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## Students Explore LA in Metro Day Pass \$3 Vacation Contest

By DAVE SOTERO

(March 5, 2004) Can you really visit Los Angeles' best destinations in a single day for only three bucks?

That's what teams from four local high schools set out to learn, Friday, in the "Discover L.A. Via Metro: the \$3 Vacation" competition.

Metro offered prizes and special recognition to high school teams that found the best answer to the question: "Can you have a great vacation with the Metro Day Pass?"

High school students from Benjamin Franklin, Locke, Woodrow Wilson and North Hollywood high schools participated in the day-long competition. Contest winners will be announced during a special recognition ceremony later this month.

The students are members of the Metro Transportation Career Academy Program (TCAP), a community workforce development program that encourages 11- and 12-grade students to pursue careers in transportation.

### Day Pass sales brisk

Metro introduced the Day Pass in January as a convenient and cost-effective fare medium that allows unlimited rides on the Metro Bus and Rail system. Since its introduction, sales of the Day Pass have been brisk throughout the region.



A TCAP student draws from a hardhat held by Dave Sotero of Media Relations to see whether a still camera or video camera operator will accompany his team.



Teams from Benjamin Franklin, Locke, Woodrow Wilson, and North Hollywood High Schools take a moment for a group photo before setting out on their Day Pass adventures.

As part of the competition, students created an itinerary of destinations accessible via the Metro Bus and Rail system and then followed that itinerary to visit as many fun and exciting locations as possible within the established time period of one day.

Teams logged each location they visited into a travel itinerary, noting site name, starting and ending location, miles traveled and

transportation used to reach the destination.

They took photos to document each destination and will write a 1,000-word essay detailing why the team's itinerary was the best for taking a one-day vacation with the Metro Day Pass.

### **Variety of destinations**

Itineraries could include destinations such as museums, historical landmarks, art and entertainment centers, sports arenas, ethnic districts and more.

Contest entries will be judged on a point scale according to criteria such as greatest number of sites visited, best use of Metro Bus and Rail connections, and best location representing the essence of Los Angeles.

In preparation for the competition, students researched LA-area destinations on the [Experience L.A. web site](http://www.experiencela.com) (www.experiencela.com), a new online resource for exploring the region's wealth of cultural attractions.

The site provides searchable destination and event directories, interactive maps and cultural itineraries, and easy-to-use information on using public transit to get there.