

MTA Says "It's Getting Better on the Bus" Authority Unveils New Buses, New Ad Campaign



By Ed Scannell

(October 18) It was just about a year ago that MTA CEO Julian Burke told the media and the public that he "got the message" that the aging Metro Bus System was in bad need of a fix.

Joined this morning at Division 3 by LA County Supervisor and MTA Board Chair Yvonne Brathwaite Burke and flanked by some 40 new CNG buses, Mr. Burke took to the microphones again to say that while much remains to be done, service on the system is improving.

New buses, more service on the road and better supervision are easing overcrowding on MTA's busiest bus lines and improving passenger comfort. Customer complaints are down, performance indicators are up and the Metro Bus System is safer today than ever before thanks to policing by the LAPD and the LA County Sheriff's Department.



Underscoring the message were testimonials by Division 3 bus operator

Art Alva (pictured above) and Michael Williams, a member of the MTA's Passenger Advisory Committee, and MTA Marketing's unveiling of a new advertising campaign aimed at spreading the word that, "It's Getting Better on the Bus."

Performance indicators show the Metro Bus System really is getting better. Not only are complaints down, but on-time pullouts have climbed by 3% from a year ago to 99.1%. Metro Buses racked up more than 51 hundred miles between mechanical failures in August, up 28.7% from August 1998. Moreover, the MTA continues to make gains in on-time performance and Consent Decree passenger load factor compliance.

"We're proud of what we've done," said CEO Burke at the Division 3 news conference. "We've got a ways to go, but we're ready to be looked at."



Division 3 bus operators get ready to roll out the new line.

Photos by José Ubaldo

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