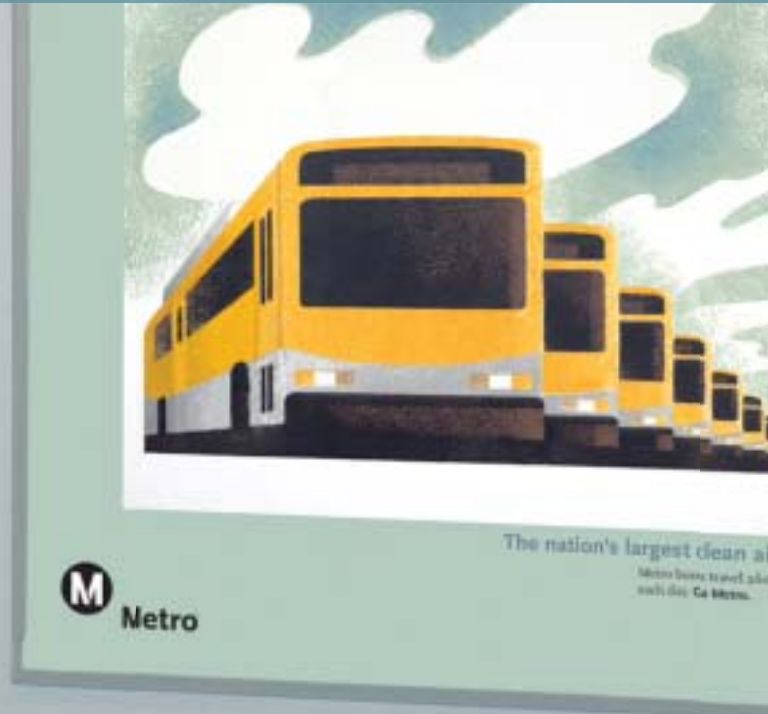


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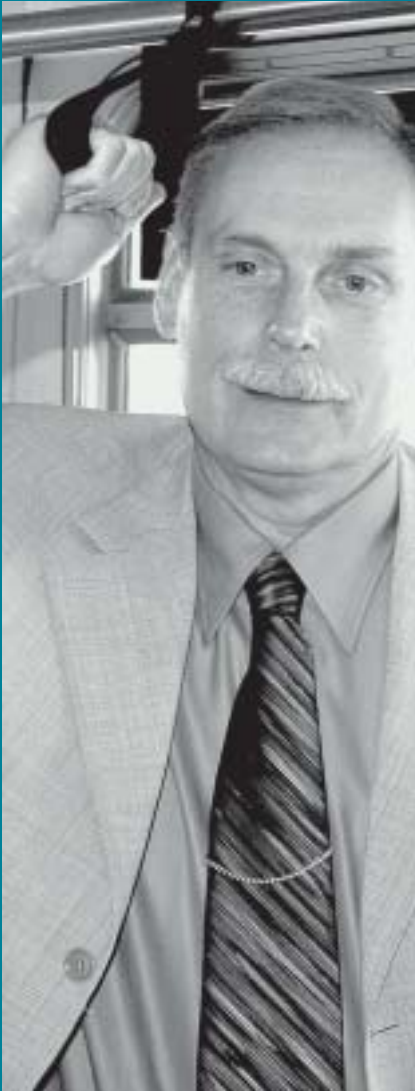
WINTER 2004



An Illustration Of Success

New poster series highlights Metro's efforts to improve transportation throughout LA County.

Chief Executive
Officer
Roger Snoble



What a watershed year 2003 proved to be for Metro. The impact of the year's triumphs and challenges will ripple through the next decade and beyond.

We opened the Metro Gold Line to Pasadena and two new Metro Rapid Lines on Florence Avenue and Van Nuys Boulevard and started construction on the San Fernando Valley Metro Rapidway. We also moved forward with plans for an Eastside extension of the Metro Gold Line, which the MTA Board recently reaffirmed as its top rail project priority. Pending federal approval of a full funding grant agreement, construction could begin later this year.

The MTA Board also approved the Short Range Transportation Plan, a six-year road map that prioritizes LA County transportation infrastructure projects. Teaming with the Los Angeles Area Chamber of Commerce and the Automobile Club of Southern California, we held the second annual Mobility 21 conference to focus on the county's worsening traffic and solutions for easing pending gridlock.

In the face of the imploding state budget crisis, we developed creative financing solutions to keep key transportation and street and highway projects moving forward. But LA County also suffered through a 35-day strike as we negotiated new labor contracts against a backdrop of dwindling resources.

Clearly, in these times and for the future, Metro must do its work quicker, smarter, safer and better on all fronts and be even more responsive to the changing needs of the 10 million people who live in LA County and who depend on Metro for mobility. We're up for that challenge and will prove it in the months and years ahead.

*Sincerely,
Roger Snoble*

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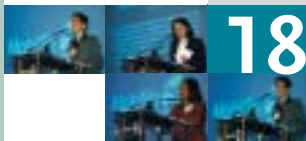
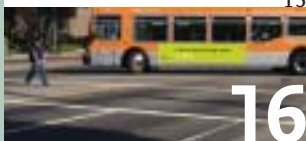
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Artist Paul Rogers
autographs
transportation
▼ project poster.



4 **OLDER AND WISER**

Metro is teaching seniors who choose not to drive how to use the Metro Bus and Metro Rail systems.

