



The message is clear: Just don't do it. Billboard was designed by Stace Aspey of MTA Graphics Services.



Billboard Campaign Targets Illegal Left Turns

by GAYLE ANDERSON

(Oct. 25) Four new billboards going up at three busy train crossings along Washington Blvd. just may be the ounce of prevention worth several pounds of cure.

The Illegal Left Turn Billboard advertising campaign conducted by the MTA Office of Systems, Safety and Security along Washington Boulevard consists of a train safety image and message to remind motorists about the danger of making illegal left turns.

"The message is designed to directly address the specific problem of preventable accidents at train crossings. We are reminding people to obey basic traffic laws and, basically, save their lives," said Greg Berumen, project manager in Marketing who coordinated production of the billboards. The message appears in English on two of the billboards and in Spanish on the others.

According to the MTA Office of Systems, Safety and Security, nearly one-half of all Metro Blue Line incidents are caused by illegal left turns along the Washington Boulevard stretch of the Metro Blue Line.

"We plan on doing a survey to measure the effectiveness of the billboards, and eventually increase the number of billboards along the Metro Blue Line corridor, which heads south from Washington Blvd into Long Beach," said Rich Morallo, Public Affairs communication officer.

The billboards complement an ongoing train safety campaign conducted in schools and communities by MTA Public Affairs.

Designed by Stace Aspey of Graphics Services, the 12' by 25' billboards show a Blue Line train approaching a red arrow traffic signal with a stern warning printed across the base: Don't turn left on RED.

The billboards, which will be illuminated at night, will be installed Oct. 30 and remain at the three crossings through January.

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