



Metro

Daily Brief

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CEO Roger Snoble

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BRU Holds Media Event on Proposed Bus Service Changes

Today, the Bus Riders Union (BRU) held a news conference where they did a street theater presentation acting out the Super Bus Rider vs. the Metro Bus Reapers. The event was designed to draw attention to our proposed bus service changes.

Channel 22/52, La Opinion and Hoy Newspaper interviewed Media Relations staff on the bus service changes set for June 2008 following the BRU news conference. Staff explained that we are facing a difficult economic situation with a \$1 billion operating deficit projected over the next 10 years. However, despite some reduction in unproductive bus service, we are committed to completing and putting into operation the popular Metro Rapid program with the implementation of six new Metro Rapid Bus Lines set for June. Stories are expected to run tonight and tomorrow.

Media Release Regarding Pedestrian Safety Message

This morning, Media Relations issued a [news release](#) calling upon Los Angeles County pedestrians, bicyclists and motorists to exercise more caution at traffic intersections to avoid being involved in needless crashes that can cause serious injury or death. That's the message that we, along with the Los Angeles Department of Transportation (LADOT) and the Automobile Club of Southern California (Auto Club) want to convey to combat the high number of pedestrian and automobile traffic collisions that occur every year on area roadways.

The release notes that according to the California Office of Traffic Safety, there were 4,195 deaths and 277,373 injuries in traffic collisions statewide in 2006. Pedestrian fatalities for that year alone totaled 735. Many of these crashes occur at intersections as motorists make unsafe turns or run red lights, and pedestrians enter crosswalks when it is unsafe to do so.

Within Los Angeles County, we operate a fleet of more than 2,500 buses which together log 300,000 road miles per day. As a result, the agency has a substantial daily exposure to road risks along with all motorists. To raise awareness for safe roadway behaviors, we are participating with LADOT and the Auto Club in “Operation Traffix”, a coalition of organizations that founded the “Watch the Road” public awareness campaign, available online at www.watchtheroad.org. The campaign seeks to improve safety for motorists, bicyclists and pedestrians through coordinated education and enforcement efforts.

We also participate in the national “Stop on Red” campaign to help reduce the incidence of vehicles running red lights. We spearhead our own “Safety Begins With Me” campaign focused on promoting simple safety precautions around the region’s public transit system.

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