5 **R&R RAILROAD**

The Los Angeles to Pasadena Metro Gold Line has attracted the rest and relaxation crowd.

7 **CALMING EFFECT**

Metro and Caltrans are building more than 200 miles of soundwalls to improve the quality of life.

8 **EYES**

Sheriff's deputies and Metro are closely watching out for all customers.

9 **MOVING TIME**

To improve customer service, Metro is moving its bus operations division from a historic site in Venice to West LA.

AN ILLUSTRATION OF SUCCESS

A new poster series highlights Metro's efforts to improve all forms of transportation in the county.

UNDERFOOT

Metro-funded pedestrian paths are located near Metro transit centers and are healthy alternatives to driving.

QUICKER

A chief advocate of new bus routing system that will improve service is former head of Santa Monica's Big Blue Bus.

ONE VOICE

United leadership at second annual Mobility 21 summit results in a consensus on transportation improvement priorities.

20

New Day Pass makes bus boardings faster • Metro's website instantly matching ridesharers • Metro lends helping hand to firefighters • Students beginning to rideshare more • Emergency rides offered to ridesharers • Volunteers keep buses/trains clean during strike • MTA changes its popular name • Zippier trip planner goes online • Metro teams up with LA Times • Ticket vending machines upgraded





Metro Program Mobilizes Senior Citizens

by Adrienne Figueroa

Metro's "Seniors on the Move" program has introduced hundreds of LA County senior citizens to Metro Bus and Metro Rail in their local communities.

Funded by Metro and the LA County Commission on Aging, the yearlong program provides aging residents with a field trip to a transit center and/or a Metro Rail station.

During presentations, participants are provided helpful tips on how to use the bus and rail systems, general information about transit schedules and fare structures and a free monthly bus pass. Additional monthly passes can be purchased at the discount price of \$12 – \$40 less than regular adult passes.

"It is vital that seniors know they have transit options, especially in LA County," says MTA Project Manager Ellen Blackman. "Many seniors don't realize there are ways to get around without asking people to drive them."

"Seniors on the Move" has been implemented in five county senior centers, serving as many as 150 to 200 seniors at each location.

For more information, call Blackman at 213.922.2808 and/or Lupe Silva, County of Los Angeles Community and Senior Services at 213.738.3989.



LA County Commission on Aging officials easily board low-floor Metro Bus.

"It is vital that seniors know they have transit options, especially in LA County."

ELLEN BLACKMAN, MTA Project Manager

Metro Gold Line Leads The Way

by Cean Collier

Metro's Gold Line is helping thousands of commuters realize the comfort and ease of riding the trains to work each day. Customers also are finding the trains serve a dual purpose by traveling to evening and weekend events around LA County.

The 13.7-mile line, which runs between Pasadena and Los Angeles from 4 am to 2 am, was built to help alleviate traffic during morning and evening rush hours on the Foothill (210) and Pasadena (110) freeways, which the tracks parallel.

"Commuters are tired of gridlock traffic, especially in the evenings and on weekends," says Metro General Manager of Rail Operations Gerald Francis. "The train helps to reduce traffic frustrations and allows people to leave their cars at home and have a fun way to do the things they enjoy."

The 13 stations along the Gold Line are positioned in areas where people like to go. The Del Mar Station puts passengers in walking distance of Old Pasadena shops, restaurants, nightclubs and theatres; passengers can get their fill of laughter at the world-famous Ice House by way of Lake Station; and Mission Station leads passengers into a part of South Pasadena that is known for its coffeehouses, shopping centers and weekly Farmers Market.

"Businesses in Old Town Pasadena are finding that a lot more of their customers are taking the train from downtown to shop at their stores and eat at their restaurants," says Pasadena Visitors Bureau Executive Director Barbara Garcia. "We also think the Gold Line train is going to be a tremendous asset in reducing traffic and parking for such events as the annual Rose Parade."

Visitors to Old Pasadena can now travel to and from Union Station to Colorado Boulevard in under 30 minutes.



More Places To Go On Metro Gold Line:

Union Station

Olvera Street

Chinatown Station

Chinatown Art Galleries
Dynasty Shopping Center

Del Mar Station

Central Park
Gamble House
Pasadena Center and Civic Auditorium
Pasadena Ice Skating Rink

