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Tuesday, December 5, 2017

MTS is hosting pop-up events at six locations on Wednesday; prizes handed out to those who sign up

San Diego – The San Diego Metropolitan Transit System (MTS) has launched a new email fan club called Rider Insider that will offer people special perks and rewards.

"Rider Insider is designed for our most loyal riders, keeping them informed about the latest agency happenings and rewards opportunities, said MTS CEO Paul Jablonski. "It's also an opportunity to engage those who don't ride frequently and convince them to choose transit more often."

The new subscriber program is email-based and provides passengers perks such as:

- Access to exclusive sweepstakes for prize packages, special deals with partners, and more
- Important MTS news, sneak peaks about agency operations, special event notices and upcoming service changes
- Tips and tricks for exploring new places and events along San Diego's system

How to sign up: People can sign up any time on the Rider Insider webpage. Additionally, MTS is hosting pop-up events at six locations on Wednesday, December 6 from 3 to 6 p.m. (or while supplies last). People who join Rider Insider on Wednesday at a pop-up event will get a Rider Insider t-shirt (while supplies last), as well as an entry for one of two holiday gift packs. MTS will be at the following locations on Wednesday:

- Iris Avenue Station
- Old Town Transit Center (**media should attend this location for interviews; parking available on east side of train platform**)
- El Cajon Transit Center
- Civic Center Trolley Station
- Euclid Avenue Transit Center
- Kearny Mesa Transit Center

MTS operates 95 bus routes and three Trolley lines on 53 miles of double-tracked railway. Every weekday 300,000 passenger trips are taken on MTS bus and Trolley services in 10 cities and in unincorporated areas of the county. In FY 2017, MTS served 88 million riders. For more information on how you can use public transportation and save money, go to www.sdmts.com.

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