

# Metro™ QUARTERLY

FALL 2004



**Metro**

## Getting There: Metro Keeps LA on the Move

LA businesses use Metro's 'toolbox' of rideshare programs



Chief Executive  
Officer  
Roger Snoble



*Metro is in the business of making sure people and freight can move freely in LA County. We rely on business to do our job and business relies on us.*

*This issue of Metro Quarterly focuses on the partnerships Metro has fostered with businesses small and large. We'll explore how Metro Commute Services is helping companies increase customer traffic and reduce employee commute times. We'll look at the many rideshare options offered by Metro from matching commuters with carpools and vanpools to new Metro pass programs that make it easy for workers and others to take advantage of expanding public transportation services in LA County.*

*Three typical commuters will be profiled along with companies that have been honored for their ridesharing efforts. We'll also take stock of the growing list of companies that are investing in joint development projects above and around Metro Rail stations.*

*Mobility is a linchpin of our economy. Metro and business recognize they have a common interest in easing traffic. That's why the LA Area Chamber of Commerce and other business organizations have teamed with Metro and the Automobile Club of Southern California in the Mobility 21 effort to lobby for the county's fair share of state and federal transportation funding. We'll update readers on the Mobility 21 effort, as well as new Metro projects such as the Eastside Extension of the Metro Gold Line that started construction this summer, and the introduction of high-capacity buses.*

*Thanks to the support of our business partners, Metro is on the move, and that means business will be able to continue moving, too.*

*Sincerely,  
Roger Snoble*

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## Mobility 21 Leaders Announce \$9 Billion Plan for Top Ten Traffic Busters

Area leaders announced the kickoff of a \$9 billion plan to fund Los Angeles County's "Top Ten Traffic Busters" during the third annual Mobility 21 transportation summit held Aug. 3 at the Hilton Burbank Airport & Convention Center.

"We're not even trading water when it comes to transportation funding for this region," said Metro CEO Roger Snoble. "We're sinking. These Top Ten Traffic Busters represent what it will take just to keep up with anticipated growth and traffic."

The ten initiatives include the expansion of light rail lines, addition of carpool lanes, improvements to streets and highways as well as to key freight corridors to enhance the flow of goods.

*The Los Angeles County Congressional Delegation was named as the recipient of the 2004 Julian Dixon award for its work in helping to secure a \$490.7 million federal full funding grant agreement for the Metro Gold Line Eastside extension.*

More than 450 attended the Mobility 21 summit, which was spearheaded by Metro and the LA Area Chamber of Commerce, in partnership with the Automobile Club of Southern California. Mobility 21 was created in 2002 to bring together leaders from transportation, government, labor and the community.

Members of the Mobility 21 coalition also have traveled frequently to Sacramento and Washington, D.C. over the past two years to advocate for more investment in transportation for Los Angeles County.

### Focus on Strategic Opportunities

In addition to the general session, Mobility 21 included four breakout sessions focused on creating links between housing and transportation, identifying and determining strategic opportunities for transportation funding, improving traffic safety to reduce gridlock and save lives, and positioning Los Angeles as a center for global trade.

During each breakout session, participants worked on creating a series of recommendations that will serve as the blueprint for Mobility 21's future advocacy efforts in Sacramento and Washington, D.C.

The Los Angeles County Congressional Delegation was named as the recipient of the 2004 Julian Dixon award for its work in helping to secure a \$490.7 million federal full funding grant agreement for the Metro Gold Line Eastside extension. The Julian Dixon Award is named in honor of the late congressman who was an early champion of Los Angeles County's rail and bus system.

For information about the Mobility 21 coalition, go to [www.mobility21.com](http://www.mobility21.com).



