

# REPORT

A weekly report  
from the office  
of the CEO

August 29, 1994



I'm pleased to announce a very generous gift to employees by another Southern California transit agency. As some of you have heard, San Diego Transit, together with San Diego Trolley and the Metropolitan Transit Development Board, has donated more than \$5,000 for MTA employees impacted by the January earthquake.

Representatives from the three agencies recently presented us with the check. We will acknowledge San Diego's generosity with special recognition at a future MTA Board meeting.

In the meantime, our Human Resources Department has developed a program so that affected staff has an opportunity to benefit from the contribution. Interested employees should contact Nina Capoccia in Human Resources at extension 2-7172 for details on how to apply for this assistance. If you suffered losses from the January earthquake, I encourage you to take advantage of this gift from San Diego!

#### **MTA to Run Hollywood Security Program**

Security should be much improved in Hollywood, thanks to a soon-to-be launched security program along Hollywood Boulevard, adjacent streets, and parking lots next to future Metro Rail station sites.

The project, beginning next month, will be run by the MTA and the Community Redevelopment Agency. It calls for community service representatives to patrol a 16-block stretch of Hollywood Boulevard from Gower to La Brea and on adja-

cent streets. They'll work with the LAPD to deter crimes, refer those in need to social service providers, and distribute information on Hollywood attractions. Also, mobile patrols will provide security in parking lots and on side streets off Hollywood Boulevard. Officers will be available on a limited basis to escort cinema and theater patrons, as well as area merchants to their cars at night.

In addition, a 24-hour security service line — 213-463-6707 — will be established, as well as a Hollywood Boulevard security office, which will be open seven days a week, from 9 a.m. to 5:30 p.m.

#### **Street Improvement Grant**

The federal Department of Transportation has issued a letter of no prejudice in connection with a potential award of a \$2.9 million grant to the Los Angeles Neighborhood Initiative (LANI) for transit-related street improvements in eight neighborhood commercial districts in Los Angeles. Improvements will be made to bus benches, trees, crosswalk paving, information kiosks, etc. in each of the districts. MTA plays a key role for LANI as its grantee, responsible for allocating and monitoring the grant money during implementation.

This was not an "us against them" party, but rather, a thank-you celebration for doing something we've never done before and something which is rarely done in any other city.

## Keep Those Green Line Suggestions Coming!

I understand that the Marketing Department has already received a whopping 350 suggestions for a marketing theme for the Green Line, which is scheduled to open next spring. And, the contest was just kicked off on Friday!

But, there's still time for employees to submit entries. The deadline is 5 p.m. next Friday, Sept. 2. Fran Curbello, who's heading up the contest, wants me to emphasize that all submittals will be judged by two independent advertising agencies not affiliated with the MTA.

## About the Thank-You Party

I was pleased to see so many of you at Friday's "thank-you" party for those who worked so hard during the strike. I want to emphasize to all employees that this was not an "us against them" party, but rather, a thank-you celebration for doing something we've never done before and something which is rarely done in any other city — providing service during a work stoppage. We should all be proud of ourselves — the non-represented team, as well as those of us who deliver the service. Our service providers are some of the best people in this industry, and we shouldn't forget it!

## Fare Structure Recap

Our new fare structure takes effect next week, and although I've outlined it in previous issues, I thought I'd offer this recap:

- **Cash base fare: \$1.35**
- **Token: 90 cents**
- **Zone Charge in Addition to Base Fare: 50 cents per zone traveled (maximum 5 zones, express buses only), Metro Blue Line costs 50 cents for each zone (Maximum 2 zones)**
- **Transfer Charge: 25 cents each use**
- **Senior, Disabled, and Blind Base Fare: 45 cents**
- **Senior, Disabled, and Blind Zone Charges: 25 cents per zone traveled (maximum 5 zones, express buses only);**

**Metro Blue Line costs 25 cents for each zone (maximum 2 zones)**

- **Senior, Disabled, and Blind Transfer Charge: 10 cents each use**
- **Monthly Pass: not offered**
- **Express Stamps: not offered**
- **Senior, Disabled, and Blind Monthly Pass: \$12**
- **Students (Kindergarten-Grade 12) Monthly Pass: \$20**
- **College/Vocational Monthly Pass: \$30**

We are really urging our patrons to take advantage of the tokens, which will be the best transportation bargain available to low-income, transit dependent families. Patrons can save as much as one third off the regular cash fare by using the tokens. We've ordered 20 million tokens — if you physically lined them up, side by side, they would stretch 350 miles!

Because the ancillary benefits package is not yet merged, we're reminding all former LACTC employees who depend on the monthly pass for transit to check in with Barbara Olson on the 2nd floor. She'll take your pictures and then laminate the photo on a temporary employee card, designed by the Graphics Department. You can use that card for free transit on an MTA bus or train.

Finally, I'll be on vacation until Sept. 12. Have a great Labor Day weekend, and we'll resume the newsletter when I return.

- Franklin White

*I welcome your comments and questions in response to CEO Report, which is designed to provide employees with direct communication with my office. Please contact either of my Special Assistants, Michael Gonzalez at 244-7476, or Phyllis Tucker at 244-6191. Also, employees can fax comments to 244-6014.*

## A publication of the MTA CEO's Office

<b>Editor:</b>	Andrea Greene
<b>Art Director:</b>	Anne Roubideaux
<b>Designer:</b>	Terry McMahon
<b>Deputy Dir., Media Relations:</b>	Jim Smart
<b>Special Assistant to CEO:</b>	Phyllis Tucker
<b>Manager, Printing Services:</b>	Al Moore