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## MBTA to post 'fun facts' on trains, buses to satisfy rider 'CuriosiTy'

Posted by Matt Rocheleau September 10, 2012 03:58 PM

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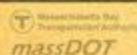


## CuriosiTy?

Harvard Station's vintage 1926 entryway lives on as a newsstand next to today's station entrance.



Visit [mbta.com](http://mbta.com) for more interesting facts about America's first subway!



(MBTA)

An example of one of the new "fun fact" signs that the T plans to post inside its vehicles starting this week.

By Matt Rocheleau, Town Correspondent

The nation's oldest underground train system will soon start unearthing "fun facts" about itself

facts about itself.

Starting this week, the MBTA will post car-card signs inside subway cars and buses that will tell passengers tidbits such as why the Red Line is red and how many thousands of miles the T's public transit vehicles travel each day.

The campaign is dubbed "CuriosiTy" and its launch is timed to coincide with the system's 115th birthday, which fell on Sept. 1.

"Public transit in Boston has a rich history," state transportation department Secretary and CEO Richard A. Davey said in a statement. "We try hard to keep our customers up to date with the latest technology like mobile apps, mobile ticketing and our new countdown clocks; this CuriosiTy Campaign is a fun way to remind our customers that we've always had this innovative spirit."

All of the campaign's facts were researched by Christopher Lynch, a member of the Massachusetts Department of Transportation's performance management and innovation team.

He has studied historic accounts of the "Mavericks" who built the world's widest underwater tunnel in 1904 and has found that Boston's subway has carried more than 25 billion passengers since it opened in 1897.

The campaign was produced by the agency's in-house marketing team, and the T did not have to pay for the ad space where the signs will be posted, spokesman Joe Pesaturo said in an e-mail.

"Our customers are very engaged and knowledgeable about our present services," MBTA acting general manager Jonathan Davis said in a statement. "We hope transporting them back in time to the start of service in 1897 and some big milestones in between will brighten their trip."

The T also recently introduced a mascot, Charlie, and opened a new CharlieCard Store in Downtown Crossing.

For more info on MBTA and MassDOT fun facts, visit the department's Facebook page: [www.facebook.com/massdotinfo](http://www.facebook.com/massdotinfo)

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