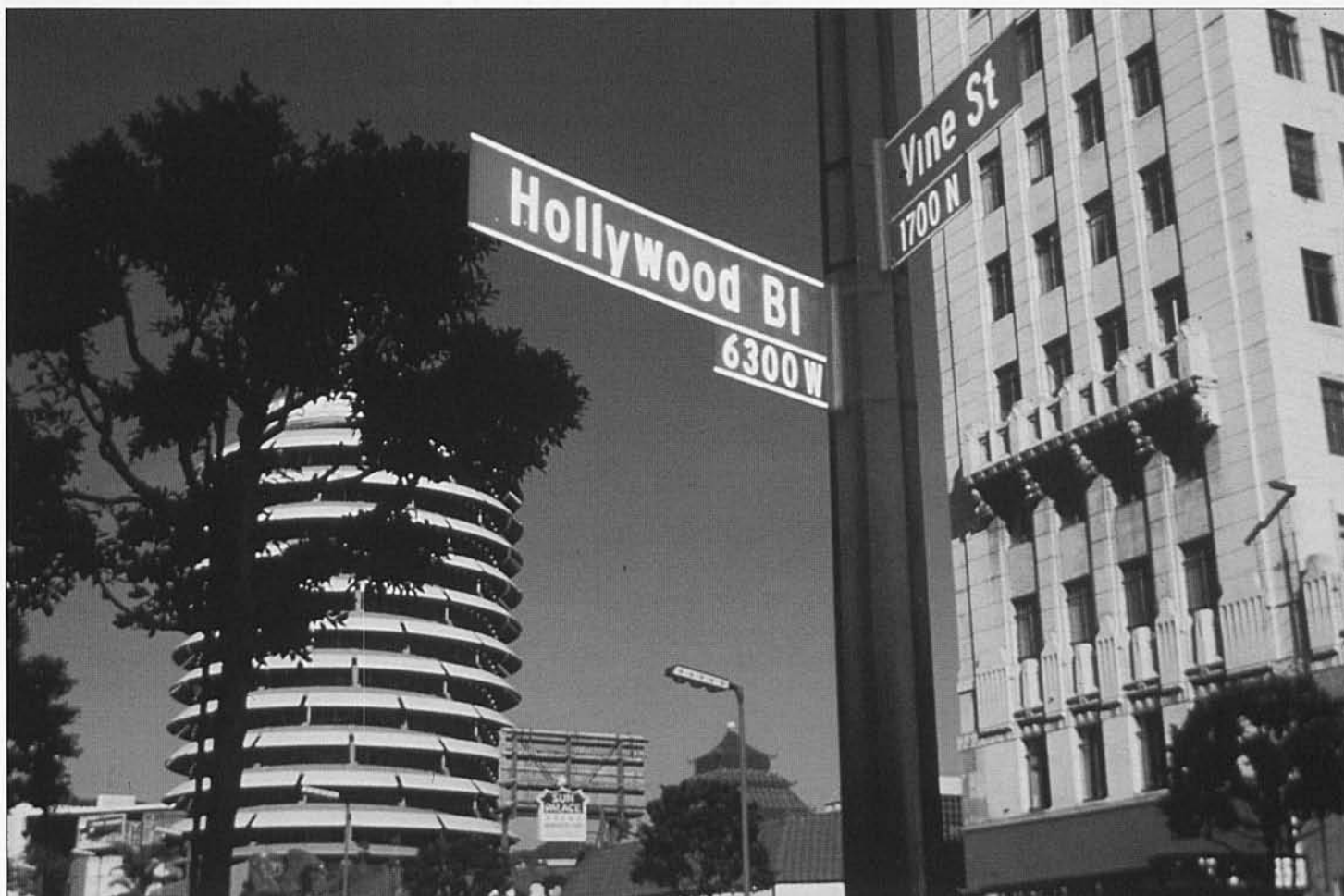


MTA REVIEW

JUNE 1997



The Metro Red Line subway is expected to revitalize the Hollywood Boulevard area to its once bustling heyday.

PROSPECTS FOR SECOND GOLDEN AGE OF HOLLYWOOD INCREASE AS PREMIERE OF METRO RED LINE SUBWAY NEARS

There's a definite buzz along Hollywood Boulevard these days, an electricity usually only found in places like Manhattan or Chicago.

The Metro Red Line subway is coming soon, carrying along with it the second Golden Age of Hollywood, say longtime boulevard merchants, prominent economists and developers.

