



## MAKING TRANSIT HISTORY

*Service Sectors Open*

**METRO RAPID EXPANSION**  
*Vermont and Broadway Next*

**EASTSIDE LIGHT RAIL LINE**  
*Construction Just Around Corner*

**FIRST REGIONAL PASS DEBUTS**  
*An EZ Way to use Public Transit*



SAN FERNANDO VALLEY

SAN GABRIEL VALLEY

WESTSIDE/CENTRAL

SOUTHBAY

GATEWAY CITIES



Chief Executive Officer  
Roger Snoble

# Board of Directors



Los Angeles County Metropolitan Transportation Authority

*If you walk, ride a bike, use public transit, or drive a car or truck on Los Angeles County streets and freeways, you're an MTA customer. Surprised? Most people think MTA is just "the bus company," or they may be vaguely aware MTA operates Metro Rail. Yet the reality is that all 10 million people who live in Los Angeles County, as well as all those who visit, are MTA customers.*

*MTA is the lead transportation planning and programming agency for the county. We make sure you can get where you want to go and when you want to get there today and in the future. No pun intended but a lot rides on what we do. That's why we're introducing Metro Quarterly or MQ for short, a magazine that will be published every three months with the latest information on new public transportation options, street and highway improvements, and tips on how to make traveling in the Los Angeles area a whole lot easier.*

*In future issues, we'll also share our annual State of the Traffic report for Los Angeles County and explain how, together, we can avert gridlock as the county's population swells. We'll take you on a virtual tour of Metro Art at Metro Rail stations, go "Back to the Future" with exciting new transit technology and so much more.*

*We hope you enjoy this first issue and will help spread the word to your family and friends. They can be added to our mailing list by e-mailing the MQ editor, Gary Wosk, at [woskg@mta.net](mailto:woskg@mta.net) or by writing to him at MQ, MTA Media Relations, Mailstop 99-19-8, One Gateway Plaza, Los Angeles, CA 90012-2952. We look forward to hearing from you and serving you.*

Sincerely,

Roger Snoble

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- Paul Hudson** Banker
- Allison Yoh** Urban Planner

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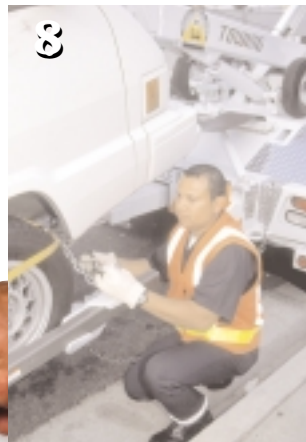
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# Rapid Growth

## POPULAR METRO RAPID TO BE EXPANDED

### *Vermont Avenue and Broadway next in line*

**F**aster and more frequent service will be delivered on two of Metro's busiest bus lines serving Vermont Avenue and Broadway starting this December when new Metro Rapid service is inaugurated.

Buoyed by the success of two demonstration lines, the MTA Board voted to expand Metro Rapid by 23 additional bus lines during the next 10 years starting with Vermont and Broadway.

Metro Rapid is like a rubber tire railway. The special red-and-white painted buses, which arrive at special stations frequently, make fewer stops than local buses – about once a mile instead of every two or three blocks – and use special transponders to extend green traffic lights by up to 10 seconds or turn red lights green sooner. The buses also feature low floors for easier and quicker passenger boardings and exits.



Metro Rapid buses typically cut travel time by about 25%. As a result, ridership has soared on the two demonstration lines that serve Ventura Boulevard in the San Fernando Valley between the Universal City Metro Rail Station and Warner Center and along Wilshire and Whittier boulevards between Santa Monica and Montebello.

Designated as Line 754, Vermont Avenue Metro Rapid buses will travel 12.7 miles from the Vermont/Sunset Metro Rail Station to just south of the Metro Rail Station at Vermont and 120th Street. The Broadway Metro Rapid, Line 745, will run between MTA's Patsaouras Transit Plaza in downtown and the Metro Rail Imperial/Wilmington/Rosa Parks Station, a distance of 10.1 miles.

The Vermont Metro Rapid will serve a number of diverse and densely populated communities including the Los Feliz area, Westlake, Wilshire Center, Koreatown, Exposition Park, USC, central LA and Athens.

