

Metro™ QUARTERLY

SPRING 2006



Welcome Aboard

The Customer Experience



Metro™

Chief Executive
Officer
Roger Snoble



We know that for most people, Metro is the bus that pulls up at a stop or the train speeding along the tracks. Our customers expect to see the bus or train and don't think much about how it got there, who made sure it arrived on time or how it will take them to their destination.

It's our job here at Metro to think about those things and to make sure we provide the best, safest, cleanest and most efficient service we can. It's our obligation to our customers and, as you'll see, we take that obligation seriously.

You often hear companies say, "We're customer-focused." Coming off our largest increase in ridership, our greatest gain in new riders and the highest rate of people switching from cars to transit – I can honestly say, "We're customer-focused."

Metro has almost 10,000 employees and operates the nation's second largest bus and rail system. It's an agency that also plans, funds or constructs a wide range of transportation facilities throughout Los Angeles County.

In this issue, we will illustrate all that Metro does to focus on our customers. It will touch on our customer service philosophy and how we reach out to customers in so many ways, from television shows and print advertising, to our Web site and online Trip Planner.

This issue also features a report about a representative group of customers who made a behind-the-scenes visit to a downtown Metro bus yard and to the home of the Metro Red Line. While each of them is a daily Metro rider, none had ever seen what our talented and dedicated employees do to prepare themselves and their buses and trains for hours of service on the roads or rails.

I hope you will be as impressed as they say they were with their experience.

Sincerely,

Roger Snoble



Arthur Winston
1906 – 2006

"Having worked on the job for more than seven decades, Arthur was a legend, a true inspiration, dedicated to his work and loyal to this agency...his longevity, commitment and work ethic will continue to inspire us for years to come." – CEO Roger Snoble

Board of Directors

Antonio R. Villaraigosa	<i>Board Chair, Mayor of Los Angeles</i>
Gloria Molina	<i>1st Vice Chair, First Supervisorial District</i>
Pam O'Connor	<i>2nd Vice Chair, City Council Member, Santa Monica</i>
Michael D. Antonovich	<i>Fifth Supervisorial District</i>
Yvonne B. Burke	<i>Second Supervisorial District</i>
John Fasana	<i>City Council Member, Duarte</i>
David W. Fleming	<i>Lawyer, Private Citizen</i>
Richard Katz	<i>Past Member, California State Assembly</i>
Don Knabe	<i>Fourth Supervisorial District</i>
Bonnie Lowenthal	<i>City Council Member, Long Beach</i>
Ara Najarian	<i>City Council Member, Glendale</i>
Bernard Parks	<i>City Council Member, Los Angeles</i>
Zev Yaroslavsky	<i>Third Supervisorial District</i>
Doug Failing	<i>Ex Officio</i>

MQ SPRING 2006
NO. 14

Published by
Metro Communications
Department

Chief Communications Officer:
MATT RAYMOND

Editor:
BILL HEARD

*Editorial/Production
Coordinator:*
YVONNE PRICE

Writer:
ANNE DULLAGHAN

Graphic Design:
METRO DESIGN STUDIO

Photographers:
DENIZ DURMUS
NEIL SADLER
JEREMY EICHENBAUM
KYUNG KIM
SUJI LEE
PETER WATKINSON
LAURA WOODWARD

Metro Research:
JIM WALKER
(Dorothy Peyton Gray
Transportation Library)

*Deputy Executive Officer,
Public Relations:*
MARC LITTMAN

All comments concerning MQ
or requests to be added to
the mailing list, free-of-charge,
should be directed to:

MQ, Metro Public Relations
Attn: Dan Colonello
Mail Stop 99-P1-1
One Gateway Plaza
Los Angeles, CA 90012-2952
or by e-mail to colonellod@metro.net



