



Los Angeles County
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Authority

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Mailing Address:
P.O. Box 194
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DATE: JUNE 20, 1995
TO: JOHN FASANA, RICHARD ALATORRE
C/O SHARON NEELY
FROM: RONNY GOLDSMITH *RG*
SUBJECT: FY96 BUDGET - INFORMATION REQUEST

Attached please find Item 6 of the information you requested. All other Items have previously been transmitted.

Please call Terry Matsumoto at 213-244-6229 if you have any questions.

Attachments

cc: Board of Directors

THE FOLLOWING BUDGET INFO WAS REQUESTED AND PROMISED WITHIN 10 DAYS AND HAS NOT BEEN DELIVERED:

- ① --REPORT ON FY 1994-94 BUDGET EXPENDITURES VS BOARD APPROVED BUDGET EXPENDITURES
- ② --STATUS MATRIX OF IMPLEMENTING DELOITTE TOUCHE REPORT CONCERNING OPERATING COST SAVINGS (BY RECOMMENDATION, COST SAVINGS, AND SCHEDULED IMPLEMENTATION IF NOT IMPLEMENTED)
- ③ --REPORT ON DRIVER AND MAINTENANCE ABSENTEEISM SINCE NEW CONTRACTS (ALSO WHAT IS CHANGE IN EXTRABOARD OPERATOR REQUIREMENT)
- ④ --STATUS OF OUTREACH/TOKEN OUTLET PROGRAM (PASSENGER REVENUE DOWN \$67 MILLION)
- ⑤ --REPORT ON WHAT HAS BEEN DONE TO CUT TRIPPERS ON OVERCROWDED LINES SINCE RIDERSHIP IS DOWN 13%
- ⑥ --REPORT ON WHAT HAS BEEN DONE TO WORK WITH CORPORATIONS TO WIN BACK COMPANIES WHO STOPPED BUYING PASSES (CORPORATE PASS PROGRAM)
- ⑦ --REPORT ON PROPOSED PLANNING STUDIES AND STAFFING LEVELS
- ⑧ --REPORT ON WHAT IS PLANNED FOR GREENLINE OPENING (AT MEETING STAFF STILL DID NOT HAVE DATE OF OPENING INCLUDED IN BUDGET)
- ⑨ --REPORT ON WHAT IS BEING INCLUDED IN BUDGET FOR MTA MARKETING SINCE RIDERSHIP IS DOWN SIGNIFICANTLY



INTEROFFICE
MEMORANDUM

Date: June 19, 1995
To: Terry Matsumoto
From: Maureen Micheline *MM*
Subject: Corporate Outreach

The Corporate Transit Partnership (CTP) data base contains over 7000 corporations, the majority of which have an employee population in excess of 100. The following are CTP '95 mailings. Unless otherwise indicated, the entire data base received the mailing.

January*

Two notices regarding fare/pass change

Public hearing notice re San Fernando Valley bus restructuring plan

*Numerous broadcast faxes to over 100 key ETC's were sent regarding fare/pass status

February

St. Patrick's Day Green Line event notice

March

Pass sales mail-out /consignment form mailing with listing of pass sale outlets (consignment form to contract accounts only)

May

Green Line event notice

Division 7 open house invitation (partial mailing to Western region)

June

San Fernando Valley bus restructuring plan

Green Line opening notice

In addition, CTP staff have attended the following:

40 AQMD Rule 1501 employee transportation coordinator (ETC) training classes as guest speaker;

40 TMA/ETC meetings;

45 employer events/presentations.

Quantification of efforts is difficult due to the various avenues corporations can purchase and distribute prepaid fare media. Many ETC's are using TransitChek, which CTP promoted through several mailings prior to the injunction.

Should you desire more information/clarification, please feel free to call me on extension 24848.