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Image from Metro campaign contrasting public transportation with gas pump prices is also a banner ad on metro.net.



## Metro to Mark National 'Dump the Pump Day' on June 8

By MARC LITTMAN

(June 7, 2006) In response to rising gas prices, Metro will participate in national "Dump the Pump Day" on June 8 to encourage residents to use public transit or join a carpool or vanpool.

Metro will join with other public transportation systems throughout the country to demonstrate that public transit offers the quickest, easiest alternative to the high cost of driving.

"With gasoline prices at record levels, many Americans are finding that mobility is becoming unaffordable," said CEO Roger Snoble. "Public transit is the quickest way to beat high gas prices."

To make the benefits – and savings – of public transportation tangible to the greatest number of Los Angeles County residents, Metro has undertaken a number of transit initiatives, including an ad campaign that depicts a motorist handcuffed to a gas pump and reads: "Free yourself. Go Metro."

The ads appear on billboards and bus shelters, the sides of buses and in newspaper advertisements throughout Los Angeles County.

Metro's online Trip Planner now features a gasoline savings calculator that estimates how much money a commuter could save per trip by switching to public transit.

## 'Save \$300 to \$3,000'

"By using public transportation on a regular basis, a person can save between \$300 and \$3,000 in fuel costs alone per year," Snoble said.

Yearly commuting costs on the Metro System are just \$624. Besides just fuel costs, it costs several thousands of dollars more to travel daily by car when the true costs associated with fueling, operating and maintaining an automobile are included.

As gasoline prices have increased, public transit systems across the United States are seeing an increase in ridership.

National Dump the Pump Day is sponsored by the American Public Transportation Association (APTA), a non-profit association of more than 1,600 member organizations, including almost 400 public transit agencies.

“People use public transit more frequently when the cost of gas rises,” said APTA President William Millar. “National Dump the Pump Day will highlight that, by using public transit, people can beat high gas prices, help reduce traffic congestion and assist our country in beating our oil addiction.”