# Metro Leadership Hosts Rail-Volution and State Transit Conferences



## TOP TEN TRAFFIC BUSTERS (In Alphabetical Order)

Project Title	Estimated Total Cost (\$ in Millions)
Alameda Corridor East Railroad/ Street Crossing Improvements	\$ 920
I-5 Regular and Carpool Lanes (I-605 to Orange County Line) and Carpool Lanes (Route 134 to Route 170)	\$ 910
I-10 Carpool Lanes (I-605 to Route 57)	\$ 350
I-405 Northbound Carpool Lanes (I-10 to US-101)	\$ 1,500
I-710 Corridor Improvement Program – Phase 1	\$ 1,000
Los Angeles International Airport Ground Access Improvements (Metro Green Line Connection and FlyAway System Expansion)	\$ 120
Metro Exposition Light Rail Project (Downtown Los Angeles to Santa Monica)	\$ 1,350
Metro Gold Line Eastside Extension	\$ 900
Metro Gold Line Foothill Extension – Pasadena to Montclair	\$ 1,300
Metro and Municipal Operators Bus Expansion and Improvements and Metrolink Rail Expansion and Improvements	\$ 300
<b>Total</b>	<b>\$ 8,650</b>

## Rail-Volution 2004

Los Angeles County has seen a dramatic jump in the number of commercial and residential development projects that create livable communities adjoining the Metro Rail system.

Hundreds of millions of public and private dollars are now being invested along these rail routes, fundamentally reshaping urban environments for the better.

This past September, a national cadre of business leaders, academics, elected officials, planners, transit operators and concerned citizens converged in Los Angeles for the National Rail-Volution Conference.

They came to see the transit-oriented developments first-hand to learn how the city and region are working to reinvent themselves into a 21st century model for building communities around modern, efficient transportation. •



## 2004 State Transit Conference

Officials from regional and municipal transit agencies convened in Universal City, Nov. 2-4, for the California Transit Association's (CTA) fall conference and expo.

Metro's Deputy Executive Officer John Catoe, who chairs CTA this year, hosted the 39th annual event at the Sheraton Universal Hotel.

CTA brings together transit professionals whose experiences range from small city bus services to large metropolitan-area transit systems. The organization provides opportunities to share ideas that benefit transit patrons across California. •



**California Transit Association**



# Buses Are Moving Faster in Wilshire's Experimental Bus-Only Lanes

Buses traveling a one-mile stretch of Wilshire Boulevard west of the San Diego Freeway are saving as much as 14 percent in travel time thanks to experimental bus-only lanes opened last March by Metro.

The bus-only lanes are located on both sides of Wilshire between Federal Avenue and the Santa Monica city line at Centinela.

A joint effort of Metro and the Los Angeles Department of Transportation, the pilot program was approved by the City Council. Officials from both transit agencies will evaluate the program with an eye toward expanding it to other areas.

The bus-only lanes originally were planned with Metro Rapid buses in mind, but experience has shown that Metro Local buses and Santa Monica Big Blue Buses may benefit even more.

During the evening peak period, Metro Rapid buses realize an average 9- to 14-percent time savings. Even in the mornings, buses move 2- to 6-percent faster through the area. Not only has the average travel time improved, but on-time service has improved by as much as 27 percent.

## No dodging in and out

The reason, says Metro's project manager Tom Carmichael, is that buses have fewer delays in the curb-side, bus-only lanes where they don't have to dodge in and out of traffic at the bus stops. Cars enter the lane only to make a right-hand turn at intersections.

"The great thing about a dedicated busway or an HOV lane – or now, the Wilshire bus-only lane – is that when traffic is stalled, the buses are still moving," says Metro Deputy CEO John Catoe.

Although the bus-only lanes are proving their worth, some merchants in the 13-block area believe they lose business when customers aren't allowed to park in front of their stores. The morning ban on parking ends before most businesses open and customers are allowed to park on the boulevard between morning and evening peak periods.

Metro made an early effort to inform business owners about the project and to offer assistance to help businesses and their customers adjust. Studies showed that sufficient parking would be available on nearby side streets and in off-street parking lots.

## A good location to experiment

"This corridor was a good location to try something fairly easily without taking away a traffic lane," says Carmichael. "The longer these bus-only segments are, and the more of them you have in critical locations, the more travel time you can save. This helps existing passengers while making transit more attractive for new passengers."

