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Contact

Dave Sotero/Marc Littman
Metro Media Relations
213.922.3007/922.2700
mediarelations@metro.net
www.metro.net/pressroom
FOR IMMEDIATE RELEASE

Los Angeles Metro Commemorates National "Dump the Pump" Day with Launch of New Metro Rapid Lines

- New, faster L.A.-area bus lines make it even more attractive for commuters to "Dump the Pump" by choosing latest regional public transit lines.

The Los Angeles County Metropolitan Transportation Authority (Metro) at www.metro.net announced today that it will commemorate national "Dump the Pump Day" with the launch of new Metro Rapid and Metro Rapid Express Lines June 24-25, services that will give L.A.-area commuters better reason to choose public transit over the high cost of driving, which also causes air pollution.

Sponsored by the American Public Transportation Association (APTA), the 2007 national Dump the Pump Day encourages people to ride public transportation to conserve gasoline and help the environment.

A reduction in gasoline consumption will both enhance the nation's energy security and reduce air emissions associated with global warming. U.S. public transportation systems, according to ICF International, save 1.4 billion gallons of gasoline every year, which is the equivalent of refueling 108 million cars.

Moreover, U.S. public transportation systems help to create a healthier environment by reducing smog-producing pollutants and greenhouse gases. Public transportation produces nearly 50 percent less carbon dioxide (CO₂) and nitrogen oxide (NO_x), per passenger mile, as private vehicles.

"People can make a difference on June 21 by riding public transportation and encouraging their friends and family to do so as well," said Metro CEO Roger Snoble. "Doing so will make a positive contribution to lowering gasoline consumption and improving regional air quality. At Metro, we're making it easier to exchange your keys for a transit pass by expanding L.A.'s innovative Metro Rapid network. It's one of our greatest mobility tools for helping Angelenos 'Dump the Pump.'"

Noting that auto and truck traffic is one of the major causes of climate change, Metro Board First Vice Chair Pam O'Connor said, "I'm doing my part to reduce greenhouse gas emissions by taking public transit as often as I can. And while I'm helping the environment, I'm also saving money on gas and parking. Granted, I'm one individual but as more people like me Go Metro, we can ease traffic and greenhouse emissions."

The Los Angeles region can look forward to four new Metro Rapid Lines, which typically reduce transit commute times by up to 25 percent. Metro is placing these new services on several key high-demand corridors. Metro Rapid Line 704 will operate on Santa

Editors: Print-sized photo available upon request.



Metro Board Chair Gloria Molina, Vice-Chair Pam O'Connor and CEO Roger Snoble lead Metro officials in demonstrating that "dumping the pump" and using public transit will save money, reduce congestion and help the environment.



Photos by Gary Leonard

Monica Boulevard in busy West Los Angeles. Metro Rapid 760 will run between Downtown Los Angeles and Metro Blue Line Artesia Station via Long Beach Boulevard. That brings the total of Metro Rapid Lines operating throughout L.A. County to 18.

“Dump the Pump Day is a perfect time for residents to embrace new transit alternatives now coming to Gateway Cities,” said Don Knabe, L.A. County Supervisor and Metro Board member. “I’m especially pleased that new Metro Rapid Line 760 will provide faster commute times and regional connections with the Metro Blue and Green Lines and Downtown Los Angeles. It’s a superb service and a real alternative to driving solo in this busy corridor.”

Additionally, on June 25 Metro will demonstrate a unique iteration of popular Metro Rapid service: Metro Rapid Express Lines, which operate during peak hours only and make even less stops than regular Metro Rapids. Metro Rapid Express Line 920 will run along heavily congested Wilshire Boulevard in the mid-city area of L.A., and Metro Rapid Express Line 940 will operate along Hawthorne Boulevard in the South Bay. Travel times are expected to be further reduced by up to 15 percent one-way over regular Metro Rapid service. If successful, Metro plans to introduce additional Metro Rapid Express Lines later this year as part of its overall Rapid program.

After housing, transportation is the second highest cost for American families, outpacing food and costs. Since January 2003, gas prices have increased by 100 percent. Households that use public transportation save more than \$6,200 every year, according to APTA.

For additional Metro information and online transit trip planning, visit www.metro.net. For transit trip planning assistance over the phone, call 1-800-COMMUTE.

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