



NEWS

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FOR IMMEDIATE RELEASE

MTA LAUNCHES SPECIAL TWO MONTH ON-TIME GUARANTEE PROGRAM; IF YOUR MTA BUS IS MORE THAN 10 MINUTES LATE -- YOU RIDE FREE

The MTA will launch a special two-month, on-time guarantee program beginning Saturday, March 1, 1997, designed to improve on-time bus performance by offering free rides to patrons whose bus is more than 10 minutes late.

"This special on-time guarantee program is an attempt to improve the Authority's on-time performance and will encompass all MTA operated bus lines throughout the agency's 1,400 square mile service area," said MTA Board Chairman Larry Zarian.

The program will be offered through April 30, 1997. The on-time guarantee program applies only to all MTA operated bus lines.

The program will provide either a free ride or a refund to passengers when MTA bus service arrives 10 minutes or more past its scheduled arrival time.

Those patrons paying cash will be offered a free ride. Those using a monthly pass will be given a validation card at the time of purchase of their pass.

Monthly pass users will present the validation card to the bus operator if their bus is more than 10 minutes late. At the end of the month, patrons will mail their validation card and their expired monthly pass to the MTA to receive a partial refund based on the number of validated free rides.

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Bus patrons paying with a transfer will receive a new transfer good for 24 hours if their bus is more than 10 minutes late.

"As part of our commitment to put our customers first, we hope this program will increase public confidence in the reliability of our service," said MTA Interim CEO Linda Bohlinger. "This guarantee program makes a "no excuse" promise to customers that their bus will arrive on time or the ride is on us."

A similar on-time program, introduced in September, 1990, proved to be one of the most innovative service reliability programs ever attempted in the nation. This new two month special on-time guarantee program replaces the 1990 program that has been in effect since that time.

The total loss of Authority revenue is estimated at \$85,000 for the two month period. Staff will evaluate the on-time guarantee program and make recommendations to the MTA Board of Directors regarding whether to continue the program beyond the two month period.

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