



# NEWS

June 14, 2000

## ***MEDIA ADVISORY***

### **MTA SHOWCASES *METRO RAPID* TODAY; FIRST-OF-ITS-KIND BUS SERVICE JUST DAYS AWAY FROM START UP**

**WHAT:** MTA will display one of nearly 100 new *Metro Rapid* buses which will serve two of Los Angeles' most congested corridors beginning June 24. The distinctive red and white buses will whisk passengers along a 16-mile route across the San Fernando Valley from the new Metro Red Line Universal City Station to Warner Center primarily via Ventura Boulevard, and along a 26-mile route from Santa Monica to Montebello primarily via Wilshire and Whittier Boulevards. *Metro Rapid* is expected to save passengers as much as 25 percent in travel time compared to regular bus service due to several features, including signal priority, fewer stops, interval-based schedules and the low floor configuration of the buses which allows for quicker boarding and alighting. Media will have the opportunity to ride on the *Metro Rapid* bus.

**WHO:** Rex Gephart, *Metro Rapid* Project Manager

**WHEN:** 10 a.m., Today, June 14, 2000

**WHERE:** 10900 block of Ventura Boulevard, Studio City, between Riverton Avenue and Vineland Avenue, north side of street  
Thomas Guide, 563 A-6

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