The latest extension of the Metro Red Line, to be completed in late 1998, will feature stations on Hollywood Boulevard at Vine Street and Western Avenue with connecting stations along Vermont Avenue. A station on Hollywood Boulevard at

Highland Avenue will open in the year 2000 and will connect Tinseltown with Universal City and North Hollywood.

"The subway can be compared to the making of a blockbuster motion picture," says Interim MTA CEO Linda Bohlinger. "In order to be successful it has to appeal to more than one audience. The subway will be meeting the needs of at least 9.2 million tourists who visit the boulevard annually, local residents who will be able to commute to jobs and other destinations and people from outlying communities who travel each day to get to work in Hollywood." *Continued on page 10*

I N S I D E

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Linda Bohlinger
Interim Chief Executive Officer

METRO VIEW



By Linda Bohlinger
MTA Interim Chief Executive Officer

At \$2.8 billion, the fiscal year 1998 budget does more with less. The budget provides funding for the Agency's top two priorities: improving bus service and completion of the Metro Rail construction projects. It also includes funds we program to other agencies through our planning and programming role. In addition, our budget exceeds the challenge given to us by the Board to achieve a five percent reduction in operating costs.

We obtained these reductions through an intensive re-evaluation of projects and expenditures and a commitment to achieve operating efficiencies. Among the most difficult decisions was the one to reduce staff. This will be accomplished primarily through voluntary retirements and separations, although some layoffs likely will be required.

As we move into fiscal year 1998, we can look back on fiscal year 1997 as one in which we realized significant accomplishments. Among these accomplishments are:

- Last July's opening of the 2.2-mile Metro Red Line Wilshire extension.
- The Transit Police merger with the Los Angeles Police Department and the Los Angeles Sheriff's Department.
- The addition of new bus service.
- Notable progress on the Vermont/Hollywood corridor and the tunnels from North Hollywood to Hollywood.
- Adoption of MTA vision and mission statements.
- Completion of a comprehensive organizational assessment, followed by implementation of many initiatives.
- A renewed focus on improving customer service, including the hosting of a two-day Customer First Conference.

This year we pledge to continue to strive to be fiscally responsive, customer-focused, community and regionally-responsive, and employee-supportive.

In addition to improving bus service and continuing the Metro Rail projects, our objectives for the fiscal year include:

- Continuing to improve bus service
- Developing and implementing a 5-year Strategic Business Plan
- Achieving a NEXTEA funding agreement
- Resolving rail construction scope and funding issues and development of a revised recovery plan supported by the Board and the FTA
- Adopting and implementing a Long-Range Transportation Plan that will carry the MTA to the year 2020
- Continuing the successful TLAMP executive training program at UCLA
- Using the results of the employee survey to improve agency effectiveness and employee morale

Fiscal year 1998 promises to be an exciting year, one in which the MTA will continue to strive to make great progress toward meeting the region's transportation needs.



The Board Report

EXPERIMENTAL SHUTTLE SERVICE APPROVED

The Board authorized the operation of an experimental special shuttle service as an enhancement to the MTA's service on Vermont Avenue between Slauson Avenue and 120th Street. The service will begin June 29. This flexible service allows passengers to board and alight at any of the identified checkpoints. In addition, passengers may also request to be discharged at any location within the service area. The service will also be designed to allow residents to telephone in pickup requests from locations within the service area. Service will initially be provided seven days a week at a 30-minute service frequency between the hours of 6 a.m. and 6 p.m. on weekdays and 8 a.m. and 6 p.m. on weekends.

HARBOR TRANSITWAY

The Board approved the extension of the current promotional fare for Metro passengers using Harbor Transitway express services through December 31, 1997.

The promotional fare was initiated in August 1996 when express bus service operation began on the Harbor Transitway. The fare will be continued for Express Lines 444, 445, 446, and 447 by which express fares were reduced by one express zone increment (50¢ per cash boarding and \$15 per monthly pass), with the cash fare established at \$1.85 between Harbor/I-105 Station and Downtown Los Angeles on all lines.

CHANGE OF USE FOR LONG BEACH DIVISION

The Board approved the change of use of Division 12 in Long Beach from a revenue bus operating location to a support facility. This change will relocate the service originating from that location to other operating facilities and retain the site for use as a support facility. This action will reduce annualized operating costs by \$1.5 million which are needed to reduce MTA's operating costs. This action will result in no service changes. Buses will be relocated to other divisions which are closer to the beginning of line service.

