

SERVICE SECTOR SPECIAL REPORT

>GO TO: [A review of topics](#) discussed during Deputy CEO John Catoe's service sector update presentation.

Service Sectors Take Big Step with Naming of 3 General Managers

Deputy CEO John Catoe names the general managers for the first three of five planned service sectors at an all-staff meeting.



By ED SCANNELL and BILL HEARD (Feb. 6, 2002) The MTA took a major step forward, today, in its effort to improve local transit service. During an all-staff update on service sector planning, Deputy CEO John Catoe named the general managers for the first three of five planned service sectors.

The three general manager designates are [David Armijo](#), currently director of operations at the Orange County Transportation Authority; [Jack Gabig](#), general manager, Montebello Bus Lines; and [Richard J. Rogers](#), vice president of Transportation Concepts.

Amijo is scheduled to assume his new position at the MTA next week, Catoe said. Gabig will arrive later this month and Rogers is scheduled to arrive in April.

CEO Roger Snoble, who was attending an out-of-town meeting, announced that the new general managers' assignments would be decided following their introduction to MTA Board members and community leaders in each of the sectors.

"Hiring these three outstanding professionals marks a significant step in our plan to localize every aspect of the planning and operation of bus service," said Snoble. "Each general manager will lead a group of transit professionals whose sole focus will be to bring quality service to their assigned sector."

Earlier, the MTA had named Gerald Francis as

General Manager Designates

David Armijo

For the past six years, David Armijo has served as director of operations for the Orange County Transportation Authority (OCTA) where he managed the agency's bus and paratransit services, Metrolink commuter rail services and the Orange County Taxi Administration Program.

During Armijo's tenure at OCTA, bus ridership increased by 40 percent and commuter rail ridership doubled. He oversaw the start-up of a 232-vehicle liquid natural gas (LNG) bus fleet, as well as the design and implementation of a \$14 million computerized radio dispatch communication system with satellite automated vehicle location.

Jack Gabig

Jack Gabig served as general manager of Montebello Bus Lines for the past 12 years, supervising a staff of 200 employees and overseeing a 75-vehicle bus and paratransit service. His prior positions include director of maintenance and director of planning and marketing for Long Beach Transit.

Gabig's major accomplishments at Montebello Bus Lines include the implementation of effective cost controls, a strong maintenance program, and construction of a regional rail station and transit center.

Richard Rogers

Richard Rogers currently serves

general manager for Rail Operations. His appointment was effective, Jan. 28. Francis comes to the MTA from Dallas Area Rapid Transit (DART) where he has served as assistant vice president of Rail Operations.

Panel interviewed the candidates

To date, 36 applicants – internal candidates and others from as far away as New York and Texas – have applied for positions as general manager. Twenty have been interviewed by a panel that recommended the finalist to Catoe and Snoble.

In an interview last week with *MTA Report*, Catoe said, “All three candidates have worked at multiple agencies. By doing so, they have picked up different management and leadership experiences.”

as vice president of Transportation Concepts where he manages all transit, shuttle and paratransit contracts. The company provides these services throughout Southern California, including in San Bernardino, Riverside, Corona, Santa Monica, and the South Bay.

Rogers’ accomplishments include generating a 400 percent growth in business, enhancement of service quality and improved productivity through the restructuring of transit operations.

The MTA put a premium on general manager candidates who had worked at more than one transit agency, who participated in their communities and were seen by community leaders as willing to act on recommendations. “We also wanted someone who had a reputation with their employees of demonstrating good leadership, honesty, trust and integrity,” Catoe said.

With two general manager positions still open the selection process will continue, but at a slower pace, he said, while Armijo, Gabig and Rogers are getting up to speed with service sector development.

“We want to allow them to participate in the work being done by the Service Sector Task Force,” Catoe said. “We’ll have formalized teamwork training that will give the general managers a chance to work with their staff members on such issues as style of management, direction and goal-setting. When July 1 comes, they’re going to know each other.”

Third sector later in 2002

The San Fernando Valley and San Gabriel Valley service sectors will begin operations July 1. A third sector – either the Gateway or South Bay sector – will begin operations later in the year. Plans are to begin operations in the remaining two sectors, including the Westside/Central sector, before the end of 2003.

The service sector concept has been designed to give communities a direct voice in the delivery of transportation services in their sectors. Community councils will provide recommendations to sector general managers who will evaluate and implements changes and improvements in transit services within the sector.

Working out of offices located in the service sectors, general managers will oversee the operation of a fleet of approximately 400 to 600 buses. In addition to operations and maintenance personnel, each sector will include its own human resources, planning, scheduling, marketing and public affairs staff.

“Giving a sector its own dedicated staff will make the MTA much more responsive to the unique and changing needs of a particular community,” said Snoble. “Our customers will know that the men and women who staff their sector will also have a stake in making bus service in their communities the very best that it can be.”

[Back to MTA Report](#)