

CEO REPORT

A weekly report
from the office
of the CEO

May 8, 1995



As often as we have explained it, some non-contract employees have not understood why they are still filling out time cards from their predecessor agencies, and why there still are two separate accounting systems in place -- one for former RTDers and one for former LACTCers.

The reason--to remind you--is that neither system was adequate and rather than convert one to the other and then have to convert again, we decided to run separately and do one conversion when the new Financial Information System (FIS) came on line this summer.

The dual system will soon be behind us. The new system will begin July 1. It contains highly sophisticated technology which will provide a whole new array of financial information needed for management reporting and transactional analysis.

The FIS project is intended to:

- Provide more reliable and comprehensive data for planning and control;
- Utilize relational database management technology to integrate our diverse data sources;
- Set a foundation for using advanced technologies to lower administrative costs.

Teams of MTA staff and consultants mostly from IBM and Oracle have been assembled to implement the FIS. Consultant members include database specialists, hardware and network specialists, and application experts. MTA has assembled five separate committees from within its staff to advise and work with the consultants. A training team, composed of key staffers, has been meeting bi-weekly developing the FIS training plan and program. The program will be conducted this month to train MTA staff in the use of the FIS.

My congratulations to the fiscal staff for having kept to the schedule in bringing this complicated system on line.

Making the Buses More Appealing

As I've said in recent *CEO Reports*, our number one priority in 1995-1996 will be making the bus system more attractive so people who don't ride might consider doing

so. The Operations unit, with its single-manager, greater accountability strategy, is intent on cleaning up the inside of buses. The new buses we've ordered will be more user-friendly, too. They'll have lighter flooring, lighter colored seating, and the windows will be clear. The interior lighting will be much better, which I think will be pleasing to riders and operators alike.

Ridership Campaign

Our goal to lure riders very much involves the Marketing Department, under the leadership of acting director Mike Barnes. A savvy, intensive ridership campaign, orchestrated by Advertising Manager Harry Goldsborough, has been kicked off and is designed to highlight the benefits of bus-riding while visually depicting the drawbacks of solo commuting.

Perhaps you've seen or heard the ads, which are being published in local community newspapers in Spanish, Japanese, Korean, Chinese, English and Filipino and are on the radio.

The campaign gives a chance to introduce our new phrase, "Metro Bus". From now on, we're going to position our bus service as "Metro Bus," and by doing so, introduce the bus system into the family of the Metro system. For instance, we refer to the train service as Metro Rail, the Freeway Service Patrol as the Metro Freeway Patrol, commuter rail as Metrolink and service for the disabled as Metro Access.

The ridership campaign will continue through June, and then we'll introduce several more concepts, among them, the "MTA Fun Day." This is an opportunity where a full paying passenger can bring a friend along for an additional 50-cent fare.

Also on tap for the beginning of the fiscal year is a ridership survey that is expected to be funded in the "Call for Projects" now underway. The Board has already approved the 25-cent promotional fare and two days of free rides for the Green Line.

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Lay-Off Update

On May 15, layoff notices and informational packages will go out to those affected. *Please, and I can't emphasize this enough, if you are one of those affected, you've got to take advantage of a comprehensive job assistance service we've put together that is second to none.*

This is the first time to my knowledge that we've done something like this. We've entered into a partnership with the Private Industry Council (PIC) and the California Employment Development Department, which will provide federally-funded assistance through the Jobs Training Partnership Act.

On May 16 and 17, we will be holding workshops at the Omni Hotel (formerly, the Los Angeles Hilton) at 7th and Figueroa, in downtown L.A. on job searches, resume writing, retraining, and financial management. It will begin at 8 a.m. and end at 5 p.m.

Once there, affected employees will be advised and have the opportunity to register at one of six job assistance centers throughout city. All participants will receive individualized attention and will be assigned job counselors.

Because of the "bumping process" contract employees won't know who will be affected by the layoff until June. So there will be similar sessions then.

If you have questions, please call organizer and Assistant Director of Human Resources Leila Procopio at ext. 2-7175.

CMP Wins National Award

Los Angeles County's Congestion Management Program (CMP), which is administered by the MTA, has received the Institute of Transportation Engineer's (ITE) "Best Practices Award." The first-time award, conceived by the ITE's Transportation Planners Council (TPC), is for programs that use various strategies to address regional congestion and integrates land use and air quality planning. The Los Angeles CMP was recognized for applying innovative techniques to a complex problem and for effectively communicating the program's approach and requirements.

The award was presented to Edward Shikada, the MTA's CMP manager, at a meeting of ITE's Los Angeles Chapter on April 19.

Congratulations to Ed and to CMP staffers Jody Feerst, Cosette Polena and Kendra Morris for their outstanding contributions to the program.

Contract Control System Honored by Ford Foundation

Another honor was picked up by the agency recently. The MTA's automated Change Control System (CCS), developed by the rail construction division, has been selected as a semifinalist project in the Innovations in American Government Awards program, a nationwide competition sponsored by the Ford Foundation and the

John F. Kennedy School of Government. CCS has been a major factor in saving time and money in processing construction contract change documents for Metro Red Line Segment 2.

Since implementation of CCS, the rail unit has realized nearly a 75 percent reduction in contract change preparation time. The system also has been recognized as an important element in achieving a more than 60 percent reduction in change costs on Segment 2.

The 15 winning programs will be announced this fall.

New CFO

Please welcome new Chief Financial Officer Ronny Goldsmith, who began with us this week. We've profiled her accomplishments in a previous *CEO Report*, but I did want you to know that she is, indeed, on board. Her office is on the third floor of the 818 Building. Joining us on Monday, is new Contracts Director Art Kimball, and on the 15th, new Deputy Chief Executive Officer Joseph Drew.

Vandalism Abatement Team

More than 150 students, parents, teachers and MTA staff were guests of the L.A. Clippers basketball team at the team's April 13 game against Denver. This special honor was for their outstanding participation in the Vandalism Abatement Program's Take Pride & Stop Tag clubs.

More than 7,000 attendees listened as vandalism fighters received a special announcement during halftime from the Clippers about the Vandalism Abatement Program and how to join the clubs. Students from the Cypress Park Library, Western Avenue School, La May School, the 74th Street School, and the Challenger Boys and Girls Club believe that we can stop graffiti vandalism as we beautify our neighborhoods.

The successful partnership we've created with the Clippers gives us an incentive to expand our program in the years to come. For more information regarding Take Pride & Stop Tag events, please contact Public Affairs Officer Stan Myles at 213/972-5859.

Onward

Finally, I'm sorry to see an outstanding staffer leave the organization. My best wishes to Capital Planning Managing Director Nancy Whelan, who has accepted a position as San Francisco MUNI's director of capital projects. Nancy is first-class, and the Bay Area is very lucky to have her join their team.

—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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Editor:	Andrea Greene
Art Director:	Anne Roubideaux
Designer:	Terry McMahon
Deputy Dir., Media Relations:	Jim Smart
Special Assistant to CEO:	Phyllis Tucker
Manager, Printing Services:	Al Moore