



Munis Join with MTA to Promote September's 'Try Transit Week'

(Aug. 24, 2001) Commuters throughout LA County will have a chance to ponder the benefits of giving their cars a day off, thanks to the efforts of MTA's Marketing department.

Marketing has developed a special ad to promote next month's national "Try Transit Week" and has organized a number of the county's municipal operators to display the same message.

The ads, which began appearing on the outsides of 600 Metro Buses this week, show an exhausted automobile resting in an easy chair, accompanied by the suggestion, "Give Your Car A Day Off - Try Transit Week, Sept. 9-15."

"We wanted something that would strike a chord with road-weary drivers in LA," said Warren Morse, Deputy Executive Officer of Marketing and Customer Relations. "But because many trips involve multiple carriers, we also wanted the message to be consistent among operators throughout the county."

As a result, Marketing arranged to have the same ad displayed on the inside and outside of the fleets at Foothill Transit, Santa Clarita Transit, Montebello Bus Lines, LADOT, Long Beach Transit, Torrance Transit and Santa Monica's Big Blue Bus. The ads carry the logos of those operators alongside the Metro logo.

Jeff Ringsrud of Marketing served as project manager. Graphics' Lydia Iacono designed the ad, with an illustration from Cecilia Gonzalez.

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