


**Metro**


Metropolitan Transportation Authority

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April 08, 2004

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: MARIA GUERRA 
CHIEF OF STAFF

SUBJECT: "ON THE MOVE" METRO/TIMES IN EDUCATION PROGRAM

ISSUE

In September 2003, the Board received a detailed description of the Times in Education (TIE) *On The Move* Program. This Board Box outlines the efforts of Community Relations staff and provides information concerning the program's enrollment, advertising information and participating schools.

The culmination of this year's program is the first annual student awards luncheon hosted by TIE at the Harry Chandler Auditorium. Two dates are currently under consideration; please hold May 5 and 6. Community Relations staff will contact Board Members to confirm date, obtain Board Members' availability and provide additional information.

BACKGROUND

The *On The Move* Program rolled out on October 6, 2003 as scheduled. Times in Education (TIE) staff indicates the level of response to a first-year program has been exceptional. Enrollment as of April 8, 2004:

- 1,124 teachers
- 1,684 classrooms
- 67,360 students

The *On The Move* educational program was designed to bring current, vital transportation issues into local classrooms countywide. Developed in accordance with California curriculum standards, the program incorporates reading, writing, social studies and other educational objectives. *On the Move* is also intended to provide Metro an innovative way to promote and expand anti-graffiti, anti-vandalism and safety education programs.

TIE's promotional outreach for *On The Move* included teacher recruitment ads in the Los Angeles Times valued at approximately \$74,000 (see Attachment A); a program brochure mailed to 80,000 teachers in LA County and a flyer mailed to all LA County elementary and middle schools. The program was also promoted on TIE's website (latimes.com/tie). TIE staff also contacted teachers directly through school presentations and follow-up calls. Attachment B provides a listing of enrolled schools as of January 23, 2004 sorted by zip code.

The curriculum was developed by TIE with input from MTA staff. All program materials including promotional ads, curriculum guides, support materials, program flyers, contest flyers, were developed, printed and distributed by TIE. Given the base cost of the program sponsorship of \$50,000, the cost of reaching nearly 67,360 LA County students was worthwhile and cost-effective.

NEXT STEPS

An art and essay contest culminates the year's participation in this program. The contest deadline is April 9 2004. The TIE program staff will conduct the first round of judging to determine finalists for each grade category. Metro representatives will carry out the second and final round of judging to determine the winners. All participants will receive certificates. Cash prizes will be furnished by the Times. The gala awards luncheon, hosted by TIE, will be scheduled on May 5 or 6 and will be held at the Harry Chandler Auditorium in the Times Mirror Building.

Since the first year of "*On the Move*" has been so successful, Community Relations anticipates continued involvement for a second school year starting September 2004, with a goal to reach significantly more students.

Please contact Lynda Bybee, Deputy Executive Officer of Community Relations at 213-922-6340 for additional information

Attachment A – Program Flyer

Attachment B – Participating Schools (as of January 23, 2004)

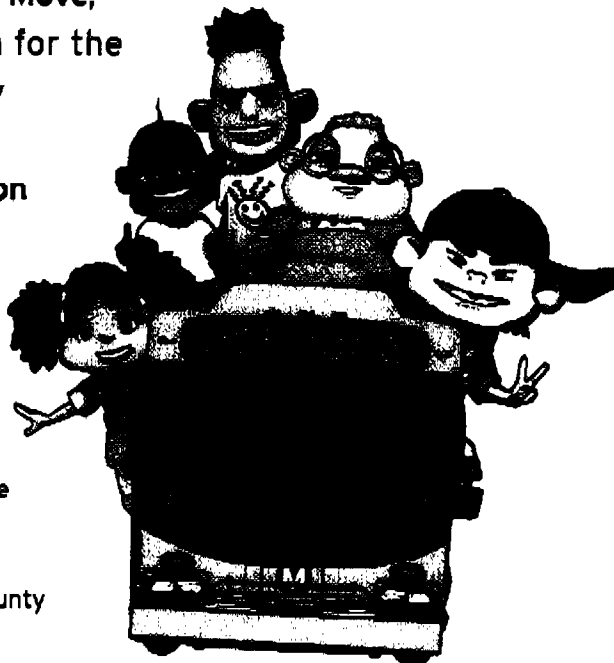
Los Angeles County TEACHERS

For grades 4-8

Enroll your class in **On The Move**,
a transportation program for the
21st century sponsored by
the Los Angeles County
**Metropolitan Transportation
Authority.**

Your students will:

- Use timely content in the newspaper to learn about transportation in Los Angeles County, how goods and people are moved from one place to another plus bus and rail transportation opportunities for Los Angeles County residents and visitors.



