



(Oct. 26) Following five days of free fares that welcomed riders back as buses and trains returned to service, the MTA is moving quickly to resume and expand marketing programs that were interrupted by the strike.

"We have to return the public's focus to the enormous progress we've made in improving and expanding our service, and to the many benefits of riding our system," said Warren Morse, deputy executive officer for Marketing and Customer Relations.

For starters, MTA is launching a new wave of advertising that continues the theme "It's Getting Better on the Bus." This time, new messages stress the fact that MTA has the "Nation's Largest Clean Air Fleet," offers "More Service Than Ever Before" and is buying "500 New Buses This Year Alone."

Starting November 1, the campaign will convey these messages through newspaper ads, ads on buses and on-board brochures. In January, an array of billboards will be posted to supplement the effort.

Campaign brought message home

When the first stage of "It's Getting Better On The Bus" concluded last spring, 86% of riders surveyed who saw the advertising and agreed things were better credited the campaign with helping them notice the improvements.

In a related effort, new materials are being released to encourage riders to take advantage of lower fares and extended service that take effect, Sunday, Oct. 29, on Harbor Transitway express buses.

Two billboards along the Harbor Freeway will announce the lower fares, while print ads and on-board brochures will provide details of the new service. In addition, a special mailer, complete with a map of all Harbor Transitway express bus service, will be delivered, Nov. 14, to 233,000 households in the service area.

Meanwhile, 10-second radio spots promoting Metro Rail service will begin airing, Oct. 30, for two weeks on 13 local stations. The spots, which will come at the end of traffic reports, remind listeners they can avoid traffic snarls by using Metro Rail. Last June, ridership on the Metro Red Line jumped 85% when service was extended to North Hollywood.

"All in all, we think these efforts will help to recapture and build on the considerable momentum we've had over the past year, both in raising awareness of MTA's extensive, on-going improvements and in achieving ridership gains," Morse said.

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