



NEWS

April 13, 1999

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MTA MEDIA RELATIONS
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FOR IMMEDIATE RELEASE

MEDIA ADVISORY

MTA HOSTS ONE DAY "SMART BUS" EXPO AT MTA HEADQUARTERS

WHAT: MTA is hosting a one day Intelligent Transportation System (ITS) "Smart Bus" Expo designed to provide an educational forum for transit agencies and ITS vendors to discuss and share information on developing uniform standards for implementing an advance transportation management system to create a "Smart Bus."

"Smart Bus" (ITS) technological equipment will be on display such as the Global Positioning System and the Automatic Vehicle Location system which use satellite technology to track bus movements along their assigned routes. Automatic passenger counters, video surveillance equipment, and automatic voice annunciators also will be on display. In addition, three buses which MTA has tested with "Smart Bus" technology will be on hand on the Gateway Plaza for visitors to observe this technology's practical applications. "Smart Bus" technology improves fleet performance, service quality, and passenger/operator safety through an integrated multi-media communication and computerized database system.

WHO: Ray Suarez, Assist. V. P. Transportation Mgmt., Dallas Area Rapid Transit
Bill Hiller, Manager of Information Systems, Ann Arbor Trans. Authority
Julian Burke, MTA CEO
Allan Lipsky, MTA Deputy CEO

WHEN: Wednesday, April 14, 1999
8:45 a.m. - 3:45 p.m.
Guest Speaker scheduled for 10:30 a.m.

WHERE: MTA Headquarters
One Gateway Plaza, Third Floor
(Southwest Corner Cesar Chavez & Vignes Street)
Los Angeles

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MTA-036



PSA

MEDIA ADVISORY

April 11, 1999

POETRY READINGS AT BUS STOPS & RAIL STATIONS!!

- WHAT:** First of 3 days of live poetry readings by talented Southern California poets at seven of MTA's busiest Metro Bus stops and one of MTA's busiest Metro Rail stations. The readings are sponsored by the Poetry Society of America and are an outgrowth of Poetry in Motion/LA™, a program in which poetry is being mounted inside MTA's Metro Buses (which have more than one million daily boarding passengers) and Santa Monica's Big Blue Buses. All poets are volunteering their services.
- WHO:** Poets volunteering to read on Monday April 12th are: Charles Webb, Harryette Mullen, Suzanne Lummis, Joyce Nako, Cathy Colman, Richard Beban, Kaaren Kitchell, Jan Wesley, Jim Natal, Jeffrey McDaniel, Robert Wynne, Rick Lupert, Ivonne Estrada, Brendan Constantine, Elena Karina Byrne, "roni of bakstreet poetri", "poetri Smith", Alicia Vogl Saenz, and Don Campbell.
- WHEN:** Monday April 12th from 8 a.m. - 9 a.m. and from 4 p.m. - 6 p.m.
(Note: April is National Poetry Month; readings will also take place on April 19th & 26th; locations & poets TBD)
- WHERE:** Metro Bus stops: Soto St./Chavez Blvd (a.m. & p.m.)
Vermont Ave./3rd St. (p.m.)
Wilshire/Westwood Blvds. (a.m. & p.m.)
Roscoe/Van Nuys Blvds. (a.m. & p.m.)
King/Crenshaw Blvds. (p.m.)
El Monte Transit Ctr. (3501 Santa Anita Ave.) (a.m. & p.m.)
Fox Hills Mall Transit Center (Culver City) (p.m.)
- Metro Rail stations: Metro Center Station (7th St./Figueroa) (a.m. & p.m.)
- CONTACT:** Elena Karina Byrne, Poetry Society of America/LA (310) 669-2369 or Ed Scannell, MTA Media Relations (213) 922-2703.

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