MTA
BOARD
ACTIVITIES
FOR
MAY
1997

Residents and business owners in the North Hollywood area tour the tunnels that will bring the Metro Red Line subway to their neighborhood. The tours are guided by MTA Public Affairs staff and JMA, the construction management company. For information about a tour, call Mark Pattison at 213-922-2213.



Working side by side Father's Day 1997

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FATHER'S DAY HAD SPECIAL MEANING FOR SONS WORKING SIDE-BY-SIDE WITH MINER DADS ON METRO RED LINE SUBWAY PROJECT

Television sitcom dads they could never be confused with; however, the sons who work right alongside their miner dads in the muck 1,000 feet below the surface of the earth in North Hollywood building MTA's Metro Red Line subway tunnels couldn't care less.

On Father's Day it didn't matter one iota that dear old dad wasn't exactly like Robert Young in "Father Knows Best." Perhaps he won't receive silk ties or argyle socks, but a new pair of goggles or gloves was given with just as much affection.

The main thing is, on Father's Day, mining dads and sons were able to take a break from their grueling jobs, remove the earplugs and spend a day together under the warm sunshine.

Mining, it's not the type of life pops had in mind for junior - for it is still one of the most difficult and transient occupations a person can choose.

Ultimately, the desire to be like their hard-working dads for centuries has proven stronger than the power of a father's wishes.

The Lambs are one of a number of father-and-son miner teams helping to build the Metro Red Line subway in North Hollywood.

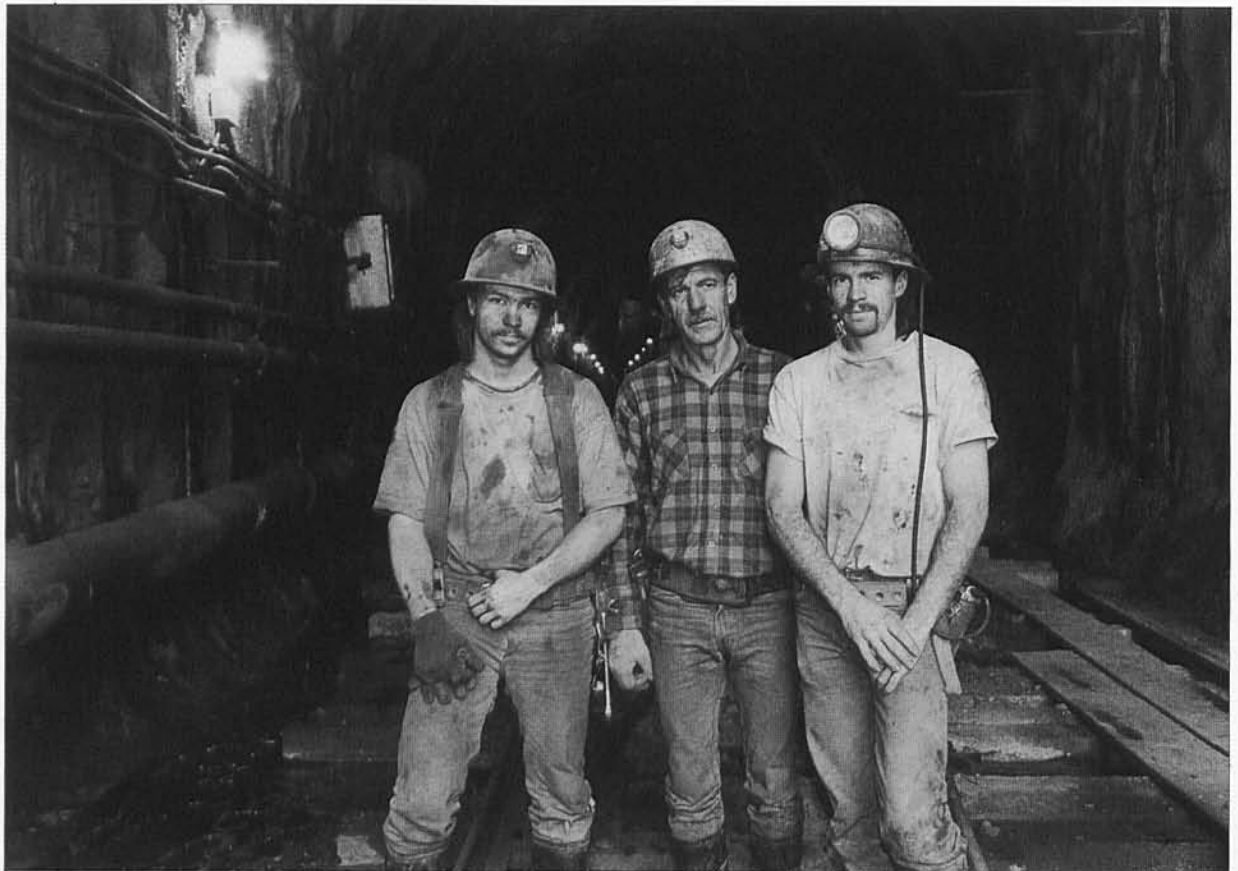
Concerned as he is about his children's safety, Jim Lamb, 52, confesses working with his two sons in the tunnels has made his life far more tolerable and has strengthened bonds.

