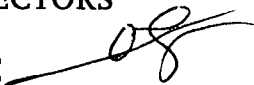





Metro

June 2, 2006

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: MATTHEW RAYMOND 
CHIEF COMMUNICATIONS OFFICER

SUBJECT: METRO ORANGE LINE INTERACTIVE SAFETY
EDUCATION VIDEO

ISSUE

In response to Board concerns regarding traffic safety along the Metro Orange Line, The City of Los Angeles partnered with Metro to form an Orange Line Safety Task Force. One of the Task Force recommendations was to produce a video that would be user-friendly and practically explore the subject of motorist, cyclist, pedestrian and patron safety for distribution throughout the community. At the September 2005 Construction Committee, staff was asked to distribute previously produced Orange Line safety productions. Consistent with that request, attached to this report is a DVD copy of the newest Orange Line Safety video production.

BACKGROUND OR DISCUSSION

Using Metro's rail safety program as a model, this new Orange Line video includes safety tips for pedestrians, motorists and bicylists traversing the streets around the Orange Line in a station-by-station interactive map with valuable live action encounters depicting riding, parking, biking, accessing information and a visit to the Bus Operations Control Center (BOC). The viewer may select their station of choice. This video differs from previously produced productions in that it targets adult audiences and provides more comprehensive safety information.

NEXT STEPS

Distribution of 30,000 copies of the new video will be distributed to the residents along the alignment with an additional 1,000 videos distributed to area schools and other local community venues such as libraries, senior centers and recreational facilities.

ATTACHMENT

Metro Orange Line Interactive Safety Education Video - DVD