Memorial Park Station

Old Pasadena (dining, shops)
Paseo Colorado Shopping Center

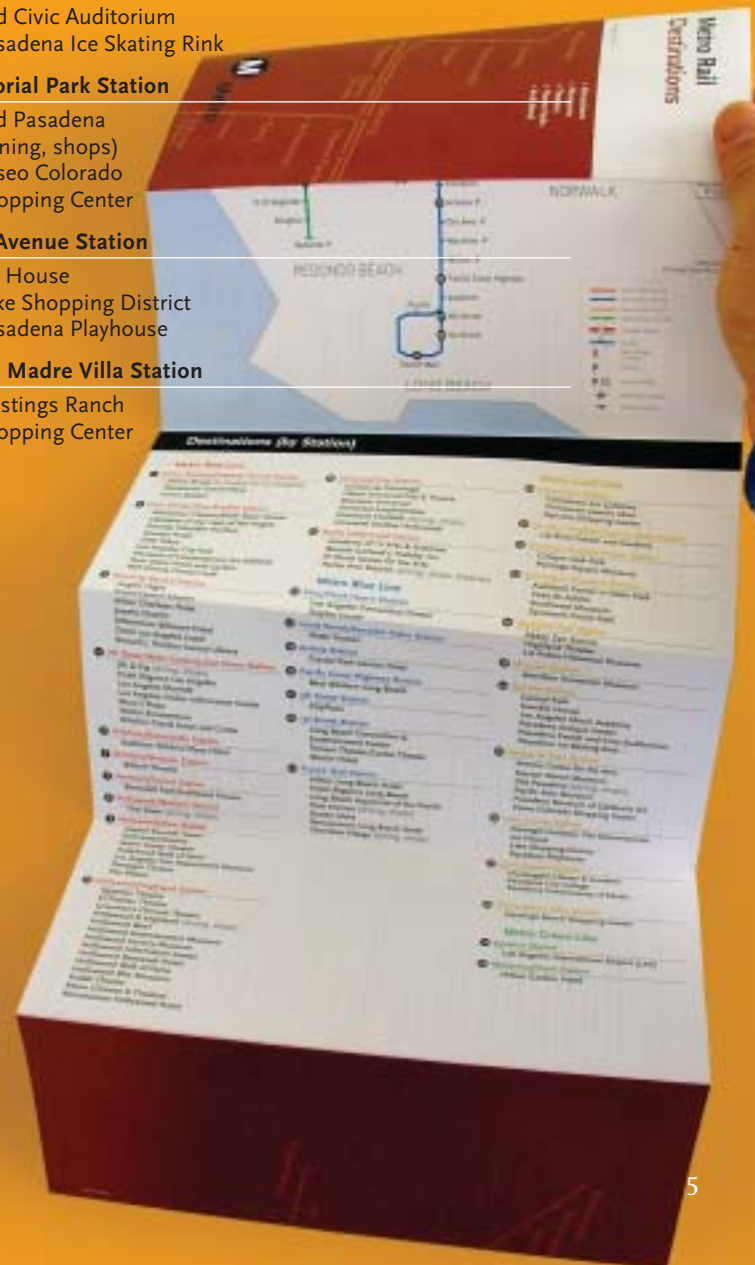
Lake Avenue Station

Ice House
Lake Shopping District
Pasadena Playhouse

Sierra Madre Villa Station

Hastings Ranch Shopping Center

To request a complete guide of all attractions accessible by Metro Rail, call 1.800.COMMUTE. Comprehensive information also is featured at metro.net.



101–405 Freeway Interchange Improvement Work Continues

Recently completed projects at and near the 101–405 interchange are beginning to break up the logjam.

As Caltrans proceeds with more freeway improvement projects, capacity will expand and mobility will continue to improve.

Open since 1956, one of the busiest interchanges in California was intended only to process half of the 530,000 vehicles a day that now pass through the area.

The list of current and planned improvement projects at and affecting the interchange include:

• **Northbound 405 carpool lane between I-10 and US-101**
(completion-2017)

• **Northbound 405 ramp/connector movement separation (Gap Closure and Fly-under) project between Greenleaf Street and 101/405 connectors**
(completion-2007)

• **Northbound 405 carpool lane between Greenleaf Street and Burbank Boulevard**
(completion-2006)

• **Southbound 405 to north- and southbound 101 connector reconstruction**
(completion-2013)

• **Southbound carpool lane extension from Waterford Street to I-10**
(completion-2006)

Completed improvements making a difference include a northbound 405 auxiliary lane between Mulholland Drive and Greenleaf/Sepulveda/Ventura Boulevard offramp, and a 7.8-mile southbound 405 carpool lane between the 101 and Waterford Street.

View of Sepulveda Pass and San Fernando Valley before 405 Freeway was built and lack of congestion in the early days.



▲ Rick Thorpe, MTA executive officer for project management, is busy directing an extensive list of projects.

Gold Line Construction Chief To Oversee Metro Projects

Rick Thorpe, whose track record of delivering quality projects on time and on budget has made him one of the most highly regarded builders of light rail systems in the United States, has joined Metro as executive officer for project management.

Thorpe served as chief executive officer for the LA to Pasadena Metro Construction Authority, builders of the LA-Pasadena Metro Gold Line.

Thorpe is responsible for oversight of the 14-mile San Fernando Valley Metro Rapidway, now under construction. Other projects include the six-mile Metro Gold Line Eastside Extension.

“Rick will be a tremendous asset in guiding our future construction efforts.”

CEO Roger Snoble

Pace Of Building Freeway Soundwalls Picks Up

Metro is working closely with Caltrans to make sure 220 miles of noise-reducing soundwalls identified in MTA's Soundwall Program can be built as quickly as possible to improve the quality of life for people whose lives are impacted by the drone of freeway traffic.

The first four projects are being constructed on interstates 10 and 210 and the 134 Freeway. Eight soundwall projects are in the final design stage and will begin construction within the next two years. Preliminary studies for 22 other projects are scheduled to be completed shortly.

Compilation of the agency's soundwalls to-do list began in 1997 after the passage of Senate Bill 45, which transferred the responsibility of planning and programming funding

for soundwalls to local transportation agencies. Caltrans still is in charge of technical studies, design and construction.

