

CEO REPORT

Joseph E. Drew
MTA Chief Executive Officer

November 18, 1996

I'm very pleased to announce that participants in our "100 Ways to Improve Bus Service" contest have suggested scores of excellent ideas we can implement over the next year. My thanks to the 260 employees who submitted suggestions. Three examples: No. 26, create MTA gift certificates for Metro services. No. 44, post "Rules of Bus Courtesy" on buses. No. 96, put the APTA safety award seal on the sides of our buses.

An awards luncheon is scheduled at noon, Tuesday, December 3, at the Omni Hotel in downtown Los Angeles, to honor those whose ideas were selected by the 100 Ways committee. Cash prizes of \$1,000 for the best overall idea and \$500 for the six other top ideas will be awarded. All winners will receive a special T-shirt and a commemorative pin.

I also want to thank the 13-member 100 Ways committee, and co-chairs Warren Morse and Phyllis Tucker, for their hard work in categorizing the suggestions and choosing the winners. It was a very difficult job. Here's a list of the top winners:

Best overall idea. Provide customer suggestion/comment cards on Metro Buses. Suggested by Wilfredo Atienza, Prem Duggirala, Bob Perez, Monique Ramos, Cassandra Ross and Beni Warshawski.

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Most practical idea. Metro Buses should operate with headlights on 24 hours a day. Suggested by Michael Leahy.

Most innovative idea. The MTA should sell bus passes through ATM machines. Suggested by Steve Brye.

Most customer-friendly idea. Publish system maps and bus schedules in book form. Suggested by Ted Alexander, Elizabeth Arellano, Steve Brye, Phil Cegielski and Warren Peterson.

Most time-saving idea. Introduce a credit card-like fare instrument. Suggested by Harry Bayless, Steve Brye, Julianne Fowler and Edbert Pickwood.

Most cost-saving idea. Develop an overtime management system. Suggested by Bruce Buck.

Most image-building idea. Senior MTA management should use Metro buses and trains frequently. Suggested by Deng-Bang Lee, Michael Leahy, Yolanda Rosales and Pablo Villicana. □

Meeting the Mentors

The MTA was host last week to 56 North Hollywood High School seniors who came to Headquarters to learn more about careers in transportation. They were met by employees who have volunteered as mentors through the MTA-sponsored Transportation Teaching Institute (TTI) for students involved in the TCAP and TOP programs.

Under the theme "Ask me about win-win relationships," the youngsters spent the day getting acquainted with their new mentors, touring various departments in the building and experiencing life in a corporate atmosphere. Another 100 students from Locke, Wilson and John Glenn high schools will meet their mentors in coming weeks.

Working with young people is very rewarding for mentors and for the students. Generally, students who participate in TCAP and TOP improved their grade point average and daily attendance. The majority of seniors go on to college. These students are eligible for college scholarships ranging from \$300 to \$1,500. More than \$250,000 in scholarships has been awarded in the past 11 years. □

Notes on MTA Service

A lot's happening these days to improve service to our passengers. Here's an up-date on what's new.

- The Board has approved special Holiday Celebration Free Fare periods, Dec. 24 and Dec. 31, on Metro Buses. The no-cost rides would be in effect on those days from 9 p.m. to 5 a.m. The program also will be extended to Metro Rail riders on those days between 9 p.m. and 11 p.m.
- Total Metro Rail ridership has increased to almost 100,000 on an average weekday. The Red Line was up 61 percent over last year to 36,500. Blue Line ridership increased 13 percent to 45,500. Green Line ridership was up 60 percent to 17,100.
- A new flexible bus service called the "Crenshaw Connection" is now serving residential areas of Leimert Park and the Crenshaw Baldwin Hills Plaza. The contract service, Line 608, allows passengers to board and disembark at bus stops or at any corner served by the line.
- The California Transportation Commission has approved \$48.5 million for the Pasadena Blue Line. The money will fund rehabilitation of bridges, and design and construction of the Pasadena

Transportation Center. So far, \$174.4 million has been spent on the project. □

Special Honors

Congratulations to the MTA's attorney, Assistant County Counsel David Kelsey, for a signal honor awarded to him recently by B'nai B'rith. Dave was presented the 1996 Jurisprudence Award by the organization's Anti-Defamation League, Pacific Southwest Regional Legal Division.

