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NEWS RELEASE

DATE: February 1, 2007
RELEASE DATE: Immediate Release
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BIG BLUE BUS ADDS NEW LINE, INCREASES TRIPS

-- Improved Routes to Offer Alternatives to Car Commuting --

SANTA MONICA, CA– The Big Blue Bus announced today that effective February 4, 2007, service improvements are being implemented along several routes to make it easier for all types of commuters – from college students to seniors and downtown professionals – to get out of their cars and onto a bus.

First, in response to perennial increase in enrollment at popular Santa Monica College (and the recent addition of its Bundy Campus), the Big Blue Bus is introducing a new SMC/Palms/Mar Vista Commuter line to alleviate the traffic and parking woes experienced by campus and community members alike. “The Big Blue Bus recognizes that SMC is a major educational center in our city and we want to ensure that all of its students and employees have an easy way to get to the school using public transportation,” said Big Blue Bus Director of Transit Service Stephanie Negriff.

The new line – which neighbors and area shoppers are also welcome to ride – will run twice in the morning, starting at 9:10 a.m. at Pico at Westwood Boulevards, and twice in the afternoon, starting at 1:36 p.m. at SMC’s main campus at 20th at Pearl Streets. Passengers can also use this route to access popular destinations like the Westside Pavilion, Ocean View Community Garden, the Santa Monica Airport, and SMC’s Corsair Field. Another incentive for SMC students and employees to choose the bus instead of a car to get to campus: they can ride the SMC Commuter *and* the Line 11 at no cost by presenting a valid ID when boarding buses on either of these routes.

The frequency of the well-traveled Line 11 will also be increasing, making it easier for seniors to get to doctor appointments at Saint John’s Hospital and Santa Monica UCLA Medical Center, younger students to get to John Adams and Lincoln Middle Schools, and shoppers to frequent the Montana Ave. shopping district. Weekday (Monday-Friday) service will increase to every 15 minutes from 7:00am to 6pm. When Santa Monica City College is in session, weeknight service (Monday-Thursday) will increase to every 30 minutes from 6:30pm and 10:00pm.

To better serve commuters between Downtown Santa Monica and Downtown L.A., the Big Blue Bus will be increasing service of Line 10 by adding six additional weekday trips to its schedule. One additional trip will be available for morning commuters traveling from Downtown Santa Monica to Downtown L.A. Commuters traveling from Downtown L.A. to Downtown Santa Monica will have three new morning trips available to them and two new afternoon trips. Earlier weekday service from Union Station/Pats Plaza to Downtown Santa Monica (which will begin at 5:36a.m.) will also help commuters get a jump start on their day.

Lastly, the Academy Awards aren't the only thing Line 10 riders can vote on this month: they'll be asked to share their opinions on a Downtown L.A. "demonstration route" that the Big Blue Bus will be testing between Monday, February 12th and Friday, February 17th. From Santa Monica toward Downtown L.A., Line 10 will turn from Olive onto 7th St. rather than 8th St. and then right onto Figueroa. The temporary stops that will be used for the test along 7th Street include one at Olive, one at Flower and one at Figueroa. From Downtown L.A. towards Santa Monica, Line 10 will use 9th St. rather than 6th St. The temporary stops that will be used for the test in this direction include Flower at Wilshire, Flower at 8th and 9th at Hope. Service to stops regularly serviced by Line 10 will resume on Saturday, February 18th. Line 10 riders who want to weigh in on whether the new demonstration stops should be adopted permanently can complete a survey that will be available from Line 10 drivers or at www.BigBlueBus.com.

New line schedules, timetables and routes will be available on www.BigBlueBus.com after February 1, 2007. All Big Blue Bus riders and concerned community members are encouraged to share their feedback about the service enhancements that will be starting on February 4th by calling customer service at 310-451-5444, TDD 310-395-6024, by e-mailing Bus-info@BigBlueBus.com.

(Photos and electronic images available upon request.)

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