Metro's recently approved Short-Range Transportation Plan has designated \$61.6 million in local sales tax monies through 2009 for freeways on which there are carpool lanes, but where only one side has a soundwall.

"By exploring innovative ways of reducing costs, including the possibility of using alternative materials, companion projects and a design/build approach we will bring about much needed relief," says MTA Countywide Planning and Development Executive Officer Jim de la Loza.

LA County presently has 500 miles of freeways and 156 miles of soundwalls.



Hotel, Shops and Parking Will Be Built At Metro Rail Station

In several years, Metro Rail riders who stop at the Hollywood/Vine Metro Rail Station will be able to shop and check in.

▲ *Artist's rendition of Hollywood/Vine Metro Rail joint development.*

A Metro joint development at the 2.8-acre site with Legacy Partners and Gateway Capitol is expected to break ground in June 2004. When completed two years later, retail stores occupying 60,000 square feet will be featured.

The businesses will be located on the ground floor of a four-star hotel with 300 rooms, 60 to 75 condominiums and 200 apartments (with 20% of the units available for qualified low-income earners). In addition, a 732-space, two-level underground parking structure will be constructed.

"The goal of the project is to increase ridership on the Metro System by locating a mixed-use development right on top of the subway station where people can live, play and work a 24-hour urban lifestyle in Los Angeles. It will become the true Hollywood it was always meant to be," says MTA Project Manager Fiona Schneider.





“We have created a unique opportunity to work with the communities we serve.”

DANIEL FINKELSTEIN

LASD Captain and MTA Chief of Transit Police



▲ At Rail Operations Center, located adjacent to Imperial/Wilmington/Rosa Park Metro Rail Station, specially trained personnel closely monitor safety at Metro Rail stations and in tunnels 24 hours a day.

Security Increased On Metro Buses and Trains

Metro will keep going that proverbial extra mile in ensuring the safety of all passengers.

Under development are high-tech security programs—including updated surveillance and detection equipment. The visibility of law enforcement also will be increased.

Metro is exploring the possibility of installing additional security cameras aboard trains and in stations, intrusion and chemical detection devices in stations and enhanced radio communications. All new Metro Buses have updated security features.

“Metro is one of the largest transit agencies in the country and it is one of the safest due to our persistence in

maintaining a high level of security,” says MTA Director of Intelligence and Preparedness Management Paul Lennon.

A key factor in the security equation has been the deployment of approximately 343 LA County Sheriff’s Department deputies to patrol buses, rail stations and trains.

“We have created a unique opportunity to work with the communities we serve,” says LASD Captain and MTA Chief of Transit Police Daniel Finkelstein. “We have strategically assigned patrol officers to rail stations and bus sectors.”

Next Two Metro Rapid Lines Will Stop At Area Hospitals

There's no stopping the continued expansion of Metro Rapid, now spanning 115 miles and saving commuters about 25% in travel time versus regular service.

In June, the eighth and ninth Metro Rapid lines will open. This is in keeping with an accelerated pace of launching two new lines every six months.

The 16.5-mile Vernon/La Cienega Metro Rapid will serve the communities of West Hollywood, Los Angeles, Vernon and Huntington Park. Destinations will include West Los Angeles Kaiser Permanente Hospital.

The 10-mile Soto Metro Rapid will serve the communities of Los Angeles, Vernon and Huntington Park. Destinations will include County/usc Medical Center.

Metro Rapid timesavings primarily result from a bus traffic signal priority system, which switches red lights to green or maintains a green traffic signal long enough for buses to proceed through intersections.

Vernon/La Cienega Metro Rapid is just what the doctor ordered because it will stop close to West LA Kaiser Permanente Hospital.



Land Exchange With Developer Will Result In New Bus Division

Metro's bus operating division in Venice will move into a new custom-built West LA facility with room for a larger, newer bus fleet in 2006, contingent on compliance with environmental regulations.

The new division on Jefferson Boulevard will be located near National Boulevard. Developer RAD Jefferson, LLC, will build the new division in exchange for Metro's current site, a former Pacific Electric Railway yard that opened in 1901, which eventually became a Metro Bus operating division.

The new facility will feature a clean air, compressed natural gas (CNG) fueling facility and, potentially, capacity for twice as many buses to serve some of the busiest lines in the Metro Westside/Central service sector.

As the environmental review and then construction proceeds, Metro will conduct extensive community outreach with the goal of ensuring that the new facility complements and enhances the community and that environmental impacts such as traffic and excessive noise are mitigated prior to opening the facility.

"Metro has long outgrown the Venice property," says MTA Deputy CEO John Catoe. "Metro and its predecessor agencies have used this facility for more than 100 years. It remains our smallest bus division."

"We now have the opportunity to relocate closer to our riders, which improves our efficiency and allows us to put more service on the road to meet current and future needs on the Westside."

JOHN CATOE, MTA Deputy CEO



▲ Artist's rendition of new Metro Bus operations division in West LA.

◀ Venice bus division, circa 1958.

AN ILLUSTRATION OF SUCCESS

New poster series highlights Metro's efforts to improve transportation throughout LA County.

Welding girders for a new bridge. Speeding up buses through better technology. Rescuing stranded motorists to clear freeway traffic. It's all in a day's work for the Metropolitan Transportation Authority (Metro).

