

MTA, Big Blue Bus Team Up to Give Patrons Free Rides

By FRANKLIN A. HOLMAN

(June 24, 2003) The Westside/Central Sector and MTA Communications teamed up with Santa Monica's Big Blue Bus, recently, to ease the transition for patrons affected by the cancellation of Metro Bus Line 22 later this month.

Metro Bus Line 22, which runs between Santa Monica Municipal Pier and Canon Drive along San Vicente Boulevard, is being cancelled because the line is nearly duplicated by Santa Monica Big Blue Bus Line 4, which runs between 4th Street and Sawtelle Boulevard along San Vicente Boulevard.

To make a smooth transition, MTA approached Big Blue Bus with the idea of offering free rides on Line 4, so that riders would have an incentive to try the alternate line.

Westside/Central Sector Schedules Manager Scott Page worked with Senior Communications Officer Donna Lafont to develop a suitable program offering free rides.

Teamed with Big Blue Bus

With the program outlined, Page teamed up with Big Blue Bus Customer Relations Manager Joe Stitcher to finalize the arrangement.

"The fare partnership between MTA and Big Blue Bus is a way to say, 'thank you,' to our patrons, and it is an incentive for riders to try Line 4," says Page.

The resulting agreement will provide free rides on Line 4 from Sunday, June 29 through Thursday, July 3.

"This is a way to welcome riders from MTA's Line 22 to our Line 4," says Stitcher. "It will enable Line 22 riders to become familiar with Line 4 service at no cost to them."

After the free ride program, Line 4 will resume charging the normal 75-cent fare.

"The cooperation between MTA and Big Blue Bus demonstrates the commitment of both agencies to provide quality transit to customers," says Warren Morse, deputy executive officer, Marketing and Customer Relations.

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