



Your response to last week's newsletter has been tremendous. Be assured, your comments are exactly what I need to refine our draft!

This week, I'm offering for your review a summary of MTA goals staff developed during the executive retreat held in December. The goals, in draft form, for the next year are:

- *Resolving the budget deficit with the goal of minimizing impact on service.*
- *Improving communication with the public.*
- *Completing remaining merger activities.*
- *Developing an MTA strategic plan including plans for the various offices.*
- *Improving executive and interdepartmental cooperation and communication.*
- *Strengthening morale of employees and improving organizational communication.*
- *Enhancing staff/Board relations.*
- *Developing an effective management information system.*
- *Strengthening departments that need help (EEO, Human Resources, Accounting, etc.)*
- *Building and training leadership (developing trust, team-building, management styles, etc.)*
- *Updating a long-range capital plan.*

Once again, I'm looking to you for comments. Please call my assistant, Phyllis Tucker, at 4-6191 with your suggestions. We will finalize our

mission statement, organizational values and goals within the next two months. As I mentioned last week, managers from each unit will have the opportunity to formulate their values and goals at upcoming retreats. The RCC already has held its retreat. We've scheduled retreats for Planning and Programming on Feb. 28 through March 1 and Operations for March 21 and 22. The public affairs unit of External Relations will meet on March 28.

I can't emphasize enough how important your individual unit goals are. I believe that we must combine a clear sense of purpose with direct lines of authority and quantifiable performance goals at each and every level of this organization. The unit goals must be designed so that the agency goals are in focus and within our reach. In putting together unit goals, I want each of you to ask three questions constantly:

- *Do we have performance goals and are we meeting them?*
- *How can we improve our product?*
- *How can we save the taxpayer money?*

Memo Explanation

Starting this week, I've instructed that memos which include information for all employees — whether they are in the 818 or 425 Buildings or in the divisions — be addressed to "All Staff." Please remember that there are 9000-plus of us scattered at 31 different locations in two Southern California counties. Our world doesn't end at the particular building or division

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in which we work. Let's get beyond that. Enough said.

Cost Comparison Study of Policing is Out

Expect a lot of media attention in the coming weeks on the transit policing issue. Here is the latest:

Late last week, the Safety Ad-hoc Committee received from an independent audit firm an analysis of the bids by the Los Angeles Police Department/Sheriff's Department and the MTA Transit Police Department to provide transit security. The auditing firm, Thompson, Curtis, Bazilio and Associates, was contracted by the MTA and basically upheld the reliability of the two bids. It found the LAPD/LASD bid to be \$110.255 million to MTA's \$86.892 million.

The two sides have been asked to provide written comments to the auditing company by Feb. 22. The comments will be incorporated into the final report which will be issued and presented to the Safety Ad-hoc Committee this Friday, Feb. 25. The committee will meet next on March 3 when it will hear presentations from the two sides. The committee is scheduled to meet again on March 10 to develop a recommendation for the full Board, which meets March 23.

Social Security Update

In other matters, the Board on Thursday, Feb. 24, will consider a recommendation by the executive management committee for the MTA to temporarily fund Social Security for former LACTC employees.

Classification/Compensation Study

In case you're wondering what's become of the classification and compensation study undertaken by William F. Mercer last year — this was the study that will determine employee position titles and salary ranges — the task is in the chief administrative officer's hands. The CAO expects to issue implementation instructions to the executive officers within the next two weeks.

Electric Trolleybus Staff Relocated

You also should know that as a result of the Board's decision to cancel the electric trolley bus project at its Dec. 15 meeting, all ETB activities ceased Feb. 11. As a result, the small number of staff overseeing the consultants' work

were relocated to other sections of the agency. The decision to cease work on the ETB project will result in a cost-savings of 38.4 million dollars.

Media Appearances

I've been busy sharing your achievements with the media. In the last two weeks, I've appeared on two cable television shows — KWHY and Continental Cable — about the earthquake's impact on public transportation. I also was a guest on KTLA-TV and public radio station KCRW's show, *Which Way L.A.*, hosted by Warren Olney. These opportunities have given me the chance to publicize the outstanding performance of the entire MTA team to the earthquake disaster.

We expect to get significant press coverage for the groundbreaking of Segment 3 of the Red Line, which is set for March 11, and for the groundbreaking of the Blue Line to Pasadena, scheduled for March.

New Special Assistant Introduced

Please welcome Jay Ehr Gott as a special assistant in the Office of the CEO. As a special assistant to Deputy CEO Kim Kimball, Jay will focus on finance, administration, intergovernmental relations and public communications.

Jay moves over from capital planning, where he was the program manager for the long-range financial plan. Previously, he was an accounting manager for Deloitte Touche and was the acting controller of an international machine tool manufacturer. Jay earned his B.A. and M.B.A. from USC. Please feel free to call him at 4-6706.

Finally, I was touched by your expressions of sympathy at my mother's passing last week. Let me end here by saying simply that your kind thoughts mean a lot to me.

— 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.

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