- Apply skills in language arts, social science and math.



Metro

NO COST TO TEACHERS OR SCHOOLS



Yes! I would like to sign up for **On The Move.**

FOR LOS ANGELES COUNTY TEACHERS ONLY

School Name _____ Grade Level / Subject _____

Teacher's Name _____ E-mail _____
 street Blvd.
 Avenue Road

School Address _____

City _____ ZIP _____ District _____

School Phone _____ School fax _____

Deliver _____ copies (multiples of 10) of the newspaper on: Mon _____ Tues _____ Wed _____ Thurs _____ Fri _____

Start Delivery _____ End Delivery _____ (12 weeks max. / program dates: Oct. 6 - March 5, 2004)

Exclusion dates _____

Please enroll online at latimes.com/TIE or mail/fax orders to:

Valley/Ventura Times in Education
 20000 Prairie St., Annex
 Chatsworth, CA 91311
 FAX: (818) 772-3502

Greater Los Angeles Times in Education
 202 West First St.
 Los Angeles, CA 90012
 FAX: (800) 833-0200



Los Angeles Times

For more information, call (818) 772-3484 or (818) 772-3085
 or visit our Web site at latimes.com/TIE

03TIEV048

"On The Move" Participating Schools

Attachment B

(As of January 23, 2004)

SCHOOL	CITY	ZIP
Edison Middle	Los Angeles	90001
Graham Elementary	Los Angeles	90001
McKinley Ave Elementary	Los Angeles	90001
Parmelee Avenue Elementary	Los Angeles	90001
Russell Elementary	Los Angeles	90001
96th Street Elementary	Los Angeles	90002
Compton Avenue Elementary	Los Angeles	90002
Edwin Markham Middle	Los Angeles	90002
Markham Middle	Los Angeles	90002
10th Street Elementary	Los Angeles	90003
107th Street Elementary	Los Angeles	90003
66th Street Elementary	Los Angeles	90003
Bethune Middle	Los Angeles	90003
Mother of Sorrows School	Los Angeles	90003
South Park Elementary	Los Angeles	90003
3rd Street Elementary	Los Angeles	90004
Alexandria Elementary	Los Angeles	90004
Cahuenga Elementary	Los Angeles	90004
Commonwealth Elementary	Los Angeles	90004
Virgil Middle	Los Angeles	90004
Burroughs Middle	Los Angeles	90005
Wilton Place Elementary	Los Angeles	90005
Leo Politi Elementary	Los Angeles	90006
John Adams Middle	Los Angeles	90007
Norwood	Los Angeles	90007
Salvin School	Los Angeles	90007
Audobon Middle	Los Angeles	90008
28th Street Elementary	Los Angeles	90011
Carver Middle	Los Angeles	90011
Hooper Elementary	Los Angeles	90011
Los Angeles Academy	Los Angeles	90011
Los Angeles Academy Middle	Los Angeles	90011
Nevin Avenue Elementary	Los Angeles	90011
The Accelerated School	Los Angeles	90011
Trinity Street Elementary	Hawthorne	90011
Wadsworth Ave	Los Angeles	90011
Ann Street Elementary	Los Angeles	90012
Castelar Elementary	Los Angeles	90012
Abram Friedman Occupational Center	Los Angeles	90015
San Pedro Elementary	Los Angeles	90015
Marvin Elementary	Los Angeles	90016
Virginia Road Elementary	Los Angeles	90016
Esperanza Elementary	Los Angeles	90017
Gratts Elementary	Los Angeles	90017
24th Street Elementary	Los Angeles	90018
Bright Elementary	Los Angeles	90018
Holy Name of Jesus	Los Angeles	90018

