

## Where in the World is Terry Firma?

**VTA** Transit Advocate, Terry Firma, has been on the move lately riding light rail to his favorite places in his commitment to stick to his low-car diet. But, we can't seem to find him! We're hoping you can help spot him. Terry has been spotted at five light rail stations.



Terry Firma is approximately 5'9" and wears the world around his belly. His head is capped with polar ice and looks quite chilling. Should you spot

him in your travels, snap a picture with him at all five light rail stations and submit your photos and short story on the VTA website. (Hint: He can be spotted from April 5 through April 11 at five predetermined light rail platforms). You can even sign up for electronic updates and receive a daily hint of Terry's whereabouts!

Be creative and have fun! Passengers who find Terry at all five light rail stations and submit five pictures and a short story will be automatically entered to win the grand prize of a Youth Summer Blast Pass. Your photo will also be published on the VTA website and in Take One. All entries must be received by April 19, 2010 and winners will be selected by April 21, 2010.

Visit [www.vta.org](http://www.vta.org) for more details.



Sign up today at [www.vta.org](http://www.vta.org) to receive up to the minute information about:

- Light Rail Schedules
- Construction & Planning Projects
- Bus Route Schedules
- Fun events accessible by VTA
- Public Meetings & Agenda Information

Place Your Ad Here  
 Contact (408) 321-5527 for details.

## Monthly Passes Now Sold Online!

Purchasing a VTA Monthly Pass has gotten much easier! You can now purchase the following monthly passes at [www.vta.org/store](http://www.vta.org/store).

It's simple, fast and convenient. Visit [www.vta.org/store](http://www.vta.org/store), select your pass(es), and then check out.

Adult	\$70.00
Adult Express	\$140.00
Youth	\$45.00
Senior/Disabled Sticker*	\$25.00

VTA will mail your pass to you within two business days following receipt of payment.

For more information contact VTA Customer Service (see back panel).

\*Sticker must be affixed to a valid Regional Transit Connection card

## April Service Changes

On Monday, April 5, 2010, VTA will implement minor schedule changes on the following routes:

**Line 10-** Weekday and weekend service will be rescheduled to improve connections with Caltrain.

**Line 57-** Minor weekday schedule changes will be made.

**Line 58-** Minor schedule changes will be made.

**Line 180-** Minor weekend schedule changes will be made.

**Light Rail-** The timeguide will be reprinted to correct an error in the schedule. In addition, one weekend round trip will be discontinued on the Ohlone/Chynoweth-Almaden line: the 11:28 a.m. northbound and the 11:33 a.m. southbound trips (there will be a 30-minute gap in service).

(See back panel for customer service contact information).

# VTA Take-One

March 2010



A Successful Census is in Your Hands!

### What's Inside

- Bay Area Golf Show
- VTA On-Line Pass Sales
- 2010 U.S. Census
- Meetings for July Service Changes
- Online Contest



[www.vta.org](http://www.vta.org)

VTA Customer Service Call Center . . . (408) 321-2300

From 650 area code and South Santa Clara County toll area . . (800) 894-9908

- Listen to recorded route and schedule information
  - 24 hours a day in English and Spanish
- Speak with an Information Service Representative
  - Weekdays: 6 a.m. – 7 p.m.
  - Saturday: 7:30 a.m. – 4 p.m.

Hearing Impaired TTY only . . . . . (408) 321-2330

VTA Website . . . . . [www.vta.org](http://www.vta.org)

VTA Downtown Customer Service Center

2 N. First St., San Jose, CA 95113

Weekdays: 9 a.m. – 6 p.m., closed weekends and most holidays

VTA River Oaks Administrative Offices

3331 N. First St., San Jose, CA 95134

Weekdays: 8 a.m. – 4:30 p.m., closed weekends

## Public Meetings for Proposed Service Changes

### Community Bus Lines 11, 34 and 45

In March, VTA will hold three public meetings to discuss proposed service changes to Community Bus Lines 11, 34, and 45. These proposed changes, which are intended to improve ridership, are based on community input and ridership analysis.

**Line 11** would be modified to a primarily two-way route between downtown San Jose and 17th & Taylor Streets and would no longer serve the MarketCenter. Currently, this route does not meet VTA's adopted minimum ridership standards. This change would address the areas of highest ridership and double the frequency to every 30 minutes. The Northside Community Center would be served with bus stops in both directions. Lines 61 and 62 would continue to serve bus stops near the MarketCenter, and Line 11 would connect with Line 61 at Taylor & 13th.

