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## 'We won hands down,' says CEO Roger Snoble



### Metro Wins Prestigious APTA 'Outstanding Transportation System' Award for 2006

- A first-time honor for Metro. It will be presented in October.
- Read: [It's an L.A. story.](#)

By BILL HEARD, Editor

(June 8, 2006) Metro is the 2006 winner of APTA's prestigious "Outstanding Public Transportation System" award, CEO Roger Snoble announced, Thursday, during an all-staff meeting.

This is the first time Metro has ever received the honor, which APTA presents to transportation systems "that have demonstrated achievement in efficiency and effectiveness." Metro won in the category for properties that provide more than 30 million annual passenger trips.

Snoble said Metro faced competition from the nation's other large transit agencies and compared receiving the APTA award to winning the Super Bowl, the World Cup and the Nobel Prize. "We won hands down. It's really quite an honor for all of us."

The award will be presented to Metro at the APTA annual convention, October 10, in San Jose. He said plans are being made now for ways Metro and Los Angeles can celebrate the award.

CEO Snoble outlined Metro's achievements in a slide show presentation leading up to the announcement.

"I want to thank each and every one of

you for everything you've done, not only over the past year, but for as long as you've been with the agency," he said. "It really has made a difference."

**Cited Board's leadership**

He thanked members of the Board of Directors for their leadership and efforts "to improve our systems for the citizens of Los Angeles County." He also expressed appreciation to the state legislature, the LA City Council and the area's congressional delegation.

Deputy CEO John Catoe offered his congratulations, especially to "operators who, over the past year, have been working seven days a week because of the shortage of operators" and he thanked the mechanics, service attendants and management personnel.

"It's a great honor to be the Number One property in the United States," Catoe said. "It's an honor you deserve – that we deserve – one that over the next few years we will display very proudly."

Metro's predecessor agencies both won APTA awards for system innovation, the LACTC in 1989 and the SCRTD in 1990. Last year's winner of the outstanding transportation system award in the 30-million passenger category was the Orange County Transportation Authority.

Snoble cited a number of factors that he said helped Metro qualify for the APTA award for 2006. Among them were service innovations, technological advances, customer-focused initiatives and improved public recognition and acceptance of Metro services.

**Winning elements**

He included the opening of the Metro Orange Line, work on the Eastside Extension, the expansion of the Metro Rapid system, an all-time high customer satisfaction rating and an all-time low in customer complaints.

Snoble also thanked the Bus Riders Union "for their steadfast endeavor to improve the system." He said the BRU kept the issue before the community and "that's been a big help to us."

Although employees can take satisfaction in the APTA award, Snoble said, "this isn't a time for us to rest on our laurels. We have a heck of a lot to do yet...(and)...it's now a bigger challenge because we've raised the bar, set our sights higher."

Among the tasks ahead of Metro are living within tight budgets, the CEO said. "We need to continue to look for every single dollar we can save and be as innovative as we possibly can be to deliver higher quality service for a cheaper dollar."



Snoble said the agency is looking at a number of different avenues to solve the deficit, but he said, "We can go forward with confidence and get results that everyone can be proud of."



Photos: Gayle Anderson