# Clifford picked to lead Metra as new CEO

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2003 to February 2004, Clifford managed the bus operation control center, the bus regional rebuild center and served as the executive lead for the installation of a Universal Fare System and the Advance Transportation Management System on all Metro buses. He was on the 2003 and 2008 transit community policing contract negotiations teams.

He also served as the Executive Administration Manager (April 2002 to December 2002), where he managed various performance and budgetary functions, and as a Senior Administrative Analyst (July 2001 to March 2002).

Clifford also held various positions in the private sector. He was Vice President of Marketing & Operations for Vista Innovations Inc. (1999 to 2001), a Realtor and sales associate at Trademark Realtors (1984-1999) and an electronic test equipment specialist at Hughes Aircraft Company (1982 to 1984). He was in the U.S. Marine Corps from 1978 to

1982.

From 1991 to 2000, Clifford was elected to two terms as a City Councilman for the city of Riverside, Calif. In addition to helping to make policy decisions for the city, he formed the Arlington Community Committee to create and promote redevelopment, affordable housing and economic activity in that community.

He also represented Riverside as a Commissioner on the Riverside County Transportation Commission and as a board member on the Riverside Transit Agency. He represented Riverside County as a board member on the Southern California Regional Rail Authority, which operates Metrolink, and served as Chairman of the Board for two consecutive

Clifford has a Master of Business Administration degree from California Baptist University and a Bachelor of Science degree in Business Administration from California State Polytechnic University. He is married with two adult children.

### **Clifford Message**

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I am coming to Metra with a reform agenda. The Metra Board has tasked me with restoring public confidence in our agency by instilling strong financial and management controls and inspiring Metra employees to meet these important challenges. We will also continue to modernize our operation including incorporating new technology for better customer communications.

Our priorities are passenger safety and satisfaction, fiscal responsibility and reform. I am happy to state it's a new day at Metra.

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180 North Michigan Avenue 180 North Wabash Avenue 180 North Wacker Drive

- 223 West Jackson Boulevard
- 300 North Elizabeth Street 320 North Elizabeth Street
- 800 South Wells Street
- 55 East Jackson Boulevard 820 West Jackson Boulevard

## 850 West Jackson Boulevard

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