CONTENTS

- ◀ 4 **FOCUS ON OUR CUSTOMERS**
Improving its riders' transportation experience – Metro focuses on customer needs.
- 6 **NEWS FOR OUR CUSTOMERS**
In the entertainment capital of the world, how does Metro compete for the public's attention?
- ◀ 8 **BEHIND THE SCENES**
Customers experience a day in the life of Metro operations.
- 10 **INFORMATION FOR OUR CUSTOMERS**
To help riders get where they need to go, safely and on time, Metro has a wide range of options.
- ◀ 12 **TECHNOLOGY FOR OUR CUSTOMERS**
Enticing car-obsessed Angelenos to ditch the keys and choose Metro takes more than affordable fares and easy-to-read timetables.
- 14 **METRO QUARTERLY UPDATES:
EXPOSITION LINE MOVING FORWARD**
The light rail project receives state funding as its Board awards a design-build contract. Construction should begin in the summer.



FOCUS ON OUR CUSTOMERS

“Everything we do is focused on our customers – that’s what we’re about,” says John Catoe, Metro deputy chief executive officer and head of all transit services. “Our number-one objective is to provide the highest quality of service possible to the residents and visitors in our communities.”

That simple mission of improving our customers’ transportation experience drives Metro. This issue of Metro Quarterly explores the many ways Metro services the community at large. “From improving our signage out on the system to making our vehicles more clean and attractive, to providing as much information in as many forms as possible, Metro continues to keep the changing transit needs of the public first and foremost,” declares Matt Raymond, Metro chief communications officer.

A Range of Customer Services

For the commuter, this means operating more than 2,200 peak-hour buses each weekday, including new service such as Metro Rapid and Express lines and the Metro Orange Line; as well as operating 73 miles of Metro Rail service. The result: customers save money on parking, car maintenance and gas – completely bypassing time-consuming bumper-to-bumper traffic.

For the leisure traveler, Metro makes it easy to explore all that Southern California has to offer – from the sandy shores of the South Bay beach cities, to historic downtown Los Angeles and the entertainment districts of Hollywood and Universal City, to the hotspots of North Hollywood and Pasadena – and all points in between.

“Everything we do is focused on our customers – that’s what we’re about.” JOHN CATOE





With more than 9 million people – one-third of California’s residents – living, working and playing within Metro’s 1,433-square-mile service area – continually improving how we move customers in the most convenient, effective and efficient manner possible is a passionate work in progress.

For businesses large and small, Metro offers programs that help increase customers, reduce employee commute times, comply with federal regulations, and generate greater employee productivity and satisfaction.

Generating Customer Satisfaction

Judging by surveys that show significant increases in satisfaction with many aspects of Metro service, the agency’s work on behalf of its customers is succeeding. “Not only have we experienced growth in our traditional ridership, but for the first time we’re also seeing significant growth among individuals who are discretionary riders,” says Catoe.

A large portion of this satisfaction can be attributed to the opportunities Metro provides for customer input, especially through its five service sector governance councils. “I attend the South Bay sector meetings and like being able to express my concerns at the local level,” says Metro customer Dorothea Jaster. “If there’s something they can’t solve, they take the issue to a higher level at Metro.”

Continuing the Customer Dialog

In coming years, as Metro anticipates a complete restructuring of its service, reliance on customer feedback to craft a new transit system that reflects a growing population and changing needs will be even stronger.

“We can’t overemphasize the importance of our customers to what we do, and we can never lose sight of that focus.”

JOHN CATOE

“We want to have a continuing dialog with our customers so that the public, in their own geographic areas, will help mold what the new Metro transportation structure will look like,” says Catoe. “We can’t overemphasize the importance of our customers to what we do, and we can never lose sight of that focus.”



NEWS FOR OUR CUSTOMERS

In the entertainment capital of the world, with action-packed television shows and 24/7 news channels filling the airwaves, how does Metro compete for the public's attention? With its own brand of Metro communications outreach.

Breaking Through the Information Clutter

For the last four years, "Metro Motion," a series of 30-minute television shows airing on 14 cable television channels in Los Angeles, has filled in the information gaps, covering a wide range of transportation issues and encouraging viewers to use public transit.

