stoke of a pen.

Not long after joining the MTA's Quality Assurance Department, Morales began field-checking the outdoor lighting at stations and parking lots along the Metro Green Line. He discovered that six were eligible for lower, outdoor lighting electrical rates.



Energy Manager Ernest Morales, left, talks with his boss. "I think finding Ernie was of great benefit to the MTA," says Quality Assurance Superintendent Mike Stange. "Based on his experience with Edison, he could see where the MTA could save enormous amounts of money. He's quickly proving we can do that." PHOTOS BY BILL HEARD

[See Profile: Ernest Morales](#)

Morales signed a request and, as of Nov. 1, Southern California Edison reduced its electric rate for those facilities by 30 to 50 percent.

That was easy pickings – "low-hanging fruit" – as Morales puts it, in what will be a long-term and complicated effort to reduce the MTA's annual expenditures for electricity, natural gas and diesel fuel.

"We're trying to understand how the MTA uses energy, how much energy we use and where the big facilities are that use this energy," says Morales, a former SoCal Edison engineer with 23 years' experience in energy programs. "Then, we'll look at ways to lower those costs."



### **\$45 million annual utility bill**

With an annual energy bill of about \$45 million, lowering costs was one of the primary goals the MTA had in mind when the energy manager's position was created, according to Gary Spivack, deputy executive officer, Operations Administrative Support.

"We wanted someone who knew the power companies, understood utility rates and knew how to manage energy costs within the utility pricing program," he says.

Spivack expects the MTA will benefit from better gas and electricity rates within the next two years. He believes it will take three to five years for the agency to feel the full effect of savings from all the energy manager's conservation activities.

Morales' background gives him special insight into how utilities work, how their rates are structured and how – perhaps by making slight changes in the way it operates – the agency can achieve significant savings on energy.

An example could be the use of natural gas. While rates for electricity rise during peak periods of the day, the price of a “therm” of natural gas remains steady. Finding ways to power certain equipment, such as on-site generators, by natural gas could save money during peak periods when electricity is high.

“A mix, a balanced use of natural gas with electricity allows you to use the energy at its most economical times,” Morales says.



### **Something as simple as skylights**

Another example might be waiting until off-peak times to perform such high-energy functions as fueling or washing buses, where the tempo of operations permits. Even something as simple as installing skylights in maintenance buildings can reduce reliance on electric lighting.

Over the months to come, Morales will visit many of the operating divisions, rail facilities and field offices to assess their energy usage. He'll look at the types of energy being used, how it's used, and when, and whether there are more efficient ways to do the same work with less energy.

After that, he'll draw up recommendations for energy savings. He'll avoid a “cookie-cutter” approach to achieving energy savings because operations can vary from one division or field office to another.

“I don't want people to think we're going to turn off their lights or prevent them from doing the things they need to do,” he says. “The intent of the program is to understand how the MTA uses energy, put together a plan to manage that energy and lower the cost to the agency.”

In managing the MTA's energy conservation program, Morales will draw on his background in energy planning and distribution, and his experience in developing charging stations for electric vehicles.



### **Co-generation of power**

He plans to develop long-term energy conservation strategies that might include the use of microturbines – small electricity generators that could be placed at an operating division. The agency might achieve savings by co-generating energy or by using self-contained electric generating equipment.

“Once we identify which facilities we're going to focus on first,” he says, “we'll match the technology to make those buildings energy-efficient buildings.”

Morales also wants to develop a computer system that would track each MTA facility and the type and amount of energy each uses. It would be a tool management could use in budgeting energy expenditures.

And, while saving money is essential, Morales also thinks it's important to encourage the movement toward renewable energy. The LA Department of Water and Power's “Green Power” program, for example, produces power from wind, water and thermal sources.

“It costs a little more,” he says, “but it's the right thing to do. And, as more ‘green energy’ comes on line, the price should drop.”

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**Profile: Ernest Morales**

**Experience:**

Consulting engineer, January 2000 – March 2001, SoCal Edison, California Energy Commission, development of infrastructure for alternative fuel vehicles.

SoCal Edison, 1977 – 1999, manager, engineer, service planner in many areas of utility operations, engineering and energy conservation.

Southern California Association of Governments, 1974 – 1977, transportation planner.

**Education:** M.S., Civil Engineering, Massachusetts Institute of Technology; M.A., Urban Planning, UCLA; B.A., Architecture, Cal Poly, San Luis Obispo.

**Personal:** Age 58, born Mexicali, Mexico.

**Family:** Wife, Linda, and children, Raquel and Paul.

**Interests:** RVing, fishing and boating.

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### Gift Drive Chronology:

- Nov. 6, Volunteer informational Meeting
- Nov. 12, Gift Drive open house
- Dec. 4, Gift Drive deadline
- Dec. 16, gift distribution at Fred Jordan Mission



Last year's bountiful gift drive filled the plaza with toys and gifts for Skid Row children.

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### Holiday Gift Drive Seeks 6,000 Gifts for Skid Row Kids

(Nov. 2, 2001) With the holidays are just around the corner, it's time to start working on the 6th annual holiday Gift Giving Drive for the Fred Jordan Mission for Skid Row Kids. This year's goal: 6,000 gifts.

Last year, generous employees donated some 4,000 unwrapped gifts that included blankets, toy cars and dolls, games, pencils and paper, stuffed animals, footballs, soccer balls and basketballs, rain gear, back packs and even canned goods.

"Every year since the Gift Drive began in 1996, generous employees have given more and more gifts," says Bessie Rush-Johnson, Gift Giving Task Force coordinator. "It's a big goal – 6,000 gifts – but I'm sure we'll meet it again this year!"

The Task Force will conduct an informational meeting on Tuesday, Nov. 6, from 9:30 until 10:30 a.m. in the Olympic Conference Room, 14th floor, for employees who would like to be involved with the Gift Drive. For more information, contact Rush-Johnson at 922-2629.

Headquarters employees can pick up holiday gift tags beginning Monday, Nov. 12, during an open house in the Diversity and Economic Opportunity Department, 14th floor. The Gift Giving Task Force will host an information table in the 3rd floor lobby from 11:30 a.m. until 1:30 p.m., from Tuesday, Nov. 13, to Friday, Nov. 16.

Gift Drive coordinators will visit MTA operating divisions that don't conduct their own toy drives beginning Nov. 19 to distribute gift tags. The gift tags must be attached to the unwrapped gifts, which should be delivered to coordinators by 12:30 p.m., Tuesday, Dec. 4.

The gifts will be delivered to the Fred Jordan Mission on Friday, Dec. 7, at 10:30 a.m. MTA employees and family members over 16 years of age will help distribute the gifts to kids at the Mission on Sunday, Dec. 16, from 9 a.m. to 5 p.m.

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## Top Brass Launch MTA's Multi-Year Safety Program

(Nov. 2, 2001) The MTA's top brass gathered, Thursday, to set the course for the agency's new multi-year safety campaign.

CEO Roger Snoble – who introduced himself as the Chief Safety Officer – led the group, which included deputy CEOs John Catoe and Alan Lipsky, Chief Financial Officer Dick Brumbaugh and division executive officers.



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The MTA's new safety campaign began with a seminar and workshop session attended by the agency's leaders.

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During an almost six-hour meeting, MTA leaders heard presentations from the DuPont safety consultants and conducted a workshop. They set the direction for the safety campaign and worked to develop the principles for management's role in the campaign.

In early December, a similar meeting will be conducted for deputy executive officers and other mid-level managers who will be responsible for conducting the day-to-day campaign.

The safety program will affect every employee, both at Headquarters and at the operating divisions. Goals include developing an injury-free workplace, improving on-the-job safety and cutting lost-time accidents.

In FY 2000, the MTA lost some 96,000 days of work due to lost-time injuries. In FY 2001, that figure rose to 108,000 work days, the equivalent of 415 full-time employees. This fiscal year, the agency will spend \$59 million on workers compensation claims – a figure that far exceeds such expenditures by comparable transit agencies.

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## Memories of Dorothy Gray

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*Memories, updated November 6*

**Mary Jane West:** I have known Dorothy for over 10 years, since the old RTD days. She has always exuded a gentle spirit, which I greatly admired. She was a true professional and she loved her job. When I brought my daughter, Jennifer, to work one day, Dorothy was one person I wanted her to meet. She had a way of making everyone feel special. She loved her son and she loved children. I won't be able to think of the Library without thinking of Dorothy. I believe naming the Library after Dorothy is a fitting tribute to a woman who dedicated her energies to making MTA's library what it is today.

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**Naomi Nightingale:** Dorothy was a very classy lady. Her quiet and professional demeanor belied the exciting and truly interesting life she led. I knew her to be a very humble person who did not volunteer much about herself, but if you engaged her in conversation, you walked away knowing you had received some insightful lessons on life. She was a true professional. She made a name for the MTA Library and anyone who walked through those doors knew instantly they were in a well-organized, professionally operated, and state-of-the-art transportation library. I will miss the education she gave us through the many timely displays and exhibits she constructed on the Plaza and 3rd Floors. I won't forget the contributions she made and the influence she had sometimes in the most subtle kind of way. Giving the Library her name would be a fitting tribute.

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**Janene Henderson:** I remember going into the library at lunch on several occasions. Dorothy was very helpful with assisting me when needed. She also gave me Words of Wisdom regarding school, and obtaining my Master's Degree. She will definitely be missed.

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**Diego Cardoso:** Dorothy was always very cordial and helpful in guiding my team and me when we needed assistance in our research. I will never forget the great visual and oral presentation she put together for the Technology and Innovation Symposium of December 7, 2000. Two days before the event I sat down with Dorothy and went over the presentation. As I watched the slides and listened to her narration of the history of the MTA and public transportation in Los Angeles, I knew we had a winner for the opening of the symposium. On the day of the event, she presented a series of historical photos depicting the gradual and dramatic transformation of public transit and transportation infrastructure in Los Angeles. Dorothy's presentation was very simple and very clear; using very low-tech presentation tools and a storytelling narrative she skillfully captured the attention of a very high tech audience and some high profile presenters, including science fiction writer Ray Bradbury. Dorothy made a difference in my life here in the MTA.

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**Mary Lee:** What I most appreciated about Dorothy was her energy, spirit, strength, positive attitude and fervor for life. We had many talks and shared greatly. We hailed from the same Mississippi roots which created a special bonding between us. I am thankful to have seen and spoke with her, on her last day here at the MTA. Even against all odds,

in a wheelchair and on oxygen, she still managed to smile and say her favorite line "hello love". Thanks Dorothy for being such a light for so many within the MTA community.

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**Mace Bethel:** I remember on Monday, November 6, 1989, RTD was celebrating its 25th anniversary. At the time, I was the Division Transportation Manager at Division 1 and John Adams was the Maintenance Manager. We were doing some research on the history of Division 1 for the 25th anniversary. So, I went to Dorothy to see if there was anything in the Library on Division 1. What I discovered was that Dorothy had the historical accounts for all of the Divisions.

I discovered that Division 1 was opened on November 7, 1899 and it was 90 years old. As a result, we celebrated the 25th anniversary of RTD on Monday and the 90th anniversary of Division 1 on Tuesday, November 7, 1989. Even the General Manager Alan Pegg attended the event. Over the years Dorothy has always been a source of information and inspiration.

