



FOR IMMEDIATE RELEASE
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Big Blue Bus Announces New Rapid Blue 7 Service and Other Improvements

- ***New express line services downtown Santa Monica and Pico Boulevard.***
- ***Additional service enhancements include Santa Monica College's "Any Line Any Time" program.***

SANTA MONICA, Calif. – Santa Monica's Big Blue Bus has added several new significant enhancements to its service, including a new rapid bus service connecting downtown Santa Monica and the Rimpau Transit Center along Pico Boulevard called Rapid 7. The new rapid service represents one of the fastest and easiest ways for passengers to get to such popular Westside destinations as the Third Street Promenade, Santa Monica College and the Westside Pavilion.

The new Rapid 7 service replaces the former Super 7 service.

"This new enhanced service along one of our most popular routes will be a great benefit to riders who want to quickly access the downtown Santa Monica area and destinations along the Pico Boulevard corridor," said Dan Dawson, customer relations manager for the Big Blue Bus.

"Our Rapid 3 service down the Lincoln Boulevard corridor has been a huge success with the public, and we hope people will really enjoy the faster and improved service this line offers, not to mention the cost savings and environmental benefits people will get from taking transit instead of driving."

Details of the new service include:

- Riders save approximately 15 percent of ride time over previous Super 7 service.
- Rapid 7 uses the newest high tech buses available, which include signal priority to move through traffic faster, digital interior signs, quieter engines and also low-floors for faster boarding.
- Rapid 7 operates more frequently than the Super 7, with some buses running at 10 minute intervals.
- Rapid 7 uses the same stops as the Super 7 with the exception of the stop on Pico at 20th Street.

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- Rapid 7 serves the Third Street Promenade, Santa Monica Pier, Santa Monica Civic Auditorium, Santa Monica High School, Santa Monica College, the Westside Pavilion and the Rimpau Transit Center.
- Rapid 7 service runs Monday through Friday during peak hours.
- Rapid 7 fares are 75 cents for regular boarding, 50 cents for Student Punch Card boardings and 25 cents for senior/disabled/Medicare passengers.
- All Rapid 7 buses are powered by cleaner burning liquefied natural gas (LNG), which reduces CO2 by 80 percent compared to diesel buses.

From the Rimpau Transit Center heading west, Rapid 7 service operates from 5:57 a.m. until 9:47 a.m., takes a midday break and then runs again from 12:48 p.m. until 6:33 p.m.

From 6th Street at Broadway heading east, Rapid 7 service operates from 6 a.m. until 8:54 a.m., takes a midday break and then runs again from 11:50 a.m. until 6:02 p.m.

Other Big Blue Bus service enhancements include:

- New Line 1 "Campus Connector" - In addition to servicing stops along its regular route, Line 1 has a new branch called the "Campus Connector" that connects the UCLA and Santa Monica College campuses via 20th Street to Pico Boulevard.
- Line 14 - Additional trips have been added to increase the frequency of this popular line.
- Sunset Ride - A stop has been added to the Sunset Ride route on Pico Boulevard between 27th Street & 28th Street, and a 15-minute schedule is back in effect to help transport Santa Monica College students, staff and neighbors during the school year.
- Line 5 & Line 13 - There are minor schedule adjustments on both weeknights and weekend nights.

The Big Blue Bus has also launched its "Any Line Any Time" program, which allows Santa Monica College students and staff to ride any Big Blue Bus line, any time for free thanks to a new underwriting agreement initiated by the college and its Associated Students.

"Student ridership is very important to us," said Dawson. "SMC students and staff now take over a million trips a year on the Big Blue Bus, and with this new exciting program, we expect that number to rise dramatically, which will get even more cars off residential streets and help reduce air pollution in the city."

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For more information or questions regarding the new Rapid Blue 7 service and other improvements, call Big Blue Bus customer service at (310) 451-5444 or visit www.bigbluebus.com.

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About the Big Blue Bus

The Big Blue Bus operates a fleet of over 200 energy efficient vehicles, transporting more than 80,000 passengers a day across a nearly 52-square mile service area. Nationally recognized for its long-standing commitment to a cleaner environment, the entire fleet operates on alternative fuels, including liquefied natural gas (LNG), which helps cut emissions by over 80 percent. Serving Santa Monica and the Los Angeles area since 1928, the Big Blue Bus has an 86 percent on-time performance record and has won numerous national awards for its customer service, safety and efficiency.