"Metro Motion" is a joint production of Metro and CityTV, owned and operated by the City of Santa Monica. The 30-minute program is distributed to some three dozen local cable TV stations. The show is presented like a regular newscast with professional anchors, field reporters and interview segments. To maintain its high news standards, the show's scripts are written by veteran KFWB journalist Judy Ford.

Marc Littman, Metro's deputy executive officer for public relations, notes that cable television has been an excellent way to reach large numbers of people. "'Metro Motion' allows us to give a broad viewing audience a closer look at new projects, such as the Metro Gold Line's Eastside Extension and Exposition Line, and to provide a better understanding of our many Metro programs and services."



Spreading the Word in Every Language

Metro's ongoing communication efforts extend beyond the airwaves, reaching hundreds of thousands of customers through the power of the printed word.

Every month, a new series of Metro Briefs runs for two weeks in 120 local newspapers – many printed in foreign languages. “Metro Briefs are short ads that we produce for each of Metro’s five service sectors,” says Marketing and Communications Officer Jeff Ringsrud. “We feature local activities of interest, new service lines and other information important for our customers to know.”

In addition to the Metro Briefs ads, a monthly customer newsletter – Metro News – helps bus and train riders learn more about system improvements and area events. “We print Metro News in both English and Spanish, and highlight selected items such as new lines, Metro services or improvements,” notes Ringsrud. “We also include a ‘Go Metro’ section which often has discounts to entertainment venues and sporting events.”

Around LA in a Day

Metro’s other cable television show, “LA in a Day via Metro,” takes a lighthearted look at the Southland’s most popular and interesting destinations – all reachable using the Metro Rail and Bus system. Among the destinations “LA in a Day Via Metro” has explored are the Hollywood & Highland retail and entertainment complex; Sunset Boulevard from Olvera Street to PCH; and the exciting restaurants and entertainment venues in downtown Long Beach.

A joint production of Metro and Channel 36, owned by the City of Los Angeles, the show is currently running on 18 cable channels throughout Los Angeles County.

“LA in a Day via Metro’ has been so popular that other local television stations have incorporated our segments to use in their travel shows,” says Littman. “It’s a terrific opportunity to show people how easy it is to use public transportation to go just about anywhere they want to in the city.”

To increase the program’s reach, portions are edited into 30-second and one-minute “Metro Escape” spots – mini-destination features – that are aired by a number of local TV stations and are programmed on the TransitTV units aboard Metro buses.



BEHIND THE SCENES WITH OUR CUSTOMERS

Hundreds of thousands of Angelenos ride Metro Rail and Metro Bus service every day. But, how many appreciate the planning, care and maintenance, and sheer hard work that goes into putting those buses on the road and those rail cars on the tracks 24 hours a day, seven days a week? We invited a small group of customers for a behind-the-scenes look at a day in the life of Metro.

8:15 AM

Getting to Know Metro

A casual get-to-know-you breakfast at Metro Headquarters started the day for the group of customer visitors.



9:00 AM

Welcome to Bus Division 2

Transportation Manager Thom Pelk explains that peak time at Division 2 – like any other Metro bus division – starts around 4:30 am and lasts about two hours. But that doesn't mean all is quiet until afternoon rush hour. Transportation Operations Supervisor Reggie Foster is one of the team that handles the complex job of scheduling the division's bus operators. It's a position that requires a good sense of humor, a solid understanding of union contracts and keen organizational skill. The avid Pittsburgh Steelers fan matches bus operators to schedules in the most effective, efficient and cost-effective manner possible.



9:30 AM

A Look Through the Window

Division 2's window personnel hand out assignments to each operator and have operators complete necessary paperwork. When Transportation Operations Supervisor Trynett Walker comes on board at 7 am, the phone doesn't stop ringing until long after her 4 pm shift comes to an end. "We're always busy fielding calls," she says.



10:00 AM

All Aboard

Before any bus leaves the yard, each assigned operator has exactly 13 minutes to examine his or her vehicle. Operator Raymond Williams takes great pride in showing Metro's group how he thoroughly inspects the safety and operational features of his bus.



