



## WESTSIDE CITIES

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August 6, 2007

Pam O'Connor, Chair  
MTA Board of Directors  
One Gateway Plaza  
Los Angeles, California 90012

Dear Chair O'Connor,

The Westside Cities Council of Governments Governing Board voted at its meeting of July 19, 2007 to approve Santa Monica's recommendation for appointment to the Westside Sector Governance Council. The Santa Monica City Council nominated Joseph W. Stitcher in light of his transportation planning, bus operations and consensus building skills which we think will be assets for the Westside Service Sector Governance Council.

Mr. Stitcher's transportation background spans over 20 years in transit with Santa Monica's Big Blue Bus and previously with the Southern California Rapid Transit District. He is currently the Big Blue Bus Assistant Director of Transit Operations overseeing annual budgeting, on-street operations, maintenance, procurement and safety and security. He also served as the Customer Relations Manager responsible for service planning, customer relations and service standards evaluation. He has extensive experience in coordinating transit on a regional basis to ensure inter-operator services are provided to customers in a seamless manner.

If you have any questions, please feel free to contact me.

Sincerely,

Linda J. Briskman  
Chair

**JOSEPH W. STITCHER**

Santa Monica, California 90404

Work: (310) 458-1975

**EDUCATION**

M.B.A., Loyola Marymount University  
B.S., California State University Northridge

**PROFESSIONAL EXPERIENCE**

**ASSISTANT DIRECTOR, TRANSIT OPERATIONS**

**2003 - Present**

Santa Monica's Big Blue Bus

Lead the staff and daily activities of the operations division which includes on-street operations, dispatch and service scheduling, safety and security, fleet maintenance, cleaning and repair, facility and bus stop maintenance, warehouse and procurement systems, and employee safety and accident programs. Institute a customer-centered approach to division management consistent with identified organizational values and behaviors. Apply and explain labor contracts and Big Blue Bus policies and procedures to ensure compliance with all agreements, participate in labor negotiations, foster positive relations and communication with all bargaining units. Develop and oversee the division's annual budget and staffing plan, establish meaningful work objectives, ensure employee development.

**TRANSIT CUSTOMER RELATIONS MANAGER**

**2001 – 2003**

Santa Monica's Big Blue Bus

Lead a staff of 12 positions responsible for government legislation and relations, marketing, community outreach, customer service, planning, customer information, and service standards evaluation. Recommended transit system improvements and developed multi-year service improvement plans. Researched, studied, and made recommendations on the feasibility of proposed transit projects. Established and coordinated comprehensive customer service information, community relations and marketing programs to accomplish agency goals and objectives. Coordinated transit projects and planning activities with other City departments and regional transit operators to ensure inter-operator service coordination. Administered division's budget and related funds.

**ASSISTANT TO THE DIRECTOR OF TRANSPORTATION**

**1999 – 2001**

Santa Monica's Big Blue Bus

Provided management and complex administrative support to the Director of Transportation; facilitated coordination, completion and implementation of inter-divisional and inter-departmental projects; served as liaison with other City departments. Maintained and updated the Big Blue Bus Strategic Plan; ensured individual training plans were implemented and completed; prepared or coordinated a variety of reports, including staff reports to the City Council; made presentations to the City Council, boards and commissions, community groups and other public and private organizations; coordinated with division managers on department and division performance objectives and indicators.

**SENIOR TRANSIT PROGRAMS ANALYST**

1989 - 1999

Santa Monica's Big Blue Bus

Investigated the feasibility of establishing shuttle services in the City and monitored the daily operation and costs of services implemented; managed the contract operation of a four vehicle paratransit service; successfully negotiated contract with private entity to fund expanded transit service; grant administration.

**SENIOR MANAGEMENT AND BUDGET ANALYST**

1988 - 1989

Southern California Rapid Transit District

Lead responsibility for preparing the District's \$900 million annual operating and capital budget, including coordination of analysts' work efforts; advised department heads on developing objectives, programs and funding requests; prepared monthly forecasts of the District's performance including recommendations to the General Manager and Executive Staff addressing variances and policy issues; performed complex financial, organizational, and administrative analysis of departments' performance against budget to ensure a District-wide balance between revenues and expenses; represented the department in policy and budgetary discussions with other departments.

**MANAGEMENT AND BUDGET ANALYST**

1986 - 1988

Southern California Rapid Transit District

Analyzed budget submissions from a variety of departments and recommended appropriate budget and staffing levels. Ensured proposed programs were in compliance with organizational performance goals and objectives. Compared actual expenditures to budget, investigated variances and reported findings to department director. Monitored progress toward achieving departmental goals and objectives and prepared quarterly performance reports. Assisted senior staff with grant applications, management, revisions and close-out.

**MANAGEMENT INTERN**

1984 - 1986

Southern California Rapid Transit District

Position rotated through a variety of departments in the organization and completed a series of short-term assignments. Developed an improved inventory control system (Print Shop), assisted with numerous advertising campaigns (Marketing), analyzed ridership and recommended service improvements (Planning), coordinated employee training classes (Employee Development), developed standardized performance report structure for operating divisions to ensure consistency in data (Operations), assisted in the development of the organizations annual budget (Office of Management and Budget).

