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NEWS RELEASE

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Santa Monica's Big Blue Bus Celebrates 75 Years of Service

How do you say thank you to a bus?

Keith Mason did it by writing a poem. Culinary students Janae Thompson and Nicole Myers' gratitude took the form of a bus-shaped cake with blue frosting. Mayor Pro Tem Kevin McKeown and members of the Santa Monica City Council expressed their appreciation in a manner befitting politicians: they issued a proclamation.

A lunchtime ceremony on April 14, held at the home of the Big Blue Bus on Colorado Avenue in Santa Monica, kicked off what will be a year of festivities large and small to commemorate 75 years of excellent service. What poet Keith Mason called, "The Good Ride."

That ride began on April 14, 1928. The fare was a nickel. Herbert Hoover was president and the land that would become Olympic Boulevard was a field. The buses were blue and white, a fitting color for a bus service ferrying passengers to and from Santa Monica's other Big Blue – the Pacific.

In his poem, Mason noted that the Big Blue Bus is there for us for a "dash to the farmer's market or a movie on the 3rd Street Promenade" or after a "hard day at work." Of course, as Director of Transportation Services Stephanie Negriff noted, the buses wouldn't roll at all, without its dedicated drivers, skilled mechanics and able administrators. As McKeown, the mayor pro tem, put it, the Big Blue Buses are Santa Monica's "rolling ambassadors."

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