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For Immediate Release
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City of Beverly Hills Engages LA Firm to Advocate for Subway Alignment

Beverly Hills, CA – The City of Beverly Hills has retained Arnie Berghoff & Associates, a Los Angeles-based public affairs consulting firm, to represent the community's interests related to the MTA's Westside Subway Extension and other matters of importance to the City.

Led by Beverly Hills resident Arnie Berghoff, the firm will provide strategic consulting, government relations and advocacy to achieve the City's objectives regarding the preferred Westside Subway Extension route and station location. The firm will promote the Santa Monica Boulevard route alignment from Beverly Hills to Century City, and will conduct meetings with MTA and other elected officials. The City opposes an alternate "Constellation Boulevard" route alignment as it would involve tunneling under Beverly Hills High School property and adjacent Beverly Hills neighborhoods.

The term of the consultant's contract is for a six-month period beginning May 1, 2010.

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