Eventually, Metro hopes to designate bus-only lanes on a number of traffic-choked streets to help keep buses rolling. •







# ELEVATING PARTNERSHIP

## Providing Solutions and Opportunities to Business

Since its inception as Los Angeles County's transportation agency, Metro has been partnering with business. In 2004, we continue to find new ways to help promote commerce throughout the Southland.

To the smaller retail owner, Metro offers the ability to increase customer traffic and reduce employee commute times. To the larger corporation, it's the ability to more easily comply with federal regulations, and generate greater employee productivity and satisfaction.

To millions who live and work in Greater Los Angeles, Metro's commitment to business means a better quality of life. Metro can get you where you need to go faster. You can work more efficiently, focus on tasks, enjoy leisure time and take advantage of business opportunities more easily – all thanks in great part to Metro.

This issue of Metro Quarterly explores the many ways Metro services the business community. From working with legislators and developing multi-agency coalitions to brainstorming with employee transportation coordinators, Metro continues to keep the changing transit needs of businesses first and foremost. •

How can we help your business?

# Metro Commute Services in Action

Valerie Rader  
Senior Account Executive  
Metro Commute Services

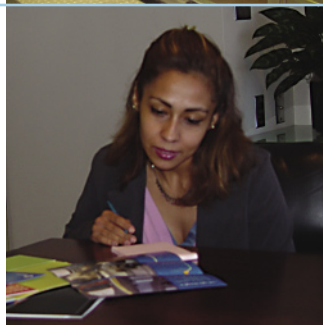
The only thing typical about Valerie Rader's day is its unpredictability. From small mom-and-pop shops to major international corporations, Rader's clients present a variety of commuting challenges. A quick look at her appointment book shows that business as usual is "anything but" for a Metro Commute Services rep.



"We're constantly educating our clients' transportation coordinators, and helping them pass on that knowledge so their employees understand the advantages of ridesharing and how to access their transportation options."



On a typical day, Valerie Rader visits with Emma Corona, transportation coordinator for Transamerica, at her office in downtown Los Angeles. Of the 629 employees at Transamerica's headquarters, 303 are Rideshare participants who travel to work via bus, train or carpool. The company provides employees a 50 percent mass transit subsidy, has an Emergency Ride Home program and is a member of the Club Metro Rideshare reward program. •



## Sharing the Ride

Metro Commute Services helps businesses get on the road to a more productive workplace.

Today, California businesses face a number of transportation challenges. Smaller companies depend on having every person arrive on time every day. And while companies with more than 250 employees have the same concerns, they also must comply with the state's air quality regulations. The best way to achieve these goals is to encourage a wide range of transportation options to the worksite. But how?

Enter Metro Commute Services: a free, full-service resource that can help a company with all its transit needs.

"We're here to help businesses explore a combination of transportation alternatives," says David Sutton, executive manager of Metro Commute Services. "We can combine ridesharing programs, public transit programs, preferred parking solutions and bike-to-work incentives, as well as 'smart work' strategies such as flex-time, or compressed work schedules. We have a program to fit any business."

### Experience Makes the Difference

Powering Metro Commute Services are four account representatives – each responsible for consulting with thousands of Southern California businesses.

They have tools such as online personalized ride-matching services for commuters, transit schedules, rideshare incentive programs and various marketing materials to make communicating with employees about commuting alternatives easier than turning the ignition key.

### Allowing Businesses to Do What They Do Best

By partnering with Metro Commute Services, companies don't have to be transit specialists – they have the freedom to concentrate on their industries, their customers, on doing what they do best.

"If employers have a parking problem, they can get assistance through Metro Commute Services," explains Sutton. "Our account executives and staff can help figure out a solution, such as shared parking, carpool matching at the worksite, or bus passes. We have the answers to employers' transportation problems. We're a comprehensive, cost-effective resource."

To find out how Metro Commute Services can help your business, call 1.800.COMMUTE or visit [www.metro.net](http://www.metro.net). •



# There's More than One Way to Get to Work

Whether it's for exercise, to better the environment or to cut down on travel time, these three commuters are among the many Southern Californians who are proving there's more than one way to get to work.