Compared to existing limited stop Metro Bus service on Vermont Avenue, Metro Rapid patrons are expected to enjoy an 18-20% savings in travel time.

Instead of riding for one hour to travel 12.7 miles using regular Metro Bus service, a one-way trip will be only 48 minutes.

Operating plans for the Broadway Metro Rapid line are still being developed, however, customers should enjoy similar travel time savings. Among the communities served will be downtown Los Angeles, South Central and Watts.

The MTA Board has approved the implementation of additional Metro Rapid lines at a rate of one or two every six months. When complete, the four phases will result in 400 miles of new Metro Rapid service.

## Metro Rapid REPORT CARD

### Line 750 San Fernando Valley Ventura Boulevard

- Ridership increase: 37% (from 13,500 to 18,500 daily boarding passengers)
- 16-mile travel time reduction: 23% (from 1-hour using regular Metro Bus service to 46 minutes)

### Line 720 Downtown Los Angeles Wilshire/Whittier Boulevards

- Ridership increase: 42% (from 63,500 to 90,000 daily boarding passengers)
- 26-mile travel time reduction: 29% (from 2 hours using regular Metro Bus service to 1 hour, 25 minutes)



## VALLEY AND MID-CITY/WILSHIRE TO RECEIVE **NEW BUS SYSTEMS**

**T**o meet new and existing demand, MTA is in the process of constructing new, much-needed modes of bus transportation that resemble light rail systems in terms of speed and efficiency in the Mid-City area and San Fernando Valley.

In the San Fernando Valley, construction of a 14-mile "busway" will speed the daily travel of thousands of commuters between the future Warner Center Transit Hub in the West San Fernando Valley and the Metro Red Line subway station in North Hollywood. Construction is expected to start next spring and open in 2005.

A bus trip across the Valley between those two locations now takes about 55 minutes. Buses traveling along the exclusive busway, along a former railroad right-of-way MTA owns, will cut travel time to between 35 and 40 minutes. That time will be maintained for years to come because buses will not compete with traffic.

Low-floor, compressed natural gas buses will stop at 13 busway stations spaced approximately one mile apart every 7 to 10 minutes during peak hours and pass through communities that include North Hollywood, Valley Glen, Van Nuys, Sherman Oaks, Encino, Tarzana and Woodland Hills. Among the activity centers linked by the busway are the Sepulveda Basin Recreation Center, Van Nuys Government Center, Valley College and NoHo Arts District.

Other features include covered waiting platforms, artwork, security

lighting, a passenger information system at each station, ticket vending equipment, and park/ride lots at five stations which will accommodate a total of 3,000 cars. The total cost of the busway project is approximately \$329 million.

### **BRT builds on success**

The Mid-City/Wilshire Bus Rapid Transit (BRT) project will span between the Wilshire/Western Metro Red Line Station and downtown Santa Monica, a distance of 13.2 miles, and expands upon the success of the Metro Rapid Wilshire/Whittier Line #720 which opened in June 2000.

The BRT enhancements will add additional signal priority, reconstructed curb lanes to provide smoother running surfaces, larger bus vehicles to carry more people and possible segments of peak period dedicated bus lane operation. New station shelters will be constructed to allow multiple-door boarding and alighting and there will be new fare vending and security equipment.

The \$235 million project will break ground next spring and is expected to open in 2005. Along the route there will be 15 stations in the cities of Los Angeles, Beverly Hills and Santa Monica. Major destinations include Wilshire Center, Hancock Park, Miracle Mile, Beverly Hills, Westwood/UCLA and downtown Santa Monica.

# Curbing Smog

## *MTA is Leader in Clean-Air Coaches*

**M**TA is solidifying its hold on the distinction of being the operator of more clean air buses than any other transit property in the United States by adding even more compressed natural gas (CNG) buses to its fleet.

The San Gabriel Valley recently joined the CNG family when MTA assigned the first of 176 new CNG buses to the region. Altogether, MTA has approximately 1,800 CNG buses in service and is adding about 15 new CNG buses each week.

"Compared to older diesel buses that are being replaced, the MTA's CNG buses run 83 percent cleaner in terms of emissions," says MTA Board member John Fasana, noting that MTA's fleet produces 39 fewer tons of pollution each day.

Since 1998, MTA has received \$23.7 million in clean air grants from clean air agencies for buying alternative-fuel buses.