Mid City Magnet	Los Angeles	90018
Arlington Heights Elementary	Los Angeles	90019
Alta Loma Elementary	Los Angeles	90019
Pio Pico Middle	Los Angeles	90019
Saturn Street Elementary	Los Angeles	90019
LA Best After School Enrichment	Los Angeles	90021
Saint Turibius	Los Angeles	90021
Ford Blvd Elementary	Los Angeles	90022
Griffith Middle	Los Angeles	90022
Montebello Park Elementary	Los Angeles	90022
Saint Alphonsus School	Los Angeles	90022
Dena Elementary	Los Angeles	90023
Euclid Ave Elementary	Los Angeles	90023
Hollenbeck Middle	Los Angeles	90023
R L Stevenson Middle	Los Angeles	90023
Resurrection School	Los Angeles	90023
Rowan Avenue	Los Angeles	90023
Santa Isabel School	Los Angeles	90023
Stevenson Middle	Los Angeles	90023
Betty Placencia Elementary	Los Angeles	90026
Mayberry Street Elementary	Los Angeles	90026
Micheltorena Elementary	Los Angeles	90026
Los Feliz Elementary	Los Angeles	90027
Saint Casimir	Los Angeles	90027
City of Angels	Los Angeles	90028
King Middle	Los Angeles	90029
Gates Street	Los Angeles	90031
Griffin Ave	Los Angeles	90031
Hillside Elementary	Los Angeles	90031
Sacred Heart Elementary	Los Angeles	90031
El Sereno Middle	Los Angeles	90032
Huntington Drive Elementary	Los Angeles	90032
2nd Street Elementary	Los Angeles	90033
Bridge Street Elementary	Los Angeles	90033
Canfield Elementary	Los Angeles	90035
Hancock Park Elementary	Los Angeles	90036
Shalhevet Middle	Los Angeles	90036
Yeshiva Rav Isaacshon Academy	Los Angeles	90036
Menlo Avenue Elementary	Los Angeles	90037
Bancroft Middle	Los Angeles	90038
Vine Street Elementary	Los Angeles	90038
Alesandro Elementary	Los Angeles	90039
Atwater Elementary	Los Angeles	90039
Toland Way Elementary	Los Angeles	90041
Arroyo Seco Museum Science Magnet	Los Angeles	90042
Buchanan Street	Los Angeles	90042
Luther Burbank Middle	Los Angeles	90042
San Pascual Elementary	Los Angeles	90042
68th Street Elementary	Los Angeles	90044
95th Street School	Los Angeles	90044
Bret Harte Prep	Los Angeles	90044
Budlong Avenue Elementary	Los Angeles	90044

Figueroa Street	Los Angeles	90044
John Muir Middle	Los Angeles	90044
Loren Miller Elementary	Los Angeles	90044
Muir Middle	Los Angeles	90044
Normandie Christian School	Los Angeles	90044
West Athens Elementary	Los Angeles	90044
98th Street Elementary	Los Angeles	90045
Kentwood Elementary	Los Angeles	90045
Orville Wright Middle	Los Angeles	90045
Westchester High	Los Angeles	90045
74th Street Elementary	Los Angeles	90047
Henry Clay	Los Angeles	90047
Horace Mann Middle	Los Angeles	90047
Marie Fegan School	Los Angeles	90047
Holmes Ave Elementary	Los Angeles	90058
109th Street Elementary	Los Angeles	90059
Flournoy Elementary	Los Angeles	90059
122nd Street Elementary	Los Angeles	90061
Samuel Gompers Middle	Los Angeles	90061
Vanguard Learning Center	Los Angeles	90061
Martin Luther King Jr	Los Angeles	90062
Western Avenue School	Los Angeles	90062
Assumption Elementary	Los Angeles	90063
Belvedere Middle	Los Angeles	90063
City Terrace School	Los Angeles	90063
Hammel Street Elementary	Los Angeles	90063
Harrison School	Los Angeles	90063
Malabar Street Elementary	Los Angeles	90063
Fletcher Drive Elementary	Los Angeles	90065
Glassell Park	Los Angeles	90065
Irving Middle	Los Angeles	90065
Mark Twain Middle	Long Beach	90066
McBride School	Los Angeles	90066
Short Avenue School	Los Angeles	90066
Saint Gerard Majella	Los Angeles	90066
Walgrove Elementary	Los Angeles	90066
West Hollywood Elementary	West Hollywood	90069
Bell Gardens Elementary	Bell Gardens	90201
Corona Avenue Elementary	Bell	90201
Elizabeth Learning Center	Cudahy	90201
Suva Intermediate	Bell Gardens	90201
El Rodeo Elementary	Beverly Hills	90210
Beverly Hills High	Beverly Hills	90212
Beverly Vista Elementary	Beverly Hills	90212
Clarence A. Dickison	Compton	90220
Davis Middle	Compton	90220
Dickison Elementary	Compton	90220
Enterprise Middle	Compton	90220
Frank L Walton Middle	Compton	90220
Longfellow	Compton	90220
R F Kennedy	Compton	90220
Roosevelt Middle	Compton	90221

