

A weekly report
from the office
of the CEO

August 8, 1994



Welcome back! My deep appreciation to all of you who worked so hard to get service restored the day after the strike. You did a wonderful job — we originally estimated that we'd be able to offer the public between 60 and 75 percent of normal service on Wednesday, but it turned out to be over 80 percent. Last Friday, we neared the 100 percent mark — at 7:30 a.m., 1762 buses were scheduled to run and only nine runs had to be canceled. Again, much thanks for so smoothly getting us back to what we do best — moving people!

I'm not going to comment on the specifics of the labor agreement with the ATU, because we still have another contract to ratify. TCU members ratified their contract earlier this week.

Together, We Turned the Curve Down

But I will say this: We commend the union leadership. They recognized that if we did not make changes, we soon would be priced out of reach of our customers. We have to stay competitive. We are grateful that they recognized this. The bottom line is that we were able to reduce our labor costs. These costs were escalating at a rate higher than at any other transit property in the country, except New York. With the unions' help, we were able to turn the curve down.

Post-Strike Meetings Recap

Last week, I met with employees at both the 425 and 818 Buildings to praise them for their tremendous work during the strike. The work stoppage and the complexity of running limited service provided an opportunity for different departments to work closely together and for former RTD and LACTC staffers to get to know

each other better. We've received many letters from you about the bonds of friendship that developed during the strike.

Tokens are the Name of the Game

With the strike behind us, we shall turn our energies to the new fare structure, which goes into effect Sept. 1. We're pushing the use of 90-cent tokens, which could save patrons more than \$18 a month. This week we launched an ambitious marketing program to educate passengers about the new fare structure and how they can best make it work for them. On Monday, we'll begin training External Affairs staff to conduct briefing sessions on the new fares with elected officials, local government and school administrators, agency heads, and business and community-based organization leaders.

Token Information

Here's some background on the tokens: As many of you know, approximately five million tokens have been in use for about a year and a half. Another 20 million more are now being minted by Massachusetts-based Kilmartin Industries.

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Beginning September 1, the new dual-colored tokens will be distributed to approximately 460 sales outlets in Los Angeles County — many of which already sell the soon-to-be limited monthly passes. The tokens are sold in bags of 10 at a cost of \$9. Our long-term goal is to make the tokens available at 660 retail outlets around the Southland.

Mid-City Extension Options Considered

In other matters, the Board of Directors has voted to authorize up to \$650,000 for an environmental impact study and up to \$1 million for engineering support services and research to study alternative subway designs that would extend the Metro Red Line from the Wilshire/Western station as far as Pico/San Vicente. The study was prompted by the agency's need to determine whether tunneling through hydrogen sulfide gas deposits in the Mid-City area can be avoided. You'll recall that last year core samples and geotechnic explorations revealed large concentrations of gas along the approved route. The new proposals now under study include shallow tunnels with either single-level or above ground stations.

The Mid-City Extension would run from the Wilshire/Western station west under Wilshire Boulevard and turn south on Crenshaw Boulevard. A station would be constructed at the intersection of Olympic and Crenshaw boulevards. At Pico Boulevard, the line would turn west, terminating with a station at San Vicente Boulevard.

MTA Moves

Late last week, the decision was made not to move large groups of employees from the 818 to 425 Building. The decision was an economic one: We've made significant progress on the Gateway Headquarters Building and we expect to relocate within 13 months. The cost of moving from the 818 to 425 Building for some departments was too great. However, some moves between floors

in the 818 Building will still take place later in the month.

Green Line Contest

I'm excited about an upcoming employee contest to name a theme for the Green Line. Beginning next week, the Marketing Department is asking all employees to submit suggestions. I understand that similar contests were done for past rail openings. You may remember that "Take me, I'm Yours," was the theme for the grand opening of the Metro Center Station.

For the grand opening of the Blue Line, we went with "Track to the Future," and when we opened the Long Beach loop, we chose "Everything That is Old is New Again." You get the picture! Fran Curbello, who's heading up the contest, has a whole collection of prizes donated by companies, including a Saturday night stay at the Queen Mary with dinner and brunch included. Fran also has movie tickets, seats to the Philharmonic, and sporting event tickets. Stay tuned for more details. Each of you is invited to participate.

Event Tickets Now at 818

I'm told that movie and sporting event tickets are now available for purchase in the 818 Building. Tickets will be sold in the Human Resources Department on the second floor on Thursdays and Fridays from 2 p.m. to 4 p.m. only. For additional information, phone Lisa Martinez at 4-6830.

- Franklin White

I welcome your comments and questions in response to CEO Report, which is designed to provide employees with direct communication with my office. Please contact either of my Special Assistants, Michael Gonzalez at 244-7476, or Phyllis Tucker at 244-6191. Also, employees can fax comments to 244-6014.

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