"It's better than being down there all alone and not knowing anyone," rationalized Jim Lamb on working with Mike and Kevin. "I'm thrilled to have them around but I do worry about them quite a bit."

The Utah-raised sons believe working alongside their dad for six years has lessened some of the loneliness that results from not seeing spouses and children for long periods of time.

MTA

The Lamb family, a father and sons crew, are working to bring the Metro Red Line subway to North Hollywood.



"It's a job, but being around the family definitely makes it more enjoyable," says Kevin, 26, confident one day he'll become a professional home builder. The sons admit they worry about their father's well-being just as much.

"It seems he's been doing this forever and would know when something is not safe, but we still get a little nervous," admits 22-year-old Mike. "Caring, though, is what family is all about and we're sure pop doesn't mind us being concerned about his welfare."

As Jim tells it, he actually did try to discourage his sons from following in his footsteps, much in the same way his own dad did. Instead, Mike and Kevin wound up leaving school early and neither expresses an interest in giving academics one last chance.



Occasionally, "The Lamb Show" does temporarily disband when Jim or one of the sons becomes the designated job-hunting scout.

"We usually follow each other around. The person who finds a job first then helps the other two get hired," Kevin says.

Physical demands and certain occupational hazards notwithstanding, the Lambs believe the good pay and opportunity to tour the country makes their hard life worthwhile.

"I guess it's not all that bad," reflects Jim. "We all enjoy it. However it's backbreaking and one day, when the aches and pains catch up, we'll probably regret it."

The Montreal-born La Frenieres, Jean-Marc, 56, and his son Dennis, 32, have worked together for two years.

A 36-year mining veteran, Jean-Marc became the first member in his family to opt for the underground. "My dad said I had to do something," he said with a distinctive French accent. "If you cannot play professional hockey," he said, "then you've got to get a job."

Similar to Jim Lamb, Jean-Marc's plea for his son to choose a mainstream lifestyle also fell on deaf ears.

Dennis La Frenieres fell victim to the mining bug following a short stint as a Sheraton International maitre d' and an attempt at college. Ironically, he views the tunnels as an extended campus and his father as the professor.

"I believe having an old-timer next to you is the best way to learn," Dennis says.

Jean-Marc, whose wife of 33 years, Marcelle, has stayed behind in Quebec, likes the father-son arrangement, even though co-existing in a trailer can become a little testy at times. "So far, so good," Jean-Marc appraised with his fingers crossed.

*"IT'S A JOB,
BUT BEING
AROUND
THE FAMILY
DEFINITELY
MAKES IT
MORE
ENJOYABLE."*



MTA Unveils Draft Budget

6

"The theme of this budget is accomplish more with less and focus on fundamentals, and we will."

\$2.8 BILLION FY 98 BUDGET CALLS FOR BUS SERVICE IMPROVEMENTS, CUTS IN OVERHEAD

The draft fiscal year 1998 budget presented to the MTA Board of Directors is one percent less than the FY97 budget. Nevertheless, the budget calls for improvements in bus service, continued construction of the Metro Rail subway project in Hollywood and North Hollywood and start of construction of the subway in East Los Angeles.

The proposed \$2.8 billion spending plan provides funding subsidies for rail and bus service to meet the terms of a federal court consent decree that requires the MTA to provide added Metro Bus service and purchase more equipment. And while Metro Bus service will improve, no fare increases are scheduled to occur during the fiscal year, which begins July 1, 1997.

The Board is expected to review the budget at workshops in June and consider adoption at its June 25 meeting.

"The 1997-98 budget sends a clear message to our stakeholders, the people of Los Angeles County who pay for and utilize our buses and trains, carpool lanes and other transit services every day, that this agency will be run in the most cost-efficient manner possible," said Interim MTA CEO Linda Bohlinger. "The theme of this budget is accomplish more with less and focus on fundamentals, and we will."

