

## Messages That Really Stick



The Person Next to You Could Be An Undercover Officer  
**It's The Law! Give Your Friends Fare Warning**  
Please Make Room for Seniors & Passengers With Disabilities  
**Hi, I'm Safety Guy! Metro Cash Fares**

### Important Fare, Safety & Security Info Permanently Displayed Inside Metro Buses

By WARREN MORSE

(May 19) To be sure a series of important messages stick in the minds of Metro Bus passengers, MTA is using an adhesive material to permanently display information inside each bus.

The six new "car cards" currently being installed cover a variety of subjects. They remind passengers to make room for the disabled, stress the consequences of fare evasion and summarize key safety tips. A reminder that "the person sitting next to you could be an undercover officer" is included, along with a statement of the penalty for assaulting an operator or passenger, and a chart reiterating the cash fare structure.

The cards will be placed in the same locations on every bus throughout the fleet, providing a uniformity in bus interiors and the assurance that these important messages will always be on display.

The messages were developed jointly by Operations, the Office of Safety and Security and Marketing, with input from law enforcement officers and bus operators at many divisions. Elizabeth McGowan in Marketing served as project manager, with design supplied by Graphics' Tuan Li.

Installation has begun at Division 10, and is expected to be completed throughout the fleet by the end of the summer.

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