

## MTA's Mark Maloney Wants to Grow Metro Bus Service

- New Contract Services Director

By BILL HEARD, Editor

(Sept. 26, 2003) As Mark Maloney sees it, one way to grow Metro service is to plant small contract bus lines in areas where there are few riders, cultivate their loyalty with good service, and reap a harvest of increased ridership for regular Metro bus lines.



Mark Maloney, MTA's new director of Transportation Contract Service

Maloney, MTA's new director of Transportation Contract Services, believes that – marketed and operated correctly – contract bus lines can be converted to new Metro bus lines when ridership reaches appropriate levels.

In his new post, Maloney – who reports to Gateway Cities General Manager Rich Rogers – currently oversees about \$40 million in contract bus services, a total of about 180 buses ranging in size from 16-passenger vehicles to full-size, 40-foot coaches.

He's now reviewing MTA's contract service lines for inefficiencies and expects to begin working with Operations Planning and Scheduling later this year on proposals for new contract service lines under the proposed hub and spoke concept.

Maloney and his five-member staff are responsible for monitoring handicap accessibility and ADA compliance on all Metro lines, and for overseeing MTA's contract with Access Services, which provides paratransit services for LA County.

### Managed contract services

Managing contract services is nothing new to Maloney. For the previous seven years, he managed contract transit services for the City of Glendale. During that time, it grew to become the largest of the area's local contract transit services.

Maloney began his transportation career in 1988 as a planning technician at the Orange County Transportation Authority. During his eight years at OCTA, he also served as superintendent of service planning and manager of the new service department.

As manager of new service, Maloney was responsible for planning, development and implement of local bus service, rail feeder service, commuter express service and rideshare services. Most recently, he was project manager for computer automated scheduling and service planning.

Maloney is a 1987 graduate of USC where he earned a bachelor's degree in public administration, urban and regional planning. He and his wife, Vanja, a paralegal in an Orange County law firm, live in Lemon Heights with their 9-year-old son Patrick.

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