## Wilson Quon: It's Better on the Bus

When Wilson Quon, a management analyst with the Los Angeles Department of Airports, learned last February that the City offered its employees a monthly bus pass subsidy, he thought he'd give the bus a try. He's enjoyed the experience so much that he's been a regular bus commuter ever since. "It's great not having to drive during the week – I like leaving it to someone else," he says. "I can sit back, relax and enjoy the scenery. Plus, I don't have to walk very far to the bus stop near my home and work." Even better than the comfortable ride is the money Quon saves – an estimated \$80 a month. •



## Jeffrey Pomegranate: Pedal Power

One person who takes his two wheels for a daily spin is Jeffrey Pomegranate. Thanks to the City of Valencia's vast system of pedestrian walkways known as paseos, Pomegranate safely commutes to work via electric bicycle. A producer at Way Forward Technologies, an online game development company, he has been pedaling back and forth to work since the beginning of this year. "It only takes about 25 minutes to ride the seven miles," he says. "I'm in better shape than I was when I drove – I don't have to pay for a gym membership because I'm riding every day. The electric bike only goes 13 mph, so you end up doing a lot of pedaling." •



## The Mayorga Family: All Aboard!

If Metro distributed awards for "Most Creative Ridesharing," the Mayorga family would win hands down. On weekday mornings, Robert Jr., his wife, Susan, and their two young sons pile into the family SUV and head for the Northridge Metrolink station, where Susan catches the train to her software development job at GMAC in Burbank. From there, Robert takes the kids to school, then drives the short distance to his job at Panavision in Woodland Hills. "This arrangement has really worked out well for us," Mayorga says. "We used to both drive SUVs to work and Susan was so stressed out sitting in rush-hour traffic. Now, she takes a book with her on the train and gets to work in 20 minutes instead of an hour or more." •

## A Closer Look at the High Cost of Driving

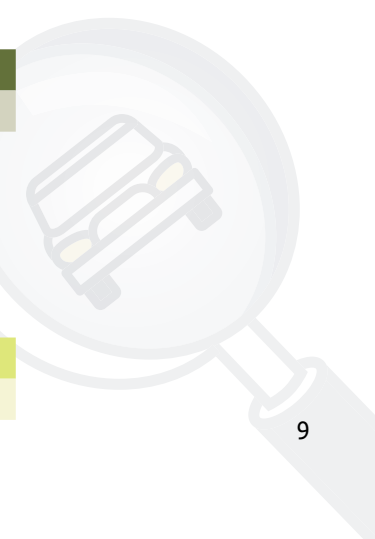
Taking public transit can save thousands of dollars a year. How much does it cost to drive?

2004 Vehicle	10,000 mi/yr	15,000 mi/yr	20,000 mi/yr
Chevrolet Cavalier (4-cyl., 2.2 L)	56.8¢	44.8¢	39.2¢
Ford Taurus (6-cyl., 3.0 L)	71¢	58.4¢	52.1¢
Mercury Grand Marquis (8-cyl., 4.6 L)	79¢	65.4¢	52.1¢
Chevrolet Trail Blazer (6-cyl., 4.3 L)	72.7¢	59.4¢	52.7¢
Dodge Caravan (6-cyl., 3.0 L)	64¢	53.4¢	48.2¢

How much does it cost to ride Metro?

\$3 Metro Day Pass	10,000 mi/yr	15,000 mi/yr	20,000 mi/yr
260 work days x \$3.00	8¢ per mile	5¢ per mile	4¢ per mile

Source: American Automobile Association, 2004



▶  
Far right:  
Ken Lam and  
his staff at  
ABS Computer  
Technologies, Inc.

## ABS Computer Technologies, Inc. Committed to Ridesharing



Since 1990, Whittier-based ABS Computer Technologies, Inc. has grown from a small electronics firm into one of the leading direct-to-consumer PC companies. The firm designs, manufactures and customizes products and services to customer requirements. It also offers an extensive selection of software and peripherals.

With 500 employees working in five warehouse locations throughout Southern California, ABS Computers introduced its successful corporate ridesharing program in December 2003. The company's Chief Executive Officer, Ken Lam, is pleased with the positive results his organization has realized by sharing the ride.