Whaley Middle	Compton	90221
Community Day School	Compton	90222
Jefferson Elementary	Compton	90222
Rosecrans Elementary	Compton	90222
Culver City Middle	Culver City	90230
Linwood Home	Culver City	90232
Saint Augustine	Culver City	90232
Saint Raymond	Downy	90242
Peary Middle	Gardena	90247
Purche Avenue	Gardena	90249
Cimarron Avenue Elementary	Hawthorne	90250
Eucalyptus Elementary	Hawthorne	90250
Hawthorne High	Hawthorne	90250
Jonas Salk Community	Hawthorne	90250
Ramona Elementary	Hawthorne	90250
Trinity Lutheran	Hawthorne	90250
Gage Middle	Huntington Park	90255
Miles Magnet Elementary	Huntington Park	90255
Nimitz Middle School	Huntington Park	90255
San Antonio Elementary	Huntington Park	90255
Anderson Elementary	Lawndale	90260
Lugo Elementary	Lynwood	90262
Roosevelt School	Compton	90262
Roosevelt Elementary	Lynwood	90262
Will Rogers Elementary	Lynwood	90262
Wilson Elementary	Lynwood	90262
Heliotrope Ave Elementary	Maywood	90270
Nueva Vista Elementary	Maywood	90270
Dapplegray Elementary	Palos Verdes Estates	90274
Crestwood Street Elementary	Rancho Palos Verdes	90275
Dodson Middle	Rancho Palos Verdes	90275
Bryson Avenue	South Gate	90280
Montara Elementary	South Gate	90280
San Miguel Elementary	South Gate	90280
South Gate Middle	South Gate	90280
Saint Helen Catholic School	South Gate	90280
Stanford Ave	South Gate	90280
State Street	South Gate	90280
Tweedy Elementary	South Gate	90280
Saint Mark School	Venice	90291
Hudnall Elementary	Inglewood	90301
Oak Street School	Inglewood	90301
Centinela Elementary	Inglewood	90302
Frank D Parent	Inglewood	90302
Highland Elementary	Inglewood	90302
Century Park Elementary	Inglewood	90303
Monroe Magnet Middle	Inglewood	90303
Calvary Christian	Inglewood	90305
Bert Lynn Middle	Torrance	90503
Madrona Middle	Torrance	90503
Magruder Middle	Torrance	90504
Meadow Green	Whittier	90604