*San Gabriel Valley Division service attendant Margo Martinez fuels one of the many new compressed natural gas buses serving the region.*



# Destination East

## METRO RAIL EXTENSION WILL GREATLY IMPROVE ACCESS TO ALL OF LOS ANGELES COUNTY

**E**astside residents will enjoy unparalleled access to jobs, schools, hospitals, shopping, entertainment, cultural and other destinations throughout Los Angeles County when the community is connected with Metro Rail in 2008.

The first leg of that journey will begin next spring when construction of the 6-mile Metro Rail extension begins. The light rail line will operate mostly above ground but includes a 1.7-mile tunnel segment under the narrow streets of Boyle Heights. It will start at Union Station in downtown Los Angeles, cross over the 101 Freeway and head south on Alameda Street to 1st Street. It then will bear east on 1st Street to Indiana Street with a tunnel under Boyle Heights. After a short southerly jog, it will continue east on 3rd Street and end at Atlantic and Pomona boulevards. The line will include nine stations.

The Eastside is one of the most densely populated areas of Los Angeles County. It is also a community where many residents are frequent users of public transit.

“The light rail extension will give the people of East Los Angeles an excellent travel alternative as they commute to downtown Los Angeles and beyond,” says Los Angeles County Supervisor and MTA Board member Gloria Molina. “While the



Metro Bus system will remain a vital part of the transit system, this extension will greatly improve access and speed of travel to jobs, schools, medical facilities and places of recreation.”

Metro Rail now crisscrosses the county extending from Long Beach to downtown Los Angeles, Hollywood,

Universal City, North Hollywood and other communities. In 2003, Metro Rail will begin service from downtown Los Angeles to east Pasadena. That segment will be called the Metro Gold Line and will be extended directly to the Eastside.

The estimated cost of the Eastside Metro Rail extension is approximately



*From left to right:  
1st St./Boyle underground  
Station,  
1st St./Soto underground  
Station, and  
3rd St./Mednik at-grade  
Station*

## GrowingPains

### *More people equals more trains on light rail lines – Popularity of transit mode continues upward trend*

\$826 million. It will be funded with state and federal funds, specifically earmarked for this Metro Rail project. The federal government had earlier committed \$495 million for a subway link to the Eastside

**//**  
**The light rail extension will give the people of East Los Angeles an excellent travel alternative as they commute to downtown Los Angeles and beyond.**

**//**  
*Los Angeles County Supervisor and MTA Board member  
Gloria Molina*

but when the subway cost became prohibitive, the MTA Board, with strong community support, opted for a light rail alternative to help serve the growing transit need of the Eastside.

## Stations

In addition to Union Station, stations would be located at:

- 1st St./Alameda St. (Little Tokyo/Artists District)
- 1st St./Utah St.
- 1st St./Boyle Ave.
- 1st St./Soto St.
- 3rd St./Indiana St.
- 3rd St./Ford Blvd.
- 3rd St./Mednik Ave.
- Pomona Blvd./Atlantic Blvd.

**U**pgrades made on the light rail Metro Blue and Green lines within the last year have increased the comfort level of passengers.

At a cost of \$11 million, work on the Metro Blue Line involved extending platforms at 19 stations to accommodate three-car trains along the 22-mile route. Since last October 50% of the Metro Blue Line trains traveling during peak operating hours have pulled three cars instead of two.

The ability to operate an extra car has increased available capacity and reduced crowding during times of the day when the line typically operates at, or above, capacity.

The third car allows MTA to carry up to 145 more seated and standing passengers. The Metro Blue Line, open since 1990, serves Watts, Compton, Willowbrook as well as Long Beach, Los Angeles and other communities, and is the second busiest light rail system in the nation.

“We worked a long time to get this,” says Los Angeles County Supervisor and MTA Board member Yvonne Brathwaite Burke. “The Metro Blue Line carries more passengers than any other light rail line in the nation except Boston, so

this is very important to help eliminate crowding.”

Ridership on the Metro Blue Line last April averaged 68,533 weekday daily boardings, up almost 7,000 boardings in two years.

Beginning in late January 2001, MTA began phasing in two-car trains on the 20-mile Metro Green Line, which opened in 1995. Each P2000 car, manufactured by Siemens Transportation Systems Inc., cost approximately \$2.3 million.

