



# NEWS

Jan. 9, 1996

CONTACT: MARY ANN MASKERY/  
JIM SMART  
MTA MEDIA RELATIONS  
(213) 922-2736/922-2700  
FOR IMMEDIATE RELEASE

## FIRST MTA TRANSIT INNOVATIONS CONFERENCE - JAN. 14, 1997

Starting with the notion that no one should hide great ideas, MTA Transit Operations has set up an all day conference to bring transportation people together to share innovative ways to improve the quality of service.

The MTA has invited its employees and representatives of all the regional transit companies in Los Angeles County to swap ideas in a forum set up to examine new technology and creative propositions. A series of workshops will consider alternative fuel programs, additional ways to improve service to passengers with disabilities, the potential for interaction with the community, ways to develop teamwork, or just better ideas for improving worklife.

"Our staff has a wealth of expertise in every aspect of transportation," says Ellen Levine, MTA Executive Officer for Operations. "It is exciting to see the many creative and innovative ideas which are being developed at dozens of work locations across the county. However, as large as we are, making sure that all of our people know about each others' best new ideas is a big challenge. The conference is an opportunity to come together and share those ideas, so together we can do a better job of serving the public."

In addition to the workshops, there will be a "Marketplace of Ideas Expo," a collection of over 40 exhibits which will display innovative solutions to a variety of transit issues. The Expo will be at the East Portal of Union Station and open to the public.

More...

INNOVATIONS CONFERENCE, page 2

"This conference will be a wonderful training and learning experience for our employees, and for the organization. It is a way to let the front line people who operate the system take the initiative," said MTA Chairman Larry Zarian. "It is part of our on-going effort to find better ways to meet the needs of our riding public."

The conference will be held at MTA headquarters, One Gateway Plaza, first and third floors, from 8:00 a.m. to 4:30 p.m., January 14, 1997.

###