The proposed funding plan calls for the elimination of 192 positions. These will be attained by voluntary retirements and attrition, though there may be some non-contract layoffs. Funds appropriated for salaries and wages during the fiscal year will be reduced by \$28 million as a result of the staffing cutbacks.

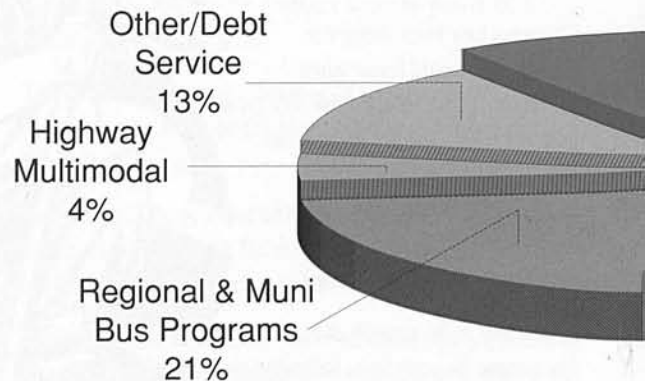
Metro Bus Division 12 in Long Beach, one of a dozen operating divisions, will be downscaled to a light maintenance and storage facility for additional savings.

In addition, the proposed budget calls for the curtailment of some "owl service," MTA bus service operated between midnight and 4 a.m. The service is little used, with many buses carrying just a handful of passengers.

Much of the cost reduction is being driven by declining

FY98 Expenditures

Bus Oper



operating revenues. Funding from state and federal sources also is expected to hold steady or be less than the current year.

"Better bus service, continued construction of the Metro Red Line in Hollywood and North Hollywood are some of the major elements within this budget proposal for the next fiscal year," Bohlinger added.

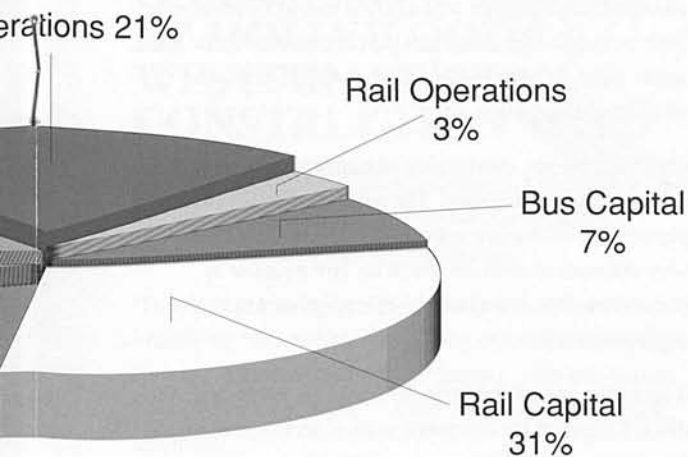
Areas of primary allocation include: \$673 million for bus and rail operations; \$1.1 billion for bus and rail asset maintenance projects, bus procurements and major rail construction; and \$667 million for transportation planning, including subsidies.

In operations, the budget calls for 223 new buses to be purchased at a cost of \$100 million. In December, 53 buses were placed into service while another 51 buses are slated to join the 1,750 average weekday, peak-hour fleet in June.

This summer, as part of a demonstration project, 50 additional buses will be tested on new bus lines so that transit-dependent individuals can enjoy improved access to jobs, schools and health care facilities.

In rail construction, the budget allocates \$783 million in capital funding for the following Metro Red Line subway projects under construction: \$180 million to Segment 2 (Wilshire Boulevard/Vermont Avenue to Hollywood Boulevard/Vine Street) and \$320 million to Segment 3 (North Hollywood to Hollywood Boulevard/Highland Avenue).

Operating Budget \$2.8 Billion



In addition, another \$145 million in subway funds is appropriated to Segment 3 (Union Station in downtown Los Angeles to East Los Angeles; construction will begin in 1998), \$7.5 million for studying extending the subway to Mid-City and \$4 million to study extending the subway across the San Fernando Valley. The budget also sets aside \$47 million to support improvements and upgrades to the Metro Red Line and light rail Metro Blue and Green lines. The budget also includes \$76 million in construction funds to extend the Metro Blue Line to Pasadena.