Ridership on MTA’s Metro Green Line hit an all-time high last October when the light rail line had average weekday boardings of 33,000.

The Metro Blue and Green lines both share the Imperial/Wilmington/Rosa Parks Station in Willowbrook. The Blue Line runs between Long Beach and downtown Los Angeles and the Green Line between Norwalk in southeast Los Angeles County and Redondo Beach, primarily in the center median of the I-105 freeway.







# It's a Bird, It's a Plane,

## NO, IT'S THE SUPER HEROES OF METRO FREEWAY SERVICE PATROL

**C**hances are one day your car will break down on a Los Angeles County freeway. Spiderman won't come to your rescue, but a real life superhero of sorts will.

Usually in less than five minutes, help arrives in the form of a Metro Freeway Service Patrol (FSP) tow truck driver.

In four out of five assists, repairs, such as changing a flat tire, filling a radiator, taping leaky hoses, providing a jump-start, providing a gallon of gas or towing vehicles to a safe location off the freeway, can be underway within 10 minutes of arriving.



The friendly tow truck driver, and dozens like him, will perform the same feat for 30,000 other stranded motorists in one month's time, all free-of-charge. More than 3 million stranded motorists have received FSP assistance since the program's inception in 1991.

FSP tow truck operators patrol 400 miles of congested freeways in Los Angeles County with the goal of removing disabled vehicles from freeway lanes as quickly as possible so that traffic will not back up.

### Tremendous benefit to all

"The Metro Freeway Service Patrol concept is one of the best strategies thus far devised to fight the battle against the never-ending, and constantly growing, traffic congestion on our freeways," says Byron Lee, MTA Metro Freeway Service Patrol director.

This year, MTA is providing \$20.5 million in local and state funding for the Metro FSP program, managed by MTA, the California Highway Patrol and Caltrans.



According to a study conducted by UC Berkeley, Metro FSP has a benefit cost ratio of almost 15 to 1, meaning that for every \$1 spent on FSP, there is a \$15 savings to the motorist in terms of reduced travel time, air quality benefits, etc.

Metro FSP tow trucks operate on nearly all Los Angeles County freeways Monday through Friday, 6 to 10 a.m. and 3 to 7 p.m., and at midday on the most congested freeways. Weekend service is provided from 10 a.m. to 6:30 p.m.



# SaveMinutes

## POPULAR FREEWAY CARPOOL LANES BOOST RIDESHARING

**A**ngelenos love carpool lanes. That's the finding of a recent MTA survey of Los Angeles County drivers.

According to a survey of 3,300 randomly selected drivers, 88 percent approved of carpool lanes, and 52 percent of carpool users are former solo drivers who probably like the fact they save, on average, one minute of travel time per mile compared to driving solo in regular freeway lanes.

With 396 miles currently in



*Driver Cesar Guerrero and first-row passengers (left) Robert Numbhard and Robert Donaldson, all Division 10 bus operators, vanpool each day from Fontana to Los Angeles, a 60-mile trek.*

operation, Los Angeles County today boasts the nation's largest carpool lane network. MTA, which approves the allocation of federal, state and local funds for carpool lanes, has 350 more miles of carpool lanes in the pipeline including an extension of the El Monte Busway on the San Bernardino Freeway (I-10). The 3.2-mile segment will extend the lane from Baldwin Avenue in El Monte through the San Gabriel Valley to the I-605 Freeway. Another 22 miles may be built if funding is available.

In January, MTA opened the 7.8-mile carpool lane on the southbound San Diego Freeway (I-405) that runs between the 101/405 freeway interchange near Sherman Oaks and Waterford Street in Brentwood.

Commuters who use the new lane have been sailing through the pass at



speeds averaging 30 to 50 miles per hour saving an average of 15 minutes per trip end-to-end, but sometimes as much as 25 minutes. MTA provided 90 percent of the carpool lane's \$22.7 million price tag.

"This lane underscores the great efficiency of carpool lanes in moving people as opposed to simply moving more vehicles," says Los Angeles Mayor James Hahn, also a member of the MTA Board. "We can expect these kinds of results to multiply as we expand the carpool network."