While Metro is best known for operating bus and rail service, its diverse transportation projects help to shape both the landscape and the economy of Southern California. So Metro commissioned a series of original illustrations to capture the essence of its larger projects and raise awareness of its wide range of services. The illustrations are currently appearing in Metro Rail trains and stations and will soon spread to other media.

As the region's main transportation planner, Metro oversees and provides funding for carpool lane construction, street and highway improvements, bike path enhancements and freight delivery upgrades. In addition, its Metro Rail lines represent some of the largest construction projects ever undertaken in the area.

The following pages provide a sampling of the 14 illustrations that depict these and other programs. The full series is available for purchase in the form of posters, postcards and a 2004 calendar. For information, contact the Metro Store at 213.922.4744.



FOOTER

Discover Gold in East LA.

The densely populated and heavily transit-dependent eastside of Los Angeles soon will be served by Metro Rail, thanks to a 6-mile extension of the Metro Gold Line. Construction of the Eastside Extension will carry the line from Union Station through Little Tokyo and on to Pomona and Atlantic boulevards. Scheduled completion for

the nine-station line is 2009. As part of its commitment to the community, Metro is actively seeking to employ qualified local workers and businesses in the construction of the line, making the Eastside Extension a crowning achievement among public transportation projects.



Get into LA by transitway.

Among Metro's important freeway projects are the El Monte Busway and the Harbor Transitway. The El Monte Busway operates along the east-west I-10 freeway corridor between El Monte and downtown Los Angeles, while the Harbor Transitway serves travelers along the north-south I-110 freeway corridor between downtown and the South Bay. Both provide exclusive lanes for buses as well as carpools.



Bringing the world to your door.

The Metro-funded Alameda Corridor moves freight traffic quickly, eliminating 15,000 hours of vehicle delays daily. Go Metro.



Bringing the world to your door.

Opened on time and on budget in April 2002, the 20-mile long Alameda Corridor has been hailed as the nation's largest freight-oriented public works project and stands as one of LA County's greatest transportation success stories. By creating a fixed, fully grade-separated guideway dedicated to freight movement, the corridor has solved the vexing problem of moving freight quickly, safely and efficiently from The Port of Los Angeles to downtown LA. It has eliminated 15,000 hours of vehicle delay per day and reduced railroad emissions by 28%.



More pedal power.

Metro smooths the way for cyclists with 475 scenic miles of bike paths. Go Metro.



More pedal power.

Metro supports bicycling as a transportation mode that improves air quality, reduces congestion and helps make healthy communities. There are currently 475 miles of bikeways in LA County with additional bikeways opening every year. Included in the bikeway network are off-road bike paths, on-street striped bike lanes and full-service commuter bike stations with restrooms and changing areas. Metro encourages riders to bring bikes onto the Metro Bus and Metro Rail systems to link bike travel with transit use. All Metro Buses are equipped with free bike racks, and Metro Rail maintains simple restrictions for bikes on trains during rush hours.

Metro's diverse transportation projects shape the landscape and economy of Southern California.



New Safety Campaign Reinforces Prior Efforts

Metro's commitment to protecting the public when waiting, approaching or riding buses and trains is reaffirmed by the "Safety Begins With Me" campaign.

"This is not just a Metro issue but a community issue for prevention of traffic-related injuries to pedestrians and others who live, work and play in the Los Angeles area," says CEO Roger Snoble.

Since 2002, Metro's Community Relations Rail Safety Outreach team has made presentations to more than 50,000 students at area schools and attended scores of community events.

Metro also employs a "Metro Experience" mobile safety theater. Vibrating seats, Surround Sound and 3-D special effects all combine to educate children and adults about rail safety.

"The number of accidents and injuries on the Metro System has consistently declined over the years, proving that Metro's safety efforts are making a positive difference," says Snoble. "But we must continue to do better. Our goal is zero accidents."

Metro Transportation Operations Supervisor Sarah Onapa-Bernal demonstrates proper safety practices by wearing her reflective vest in the bus yard.

Pedestrian Improvements Integral Part Of Transportation System

By Franklin A. Holman

Metro is improving pedestrian environments throughout LA County and promoting walking as a safe, healthy and cultural awareness alternative to driving automobiles.

An unprecedented step was taken when a pedestrian element was created for the Long-Range Transportation Plan.

Since 1992, Metro has steadily increased the allocation of resources for pedestrian projects, which are located near transit centers, stations and major pedestrian districts. Improvements include sidewalk and crosswalk enhancements, pedestrian lighting, pedestrian furniture, wayfinding signage and landscaping.

Located near Metro Rail stations and featuring signposts with historical information about the city, Angels Walk epitomizes the type of project that encourages people to walk and use public transportation.

To date, four Angels Walk projects have been completed; all link to Metro Rail and include cultural, historic and commercial destinations.

Other walkway improvements have been made from Los Angeles to Pasadena along the Metro Gold Line, at Grand and Central avenues and the Fashion District in downtown Los Angeles, and the Santa Monica Transit Mall.

“Every transit trip begins and ends with a pedestrian component. As a result, when designing a city’s transportation system, the ability of human beings to get around by foot also should be a primary consideration,” says MTA Director of Transportation and Development Diego Cardoso. “It will allow for a more healthy and livable urban environment.”