"We saw an increase in carpool participation earlier this year due to the rising cost of gasoline," he says. "Our employees asked us to match them with each other so that they could carpool. Based on the feedback we've received from our rideshare participants, there has been a definite increase in our employees' morale."

Below:

Sherry Lewis,  
Penny Menton,  
Renee Fortier,  
Jack Powazek and  
other UCLA  
representatives.

### Ridesharing Increases Productivity

In fact, ridesharing has been a key way for ABS Computers to help its employees who come from overseas to assimilate in a new country.

"The program encourages camaraderie both inside and outside the office," says Lam. "Since many of our staff work very closely with each other, as well as start and end work at the same time, it's very convenient for them to carpool. Every day we see how their efforts have reduced tardiness and absenteeism."

In addition to ridesharing, ABS Computers encourages its employees to use other forms of public transportation by offering an incentive of \$100 a month to employees who take the bus to work.

### Metro Makes it Easy

Lam credits Metro with helping his company explore their transportation options and develop a ridesharing plan.

"We have had a very good experience with Metro, starting with Teresa Milliken, who helped us set up our Rideshare Rewards program, to Edie Howard, who processes our employees' Rideshare Rewards and Club Metro claim forms," he says. "As a result, we've been able to expand the level of our rideshare participation, and are now exploring vanpooling at our facilities to make it even easier for our employees to commute." •



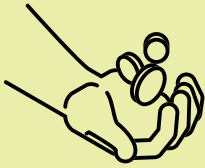
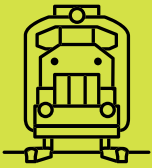
## UCLA Wins 'Diamond Corporate Award'

Metro underscores the importance of rideshare programs each year by presenting the "Diamond Award" to deserving organizations which promote ridesharing and implement creative solutions that reduce traffic and congestion.

In partnership with the Ventura County Transportation Commission, Metro this year recognized UCLA's two decades of outstanding innovations in ridesharing with the prestigious "Diamond Corporate Award."

Other 2004 Diamond Award winners are Vertis, Macy's West, California State University, Dominguez Hills, American Apparel, City of Santa Clarita, California State University, Los Angeles, City of West Hollywood, City of Thousand Oaks, ARC Simi Valley, WellPoint, Johanson Technology, the Ventura County Air Pollution Control District, Warner Bros., The Walt Disney Company, Los Angeles Air Force Base, Direct TV, Candle Corporation, Boeing Satellite Systems, The Aerospace Corporation, Northrop Grumman Corporation, Raytheon Company, Los Angeles World Airports, City of Angels School, LAUSD and Fuller Theological Seminary. •





## How Companies Benefit from Commuting

Whether employees choose to ride the bus, the rail system, rideshare or bike to work, they benefit by avoiding high gas prices and hours-long freeway traffic. Companies can also benefit when employees choose to rideshare. When employers promote alternative ways to commute to work, it's a win-win situation for both. Below are nine reasons why commuting is good for business.

- > Increases productivity – employees arrive on time and stress-free
- > Offers turn-key transportation solutions
- > Enables recruitment from a larger geographic talent pool
- > Meets state and local clean air regulations
- > Improves traffic conditions to ease congestion
- > Reduces pollution which helps the environment
- > Lowers parking requirements and related costs
- > Delivers a low-cost employee benefit
- > Decreases absenteeism

## Good Business: Introducing Your Employees to Ridesharing

From large multi-national corporations to small “mom-and-pop” shops, businesses clearly find Los Angeles an attractive, welcoming place to work.

Connecting the Southland’s customers, suppliers, business owners and employees with each other – and the world marketplace – is one of the most active mass transportation development programs in the country.

As President & Chief Executive Officer of the Los Angeles Area Chamber of Commerce, I am excited about what is currently happening with public transportation in Los Angeles County. New commuter rail lines have been opened and others are being readied for construction; more bus service with new, clean-air buses are being put into service.

All of these developments present new opportunities for businesses to partner with the Los Angeles County Metropolitan Transportation Authority to meet AQMD requirements, take advantage of tax incentives and enhance operations.