Monte Vista School	Whittier	90604
Laurel Elementary	Whittier	90605
Eastwood Elementary	La Mirada	90638
Eastmont Intermediate	Montebello	90640
La Merced Elementary	Montebello	90640
La Merced Middle	Montebello	90640
La Seda Elementary	La Puente	90640
Montebello High	Montebello	90640
Montebello Intermediate	Montebello	90640
Saint Benedict	Montebello	90640
Corvallis Middle	Norwalk	90650
Glazier Elementary	Norwalk	90650
Birney Elementary	Pico Rivera	90660
North Park Middle	Pico Rivera	90660
Valencia	Pico Rivera	90660
Santa Fe Springs Christian	Santa Fe Springs	90670
Leal Elementary	Cerritos	90703
Mary Bragg Elementary	Cerritos	90703
Adventist Union	Los Angeles	90706
Hoover Middle	Lakewood	90712
Lakewood High	Lakewood	90713
Saint Timothy Lutheran School	Lakewood	90713
Aloha Elementary	Lakewood	90715
Fleming Middle	Los Angeles	90717
Lomita Magnet Elementary	Lomita	90717
Theodore Roosevelt	Paramount	90723
Burton Hill	San Pedro	90731
South Shores Performing Arts	San Pedro	90732
Cortada Elementary	El Monte	90733
Broad Avenue Elementary	Wilmington	90744
Hawaiian Avenue	Wilmington	90744
Wilmington Middle	Wilmington	90744
Wilmington Park Elementary	Wilmington	90744
Carson Street Elementary	Carson	90745
White Middle	Carson	90745
Curtiss Middle	Carson	90746
Ralph J Bunche Elementary	Carson	90746
Stevenson Elementary	Long Beach	90802
Jefferson Leadership Academy	Long Beach	90804
Wilson High	Long Beach	90804
Colin Powell Academy	Long Beach	90805
Mary Butler School	Long Beach	90806
Cecil B DeMille Middle	Long Beach	90808
Mark Twain Elementary	Los Angeles	90808
Saint Cyprian Elementary	Long Beach	90808
Saint Cyprian Middle	Long Beach	90808
Washington Learning Center	Long Beach	90813
Bixby Elementary	Long Beach	90815
Minnie Gant Elementary	Long Beach	90815
Burbank Elementary	Altadena	91001
Noyes Elementary	Altadena	91001
Dana Middle	Hawthorne	91006

Richard Henry Dana	Arcadia	91006
Holly Avenue	Arcadia	91007
Northview Intermediate	Duarte	91010
Royal Oaks Elementary	Duarte	91010
Palm Crest Elementary	La Canada Flintridge	91011
Boys Republic	Monrovia	91016
Clifton Middle	Monrovia	91016
Mount Gleason Middle	Sunland	91040
Jefferson Elementary	Pasadena	91106
Balboa Elementary	Glendale	91201
Franklin Elementary	Glendale	91201
Columbus Elementary	Glendale	91203
Horace Mann Elementary	Glendale	91205
Tobinworld	Glendale	91205
Glencaks Elementary	Glendale	91206
White Elementary	Glendale	91206
Canoga Park Elementary	Canoga Park	91303
Limerick Ave Elementary	Winnetka	91306
Sutter Middle	Winnetka	91306
Chatsworth Elementary	Chatsworth	91311
Germain Elementary	Chatsworth	91311
Lawrence Middle	Chatsworth	91311
Northridge Middle	Northridge	91325
Beckford Elementary	Northridge	91326
Broadous Elementary	Pacoima	91331
Canterbury Elementary	Arieta	91331
MacIay Middle	Pacoima	91331
Sharp Ave Elementary	Arleta	91331
Bertrand Elementary	Reseda	91335
Blythe Street Elementary	Los Angeles	91335
Magnolia Science Middle	Reseda	91335
Miller High	Reseda	91335
Morningside Elementary	San Fernando	91340
San Fernando Elementary	San Fernando	91340
El Dorado Elementary	Sylmar	91342
Monroe High	North Hills	91343
Noble Ave Elementary	North Hills	91343
Plummer Elementary	North Hills	91343
Sepulveda Middle	North Hills	91343
Knollwood Elementary	Granada Hills	91344
Our Lady of Holy Rosary	Sun Valley	91352
Poly High	Sun Valley	91352
Roscoe Elementary	Sun Valley	91352
Sun Valley Middle	Sun Valley	91352
Woodcrest School	Tarzana	91356
Calabash Elementary	Woodland Hills	91364
Kittridge Elementary	Van Nuys	91401
Van Nuys Elementary	Van Nuys	91401
Burton Elementary	Van Nuys	91402
Chase Street Elementary	Panorama City	91402
Liggett Elementary	Panorama City	91402
Primary Academy	Panorama City	91402

