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CEO Outlines Metro's Goals and Directives for FY 2005

- Directives range from "safety's first" to "pinch every penny"
> [Top Ten Directives](#)
- Customer surveys show an improving Metro image

By BILL HEARD, Editor

(Aug. 12, 2004) Using a top-ten format for his discussion, CEO Roger Snoble outlined his directives for FY 2005, last week, during an all-staff meeting.



CEO Roger Snoble's
Top Ten Directives

- **Safety's First**
We will continue our safety efforts, reducing accidents and lowering costs.

Ranging from the Number 1 "safety's first" to the Number 10 "pinch every penny," the list of directives summarized Metro's operating strategies for the year ahead.

"The strategies really involve many of you," Snoble said. "In many areas of the strategic plan, there are specific strategies that you'll be working on."

Metro's values, Snoble said, are safety, employees, fiscal responsibility, integrity, innovation, customer satisfaction and teamwork.

The CEO also touched on Metro's accomplishments for the fiscal year just passed.

These included the reduction in employee

- **Make 'em love us**
We will improve services to meet the expectations of our customers and the general public.
- **Get in sinc**
We will integrate all capital planning, financial and operational plans.
- **Go east**
We will set an example in managing the Metro Gold Line Eastside Extension.
- **Think Orange**
We will stay on schedule and within budget in building the Metro Orange Line.
- **Finish what we started**
We will implement new technologies, close out contracts and streamline internal processes.
- **Keep an eye out**
We will increase security efforts throughout our system.
- **Look ahead**
We will create a realistic vision for the future mobility of LA County.
- **Work together**
We will improve employee relations throughout the agency.
- **Pinch every penny**
We will manage our budget to ensure financial stability for years to come.

injuries, a new fare structure, the arrival of new buses, federal funding for the Eastside Extension, an increase in security, the opening of the Metro Gold Line and others.

Improving customer image

And he took a moment to highlight Metro's improving customer image.

Recent customer surveys show 82 percent of Metro Bus riders and 94 percent of Metro Rail patrons are satisfied with the service. Ninety percent said service is improving and 81 percent said Metro's public image is improving.

The agency's five goals for FY 2005 are to improve transit services, deliver quality capital projects on time and within budget, exercise fiscal responsibility, provide leadership for the region's mobility agenda and develop an effective and efficient workforce.

Snoble's list of Top Ten Directives support those goals. Metro's objectives for the year are outlined in a brochure available to all employees.

Goal Number 1

To fulfill the goal of improving transit services, the objectives include improving service quality and capacity for bus and rail systems; improving, expanding and adding operating facilities; and improving security on the bus and rail systems.

Strategies under that goal include improving and maintaining cleanliness of buses, rail cars, stations and other facilities, improving transit service reliability and on-time performance, implementing the Advanced Transportation Management System (ATMS), implementing the Universal Fare System and launching the Transit Access Pass (TAP) system.

Goal Number 2

Under the goal of delivering quality capital projects on time and within budget, Snoble's plan calls for Metro to streamline the project delivery system and to achieve substantial completion of the Metro Orange Line project despite delays incurred due to contaminated soils and a court stay that has temporarily halted construction.

The agency also will start construction of the Eastside Extension, build new bus facilities to accommodate the growing fleet, and begin improvements at Metro Blue Line Division 11 and Metro Green.

Goal Number 3

To ensure that Metro exercises fiscal responsibility, the agency must manage the FY 2005 budget, improve the procurement process, introduce a multi-year fare restructuring program, and identify areas to increase efficiency and accountability in managing the agency's assets, among others.

Goal Number 4

To provide leadership for the region's mobility needs, Metro must take such steps as to plan and coordinate regional transportation programs, and program and secure federal, state and local funding for such projects and services countywide. The long and short-range transportation plans also should be updated, along with implementing other actions.

Goal Number 5

In developing an effective and efficient workforce, the CEO's plan includes continued emphasis on building a safety-conscious culture within the agency, investing in employee development and strengthening the working relationship between labor and management.

"Strategies don't mean anything unless there's performance," Snoble noted during his staff presentation. "Results are what really matters. That's how we judge how we're doing against our goals."

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