Dave was selected for the award for his outstanding service to the Los Angeles community and for advancing "the ideals and aims of the Anti-Defamation League." The League works to end discrimination and to secure justice and fair treatment for all citizens.

Arthur Winston, our 90-year-old service attendant, will be recognized as "Employee of the Century" at a luncheon hosted by the MTA's Transportation Foundation, Dec. 13,

at the Hyatt Regency Hotel in downtown Los Angeles. The Foundation also will honor Supervisor Yvonne Brathwaite Burke with its Friend of the Year Award. The luncheon is open to MTA employees. For more information, please contact the Foundation by calling 213-244-6001. □

Holiday Giving Events

A "gift giving tree" benefiting three local charities will be erected on the 3rd Floor at Headquarters later this month. The tree is sponsored by the Equal Opportunity Programs Department. The department also has scheduled an "open house" from 9:30 a.m. to 1:30 p.m., Nov. 21, in the reception area on the 13th Floor at Headquarters. Employees can pick up a ticket to grant a needy child's wish for Christmas. Refreshments will be served.

Your contributions will benefit the MacLaren Children's Center, the Connie Ann Residential and Educational Treatment Center, or the Fred Jordan Mission Skid Row Kids. For more information, call Gail Charles at 922-2637 or Bessie Rush Johnson at 922-2629.

Meanwhile, planning is underway for the annual Celebration on Imperial, scheduled Dec. 24 at the Metro Blue Line Imperial/Wilmington station. This activity, sponsored by the Transit Police, provides toys and food to needy children and families.

The event will feature exhibits, music, entertainment and refreshments. Transit Police need volunteers to staff the event and donations of canned goods and unwrapped toys for boys and girls, ages 1 to 12. For more information, contact Lt. Luke Fuller at 922-3510 or Cathy Dickinson at 922-5611. □

Helping the Orphans of Baja

Bus Operator Nick Sifuentes, his friends and Division 3 co-workers recently completed a successful food and clothing drive for children in a Baja California orphanage. Since 1985, Nick has organized a twice-a-year campaign for the El Sauzal orphanage outside Ensenada.

Before dawn, Nov. 9, Nick's caravan of volunteers drove out of Los Angeles to deliver some 1,500 pounds of food, clothing and Christmas presents to the orphanage. Nick says "you can't help but get hooked" by the children's excitement. Congratulations and a special thanks to all who volunteer each year for this worthwhile effort. □

CEO HotLine Activity

It's raining today and the elevator from the garage direct to the Child Care Center hasn't been turned on. When will it be in service?

A task order has been sent to the security company that will activate the elevator card reader. We expect the installation to be completed by the end of November.

Prior to the merger, I'd heard that employees would get service credit for time spent in the Armed Forces. Is that true?

Sorry, but none of the pension plans at the MTA provided for any military credit, nor is there a provision in any of our plans for a buy-back of military time.

Why are Materiel Expediter positions being created in Purchasing when the General Clerks already in the department can do the job at a lower rate of pay? Is it because management wants to exclude us from working with FIS?

The Materiel Expediter position was created before FIS, to support our procurement officers. Use of FIS by Materiel Expeditors will be minimal. It also appears to be more cost-effective for this to be a non-represented position. This is an entry-level professional position that provides both represented and non-represented employees opportunities for personal advancement within the MTA. Among other tasks, Materiel Expeditors work closely with vendors and others regarding delivery of materiel, parts and supplies. Thanks for calling. □

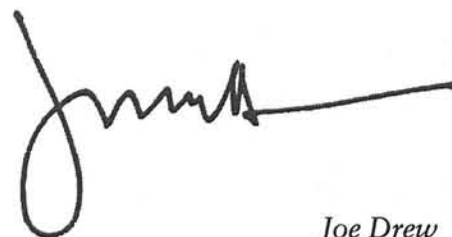
Closing Thoughts

One of the ways we're trying to improve communications among the MTA's various divisions and departments is through the Senior Management Forums. These monthly meetings, open to all assistant directors and above, are scheduled the day following a Board meeting.

The forum agendas include discussions of Board actions and issues. Participants report on the programs and activities in their departments and get immediate feedback from managers. Each meeting also features a presentation by a department on a special project or issue that affects the MTA.

Such cross-pollination of ideas is essential, I believe, to the success of our agency as we continue our efforts to improve transportation in Los Angeles.

Hats off to the TLAMP graduates who recommended the Senior Management Forum! It was a great idea. □



Joe Drew

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