As an example, take ABS Computer Technologies, Inc., profiled on page 10 of Metro Quarterly. The Whittier-based technology company offers programs that encourage its 500 employees to share the ride – easing the daily job commute, increasing productivity and promoting a company-wide commitment to improving the environment.

So how can your company get on board? It's simple – and it's free. Just give Metro a call. Metro's Commute Services group has a wide range of tools to help you plan and implement a transportation plan that meets your company's unique needs.

As any business person knows, you can't succeed in a vacuum. Working with you and for you, Metro and the Los Angeles Area Chamber of Commerce will continue to make certain that businesses benefit from a wide range of transportation choices now – and in the future. •



▲  
*Rusty Hammer*  
President & Chief  
Executive Officer  
Los Angeles Area  
Chamber of Commerce

# Metro's New Programs Offer Business Benefits



Metro is always developing new ways to help Los Angeles businesses by enhancing commuter programs, introducing new services and uncovering ways to make employees active, enthusiastic transit users.

In the coming months, Metro plans to debut a number of new programs, including transit passes designed specifically for companies, additions to Metro's state-of-the-art computer ridematching system and a streamlined rideshare incentive program. "Compared to other cities, Metro definitely leads the country in working with employers to advance commuter programs," says Cosette Stark, Metro's executive manager of Program and Service Development.

## Debuting New Business Passes

Beginning January 2005, businesses will have the option of offering a new type of transit pass to their employees – the Transit Access Pass (TAP). These electronic "smart cards" will be offered in two versions, the Annual TAP (A-TAP) or the Business TAP (B-TAP). With the A-TAP, the employer can purchase annual passes for a specific number of the company's transit riders; with the B-TAP, the employer buys transit passes for all employees for the entire year. A third type of pass, the I-TAP, will be available to college and trade school students and possibly to members of other institutions.

Additionally, Metro plans to streamline its Rideshare Rewards and Club Metro programs into one Metro Rewards program. Starting in January 2005, those who have been carpooling or vanpooling for three months or more can receive increased incentives, as well as become eligible for drawings throughout the year. •



Pass Type	Usage	Price
Metro Monthly	Good on all Metro Local and Metro Rapid buses, Metro Rail; Express service slightly higher	Metro Monthly Pass: \$52 w/Zone 1: \$67 w/Zone 2: \$82
EZ Transit Pass	Good on most LA County transit systems	Monthly EZ Transit Pass: \$58
A-TAP (Annual)	Photo ID pass valid for one year	\$624 (\$52 x 12 months)
B-TAP (Business)		Rates are determined by the level of Metro service and total number of employees
I-TAP (Institution)	Offered to large organizations or groups such as colleges, trade schools, and government agencies	Rates are determined by the level of Metro service and projected usage





# Enhancing the Urban Environment

Los Angeles Set for New Urban Transformation

Recently, Metro CEO Roger Snoble discussed the area’s multi-modal, multi-ethnic change and its role in the reinvention of the region. Following is an excerpt from his article that first appeared in the April 2004 edition of The Planning Report.

“We are experiencing a new urban transformation, and once again transportation is playing a fundamental role. The difference this time is that the challenges are far more daunting, the variables are much more complex, and the urgency to take action is far more critical. The potential, however, to affect positive outcomes and the resources to implement changes and direct an urban renaissance in Los Angeles and Southern California is within our reach.

*“Reconnecting communities and offering mobility alternatives through transit has been a major aspect of planning the expanding Metro system.”*

— ROGER SNOBLE, CHIEF EXECUTIVE OFFICER

## An Ideal Laboratory

“Our region is an ideal laboratory to test new tactics and strategies to integrate transportation and urban development. Los Angeles can serve as a model for other growing cities throughout the country faced with similar challenges.

“Metro has done much to revitalize urban communities along its transit system. Metro is expanding its urban rail system and consolidating into a core urban rail mass rapid transit system connected to an extensive local bus network. This network is also interfaced with bike routes and pedestrian corridors. Reconnecting communities and offering mobility alternatives through transit has been a major aspect of planning the expanding Metro system.