Allocations to planning and transportation include \$170 million in funds for the MTA's Call for Projects where 88 cities, Los Angeles County and other agencies apply for transportation improvement monies distributed by the agency. Projects to be funded include freeway carpool

lanes, major street widenings, freeway ramps, traffic synchronization, bus system improvements, ridesharing incentives, transit centers and park-and-ride lots and regional bikeways.

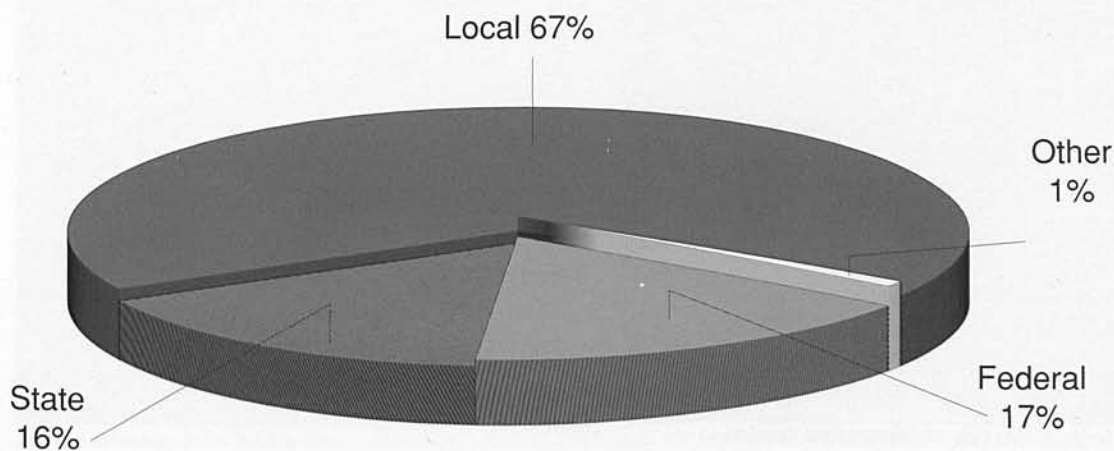
Funds equaling approximately \$128 million in operating and capital funds will be distributed next year to the following municipal bus operators: Arcadia (\$688,000), Claremont (\$135,000), Commerce (\$1.04 million), Culver City (\$10 million), Foothill (\$33 million), Gardena (\$7.4 million), La Mirada (\$468,000), Long Beach (\$30 million), Montebello (\$8 million), Norwalk (\$2.3 million), Redondo Beach (\$121,000), Santa Monica (\$26 million), Torrance (\$9.4 million), Antelope Valley (\$4 million), Los Angeles Department of Transportation (\$8 million) and Santa Clarita (\$4.7 million).

Also slated to receive funding: \$53 million for Metrolink, Southern California's commuter rail line and \$30 million for the Alameda Corridor project, a 20-mile rail development program that speeds the transport of goods from the ports of Los Angeles and Long Beach to downtown Los Angeles.

Additionally, \$30 million is keyed for paratransit services, a program that helps disabled individuals access public transit; \$31 million to the Metro Freeway Service Patrol for continuation of the successful emergency tow truck service and \$14 million for freeway call boxes throughout Los Angeles County.

Funding for the MTA comes from four main sources: Propositions A and C local sales tax measures approved by Los Angeles County residents, the federal government, the state of California and farebox revenues.

FY98 Total Revenues Available \$3.3 Billion



Los Angeles
County
Metropolitan
Transportation
Authority

July Merger

8

MTA

TRANSIT POLICE MERGER

The 500-member Metro Transit Police force will officially merge with the Los Angeles Police Department (LAPD) and the Los Angeles Sheriff's Department (LASD) in July.

By eliminating overlapping functions and civilianizing some jobs, the merger will place additional officers and deputies in the field, with most of them deployed on Metro Buses.

Five-year contracts with both the LAPD and the LASD have been executed.

Under the merger plan, the program is designed to capitalize on the strengths of the MTA Transit Police, the 10th largest police department in California, as well as those of the LAPD and the LASD.



It's official, the Metro Transit Police are merging with the Los Angeles Sheriff's Department and the Los Angeles Police Department to bring enhanced law enforcement efforts to the Metro Bus and Metro Rail system.

The new policing force for the MTA will continue to operate out of the agency's headquarters. The transit force will gain additional resources, as well as LAPD and LASD resources, such as mobile field command post operations, traffic units, motor units, mounted units, off-road vehicle units, and other specialized units.

