



NEWS

April 12, 2001

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MTA LAUNCHES NEW INTERACTIVE WEB PAGE TO GET PUBLIC MORE INVOLVED IN TRANSIT

MTA today launched "Stakeholders," a new interactive MTA Internet web page intended to better communicate with public officials, community groups, transit organizations and the public-at-large.

The purpose of "Stakeholders" is to give the public a better understanding of the reach and scope of the MTA, to do a better job of informing the public about important transportation issues that affect 10 million people living in Los Angeles County and to encourage public participation in MTA decision making.

Accessed by clicking on the MTA's website homepage at www.mta.net or going directly to www.mta.net/stakeholders,

"Stakeholders" includes such sections as:

- **Scoop** — a web newsletter featuring community news stories and features.
- **Get Involved** — listings of MTA meetings and activities.
- **Speakers Bureau** — a service from which groups can request an MTA speaker to appear at organization meetings to discuss transportation issues.
- **Connections** — an interactive feature where people can ask the MTA questions and express their viewpoints on transportation.

The premier edition of the "Scoop" newsletter leads with the recently released MTA State of the Bus Report. It includes stories on the Long-Range Transportation Plan, the Eastside light rail environmental impact study and

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the debut of the new Metro Rapid bus stations.

"Stakeholders" is the second group of web pages to be introduced by the MTA's public relations department within the past two weeks. In late March, the department rolled out "Pressroom," a resource designed to serve the media, which is also available to the general public. "Pressroom" can be accessed on MTA's homepage at www.mta.net or by going directly to www.mta.net/press/pressroom.

"View from the Top," a new segment being developed for "Stakeholders" and expected to debut in early May, will feature commentaries on transportation by MTA Board members and MTA executive staff.

The "Stakeholders" pages also include links to such web features as the MTA's "Facts at a Glance," the new "Pressroom" pages, and pages for Metro construction, countywide planning, government relations, the MTA library and other local transit agencies.

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MTA-051