## Exploring Smart Growth and Livable Communities

“This year, Metro hosted the 10th annual Rail-Volution Conference. This international gathering brought together a diverse group of people from around the world to discuss the importance of smart land use decisions, the social and economic benefits of transit-oriented development, the environmental benefits of expanded transit usage, and how the policies of smart growth and livable communities can contribute positively to their overall quality of life.

“Now is the time to discuss policy and programs needed to create livable communities within the Los Angeles County area. We encourage everyone to learn about the rich and diverse resources that a world-class city like Los Angeles can muster to reinvent itself for a better quality of life for all Californians.” •

## Transit Must-Haves for Every Business

To take advantage of all the commuter transportation services Metro has to offer, companies should have the following five elements in place:

- > An Employee Transportation Coordinator (ETC)
- > An alternative transportation plan
- > Subsidized bus and rail passes for employees
- > Transit information readily available
- > Company-wide promotion and reinforcement of a commitment to rideshare options

Metro can help you develop your five elements. For information, contact David Sutton at 213-922-5633 or online at [suttond@metro.net](mailto:suttond@metro.net). •

▶  
Right:  
Metro employees  
Julio Chavez,  
Luis Inzunza and  
Ramon Reilly take  
turns at breaking  
ground for the  
Metro Gold Line  
Eastside Extension.



## Metro Rail is On the Way to East LA!

With golden shovels in hand, local, state and federal officials broke ground in July for construction of the East Los Angeles extension of the Metro Gold Line.

Scheduled to open in late 2009, the six-mile light rail line will link the Eastside business and residential community – one of the nation’s most densely populated and transit-dependent areas – with rail and bus connections to downtown LA, Pasadena, the Westside, the San Fernando Valley and the South Bay.

Speakers at the groundbreaking called the \$898.8 million project “truly historic” for those who “rely heavily on public transportation” and “a victory that will help to enhance the quality of life of families in Little Tokyo, Boyle Heights and the East Los Angeles community.”

The first evidence Angelenos will see of the new rail line is a Caltrans project starting this fall to build a bridge to carry trains from Union Station over the 101 Freeway to Little Tokyo. Construction of a 1.8-mile tunnel under the Boyle Heights area will begin about a year from now.

Two underground stations at Mariachi Plaza and First/Soto will be built after the tunnel is complete, followed by construction of six aboveground stations at Little Tokyo/Arts District, Pico/Aliso, Indiana, Maravilla, East LA Civic Center and Atlantic. •

## Homeland Security Grant Helps Metro Improve Programs

Metro plans a wide range of enhancements to its transit security and safety operations thanks to a recently awarded \$4.57 million federal grant from the Department of Homeland Security.

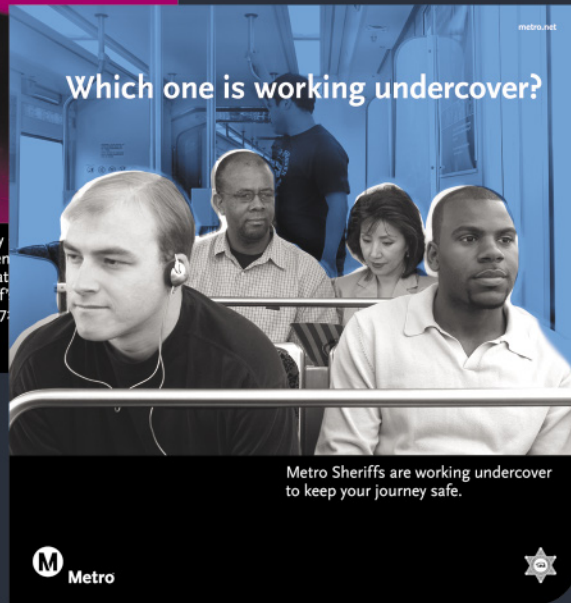
“We’re putting a significant amount into installing closed-circuit monitoring systems on our trains,” says Paul Lennon, Metro’s director of intelligence and emergency preparedness management. “We were one of the first transportation agencies in the United States to have closed-circuit capabilities on our buses. Now, we’re expanding that program to include our trains.”

