Bus Stop Decals Have Schedules, **Route Maps**

By ALISHA GOMEZ

(Sept. 3, 2002) In an effort to provide bus schedule information where it's needed most, MTA has begun a pilot program of installing route map and timetable decals at bus stops on two Metro Bus lines.

Bus stop posts along Metro Bus lines 70 and 260 were the first to get the new decals. If the pilot program proves to be successful, it will be expanded over the next 18 months to most of MTA's 18,000 bus stops. The decals will supplement 850 information cubes mounted at bus stops in MTA's central service area and along major transit corridors.

The decal program was initiated in response to a motion earlier this year by Supervisor Gloria Molina. She asked the MTA staff to find ways to include cost-effective information displays and to develop an accelerated program for installing them at MTA bus stops.

MTA also makes route and schedule information available to customers in many other ways - through timetables distributed on-board, via telephone at 1-800-COMMUTE, over the Internet, through employers and at MTA's Customer Centers.

"This is another way to provide information to customers," says Warren Morse, deputy executive officer, Communications. "The information on the decals is designed to reassure customers regarding the route they need to take and the frequency of service at various hours."

Yellow, adhesive decals

The decals are yellow self-adhesive signs that measure 3.5 inches wide by 8 inches long. The decals are only being placed on bus stops that have an MTA-owned pole. About 10 percent of MTA bus stop signs are attached to city streetlights.

"The pilot program for lines 70 and 260 will be evaluated based on customer feedback, maintenance cost, decal durability and other factors," says Stops and Zones Manager Peter Serdienis.

"We'll also do a series of brief 'intercept' surveys with customers at these stops, questioning them in person to get their comments on the decals," says Morse.

Since half of Metro Bus stops are served by only one bus line, the decals were deemed a more cost-effective way of providing basic information than placing a \$120 cube at each bus stop.

The decal program is a coordinated effort between Communications and

PILOT PROGRAM



Henry Mendez of Stops and Zones puts up a decal at the Garvey and Atlantic stop of Line 70.



Decals are part of a new pilot program by MTA to give passengers more information at bus stops.

PHOTOS BY ALISHA GOMEZ

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