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Metro's new 'opposites' campaign from Creative Services seizes the moment at the pump and beyond.

Metro Rail Lines, Metro Orange Line Set Ridership Records in July

- Bus ridership increases
- Gold Line ridership rises 39 percent

(Aug. 14, 2008) All Metro Rail lines and the Metro Orange Line set ridership records in July, and the Metro Bus system attracted more riders, as commuters and others scrambled to avoid \$4-a-gallon gas.

"As gas prices passed the \$4-a-gallon range, more and more people began looking for options, and many of them turned to Metro for their transportation needs," said Metro Board Chair Antonio Villaraigosa. "The challenge for us now is to meet those growing needs."

The Metro Red and Purple subway lines and the Metro Gold, Blue, Green and Orange Lines all set weekday ridership records in July 2008 over July 2007, as riders abandoned their cars. And Metro Bus ridership also was up compared to a year earlier.

Last month 319,582 passengers boarded Metro Rail trains on an average weekday, up 20 percent over a year earlier. Nearly half those riders (159,439) rode the subway. Ridership on the Metro Red and Purple subway lines was up 20 percent over July 2007, when trains carried 132,049 boarding passengers.

The Metro Gold Line continued to set ridership records, rising from 19,400 average weekday riders in July 2007 to 27,019 in July 2008, a growth of 39 percent.

The Metro Green Line also set a record with 46,527 boardings, up 19 percent over July 2007, and the Metro Blue Line rose 15 percent over last year, with 86,596 average weekday boardings.

The Metro Orange Line boosted weekday ridership by nearly 8 percent over last year, to 26,907 boardings.

And Metro bus ridership rose, from 1,152,653 in July 2007 to 1,227,752 -- a growth of 6.5 percent.

In contrast to Metro's expanding ridership, the U.S. Department of Transportation announced yesterday that Americans have been driving significantly less since Nov. 2007. Compared to June 2007, Americans

drove 4.7 percent less in June 2008.

This translates to 12.2 billion fewer miles driven in June 2008.

--Marc Littman contributed to this report

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