## CarpoolLanes UNDER CONSTRUCTION

- SR-14, Escondido Canyon to Pearblossom Highway opens December 2002
- I-210, Foothill Blvd. to San Bernardino Co. (freeway gap) opens December 2002
- I-10, SR-57 to San Bernardino Co. Line opens May 2003
- I-10, Baldwin Ave to I-605 opens August 2004

### Among the carpool lanes currently in design are:

- SR-14, Pearblossom Highway to Ave. P-8 projected opening July 2004
- I-5, SR-118 to SR-14 projected opening October 2004
- I-405, Century Blvd. to SR-90 projected opening March 2005
- I-405, SR-90 to I-10 projected opening December 2005
- I-5, SR-170 to SR-118 projected opening July 2007

## Ridesharing CATCHES ON

### FREEWAY CARPOOL USE IN LA COUNTY

**1997**  
354,000 average daily person trips

**1999**  
529,000 average daily person trips

**2001**  
700,000 average daily person trips

# MTA Going Local

## 'COMMUNITY-BASED TRANSIT' PROMISES IMPROVED SERVICE, GREATER RESPONSIVENESS TO CUSTOMERS AND COMMUNITIES

**M**TA is making sweeping changes in the way it delivers transit services.

For decades, MTA and its predecessor agencies have managed a fleet of more than 2,000 buses from a central downtown Los Angeles operation. Starting July 1 that changed as MTA decentralized its massive countywide bus operations into five geographical community-based transit service sectors.

Each has a budget and is headed by a general manager with support staff based in the communities they serve. They have intimate knowledge of the local operations, the service area and their customers so they can better tailor service to meet demand. This structure also gives the public easier access to MTA and more influence in guiding MTA planning decisions.

As a result, the public should see cleaner buses, improved on-time performance, greater customer input, and better routes and scheduling, among other benefits. The changes will be gradual but steady once the sectors are established.

The sectors are responsible for local

bus operations. Each sector general manager oversees an operation of between 400 and 600 buses. MTA headquarters staff manages Metro Rail and express bus services that are more regional in scope.

Five service sectors are being established for the San Fernando and San Gabriel Valleys, South Bay, Central/Westside area, and Gateway Cities in Southeast Los Angeles County. The San Fernando and San Gabriel Valley sectors

The MTA Board of Directors will soon establish local governing councils that will work closely with the sector general managers in determining routes and schedules and other service decisions.

David Armijo, former director of operations for the Orange County Transportation Authority, is proposed to head the San Fernando Valley sector. Jack Gabig, former general manager of Montebello Bus lines, is in charge of MTA's San Gabriel Valley operations.

**// This new structure will provide greater local control and ensure increased responsiveness to our customers and the communities. It's also a more efficient way of doing business. //** *-Roger Snoble, CEO*

were the first to get underway and the rest will be in place by January.

"We want to be part of the community instead of detached," explained MTA CEO Roger Snoble. "This new structure will provide greater local control and ensure increased responsiveness to our customers and the communities. It's also a more efficient way of doing business."

Three other general managers will soon be assigned to the other community-based transit sectors. They include Richard Rogers, former vice president of Transportation Concepts, Tracy Daly, former Metrolink assistant executive officer and Dana Coffey, former Metro Bus South Bay Division manager.



## PROPOSED GENERAL MANAGERS



*David Armijo  
Service Sector:  
San Fernando Valley*

**Prior Position:**  
Director of operations for the Orange County Transportation Authority (OCTA) for six years.

**Responsibilities:**  
Managed agency's bus and paratransit services, Metrolink commuter rail services and Orange County Taxi Administration Program.

**Major accomplishments:**  
Bus ridership increased by 40%, commuter rail ridership doubled.

Oversaw start-up of 232-vehicle liquid natural gas fleet.

Designed and implemented \$14 million computerized radio dispatch communication system with satellite-automated vehicle locators.



*Richard Rogers  
Service Sector:  
Southeast Los Angeles*

**Prior Position:**  
Vice president of Transportation Concepts

**Responsibilities:**  
Managed all transit, shuttle and paratransit contracts for services offered throughout Southern California.

**Major accomplishments:**  
Generated 400% growth in business, enhanced quality of service, improved productivity through restructuring of transit operations.



*Gerald Francis  
Metro Rail Operations*

**Prior Position:**  
Assistant vice president of rail operations for Dallas Area Rapid Transit (DART).

**Responsibilities:**  
Rail operations and build-out of DART's light rail system. Also oversaw the Operations Control Center, rail yard operations and training, the operations administrative staff and field supervisors.