I now manage Division 9 and with Dorothy's help last year, I discovered the history of Division 9 and that the division will be 50 years old on February 7, 2002. I have Dorothy to thank. She will be sorely missed.

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**Jim de la Loza** (remarks delivered at the October Board meeting): In the 13 years she worked for the MTA, she created a nationally renowned research library that's recognized by both the academic and transportation communities. Dorothy was well known in library circles for creating the library. She collected enough MTA and predecessor agencies memorabilia and artifacts to start a museum adjacent to the library. It was during this project that she became ill. Dorothy was a high-energy individual who was very well liked by people who worked with her. She was very helpful to both MTA Planning and Operations in getting materials on broad issues. She maintained a network of contacts across the country in the transportation field.... She was instrumental in providing information and documentation to support the MTA's position on legislation. On a personal level, Dorothy was an outgoing individual with friends all over the agency. She provided displays on cultural topics and issues for employees and the public, alike. Dorothy will be missed by the MTA family.

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**Mary Reyna:** I met Dorothy in the old RTD days. I was always taken with her sincere enthusiasm for learning new things and the way her eyes used to sparkle when discussing strategies for research. She also loved New York. What fun when she would tell me about spotting Jackie O on the streets of Manhattan or about work life at the New York Metropolitan Library. I always saw Dorothy as a fixture of the MTA, so much that I think I took her for granted. I just always expected her to be here because we relied on her in so many ways. I miss her a lot.

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**Brent Zerger:** Among these shared and truly heartwarming reflections of Dorothy Peyton Gray, I also wanted to add what a wonderful ambassador she was for the MTA. I first met Dorothy while seeking assistance with a community theater project many years before I became employed in the Metro Art Department. True to the testaments written here, her professionalism, intelligence, wit, and generosity left a lasting impression with me. I'm sure this was also the case for untold

numbers of historians, students, writers, and transportation enthusiasts who--from places far beyond Los Angeles County--came to know the character and quality of the MTA first through Dorothy Peyton Gray. Of course the library should be named in her honor. In any case, though, it's evident how strongly her spirit will live on.

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**Patrick Horton:** I was shocked and saddened to hear about Ms. Gray's passing. I remember meeting her when my research duties took me to the MTA library. She had a wonderful professional bearing, willingness to lend assistance and intimate knowledge of issues and materials relating to transportation. My job was made much easier and my work was more valuable because of her assistance and insights. I also remember her imparting wisdom on life and my future especially when she lent words of comfort when my father passed away after a long fight with cancer. She was my friend and colleague and she will be missed.

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**Susan Franklin:** I do hope our Board names our Library in honor of this nice, intelligent and always helpful women. She will be missed.

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**Thomas Traylor:** Being here at the MTA for just a short while, I did not get to know Dorothy personally. But, she impressed me from the very beginning as being a very classy lady. I would see her periodically setting up themed displays on the Plaza and third floor, beckoning me to visit the impressive library that resides here on the 15th floor. I am glad that this library will be named in her honor. She will be sorely missed. P.S. I loved her hats.

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**Elizabeth Preston:** Dorothy Gray was a soft spoken, warm, and open-minded person. She was always willing and able to assist anyone who needed help in a particular topic or subject matter in her domain and did not have any problem helping employees and her staff. I met Dorothy in 1988, and she always had that ray of sunshine and a nice smile on her face. Dorothy enjoyed what she was doing and was very good at it, and through her professionalism she dedicated her experience and knowledge in making our MTA Library what it is today. I am deeply touched by the loss of a friend and co-worker. Her life here has expired, but where she is going life is a new beginning. I feel that the MTA Library should be renamed in her honor.

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**Lynda Bybee:** I hope the MTA Board might consider a resolution to dedicate our library in Dorothy Gray's name. She was a terrific spirit in our organization and was always gracious, willing and highly competent in the services she provided. She also had a wonderful sense of humor, earthy and sharp. She was a credit to the virtue of knowledge in its broadest interpretation and application.

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**Jino Canizares:** I first met Dorothy when she was hired in 1988. I was hired a year earlier, but I already was a frequent visitor at the library when they had a temporary librarian. My office was literally just around the corner from the library in the old 425 building. I've seen how the library has evolved over the years. The library now is a far cry from when Dorothy first started. Although the SCRTD/MTA library's emphasis is regional transportation, it is just as competitive as the most modern local city library in terms of electronic card catalogs and internet access and audio/visual aids. I've seen Dorothy solicit from retired and active employees personal collections, photographs and anything related to the ever-evolving mass transit in L.A. The collections are shared by placing them in public viewing. Dorothy always set up themed displays for important occasions and holidays, which made the library a place to

visit. Dorothy was such a warm person. She almost always had visitors drop by her office to talk. The library today is Dorothy Gray's vision of service and is a repository of historical transportation information.

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**Cheryl Brown:** Dorothy will be missed. She encouraged and welcomed me to study in the library during lunch while I was enrolled in law school. She told me positive stories regarding how her sister met the challenge and completed law school. I am grateful to have known her and her memories will always serve as a source of inspiration.

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**John Stesney:** Heaven's going to have one heck of a transit library now. Even though the MTA can't compete with Heaven as an employer (I understand their benefits are excellent), from a purely selfish standpoint I wish we could have held on to Dorothy. I will miss her.

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**Donna Finn:** I agree with Sheila and Marta about memorializing Dorothy by renaming the MTA library the "Dorothy Gray Memorial Transportation Library". She was one of the guiding lights in this agency, and brought so much creativity and enthusiasm to everything she touched. The Library was her legacy to us and to the public we serve. Without Dorothy, we wouldn't have it today. She was one of a kind and will be sorely missed.

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**Gary Spivack:** Dorothy Gray was the force behind bringing the MTA library into the 21st century. I hired Dorothy when we first moved into the new library at the 425 building. She was a dedicated and loyal employee and sought to advance the MTA.

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**Laurie Garris:** When I heard that Dorothy Gray had died, I realized the great impact of having lost this friend and I felt deeply saddened. I tried to understand why her death, and her life, affected me so deeply. Maybe it was because Dorothy was a tremendous fighter, and I wondered why, with all the strength she exuded, she couldn't win this battle against her own disease. Perhaps it was simply because she was unique in this huge and oftentimes anonymous family we know as the MTA, and she influenced me in ways that I hadn't realized before now. She had intelligence, wit, charm, and style; that along with her tenaciousness, beauty, spirit, depth, and empathy were all wrapped up in a petite, compact and quite formidable package. Her strong beliefs in everything from spiritual enlightenment to trains kept the MTA library alive, and her spirit will always be in that place. Dorothy was a person who listened with her heart: she was a truly caring person whose comments were never without strong conviction. She was an undeniable presence whose presence will surely be missed by many.

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**Andre Villasenor:** She was awesome! I often went to her for research assistance, and she always made herself available to help me. She wore great hats to work. May she rest in peace.

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**Art Henry:** Dorothy Gray is a special spirit. I say "is" because I believe her spirit remains even though physically she has passed away. Dorothy was always ready to assist and guide when there were professional issues I needed to research. But more important than that, I valued the discussions we had about issues that were spiritual in nature. It is that connection that I truly miss.

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**Sheila Badji:** I, like most people, was very saddened to hear of the death of Dorothy Gray. She was such a wonderful person. I was wondering, since there will never be anyone else like her, and since the

library was her life, is there any chance of renaming it in her honor (i.e. The Dorothy Gray Memorial Library)? I really think something like that would pay the highest honor to her memory that could be made.

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**Joe Simpson:** I have been with the agency for over ten years, and I had the pleasure - or should I say honor - to work with Dorothy on a number of occasions. I can only say that in that time, she was one of those unforgettable personalities that make an imprint on you that leaps the professional boundaries of the office.

She was such a kind and giving spirit that each time I dealt with her, either as a customer doing research in the Library or on a project for her, such as her web content, a warmth and professionalism shone like the sun.

I am deeply saddened and would like to express my sympathies to her family in their time of loss. She will be sorely missed.

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**Jimmy Chen:** I was extremely saddened to learn about the passing of Dorothy Gray, at such a young age of 58. I knew Dorothy dating back to the old RTD days. For the past 10 years, I personally received a lot of useful help from Dorothy. Her professional dedication and tremendous contribution to MTA's library services will be deeply missed by all MTA staff. The loss to this agency is huge. I believe that MTA should hold a memorial service in honor of her and openly commend her. May she rest eternally in heaven!

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**Susan Phifer:** I agree with Marta's comment about memorializing Dorothy. She was a very special person, and brought so much energy and creativity to the MTA through her service here. She certainly will be missed.

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**Rick Hittinger:** I am extremely sad to hear this. I knew that Dorothy was ill, and stopped by the library on Thursday to leave a note for her and check on her. She and I first met during the '94 strike, when she came to Division 5 as a volunteer. She sat at the ERS desk and answered phones during the labor action. I was working with her on funding for the restoration project on the old Double Decker coach. What a wonderful person, and what a loss to our agency! I will miss her personally and professionally! So very, very sad.

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**Marta Maestas:** I would hope MTA as an agency would acknowledge this outstanding woman not only for her unparalleled professionalism, but also for all the enlightenment her dedicated work brought to MTA. Dorothy was always a ray of sunshine and the loveliest of ladies. The MTA Library should be renamed "The Dorothy Gray Memorial Transportation Library" in her honor.

EDITOR'S NOTE: Want to add a memory? [Click here.](#)

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## Agencies Reward MTA for Buying Clean-Air Buses

(Nov. 6, 2001) For the fourth straight year, clean-air agencies have rewarded the MTA for buying alternative-fuel coaches for the Metro Bus fleet, recently approving \$5.2 million in funding.

The Air Quality Management District

(AQMD) approved a grant of \$2.88 million and the Mobile Source Air Pollution Reduction Committee (MSRC) a grant of \$2.34 million to reimburse the MTA for its purchase of state-of-the-art buses.

The \$5.2 million reimbursement covers portions of the MTA's purchase of 223 New Flyer buses and 585 NABI buses. The approximate cost of a CNG bus is \$315,000. The grants average up to \$12,000 per bus.

"We've been aggressive with our clean fuel program at a time when air quality regulators have decided they want to promote this technology," says Douglas Kim, the transportation planning manager in charge of the clean-air grants program.

With the addition of the \$5.2 million, clean-air revenues to the MTA since 1998 have reached \$23.7 million. While most of the money was for bus purchases, more than \$4.4 million was earned through the sale of clean-air credits to companies that generate pollution.

Because CNG buses emit only half the smog-producing nitrogen oxides (Nox) permitted by law, the MTA's fleet of CNG coaches creates "emission reduction credits" that can be sold to others. The agency has been a leader in pursuing clean-air grants and sells the equivalent of about 150 tons per year in emission reduction credits to manufacturing plants and other stationary pollution sources.

"We've been able to generate this revenue and show that you can make money by being good guys," says Kim. "That's a fringe benefit of being progressive and pushing clean-air technology."

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Key players in the MTA's clean-air grants program are, from left, Douglas Kim, transportation planning manager; Charlene Lee Lorenzo, grants manager; and John Drayton, vehicle acquisition manager. Not shown, Michael Chang, Equipment Engineering.

## MTA Passes Approved for Montebello Bus Lines

- **Starting Dec. 30, bus patrons will be able to use MTA pass on all Montebello Bus Lines**

By RICK JAGER

(Nov. 6, 2001) In a move to offer seamless bus transit services in Los Angeles County, the MTA has entered into an agreement with Montebello Bus Lines to accept MTA transit passes, effective Dec. 30.

