



New Billboards Promote Metro Rail Ridership

(Jan. 17) A series of billboards began to appear in select areas of the county over the past weekend as part of a new advertising campaign to encourage Metro Rail ridership.

The billboards show a bleak, gridlocked freeway and offer weary commuters a few simple words of advice: "Had Enough? Try Metro Rail."

"With most people back from holiday vacations, schools returning to full swing and gas prices remaining high, driving is likely to be very frustrating right now," said Warren Morse, deputy executive officer, Marketing and Customer Relations. "That's what makes this is an ideal time to remind potential riders of the benefits of using Metro Rail."

A total of 49 billboards have been posted; 33 are concentrated in the San Fernando Valley, while the remainder are located in the Hollywood area.

Billboards are customized

The billboards are customized geographically. Each notes how quickly Metro Rail riders can reach downtown LA from that location. The billboards will remain posted through the end of March.

Radio spots will support the billboard campaign with a similar message about Metro Rail's advantages. The spots began airing this week on three stations: KFWB-AM, KRTH-FM and KCBS-FM. They will continue for four weeks through February 9.

Meanwhile, the MTA is continuing to promote improvements to its bus service through the "It's Getting Better on the Bus" campaign.

Messages promoting the fact that MTA has the "Nation's Largest Clean Air Fleet," "More Service Than Ever Before," and is getting "500 New Buses This Year Alone" are now posted on 98 billboards throughout the county.

They join similar messages appearing in local newspaper ads and on the sides of 600 Metro Buses. The billboards, bus posters and newspaper ads all continue through the end of March.

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