



November 2, 1995

Los Angeles County  
Metropolitan  
Transportation  
Authority

818 West Seventh Street  
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Mailing Address:  
P.O. Box 194  
Los Angeles, CA 90053

TO: MTA BOARD OF DIRECTORS

FROM: JOSEPH E. DREW

SUBJECT: DIRECTOR DEANE DANA'S LETTER REGARDING  
PROMOTION OF THE GREEN LINE

Attached is a copy of the response to Director Dana's inquiry on Green Line promotion.

If you should have any questions, please contact Barry Engelberg at (213) 244-7408.



October 30, 1995

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P.O. Box 194  
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The Honorable Deane Dana  
Supervisor, Fourth District  
County of Los Angeles  
Hall of Administration  
500 West Temple Street, Room 822  
Los Angeles, CA 90012

Dear Supervisor Dana:

Thank you for your letter of September 14, 1995 regarding the promotion of the Green Line. I respect your concern about this matter.

I believe we have provided a large volume of accurate public information about the line, and this effort has undoubtedly contributed to the higher-than-predicted ridership figures you cited. Prior to or shortly after the official opening, the public has been furnished with:

- Timetables
- Fact Sheets
- Question and Answer Flyers
- Fun Maps showing major destinations, employment centers and connection to the Blue Line
- Brochures showing MTA bus service changes with routes serving the Metro Green Line stations

In the first two months of operation, we distributed approximately 200,000 rail and bus timetables, fact sheets and other Green Line materials at community events alone.

The attachment to this letter details some of our success in publicizing the line and responds to certain issues raised in your letter. Improvement is always appropriate, and we welcome your continued input.

Sincerely,

  
JOSEPH E. DREW  
Deputy Chief Executive Officer

## METRO GREEN LINE

### Media Activity

In addition to the coverage in the Los Angeles Times there has been widespread coverage by numerous electronic media outlets and smaller neighborhood newspapers that directly serve the potential ridership of the Green Line. In all the opening of the line elicited coverage from 42 media outlets:

- 15 television stations
- 2 radio stations
- 18 newspapers
- 2 trade magazines
- 4 freelance writers
- 1 news agency

Post-opening media activities for the Green Line have been targeted to the areas where potential Green Line ridership is likely to live such as the Southeast, Long Beach and South Bay areas. Green Line stories published within the six weeks following opening day include the following:

- Press Telegram 8 stories
- Daily Breeze 4 stories
- News-Pilot 3 stories
- The Beach Reporter 3 stories
- LA Times 2 stories
- Daily News 2 stories
- La Opinion 2 stories
- The Argonaut 2 stories
- Whittier Daily News 1 story
- San Gabriel Valley Tribune 1 story
- Orange County Register 1 story
- Mexican-American Sun 1 story

After the grand opening, the media opportunities included:

August 14 – Photo opportunity at Imperial/Wilmington Station. As CEO I greeted passengers on the first day of commuter service. This event was covered by four newspapers, five television stations and two radio stations.

Distribution of three press releases noting ridership after first two weeks, plus the extension of a special introductory fare through Labor Day.

September 17 – Foro 22 KWHY. A 30-minute program on the MTA giving prominent coverage to the Metro Green Line. Spokespersons were Board Member Raul Perez and Clara Potes-Fellow.

Media Relations is continuing its Green Line publicity efforts with the following activities:

- Press Release summarizing the first month of full-fare operations (Oct. 5)
- Lynwood Cable TV show profiling the Metro Green Line featuring MTA Board Member Raul Perez and staff member Tom Jasmin
- Press Release profiling a Green Line rider (week of Oct. 30)
- Ken & Barkley Company Show KABC radio (date is pending)
  
- Press Releases with ridership updates (Nov. 5 and Dec. 5)
- Photo Opportunity: 1 millionth rider (mid-Dec. 1995)

#### Pocket (Transit) Guides

A special inter-departmental Metro Green Line Marketing Task Force met for many months prior to the opening, and among other matters determined what public information items should be developed and distributed. The concept of a pocket guide arose in late July, just a few working days before the opening of service; thus there was never any possibility or intent of having it ready for the opening. In addition, other factors such as changes in connecting service (e.g., addition of service to the beach from the west end of the line, which came several days after the opening) delayed production. Nevertheless, delivery of the guide was on September 26. The publication is being distributed through Employee Transportation Coordinators in the Green Line corridor, through operators on the trains (since they are too small to fit in the standard take one boxes), through MTA Customer Centers, and through the mail (both direct mail and in Customer Service mailouts) and by staff on station platforms.