"What this means is that if a bus patron buys an MTA pass they can use it on all Montebello Bus Lines as well as the MTA Metro system," said CEO Roger Snoble. "This is the start of our effort toward the development of a countywide transit pass."

The MTA continues to work for the acceptance of a uniform fare medium by all transit operators in the county to expand customers' mobility options. The agreement with Montebello will provide a strong foundation to build upon for implementation of the Universal Fare System (UFS) currently under development and procurement.

UFS will create a seamless system of collecting fares from one transit agency to another throughout the entire county. UFS would employ the "Smart Card" technologies used by many other major transit providers in the nation and around the world.

In September, the MTA Board approved the FY 02 Service Changes Program that included the cancellation of Metro Bus Line 262 (Garfield Avenue). Effective Dec. 30, Montebello Bus Lines will take over Line 262 and will honor MTA passes.

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## **CPUC Gives Pasadena Blue Line a Temporary Go-Ahead**

(Nov. 7, 2001) The California Public Utilities Commission late last week gave a temporary go-ahead for construction to proceed on the Pasadena Blue Line, despite protests by neighborhood activists opposed to at-grade crossings on portions of the line.

The CPUC commissioner who made the ruling warned, however, that the Pasadena Blue Line Construction Authority was taking a "risk" until the full commission had an opportunity to consider the decision.

The ruling, according to Authority CEO Rick Thorpe, "allows us to move forward in the way that we had always planned, and it's going to save taxpayers between \$6 million and \$12 million."

He and others had warned that halting construction would put the project behind schedule and jeopardize the July 2003 opening date.

At a public hearing conducted, Monday, by the CPUC, MTA Chairman John Fasana testified in support of the Pasadena Blue Line and said, "The project's design is responsible and safe."

He noted that, while construction of some planned grade separations on the 13.7-mile light-rail line have been funded under Proposition A, "new grade separations would not be able to utilize these local revenue sources."

Fasana added that, "The ability to connect the communities of Los Angeles County, the relief to congestion, and the benefits to the underserved transit-dependent are priorities we can ill afford to ignore."

In an appearance before the public hearing on Tuesday, CEO Roger Snoble said the Pasadena Blue Line "will continue the MTA's efforts to improve air quality in Southern California by reducing the number of cars driven daily between Pasadena and downtown Los Angeles. The addition of the (line) to the Los Angeles rail system will improve accessibility for those who live, work or travel through Los Angeles."

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## Metro Clean Crews Lead MTA's Community Clean-up Effort

By BILL HEARD,  
Editor  
(Nov. 7, 2001) In the past three years, clean-up crews led by MTA employees have cleaned 96,389 buses, 126,005 bus stops and layover zones, pressure-washed 1,409 bus terminals and tidied up 117 miles of inactive rail rights-of-way.



Metro Clean's award-winning crew members are, front row, left, Pedro Torres, Brian Howard and Leo Gomez. Rear row, from left, are Rissa Harris, Granville Houston, Pete Serdienis and Raymond Baldonado. At left, Leo Gomez assigns tasks such as shoveling, sweeping and trash pickup to members of his cleanup crews.

Those gee-whiz facts tell only part of the story of a seven-day-a-week, year-round effort by the 10 members of Metro Clean, a group of MTA Stops and Zones employees who supervise crews of juveniles and adults assigned to the program as court-ordered restitution for misdemeanors such as vandalism.

The award-winning program recently garnered another kudo – a certificate of appreciation from the Los Angeles Department of Public Works for a weekend community clean-up event sponsored by Mayor James Hahn in the Rampart District.

Some 200 people participated in the Rampart cleanup – 80 from the Metro Clean program.

### Make communities cleaner

"In an effort to make communities cleaner and to provide a more comfortable environment for our bus patrons, we send out Metro Clean crews to participate in these events," says Pete Serdienis, the Facilities Maintenance manager responsible for the program.

Started in 1985 as the MARS program, Metro Clean each weekday deploys five or six teams of adult offenders under MTA crew leaders, all ATU members. On weekends, the nine-member crews may include as many as 90 adult or juvenile offenders.

The juveniles also participate in an educational component of the program. The class, taught by a supervisor who is a credentialed teacher, focuses on character building as a means of reducing criminal behavior.

According to supervisor Granville Houston, the courts require the offenders to participate in Metro Clean. An offender who refuses to participate in a day's work may be denied credit for the day or may be expelled from the program and face jail time or other punishment.

## **Kept busy with clean-up**

On any given day, offenders are required to report to the Regional Rebuild Center for the start of work at 7 a.m. They're kept busy until 3 p.m. at their cleanup tasks.

Leo Gomez is one of the crew leaders responsible for overseeing the day's work. If the crew is assigned to a layover zone, he directs the workers in sweeping out buses, wiping down windows and seats, removing any graffiti from the inside or outside of the bus and cleaning the windshields.

At a bus stop, Gomez may assign two workers to shoveling debris, some to sweeping and others to picking up trash. His van is equipped with safety vests, work gloves, traffic cones and cleaning equipment. In the course of a day's work, a crew can clean between 70 and 80 bus stops.

"Even though the sidewalk adjacent to a bus stop doesn't belong to the MTA, most people perceive that the bus shelters, benches and the area around the stop are under MTA jurisdiction," says Serdienis. "By cleaning these stops, Metro Clean crews provide our customers and their neighborhoods with a cleaner, more pleasant environment that enhances the MTA's image."

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**Inner Mongolian Delegation:** (Nov. 7, 2001) A five-member delegation of highway and transit officials from Inner Mongolia visited with MTA officials, Monday, to familiarize themselves with the operation of a U.S. public transit system. Inner Mongolia, located on China's northern border, is about three-quarters the size of Alaska with a population of almost 24 million.

After a welcome by John Roberts, deputy executive officer, Bus Operations, the group received a briefing on scheduling procedures and toured the Bus Operations Control Center and Customer Information Center. In the afternoon, they were given a tour of Division 10. Shown in this photo with the delegation are Frank Schroder and Joe Kuo of Scheduling and Helen Ortiz of Transit Operations.

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## Next Stop, Stardom! 'Hollywood & Highland' Debuts at 'Official' Premiere



MTA CEO Roger Snoble speaks at dedication ceremonies for 'Hollywood & Highland.'

Nov. 8, 2001 -- Civic leaders and MTA officials rolled out the Metro Red Line as well as the red carpet for Hollywood & Highland, a \$615 million retail and entertainment complex that sits above the Metro Red Line subway station of the same name. The complex is credited with the much anticipated renaissance of Hollywood and is hailed as the crown jewel of MTA's joint development program, said MTA CEO Roger Snoble at dedication ceremonies on Thursday. MTA has leased 1.35 acres of prime time Hollywood land to developers TrizecHahn. The lease is expected to put nearly \$500,000 annually in transportation coffers.



Clockwise from above left, the Babylon photo op portal; the new home of the Oscars; Los Angeles County Supervisor and MTA Board Member Zev Yaroslavsky at dedication ceremonies, and a view of the Renaissance Hotel. PHOTOS BY ED SCANNELL



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**Christine Allen  
of Customer Relations  
Dies Suddenly**

(Nov. 8, 2001) Christine Allen, a word processor operator in Customer Relations, died suddenly and unexpectedly in the evening of Nov. 5 at her home in Long Beach. She was 46 years old and had been with the MTA for 20 years.



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Funeral arrangements are scheduled as follows:  
**Viewing:** Friday, Nov. 9, from 5 p.m. to 8 p.m. at the Holy Cross Cemetery Mortuary;  
**Services:** Saturday, Nov. 10, at 10 a.m. at the Holy Cross Cemetery and Mausoleum Chapel.  
**Location:** Holy Cross Cemetery, 5835 W. Slauson Avenue in Culver City (on Slauson between La Cienega and the 405 Freeway). Information: (310) 670-7697.

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Mrs. Allen is survived by her husband, Roy, and their two children, Dawn, 13, and R.J., 6.

Employees are invited to Customer Relations to sign a sympathy card, which will be presented to the family.

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## **KVEA-TV to Broadcast Metro Rail Updates on Morning News Show**

(Nov. 8, 2001) Spanish-speaking commuters will be able to keep track of how Metro Rail trains are running, beginning Nov. 12, by tuning in to Channel 52's "Buenos Dias" morning news show.

Through an agreement with the MTA, KVEA-TV anchors Azalea Inigues and Ruben Luengas will provide as many as 16 updates on Metro Rail service during the two-hour show, broadcast weekdays from 5 until 7 a.m.

"This will be an important service we can provide our patrons," says Marc Littman, director, MTA Public Relations. "If this pilot project is successful, we'd like to extend this service to other TV and radio stations."

Senior supervisors at the MTA's Rail Operations Center will provide information on morning rail service through frequent contacts with Channel 52 personnel. Information will include whether trains are on schedule or delayed, the location and estimated time of delays and alternative bus service provided by the MTA.

Jose Ubaldo, senior communications officer, MTA Media Relations coordinated the agreement with KVEA. If the arrangement is successful, the station may include Metro Rail updates during its 11:30 a.m. news broadcast.

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**EDITOR'S NOTE:** (Nov. 8, 2001) The MTA Board of Directors met in closed session to discuss the Consent Decree Thursday but took no action on the option of pursuing an appeal to the U.S. Supreme Court.

MTA Board Chair John Fasana, Mayor James Hahn and MTA CEO Roger Snoble told reporters afterwards that the MTA hopes to avoid further litigation. The goal is for MTA staff and the Bus Riders Union to reach a common understanding of how to measure compliance and move forward on bus improvements.

Fasana said the Board would review progress made on this effort next month while still retaining the appeal option if agreement can't be reached.

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## **MTA Board Updated on Bus Service Improvements Made Since 1996 Signing of Consent Decree**

By MARC LITTMAN

(Nov. 8, 2001) - The MTA Board of Directors today received an update on the significant improvements in bus service MTA has made since the signing of the Consent Decree in 1996. The update came at the halfway point of the 10-year agreement.

The update noted MTA's operation of a record amount of bus service, the dramatic reduction in customer complaints, reduced overcrowding, the ongoing infusion of hundreds of new buses into MTA's fleet, the inauguration of additional lines and new types of service, the lowering of discount pass rates and maintenance of existing cash fares. The following is a summary of the improvements:

- **Record Level of Bus Service**

MTA and its contracted services have set a new record this year for the most bus service operated, more than was operated by its predecessor, the Southern California Rapid Transit District in the mid-80s, despite the fact that many bus lines once operated by SCRTD are run today by Foothill Transit and some of the county's municipal bus operators, and the fact that Metro Bus service today also is augmented by Metro Rail.

- **Reduced Overcrowding**

MTA has succeeded in reducing the number of standees on Metro buses as prescribed by the Consent Decree. Weekday compliance is now 97.5 percent.

- **New Bus Purchases**

MTA accelerated new bus purchases with a multi-year plan to purchase more than 2,100 new compressed natural gas (CNG) buses through FY 04. To date, more than 1,400 of these have been placed into service. MTA will begin taking delivery of its next bus order in December 2001.

