



GATEWAY CITIES GOVERNANCE COUNCIL
November 9, 2006

SUBJECT: METRO SERVICE SECTORS RESPONSE TO DIRECTOR ANTONOVICH MOTION

ACTION: ADOPT FINDINGS/SUGGESTIONS FOR SECTOR IMPROVEMENTS

RECOMMENDATION

- A. Adopt recommendations contained in Attachment B; and
- B. Direct staff to transmit a copy of these recommendations to the Deputy Chief Executive Officer for inclusion in the board report responding to the Antonovich Motion.

BACKGROUND

At their regular meeting in September the MTA Board of Directors approved a Motion, sponsored by Director Antonovich, directing the CEO to perform a comprehensive analysis of the effectiveness of Metro's Service Sectors. Findings and recommendations were to be reported to the full Board within 90-days. Attachment A contains the Motion that was recently approved by the MTA Board.

The Motion outlined specific areas to be evaluated based on a comparison of the sector concept model identified in the Service Sector Task Force Report ((2002) (Attachment C)) with the actual model in place today. Key objectives include analyzing the effectiveness of each service sector in improving bus ridership, customer and community outreach, service quality, and achieving significant operational efficiencies.

To augment the results of the analysis, the Motion also looked to the General Managers and Sector Governance Councils to review and provide input and recommendations for improving the service sectors performance.

Staff discussed this matter with the Governance Council at its October meeting. At that time the Governance Council identified some preliminary suggestions to improve operations based on their current experience managing the service sector. Staff was directed to return to the Governance Council in November with a detailed report incorporating their suggestions along with a list of other suggested improvements identified by staff.

Attachment B represents a list of suggested improvements discussed at both the October Governance Council meeting, and from subsequent correspondence received from the Governance Council on the matter. These recommendations have been coalesced into four functional areas that will improve the efficiency and effectiveness of the service sector. The categories include improved internal and external communications, enhanced community outreach, and greater responsibilities for planning and funding sector operations.

Attachment C is the complete Service Sector Task Force Report outlining the sector concept, and is provided as background information under separate cover. Attachment D is a coordination process to be followed among the service sectors as part of the Fasana Motion approved earlier this year by the MTA Board.

NEXT STEPS

Upon adoption by the Governance Council, staff will forward the recommendations contained in Attachment B to the DCEO for consideration and inclusion in the board report responding to the Antonovich Motion. The report is due to be submitted to the MTA Board of Directors in January 2007.

ATTACHMENT(S)

Attachment A: Director Antonovich Motion

Attachment B: Recommendations To Address Antonovich Motion

Attachment C: Service Sector Task Force Report (2002)

Attachment D: Director Fasana Motion

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