For free pamphlets on self-guiding historic walking tours in Chinatown, Bunker Hill, Hollywood and Little Tokyo/El Pueblo (Olvera Street), call Metro Customer Relations at 800.464.2111.

Walking Exercises The Body And Mind

A growing number of Metro’s pedestrian projects are becoming a paradise for exercisers and history buffs while at the same time providing a direct link to public transit.

A great place to walk and in the process, lose weight, reduce stress, lower blood pressure and cholesterol is along the Angels Walk, replete with easy-to-read signs and photos that describe the history of the area. This walkway provides a unique glimpse into LA’s past and is situated along modern buildings and shopping centers.

Along the Angels Walk, popular sites include Olvera Street, Poet’s Walk, Hope Street Promenade, Maguire Gardens and the Richard J. Riordan Public Library.

Another pedestrian-friendly stroll with descriptive signage is Hollywood Historic Walk. Here, walkers can get a glimpse into the place where the movie industry came to life. Along this path one will see sites such as Grauman’s Chinese Theater, Hollywood Heritage Museum and the Egyptian Theatre.



▲ Located in downtown Los Angeles near several Metro Rail stations is Angels Walk, which encourages the use of public transit. On street markers and guidebooks commemorate the city’s past.

“The project adds urban trails to capture pedestrian attention and provides incentives and interest for longer walks.”

ROBIN BLAIR, MTA Planning Manager

‘METRO CONNECTION’ SYSTEM TO IMPROVE SERVICE

Metro, municipal carriers and local officials are working on a plan that would change the way buses are routed—which will speed up travel time and make it much easier for customers to decide which type of bus service best meets their needs, including delivering them to destinations more quickly.

The transformation of Metro Bus service—a radical change not only for Metro, but also for other transit agencies in LA County—could begin as early as 2005 and continue for several years.

The vision, as outlined by MTA Deputy CEO John Catoe, is a future in which ridership would increase by creating Metro Bus routes that run through an interconnected network of 15 to 18 regional connectors or “hubs.”

For the most part, hubs would be located in major shopping or employment centers and in other trip-generating areas.

Amenities could include park-and-ride lots, bike racks, real-time travel information, ticket machines, service maps/timetables and neighborhood maps and sidewalk/intersection paving improvements for improved access and safety.

Municipal buses, which account for nearly 25% of transit capacity in LA County and city-owned shuttles, would be integrated into this new system to transport passengers to local destinations.

To develop the system, Metro plans to work regionally with municipal bus operators, city operators and local officials. Routes and facilities are currently being studied.

“The ‘Metro Connection’ will maximize Metro’s resources and minimize duplication with the municipal bus operators,” says Catoe, former general manager of the Big Blue Bus in Santa Monica where service expanded by 40% and ridership increased by 36% during his six-year tenure.



QUICKER



“It will put the right buses in place for the right services and get people to their destinations quicker and on time.”

Replace The ‘Grid System’

The “Metro Connection” would largely replace Metro’s current “grid system” which has bus lines—some 20 or more miles long—laid out in a checkerboard pattern across the county.

“Ours is a system based upon what the area looked like two or three decades ago,” says Catoe. “We’ve made changes in headways and adjusted a few things, but we haven’t restructured our basic service since 1978.”

“Although we’re developing a comprehensive plan that addresses many factors, I can guarantee you that we are prepared to make adjustments when needed. What’s planned and what is reality are two different things.”

JOHN CATOE, MTA Deputy CEO





RESOLVE

CHALLENGES:

LA area drivers waste 90 hours a year sitting in traffic congestion.

Traffic congestion costs each person more than \$1,000 annually.

LA County residents and businesses send \$1.4 billion in gasoline taxes to Sacramento and Washington each year but only get back \$1.2 billion in transportation funding.

by Claudia Keith

The “Mobility 21: LA County Moving Together” transportation summit in November concluded with elected officials, transportation providers, business, labor, community and academic leaders recommitting themselves to improving transportation and mobility for the region.

Metro and the LA Area Chamber of Commerce, in partnership with the Automobile Club of Southern California, sponsored the second annual summit. Key leaders vowed to support efforts to secure local, state and federal transportation funding.

After CEO Roger Snoble underscored the importance of keeping up the pressure in Sacramento and Washington to “preserve and protect” transportation funds, the more than 450 people in attendance participated in breakout sessions where a variety of issues adversely affecting transportation were discussed and recommendations made.

“We face some big challenges ahead that will impact the future of our transportation system,” says Snoble. “There will be stiff competition for funding of projects and the Mobility 21 coalition will need to show that we are united in achieving a shared vision for Los Angeles County.”

Snoble also reviewed progress that has been made since last year’s summit, including state approval to seek a half-cent sales tax for specific transportation projects, as well as an amendment to the state transportation program that allows construction of the 14-mile San Fernando Valley Metro Rapidway—opening in 2005—and the six-mile Metro Gold Line Eastside Extension, expected to open in 2009.

“Mobility 21 is about harnessing the power of a group interested in the creation of a transportation system that can sustain our quality of life,” says Snoble.



RESULTS:

The following are some of the recommendations that emerged from the second annual Mobility 21 summit.

Freight Movement

Endorse countywide freight action plan to provide consistent policy on freight movement.

Ground Access To Airports

Support public/private partnerships to identify cost-effective solutions to meet ground access needs and seek increased, flexible funding for passenger and cargo ground access improvements.

