

CEO REPORT

Joseph E. Drew
MTA Chief Executive Officer

April 15, 1996

The way to beat graffiti vandalism, experts tell us, is to encourage people to take pride in their communities. Well, a committee of MTA employees who strongly believe in that message is creating a series of neighborhood clubs to help carry the Zero Tolerance message to a new generation of children.

Some 200 elementary school youngsters currently are participating at five local libraries as members of the MTA's "Take Pride Library Clubs." The clubs acquaint the kids with our transit system, while instilling in them a sense of ownership and pride. Monthly club meetings and community cleanup events help the children learn about the harm graffiti causes in their neighborhoods and how to combat it. There are essay and coloring contests, awards presentations and other activities that

involve the kids and feature MTA operators, mechanics and other employees as role models.

Great credit is due to Sylvia Robledo, an MTA communications officer, who created the library club concept,

and committee co-chairs Leonard Tellez, a Division 1 operator, and Kathy Paz, a Division 10 operator, who have spearheaded the project. Together with Richard Lopez of Division 7 and Henry Madrid of Division 1, the committee has established Take Pride clubs at the Benjamin Franklin, Robert Louis Stevenson, Cypress Park, Anthony Quinn and West Hollywood libraries. Between 40 and 50 children belong to each club.

The kids love the Take Pride program and parents are solidly behind it. Librarians and teachers support it also because of the emphasis on education and library use. There's no doubt our employees are making a difference with these children.

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If you'd like to help form a Take Pride Library Club or participate in the program by staffing the meetings or volunteering for weekend cleanup projects, please call Sylvia Robledo, Vandalism Abatement Program at 972-5858. I can promise it will be personally rewarding and well worth your time. □

Customer Service Training Program

The Operations Division's Southern Region is developing a training program aimed at improving customer service and satisfaction. Regional General Manager Ralph Wilson's goal is to ensure that operations personnel acknowledge their riders' point of view and treat customers with respect and courtesy at all times. "We're not going to make excuses to our customers," Ralph says, "we're going to make a difference."

The intent of the training is for operators and supervisors to gain a better understanding of our customers, to recognize that our riders have other transit options, to avoid verbal and physical confrontations with customers and to promote win-win situations. The training also will apply lessons learned from operators who routinely go the extra mile to provide excellent service to our riders.

Much of the program's curriculum will be based on information gathered through focus group interviews with operations personnel. Marion Colston of Human Resources is working with Carolyn Flowers of the Southern Region to develop the program. The training may be offered in the other three regions after testing in the Southern Region. □

CEO Advisory Group

I met earlier this month with the CEO Advisory Group, a diverse group of employees from many levels of the MTA, to once again get some valuable feedback.

Among the priorities the group listed for me were eliminating the uncertainties and inequities that still remain from the merger. As your representatives, they called for uniform procedures and efforts toward the formation of a new corporate culture within the MTA.

The group expressed support for our new slogan, "Travel Smart...Take Metro," and would like to see additional efforts made to strengthen the agency's identity. They also were concerned about the agency's public image, mentioning our program to upgrade the appearance of our buses as an important step in that direction.

These meetings are important to me and I look forward to a continued frank exchange of views. If you have issues you'd

like to have discussed at the meetings, please contact one of the following members: Doug Anderson, Callier Beard, Anderson Bennett, Maceo Bethel, Michael Brewer, Damon Cannon, Marion Colston, Jesse Diaz, Cathy Dickinson, Jody Feerst, Stanley Foreman, Luke Fuller, Sumire Gant, Barbara Gatewood, DA Haydel, Randal Ikeda, Ava Jordan, Pauline Lee, Bill Lewis, Lorraine Melendez, Maria Perez, Mario Perez-Ceballos, Cosette Polena, Oscar Quiroga, John Roberts, Tony Sandoval, Theresa B. Sharp, Mike Smith, Dorothy Sperry, Maureen Tamuri and Phyllis Tucker. □

Metro Art Wins National Award

I want to extend congratulations to Maya Emsden and members of our Metro Art Department. A project titled "A Tribute to Industry" at the Metro Blue Line Vernon Station has won a national award from the U.S. Department of Transportation and the National Endowment for the Arts. Two other transit art projects also have received important recognition.

