

CEO REPORT

Joseph E. Drew
MTA Chief Executive Officer

April 22, 1996

I'm happy to report that we're nearing the end of a comprehensive study of our current compensation program for non-represented employees, including job classifications and salary structure.

With the assistance of the Hay Group, a nationally known management firm, we have completed an audit of our job classification system. We're now conducting a survey to compare the MTA's salary structure to those of similar organizations. The study has three goals:

- To validate current duties as assigned to job classifications;
- To establish a system for evaluating all non-represented jobs; and
- To readjust our salary structure, if necessary, based on current job market data.

Our current job classification system is now almost three years old and our organization has changed considerably in that time. The new study will help us update our job classifications and salary structure. We also will continue to look

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for ways to develop a pay for performance system that will work within the MTA's compensation program.

The next step is to present the study findings to the executive officers for

their review and recommendations. We'll also provide employees with information about the changes. I plan to have the new job classifications and salary structure in place by the end of the summer. □

MTA Olympic Team

The MTA is sending a powerhouse team of 60 new CNG buses to the 1996 Olympics in Atlanta. The coaches will be stars in a 122-bus showcase of alternative fuel vehicles that will be in passenger service for the international event.

The buses are being shipped directly to Atlanta from the

Neoplan factory in Colorado. Wearing MTA colors and logos, they'll serve the Atlanta Committee for the Olympic Games during June, July and August, before being shipped to Los Angeles. Two MTA Operations staff members will be on hand in Atlanta to oversee maintenance of the buses.

Upon their return, the buses will be placed in service at Divisions 8, 10 and 15. Each will bear a plaque commemorating its service during the Olympics. The MTA currently has 140 CNG buses in operation. □

Correcting Discrimination in Contracting

I'm forwarding to the Board for consideration at this week's meeting a study whose findings support the MTA's Disadvantaged Business Enterprise Programs (DBE). These programs have long provided opportunities for disadvantaged, minority-owned or women-owned businesses to bid for MTA contracts.

The legality of the MTA's DBE program was called into question last year by a suit that went all the way to the U.S. Supreme Court. The suit alleged that our program, and those at other public agencies across the nation, was discriminatory. Our study shows, however, that minority- and women-owned firms were used 80 percent or less for professional services and construction contracts in the Los Angeles area than they might have been if there had been no discrimination.

As a result of the study, we're recommending that the Board adopt an overall DBE participation goal of 23%, with a 28% goal for construction contracts and an 18% goal for professional services contracts. We're also asking the Board to approve policies and procedures that will assure DBE firms an equal chance to win MTA contracts. □

We're on the Air!

A new MTA commercial began airing on two local TV stations in mid-April. The 30-second spot showcases MTA buses and trains to the beat of an original musical score. Our new slogan: "Travel Smart...Take Metro" headlines the action. The spots were produced in English and Spanish.

The commercial was written and produced by Erica Goebel and directed and edited by Bob Reece, both of our video production department. Marketing has purchased time for 61 spots on KABC, Channel 7, and 176 spots on KMEX, Channel 34. The commercials will air through June 30 on KABC and through June 9 on KMEX. □

Legislation Could Affect MTA

A bill before the State Legislature could substantially help with our anti-graffiti efforts.

SB 1696 (Kopp), would limit the sale and availability of aerosol paint cans as a means of reducing graffiti. The Executive Management Committee is recommending the Board support this bill.

Violators selling or delivering spray paint cans without a state exemption could be fined up to \$10,000. It would be unlawful to possess any aerosol paint container while on someone's private property or in a public place. The bill requires any spray paint device to have a permanent power source, other than batteries. If passed by the legislature, the bill will give law enforcement a powerful tool to control the spread of graffiti.

Successful Vendor Fair

My personal thanks to all those who worked so hard—especially Carey Peck and his staff—to make the Vendor Fair successful earlier this month. Almost 3,000 people attended the day-long event at the Convention Center, some 250 more than last year. In fact, it's the largest such show in the nation.

Most popular were the seminars on how to do business with the MTA and the other governmental units represented, such as the County of Los Angeles, LAUSD, and the cities of Los Angeles, Long Beach and Inglewood. All together, vendors represented some \$5 billion in buying power. As many as 200 participants attended each of the seminars. One of the most interesting seminars was a workshop on how to use the Internet to obtain business information and contract bid documents. I expect that sometime next year, the MTA's bid documents will be on-line.

The MTA's booth, staffed by 30 employee volunteers, attracted a large number of visitors interested in bidding on agency construction, materiel and professional contracts. Deputy CEO Linda Bohlinger and our executive officers, as well as many of our contracting and purchasing staff were on hand to talk with attendees.

Even before it was over, the Vendor Fair received high praise from many sources, including Supervisor Yvonne Brathwaite-Burke, Mayor Riordan's office and others. There continues to be a great need for the MTA and other governmental agencies to reach out into the business community. This helps spur the region's entrepreneurial spirit and contributes to a vital economy.

Take a Tour, Learn a Lot

Want to see the MTA's bus R & D center? Have you visited our "Starship Enterprise?" No? Then, you should sign up for a tour of the Regional Rebuild Center (RRC) and the Central Control Facility (CCF).

Both the RRC and CCF are state-of-the-art facilities that are at the heart of our transit operation. Mechanics at the RRC refurbish our buses using the latest techniques and equipment. Industry-leading testing and research also is performed at the RRC; in fact, RRC personnel have played a key role in the development of the ATTB "stealth bus."

The CCF is headquarters for our rail operations. In the "Starship Enterprise" room, large displays show the minute-

by-minute location of every Metro Blue Line, Red Line or Green Line train. Personnel monitor and control all electronic safety and operational systems. Huge banks of closed-circuit TV screens constantly display pictures of station platforms to help ensure passenger safety. CCF also houses the Transit Police rail detachment.

Our marketing department has scheduled tours of the RRC, located virtually across the street from Headquarters, and of the CCF, located about 20 minutes south of downtown on the Metro Blue Line. Call Cathy Dickinson at 922-5611 for information on how to sign up for a tour.

Leaving the MTA

I want to wish all the best to Miriam Simmons, who for the past 2½ years has served as our liaison with City Hall and program manager for the Hollywood Construction Impact Program (HCIP). She accepted a position earlier this month as the budget deputy to Supervisor Yvonne Brathwaite-Burke.

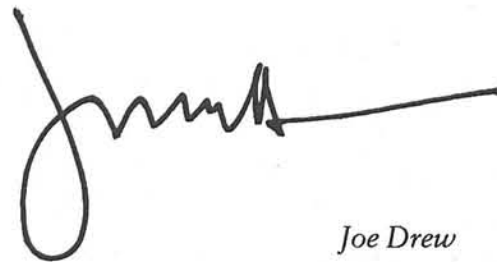
"Mimi" joined the LACTC in October, 1991, as manager of government and public affairs with the Westside Area Team. I know all who have worked with her will miss her cheerful, can-do attitude. It was a pleasure to have her on the MTA team.

Making a Positive Difference

What can I do to make a difference? That's a question we all should ask ourselves frequently. The answer isn't an easy one, primarily because most of us are caught up in paperwork, meetings and the other chores necessary to making the MTA run.

When we face a mountain of tasks, we look for some means of prioritizing our work. But, the ability to prioritize depends to a greater extent than we might imagine on good communication. Communication with our co-workers and with our supervisors.

You may think that what you're trying to accomplish is obvious to those you work with and to whom you report. And you may be wrong. Let people know what you're planning, what you're doing and why. If they know and understand, they probably can make your job easier. And if you and your co-workers can work smarter, you can work more efficiently — and that pays off for all of us.



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