

## New Ad Campaign will Highlight MTA Successes

By WARREN MORSE

(July 5, 2002) As FY 2003 gets underway, MTA will turn the spotlight on its programs, services and accomplishments through the most extensive on-going advertising campaign in the agency's history.

A series of ads entitled "Metro Briefs" will start, July 8, and appear in 105 publications several times each month.

As the name implies, "Metro Briefs" offer quick glimpses into a variety of projects throughout MTA. Topics in the first round of ads range from the opening of the Service Sectors to a description of Freeway Service Patrol services to the dedication of a new bicycle bridge.

In addition, the ads are regionalized into six versions, allowing emphasis to be placed on projects that are important to various areas. So, publications distributed in the San Fernando Valley might mention the new Universal City freeway overpass, while publications distributed in the Southbay might highlight Harbor Transitway service.

The ads are appearing in nine languages including Korean, Thai and Armenian as well as English and Spanish. Produced by the MTA's new Communications Unit, the team includes Elizabeth McGowan, Jeff Ringsrud, Lydia Iacono, Cici Gonzalez, Marc Littman and Annelle Albarran.

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# briefs

**WESTSIDE/CENTRAL**

**MTA Localizes Operations**  
To improve service, MTA is decentralizing management of its Metro Bus service into five local sectors, each with its own general manager. San Fernando Valley, San Gabriel Valley, South Bay, Central/Westside, and Gateway Cities sectors will be in place by the end of the year.

**An 'EZpass' For All Buses**  
A new regional "EZpass" will go on sale this fall, good on Metro Bus and Metro Rail along with most other bus lines in the county. It simplifies transfers and costs just \$58 monthly (\$29 for seniors/disabled/Medicare.)

**More Service For Less Money**  
MTA will spend \$126 million less this year but deliver more Metro Bus and Rail service to its customers — all without increasing the fare.

**Freeway Woes? Here's Metro**  
The MTA-funded Metro Freeway Service Patrol program of assisting stranded vehicles on Southland freeways has helped 2.6 million motorists since it started in 1991. The service keeps traffic moving by providing an average of 30,000 assists per month.

**Fast Service To Red Line**  
What's red and white, makes fewer stops and is 25% faster? Answer: Metro Rapid bus service, which will serve the Metro Red Line on Vermont Avenue starting this fall. In all, 23 new Metro Rapid lines are planned countywide for the next several years.

If you'd like to know more, please call us at 1-800-454-2111, or visit [www.mta.net](http://www.mta.net)

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