Under the merger, overlapping administrative costs are scheduled to be eliminated. The new program also calls for placing non-sworn fare inspectors on Metro Rail trains, who will work in teams to check for fare payment by passengers. This new class of fare inspectors will supplement police.

A transition period started in early June, as LAPD and LASD officers organize for two major units of service, one for city operations, another for county operations.

The MTA will establish a new security department that will provide law enforcement contract oversight and deploy an internal unit of guards (Teamsters).

Linda Bohlinger, MTA Interim CEO, outlined some of the benefits of the merger for the MTA: "It enhances the safety of our patrons. It increases our law enforcement capabilities by allowing us to deploy more officers in the field. And it provides better safety for our bus and rail operators. In addition, MTA police officers also benefit. They will not lose any pay and will in fact receive increased benefits, all of this at a lower per-unit cost."

The MTA Board and the CEO will retain policy oversight and will also retain full control over the budget.

"We can maximize our capabilities and do it more efficiently," said Bohlinger. "We can now better focus on our primary goal of implementing a multimodal transportation system for the Los Angeles region."

ARTISTS' MURALS ON DISPLAY AT HOLLYWOOD/ WESTERN STATION CONSTRUCTION SITE

For artist Katherine Arion, painting her mural on a construction fence suddenly became an intense personal experience with the community.

"People kept coming by, they would say, 'thank you for beautifying our neighborhood.' They were telling their life story... Teachers brought their classes... One ten-year-old boy came by three times... I was energized by the people," Arion said.

Arion, who emigrated from Bucharest, Romania, is one of two artists commissioned by the MTA to create murals for the construction fences at the Hollywood/Western Metro Red Line Station. Her work, titled 'Hora,' is an abstract vision of trees extending their branches like people in the Romanian folk dance by the same name who dance with arms wrapped around each other in unity.

Artist Marco Elliott, who teaches commercial art at Venice High School, created a mural on vinyl that can be moved to other sites. The work, which was constructed with the help of some of his current and former students, portrays abstract dinosaur-like figures.

"The whole idea is to snap us out of the monotony of daily existence," Elliott said. On the surface, his imagery is whimsical, "a comic strip kind of reality," he said. The underlying message, according to Elliott, is that like the dinosaurs, "We are driving ourselves to extinction only this time with automobiles."

Elliott has created a number of murals both in Los Angeles and in Europe. He describes himself as "a borderline fanatic on taking art out of the museums and taking it to where people live and where they spend their lives."

The works by Arion and Elliott are part of a series of murals created to enhance Metro construction sites in the Hollywood area. The artists are selected by panels of arts professionals and community members.

"What were drab and often vandalized construction fences have now become colorful works of art," said Maya Emsden, Director of Metro Art. "We hope that visitors and residents alike appreciate how the talents of artists can help to alleviate the effects of construction in the Hollywood area."



Artist Katherine Arion brings beauty to the construction fences at the Hollywood/Western Metro Red Line Station.

"Thank
you
for
beautifying
our
neighborhood"

SECOND GOLDEN AGE OF HOLLYWOOD

Continued from page 1

10

"There are a variety of things happening that are catching everyone's attention but it's the subway that's really turning things around."



The Hollywood Chamber of Commerce says hooray for the subway. "In about five years my guess is that Hollywood Boulevard will be the hottest street in Los Angeles for development," says Leron Gubler, executive director of the Hollywood Chamber of Commerce.

"The boulevard will become a major pedestrian thoroughfare, much in the same way Pasadena's Old Town and Santa Monica have," added Gubler.

Though still nearly 1-1/2 years away from officially opening, the subway is already attracting a steady stream of developers to Hollywood. In the works are plans to turn the land surrounding the Hollywood Boulevard/Highland Avenue subway station into a 210,000-square-foot center featuring shops, restaurants and a multiplex theater, and to transform 118,000 square feet of land near Hollywood Boulevard and Western Avenue into a mixed-use project offering senior housing and commercial space.

Other signs of renewal include the \$9.5 million restoration of the historic Egyptian Theatre, in progress, the completed \$8 million restoration and earthquake-proofing of the El Capitan building plus the opening of the new Hollywood Entertainment Museum last fall. The \$4 million renovation of the Hollywood Entertainment Plaza will be complete sometime this year and the Hollywood Wax Museum has undergone a face-lift.

In addition, the Max Factor Building, which will house the Hollywood History Museum, is receiving a major make-over this year, plus many other planned capital improvements.