- **Reduction In Average Age of Fleet**

The infusion of new buses into the fleet has resulted in a significant reduction in the average age of the fleet. In November 1996 the average age of the Metro Bus fleet was 9.05 years. In September 2001, that number dipped to 5 years, making MTA's fleet one of the youngest fleets among major bus operations in the U.S. By March/April 2002 the average age of the fleet is expected to reach 4.8 years.

- **New Bus Service**

MTA has initiated important new bus service aimed at improving the access of patrons who depend on public transit to get to jobs,

medical facilities and places of recreation. The agency implemented a pilot project, which included 15 new lines and 84 buses added since December 1997. Three remaining lines are being evaluated for implementation. In addition, MTA inaugurated the Metro Rapid Bus Program on the Wilshire/Whittier and Ventura Blvd. corridors, with plans for a future 22-line expansion on the counties most congested corridors.

- **Additional Metro Rail Service Benefits Bus Passengers**

MTA extended Metro Rail service to Hollywood and North Hollywood, which resulted in an increase of 120,000 average daily boardings. The extensions provided direct benefit to bus patrons, many of whom rely on both bus and rail service in their daily commutes.

- **Reduce Monthly Pass Rate/Add New Weekly Pass**

MTA lowered the monthly Metro pass rate from \$49 to \$42, introduced a weekly pass, implemented an off-peak 75 cents fare system-wide from 9 p.m to 5 a.m.

- **Additional Funding for Municipal Operators**

The Municipal Bus Service Improvement Program has been funded with \$15 million annually to address overcrowding and provide new countywide service.

- **Customer Complaints Reach All-Time Low**

The preceding improvements have contributed to the lowest rate of customer complaints received by MTA in one month. Customer complaints declined from a ratio of 6.37 complaints per 100,000 daily boardings in July 1997 to a ratio of 3.15 complaints per 100,000 daily boardings in July 2001.

"MTA has put its shoulder to the wheel in the last five years, something our passengers recognize," said MTA Board Chair John Fasana. "The improvements we've made in bus service give testimony to MTA's commitment to delivering the best bus service possible."

"It continues to get 'better on the bus' and our record of achievement in the coming years will be even better," he added. Fasana's comments were underscored by MTA CEO Roger Snoble.

"I've now had an opportunity to carefully analyze MTA's response to the Consent Decree and I'm convinced we are in full compliance by any reasonable measure," said Snoble. "The MTA Board has asked me to make a renewed effort to work collaboratively with the Bus Riders Union and other Metro passenger representatives to avoid further litigation. I'm fully committed to that goal."

The Consent Decree was signed in October 1996 by MTA and plaintiffs to settle litigation brought by a coalition of civil rights groups in response to proposed fare increases, elimination of monthly passes and alleged reduced funding of the Metro Bus System.

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## Transit Ops, Board Research, Counsel Recognized at Quarterly Review

- Included in this Report:  
[Employees of the Quarter](#)  
[Construction and Engineering](#)  
[Countywide Planning](#)  
[Transit Operations](#)  
[Support Services](#)  
[Office of the CEO](#)

(Nov. 8, 2001) Three departments – Transit Operations, Board Research Services and County Counsel – were singled out, Tuesday, for special recognition during a top-level review of performance for the July – September period of FY 2002.

In making the announcement, Deputy CEO Allan Lipsky noted that Transit Operations had reduced its cost per hour of revenue service and had met a Consent Decree goal of placing 88 additional buses into service. Bus operating costs per hour declined to \$89.61, while heavy rail costs dropped to \$203.55 per hour.

Lipsky said Board Research Services conducted a successful familiarization program for six new Board members – the largest group of new members since formation of the Board following the merger.

He also congratulated the Office of County Counsel for its victory in the Tutor-Saliba court case and for having successfully completed a number of contract closeouts and claims.

Emphasizing the importance of the quarterly reviews of agency performance, CEO Roger Snoble said, "Good things are happening...it just takes a lot of hard work throughout the organization."

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### Employees of the Quarter

Employees of the Quarter announced during the meeting were Donald Wong, Construction and Engineering; Steve Bbye, Kevin Michel and Dave Mieger, Countywide Planning; Javier Gonzalez and Roman Gonzalez, Transit Operations; Wendy Gerhardt, Bruce Moore, Tommye Williams and Ahmad Salamah, Support Services; Greg Angelo and Joyce Chang, Office of the CEO.

Some of the accomplishments reported by departments during the quarterly review included:

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**Construction and Engineering:** Completed value engineering for the Eastside light-rail project and for the Burbank/Chandler Bus Rapid Transit project. Conditional acceptance for 17 P-2000 rail cars. Completed retrofit of the radio system in Segment 1 of the Metro Red Line. Completed work on the 7th and Metro station tail track.

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**Countywide Planning:** Completed draft environmental studies and selected a "locally preferred alternative" for the Valley's East/West Corridor. Recommended a developer for the North Hollywood station property. Gained Board approval of the \$900 million Call for Projects and of the Smart Card as the regional fare medium.

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**Transit Operations:** In addition to reducing revenue service hourly costs, Transit Operations also improved the quality of bus service, achieving cleanliness ratings in 11 divisions of 6.4 or greater on a scale

of 10. Customer complaints continued their drop to 2.87 per 100,000 boardings on MTA-operated service. Initiated an agency-wide safety program and an energy management program.

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**Support Services:** General Services completed security improvements. Real Estate generated \$3 million from property sales and leases. Revenue reduced excess fare media returns by 15 percent. Accounting restructured its department. Procurement closed out 23 of 60 professional contracts. Risk Management increased participation in the Transitional Duty program by 11 percent. ITS completed agency-wide training for the FIS 11i upgrade overview.

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**Office of the CEO:** Systems Safety and Security recorded a 15.4 percent reduction in rail accidents, pointing to photo enforcement, fiber optic train signs, safety education and public outreach programs as key. Public Relations improved the content of the Stakeholders and Pressroom Internet pages. Ethics initiated a program that saved 35,000 pieces of paper.

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**Sleek New Ride:** Sgt. Brad Wright, shown talking with Capt. Dan Finkelstein, is evaluating a special law enforcement-equipped Honda motorcycle for possible use by the Sheriff's Transit Services Bureau. The Honda, says Wright, has greater range, higher speeds and can outperform the motorcycles currently used by the Sheriff's Department and other law enforcement agencies. "It's probably superior to any police motorcycle on the market today," he says. Finkelstein credits the Sheriff's motorcycle unit for helping reduce accidents along the Metro Blue Line. "With very aggressive enforcement at grade crossings, we've brought accidents down to virtually nothing." (11/9/2001) PHOTO By BILL HEARD

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**First Customer** - CEO Roger Snoble sets the holiday pace cheered on by Gift Giving Committee Chair Bessie Rush-Johnson, left, and committee members, from left, Kathleen Johnson, Valarie Harrison, Diane Dominguez, Dotti Kesinger, Georgina Miller and Ernestine Nettles. Nearly 30 employees have volunteered to staff the gift drive program.

### **Gift Giving Committee Launches MTA's 6th Annual Holiday Gift Drive for the Fred Jordan Mission for Skid Row Kids**



Bessie Rush-Johnson collects commitment from CEO Roger Snoble,



Followed by HR DEO Naomi Nightingale, EO's Phil Waldeman and Procurement's Fe Alcid-Little,

(Nov. 13, 2001) CEO Roger Snoble set the pace as the first customer to sign up for a gift ticket at an open house hosted by the Gift Giving Committee on Monday. The CEO's signature on the festive red holiday bell card meant a cheerful gift or two for some happy child will be delivered to the Fred Jordan Mission for distribution on Dec. 16. Off to a good start, the sign-in sheet began to fill quickly with more cheer from early arrivals. With cookies and punch to cheer us on, the committee signed up a record 360 gift-givers on the first day. "That's double the amount from last year," said committee chair Bessie Rush-Johnson, who hopes the early returns will translate into more than 6,000 gifts for the children under the Mission's wings. Employees are invited to share in the cheer while enjoying a cookie or two at the festive gift-giving table set up in the entrance to the cafeteria at noontime during this entire week. --Story and photos by GAYLE ANDERSON.

[More on Gift Drive Time Line](#)



...and Public Relations Director Marc Littman and Admin EO Carolyn Flowers, and



... Transit Operation's Valarie Harrison and Facilities Services Tech Donald Williams.

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**Where to Sign-Up:** Div. 18 Bus Operator Michael Broussard and Elizabeth Silva of Finance are among nearly 30 volunteers to staff the program.

## Update, Nov. 15: Committee Approves Military Leave Policy Revision

### MTA May Expand Advertising to Metro Rail System

- [Schedule of committee meetings](#)

(Nov. 13, 2001) Beginning in 2003, Metro Rail commuters may see product and service advertising in train cars and in station display cases – something that previously was permitted only on Metro Buses.

The Board's Operations Committee will hear a report, Wednesday, on a plan to expand the placement of ads on the Metro System to include trains and train stations. The MTA would continue its practice of displaying interior car cards and exterior jumbo ads on buses, as well as bus exterior "wraps."

The Operations Committee meeting at 1 p.m., Wednesday, is the first of the Board's committee meetings for November. The report on advertising is Item 9 on the committee agenda.

Under the proposal, advertisers would not be permitted to place exterior ads on trains, on Metro Rapid buses, on Bus Rapid Transit coaches or on "any other new types of transit service," according to Board policy.

The rules for "wrap ads" on buses also restrict ads to no more than 30 percent of the total window surface of a bus. No more than 50 percent of the window surface may be covered by a "wrap ad." No more than 100 buses in the fleet may carry "wrap ads" at any one time.

Potential advertising vendors will be offered an opportunity to bid on any or all of three advertising options: exterior and interior ads only on the Metro Bus fleet; "wrap ads" on up to 100 buses; or advertising on the Metro Rail system.

The current five-year advertising agreement should have raised a total of \$65.5 million in revenue for the MTA by the time it expires Dec. 31, 2002. The new agreement would begin Jan. 1, 2003 and continue for two years with three one-year options.

### Military leave policy

**Approved and sent to full Board. The motion expands the MTA's military leave for reservists recalled to active duty from 30 to 180 days, with a further 180-day extension following a review. It includes a provision for the agency to pay the differential between a reservist's military and MTA pay and extends agency benefits during the active duty period. To date, 12 MTA employees have been recalled for service.** On Thursday, the Executive Management and Audit Committee will consider a proposal to revise the MTA's military leave policy to include a special provision for military mobilization and national security efforts. The motion also calls for incorporating current provisions of the California Military and Veteran's Code and updates from the Uniformed Services Employment and Reemployment Rights Act in the MTA's policy.

### November committee meetings:

- **Operations Committee**  
1 p.m., Wednesday, Nov. 14
- **Construction Committee**

2 p.m., Wednesday, Nov. 14

- **Executive Management and Audit Committee**  
11 a.m., Thursday, Nov. 15
- **Planning and Programming Committee**  
1 p.m., Thursday, Nov. 15

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## MTA Led Federal Program to Ease Small Business Certification in California

(Nov. 13, 2001) Under a new federal program, small firms that are certified to do business with the MTA will automatically be certified to do business with 137 agencies throughout California.

Federal regulations recently directed states to create "one-stop" certification programs to give DBE (Disadvantaged Business Enterprises) firms a shortcut through a maze of forms.

Unified Certification Program (UCP) procedures effective Jan. 1, 2002, will eliminate the requirement for small businesses to register and seek approvals from federally funded agencies in California.

