



NEWS

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CONTACT: ED SCANNELL/MARC LITTMAN
MTA MEDIA RELATIONS
(213) 922-2703/922-2700
WWW.MTA.NET/PRESS/PRESSROOM
E-MAIL: mediarelations@mta.net

FOR IMMEDIATE RELEASE

FIRST SHOW IN SERIES FOCUSES ON COUNTYWIDE TRANSPORTATION, WESTSIDE/SOUTH BAY PROJECTS CABLE TV SHOW 'METRO MOTION' TO PROVIDE 30-MINUTE SNAPSHOT OF MTA, ENCOURAGE VIEWERS TO EXPLORE TRAVEL OPTIONS

Ask people what MTA is and what it does and some will say, "MTA? It's the bus company." Others might add that MTA operates "a train or two." MTA hopes Metro Motion, a series of 30-minute television shows that debuts July 16 on CityTV in Santa Monica and L@36 in Los Angeles, will fill in the information gaps, encourage viewers to become more involved in the future of transportation in Los Angeles County and to try public transit.

The first show in the series will cover general countywide transportation topics and focus on specific issues and projects in the South Bay and Westside.

Metro Motion is a joint production of MTA and CityTV which is owned and operated by the City of Santa Monica. Marc Littman, MTA's deputy executive officer for public relations, believes television will prove to be an excellent way to reach large numbers of people.

"Concern about traffic is the one issue that the nearly 10 million residents of Los Angeles County agree on," said Littman. "Given that common interest, MTA is using cable television as a vehicle for allowing viewers to explore the array of mobility options MTA is funding in various parts of the county. The hope is that commuters and others will give public transit or other ride-sharing options a try after learning they have choices besides driving solo."

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Patterned after CityTV's 'Santa Monica Update,' Metro Motion employs a news program format with two anchors, field reporters and an interview segment.

Story topics will be far reaching including the growing network of carpool lanes MTA has funded throughout Los Angeles County, the video security system on board Metro buses, the Metro Rapid Bus Program, the EZpass regional transit pass which will debut later this year, MTA's new Wayfinding Kit for Metro Rail passengers with impaired vision, the Second Train Coming warning sign in operation at the Metro Blue Line Vernon Avenue crossing, MTA's adopted FY 2003 budget, Exposition Light Rail Project, community based transit and the development of service sectors, and more.

Three public service announcements will feature information about free services provided by MTA including the Metro Freeway Service Patrol, the 1-800-COMMUTE customer relations line for information about MTA and other bus/rail service and schedules in Los Angeles County, and the Metro Trip Planner on MTA's web site at www.mta.net.

The first Metro Motion show also will feature an interview with MTA Board member and Santa Monica City Councilmember Pam O'Connor. Appointed to the Board by the League of Cities, O'Connor represents the Westside and the South Bay on the MTA Board. In addition to addressing issues specific to those two areas, O'Connor will provide perspective on regional issues, as well.

Metro Motion will air on CityTV and L@36 on the following dates: July 16, 2002, at 8:30 p.m., July 20, 2002, at 6:30 p.m., July 25, 2002, at 9:30 p.m., and July 28, 2002, at 8:30 a.m.

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