

STEPHEN H. LANTZ

Resume

513 El Medio Ave.
(213) 494-8557
Pacific Palisades, CA 90272
lantzfamily513@yahoo.com

SUMMARY

Experienced Multi-modal Planning, Management, and Communications Executive with 27 years of success at L. A. Metro and Metrolink in public transportation and transit capital project development, transit and commuter rail operations, community relations, marketing, media relations and grants development.

Creative, innovative and highly analytical driver recognized for excellent organizational development ability, extensive technical knowledge and visionary strategic planning skills. Comprehensive knowledge of state, federal and Southern California regional political, planning, legislative and regulatory processes.

Key areas of expertise, knowledge and proven performance:

Commuter Rail & Public Transit Project Development	Public Transit Operations Management & Control	Marketing, Market Research & Business Development
Intergovernmental Relations & Regulatory Compliance	ITS & Technology Project Management	Revenue Enhancement & Fare Policy Development
Strategic Planning, Budgeting & Fiscal Management	Communications & Stakeholder Relations	Contractor / Consultant Management & Control

PROFESSIONAL EXPERIENCE

SOUTHERN CALIFORNIA REGIONAL RAIL AUTHORITY (METROLINK) January 2000 – October 2010
Director, Communications and Development

Directed stakeholder and member agency relations; strategic development and grants, marketing, communications, community relations, media relations, governmental relations, fare collection & research.

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY Nov. 1983 – Jan. 2000
(LACMTA/ LACTC)

Metro System Integration Director

(1996 – 2000) Created new department to lead MTA implementation of inter-agency and

inter-county programs.

LACMTA Area Team Director

(1991 – 1996)

Director of all MTA multi-modal planning, funding / grants development, environmental clearance, local assistance and public participation programs in two of the six sub-regions of Los Angeles County.

LACTC Community Relations Manager

(1983 – 1991)

Created and managed new department to support implementation of public participation and public outreach programs in support of all of LACTC's multi-modal projects funded from Proposition A in 1980 and Proposition C in 1990.

**PRIME COMMUNICATIONS, INC.
November 1983**

February 1980 –

General Manager / Managing Editor of for-profit publishing firm in West Los Angeles.

**CENTURY CITY CHAMBER OF COMMERCE & CULTURAL COMMISSION
1972 – Feb. 1980**

Jan.

First full-time Executive Director of Century City Chamber of Commerce and founding Executive Director of Century City Cultural Commission.

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SELECTED ACCOMPLISHMENTS

STRATEGIC PLANNING

Directed numerous major public transit planning projects, representing all major transportation modes, including: San Fernando Valley East/West Rail project EIR; Pasadena Gold Line EIR; two Green Line extension EIRs; two Metrolink Strategic Assessments and Capital Improvement Plans; ten Metrolink Annual Capital and Operating Budgets; Metro Red Line subway Segments 2 and 3 final design mitigation program; Smart Corridor Demonstration Project (the nation's first ITS project); Santa Monica Boulevard improvements; Route 30 Freeway inter-county funding agreement; HOV lanes on four freeways; regional bikeways; funding/ administrative/ technical assistance to 5 public transit operators and 15 private transit operators; and, MTA administration of more than 300 local jurisdiction transportation projects funded by the MTA's Call for Projects and other MTA subventions.

Initiated several inter-agency strategic programs, including: Advanced-technology Ticket Vending Systems, PRISM (statewide legislation to fund passenger rail rehabilitation and safety improvements), High Speed Rail Connectivity Programs, Seamless Ticketing (Amtrak/ Metrolink Rail2Rail fare integration, EZ Transit Pass / Inter-agency fare agreements with more than 20 transit operators, TAP smart fare card integration between METRO, municipal operators, ASI and Metrolink).

Co-authored *On the Road to the Year 2000*, the LACTC's first strategic plan for meeting highway congestion and infrastructure needs.

PROJECT MANAGEMENT & METRICS

Major projects included: Metrocard / Universal Fare System (TAP) development; MTA's Tier Three Shuttle Program; Southern California Interim Intercity Rail Board's Feasibility Study;

Southern California Association of Government's 1997 Regional Transportation Plan Update; Regional Transportation Agencies Coalition's 1998 re-engineering process; and two strategic plan updates for Metrolink.

REVENUE ENHANCEMENT, MARKETING & MARKET RESEARCH

Consolidated several departments into a cohesive new division that included: Marketing, Advertising, Media Relations, Community Relations, Grants Development and Administration, Strategic Planning, Governmental Relations, Research, Fare Collection Services, and Interagency Relations.

Revamped and targeted Metrolink's revenue enhancement programs: marketing campaigns were driven by GIS-based data and evaluated using formal ROI analysis; stakeholder relations were revitalized through new Metrolink Connections Roundtables, Station Cities forums, Rider Panel focus group research, On-Board and Potential Rider surveys; aggressive state and federal grants development initiatives and Strategic Development initiatives were successfully completed.

During the last 10 years, annual Metrolink ridership grew 150% and fare revenue increased from \$32 million to \$72 million. More than \$550 million in new Metrolink capital funding was secured over 10 years.

CONTRACT MANAGEMENT

Managed numerous professional service contracts with explicit accountability for progress and budget compliance.

Directed a mid-life functional upgrade of the Metrolink fare collection system that required highly-reliable un-interrupted 24/7 service while adding Amtrak ticketing functionality, new system software, new communications protocols, new credit/debit functionality, and a new screen-based user interface. Upgraded fare collection system handled ridership growth of 150% and fare revenue increases from \$32 million annually in 2000 to \$72 million in 2010 without a significant increase in equipment.

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PROGRAM CONTROL

Administered public participation programs to obtain environmental clearance of three light rail lines and two HOV lanes. Developed all related public notice, audio/visual and written materials.

COMMUNICATIONS, STAKEHOLDER RELATIONS & NON-PROFIT MANAGEMENT

Founding Executive Director of Century City Chamber of Commerce. Founded, edited and published weekly *Century City News*, annual *Century City Guide*, two bi-weekly realtor newspapers & two annual area maps.

Created and managed all member activities and fund raising activities including the semi-annual Century City Art Festival and Century City 10K Run.

Staged numerous community events, expositions and trade shows.

Organized numerous public hearings, public official briefings, and community meetings

including outreach marketing and materials development.

Served as founding member / chairperson for LACTC Citizens Advisory Committee from 1977-1983 then METRO's lead staff for Citizens Advisory Committee, Elderly and Disabled Technical Advisory Committee, and Metrolink Technical Advisory Committee.

Created and administered Century City UCLA Business Forum, an annual business practices institute for Century City executives to update their MBA skills.

EDUCATION

Transportation Leadership and Management Program Certificate from University of California, Los Angeles

BA; Journalism/Public Relations – University of Southern California, Los Angeles, CA
Phi Beta Kappa, Sigma Delta Chi Outstanding Journalism Student

AA; Journalism / English – Pasadena City College, Pasadena, CA