Building Partnerships To Develop A Countywide Transit Network

Urge the MTA Board to place a proposed one-half cent transaction and use tax on the ballot in 2004 to fund major transit and highway projects over the next six and one half years.

NIMBYS

Recommend legislative or regulatory changes to streamline and speed up project approval processes without eroding effective environmental protections.

Creative Local Funding Opportunities

Restore transportation resources that have been diverted to other purposes in recent years; explore alternative pricing for new capacity improvements.

Cutting Red Tape

Support state legislation to allow transportation agencies and joint powers authorities more flexibility in contracting and financing without requiring legislative sign-off including design-build contracting and public-private partnerships.



New All Day Pass Makes Getting Around Much Easier

Riding Metro is now more convenient than ever with the new Day Pass, introduced on January 1.

For the single price of \$3, customers can travel an unlimited number of times, all day, on local Metro Bus lines, Metro Rapid and Metro Rail.

Instead of purchasing multiple transfers, passengers can access buses faster and actually save money over the single fare price if they board three or more times.

The Day Pass can be purchased on board any local Metro Bus, Metro Rapid bus or at any Metro Rail station.

Online Rideshare Service Provides Instant Matches

The search for people who want to participate in a carpool or vanpool has been reduced from weeks to a near flash by RideMatch, featured below the trip planner on Metro's home page at metro.net.

During the strike last fall, the number of people accessing RideMatch information increased significantly. On average, approximately 1,000 people daily accessed the site with about 100 of those requesting ride matches.

RideMatch.info provides commuters, who submit preliminary data, with instant information including possible carpool and vanpool, park-and-ride information and helpful area maps. There are currently more than 300,000 commuters registered in the database, with more added every day.

The site is a joint partnership between Metro, Orange County Transportation Authority, Riverside County Transportation Commission, San Bernardino Associated Governments and Ventura County Transportation Commission.

Sharing the ride is one of the best ways to save money, and car and vanpoolers start saving money on their first commute together. RideMatch.info is incredibly fast and is open 24/7. It's the best and fastest way to find someone to share the ride with.

Metro Brings Firefighters To Forefront Of Infernos

Metro Buses transported the firefighting heroes during one of the worst disasters in California history—and then brought them home.

Metro Buses carried firefighters last fall to combat fires in Porter Ranch, Simi Valley, Lake Arrowhead and San Diego that consumed more than 1 million acres and destroyed more than 3,000 homes.

“We were sent straight up the mountain to the Rim of the World location,” says MTA Transportation Operation Supervisor David Castillo. At one point we literally broke through a wall of fire. Low-flying planes were dropping loads of fire retardant around us. It was a disaster area like I’ve never seen before.”

Metro Buses have frequently provided aid during civil emergencies.

“This task is in support of the firefighters and the communities we serve,” says Metro Bus Operations Control Manager Tom Jasmin.



◀ Yellow Car taxi driver Ogan Papazan opens door for employee rideshare participant who has an emergency to attend to.

Ridesharers Can Get Home Any Time Of The Work Day

Commuters who rideshare no longer need to worry about being stuck at work in case of an emergency if their companies sign up for the “Get Home On Us” program.

Employees simply obtain a signed voucher from their supervisor, call a special phone number and receive an authorization number and a referral to a taxi service near their worksite for a free ride home.

The program is administered by TransVironmental Solutions Inc. through a funding grant from the Mobile Source Air Pollution Reduction Review Committee.

“This is a fantastic program for those employees that have put off joining a carpool or vanpool. Now there is no reason to worry about a ride home when unforeseen situations occur,” says Metro Employer Programs Executive Manager David Sutton.

For more information about the program or on ridesharing opportunities, call 213.922.2811 or visit metro.net



Metro's Jaime Carrington greets Gardena Christian School student vanpoolers.

Metro Develops A New Kids School Rideshare Program

Metro is busy promoting the new “School Pool” rideshare program to parents who would like to share the responsibility of safely taking their children to and from school with other parents.

A major benefit of the program is that parents and children feel much less rushed before and after school and can be more productive at work and in the classroom.

Customized parent surveys gathered by schools participating in the program help Metro produce customized parent match lists of families interested in carpooling, then it's up to the families to get acquainted and set up carpools that work for them.

The program is an innovative addition to Metro Commute Services, which helps commuters and employers find alternatives to driving alone.

Interested school administrators should call 213.922.2811 and select “option 3” to add their school to the program. The 24-hour automated voice system records messages and Metro representatives respond to register participants.



Customers Boarded Spotless Buses And Trains After Strike

To mark the end of last fall’s 35-day strike, commuters were greeted with more than free fares and cheerful drivers. Sparkling clean buses, trains, and stations completed the welcome back campaign, thanks to scores of volunteers who sacrificed their weekends for the cleanup effort.

Almost 300 non-union Metro employee volunteers—mops, scrapers, and towels in hand—put in nearly 2,500 hours over the course of three weeks.

Many faced the daunting challenge of cleaning buses, trains and stations that sat idle for weeks during the strike collecting dust, dirt and residue from the wildfires.

“It took all day to clean two cars,” says Metro administrative analyst and volunteer cleaner Gayner Paz. “It’s really labor intensive with a lot of details to make the cars look like new again.”

