



(April 10) Beginning Wednesday, the MTA will use the Internet to reach a wide audience of public officials, community groups, transit organizations and other constituents with "Stakeholders," a new feature on www.mta.net.

Stakeholders is the second group of web pages to be introduced by the MTA within the past two weeks. On March 30, Media Relations rolled out "Pressroom," a resource designed to serve the media.

Stakeholders is organized into four major sections: a web newsletter called "Scoop," a listing of MTA outreach efforts called "Get Involved," a service from which groups can request an MTA speaker called "Speakers Bureau" and a commentary and letters page called "Connections."

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

Improve understanding of MTA

"Almost 10 million people in Los Angeles County are affected by the decisions the MTA makes," says Gary Wosk, the senior communications officer who developed the Stakeholder pages. "Through these web pages, we hope to give the public a better understanding of the reach and scope of the agency."

"Best of all, the Internet is an interactive medium," adds MTA Public Relations Director Marc Littman. "We can share information and get feedback. We can have a dialogue with our stakeholders, instead of letting others speak for us."

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 transit agencies.

Any Internet user may access the pages to read the new Stakeholders pages or the news releases and other up-to-date information found on Pressroom. Links to both new features are located on the left-hand navigation bar of the MTA Internet home page.

Internet Webmaster Joe Simpson of MTA Marketing designed the graphics and links for the new web pages.

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