"The UCP will eliminate the need for DBE firms to obtain certification from multiple agencies within the state," says Linda Wright, the MTA's director of Small Business Diversity and Labor Compliance. California is the first state approved to implement the UCP program.

As a member of the UCP executive committee, Wright chaired the external affairs committee and led significant MTA efforts in submitting the state program to the U.S. Department of Transportation for approval. More than 129 state agencies, recipients of federal funds, participated in creating the program.

Joe Hernandez, the MTA's manager of Small Business Diversity, will oversee certification activities of the Los Angeles Area Cluster. The group includes the MTA, the City of Los Angeles, Orange County Transportation Authority and John Wayne Airport.



More than 225 firms attended a public meeting held in the MTA boardroom Oct. 26 to provide a comprehensive overview of the new statewide Unified Certification Program (UCP) for small businesses. Algerine McCray, Deputy Director of Civil Rights with the California Department of Transportation, was the meeting facilitator. From left, Allen McCarty, CalTrans; Helmut Peindl, City of Los Angeles; Linda Wright, MTA; Algerine McCray, CalTrans; Mal Evans, Triaxel Management; Tina Giles-Potter, Orange Country Transportation Authority (OCTA). Below, UCP Facilitator Algerine McGray with MTA Executive Officer, Procurement, Lonnie Mitchell.



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## **Burbank Chamber Honors Division 15 Operator Mimi Pereira**

(Nov. 14, 2001) The Burbank Chamber of Commerce recently recognized Operator Mariam "Mimi" Pereira of Division 15 for outstanding service to the community.

Pereira, who joined the MTA in 1984, was honored for assisting a developmentally disabled passenger on two separate occasions. The surprise award was presented to Pereira at a bus stop in downtown Burbank.

In a letter to the Chamber, Pat Marquet wrote that her daughter, Erika, 21, had just learned to ride the bus from her home to a part-time job at the Burbank YMCA.

"This is a story of 'caring' and going above the call of duty and helping out another person," Marquet wrote.

On two occasions, the path Erika had learned was blocked by construction. Each time, Pereira made a special effort to help Erika cross a busy street and find her way.

"I was truly touched by the actions of this caring individual," wrote Marquet. "She truly deserves this special award that our Chamber of Commerce is giving this bus driver."

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Erika Marquet and her favorite Metro Bus operator, Mimi Pereira of Division 15, had a moment together during the presentation of a Burbank Chamber of Commerce award. Photo courtesy of Burbank Chamber of Commerce.



## **GHOST Team Has Last Laugh on Alleged Vandals**

(Nov. 14, 2001) They frequently boasted about their vandalism exploits on an Internet web site, kept a scrapbook of graffiti photos and ridiculed the LAPD's GHOST team. But, two ringleaders of the "7-UPS" tagging crew may not be laughing now.

Ray Correa, 21, and Pablo Velasquez, 20, were arrested, Nov. 1, after GHOST officers allegedly saw them vandalizing MTA property as they rode several Metro Buses around the city.

In a search of Correa's home, the officers recovered 59 pieces of evidence – including etching acid and the scrapbook – that allegedly link him to past vandalism incidents.

The District Attorney's office filed five felony and five misdemeanor counts against the pair for vandalism allegedly committed during GHOST team surveillance. Bail of \$100,000 was set for Correa.

GHOST officers also arrested two other men and a juvenile, Nov. 2, as they were allegedly preparing to paint graffiti near the entrance to the old subway tunnel near Belmont High School.

Officers said Ernesto Tellez, 23, Jorge Velazquez, 18, and a 17-year-old came prepared with a gallon of paint, rollers and numerous cans of spray paint. They were cited for misdemeanor vandalism.

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## Divisions 3, 6, 10 and Metro Red Line Achieve Excellence

(Nov. 14, 2001) Division 3 transportation, Division 6 maintenance, Division 10 maintenance and the Metro Red Line share top honors for excellence in the "How You Doin'?" program's quarterly results.

Division 3 transportation was rated best and most improved; Division 6 maintenance was judged best for the quarter; while Division 10 maintenance was most improved.

The Metro Red Line not only garnered quarterly honors, but also was rated best rail line for September and October. Division 8 transportation also scored highest for September and October.

Division 6 maintenance was best for September. Division 8 transportation was best for October.

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### 'How YOU Doin'?'

#### Divisions of the Quarter September 2001

PHOTOS COURTESY OF TRANSIT OPERATIONS



Employees of Division 3 transportation show off the \$1,000 check they received for achieving "best" and "most improved" for the "How You Doin'" program's third quarter.



Division 6 maintenance was judged best for September and the quarter.



Division 10 maintenance was judged most improved.



Division 8 transportation scored highest for September and October.



The Metro Red Line not only garnered quarterly honors, but also was rated best rail line for September and October.



**Marine Corps 226th**



Richard Kuchinskas of MTA Audit and LAPD Officer Tony Chavez cut a specially decorated cake, Nov. 9, to celebrate the 226th anniversary of the U.S. Marine Corps as other former Marines and Navy veterans look on. The U.S. Marine Corps was formed Nov. 10, 1775, as naval infantry. Over the past two centuries, its members have served aboard ship, guarding U.S. embassies and have fought in some of the most memorable battles in the nation's history. (11/14/01)

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## At Consent Decree's Mid-Point, MTA Marks Significant Progress

By ED SCANNELL

(Nov. 15, 2001) At the mid-point of the 10-year Consent Decree, the MTA has made significant improvements in bus service, putting hundreds of new buses on the road, dramatically reducing overcrowding and customer complaints, and inaugurating more bus lines and new types of service.

In a report to the Board, the MTA staff presented a "report card" that showed in detail the progress over the past five years.

"The MTA has put its shoulder to the wheel in the last five years, something our passengers recognize," said Board Chairman John Fasana. "The improvements we've made in bus service give testimony to the MTA's commitment to delivering the best bus service possible."

"It continues to get 'better on the bus' and our record of achievement in the coming years will be even better," he added.

Fasana's comments were underscored by CEO Roger Snoble.

"I've now had an opportunity to carefully analyze the MTA's response to the Consent Decree and I'm convinced we are in full compliance by any reasonable measure," said Snoble. "The MTA Board has asked me to make a renewed effort to work collaboratively with the Bus Riders Union and other Metro passenger representatives to avoid further litigation. I'm fully committed to that goal."

The Consent Decree was signed in October 1996 to settle litigation brought by a coalition of civil rights groups. The report to the Board noted these improvements on Consent Decree issues:

**Record Level of Bus Service** – The MTA and its contracted services have set a new record this year for the most bus service operated, more than was operated by its predecessor, the SCRTD in the mid-80s. The record was achieved despite the fact that many bus lines once operated by the SCRTD are run today by Foothill Transit and some of the county's municipal bus operators, and despite the fact that Metro Bus service today also is augmented by Metro Rail.

**Reduced Overcrowding** – MTA has succeeded in reducing the number of standees on Metro buses as prescribed by the Consent Decree. Weekday compliance is now 97.5 percent.

**New Bus Purchases** – MTA accelerated new bus purchases with a multi-year plan to purchase more than 2,100 new CNG buses through FY 2004. To date, more than 1,400 of these have been placed into service. MTA will begin taking delivery of its next bus order in December 2001.

**Reduction In Average Age of Fleet** – The infusion of new buses has resulted in a significant reduction in the average age of the fleet. In November 1996 the average age of the Metro Bus fleet was 9.05 years. In September 2001, that number dipped to 5 years, making MTA's fleet one of the youngest among major bus operations in the U.S. By March/April 2002 the average age of the fleet is expected to reach 4.8 years.

**New Bus Service** – The MTA has initiated important new bus service

aimed at improving the access of patrons who depend on public transit to get to jobs, medical facilities and places of recreation. The agency implemented a pilot project that included 15 new lines and 84 buses added since December 1997. Three remaining lines are being evaluated for implementation. In addition, MTA inaugurated the Metro Rapid Bus Program on the Wilshire/Whittier and Ventura Boulevard corridors, with plans for a future 22-line expansion on the county's most congested corridors.

**Additional Metro Rail Service Benefits Bus Passengers –** MTA

extended Metro Rail service to Hollywood and North Hollywood, which resulted in an increase of 120,000 average daily boardings. The extensions provided direct benefit to bus patrons, many of whom rely on both bus and rail service in their daily commutes.

**Reduce Monthly Pass Rate/Add New Weekly Pass –** The MTA lowered the monthly Metro pass rate from \$49 to \$42, introduced a weekly pass, implemented an off-peak 75-cent fare system-wide from 9 p.m to 5 a.m.

**Additional Funding for Municipal Operators –** The Municipal Bus Service Improvement Program has been funded with \$15 million annually to address overcrowding and provide new countywide service.

**Customer Complaints Reach All-Time Low –** All these improvements have contributed to the lowest rate of customer complaints received by the MTA in one month. Customer complaints declined from a ratio of 6.37 complaints per 100,000 daily boardings in July 1997 to a ratio of 3.15 complaints per 100,000 daily boardings in July 2001.

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## **Westlake/MacArthur Park Developer Faces Deadline; NoHo Development Moves Closer to Reality**

(Nov. 15, 2001) The developer of a proposed residential and retail complex at the Westlake/MacArthur Park Metro Rail station must make satisfactory progress by January or face the possible loss of a negotiating agreement with the MTA.

The Board's Planning and Programming Committee's approval of the January deadline for the MacLeod Partnership to show results was forwarded to the full Board for consideration at the Nov. 29 meeting.

The committee also approved a motion that allows the MTA to negotiate exclusively for six months with Legacy/Olson of Irvine, the proposed developer of a mixed-use residential and retail development at the North Hollywood station. The Board is expected to consider that motion at the November meeting.

Legacy/Olson plans to develop some 12.4 acres of MTA-owned land at the North Hollywood station for up to 415 residential units and 20,000 square feet of retail space flanking the subway entrance plaza. The company wants to buy the MTA land across the street from the plaza to build an additional 119 apartment units and 8,000 square feet of retail space.

### **Read metro.net stories:**

[Retail Complex Proposed at Westlake/MacArthur Park Station](#)

[NoHo Development, More Office Space Among Board Issues in October](#)

### **Westlake/MacArthur Plans**

At the Westlake/MacArthur Park station, the MacLeod Partnership is proposing a mixed-use retail complex on 3.65 acres of adjacent MTA-owned land.

The project envisions 43,000 square feet for restaurants and retail kiosks and a 52,000 square foot market and possibly a 350-student charter middle school.

To date, according to a Board report presented at the Planning and Programming Committee meeting, the partnership has conducted "significant negotiations" with two major tenants, including a market and drugstore. It also has prepared alternate site plans, prepared a preliminary structural analysis and hired a structural engineer.

The developer also must prepare final site plans, provide development cost estimates and schedules and a financing plan.

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## Interest In Metro Rail Joint Development On Rise As Crown Jewel 'Hollywood & Highland' Project Opens

By GARY WOSK  
(Nov. 16, 2001) Hollywood & Highland, developer TrizecHahn's \$615 million retail/entertainment complex, which opened above the MTA's Metro Red Line station, Nov. 9, is the

crown jewel of MTA joint development efforts to date. Overall, close to \$1 billion has been spent on joint developments at Metro Rail stations with more projects looming on the horizon.