10:30 AM

CNG Makes a Difference

Metro operates the largest clean-air fleet in the country. Each of Division 2's 205 buses holds 17,000 cubic feet of compressed natural gas (CNG). Refueling the fleet each day takes up to five hours!



11:00 AM

Safety at All Times

A trip through Division 2's comprehensive maintenance area is an eye-opener. Assistant Manager Gary Schachel operates a 24/7 shop rotating 53 mechanics and 37 service attendants in three shifts. Buses are inspected every 6,500 miles. Brakes are relined at between 20,000 and 40,000 miles. "I'm surprised at all the effort that goes into keeping the buses on the road," says customer Mitchell Fujiwara.



A 24-year Metro employee, Pelk sums up why he – and the rest of the Division 2 team – do what they do. "It's a challenge, but we do it for our customers. We treat our customers with pride. I'm here every morning at the gate to make sure that everything's okay before our buses leave."

11:30 AM

Meeting the Train

Transportation Operations Supervisors Purvis Johnson and Esther Pippins next take the group on the short trip to Division 20, home of the Metro Red Line. For avid train fanatic Norman Lane, this up-close-and-personal visit is a dream come true. "When I was a young boy riding the J Train in New York, I memorized all the timetables," he recalls. "They used to pay me to announce each of the stops. Seeing the Red Line like this is really exciting."





Dorthea Jaster

Dorthea, a 72-year-old Harbor City resident, has been taking the bus for the last year and a half. She often uses Metro to get to her church. Dorthea was a member of the artist selection committee for the Metro Green Line, and is an active participant in the South Bay Service Sector Governance Council.



Norman Lane

Norman, a 66-year-old tax attorney, lives in Valley Village. A native of New York City, Norman loves trains and has been to opening day of every Metro Rail line. He regularly takes the Red Line to North Hollywood station and then various connecting buses to reach his Santa Monica office.



Valery Minassian

Valery, a Glendale resident, regularly depends on Metro's bus lines to take her to her jobs assisting seniors and the elderly in Beverly Hills.



Mitchell Fujiwara

Mitchell, a 39-year-old Pasadena resident has been commuting for the last nine months via the Metro Gold and Red Lines to his job in the city of Los Angeles payroll department. "I estimate I save \$90 a month using Metro compared to driving," he says.

11:45 AM

Going Back to School

With charts, lights and rail signs lining the walls, Metro Rail's PC-based classroom looks unlike any other. Transportation Manager Roman Alarcon explains that, because all rail operators are former bus operators, they must undergo a rigorous eight-week course of instruction to qualify as train operators.



12:00 PM

The Maintenance Shop

Inside the Metro Red Line maintenance building, rows of traction motor trucks (wheel assemblies), rail cars and even the historic "Angel's Flight" funicular are in various stages of repair. "I'm in heaven here," says Lane. Using large hoists and underground service bays, each Red Line car is routinely serviced and inspected. Once repairs are completed, a mechanism called a "stinger" delivers a jolt of power to send rail cars back into the yard.



12:30 PM

A View from Yard Control

High above the tracks and trains, Transportation Operations Supervisor Carlos Razura has a view of everything going on in the train yard. The operations tower is the heart of the Red Line system; it's where train operators receive their assignments and equipment, and where all the trains are routed from a large, central control panel. "I really enjoy riding Metro's rail lines," says customer Dorthea Jaster. "I'll make any excuse to go Downtown just to take the Blue Line."



1:00 PM

Gathering Vital Customer Input

It's only a five-minute drive from Division 20 back to Metro Headquarters, where the group tours the Design Studio. The Design Studio is responsible for all of Metro's visual communications – from signage, timetables and bus colors, to the Web site, outdoor billboards and print ads. Because the customer experience is central to Metro's mission, the customer group is asked for their opinions about two new Metro ad campaigns. Their input will help build ridership efforts with targeted, creative advertising.



1:30 PM

Metro Impressions

Over box lunches, the customer group reviews the day and shares their impressions of Metro.



