



NEWS

August 26, 2002

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FOR IMMEDIATE RELEASE

Daly, Rogers, & Coffey New Sector GM's

MTA READY TO ROLL OUT THREE ADDITIONAL COMMUNITY-BASED TRANSIT SERVICE SECTORS ON SEPTEMBER 1

MTA is set to implement three additional community-based transit service sectors that will include the Westside/Central Los Angeles area, the Gateway Cities area of Los Angeles and the South Bay.

The three additional community-based transit service sectors will become fully operational effective Sunday, September 1.

Two sectors, one in the San Gabriel Valley and one in the San Fernando Valley, became operational on July 1 of this year. A total of five community-based transit service sectors will now be in operation designed to improve bus service, reliability, customer satisfaction and enhanced travel opportunities for those patrons who rely on MTA services.

"MTA is committed to improving the overall operation of our bus service throughout the region and the creation of these community-based transit sectors will provide the needed quality service that our customers deserve," said MTA CEO Roger Snoble.

"Each sector general manager brings to this agency the expertise that will be needed to respond to the transit needs of the community in which they serve," added Snoble.

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Heading up the Westside/Central Los Angeles service sector is Tracy Daly who joined the MTA as a general manager in May. She was previously with Metrolink where she served as assistant executive officer responsible for the day-to-day management of railroad services, contracts and procurement, administrative services, risk management, and information technology.

Daly also has served as assistant general manager for SunLine Transit Agency in the Palm Springs region, where she was responsible for the day-to-day management of transit operations including maintenance, planning, marketing and administrative services.

In her new capacity as MTA's service sector general manager, she is responsible for the administration, operation and planning of the Westside/Central Los Angeles service sector. Her area of responsibility encompasses three Metro operating divisions in Venice, West Hollywood and the Gateway area in southeast Los Angeles.

The Westside/Central service sector has more than 1,000 employees and operates 586 buses that operate on 17 bus lines as well as 18 contracted bus lines carrying 85.3 million boarding passengers a year. The new community-based sector spans Los Angeles from downtown to the ocean, Hollywood, West Hollywood, Beverly Hills, Culver City, Westwood, Santa Monica and Malibu.

The Gateway Cities transit sector is managed by Rich Rogers who previously served as vice president of Transportation Concepts where he managed all transit, shuttle and paratransit contracts.

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The company provides these services throughout Southern California including San Bernardino, Riverside, Corona, Santa Monica, East Los Angeles, the Crenshaw District, West Hollywood, Glendale and Carson.

Under Rogers, the Gateway Cities sector encompasses two operating divisions in downtown Los Angeles as well as a yet to be built third operating division. The sector is responsible for approximately 365 buses plus 43 contracted buses operating on 23 bus lines carrying 62.3 million boarding passengers a year.

Dana Coffey is general manager for the South Bay community-based transit service sector. She is a 26-year veteran of the MTA having most recently served as transportation division manager for MTA's bus operating division in Carson.

Coffey began her career at the MTA in 1976 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.

She was promoted to division dispatcher in 1978 and then to transit operations supervisor and instructor, serving in that capacity until 1993. She was then named assistant division transportation manager, and eventually, became a deputy service operations manager and division manager.

Under her leadership, the South Bay sector is responsible for two operating divisions located in South Central Los Angeles and Carson with approximately 530 buses plus 48 contracted buses operating on 37 bus lines carrying 93.4 million boarding passengers a year.

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Management for the three new service sectors for now will be housed at the MTA headquarters building in downtown Los Angeles. By the end of the year, each new service sector office will be located in the communities they serve.

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.

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