**Major accomplishments:**  
Involved in the start-ups on DART's light rail line. Has more than 22 years experience in rail freight and mass transit. Was also involved in start-up of light rail program in St. Louis.



*Jack Gabig  
Service Sector:  
San Gabriel Valley*

**Prior Position:**  
General manager of Montebello Bus Lines for 12 years.

**Responsibilities:**  
Supervised staff of 200 employees, oversaw 75-vehicle bus and paratransit service.

**Major accomplishments:**  
30% service expansion into surrounding communities, a strong maintenance program, construction of a regional rail station and new operating facility, and led the development of a new strategic plan.



*Tracy Daly  
Service Sector:  
Central/Westside area*

**Prior Position:**  
Assistant executive officer at Southern California Regional Rail Authority (second in command at Metrolink).

**Responsibilities:**  
Helped supervise 150 employees and more than 400 contract personnel providing rail commuter services to a six-county area, managed support services and technology department.

**Major accomplishments:**  
Led strategic planning effort of board of directors, built new department team of support services and technology, led extensive renovation and expansion of Metrolink's downtown Los Angeles headquarters, revamped internal audit system to make it more responsive, effective and constructive.



*Dana Coffey  
Service Sector:  
South Bay*

**Prior Position:**  
Transportation Manager, MTA's South Bay Division 18.

Has been with the transit agency for 26 years.

**Responsibilities:**  
Managed over 600 operations employees, in charge of 280 buses and 28 bus lines. Also responsible for on-time pullouts, in-service schedule adherence and overall operation of division transportation activities.

**Major accomplishments:**  
Has worked at all 11 Metro Bus operating divisions.

Promotions have included transportation operations supervisor, assistant division transportation manager and division transportation manager.

Initiated a new management program that led to a series of changes.



# EZPass

## EZPASS EASES TRANSFERS BETWEEN METRO, OTHER PUBLIC TRANSIT CARRIERS

**I**t will be a breeze to transfer to and from Metro Bus and Metro Rail and 11 municipal bus lines starting September 1 with the new EZpass, the first regional transit pass offered in Los Angeles County.

Currently, customers who transfer from Metro to most other carriers have to pay again and keep track of all the different fare structures. No more.

The new EZpass will be good for travel on all Metro Buses and trains (extra surcharge for express bus service) plus buses operated by Culver City Municipal Bus Lines, Foothill Transit, Montebello Bus Lines, Gardena Municipal Bus Lines, City of Commerce, Long Beach Transit, Norwalk Transit, LADOT, Torrance Transit, Santa Clarita Transit, and Santa Monica's Big Blue Bus.

The EZpass goes on sale August 25 at most transit pass outlets including Metro Customer Centers, Continental Currency Services Inc., Nix Check Cashing, Popular Cash Express and most Ralphs supermarkets.

The price of an EZpass for regular patrons and students is \$58, \$29 for seniors (62 and over and not employed full time) and \$29 for the disabled.

Appropriate identification such as MTA senior ID card, LACTOA Senior/Disabled ID plus the Medicare ID card or DMV placard, both which require a photo ID, are required.

Metro customers who only ride Metro Buses and trains can still buy a Metro monthly pass and the price remains the same.

However, the new EZpass is a bargain for those who transfer frequently between other public transit carriers and will make boardings faster.

"It will lead to seamless travel on public transit in Los Angeles County," says Los Angeles Mayor James Hahn, a member of the MTA Board. "It's one of the key ways we're making public transit more attractive and easier to use so we can get people out of their cars and trucks and onto buses and trains. The more people we

can encourage to use public transit, the greater benefits we'll see in less traffic congestion and improved air quality."

For more information about where the EZpass can be purchased or Metro or other transit carrier information in Los Angeles County, call 1-800-COMMUTE or visit MTA's website at [www.mta.net](http://www.mta.net) and click on Metro Transit and then go to Pass/Token Sales.



### Important Information Phone Numbers

**MTA Main Office**  
213-922-2000

**Metro Bus and Metro Rail Systems fares, routes, schedules**  
1-800-COMMUTE

**Hearing-Impaired (TDD machine)**  
1-800-252-9040/TTY

**MTA Website**  
Bus and rail schedules, trip planning information, general information about MTA, press releases, customer information, employment opportunities, MTA Board information, vendor services and more.