Ultimately, about 1,300 buses, trains, and stations were thoroughly scrubbed, polished and inspected to the last detail.

“This was not just a general ‘wipe it down and go,’” says Metro Division 9 Maintenance Manager John McBryan.

“You know the bus is clean when you can walk inside and it smells clean.”

“We’re not changing the corporate name, Los Angeles County Metropolitan Transportation Authority,” says CEO Roger Snoble. “At the same time, however, we believe Metro is an easily identifiable name for all of the products, programs and services the agency provides.”

ROGER SNOBLE, MTA CEO



Re-branding Effort Reflects A New Way Of Doing Business

Metro has a new attitude about the way it conducts business and is working to project that attitude through a variety of “re-branding” initiatives designed to strengthen the Metro identity and gain more customer recognition of its products and services.

Central to the effort is a revised logo which emphasizes the word Metro, building on the identity of already well-known services such as Metro Bus, Metro Rapid, Metro Rail, Metro Freeway Service Patrol and Metro Commute Services. Greater consistency is being applied to various types of customer communications materials as well.

In addition, Metro is making the appearance of its buses friendlier with new vibrant colors for ease of distinction between different types of service.

Metro launched a new advertising campaign called “Go Metro” recently in conjunction with the implementation of its re-branding program.

(From left)► Jimmy Wang, Mila Asuncion, Christina Marquez, Ernestina Camarena and Andrew Phung were among hundreds of Metro volunteers who helped keep Metro fleet clean during the strike.

Metro's new online trip planner creates custom itineraries for customers in a click or two.



Trip Planner Gets Intelligence Boost

More than twice as many people are visiting Metro's easier to navigate trip planner at metro.net since it was upgraded with many more choices.

More comprehensive information delivered in a matter of seconds has resulted in the number of people visiting the site to increase by 133%.

Home page fill-out forms, more detailed maps with a zoom-in capability, more specific itineraries, more timetables, and an advanced search component are among the new extras.

Customers who would prefer speaking to customer telephone information agents for trip planning assistance should call 1.800.COMMUTE.



◀ Teacher Curtis Johnson and Metro San Fernando Valley's Marta Maestas-Mack discuss transportation with Roscoe Elementary School students.

Students Are Finding 'On The Move' Moving

A series of transportation curriculum developed by Metro and the Los Angeles Times is being taught through March 5 to 4th through 8th grade students who live around LA County rail and construction corridors.

"On The Move" targets approximately 1,300 teachers and 78,100 students.

A curriculum guide mailed by the newspaper to participating teachers includes 10 lessons which cover such subjects as how goods and people are moved from one place to another, the many advantages of using buses and trains instead of cars and the types of public transit service available. Also emphasized is anti-graffiti and safety education.

A pilot program for grades 9 through 12 that uses elements contained in the "On the Move" curriculum guide has been introduced to the five schools that participate in Metro's Transportation Careers Academy Program.

This program also includes an art and essay contest, with winners who will be selected by judges from Metro and honored at an awards luncheon next spring at the LA Times. Teachers also can arrange for Metro employees to visit classrooms for student interviews and discussions about transportation careers.

Teachers can enroll online at latimes.com/TIE. For more information, call MTA Project Manager Marta Maestas-Mack at 818.701.2840.

Metro Ticket Machines Redesigned For Ease

A new sophisticated generation of hassle-free, trilingual ticket vending machines (TVMs) is making it easier for passengers to purchase tickets.

User-friendly TVM features include audio/video display windows that give instructions in English, Spanish and Chinese and audio headset hook ups for hearing and visually-impaired customers.

Fifty of the new TVMs are installed at Metro Gold Line stations as well as at Union Station, with at least two TVMs at each station. Upgrades of all TVMs are planned this year.

The TVMs enable riders to purchase multiple tickets—up to eight identical tickets at a time—and make change for bills from \$1 to \$20.





Manufactured by North American Bus Industries, 45-foot advanced aerodynamic CompoBUSES, five feet longer than standard models with six more seats, will debut this summer. Fueled by clean, compressed natural gas, the buses are made of Stealth Bomber-type lighter weight materials, which enhance fuel economy and reduce brake wear and tear.



Metro Gold Line light rail cars, manufactured by Siemens Transportation Systems Inc., can carry 76 seated passengers. Each two-car set is 89 feet, 6 inches long. The stainless steel trains can reach a maximum speed of 55 mph and accelerate 3 miles per second.



In 1956, Los Angeles Transit Line Bus 6161 travels down Main Street near the former Pacific Electric Railway station. Built in 1942 by General Motors, the 45-seat, steel bus could travel between 60 and 65 mph. This particular coach stopped running in the 1970s.



In 1955, a Los Angeles Transit Lines streetcar is at the J Line Palm Place Loop in South Gate. Built in 1937 by St. Louis Car Co., the 46-foot, steel frame streetcar traveled at up to 42 mph and seated 61 people. Number 3014 was retired in 1963.



In 1955, Metropolitan Coach Lines operated this Pacific Electric Railway Red Car, photographed at Morgan Yard in Long Beach. Built in 1910 by American Car & Foundry, the Red Car was 73 feet long, could travel 45-55 mph and seated 80 people. Red Car service ended in 1961.

FUTURE FACTOIDS PAST

04-0656 AK



Metropolitan Transportation Authority

Metro

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