#### Bus/Rail Interface Brochures

It was not possible to prepare this item in advance as the RFP to provide connecting service did not go out until early July, a date that depended on the

## Ticket Vending Machines

A newly-created in-house inter-departmental tariff committee is looking at ways to modify the TVMs and will have recommendations shortly. This is a complicated situation, in that the combinations of transfers are multiple; e.g., Blue to Green to local bus, Blue to Green to express bus, Blue to Red (with its different base fare) to bus, etc.

## Other Concerns

Union Station has information available in the form of a rack of timetables near the Alameda (west) entrance to the Red Line.

Greyhound has not, since its relocation several years ago from a shared RTD/Greyhound facility, carried our information. Inquiries will be made as to their willingness to carry such information.

LAX Transit Center display cases were updated prior to the opening of the Green Line.

At Imperial/Wilmington, there are two 4 X 4 rail system maps, two 11 x 17 Green Line bus/rail information maps, and two 2 x 3 Blue Line system maps.

## Telephone Information

A recent staff reduction in Telephone Information has adversely impacted call-handling capability and resulted in extended caller wait times. With the move to Gateway Center, we are optimistic that scheduled technological improvements will enhance departmental performance and markedly reduce caller wait times. Management is also reviewing the feasibility of adding phone representatives and has modified the department's hours of operation for more efficient utilization of staff. As a precursor to these changes, flexible work schedules were recently implemented in the department to provide better coverage during peak demand periods.

We are absolutely committed to providing the public with courteous, prompt, accurate information and continue to explore opportunities for improving service delivery.

establishment of a revenue operating date. Receipt of proposals and developing of routes, as well as preparation of public information, could not begin until early August and so could not be ready by the opening. Due to 1) continuing refinement of the bus service connecting with the Green Line, and 2) the lateness in determining the hours and frequency of rail operation, we still do not have a firm availability date. We are hoping all the details are worked out shortly and have tentatively planned on printing this by November.

### Green Line Brochures

Similar concerns delayed the revision of the basic Green Line brochure. A major portion of it deals with frequency and hours of operation which were not determined until shortly before the line opened. The brochure became available September 26.

### Map Cases

All map cases, with the exception of a few that require repair before they can house displays, have system maps. We are experiencing technical problems with the neighborhood maps; these include changes to local bus service plans and computer incompatibility problems. Nevertheless, we plan to have the neighborhood maps installed by November.

### System Map

A new system map is in development and will of course show the Green Line. It is slated for a January 1996 distribution.

### Red Line Car Maps

200 new rail system maps for all three rail lines were delivered by the end of September and are in the process of installation.



COUNTY OF LOS ANGELES

FROM THE DESK OF

SHANE McLOUD  
OFFICE OF  
DEANE DANA  
SUPERVISOR, FOURTH DISTRICT  
(213) 974-4444

Frank • Joe:

Here's an example of the lack of information that Supervisor Dana wrote about. As long as the Green Line extensions like this LAX shuttle remain secrets, the MTA system will never reach its potential. Please let me know how our office can help get out information.

Shane

LOS ANGELES TIMES

B4 MONDAY, SEPTEMBER 25, 1995

## LAX Shuttle

■ Shhh. Here's a secret: Despite the hollering to the contrary, the Green Line does serve LAX. As in many other cities with airport Metro stops, you can take a free shuttle every 10 minutes between the terminal and the rail station; \$1.00, a Blue Line transfer and about an hour later, you are in Downtown L.A.

As such, it is amazing to me that a family member who flew in recently from Washington, and happily rode the rails to my office Downtown, was the very first person who had ever asked the attendant at the LAX Ground Transportation desk how to catch the shuttle to the Green Line. "No one knows even knows about the shuttle," he told her.

Anything that gets me to LAX fast, cheaply and with no worries about parking or van services holds a special place in my heart. Just don't tell anyone about it.

MATTHEW SMITH  
Los Angeles