Visitors tour new retail center on opening day of 'Hollywood & Highland' PHOTO: LUIS INZUNZA

See also: [Metro Rail Ticket Sales Peak with Hollywood & Highland Opening](#)

"At Hollywood & Highland, we have an ideal partnership, a destination for millions, and the public transportation system to get them there, including the development's many employees, some of whom live in surrounding communities and do not own a car," says Board Chairman John Fasana. "Signposts up ahead signal this as being just the beginning of other joint development projects that will be beneficial to both private investors and taxpayers.

"Hopefully a large percentage of the people who wind up using Metro Rail for traveling to Hollywood & Highland because it is safe, fast and convenient, and are using public transit for the first time, will decide that the train can have other applications in their lives, including work and play, thereby reducing traffic congestion and improving air quality."

The 1.2 million square foot development will feature six new movie screens called the Chinese 6 Theatres, over 70 retail shops, restaurants, a Grand Ballroom operated year-round by Wolfgang Puck, and a TV studio. It will also host the Academy Awards® ceremonies in the 3,500 seat Kodak Theatre, and will include the 640-room Renaissance Hollywood Hotel and a 3,000-space underground parking garage.

TrizecHahn is leasing 1.35 acres of MTA land for 55 years at a rate of \$492,000 per year (with additional increases added every five years based on the Consumer Price Index) and four 11-year optional extensions. The project was the result of two years of negotiations among the MTA, Los Angeles Community Redevelopment Agency, and the City of Los Angeles.

### Vital component of development

"Joining Hollywood & Highland with the Metro Red Line subway is the perfect public-sector marriage," says TrizecHahn President Lee Wagman. "The ability to deliver over 9 million visitors a year to Hollywood via the Metro Red Line was a vital component of our development. I would hope and expect other developers will seek out the MTA as partners at other Metro Rail stations."

At the nearby Hollywood/Vine Metro Red Line station, MTA is currently

reviewing joint development proposals.

At the Hollywood/Western Metro Red Line subway station, McCormack Baron Salazar has already built 60 affordable housing units at a cost of \$11 million. A tentative ground lease agreement has been reached to build 60 more affordable housing units, a daycare center and 10,000 square feet of retail space for \$12.5 million. Construction is expected to begin on the second phase in early 2002.

Last summer, the MTA Board of Directors agreed to enter into six months of exclusive negotiations with a developer who wants to build a \$36 million mixed-use complex at the Wilshire/Western Metro Red Line subway station. If, at the end of the period, the MTA Board approves a joint development agreement with Wilshire Entertainment Center LLC, which would also include a ground lease, the four-story complex would feature 50,800 square feet for retail stores, 182 apartment rental units, 564 parking spaces and a bus transit center.

Wilshire Entertainment Center LLC is one of an increasing number of developers who have proposed joint developments at Metro Rail stations, a reflection of a shortage of commercial real estate and realization that Metro Rail locations can be quite profitable.

Exclusive negotiations are also underway with developer MacLeod Partnership to jointly develop the Westlake/Macarthur Park Metro Red Line subway station.

### **Retail space and restaurants**

If a final deal can be consummated, the station would feature 52,000 square feet devoted to retail and restaurants, a 50,000 square foot market, 6,500 square feet for retail kiosks, a possible charter middle school for 350 students plus park-and-ride spaces and an area where passengers can be picked up or dropped off.

Joint development has also taken place at two other Metro Rail stations. Home Savings of America constructed a major portion of the MTA's 7th/Metro Center/Julian Dixon Metro Rail station portal at private expense.

Meanwhile, at the Willow Metro Blue Line station, the MTA and the Long Beach Redevelopment Agency leased land to the parent company of Luckys Stores (now Albertson's) who constructed a shopping center and a 700-space parking structure for Metro Blue Line passengers. In addition, the MTA, in conjunction with Catellus Development Corp., constructed its headquarters building, transit center, and prepared building pads for future development around Union Station.

On Nov. 29, the MTA Board will consider entering into a six-month exclusive negotiations agreement with developer Legacy/Olson for a mixed-use, transit-oriented joint development at the North Hollywood Metro Red Line subway station. If selected by the Board, developer Legacy/Olson would proceed with plans to construct 28,000 square feet of retail space and between 424 to 534 residential units on the 12-1/2 acre site.

In addition, exclusive negotiations for joint developments at Wilshire/Vermont and Hollywood/Vine Metro Red Line stations are expected to begin in January or February 2002.

"Creating joint developments around Metro Rail stations, which can include housing units and office space as well as retail and recreational

activities is something the MTA Board has set its sights on, especially since Metro Red Line expanded to the San Fernando Valley in June 2000," says Fasana. "We are very optimistic that agreements similar to Hollywood & Highland and as ambitious will be realized."

Economist Jack Keyser of the Los Angeles County Economic Development Corp. says Metro Rail "certainly helped" TrizecHahn decide to build at the Hollywood and Highland location and will carry both out of state visitors and residents to the complex.

"Business people who attend conventions in Los Angeles and Long Beach will want to take Metro Rail to Hollywood & Highland as well as tourists, and residents who are looking to have fun in their own backyard," says Keyser.

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metro.net welcomes reports on achievement, honors and recognition of MTA employees from community, volunteer and professional organizations. Click here to send information to [ACCOLADES](#).

## ACCOLADES



**Bessie Rush-Johnson**

### **Bessie Rush-Johnson Honored for Charity Work**

(Nov. 16, 2001) Bessie Rush-Johnson, who has served as chair of the MTA's annual Gift Giving Drive since its inception in 1995, was honored, Nov. 15, at a National Philanthropy Day in Los Angeles luncheon.

Rush-Johnson was one of nine "philanthropists" selected for their work on behalf of the Fred Jordan Missions. The luncheon at the Beverly Hills Hotel honored volunteers who have performed charitable work on behalf of a number of community organizations.

Among other community work, Rush-Johnson raises money and collects donations of toys and clothing for children who live in group homes. She also has been a member of the Pasadena Tournament of Roses for the past seven years and is in the first year of a two-year term on the organization's executive committee.

Last year, MTA employees donated some 4,000 gifts to the Fred Jordan Mission for Skid Row Kids. This year's goal is 6,000 gifts. Some 700 gift tags have been distributed to employees for the annual drive.

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## Metro Rail Ticket Sales Peak with Hollywood & Highland Opening

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PHOTO: LUIS INZUNZA

(Nov. 16, 2001) The opening of the new Hollywood & Highland entertainment complex, last weekend, sparked an impressive rise in ticket sales at the Segment 3 Metro Red Line stations.

Ticket sales at the Hollywood & Highland station jumped 160 percent on Friday, Nov. 9, rose again to 196 percent above normal on Saturday and were up 175 percent above normal on Sunday. On Monday and Tuesday, ticket sales still were about double the usual amount.

Read metro.net report  
Nov. 16:

[Interest in Metro Rail Joint  
Development on Rise](#)

"We knew there would be an increase, but this surpasses our expectations," said Jim de la Loza, executive officer, Countywide Planning. "We can look for similar results from joint developments at other rail stations."

Countywide Planning currently is evaluating joint developments proposals for the Wilshire/Vermont and Hollywood/Vine Metro Rail stations. "We'll take a recommendation to the Board in early 2002," he said.

The new entertainment venues at Hollywood & Highland apparently drew visitors who boarded at the North Hollywood and Universal City stations. Weekend ticket sales were up by 50 percent or more. Even sales at Union station and at 7th and Metro increased 10 to 15 percent.

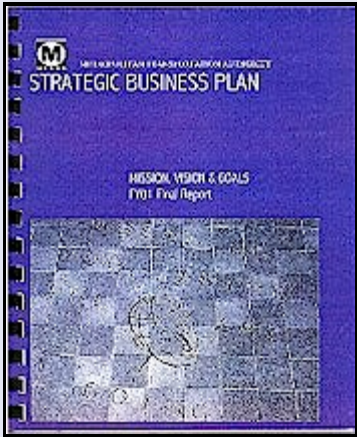
Total ticket sales on the Metro Red Line were up between 19 and 29 percent for Hollywood & Highland's opening weekend.

On an average Friday, vending machines at Hollywood & Highland were selling 900 Metro Rail tickets. On Friday, Nov. 9, the machines recorded some 2,300 sales – approximately 160 percent more than normal.

Ticket sales at the station for Saturday, Nov. 10, rose to more than 2,600 – a 196 percent increase. Sales dropped slightly to about 2,100 on Sunday, but still were 175 percent of normal.

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**MTA's Four Agency-Wide Goals:**

- **Customer Perspective:**  
Improve transportation services to increase customer satisfaction.
- **Learning and Innovation Perspective:**  
Increase innovation to improve performance.
- **Internal Processes Perspective:**  
Improve and streamline business processes.
- **Financial Management Perspective:**  
Increase effective and efficient utilization of resources.

## MTA 'Report Card' Shows Progress on 14 Agency Objectives

By BILL HEARD, Editor

(Nov. 20, 2001) A year after it launched its first-ever strategic business plan, the MTA has issued a "report card" on the progress made in achieving 14 agency-wide objectives.

The 48-page FY 2001 Final Report – now available in the MTA Library – calls particular attention to reductions in bus and rail hourly operating costs, improvements in on-time bus and rail performance and cleanliness, savings in the cost of construction projects and completion of the Long-Range Transportation Plan.

Fourteen teams, whose employee members represented a cross-section of departments, tackled each of the agency-wide objectives. By working together and sharing expertise from different functions, says April McKay, director, Strategic Planning, the teams were better able to make good progress toward meeting their goals.

"For example, on one objective, the team was able to look at costs over the life-cycle of a project, taking into account tradeoffs between the engineering and construction costs and operating costs," she says. This helped ensure that short-term capital savings didn't create a long-term operating cost problem.

The report presents its conclusions in a series of charts on the status of each objective with color-coded symbols that note whether the project is on-track, has "slight" problems or "significant" problems.

The team concentrating on Engineering and Construction met all its goals. These included savings of more than \$17 million in rail costs, reductions of \$2 million annually in the cost of operating the Pasadena Blue Line and a whopping projected savings of \$20 million on the Eastside rail project.

### Bus operating costs down

The report indicates that last fiscal year Transit Operations worked bus hourly operating costs down to \$98.42, beating the \$100.50 target. Heavy rail operating costs dropped to \$220.96 per revenue service hour – almost \$8 below the \$228.22 target. Light-rail costs, however, did not meet a \$305.28 target, but came in at \$363.85 per service hour.

Transit Operations also met goals to reduce the cost of rebuilt engine

components and improve engine component reliability. With the help of Procurement's Materiel Department, Transit Operations reduced the cost of materials and supplies and lowered the cost of painting buses.

The reliability, timeliness, cleanliness and safety of Metro System service also improved during the fiscal year. Eleven operating divisions gained ratings of 6 or better in cleanliness, helped along by a 99.56 percent achievement in providing cleaning materials.

More than 2,100 employees attended safety training courses, and 3,000 maintenance safety handbooks were distributed to bus, rail and facilities maintenance employees.

In the area of planning, the Board adopted a Long-Range Transportation Plan that was integrated with the agency's Capital Program and included a set of performance measures. Countywide Planning also completed evaluation and recommendations on 369 Call for Projects submissions.

"The approach of using cross-functional teams works," says McKay. "We can see that we made progress and had some solid successes. We also had some areas where we didn't do as well, but we're advancing down the path to meeting our goals."

