



NEWS

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Dana Coffey, 26-Year MTA Veteran, Heads New Sector

SOUTHBAY COMMUNITY-BASED TRANSIT SERVICE SECTOR SET TO START SEPTEMBER 1

MTA's new community-based transit sector in the South Bay area of Los Angeles is ready to roll on Sunday, September 1. The sector is designed to improve bus service, reliability, and customer satisfaction and enhance travel opportunities for those patrons who rely on MTA services.

Dana Coffey, a 26-year veteran of the MTA, will serve as General Manager for the South Bay community-based transit service sector.

"As the new general manager, one of the primary themes I plan to move forward is teamwork," said Coffey. "I plan to focus on customer service and safety and increase employee productivity while constantly improving service quality and increasing ridership in the South Bay."

"Equally important will be forming a partnership working with the community to understand their transportation needs and implementing services that will meet those needs," added Coffey.

Under her leadership, the South Bay sector will be responsible for Operations Central Instruction (OCI) and two operating divisions located in South Central Los Angeles and Carson with approximately 530 buses operating on 37 bus lines carrying 93.5 million boarding passengers a year.

Coffey began her career with the MTA as a bus operator at MTA's Arthur Winston Division in South Central Los Angeles. Over the years, she has worked at all 11 bus operating divisions.

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In 1978 she was promoted to division dispatcher and then to transit operations supervisor and instructor. In 1993 she was named an assistant division transportation manager at MTA's Venice division and later transferred to the Arthur Winston division as a deputy service operations manager.

In 1995, Coffey worked for six months as deputy service operations manager in maintenance at the Arthur Winston Division, and then was promoted to division transportation manager. As manager, Coffey initiated a new management program that led to a series of changes that improved both service and working conditions. In 2001, she was transferred to MTA's Carson Division and served in that capacity until she was named South Bay service sector general manager.

"Our number one product is service and our practice is safety," said Coffey. "Those two things have always been consistent and they will remain consistent as we move to improve bus service in the South Bay."

Effective September 1, MTA will have a total of five community-based transit service sectors in operation. They include sectors that were also opened on September 1 in the Westside/Central Los Angeles area and the Gateway Cities area of Los Angeles. Two addition sectors debuted in July encompassing the San Gabriel Valley and the San Fernando Valley.

In addition, the MTA Board of Directors has approved the creation of individual governance councils to provide local control over the sectors. The Board still must define the roles and responsibilities of those councils and is expected to take action by the end of the year.

Coffey is a graduated of the Anderson School of Management's Transportation Leadership and Management Program and is currently enrolled in an accelerated management program. She also has participated in many leadership and management development programs.

Coffey resides in Inglewood with her husband, Robert, retired from Southwestern Bell along with two daughters, Dana, 21 attending Cal State Los Angeles and Robbyn, 20, majoring in Communications. In her spare time Coffey enjoys music, dancing and is an avid sports fan.

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****Editors Note:** A photo of Dana Coffey can be downloaded from MTA's pressroom web page at www.mta.net/press/pressroom.