



NEWS

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MTA'S ANTI-GRAFFITI PROGRAM HONORED BY AMERICAN TRANSIT ASSOCIATION

The American Public Transit Association has honored the MTA with the First Place Award in the Educational Division for the *Take Pride-Stop Tag* education program implemented in schools and communities in Los Angeles County.

The program *Take Pride-Stop Tag* was developed by the MTA's Marketing Department to halt the spread of graffiti/vandalism on MTA buses. The strategy emphasizes prevention education for students and parents and community involvement.

The program implemented by volunteer MTA employees who teach anti-graffiti/vandalism lessons to parents and children, has reached more than 500,000 students, parents and neighbors.

"As a result of this program the MTA has been providing more of our riders with graffiti-free bus service for more than one year," said Franklin White MTA Chief Executive Officer.

MTA employees make presentations to churches, schools and civic groups encouraging the community to react against graffiti and take action. Then they teach safe methods for using cleaning solvents and chemicals and provide volunteers with paint, brushes, protective gloves and masks. Together they clean bus shelters, benches, stops and paint surrounding walls.

(MORE)

ANTI-GRAFFITI PROGRAM

Page 2

Children gain responsibility and ownership of the public transit system and develop pride in their communities. Parents learn to identify behaviors and materials associated with graffiti, tagging and vandalism. Both children and parents learn about the legal ramifications and consequences of vandalism.

"Working together, the MTA and various communities, have reclaimed Los Angeles' neighborhoods and transportation facilities from graffiti and vandalism," said White.

The program has been implemented in communities of South Central Los Angeles, Watts, East Los Angeles, Chinatown and Pico Union, as well as to some suburban communities in the greater Los Angeles Metropolitan area.

The APTA's AdWheel Awards Program honors the best in transit marketing, advertising, public relations and communications in the United States and Canada.

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