



Metro

Daily Brief

Thursday, February 14, 2008

CEO Roger Snoble

20080214-0

In this issue:

- [Westside Central Sector Holds Public Hearing on Proposed Service Changes](#)
- [FTA Held New Charter Service Listening Session](#)
- [Media Release Regarding Miss Traffic Contest Launch](#)
- [Media Release Regarding Metro Bus Detours Friday, February 15th](#)
- [Media Inquiry Regarding LASD Bust of Noted Graffiti Tagger](#)
- [Media Inquiry Regarding Our Creative Design Studio in La Opinion](#)

Westside Central Sector Holds Public Hearing on Proposed Service Changes

Last night, the Westside/Central Governance Council conducted their public hearing on the service changes proposed for June 2008. About 20 members of the public attended the hearing and seventeen people provided verbal comments. Most were opposed to the proposed service cuts though limited support was expressed for cutting at least one of the low productivity lines. Some speakers proposed alternative solutions to the proposals including less severe cut-backs of owl service, having a municipal operator take over one of the routes proposed for cancellation, and shortening or other deviations of certain routes.

There was one comment supporting Line 730. The Bus Riders Union did not oppose the line, but did oppose the implementation of Metro Rapid at the expense of other services, citing it as a violation of the consent decree which they claim calls for service expansion.

FTA Held New Charter Service Listening Session

Last week, staff attended the Federal Transit Administration's (FTA's) special listening session on new provisions for charter service that will go into effect May 1, 2008. The meeting was part of FTA's regional outreach efforts to inform the public about the new Charter Service Rules.

Staff was interested in hearing the FTA's definition of charter service and new

regulations for special services that we currently provide or have been asked to provide for special events (see attached documents). The new FTA rules would affect service that is not regularly scheduled, such as the requests for Hollywood Bowl and Dodger game shuttles.

Transit agencies such as ours would need to provide notices of charter opportunities to potential charter service providers. Public agencies would only be able to provide charter services if no charter companies respond to the notice.

Media Release Regarding Miss Traffic Contest Launch

Today, Media Relations issued a [news release](#) inviting riders, both male and female, to share their stories about the advantages of commuting on public transportation. This invitation stems from our current ad campaign depicting a beauty queen accompanied by the headline "Miss Traffic -- Go Metro" and the winner will be "crowned" as the next Miss Traffic.

The news release notes that those wanting to enter the contest just need to tell us how you miss traffic by going Metro in 100 words or less using the Miss Traffic entry form on www.metro.net by March 3, 2008. If selected as a finalist, we will feature the individual in a short video telling their story, post it on metro.net's new interactive page, and let the public vote for the winner. All finalists will be honored at a press event and receive an official company T-shirt and other gifts. Media Relations received a number of media calls regarding the contest. Those included the Daily News, La Opinion, Mid-Valley Weekly and the LAist Web site. Stories may appear tomorrow.

Media Release Regarding Metro Bus Detours Friday, February 15th

Today, Media Relations distributed a [news release](#) noting that several Metro Bus Lines servicing South Los Angeles, west of the Harbor Freeway, will be temporarily detoured or may encounter service delays due to the funeral services planned for Los Angeles Police Department SWAT Officer Randal Simmons on Friday, February 15, 2008.

The release notes that beginning at 5:00 a.m., Metro Bus Lines 204 and 754, normally operating on Vermont Avenue, will be detoured using Figueroa Street between Manchester Boulevard and Vernon Avenue. Also beginning at 5:00 a.m., Metro Bus Line 206, which operates along Normandie Avenue, will be detoured using Figueroa Street between Century Boulevard and Vernon Avenue.

Metro Bus Lines 40, 42, 108, 110, 111, 207, 209, 210, 212, 305, 358, 710, 711, 740 and 757 will be detoured around various street closures planned in South

Los Angeles starting at approximately 12:30 p.m. during the funeral procession immediately following the service. All Metro Bus Lines will be returned to regular routing schedules as soon as possible by late in the afternoon.

Media Inquiry Regarding LASD Bust of Noted Graffiti Tagger

Media Relations staff and a Los Angeles Sheriff's Department Transit Services Bureau deputy were interviewed today by Channel 52 regarding the arrest of a very well known graffiti tagger known as "Guser". The noted tagger is accused of causing approximately \$108,000 in vandalism damages around Los Angeles, including damages to some Metro Buses and three Metro Bus divisions. The Sheriff Deputy explained how the arrest took place and the reasons why "Guser" was arrested. Media Relations staff explained that vandalism costs to the agency are approximately \$12 million annually for cleaning and repairing buses and facilities damaged by taggers. This story is scheduled to air tonight.

Media Inquiry Regarding Our Creative Design Studio in La Opinion

La Opinion newspaper today interviewed Creative Services staff regarding the cost of the advertisement campaigns that we run to promote ridership and services. Staff indicated that the whole advertisement process is done in-house, without professional models, since all of them are employees and a group of five to ten interns. The reporter was told that there are currently only five full-time employees in the Metro Design Studio. If the whole process were assigned to an outside advertising agency, the total cost of the campaigns would be nearly 20 times more expensive than our actual costs. A story may run sometime over the weekend.

Metro wishes you a Happy Valentines Day

We're planning the 4th annual Metro Love special lighting display to celebrate. When darkness falls this evening, a combination of opened and closed blinds in windows on all four sides of the Headquarters building will form a ten-story tall heart that will shine through the night. It's a great way to surprise our city with some extra love from Metro.

[Metro.net Home](#) | [Press Room](#) | [Projects & Programs](#) | [Meeting Agendas](#) | [Riding Metro](#) | [Metro Library](#)

Los Angeles County Metropolitan Transportation Authority
1 Gateway Plaza
Los Angeles, California 90012-2952
Phone: 213-922-6888
Fax: 213-922-7447