"I had no idea how sophisticated the buses and the equipment were," says Mitchell Fujiwara. "It takes a lot of work to move so many people through the city."

Notes Valery Minassian, "I didn't know anything about Metro before; it was all new to me. I plan to count on Metro much more now."

Adds Dorthea Jaster, "I've found that Metro is always willing to listen."

Finally, Norman Lane sums up the customer-focused spirit of Metro. "The people are devoted, enthusiastic, proud of what they do. From what I saw today, it's not just a job; it's also the satisfaction of serving the public."



INFORMATION FOR OUR CUSTOMERS

Today, Los Angelenos – and visitors alike – face a number of transportation challenges navigating the county’s vast network of streets, freeways, bus and rail systems. How do I get from Point A to Point B? Where can I buy a transit pass? Where do I go if my bus line has changed?

Helping Customers ‘Go Metro’ Anytime, Anywhere

To help riders get where they need to go – safely and on time – Metro has many customer-focused services.

Instant Information Online

“One of the first places people start is with the Trip Planner at *metro.net*,” says Matt Raymond, Metro’s chief communications officer. “We’ve made many improvements to the Web site; as a result, online trip itinerary requests now exceed those to our call center 5 to 1.”

By June, Metro Webmaster Joe Simpson believes customers should be able to view a selection of informative video clips on Metro’s Web site, such as Go Metro to the Getty Museum or Metro Art in the System. “In the next few months, visitors to the Web site should also be able to download system maps and timetables to their PDAs,” he says.

Those who don’t have access to a computer or the Internet can always call 1.800.COMMUTE, where a customer representative will help riders determine the best route via bus or rail line.

Navigating the System is a Snap

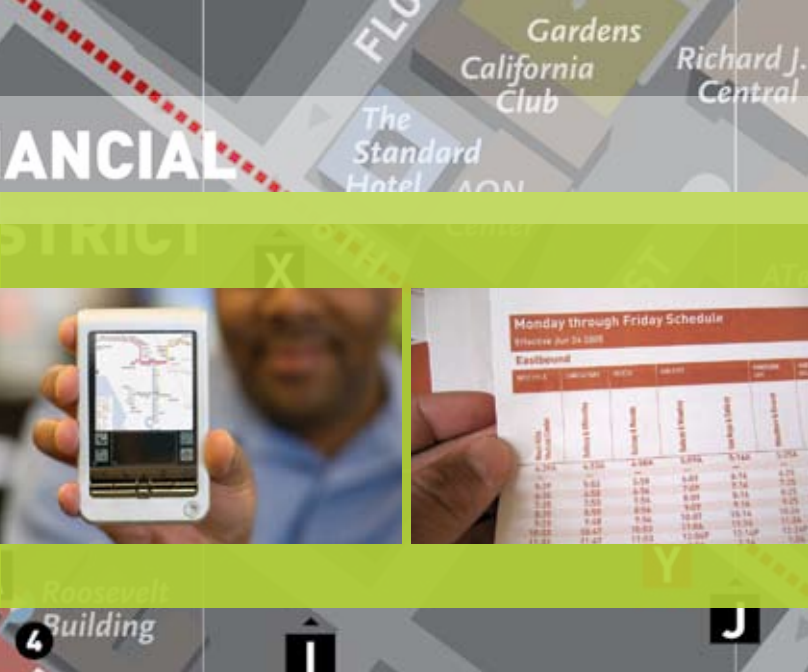
Finding the right transit information is one thing; being able to get to your destination is another. With so many routes, lines and transportation options, Metro understands the challenges customers often face in navigating the system. Which is why Metro has been consistently improving the signage at all its stops and stations.

“Our goal is to have any customer walk up to a facility and know how to use our buses or trains – where they go, how much they cost, how to make connections,” notes Raymond.

Signage improvements include easy-to-read, detailed neighborhood destination maps at each station and transit center, as well as colorful fold-out destination and system maps.

