

CEO REPORT

Joseph E. Drew
MTA Chief Executive Officer

February 12, 1996

Good news travels fast, so many of you, I'm sure, have probably heard the word that the Internal Revenue Service (IRS) has given its approval to the agency's request to leave Social Security. The issue now rests with the Social Security Administration (SSA), which says that it needs several months to consider fully our proposal to leave SSA and make PERS available to our employees.

If all goes well, the new effective date may be Jan., 1997. In the meantime, those employees now receiving PERS can breathe easier because the PERS contract has been extended for a year to resolve the matter.

Our new slogan is

"Travel Smart... Take Metro."

We'll officially introduce it to the public later this month.

We continue to talk to the union leadership about the plan. They have been helpful in overcoming the issues we have encountered. We also have received unanimous support from the Southern

California congressional delegation. If Social Security approves the plan, we're looking at a six-month timeline for putting the program into place, which means enrollment would begin this fall. Here's a proposed timeline:

1st month:	Social Security ruling and agreements established with IRS, SSA, and PERS
2nd month:	Employee communication and information program begins
3rd month:	Enrollment begins
4th - 5th month:	Enrollment continues
6th month:	Plan goes into effect

Be sure to call our retirement phone hotline at 922-6282 if you have questions about the proposed retirement plan.

Thus far, the one question asked repeatedly has been about the kinds of communications planned so we can decide whether or not to go into PERS. Every eligible employee will receive a brochure explaining the program. These communications will give you the information you need to make a decision on whether to remain in your MTA plan or transfer to PERS. In addition, we will hold employee meetings for those who, after reviewing the written materials, still have questions.

"Travel Smart... Take Metro"

Beginning this spring, the agency will launch a major marketing campaign which we hope will strengthen the identity of the Metro system. The Marketing Department, under the direction of Warren Morse, has been busily working on the program for the last couple of months.

Our new slogan is "Travel Smart... Take Metro." We'll officially introduce it to the public later this month and display it prominently on all our buses and trains shortly thereafter. It also will become a standard element on all of our promotional materials and printed communications.

In March, we'll celebrate our new slogan with an ongoing advertising campaign on TV, radio and billboards. We want to use the terms "Metro" and "Metro system" and their derivatives, such as "Metro Bus" and "Metro Green Line," when identifying our passenger services. *Metropolitan Transportation Authority* and the term *MTA* will be reserved for broader identification of the agency overall.

We hope the slogan "Travel Smart... Take Metro" emphasizes the wisdom of using public transportation in Southern California. For employees, I hope it will serve as a tribute to the outstanding job each of you is doing, and as a reminder of our responsibility to keep the Metro system as appealing to our customers as possible.

Gail Charles is New EEO Director

Please welcome Gail Charles as our new director of equal opportunity. She comes to us from the New Jersey Department of Transportation where she was the director of civil rights and affirmative action. Prior to that, she was the manager of the DBE/EEO administration for San Francisco's BART. She also was the manager for the Century Freeway Affirmative Action Committee. Gail holds a juris doctorate from Southwestern School of Law. Acting EEO Director Herminio Vargas will return to his position as department manager.

Building Thefts Alert

Even though many of us have just moved into the new building, we, unfortunately, continue to have employees reporting their belongings as stolen. General Services wants you to note the following:

- **Personal belongings:**
Keep handbags, wallets, and other valuables locked up at all times. Do not keep wallets in jacket pockets.
- **Identification badges:**
For security purposes, employees in the Gateway Building are required to wear their photo ID cards in plain sight at all times while in the building. All visitors are required to sign in at the first or third floor security desk and obtain a visitors pass for the floor they are visiting. If you see someone wandering your floor with a pass for another floor or without a pass, notify Transit Police Dispatch at ext. 2-6280.
- **Suspicious persons in your area:**
Please be more aware of your surroundings and report any suspicious person wandering your floor or area to Transit Police at ext. 2-6280. Ask unfamiliar persons if you may help them find their destination.
- **Messenger couriers:**
At the Gateway Headquarters, direct all couriers to the mailroom located on the P1 level. This applies to incoming and outgoing courier services. Do not have couriers come to your floor to pick up a package.
- **Report all thefts:**
Report all thefts to Transit Police immediately by calling ext. 2-6280. A report will be taken and filed.

Rail Ridership Up

The Red Line celebrated its third anniversary several weeks ago. And figures compiled by the MTA show that ridership on it and each of the other rail lines is up. In fact, the total of all rail passengers on the system grew by almost 23 percent.

In the three years since opening day, Red Line daily boardings have risen from about 14,000 to an average of 20,700 each weekday. The Blue Line gained almost a half million riders last year, averaging 485,975 boardings a month in 1995, an 11.1 percent increase over 1994 when there were 11.4 million boardings. It averages 41,500 each weekday.

The Green Line, which recorded a total of 1.6 million boardings in 1995, averaged 12,400 boardings each weekday during its first five months of operation.

Good Work, Bill Satterfield!

I'm most impressed with the actions of Real Estate's Bill Satterfield, who in early December, quickly notified the Inspector General's Office after a real estate broker allegedly tried to bribe him by increasing the purchase price of three properties along the proposed Metro Rail alignment in East Los Angeles in which the broker has a financial interest.

The IG's office launched an investigation and, under its direction, Satterfield had a total of three meetings and three phone calls in which the suspect attempted to obtain con-

fidential information about the MTA's real estate plans. The suspect was arrested Feb. 1 with the assistance of the Glendale Police Department's Special Investigation Squad.

Let's Be Problem-Solvers

Among the powerful traits of effective organizations is one I want to commend to each MTA employee... *finding problems and solving them*. Every employee must be willing to identify and solve problems. Many times early attention to a problem permits easier resolution. But particularly when a problem involves our customers or our community early attention and resolution are musts. We all want to have our concerns addressed and problems resolved in a timely manner. Let's work together to make a difference on this.

Status of Day Care Center

I understand many of you are most anxious about the completion of the day care center. Construction is still on-going and I think the best estimate is that it will be finished sometime in late spring. Based on a spring completion date, we can probably open several months later. As we've previously told you, requests for proposals have been issued and we've received three responses. A proposal evaluation committee has been established and will soon recommend a contractor. If you'd like more information give Kathi Harper a call at ext. 2-5209.

Gateway Notes

Some of you have noticed water dripping into the parking lot underneath the headquarters building. The reason is not because of poor construction but, rather that ceiling construction is not yet finished. It's expected to be completed in the next couple of months. Also, the elevators are undergoing some fine-tuning this month, so please bear with us. And, I understand parking signage in the lot is being enhanced so that employees and visitors can clearly find their way in and out.

The remainder of the large mural in Gateway's East Portal area was installed over the weekend. The mural is part of the project City of Dreams/River of History, an artist team installation which includes the aquarium, river bench and floor paving inserts. The mural was designed by artist Richard Wyatt and contains images of Native Americans and settlers of the L.A. basin as well as contemporary Angelenos. Please call Maya Emsden of Metro Art at ext. 2-2727 for more information.

Finally, a new MTA phone directory is being put together and will be out next month.

We're getting there!

-Joe Drew

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