**Line 11 Public Meeting, Tuesday, March 16, 2010 at 6:00 p.m.,** Northside Community Center, Community Room, 488 North 6th St. San Jose.

**Line 34** would be extended to serve the Mountain View Senior Center on Escuela Avenue. It would no longer serve Middlefield Road between San Antonio and Rengstorff.

**Line 34 Public Meeting, Monday, March 15, 2010 at 10:00 a.m.,** Mountain View City Hall, Council Chambers 500 Castro St. Mountain View.

**Line 45** would operate between the Alum Rock Transit Center and the McKee Light Rail Station via Alum Rock and McKee. It would no longer operate on Toyon, Penitencia Creek, White, Mabury or to the Penitencia Creek Transit Center. The frequency of this new, shorter route would be increased to every 45 minutes, from the current 60 minutes.

**Line 45 Public Meeting, Thursday, March 18, 2010 at 6:00 p.m.,** Alum Rock Public Library, Community Room, 3090 Alum Rock Ave. San Jose.

#### Community Input

The general public is invited to attend any of these meetings. If you are unable to attend these meetings, you may submit your comments by March 22, 2010 to VTA Customer Service (*See back panel for customer service contact information*).

golf industry exhibitors and manufacturers in over 70,000 square feet of space. Enjoy new product showcases and a full schedule of seminars, lessons and entertainment under one roof!

The Bay Area Golf Show is just a pitch shot away from VTA Light Rail! Take VTA Light Rail (exit at the Convention Center Station) or VTA Bus Lines 23, 66, 68, 82 or the DASH (Friday only) and receive \$2 off the price of admission when you show your valid VTA fare.

For more information, visit [www.bayareagolfshow.com](http://www.bayareagolfshow.com).

## 2010 Census Forms Arrive in Mailboxes in March

Census preparations are in full swing as the VTA, local cities, and Santa Clara County help spread the word about the ease and importance of filling out and mailing back your census form. Forms will begin arriving in mailboxes in mid-March. Please look out for the form and return it as soon as possible. The information you share remains

completely confidential and can't be used against you by any agency, including the IRS, immigration agencies, law enforcement or welfare agencies.

The federal government uses census numbers to distribute more than \$435 billion every year for community programs and services, such as transporta-

tion, education, housing, public health, neighborhood improvements, and more. Let's make sure we get our fair share of these funds! Here are some key dates and useful information about upcoming Census activities.

For more information about Census 2010, visit: [www.sanjoseca.gov/Census2010.asp](http://www.sanjoseca.gov/Census2010.asp)

DATE	ACTIVITY
February 25 – July 30, 2010	Telephone Questionnaire Assistance is operational; toll-free lines offer assistance in over 50 languages to help you answer your questionnaire. <b>English: 1-866-872-6868 Spanish: 1-866-928-2010 Vietnamese: 1-866-945-2010</b> For the hearing-impaired, dial 1-866-783-2010.
March 8-10, 2010	Letters are mailed by the Census Bureau alerting households that census forms will be arriving soon. Your household will have the opportunity to request an alternate form in Spanish, Vietnamese, Chinese, Korean, or Russian by calling the toll-free number listed.
March 15-17, 2010	Census forms are delivered to most homes by the Postal Service.
March 19 – April 19, 2010	Questionnaire Assistance Centers open. Nearly 100 locations identified throughout Santa Clara County will be available to help you complete the form. Be Counted forms will be available for use by people who either did not receive a census questionnaire in the mail or who believe they were not otherwise included on any other census questionnaire.
March 20, 2010	Be Californian. Be Counted Day.
March 22 - 24, 2010	Postcards are sent to all households reminding them to return the census form by April 1, 2010, Census Day.
March 29 - 31, 2010	Service-based enumeration is conducted for pre-identified sites where people without a usual place of residence live, sleep, or eat, such as soup kitchens, homeless shelters, outdoor locations, shelters for abused women, etc.
April 1, 2010	Census Day
April 1 - 10, 2010	Census Bureau mails replacement forms to every home from which a completed census form has not yet been received.
April – July 2010	Census takers visit households that did not return a questionnaire by mail.



### San Jose Convention Center

Join Bay Area golf enthusiasts for a weekend of bargains, giveaways and interactive events at the 6th Annual Bay Area Golf Show. This year's event will be held March 5 – March 7 at the San Jose Convention Center, South Hall and features