“It used to be that you had to know your route number to determine where you were going,” explains Raymond. “Now, if you want to go to Universal Studios by bus, for example, you just look it up on the destination map to find out how to get there from where you are.”

Additionally, Metro is continually upgrading its timetables, holding customer focus groups to see what customers



Keeping 18,000 Bus Stops Clean and Up-to-Date

For Pete Serdienis, no two days are the same in his quest to ensure that Metro's almost 18,000 bus stop signs are up to date and that the stops, themselves, are clean. To accomplish this, the Metro facilities maintenance manager oversees a 37-member Stops and Zones/Metro Clean crew.

"We're responsible for the planning, installation, relocation, maintenance, investigation and resolution of complaints about Metro's bus stops throughout our 1,433-square service mile area," says Serdienis. "We're also under contract to maintain LADOT Commuter Express and Community Connections bus stops."

At least twice a year, Stops and Zones crews adjust bus stop signs to reflect new lines and route changes. A month prior to the time the signs are scheduled for installation, the maintenance crews place notification "hoods" over the tops of the signs to keep riders informed about upcoming changes to their regular routes.

Day to day, Stops and Zones moves just as quickly to repair any damaged bus stops. "We lose as many as two stops a day due to traffic accidents," says Serdienis.

Operating under Stops and Zones is the Metro Clean unit, which is responsible for keeping bus stops spic and span. Unit leaders supervise offenders who are assigned by county courts to work off their community service time by cleaning bus stops and removing graffiti from buses at their layovers.

"The public's perception of Metro is based not only on our equipment and service, but also on the appearance of our bus stops," says Serdienis, noting that the stops, shelters and benches actually are the property of vendors or the cities in which they are located. "By keeping stops clean and litter-free, we help improve the quality of life for the surrounding community and make using public transit more pleasant for our customers."

want to know and how best to present it. Currently, Metro is testing the effectiveness of timetable kiosks where riders can look up and print a custom schedule.

The Price is Right

Today, more and more people are choosing to use Metro's services, thanks to a wide range of fare choices. These include the \$3 Metro Day Pass, which customers can purchase directly on any of Metro's 2,600 buses. Or, they can visit Metro's network of more than 600 outlets throughout the county to purchase monthly, semi-monthly and weekly passes, as well as senior and school passes.

"I count on Metro to get everywhere I need to go," says Glendale resident Valery Minassian. "Metro is a good choice for me – I like the price, the schedules and the comfortable commute."

To encourage ridership, Metro also offers a complete line of employee transit pass programs designed just for businesses. "Studies have shown that, if a company subsidizes a transit pass by more than 50 percent, public transportation ridership by employees as much as triples," says Raymond. "Even better, companies can provide these options for their employees tax-free.

Metro's Commute Services can meet with an interested business and create a customized program that benefits everyone – the company, the employees and the community."





TECHNOLOGY FOR OUR CUSTOMERS

Reaping the Benefits of the High-Tech Metro System

The Advanced Transportation Management System (ATMS) is a good high-tech example. Known in the industry as Smart Bus technology, ATMS is the electronic brain behind Metro's 2,600 buses and the most comprehensive, feature-packed system of its type in the world.

Taking High-Tech on the Road

At the core of this communication and fleet management tool are brand-new transit radio and computer-assisted dispatch systems. Metro uses the vehicle location and passenger counting capabilities of ATMS to monitor safety and make scheduling decisions. Passengers appreciate the voice announcement system that calls stops and the on-board security monitoring capabilities. And, in the near future, the Universal Fare System – with its smart card technology – will make paying fares quicker and easier. The bottom line: information-based operations will increase operational efficiencies that will benefit customers time and time again.

An Entertaining Commute

While the inner workings of ATMS are relatively transparent to riders, passengers have welcomed Transit TV. Only on Metro buses can passengers catch the latest news and sports headlines, check stock quotes, play games or watch entertaining vignettes – all during their daily commute.

“Our customer surveys show nine out of 10 passengers enjoy Transit TV,” says Matt Raymond, Metro's chief communications officer. “It's another way to make Metro more enjoyable and keep customers informed and entertained while riding the bus.”