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## Thanksgiving Comes Early to Division 8

(Nov. 21, 2001) Thanksgiving came early this year to Division 8, when some 150 employees sat down, Nov. 20, to a groanin' board-ful of mouth-watering holiday dishes.

The celebration featured four turkeys, two hams, 70 pounds of real mashed potatoes, 50 pounds of stuffing, 200 rolls and 25 pounds of vegetables. Not to forget the 15 pumpkin pies and 10 other kinds of pies. But, who's counting?

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Above, Division 8 stenographer Karen Pedini, TDD Larry Haynes and operators Jannie Coleman and Dorothea Brown put finishing touches on the food line. Enjoying the Thanksgiving feast at Division 8 were, below, from left, operators Kevin Turner, Kimberly Williams, James "Bubba" Jonnson, David and Tawana Skidmore.



## **KABC-TV to Broadcast Metro Rail Updates Beginning Nov. 26**

(Nov. 21, 2001) A second television news program – KABC-TV's "Eyewitness News This Morning" – will begin broadcasting Metro Rail reports, Monday, Nov. 26.

Channel 7 anchors David Ono and Ellen Leyva will introduce the rail service updates during the morning show's traffic reports. Eyewitness News This Morning airs from 5 until 7 a.m., weekdays.

Earlier this month, KVEA-TV, Channel 52, began providing Metro Rail reports during its "Buenos Dias" morning news show. The station provides as many as 16 Spanish-language updates during its two-hour broadcast.

"The agreement with KABC-TV is more good news for Los Angeles-area commuters," said Marc Littman, director, MTA Public Relations. "Now, Metro Rail passengers can get regular updates on train service from two of the region's most heavily watched morning news programs."

Senior supervisors at the MTA's Rail Operations Center will provide information on morning rail service through frequent contacts with Channel 7 editors. Information will include whether trains are on schedule or delayed, the location and estimated time of delays and alternative bus service provided by the MTA.

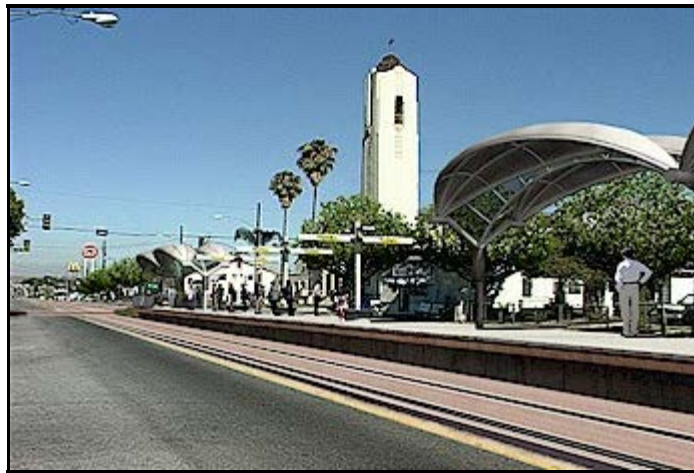
José Ubaldo, senior communications officer, MTA Media Relations, coordinated the agreement with both KVEA and KABC.

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## MTA Showcases Eastside Light-Rail Project at Open House

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A computer-enhanced artist's rendering of the 3rd St./Rowan Avenue station.

By ADRIAN ALVAREZ

(Nov. 21, 2001) The MTA hosted an open house at Headquarters, Nov. 8, to showcase the latest developments of the Eastside light-rail project.

Models of the eight rail stations were on display, and the architects and artists responsible for designing them, as well as MTA staff members who worked on the project, were on hand to respond to questions.

For the past two months, each of the conceptual station designs had been presented to members of the communities close to where the stations will be located.

The majority of the 90-plus visitors who attended the open house were stakeholders, residents, and community advocates who had attended community meetings during the environmental review phase.

For the first hour, attendees were encouraged to look at the models, talk with the architects and express their opinions. "I was really excited about the design and architecture of the stations," said CEO Roger Snoble.

### A long time coming

After visitors had ample opportunity to see the models, Henry Gonzalez, community outreach officer for the Eastside project, presented a video titled, "It's Been a Long Time Coming.....: The video is a 17-minute



Renderings of the Eastside light-rail stations were on display during the MTA's open house. Below, Architect Guillermo Villalobos discusses the design of an Eastside light-rail station with visitors at the MTA open house.



presentation on the Eastside light-rail project.

The video reminds viewers that streetcars once served Boyle Heights and East Los Angeles, shows where the light-rail alignment will pass, and – with the help of computer-generated graphics – gives the viewer an idea of how the project will look like when it is completed.

The Eastside Light-Rail Transit (LRT) alignment is a six-mile line that will run on the surface streets of the Little Tokyo/Arts District, Boyle Heights and East Los Angeles, with the exception of a 1.8-mile tunnel in Boyle Heights. From end-to end, the trip will take approximately 17 minutes.

The Eastside LRT will have eight stations between Union Station and Beverly/Atlantic in East Los Angeles. When completed, the Eastside LRT will connect directly with the Pasadena Blue Line. Both lines together are expected to carry more than 40,000 riders a day.

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## MTA Inaugurates Three-Car Train Service on Metro Blue Line

Board Chairman John Fasana was joined at a news conference by county supervisors Yvonne Brathwaite Burke and Don Knabe, and CEO Roger Snoble. The group rode one of the first of the three-car trains.

The MTA will phase in more three-car train trips as it takes delivery of new light-rail vehicles. The third car will allow the MTA to carry up to 145 more seated and standing passengers. That should help ease crowding on a rail line that carried a record 69,400 average weekday boarding passengers last August. Just one decade after it debuted in 1990, the Metro Blue Line had reached capacity.

The MTA spent approximately \$11 million during the past 16 months to extend the platforms at 19 stations along the 22-mile route to accommodate three-car trains.

The Metro Green Line also is being upgraded. The MTA has started phasing in two-car trains on that line to replace one-car trains.

### A transit lifeline

"The Metro Blue Line is a transit lifeline that gives tens of thousands of riders – largely minorities and low-income people – access to jobs,



MTA CEO Roger Snoble, center, joins MTA Board members and county supervisors Don Knabe and Yvonne Brathwaite Burke to lead media tour on one of the first three-car trains. PHOTO: LUIS INZUNZA

Below, A train exiting the newly reconstructed 7th and Metro tail track approaches railings installed as safety barriers where the platform was reconfigured to accommodate the trains. PHOTO: BILL HEARD



schools, medical care, shopping, recreation and other opportunities,” said Fasana.

He noted that the Metro Blue Line is part of the expanding Metro Rail system that serves many parts of Los Angeles County with fast, inexpensive and safe transportation.

“This upgrade will allow us to keep pace with demand today and grow with the future,” Fasana said.

Supervisor Burke, the immediate past Board chair, introduced the motion calling for expanding Metro Blue Line platforms in 1999, and was in the forefront of the Board’s search for funding.

“We worked a long time to get this,” said Burke. “The Metro Blue Line carries more passengers than any other light-rail line in the nation except Boston, so this is very important to help eliminate crowding.”

Snoble noted that buses remain the backbone of public transportation in Los Angeles County. While Metro Rail is being upgraded, he said the Metro Bus system also is being overhauled with a new fleet of buses and expanded service, including new Metro Rapid buses.

Covering the media event were KCBS-TV, KNBC-TV, KABC-TV, KCAL-TV, Channel 22 and 26, KMEX-TV, ECO Television, KNX, KFWB, KFI, KCSN, KLON, La Opinion, Bus World and Metro Networks Radio.

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## Cynthia Gibson Named Staff Director for DCEO John Catoe



Cynthia Gibson

(Nov. 27, 2001) Cynthia Gibson, former marketing and public information manager at Santa Monica's Big Blue Bus, has joined the MTA as staff director for Deputy CEO John Catoe.

In her new position, Gibson's initial responsibilities will include facilitating an employee task force that will develop an implementation plan for MTA service sectors. Service sectors will operate similar to a municipal transit agency.

In addition, she will be a liaison for Catoe and will coordinate various staff functions that fall within his area of responsibility. Later, she will take on a line management role within the Operations Department.

Catoe selected Gibson for his staff director at the MTA after working with her for five years at Santa Monica's Big Blue Bus. "Cynthia is one of the most 'out-of-the-box' transit professionals I have had the honor to work with," he says. "Her insight, energy and 'can do' style will assist the organization in becoming the nation's Number One transportation agency."

During her tenure with the Big Blue Bus, Gibson was responsible for advertising and public relations, community programs and public outreach. She also facilitated several projects aimed at building employee teamwork and headed a reorganization of the agency's administrative department.



Cynthia Gibson will facilitate an employee task force and coordinate Transit Operations staff functions.

As marketing manager for Santa Monica's Third Street Promenade from 1993 to 1996, Gibson was responsible for promoting tourism and for programs to attract local residents to shops and entertainment venues in the area. She also acted as a liaison between the Promenade merchants and the City of Santa Monica.

Beginning in 1985, Gibson worked for real estate developer Donahue Schrieber of Newport Beach. Starting in project accounting, she eventually moved into marketing and public relations while also working her way through college.

During her eight years with the developer, Gibson was assistant marketing director for the Glendale Galleria and served in marketing positions with Montebello Town Center and at Donahue Schrieber's shopping center in Ventura.

Gibson graduated from Cal State Fullerton in 1993 with a degree in communications. A native of Los Angeles, she grew up in Pomona where her parents still live. She has an older sister and a younger

brother.

In her spare time, Gibson enjoys water sports – scuba diving, rowing and kayaking – and participates in several half-marathons each year.

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## MTA Inaugurates Three-Car Train Service on Metro Blue Line

Board Chairman John Fasana was joined at a news conference by county supervisors Yvonne Brathwaite Burke and Don Knabe, and CEO Roger Snoble. The group rode one of the first of the three-car trains.

The MTA will phase in more three-car train trips as it takes delivery of new light-rail vehicles. The third car will allow the MTA to carry up to 145 more seated and standing passengers. That should help ease crowding on a rail line that carried a record 69,400 average weekday boarding passengers last August. Just one decade after it debuted in 1990, the Metro Blue Line had reached capacity.

The MTA spent approximately \$11 million during the past 16 months to extend the platforms at 19 stations along the 22-mile route to accommodate three-car trains.

The Metro Green Line also is being upgraded. The MTA has started phasing in two-car trains on that line to replace one-car trains.

### A transit lifeline

"The Metro Blue Line is a transit lifeline that gives tens of thousands of riders – largely minorities and low-income people – access to jobs, schools, medical care, shopping, recreation and other opportunities," said Fasana.

He noted that the Metro Blue Line is part of the expanding Metro Rail system that serves many parts of Los Angeles County with fast, inexpensive and safe transportation.

"This upgrade will allow us to keep pace with demand today and grow with the future," Fasana said.

Supervisor Burke, the immediate past Board chair, introduced the motion calling for expanding Metro Blue Line platforms in 1999, and was in the forefront of the Board's search for funding.



MTA CEO Roger Snoble, center, joins MTA Board members and county supervisors Don Knabe and Yvonne Brathwaite Burke to lead media tour on one of the first three-car trains. PHOTO: LUIS INZUNZA

Below, A train exiting the newly reconstructed 7th and Metro tail track approaches railings installed as safety barriers where the platform was reconfigured to accommodate the trains. PHOTO: BILL HEARD



"We worked a long time to get this," said Burke. "The Metro Blue Line carries more passengers than any other light-rail line in the nation except Boston, so this is very important to help eliminate crowding."

