

## **New Sector General Manager Tracy Daly Wants to Help 'Reinvent' MTA**

By BILL HEARD, Editor

(May 15, 2002) Tracy Daly looks forward to being a part of the MTA team. And, as one of five newly appointed service sector general managers, she will play a leading role in the development of a new way of delivering service to the customer.



Tracy Daly

"I hope employees feel excited about being part of reinventing the MTA," she says. "There's a certain pride that comes when you work on something that hasn't been done quite the same way before. You're right in the thick of making things happen. It bonds people together in a special way."

Daly – who will join the MTA May 27 – is accustomed to change. Her background includes work with a community services agency and a college foundation, chair of a planning commission, eight years with a local transit agency and two years with Metrolink. In each of these posts, she gained knowledge and experience that helped qualify her as an MTA sector general manager.

In her post as assistant executive officer at the Southern California Regional Rail Authority, Daly is second in command of Metrolink. In this position, she helped supervise some 150 employees and more than 400 contract personnel providing rail commuter services to a five-county area.

She also had day-to-day responsibility for managing the support services and technology department, which includes railroad services, contracts and procurement, administrative services, information technology and risk management.

### **Executive at SunLine**

Prior to Metrolink, Daly was assistant general manager of SunLine Transit Agency in the Palm Springs region. She oversaw a staff of 200 employees who were responsible for the administration, planning, operation and maintenance of 50 fixed-route buses and 22 paratransit vans with an annual ridership of more than 3.5 million.

She also had marketing, customer service, legislative advocacy and community liaison, among other functions, under her supervision.

Daly played a major role in SunLine's shift to CNG fuel and was a member of President Clinton's Federal Fleet Conversion Task Force. It was the first transit agency in the nation to convert 100 percent to CNG.

"What was really wonderful about the experience at SunLine was that it was a small agency in a small community and you, literally, had to do everything," Daly says.

Although her service sector assignment hasn't yet been announced, the new general manager expects to apply a spirit of service to the community in her new job.

### **More customer-focused**

"The goal of the sector concept is to take a very large operation and make it more manageable, more responsive to the community, more customer-focused," she says.

Declaring that, "I absolutely need and value," the experience of the MTA employees who will be working alongside her, Daly adds, "As a new employee coming in, it's to the MTA's advantage for me to have as seasoned a team as possible."

"I want to work closely with the employees who actually are delivering our service," she says, "to make sure their ideas are welcomed and that they know the organization cares about them."

Daly is a graduate of Colorado State University, where she earned a BA in technical journalism. She earned a master's in education at the University of Vermont.

She and her husband, Michael, a retired economic development executive, live in Mission Viejo with their dog, Kaze, and cat, Sabrina. She has a stepson, Brian, who is an advertising executive in Stockholm, Sweden. Her interests include reading on the train, movies and theater, travel and, most recently, mosaics.

[Back to MTA Report](#)