

## **MTA Launches Marketing Campaign Aimed at Increasing Ridership on Selected Metro Bus Routes**

- **Glendale, San Gabriel Valley, Eastside Routes Highlighted**

MTA has launched a marketing campaign to increase ridership on selected Metro Bus lines that are ideal for local patrons to use to get to various points of interests in their communities.

“Not only can patrons save time and money using Metro Bus to get around town, but they can also access many points of interest along the way,” said MTA Deputy Executive Officer for Marketing and Customer Relations Warren Morse.

MTA’s Marketing Department has produced a series of brochures and direct mail pieces for residents living near selected Metro Bus routes that offer a highlight of travel opportunities and in some cases merchant discounts along routes served by MTA.

As an example, Metro Bus Line 92 that runs along Glenoaks, Brand and Glendale Boulevards can conveniently connect patrons to shops and restaurants. Now until May 31, patrons showing selected merchants their valid Metro pass can receive discounts when they make a purchase.

Metro Bus Line 78 in the San Gabriel Valley operates from downtown Los Angeles to Arcadia traveling through Lincoln Park, Alhambra, San Gabriel and Temple City.

Patrons using Line 78 can access County USC Medical Center, the DMV in Lincoln Park, libraries in El Sereno, Alhambra or Temple City, Alhambra Hospital, San Gabriel Valley Medical Center, various shopping centers and post offices.

Metro Bus Line 259 is another alternative when traveling on the eastside. Operating between El Sereno and South Gate through the communities of Alhambra, East Los Angeles and Commerce, Line 259 offers patrons a wide range of travel opportunities.

Metro Bus Line 259 patrons can easily access Fremont Plaza, Whittier Boulevard and El Paseo for all their shopping needs. In addition Line 259 serves various parks, schools, libraries, the Technimed Industrial Medical Center, office complexes and the East Los Angeles Civic Center.

Detailed brochures are available on board Metro Buses. For specific route and schedule information, patrons can call 1-800-C-O-M-M-U-T-E or visit MTA’s Trip Planner at [www.mta.net](http://www.mta.net).

**MTA-058**

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