[www.mta.net](http://www.mta.net)

**MTA Job Hotline**  
213-922-6217

**Concerns About Metro Service?**  
213-922-6235

**Bicycles on Metro Rail**  
213-922-3777

**Wheelchair Lift Hotline**  
1-800-621-7828

**Lost and Found**  
3230-937-8920

**Metrolink**  
1-800-371-LINK

# Advanced Technology

## TAKES BIG BITE OUT OF ON-HOLD WAIT

New state-of-the-art computer equipment and an improved training and supervision program have reduced the waiting time on MTA's toll free 1-800-COMMUTE customer service line by 83% in the last several years.

As recently as three years ago, customers seeking information about public transit often had to wait an average of 12 minutes or more for an available agent. The waiting time is now slightly less than two minutes with the majority of calls being answered in even less time.

"Improved forecasting of call volumes, replacement of antiquated computer equipment at 85 workstations along with state-of-the-art networked computers capable of responding to



customer requests at lightning speed, were the keys to the improvement," says Metro Information communications manager Tom Longsdon.

On an average weekday, Metro Customer Information agents handle as many as 9,000 telephone calls from bus and rail riders. Highly trained and experienced agents give them personalized, detailed instructions on how to reach their destinations via Metro Bus, Metro Rail, via the municipal bus operations or Metrolink commuter rail service.

Metro Information is continuing to explore options such as automated voice response and on-line maps that could enable its agents to assist customers even faster in the future.

The phone lines are open from 6 a.m. to 8:30 p.m. weekdays and 8 a.m. to 6 p.m. weekends. An interactive trip planner also is available on the Internet at [www.mta.net](http://www.mta.net).

# MTA & Metrolink WORKING TOGETHER TO MOVE L.A.



"This joint Customer Center is a natural extension for both MTA and Metrolink," says LA City Councilman Hal Bernson, MTA Board chairman and Metrolink Board chair. "We share more than just the space here; we share a commitment to providing excellent service to all of our customers."

Until the expansion of the Customer Center, information about Metrolink, operated by the Southern California Regional Rail Authority, was only available in the west end of Union Station.

"Both MTA and Metrolink realize that if we can make using public transportation fast, easy and reliable, we will be able to

attract more commuters to our systems," says Bernson. "Our focus is on providing all of our current and future customers with the service they expect and deserve and our organizations will continue to keep working together to move LA."

## A few steps from Metro Rail

The center's location is just across the entrance to the Metro Red Line subway and just below the Patsaouras Transit Plaza where buses pass through each day. More than 75% of Metrolink's passengers go through Union Station each weekday and half then transfer to MTA's Metro System.

"Providing these services under one roof will encourage our customers to explore more of the county via public transit," says Bernson.

MTA and Metrolink have celebrated the opening of their first joint Customer Service Center located in the East Portal of Union Station. Transit passengers can now get information and buy passes and tickets for Metro Buses, Metro Rail and Metrolink's commuter trains in one central location.

# Briefs

## BUDGET INCREASES SERVICE, SPENDS LESS

**M**TA will spend less money this year than last year and avoid a fare increase; however, the current Fiscal Year 03 budget, is balanced and will deliver a record amount of bus and rail service as well as new street and highway and other regional transportation programs.

A \$126 million reduction in spending will be achieved by reducing

administrative overhead and debt, driving down Metro Bus and Metro Rail operating costs, and paring worker's compensation expenses with an aggressive safety management plan, says MTA CEO Roger Snoble.

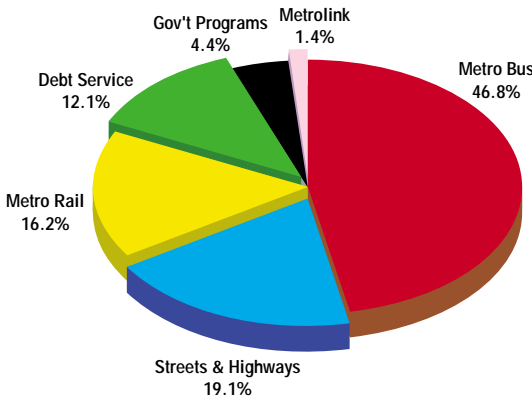
Bus operations will be the highest priority in the \$2.6 billion budget. MTA will spend 46.8%, or \$1.216 billion on Metro Bus operations and capital and municipal bus operator subsidies as well as paratransit service for the disabled.

