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## VIEW FROM THE 25th FLOOR

# Successful Orange Line Opening: Congratulations and Thank You!

By CEO ROGER SNOBLE



CEO Roger Snoble

Congratulations to all of you who contributed to the success of the Metro Orange Line grand opening.

It was the culmination of a true team effort for many years across all departments; and it's clear from the public's enthusiastic reaction that this line will change the way a lot of people think about public transportation, not only in the San Fernando Valley, but throughout LA County.

No matter what your role was, you can be proud of being on the team that brought the Orange Line to life. I know I am. So, congratulations and thanks again for your great work!

The grand opening events certainly set the tone for the new line, and look at what's happened since. Daily boardings in the first week – 10,000 to 11,000 each day. On Saturday, Nov. 5, we estimated 8,500 to 9,000 boardings and on the following Monday, an estimated 9,000.

San Fernando Valley General Manager Richard Hunt met a Disney executive who had boarded the Orange Line at Warner Center. At North Hollywood, he jumped on the new Burbank Shuttle, which let him off right in front of his office building. He said he may never drive to work again.

## Word-of-mouth endorsement

That's one example of many stories we're hearing from our new Orange Line patrons. And it's exactly the sort of word-of-mouth endorsement that will help build ridership, not just on the Orange Line, but for the entire transit system.

Even the unfortunate accidents last Wednesday, one of which drew extensive media coverage, didn't seem to dampen enthusiasm for the new line. I am proud that Mayor Villaraigosa, Councilwoman Greuel, Supervisor Yaroslavsky and others not only defended the Orange Line, but also are working to further ensure public safety.

While we're basking in the glow of the successful Orange Line opening, we continue to move forward with the Metro Gold Line Eastside Extension. Important milestones, such as placement of the twin tunnel

boring machines, are coming up soon.

We're moving ahead on planning for the Exposition Line to Culver City and we just had word from the panel of tunneling experts that it is feasible and safe to build and operate a subway extension on Wilshire Boulevard reaching beyond Western Avenue.

Exciting times ahead. Hold on to your hat!

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November 9, 2005

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