



## **MTA's Animated Video of Eastside Light-Rail Wins Award**

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(Feb. 6, 2002) An imaginative video produced by the MTA that features a computer animation of a virtual journey on the proposed Metro Gold Line through East LA has been selected for a prestigious award.

The Eastside Corridor video, "It's Been A Long Time Coming," won the "Crystal Award of Excellence" in the Meeting Opening/Close category. The competition is sponsored by The Communicator Awards, an international organization founded by communications professionals.

The Crystal Award of Excellence is given to those entries whose ability to communicate puts them among the best in the field for projects that exceed industry standards in quality and excellence.

The video was produced to educate the public and community stakeholders about the Eastside Light Rail project. It includes film of trolleys that served the area in the 1940s and '50s and computer-generated views of stations along the proposed six-mile Metro Gold Line route.

"This video illustrates the magnitude and significance of the Eastside light-rail project and the planning vision behind it " says Diego Cardoso, director, Regional Transportation Planning and Development.

### **Members of the team**

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The video was directed and coordinated by the Eastside LRT Planning Team with technical input from Eastside LRT project team and consultants. Members of the team who worked on the video include Cardoso, coordinator Joanna Cucchi, Ruffina Juarez, Jose Ubaldo, Adrian Alvarez, Steve Brye, Henry Gonzalez, Dolores Roybal, Robin Blair, James Rojas and Ray Sosa.

The Eastside LRT project has been in the planning and design stage for almost three years since subway construction was suspended. The video was developed as part of a community outreach program to better explain the project in a regional, as well a local perspective.

"The video has been well received at community meetings and people have a much better idea of what the project is, how it works and its significance as an urban rail line serving specific communities and connecting to a major transportation network," says Cardoso.

The Eastside Light Rail Project will have eight stations, with trains running from Atlantic and Beverly boulevards to Union Station in before continuing to Pasadena. The estimated cost of the project is about \$828 million dollars. Construction is scheduled to begin in 2003.

Copies of "It's Been a Long Time Coming," which runs 15 minutes, 50 seconds, are available in the MTA Library.

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