"We anticipate that what's been happening at other mass transit centers around the country will happen here," continued Gubler. "Developers are attracted to subway station sites and we are already seeing that at Hollywood and Highland. We haven't seen this much interest in Hollywood in five years. The subway is definitely the driving force behind it all."

Back when Clark Gable was "king," Errol Flynn the swashbuckler and little curly-top Shirley Temple boarded the Good Ship Lollipop, movie stars and Pacific Electric Railway Red Cars were among the most common sights on Hollywood Boulevard. The owners of one of the oldest businesses in the community, Hollywood Piano Rental Company on Highland Boulevard, miss the old days but believe a subway-led renaissance is well underway.

“The Metro Red Line was the most visible sign of a move in the right direction after years of empty promises and a continuous decline,” concludes co-owner Eddie Tishkoff, 66, whose dad, Abe, started the business in 1928.

Ask them to reminisce about bygone eras, Tishkoff and his brother Jerry are more than willing to wax nostalgic – memories rush forward like the rapids – Marilyn Monroe and Jane Russell once came in together, George and Ira Gershwin were regular customers. However, it’s the vivid image of the Pacific Electric Railway Red Car annually delivering millions upon millions of shoppers and star-seekers that they hope will be replicated in the near future. In 1945 alone, the trolley carried more than 109 million people to nearly all points of interest in the greater Los Angeles area over thousands of miles of trolley lines.

“It was a stroller’s paradise back then,” says Jerry Tishkoff. “People came to see the movie stars. It was a fun place to visit and to do business. It looks like it could be that way again.”

David Malmuth, senior vice president of San Diego-based TrizecHahn Centers, whose firm is planning to invest \$145 million on the Hollywood Boulevard/Highland Avenue development above the Metro Rail Line, says the prospect of a subway was enticing.

“It certainly was a factor in our decision,” he said. Malmuth is the same man who encouraged his former employer, the Walt Disney Co., to revitalize and ultimately turn around 42nd Street on Times Square in New York City.

“People will want to travel on the subway during the evening and weekends and will complement the existing foot traffic in Hollywood,” continued Malmuth. “We expect to see results right away because the subway will have already been running six months when our development opens. Twenty years out the impact will be very significant. I am a big believer in transit and urban development projects.”

Rob Waller, a broker with CB Commercial Real Estate Group Inc., which is brokering a proposed entertainment complex at Sunset Boulevard and Vine Street, says the subway helps close deals.

“The subway definitely is a selling point,” says Waller. “It depends on the business’ proximity to the station portals, but overall the response on the part of business is very positive.”

A Los Angeles City Council staff member says the subway has been a key ingredient in Hollywood Boulevard joint development strategies.

Continued on page 12



“People came to see the movie stars. It was a fun place to visit and to do business. It looks like it could be that way again.”

SECOND GOLDEN AGE OF HOLLYWOOD

Continued from page 11

"Psychologically, merchants are beginning to see the end of the tunnel," says Deputy Roxana Tynan who works with Hollywood on behalf of a Councilmember. "The development train is really moving. People who have held on to their properties for years are now willing to develop...they don't want to be left out. It's a great opportunity...there's an enormous amount of excitement."

Meanwhile, a prominent Los Angeles economist believes the subway will be the star in the new Hollywood and will attract star developers.

"There are a variety of things happening that are catching everyone's attention but it's the subway that's really turning things around," says Jack Keyser, former chief economist for the Los Angeles Area Chamber of Commerce, now with the Los Angeles County Economic Development Corp.

"Joint development and the subway, it all works together, but again, it's the subway that will be instrumental in turning the whole community around," Keyser reiterated. "You'll see. Hollywood will move up and become more of a destination."

According to the Los Angeles Convention and Visitors Bureau, visitors to Los Angeles rated Universal Studios and Disneyland as the most popular destinations. Hollywood's Walk of Fame and Mann's Chinese Theater ranked third and sixth, respectively.

If the recent sampling of tourists studying movie star foot and handprints in the courtyard of Mann's Chinese Theater is any indication, ridership on the Metro Red Line will be high.

"I definitely would have spent more time and money in Hollywood if the subway had been open," says Australian tourist Desmond Zanker, who on previous vacation stops sampled the metro systems in Hong Kong, Paris, New York and London. "It definitely made getting around so much easier. I can hardly wait until the Hollywood subway opens."

"Driving around here is very hectic," sighed Pittsburgh tourist Ed Engstler. "I came here to relax and not to fight the hustle and bustle. A subway really makes sense here and will make my next vacation a lot less stressful."



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