



NEWS

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CONTACT: GREG DAVY or
CLARA POTES-FELLOW/JIM SMART
MTA PRESS RELATIONS
(213) 244-7048, 244-6566
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MTA DISCOUNT TOKEN SAVINGS AVAILABLE TO METRO BLUE LINE RIDERS THROUGH TICKET VENDING MACHINES

Metro Blue Line riders who take advantage of MTA's best bargain fare -- a 90-cent token -- will receive the same discount local MTA bus riders get by simply dropping a token into any of the ticket vending machines located at the 22 Blue Line stations.

"Our token will soon represent the best buy in town for MTA transportation services," said Edmund Edelman, MTA Chairman and a Los Angeles County Supervisor. "Blue Line riders who use the trains each weekday will also be able to get in on the savings of up to \$4.50 a week by using the tokens."

About 25 million tokens, three-fourths of them newly minted to meet the anticipated increased demand, will be distributed in the coming weeks to more than 460 sales outlets now enrolled to sell tokens in Los Angeles County. More outlets will be added to sell the tokens.

"Tokens have been around Los Angeles in various forms for many years to make public transit more convenient," Edelman noted. "For regular MTA riders, they will soon represent the best transit deal MTA offers."

The MTA's new fare structure divides the Blue Line route of approximately 21 miles into three roughly equal sections, or zones. Each additional zone a Blue Line rider travels through will cost 50 cents. Multiple tokens may be used in ticket vending machines to pay a zone fare, with each additional token worth its purchase value of 90 cents.

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Last month, MTA's Board of Directors voted to raise the basic cash fare to \$1.35 and eliminate monthly passes for all but the elderly/disabled, K-12 and vocational students.

To make a discount available, the Board opted to keep the 90-cent token which has been in use for about 1 ½ years, with transfers remaining at 25 cents. Tokens are sold in bags of 10 at a cost of \$9 -- a discount of one-third off the regular cash price.

"I strongly urge our regular riders to make a habit of using the tokens," said Franklin White, MTA's chief executive officer. "Former regular monthly pass users and cash payers alike will find our tokens very convenient. One coin pays for the base fare without having to worry about finding correct change."

White noted that Blue Line ticket-buyers should allow for a couple of extra minutes to purchase their tickets from the machines before boarding the trains.

Kilmartin Industries, an Attleboro, Massachusetts-based manufacturer of tokens, is minting 20 million additional MTA tokens.

Information cards detailing how to use tokens for zone fare payment are available from any MTA bus or train operator upon request. The MTA will issue a series of information brochures explaining the use of tokens. They will be available on MTA buses and trains in coming weeks.

MTA's new fare structure is scheduled to be implemented starting Sept. 1.

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