



NEWS

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MTA DISCOUNT TOKENS TO BECOME ONE OF NATION'S BEST TRANSPORTATION DISCOUNTS

When MTA's new fare structure goes into effect, MTA bus and train riders who regularly use MTA's dual-colored tokens for one round trip each weekday will save \$4.50 a week off the regular cash fare price -- a discount of one-third, making the tokens one of the best public transportation discounts available in the nation.

About 25 million tokens, 80 percent of them newly minted to meet the anticipated increased demand, will be distributed in the coming weeks to more than 460 sales outlets in Los Angeles County. More outlets are being sought to sell the tokens.

"Our token will soon represent the best buy in town for MTA transportation services," said Edmund D. Edelman, MTA Chairman and a Los Angeles County Supervisor. "Tokens have been around Los Angeles in various forms for many years to make public transit more convenient. They now represent the best transit deal MTA offers."

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 1½ 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.

(MORE)

MTA TOKENS

Page 2

"I strongly urge our regular riders to make a habit of using the tokens," said Franklin White, MTA's chief executive officer. "Former 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."

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 in coming weeks.

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

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