

#6



February 20, 2002

Roger P. Snoble
CEO

TO: Board of Directors

FROM: Roger Snoble *[Signature]*

**Metropolitan
Transportation
Authority**

SUBJECT: Service Sector Development

One Gateway Plaza
Los Angeles, CA
90012-2952

In an effort to get to the next level of quality service delivery and meaningful route and schedule changes, staff is busy working on reorganizing the management structure of the agency to bring the decision making process nearer to the customer thus insuring responsiveness to our riders and better attention to operating a much more effective and efficient service.

Phone: 213.922.6888

Fax: 213.922.7447

By looking at and managing our region as five distinctive areas each with a urgent set of transportation challenges, we believe we can in fact deliver a much higher level of service at a reduced price.

These sectors will each have between 400 to 600 buses, 2 or 3 operating division, which will serve primarily the distinct area within the sector. Each sector will be headed by a General Manager of the sector that will report directly to John Catoe. Each sector will also be staffed with planning, scheduling, community relations, human resources, and operational staffs actually located in the sector. The people staffing the sectors will be relocated from Gateway to the sector.

The reorganized management plan can work very well under our current Board structure. However, unleashing the sectors to finally start implementing all of the recommendations from all of the past studies that have been done over the years would result in a lot of MTA Board time taken up at hearings and debates over changes in bus routes from one street to another.

The sector structure lends itself to offering an opportunity for people throughout the county that have an interest in bus transportation to participate in the process of improving bus service. The MTA Board could create public councils to each of the sectors to guide the staff in developing stronger bus service in the sectors. These councils could be advisory only sending the recommendation to the MTA Board for action or they could actually be delegated responsibility and authority in making changes in bus service to better meet the needs of the sector.

The following offers a set of options that may be considered by the MTA Board in thinking through this issue. It is not meant to be an all encompassing list but rather a way to start to make our way through what would or could be a fundamental change in the MTA.

One additional note, MTA has a very broad range of transportation related responsibilities. These are very great challenges facing this Board that must be addressed head-on if we are to be successful in creating a more livable and mobile urban environment here. The bus system needs a lot of attention both in increasing the quality of service and reducing cost. Offering less than quality bus service severely hampers our ability to tackle all of the comprehensive transportation challenges we face. By creating these sector councils, we have an opportunity to vastly improve the bus system while dealing in a more aggressive manner on HOV, carpooling, motorist assistance, ITS, street and highway improvements, and a heavier capacity transit system. Another advantage could be to increase the size and strength of those people throughout the county engaged in promoting a strong transportation agenda at the State and Federal levels.

The following is a list of options hopefully that will help you give me direction on what we want to pursue and how we might be able to get there.