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50-Cent Fares Designed to Tempt New Riders Onto Metro Buses

By NED RACINE

(Feb. 6, 2007) From Feb. 18 to 24, Metro will reduce bus fares to 50 cents on 18 bus lines in a rare promotion to encourage potential customers to sample those lines.

Selected by Mayor Antonio Villaraigosa, Metro Service Planning and the Service Sectors, the 18 lines spread throughout Los Angeles County, including lines reaching cities from San Pedro to La Cañada.

Radio and newspaper advertisements, using the theme "Try the Best for Less," encourage drivers to skip driving headaches and test Metro buses.

"We do many different route promotions," said Warren Morse, DEO, Communications. "What sets this promotion apart is these lines run from one end of the county to the other. We're hoping a reduced fare will mean drivers weary of high gas prices and traffic will give Metro a try."

The 50-cent test ride promotion grew from discussions with the Board, which directed the agency to achieve a five percent annual ridership increase over the next three years.

Metro Bus lines target for the 50 Cents Test Rides promotion are Line 102, Line 127, Line 154, Line 168, Line 177, Line 201, Line 202, Line 209, Line 214, Line 220, Line 233, Line 258, Line 265, Line 275, Line 305, Line 550, Line 577X and Line 761.



Image from display advertisement appearing in local newspapers.