First Lutheran	Northridge	91405
Fulton Middle	Van Nuys	91405
Hazeltine Elementary	Van Nuys	91405
Bassett Elementary	Van Nuys	91406
Dixie Canyon Elementary	Sherman Oaks	91423
Millikan Middle	Sherman Oaks	91423
Riverside Elementary	Sherman Oaks	91423
Bret Harte Elementary	Burbank	91505
Mckinley Elementary	Burbank	91506
Toluca Lake Elementary	North Hollywood	91601
Carpenter Elementary	Studio City	91604
Arminta Elementary	North Hollywood	91605
Coldwater Canyon Elementary	North Hollywood	91605
Lowman Special Ed	North Hollywood	91605
Madison Middle	North Hollywood	91605
Saticoy Elementary	North Hollywood	91605
Fair Ave Elementary	North Hollywood	91606
Victory Blvd Elementary	North Hollywood	91606
Burbank Blvd Elementary	Valley Village	91607
Henry Dalton Elementary	Azusa	91702
Central School	Baldwin Park	91706
De Anza Elementary	Baldwin Park	91706
Holland	Baldwin Park	91706
Jones Jr High	Baldwin Park	91706
Tracy Elementary	Baldwin Park	91706
Mountain View Elementary	Claremont	91711
Oakmont Elementary	Claremont	91711
Sycamore Elementary	Pomona	91711
Las Palmas	Covina	91722
Royal Oak Intermediate	Covina	91724
Gidley Elementary	El Monte	91731
Wright Elementary	El Monte	91732
Potrero School	South El Monte	91733
Yorbita Elementary	La Puente	91744
Los Molinos Elementary	Hacienda Heights	91745
Premier Academy	Hacienda Heights	91745
Wedgeworth Elementary	Hacienda Heights	91745
Don Julian	City of Industry	91746
Jellick Elementary	Rowland Heights	91748
Brightwood	Monterey Park	91754
New Avenue	Monterey Park	91755
El Camino Elementary	Ontario	91762
Buena Vista School	Montclair	91763
Armstrong Elementary	Diamond Bar	91765
Chaparral Middle	Diamond Bar	91765
Diamond Point Elementary	Diamond Bar	91765
Lorbeer Middle	Diamond Bar	91765
Aicott Elementary	Pomona	91766
Decker Elementary	Pomona	91766
Diamond Ranch High	Diamond Bar	91766
Freemont Middle	Pomona	91766
Madison Elementary	Pomona	91766

Quest Academy	Pomona	91766
Ranch Hills Elementary	Pomona	91766
Simons Middle	Pomona	91766
Vejar Elementary	Pomona	91766
Westmont Elementary	Pomona	91766
Allison Elementary	Pomona	91767
Barfield Elementary	Pomona	91767
Harrison Elementary	Pomona	91767
ICC Community School	Pomona	91767
Montvue Elementary	Pomona	91767
Pueblo Elementary	Pomona	91767
San Antonio Elementary	Pomona	91767
San Jose Elementary	Pomona	91767
Saint Amdeleine	Pomona	91767
Madeleine	Pomona	91767
Yorba Elementary	Pomona	91767
Arroyo Elementary	Pomona	91768
Marshall Middle	Pomona	91768
Emerson Elementary	Rosemead	91770
Logsdon High	Rosemead	91770
Rosemead High	Rosemead	91770
Shuey School	Rosemead	91770
Willard Elementary	Rosemead	91770
Allen Ave Elementary	San Dimas	91773
Canyon View School	San Dimas	91773
Jefferson Middle	San Gabriel	91776
John Marshal Elementary	San Gabriel	91776
Longden Elementary	Temple City	91780
Saint Luke School	Temple City	91780
South Point Middle	Diamond Bar	91789
Walnut Elementary	Diamond Bar	91789
South Hills Academy	West Covina	91791
Vine School Elementary	West Covina	91791
All Souls School	Alhambra	91801
Baldwin	Alhambra	91801
Martha Baldwin	Alhambra	91801
Oneonta Montessori School	Alhambra	91801
Berylwood Elementary	Simi Valley	93065