



# NEWS

March 19, 2001

## ***MEDIA ADVISORY***

**FIRST BUS SYSTEM IN LOS ANGELES AREA TO USE "NEXT BUS" DISPLAY**  
**MTA TO UNVEIL NEW HIGH TECH METRO RAPID BUS STATIONS**  
**ON VENTURA BOULEVARD IN SAN FERNANDO VALLEY**

**WHAT:** Representatives from the MTA, Office of the Mayor (City of Los Angeles), Los Angeles Department of Transportation (LADOT) and Suisman Urban Design will hold a ribbon cutting at one of several new high tech Metro Rapid Bus stations on Ventura Boulevard. The MTA debuted Metro Rapid service on the 16-mile Ventura Boulevard corridor and the 26-mile Wilshire/Whittier Boulevard corridor in June, 2000. The first-of-its-kind system in the United States, Metro Rapid has reduced travel times by as much as 25 percent and boosted overall bus ridership on the Wilshire/Whittier corridor by 26 percent.

This station and many of the other Metro Rapid Bus stations feature a canopy for weather protection and an electronic variable message sign that displays when the next bus is due to arrive. This marks the first use of such a real time feature by any bus operation in the Los Angeles area. Designed by **Suisman Urban Design**, the brightly lit stations enhance passenger safety. Their color and signage match that of the Metro Rapid buses, also designed by Suisman, to make it easy for passengers to identify Metro Rapid stops. A computerized signal priority system developed by **LADOT** is one of the key time-saving features of the Metro Rapid System. Intelligent software prolongs green signals and shortens red signals to reduce the amount of time that buses are stopped at intersections.

**WHO:** Richard J. Riordan, Mayor, City of Los Angeles; MTA Board 2<sup>nd</sup> Vice Chair  
Jim de la Loza, MTA Executive Officer, Countywide Planning  
Frances T. Banerjee, LADOT General Manager  
Doug Suisman, Suisman Urban Design

**WHEN:** 10 a.m., Tuesday, March 20, 2001

**WHERE:** **Metro Rapid Sepulveda Station**, southeast corner of Ventura and Sepulveda Boulevards, Sherman Oaks; Thomas Guide 561 H-4

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