

New Billboards Will Proclaim...

"It's Getting Better on the Bus"

(Dec. 29) It keeps getting better on the bus -- and the MTA's advertising campaign to drive that point home is entering a new, high-visibility phase.

Beginning in January, 236 billboards will spring up throughout LA County proclaiming the four key points of the "It's Getting Better on the Bus" campaign - "More New Buses," "More Service," "More Reliability" and "More Security."

Locations will change

The array includes 4 giant "painted bulletins" that will change locations each month from now until April, as well as 180 billboards in English and 52 billboards in Spanish.

The billboards reinforce newspaper ads and exterior bus ads that have been appearing since October. In addition, materials that specifically promote new service, such as Line 305, which begins January 30th, will have a similar look to the overall "It's Getting Better on the Bus" campaign.

Morale Report a factor

One of the factors behind the campaign's origin was the Employee Morale Report, which revealed that employees felt positive advertising could help to counteract attacks on MTA by the media.

"We see this as a campaign that will continue to grow as our bus service continues to improve," says Warren Morse, deputy executive officer, Marketing & Customer Relations.

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