



NEWS

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Tracy Daly to Head Up New Service Sector

WESTSIDE/CENTRAL LOS ANGELES COMMUNITY- BASED TRANSIT SERVICE SECTOR READY TO ROLL ON SEPTEMBER 1

MTA's new community-based transit sector in the Westside/Central Los Angeles area is set to begin operations on Sunday, September 1. The sector is designed to improve bus service, reliability, and customer satisfaction and enhance travel opportunities for those patrons who rely on MTA services.

Tracy Daly, a transportation veteran, will head up the new Westside/Central sector as general manager. She joined the MTA in May and has been busy over the past few months assembling her staff and meeting with her employees.

"I have found the Metro staff to be very dedicated and knowledgeable," said Daly. "We all share an enthusiasm in building a team to provide responsive and safe transportation services to the Westside/Central communities."

In her new role as MTA's service sector general manager for the Westside/Central Los Angeles area, she is responsible for the administration, operation and planning of the sector. Her area of responsibility encompasses three MTA operating divisions in Venice, West Hollywood and portions of the Gateway area in southeast Los Angeles.

The Westside/Central service sector has more than 1,000 employees and operates 586 buses on 17 bus lines as well as 18 contracted bus lines carrying 85.3 million boarding passengers a year.

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The new community-based transit service sector spans Los Angeles from downtown to the ocean, Hollywood, West Hollywood, Beverly Hills, Culver City, Westwood, Santa Monica and Malibu.

Before joining MTA, Daly was previously with Metrolink where she served as assistant executive officer responsible for the day-to-day management of railroad services, contracts and procurement, administrative services, risk management, and information technology.

Daly also has served as assistant general manager for SunLine Transit Agency in the Palm Springs region, where she was responsible for the day-to-day management of transit operations including maintenance, planning, marketing and administrative services.

"The goal of the sector concept is to take a very large operation and make it more manageable, more responsive to employees and the community, more customer-focused overall," said Daly.

Effective September 1, MTA will have a total of five community-based transit service sectors in operation. They include sectors scheduled to open September 1 in the South Bay and in the Gateway Cities area of southeast Los Angeles County as well as two sectors that debuted in July encompassing the San Gabriel Valley and the San Fernando Valley.

In addition, the MTA Board of Directors has approved the creation of individual governance councils to provide local control over the sectors. The Board still must define the roles and responsibilities of those councils and is expected to take action by the end of the year.

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Daly is a graduate of Colorado State University where she earned a Bachelor of Arts degree in technical journalism. She earned a master's in education at the University of Vermont.

She and her husband, Michael, a retired economic development executive, live in Mission Viejo. An avid public transportation user, she enjoys reading while taking the train into work, movies and theater, traveling and, most recently, golf.

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*****Editors Note:*** A photo of Tracy Daly can be downloaded from MTA's pressroom web page at www.mta.net/press/pressroom.