



AGENDA  
EXECUTIVE MANAGEMENT COMMITTEE

Thursday, October 19, 2000 - 11:00 A.M.

Call to order:

Directors:

Yvonne Burke, Chair  
James Cragin, Vice Chair  
Hal Bernson  
Richard Riordan  
Zev Yaroslavsky  
Tony V. Harris, Ex Officio

34. Report of the Chief Operating Officer.
  
35. RECEIVE oral monthly status report on **Pasadena Blue Line Joint Powers Authority**.
  
36. RECEIVE oral update on **legislation**.

37. BURKE MOTION - I THEREFORE MOVE that this Board in an effort to begin the healing process:

1. Co-Sponsor with the Brotherhood Crusade the Back to School Festival scheduled for October 28, 2000 in the City of Compton; and
2. Instruct the CEO to assign the appropriate marketing, public relations and safety staff to equip the booth(s) with personnel, and information about such things as train and right-of-way safety, student discount passes and fare media and other educational materials and handout information that promote ridership on MTA buses and trains; and
3. That the CEO instruct staff to bring back to this Board in November, 2000 an extensive overview of the MTA marketing and public relations departments, their strategies, budgets, and programs for this fiscal year with emphasis on detailing current **efforts regarding public outreach and education**, particularly as to the strategies to rebuild ridership. Included in this overview, but not limited to it, should be a discussion of the MTA's current and future participation in the type of community outreach events I have described and the reasons why MTA is not currently officially participating in such events. The overview should also include what strategies are being developed in response to the extensive multi-volume "Service Planning Market Research Program" conducted by the MTA over the past several years. Marketing and Public Relations staff shall return hereafter on a bi-monthly basis to the Executive Management Committee to report on the progress of those strategies and the progress of the MTA's public outreach program; and
4. That the CEO instruct staff to return with strategies for improving and expanding the MTA website to better serve our riding public, municipal operators and stakeholding agencies.

38. AUTHORIZE the Chief Executive Officer **to exercise the third and final one-year renewal option** with each Certified Public Accountant (CPA) firm within the CPA Audit Pool, for services from December 2, 2000 through December 1, 2001, in the aggregate amount not to exceed \$3,296,840, increasing the total contract amount from \$6,624,107 to \$9,920,947.
  
39. **Closed Session** - Conference with Legal Counsel - Existing Litigation G.C. 54956.9 (a):
  - A. Choice v. MTA, Case No. VN0378-980
  - B. Herrera v. MTA, Case No. BC217076

Consideration of items not on the posted agenda, including: items to be presented and (if requested) referred to staff; items to be placed on the agenda for action at a future meeting of the Board; and/or items requiring immediate action because of an emergency situation or where the need to take immediate action came to the attention of the Board subsequent to the posting of the agenda.

**COMMENTS FROM THE PUBLIC ON ITEMS OF PUBLIC INTEREST  
WITHIN COMMITTEE'S SUBJECT MATTER JURISDICTION**

**ADJOURNMENT**