Once the closed-circuit system is in place, deputies from the Sheriff’s Transit Services Bureau will be able to observe trains remotely via a hand-held display unit. “They can pick up what’s going on in a train that’s 300 feet from the station entrance,” says Lennon. Metro expects to test the devices in 2005.

### A Wide Range of Enhancements

Among the 16 other projects approved under the grant are improvements to Metro’s existing environmental monitoring system; physical security upgrades, such as better trash receptacles; placing screens on vent shafts; and installing portable cameras. Metro also will purchase new emergency response vehicles, command communications vehicles and a decontamination vehicle. •





## Security Panels

Security is a top priority throughout the Metro system and some of the best security measures are those taken by riders themselves.

Metro has recently installed new posters in its buses and rail cars asking passengers to be aware of and report unattended packages or suspicious activity.

The posters also remind riders that Los Angeles Sheriff's deputies in plainclothes are patrolling the system. The posters list a hotline phone number where patrons can reach deputies assigned to provide security for the Metro system. •

## Road Stats

**Time for a tune-up:** More than 7.5 million motorists will have experienced a vehicle breakdown during June, July and August this year.

**Sobering statistics:** More than 700 people die on LA County roadways each year. Another 90,000 are injured.

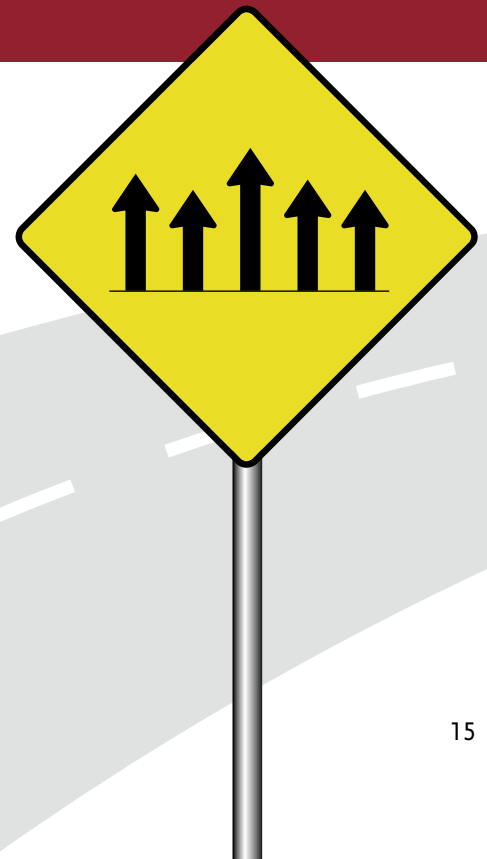
**Bad Habits:** What causes accidents? The reasons include aggressive driving, inattentive driving, running red lights, driving under the influence and failure to yield to pedestrians.

**Wallet watch:** The average cost of driving a new passenger car in 2004 is 56.2 cents per mile or \$8,431 per year.

**On the road again:** 79% of U.S. domestic trips are taken by car, truck, camper/RV or rental car. The most popular destination for Southern California Auto Club members is Las Vegas.

**Mind your tread:** Nearly one out of every 10 cars on the road has at least one worn-out or bald tire.

**Costly traffic:** The average cost of traffic to each driver in Los Angeles is \$650 per year (counting lost time, fuel, vehicle wear and tear); time spent waiting in traffic averages 93 hours a year. •





**Warning: Slow down, your family is waiting for you. Watch the road.**

OPERATION TRAFFIX



**Aviso: Es mejor perder un minuto en la vida y no la vida en un minuto. Atención a la carretera.**

OPERATION TRAFFIX



**Warning: Watch for kids. Watch the road.**

OPERATION TRAFFIX

## FACTOIDS

The one transportation fact Metro wants everyone – drivers, bicyclists and pedestrians – to remember is: Watch the Road.

Watch the Road is an education and awareness campaign designed to reduce the bad behaviors of roadway users in Los Angeles County.

Partnering with Metro in the Watch the Road campaign are the Automobile Club of Southern California, California Department of Transportation, CHP, LADOT, County Department of Public Works, Greater Los Angeles New Car Dealers Association and the Southern California Association of Governments. •



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