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La Opinion to Produce Metro Bus Transit TV New Segments

(April 6, 2006) La Opinion, the nation's largest Spanish-language newspaper, announced this week that it will produce the Spanish news content seen on the Transit TV screens now installed on some 1,500 Metro buses.

Hispanics comprise more than half of Metro ridership. The Spanish news broadcasts are meant to appeal to that contingent of riders, providing news that's relevant to the Hispanic community.

The screens, which first started showing up in buses last June, are placed in the coaches cost-free to Metro under an agreement with Transit TV, which funds the units through advertising. The screens should be in every Metro bus by the end of the summer.

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Public Transportation Use Rate Increasing Over Individual Travel

(April 6, 2006) Public transportation in 2005 grew by 1.3 percent compared to an only 0.1 percent increase in highway travel, according to information released this week by the American Public Transportation Association.

APTA records for the last 10 years show that public transportation has grown by just over 25 percent, while highway vehicle miles traveled in the same period grew by just 22.5 percent.

Light rail experienced the greatest rate of growth compared with other forms of public transportation, showing a 6 percent increase in use over 2004. Los Angeles made the short list of cities that have grown their light rail usage the most, recording a 10.5 percent increase in ridership from the pervious year.

Only Minneapolis, Houston, New Jersey, Salt Lake City and Sacramento showed higher increases in ridership than Los Angeles.

--From Jimmy Stroup

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