Snoble noted that buses remain the backbone of public transportation in Los Angeles County. While Metro Rail is being upgraded, he said the Metro Bus system also is being overhauled with a new fleet of buses and expanded service, including new Metro Rapid buses.

Covering the media event were KCBS-TV, KNBC-TV, KABC-TV, KCAL-TV, Channel 22 and 26, KMEX-TV, ECO Television, KNX, KFWB, KFI, KCSN, KLON, La Opinion, Bus World and Metro Networks Radio.

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## Metro Rail Ticket Machine Redesign is User-Friendly

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(Nov. 28, 2001) Ticket vending machines at Union Station and Civic Center have just been made more user-friendly, thanks to a redesign project that ultimately will convert all 241 Metro Rail TVMs.

Bold, new graphics and easy-to-follow instructions are the most striking changes in the appearance of the TVMs. More subtle, but just as important, are the Braille characters, raised letters and numerals, and the uniformity of instructions for ticket purchasers.

Redesigning the TVMs will accomplish three purposes, according to Revenue Director Agapito Diaz. It will bring the machines into compliance with ADA regulations; it will make the machines easier for all customers to use; and it will simplify ticket-purchase instructions, especially those for transfers from rail-to-bus or rail-to-rail.



"We forget that we don't have attendants to help passengers in our stations like other cities do," says Diaz. "In addition to making it easier for the physically impaired, it's particularly crucial that we communicate better with the infrequent rider."

Revenue Collections Manager Marcello Melicor, who oversaw the TVM conversion project, discusses the new look with his colleague Revenue Collection Equipment Engineer Mauro Arteaga.

The redesign is the product not only of an effort that involved Revenue, Marketing, MTA Graphics, Countywide Planning and Transit Operations, but also reflects input from employee focus groups, the MTA's Accessibility Advisory Committee and the Braille Institute, among others.

Ideas from these groups included reducing the number of buttons from 18 to only seven, revising the instructions on the information screen and TVM panel, ensuring that visually impaired passengers could follow the instructions and that wheelchair patrons could easily reach the buttons.

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## **Deputies Arrest 3 Suspected of Vandalizing 250-Plus Buses**

(Nov. 28, 2001) The arrest of three suspected taggers earlier this month helped the Sheriff's Transit Services Bureau solve 24 cases of vandalism involving 250 or more Metro Buses.

Two of the three juveniles arrested by deputies allegedly admitted defacing between 100 and 200 buses each. The third juvenile admitted vandalizing 50 buses using acrylic paint on seats and windows, according to the arrest report. All three were booked on vandalism charges.



Bus windows are targets of taggers.

In addition to their fieldwork in tracking suspects, deputies Brian Moreno and Robert Poindexter were able to link the individual instances of vandalism reported by the MTA through the Sheriff's LARCIS (Los Angeles Regional Crime Information System) database.

The two boys suspected of vandalizing the most buses were reported to be members of a tagging crew called LET – Los Angeles Evil Taggers. The father of one boy, who allegedly uses the monikers "Faroe," "Faro" or "Pharoe," gave officers a bag containing indelible markers and paints.

The Transit Services Bureau is seeking information about other possible instances of vandalism on Metro Bus lines 51, 53 or 55 by a tagger using "Faroe" or variations of that moniker. Employees with information should contact Deputy Brian Moreno at 323-563-5153 or by e-mail at [bpmoreno@lasd.org](mailto:bpmoreno@lasd.org).

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## Transit System is Safe, Officials Tell Assembly Committee, MTA Board

(Nov. 29, 2001) The Metro System is "very, very safe," the MTA's security chief assured the Board a day after agency officials testified at an Assembly hearing in Sacramento.

"We have received no confirmed credible threats against the MTA," said Paul Lennon, managing director, Systems Safety and Security. "We have a significant security and law enforcement investment in our agency. It's probably one of the largest in this country."

CEO Roger Snoble reported that the MTA presented "a very impressive list of (security) accomplishments" during the hearing before the Assembly Select Committee on the MTA.

"The agency has always been conscious of the different kinds of threats," he said. "We've taken steps to guard against those threats to a large extent." Snoble said the MTA had reassessed its security procedures following the Sept. 11 tragedies.

Lennon said he has arranged for a security review in January by an APTA peer review group and will offer to provide security assessments to local municipal operators. He noted that the MTA will be one of 100 transit agencies in the nation to participate in a U.S. Department of Transportation security review.

In Sacramento, Wednesday, Board Chairman John Fasana testified that there were, "No areas of significant risk or vulnerability requiring immediate attention..." by the MTA.

At the hearing, conducted by Assemblywoman Jenny Oropeza (D-Carson), a former MTA Board member, Snoble said MTA riders have about a 1 in 180 chance of becoming a victim of any type of crime and a 1 in 700 chance of being a victim of a violent crime. He compared that with a 1 in 20 chance of being a crime victim in greater Los Angeles.

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MTA Board Chairman John Fasana told the Assembly Select Committee there are "no areas of significant risk."

Below, Assemblywoman Jenny Oropeza, committee chair, talks with CEO Roger Snoble before the hearing in Sacramento.

PHOTOS: CLAUDETTE MOODY





## There's a New Name for Light-Rail Line to Pasadena

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(Nov. 29, 2001) Go for the Gold! That was the MTA Board's decision, Thursday, in choosing "Metro Gold Line" as the new name for the Pasadena Blue Line.

With much good humor, the Board approved Supervisor Michael Antonovich's long-standing motion to give a unique name to the 13.7-mile line. The Metro Gold Line is scheduled to open in July 2003 and will be operated by the MTA.

The line will serve the communities of Chinatown, Lincoln Heights, Highland Park, South Pasadena and Pasadena. The trip from Sierra Madre Villa Station in Pasadena to Union Station will take 33 minutes.

The Metro Gold Line will provide a direct link to the Metro Red Line subway at Union Station and will expand the Metro Rail System from its current 59.4 miles to 73.1 miles.

Within this decade, the MTA plans to construct and operate two additional light-rail lines – an extension of the Metro Gold Line from Union Station to East Los Angeles via Boyle Heights and a line that would operate on the Exposition right-of-way from downtown Los Angeles to Exposition Blvd./Vermont Ave. That line also might have an extension to Venice Blvd./Robertson Blvd.

In other business, the Board:

- **Approved a revision of the MTA's military leave policy, Item 38.** The policy now expands military leave for reservists recalled to active duty from 30 to 180 days, with a further 180-day extension following a review. It includes a provision for the agency to pay the differential between a reservist's military and MTA pay and extends agency benefits during the active duty period. To date, 12 MTA employees have been recalled for service. The policy now will incorporate current provisions of the California Military and Veteran's Code and updates from the Uniformed Services Employment and Reemployment Rights Act in the MTA's policy.
- **Approved a motion concerning a proposed joint development at Westlake/MacArthur Park station, Item 33.** The motion requires the developer of the proposed residential and retail complex to make satisfactory progress by January or face the possible loss of a negotiating agreement with the MTA. A report is due at the January Board meeting. The Board put over until January a motion, Item 42, granting a six-month exclusive negotiation agreement with the proposed developer of 12.41 acres of MTA property at the North Hollywood station.
- **Awarded a \$70.5 million contract, Item 10, for implementation of the Advanced Transportation Management**

**System (ATMS).** The contract, awarded to Motorola Corp., includes a radio subsystem, computer-aided dispatch, automatic vehicle location, video security system, Automatic Passenger Counter and integration with the Universal Fare System.

- **Awarded a contract for Automatic Passenger Counters and associated services, Item 40.** The motion awards a 34-month, \$1.569 million contract to Urban Transportation Associates for the equipment, which will collect and process data for inclusion in the National Transit Database Report and update the MTA's planning database.

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## **Funeral Services Set for Division 7's Janet Norwood**

(Nov. 30, 2001) Funeral services for Division 7 Operator Janet Norwood will be conducted at 11 a.m., Saturday, Dec. 1, at Great Hope Baptist Church, 8628 Compton Ave., Los Angeles.

Norwood, who joined the MTA on July 18, 1999, died Sunday, Nov. 25, at Kaiser Harbor City Hospital. She was 42.

Norwood leaves five children, Deondre Norwood 5; Jasmine Hausey, 12; Jason Hausey, 16; Allen Norwood, 18; and Burt Dukes, 20. She is survived by five siblings, Betty Hamonds, Patricia Brown, Sylvester Norwood, J.W. Norwood, and Thomas Norwood.



Janet Norwood

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## Metro Green Line Ridership Soars to New High

By ED SCANNELL

(Nov. 30, 2001) Ridership on the Metro Green Line hit an all-time high in October 2001 when the light rail line had average weekday boardings of 33,000. The previous high-watermark of 31,075 was reached in October 2000.



Passengers board Metro Green Line train at Aviation Station

"The steady growth in ridership on the Metro Green Line shows that more people are discovering the benefits of the Metro Rail System in Los Angeles," said MTA Board Chair John Fasana.

To accommodate the increase in ridership on the Metro Green Line, MTA has added an extra car to some trains, making them two-car trains. Similarly, MTA has begun running some three-car trains on the Metro Blue Line, which reached capacity just a decade after it opened in 1990.

Ridership on the Metro Red Line fluctuated following the Sept. 11 terrorist attacks, dropping from 140,750 daily boardings in August to 124,100 in September. Boardings rose to 130,075 in October.

Metro Blue Line boardings, meanwhile, dropped from a high of 69,400 in August to 61,475 in September to 60,050 in October. Metro Bus boardings also were down to 1.079 million in September from 1.226 million in August. They rose again to 1.205 million in October.

A number of factors besides public wariness apparently affected ridership during those months, including the economic downturn and subsequent layoffs, a dramatic dip in gasoline prices and a significant decline in tourism in the region.

The Metro Rail System has a combined average weekday ridership of nearly a quarter million boarding passengers.

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HOV lanes now carry some 250,000 vehicles per day in Los Angeles County.

### **County's HOV Lanes Experience 60 Percent Growth**

(Nov. 30, 2001) In the past four years, Los Angeles County's carpool lanes have experienced a 60 percent growth – with a peak hour use that is above the statewide standard on 87 percent of the area's HOV lanes.

While carpooling nationwide declined, ridesharing has increased in Los Angeles with HOV lanes now carrying some 250,000 vehicles each day, Countywide Planning chief Jim de la Loza reported to the Board at Thursday's meeting.

"We currently have 388 miles of HOV lanes on 13 major freeways," de la Loza said. "It's the most extensive HOV program in the country and represents a significant investment for the county and the MTA."

HOV lane data gathered by Caltrans show that motorists can save up to 30 minutes of drive time in the HOV lanes where speeds average 53 to 55 mph, compared with mixed-flow lanes where speeds average 36 to 41 mph.

In a telephone survey of 3,273 residents concluded earlier this year, 88 percent indicated support for HOV lanes, while 89 percent felt they should be expanded to "almost every freeway." Seventy-four percent believe HOV lanes are a strong incentive for people to carpool, although 42 percent thought they were underused.

Countywide Planning now will prepare a final report on HOV effectiveness for presentation to the Board next spring. With this information in hand, the Board is expected to develop HOV policies to guide MTA future investments in HOV lanes.

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