Design a Key Consideration

In Los Angeles' car- and image-conscious society, what you drive and how you commute has great bearing on how you view yourself. This understanding of our customers' needs led to Metro's retooling its bus designs.

“Bright, vibrant colors and sleek, modern designs make Metro buses some of the more eye-catching vehicles on the road today,” notes Raymond. “Our customers feel better about riding them and the communities feel better about having Metro vehicles on their streets.”

Adding the Latest in Rail Cars

In addition to colorful, high-tech buses, the Metro Rail fleet features the latest in rail car technology, from an advanced propulsion system and diagnostic equipment, to greater passenger accessibility.

Metro's new Model 2550 rail cars provide many improvements that directly benefit transit customers. These 90-foot-long, 76-passenger cars include automated interior and exterior



Enticing car-obsessed Los Angelenos to ditch the keys and choose Metro takes more than affordable fares and easy-to-read timetables. It takes state-of-the-art technology combined with sleek buses and modern trains to turn die-hard drivers into enthusiastic passengers.

announcements, cantilevered seats, four convenient wheelchair locations, strategically placed destination signs, and an internal and external camera security system.

Now operating on the Metro Gold Line, the 2550 cars also will be deployed on the Metro Gold Line's extension into East Los Angeles, which is due to open in December 2009.

Quickly Reaching Destinations

While good looks and modern amenities make the ride more enjoyable, a top priority for customers is reducing the time they spend commuting. To help do this, in June the agency will debut new Metro Rapid service on Sepulveda Boulevard in the San Fernando Valley. "About every six months through 2008, we will be putting in one or two routes," says Rod Goldman, deputy executive officer of Service Development.

Taking advantage of the HOV lanes, Metro's Express Line 450 and Express Line 577X bypass the bumper-to-bumper traffic found most days on the Harbor and 605 freeways. Moreover, the 550 Line makes travel easier for those who need to go to Cedars-Sinai Medical Center, Harbor UCLA Medical Center or San Pedro's Peninsula Hospital.

Additionally, anyone who needs to catch a flight can now ride the new FlyAway Airport Shuttle Service from Union

Station to LAX. The \$3 nonstop service runs every half hour, and takes 45 minutes or less – a significant time savings over driving alone to the airport in rush-hour traffic. Return service from LAX operates on the same frequent schedule and at the same low cost.

In February, Metro launched its Gold Line Express service. This new service cuts commuters' end-to-end rush-hour travel times from 34 minutes to just 29 minutes. The new service, the first of its kind on the 73-mile Metro Rail System, stops at five of 13 Metro Gold Line stations.

Metro Connections: The Future of Transportation

While Metro works to ensure that its current bus lines meet customers' needs, plans are to streamline the transit system, making it even more attractive to experienced riders and potential customers.

"The Metro Connections initiative will evaluate how people travel and take a close look at redesigning the bus and rail system for maximum ridership," says Goldman. When implemented over the next two or three years, Metro Connections will be the first countywide, comprehensive restructuring of the region's bus system since 1980. The initial phase of the new service is planned for implementation during 2006.

Exposition Line Moving Forward



Metro Secures \$208 Million in State Funding and Awards Design/Build Contract

In March, the California Transportation Commission (CTC) approved the allocation of \$208 million in Traffic Congestion Relief Program (TCRP) funding for the Exposition Light Rail Transit Project. The money will provide a major source of funding for the project.

Kicking off Phase 1 of construction, the Exposition Metro Line Construction Authority Board awarded a \$420.2 million design/build contract to FCI/Fluor/Parsons, a joint venture construction and design group.

Construction of the \$640 million project is expected to begin during the summer. The Exposition LRT will feature eight new stations between downtown Los Angeles and Culver City, plus upgrades to existing stations.

