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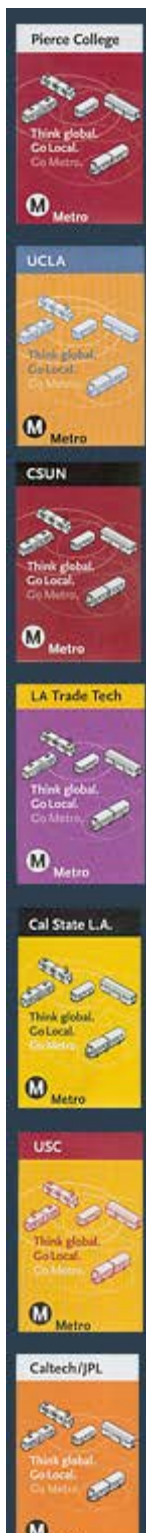
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How to get to school with Metro



Metro's Ridership Campaign 'Easy Sell' on College Campuses

(Feb. 18, 2010) A campaign to promote Metro ridership among Los Angeles area colleges and universities appears to be paying off for everyone.

"The response has been very positive so far, and most students are thrilled to find out that they can purchase a TAP pass at reduced fares," said Senior Marketing and Communications Officer Omark Holmes.

Holmes, assisted by a team of Metro staff and volunteers, has visited schools throughout the year, and recently ramped up efforts to spread the word at the Los Angeles Community Colleges District (LACCD) schools just in time for spring registration.

In January 2009, Metro launched a partnership to provide LACCD students with \$15 TAP cards good for the entire semester. These colleges include: Mission, LA Trade Tech, East LA, Southwest, Harbor, LA City College, LA Pierce, Valley and West LA.

Pasadena City College (PCC) just signed up to provide fulltime students with a \$30 pass for the semester.

Other reduced fare programs vary, for example, UCLA has a "Go Bruin" program where the school buys down half the cost of a quarter pass for fulltime students. Rio Hondo College has a pass program that is available for free to all fulltime students, while other campuses offer monthly college/vocational passes at \$36 per month or less.

To further benefit students, Metro created handy pocket guides for many colleges in their area with bus and rail information specific to their school. The guides, developed by Metro's Marketing team, contain maps and a list of area eateries, libraries and other venues of interest.

"The pocket guides are a great introduction to Metro. The schools also have loved being a part of the program and campaign," said Holmes.

"USC, for instance, said that they even provide the guides to their international students at orientations abroad. All of the schools have uploaded electronic versions to their websites," he said.

In addition to distributing the guides at campus events, he said, "We also provide them to each school's transportation department. From there they can be distributed at student



Pocket guides for college students fold out to reveal bus and rail information specific to each school. The pocket guides, developed by Metro's Marketing team, contain maps and a list of area eateries, libraries and other venues of interest.

orientations and at the transportation office or bookstore."

Students are also directed to Metro's website for information specific to their school: metro.net/college

On a cloudy February morning, standing behind a Metro table, volunteer Roberto Burris was hoping the morning drizzle wouldn't keep students away at East Los Angeles College.

"I had about 250 students ask me about I-TAP," he said. " 'How can I get a Metro I-TAP card?' seems to be the most common question."

A day earlier, at Mission College in Sylmar volunteer Bob Thomas also was busy promoting Metro's commuting programs.

"One sophomore told me that she loved I-TAP because it saves her money and is a good incentive to carry 12 units," Thomas said.

Metro's partnership with the colleges benefits everyone because it takes more cars off the road, according to Metro Commute Services Director David Sutton.

"We also want to ease congestion in their respective communities and improve air quality," he said.

--from staff reports