



NEWS

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Rogers set as New General Manager

GATEWAY CITIES COMMUNITY-BASED TRANSIT SERVICE SECTOR SET TO GO SEPTEMBER 1

MTA's new community-based transit service sector in the Gateway Cities area of Southeast Los Angeles County is ready to roll and begin operations on Sunday, September 1. The sector is designed to improve bus service, reliability, and customer satisfaction and enhance travel opportunities for those patrons who rely on MTA services.

Rich Rogers heads up the new Gateway Cities sector as general manager. Before joining MTA in February, Rogers was vice president of Transportation Concepts where he managed all transit, shuttle and paratransit contracts.

"The transit service sectors are designed to provide service that is more community-based, to be more responsive to our customers' needs and to be more cost-efficient," said Rogers. "I feel that by working as a team and with the community, we can achieve that goal."

At Transportation Concepts, Rogers was responsible for transit service throughout Southern California including San Bernardino, Riverside, Corona, Santa Monica, East Los Angeles, the Crenshaw District, West Hollywood, Glendale and Carson.

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

"After two months of staff selection and preparation, I am quite excited that we are opening the Gateway Cities service sector," said Rogers. "Our team's purpose will be to provide technical support to our operations and become more responsive to the communities that we serve. Our commitment is to achieve service excellence through a continued improvement philosophy embraced by all support staff and employees alike."

Effective September 1, MTA will have a total of five community-based transit service sectors in operation. Besides Gateway Cities, they include two sectors in the South Bay and the Westside/Central Los Angeles areas that also became operational on September 1, as well as two sectors that debuted in July in the San Gabriel Valley and the San Fernando Valley.

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.

"The creation of the five community-based transit sectors is a major departure in the way MTA has conducted business in the past," said Rogers. "These sectors, smaller in size, will allow us to operate bus service that is more community-focused and tailored to their needs."

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Rogers and his wife, Erin, a part-time management consultant, have been married for 10 years. They live in Santa Ana with their three daughters, Rachel, 9, Sarah, 7, and Claire, 18 months. He also has a 12-year old son, Shawn.

In his off hours, Rogers enjoys spending time with his family, reading, sports and physical fitness.

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*****Editors Note:*** A photo of Rich Rogers can be downloaded from MTA's pressroom web page at www.mta.net/press/pressroom.