Transit Access Pass (TAP) On Schedule



Transit Access Pass (TAP) fareboxes, stand-alone validators (SAV) and ticket vending machines (TVM) will be installed on buses and at Metro Rail stations throughout Los Angeles County by the end of June. That includes more than 2,600 smart card-enabled fareboxes on Metro buses, as well as 287 SAVs and 303 TVMs on the Metro Blue, Gold, Green, Orange and Red Lines.

Now operational with Metro employee ID badges, in the future Metro's Universal Fare System will enable all regional transit riders to switch seamlessly from rail to bus, Metro to municipal bus, or vice versa. Eleven municipal transit operators also are partners with Metro in UFS TAP. When the system is fully implemented, the only thing a patron must remember will be to tap the credit-card shaped TAP card on the SAV, TVM or farebox when boarding a bus or entering a train station.

El Monte Transit Center Expanded

Connections for patrons using the El Monte Transit Center are now easier than ever. Six convenient new lower level bays adjacent to the south parking structure have been opened for use by Metro and Foothill Transit buses. Bays A, B, C

and D are designated for five Metro Local lines, while Bays E and F are reserved for two Foothill local lines.

Passengers also can continue to board buses at the 10 bays located on the circular upper level of the

Transit Center. Bays 1-5 are used by Metro Express lines to downtown Los Angeles. Bays 6-10 are for local and express lines to points east of El Monte.

New Pico/Rimpau Bus Stop Terminal Offers Stylish Convenience



Since January, riders passing through Pico/Rimpau's modern new bus terminal have been enjoying the six spacious stainless steel bus shelters outfitted with benches, ample lighting and phones. The new terminal, which also includes four open bays, replaces a space that for years was hardly more than a parking lot with minimal passenger amenities.

For the previous 70 years the hub, which sits just east of the intersection of Venice and San

Vicente boulevards, has served as the drop off and collecting point for passengers traveling to and from downtown Los Angeles, Mid-City and Santa Monica.

Making the terminal even more convenient, in 2007, passengers will be able to shop at the Mid-Town Plaza, a mixed-use retail center housing a Target store, a Home Depot and other retail outlets now being built behind the new bus facility.

Division 9 Breaks Ground On New Bus Operations Building



Metro's San Gabriel Valley Division 9 in El Monte is getting a new look. A new three-story, 45,515-square foot steel frame building is being built on Caltrans property northwest of Division 9's current Bus Operations building, adjacent to the El Monte Transit Center.

The 13-month project is expected to be completed in early spring 2007. In addition to serving as the main building for bus operators and other employees at Division 9, the \$11.8 million structure will also be the new home of the San Gabriel Valley sector administrative office. It will include a community room for the sector's Governance Council meetings, public hearings, and other Metro-sponsored activities.

What makes this modern aluminum and glass building stand out is its use of environmentally friendly materials. The building will be constructed to achieve

a Leadership in Energy and Environmental Design "Silver" Certification from the United States Green Building Council.

The new Bus Operations building will not only replace outdated and antiquated facilities, but its new location on the site will also allow for a future increase in the bus fleet, sector personnel, and expanded operation of the Sheriff's Transit Services Bureau San Gabriel Valley field office.



FACTOIDS

Survey Says...

Between September 25 and November 18, 2005, a total of 19,254 Metro riders responded to a customer satisfaction survey. Of those, 67 percent said they had been Metro riders for three or more years. Eighty percent commute to and from work on Metro. Eighty-four percent were satisfied with Metro service and 83 percent thought service had improved over the previous year.

Metro Survey Facts

Total bus surveys	17,481
Total rail surveys	1,773
English-language surveys	12,134
Spanish-language surveys	7,120

Opinions About the Ride

I feel safe	87%
I had a seat	80%
Bus or train is clean	77%
Bus or train is on time	71%

Primary Age Range of Respondents

18-24	22%
25-44	40%
45-61	21%

Fares Purchased*

\$3 Day Pass	35%
Regular Monthly Pass	18%
Cash Fare	12%
Other Passes or Tokens	36%

**Percentages total 101% due to rounding up.*



Metro™

Los Angeles County
Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012-2952

ST
TRANS