

REPORT OF THE CEO

A weekly report
from the office
of the CEO

May 30, 1995



I wanted to share with you the CEO objectives for 1995-96, which were recently adopted by the board.

CEO Objectives:

- to develop a vision and direction for the organization which has Board support;
- to guide efficient and effective transit operations;
- to establish management policies which contribute to building a professional, credible and accountable transit authority.

This fiscal year, I, with your help, will:

- Present to the Board a multi-year cost containment program focused on design, construction and operation costs; as well as a balanced budget for FY 95-96, all in connection with the long range plan.
- Present to the Board an organizational chart which identifies a management structure with a business orientation, that places responsibility, accountability, decision-making and authority at appropriate levels of management.
- Prepare for Board approval a comprehensive public image strategy to be implemented over the next year, which establishes internal/external communication guidelines, public relations approaches and public and media campaign activities.
- Finalize for Board approval all employee practices which are within MTA control, so as to eliminate inconsistent treatment between former RTD and LACTC employees.
- Present an operational proposal for rail/bus which utilizes a public/private partnership, contracting out, and/or turnkey agreement in the context of the long range plan.
- Prepare for Board approval a discussion paper which outlines a long-term strategy for the MTA by defining its regional role in the delivery of the transportation system. Specifically, address the long-term implications of transit restructuring and MTA's role as coordinator, funder and primary operator.
- Establish the relationships and processes which will maximize the potential of the region to receive federal

or other funding alternatives for all present funding agreements, operational costs and Board adopted projects. Additionally, identify other possible sources of revenue to be incurred in the FY 96-97 budget, such as fiber optics, real estate transactions and new technology programs.

- Present for Board approval a proposal on the appropriate technology and implementation program for the installation of an innovative fare collection system as well as a program to proactively increase ridership.

Budget Status

The Board will get a copy of our proposed FY 96 budget later this month. We've scheduled a budget workshop for Board members on June 8 and a public hearing at 4 p.m. on June 14.

Green Line Update

Pre-revenue testing began on the Green Line on May 27. That means the system is being fully tested — the trains run on schedule just like they would if the line was open — to ensure it performs to design criteria. We will set a mid-summer opening date for the line by the end of the month.

Five train operator training classes have been completed for the Green Line with 42 operators in attendance. All operators are also Blue Line certified. Meanwhile, rail transit operations supervisors have completed all scheduled contractor training and the majority of internal training. Currently, 14 of the 16 supervisors are certified as train controllers. And, all 15 of the cars have been delivered and accepted for use at the Hawthorne Yard which has been designated as Division 22.

Marketing the Line

Meantime, several big pre-opening events have been completed by the Green Line Marketing Task Force. On Friday, May 26, KIIS radio disc jockey Rick Dees and Channel 5 News personalities teamed up to do a live broadcast from a Green Line train.

Festivities began at 6 a.m. with the broadcast personalities joined by local dignitaries and other celebrities for a rush-hour ride with stops at Imperial/Wilmington and Crenshaw stations and a Transportation Fair at the Aviation Station.

We are planning an aggressive marketing campaign community-wide in the hopes of selling our vehicle maintenance services to other carriers and other agencies, even the private sector.

Art Program

Meantime, our ART program has done a terrific job of making the Green and Blue Line stations come alive with color. Last week, nationally renowned artist JoeSam, installed the last of his spirited sculptures among the 58 freeway supporting columns at the Wilmington/Imperial Station, which is at the intersection of the Metro Blue and Green Lines. Called "Hide 'n Seek," the art captures the heart and soul of children, who make up more than one half the population of South Central L.A.

Employees can buy hand-painted miniatures of his work in Employee Activities on the second floor of the 818 Building. They sell for \$12.50. They are not available at the 425 Building.

Name Changes

Please note that the MIS Department's name has been changed to IATS, or Information and Technology Services. The change was made to better reflect their customer service orientation. Staff is led by James Brainerd.

Also, the name of the Central Maintenance Facility has been changed to the Regional Rebuild Center, or RRC. You've probably heard the name reference before, but now its official. We are planning an aggressive community-wide marketing campaign in the hopes of selling our vehicle maintenance services to other carriers and other agencies, even the private sector.

LiTE Program Debuts

Under the direction of former Director of Transportation Dan Ibarra, we have established a business development unit, called Local Transit Enterprise, or LiTE, to try to drum up much-needed business. The RRC was originally built to service 5,000 vehicles, and we operate 2,100, so there's plenty of capacity to service other vehicles. Our staff has determined that the RRC can be very cost effective for other agencies:

- A 40-foot bus can be painted at a savings of nine percent under the competition. Our price, unlike theirs, includes minor body work and all decals.
- Bus engines can be overhauled at a cost as much as 21 percent less than the competition.
- Transmission units can be overhauled at cost savings ranging from seven percent to an incredible 73 percent.

MTA staff is presently holding preliminary discussions with several area agencies.

New Department

We're establishing a Department of Revenue in the Administration Unit which will handle all fare media.

Previously several different departments were involved in the collection of cash. Now, units like the customer service centers, fare box maintenance, cash counting and any other unit involved in fare media distribution will be a part of the Revenue Department. A director will be announced soon.

Help for Oklahoma City Bombing Victims

In other news, we've received a letter from the Oklahoma City transit property asking for transit agencies to come together and help survivors of the Oklahoma City bombing. Also, our Credit Union has been busy organizing a drive to help the families of Oklahoma City bomb victims. Anyone interested in contributing is asked to stop by and make a donation. June 15 is the last day. Checks should be made payable to the American Red Cross. If you have questions, call Credit Union Manager John Drake.

New Deputy CEO On Board

Some of you have had the opportunity to meet Joseph Drew, who began his new deputy CEO position with us last week. He will be responsible for coordinating the executive staff and assisting me in accomplishing the MTA mission. Please make him feel welcome. His office is on the third floor of the 818 Building.

Joint Development Forum

The Joint Development Department recently sponsored a well attended forum about the tremendous opportunities that exist with private and public sector partnerships. More than 100 public officials, private development executives and their consultants attended. Marketing of Red Line Segment 2 station sites was emphasized.

An excellent video produced by Jim Amis, senior manager of joint development, showed current and potential joint development within its multimodal transit setting. This was followed by two panel discussions concerning the most effective role that MTA can play in facilitating transit oriented joint development.

Operator of the Month Oscar Aguayo

Finally, a hearty congratulations to Operator of the Month Oscar Aguayo, who was chosen Operator of the Month for April. Employed by the agency for 21 years, he has never had a missout, has not received a rule violation for the past 10 years, nor an avoidable accident for the last eight year. And he has been absent only three times in his career.

Aguayo, who works out of Division 9, has received letters of commendation from his manager every year of his employment, as well as letters from his customers. Oscar has also been a constant Rodeo participant. He resides in Baldwin Park with his wife Irene.

He truly sets a high standards for others to follow. My best wishes.

—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

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