The second largest slice of the budget pie, \$497 million, or 19.1%, is for highway and other regional transportation programs such as freeway carpool lane construction, sound walls and street widening. It also includes funding for the Metro Freeway Service Patrol to help stranded motorists.

The next biggest portion, \$422

million, or 16.2%, is for Metro Rail operating costs and construction.

Debt service and other governmental programs such as transportation planning round out the budget.



## WAYFINDING KIT HELPS VISUALLY-IMPAIRED

**M**TA is offering a free "Wayfinding Kit" to familiarize visually-impaired riders with Metro Rail.

The kit contains a set of audio, tactile and visual "tools" to acquaint passengers with Metro Rail. Topics include names and locations of stations, how to buy a ticket and important sounds to

listen for. A handy black vinyl case with two audiotapes, large printed, pocket-sized guides in English, Spanish and braille and a sturdy map are enclosed.



For more information, call MTA Customer Service at 213-922-7023.

## SEGUE TO SEGWAY

**B**uilt with short trips in mind and not as an alternative to mass transit, the 2-wheel, electrically-charged Segway scooter is taken for a spin by MTA CEO Roger Snoble. The Segway is stabilized by a gyroscope, can reach a top speed of 12.5 mph, travel 11 miles between charges and carry up to 75 lbs. of cargo. MTA is discussing legal issues with legislative bodies and manufacturers at the same time the agency determines where Segway technology would be used.





# Faces

## CHANGING OF THE GUARD

### *Hal Bernson named new MTA Board Chair*

**L**os Angeles City Councilman Hal Bernson assumed chairmanship of the MTA Board on July 1 and will serve in that capacity through June 30, 2003.

A member of the City Council since 1979, Bernson takes over from Duarte City Councilman John Fasana.

"I want to thank John Fasana for his leadership over the last year as Board Chair," says Bernson. "His commitment to transportation in Los Angeles County and



*Hal Bernson  
MTA Board Chair*



*Zev Yaroslavsky  
1st Vice Chair*



*Frank Roberts  
2nd Vice Chair*

Los Angeles County Supervisor Zev Yaroslavsky is 1st vice chair on the MTA Board and Frank Roberts, Mayor of Lancaster, Second Vice Chair.

"I am grateful to Mayor Hahn and the Board for the opportunity to serve as chair of MTA," says Bernson. "I will work hard to continue improving transportation service for the region and look

forward to working with the MTA Board, CEO Roger Snoble and MTA management in implementing programs and services aimed at improving mobility."

his involvement have helped guide MTA to new heights in providing quality transportation services."

# Spurred On By Pride METRO RAIL

## OPERATORS TAKE HOME ROADEO HONORS



**A**n MTA team has won the American Public Transit Association's International Rail Rodeo for the first time.

Operators Tu Phan and Robert Rodriguez bested operators from 16 other transit properties during competition in Baltimore.

"We went not only for ourselves but we were there to represent all the rail employees of MTA," says Rodriguez.

◀ *Metro Rail operators  
Tu Phan, left, and  
Robert Rodriguez*

*Metro Rail  
maintenance specialists  
– from left, Eric Petersen,  
Ronnie Burt and Juan Ruvalcaba –  
also made a good showing.*



# Factoids

Since 1991, MTA-funded

## Metro Freeway Service



**Patrol** tow truck drivers have saved LA motorists more than 9 million gallons of gas, \$218 million in employee wages and reduced 3,000 tons of air pollutants from idling vehicles. On average, the tow truck drivers report to the scene of immobile vehicles in only five minutes.

**Over 4.9 million cubic yards of dirt** was

excavated

during Metro Red Line tunneling, enough dirt to fill up the Pasadena Rose Bowl 3-1/2 times.



Each day **Metro Buses** travel nearly 330,000 miles, enough to circumnavigate the world 13 times.



## The El Monte Busway, which

doubles as a carpool lane, transports approximately 6,215 people per peak hour, slightly more than three times as many people as the 1,812 people who use adjacent mixed-flow lanes per peak hour.



LOS ANGELES COUNTY  
METROPOLITAN  
TRANSPORTATION AUTHORITY