One of only 37 such projects nationwide to receive the 1995 Design for Transportation Award, the Vernon Station project, by artist Horace Washington, incorporates a whimsical tribute to the nearby garment industry and other manufacturing industries found in the station area.

The Universal City Station was featured in a recent issue of the nationally circulated *Architecture* magazine and received a design award from the San Fernando chapter of the American Institute of Architecture. And, the Metro Green Line's Marine/Redondo Station won a 1996 Urban Beautification Award from the Los Angeles Business Council.

We can all be proud of these awards and the art and design work that enhances our transit projects. The MTA is doing its part to enrich the daily lives of those who live and work in our city. □

Successful Blood Drive

The first American Red Cross blood drive conducted at the Gateway Headquarters building was a real success, according to Luanna Urie, our Wellness Program coordinator. Employees donated 103 pints of blood, March 27, enough to benefit 412 patients.

The Red Cross representative told us it was the most generous turnout she'd ever experienced and she complimented our volunteer recruiters for their help.

I also want to add my thanks for your willingness to participate in this important, life-giving program. I hope even more of you will turn out for the next Headquarters blood drive in September. Those of you in the divisions should be on the lookout for your blood drives, which are scheduled to accommodate you on site. Thanks again! □

Random Acts of Kindness

Monday was "Random Acts of Kindness Day" in the Operations Division Western Region. The management teams at Division 10 and Terminal 6 showed their appreciation for the bus operators and maintenance employees by baking and handing out scores of Kindness Kakes — actually decorated cupcakes — during morning roll-out.

Western Region General Manager Ellen Levine says the event was intended to improve morale and strengthen team building among the operators and staff. Posters hung in train rooms proclaimed: "We appreciate your acts of kindness

toward our patrons. Keep up the great work!"

Like the Western Region, we all should remember that the bus and train operators who meet the public every day and the maintenance people who keep our buses operating are the MTA's front-line troops. They all richly deserve our thanks for the efforts they make each day to keep the system operating. □

Expanded Duties for Internal Auditors

Our Management Audit Services Department (MAS), formerly the Office of Internal Audit, has a new charter and a wider range of responsibilities under its new director, Tony Padilla.

The new charter outlines MAS' goals of ensuring that the MTA has effective systems of internal control, accurate and reliable financial and management data, safeguards for MTA assets and resources, and efficient and effective management practices.

In response to recent state legislation, which expands the department's responsibility for auditing construction contracts and change orders, MAS will be expanding from its current size of 21 professionals. The department also coordinates activities with the Office of Inspector General.

To guarantee his department's independence, Tony Padilla reports directly to me and to the Deputy CEO, Linda Bohlinger. □

Who Gets the CEO Report?

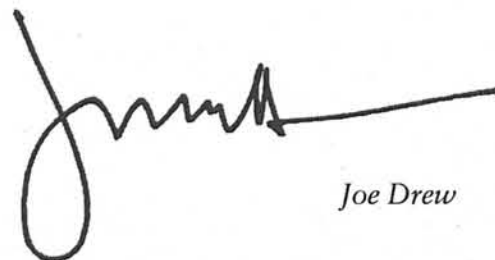
Does your department receive enough copies of the CEO Report to go around? Our mail room has a good record of getting copies to everyone, but with relocations and other factors, someone may have been overlooked.

If you need more copies of the CEO Report, please call Judi Smith, Internal Communications, at 922-7411. □

A Farewell

Barbara Anderson, who for 10 years served first as director of risk management for the SCRTD and then as director of risk management for operations with the MTA, left the agency April 1. Barbara has taken a position with the Metropolitan Water District as manager of risk management. Nanci Eksterowicz has been named acting director. We wish Barbara all the best in her new job.

That's it for this issue. Let's all have a productive week. □



Joe Drew

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