



**NEWS**

Jan. 13, 1997

***MEDIA ADVISORY***

**FIRST MTA TRANSIT INNOVATIONS EXPO AND CONFERENCE  
EXPLORES NEW WAYS TO IMPROVE BUS/RAIL SERVICE**

**WHAT:** A "Marketplace of Ideas Expo" --an all day swapmeet of ideas --will explore innovative solutions to a variety of transit issues. Nearly 50 booths will be set up, featuring new technology such as user friendly vending machines, rapid systems for schedules and itineraries, training programs on "dealing with difficult people," the new design planned for Metro buses, and a variety of proposals for improving the quality of service in transportation.

Also, transportation professionals from the MTA and regional transit groups will take part in workshops in the morning and afternoon to exchange ideas and proposals on how to improve service.

**WHEN:** Tuesday, Jan. 14, 1997  
Expo 9: a.m. - 4:00 p.m.  
Workshops: 8: 20 a.m.-12:15 p.m. and 2:30 p.m.-4:30 p.m.

**WHERE:** Expo: East Portal of Union Station  
Workshops: 3<sup>rd</sup> floor, MTA, One Gateway Plaza  
Vignes and Caesar Chavez  
Los Angeles

**WHO:** MTA employees from divisions throughout the agency are presenting new solutions and technology at both the booths and the workshops as a way to exchange ideas and stimulate new proposals for service.

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