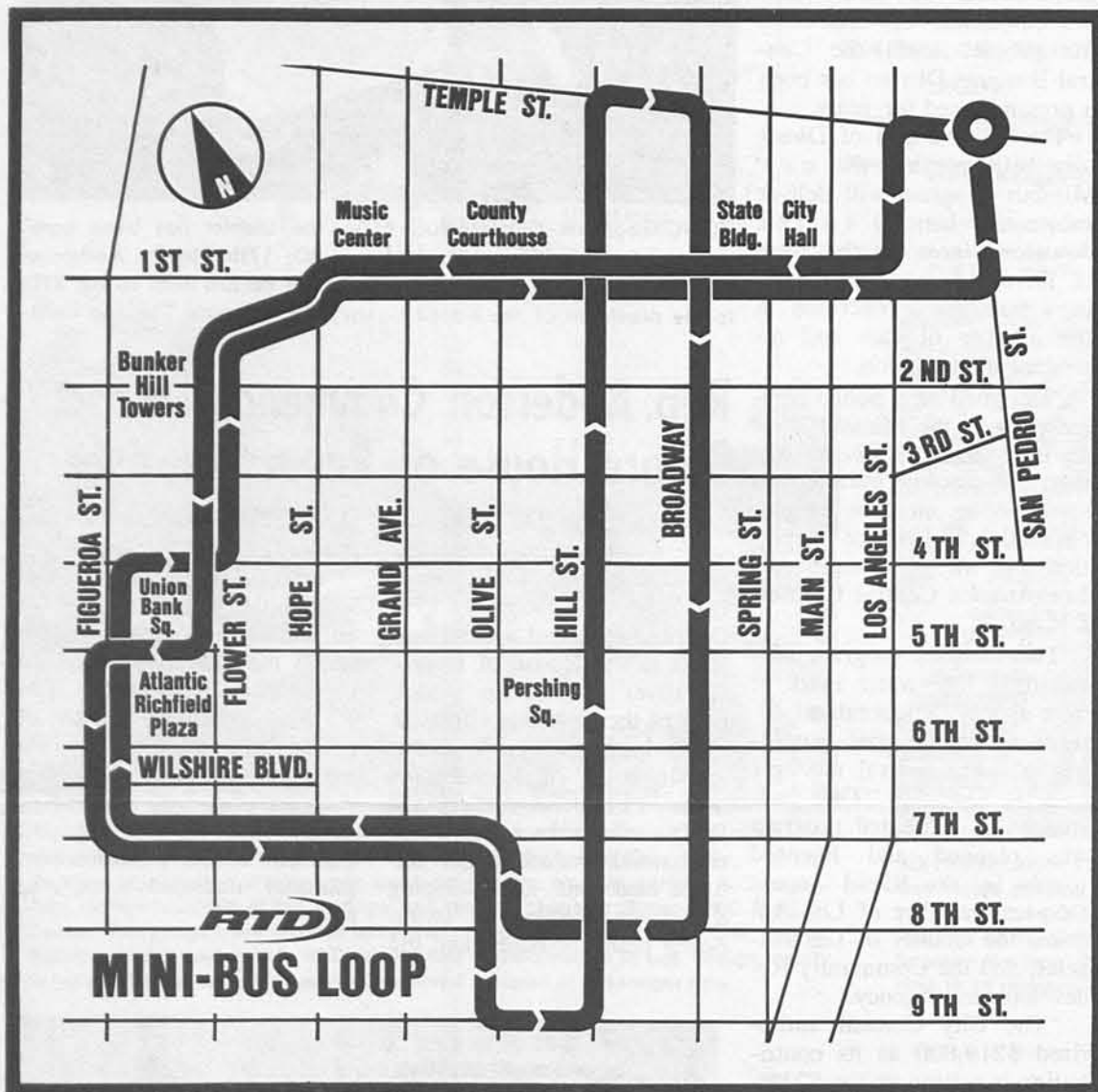




QUARTERLY EDITION  
October 8, 1971

## SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

# New Minibuses To Roll Mon., Oct. 18 In Los Angeles Central City Complex



## "Minis" To Serve Civic Center, Bunker Hill and Central Business District

"Beginning Monday, October 18, a single RTD line will serve most of the office buildings, commercial centers, retail stores and points of interest in the Los Angeles Central Business District," George Heinle, RTD's deputy administrator for operations, announced this week.

In overall charge of the District's Minibus Program, Heinle said that "the new 'all-around - downtown' Minibus service will be 6.9 miles in length. The new service will link Civic Center with the high-rise complex of new buildings on Bunker Hill and will provide service from both these areas to the huge retail complex along Hill, Broadway and Seventh Streets in Central City."

The service was designed to give workers, shoppers, and visitors to downtown Los Angeles a pleasant, convenient and economical alternative to driving their automobiles in what is one of the most critically congested areas in the United States.

The Minibus route (see map to left) will serve the downtown area bordered on the west by Figueroa; and by Ninth Street on the south. Minibuses will operate weekdays every four minutes between 9 a.m. and 4 p.m., Sundays and holidays excepted. The fare: a budget-pleasing ten cents to any point in the downtown area.

No transfers, monthly passes or shoppers passes will be accepted, due to the rock-bottom 10¢ fare. (RTD Employees Passes will be accepted of course.) Exact fare will apply, as on other RTD lines. Drivers will not carry or make change.

Bus stops for the new service will be identified by a new Mini-Bus sign, and will include many of the present RTD bus stops in the downtown complex, and some completely new bus stops exclusively for the new Minibuses. A route map will be displayed at all Minibus stops for rider convenience.

### Minibuses Designed for "Short-hop" Convenience

According to Heinle, "The new service is to be operated with 19 small natural gas powered buses of a completely new and innovative design. Every consideration has been given to passenger comfort and convenience in the orange, brown and white Minibuses. Twenty colorful, vandal-proof Fibreglas® seats are cantilevered from the bus walls, providing ample space for parcels and packages under them. The cantilever arrangement provides a clear

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## Governor Signs Two Busway Bills

Construction and operation of California's first Busway moved a step closer last month when Governor Reagan signed two bills which broadened the state's power to use highway tax funds for parking, railroad realignment and other construction facilities related to the project.

The two emergency bills were necessary before the state could proceed with construction.

One of the bills, AB 761, authored by Assemblyman Wadie P. Deddeh (D., Chula Vista), authorizes the Department of Public Works to spend federal and state gas tax funds for the construction of fringe area and transportation corridor parking facilities, which are an essential element of the busway project.

The other, proposed by Assemblyman William Campbell (R., La Puente), gives the Department authority to modify the alignment of the Southern Pacific Railroad and eliminate the railroad grade crossing in the city of El Monte. With the enactment of Campbell's legislation, the cost of relocating the railroad can be shared between highway funds and federal transportation funds.

This work is subject to the Southern Pacific Transportation Company's execution of the agreement for the reloca-

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## New For Commuters: Private Parking With Reserved Deluxe Bus Service

A new concept in private-public transportation will be in operation November 1 at the Los Angeles Convention Center. RTD, in conjunction with the Center, will create a park and ride system, using 600 parking spaces at the Center, and will operate special buses for the people reserving those spaces.

The commuters will park their cars, then board a modern, low pollution RTD bus for a quick trip into the Central City, completely free of traffic hassles. "It will be a substantial savings to them," remarked RTD's general manager Jack R. Gilstrap, "what with current parking prices in the Central Business District and Bunker Hill area ranging from \$40 to \$60 a month." Use of the new parking facility will cost \$20 a month and this includes an RTD single-zone monthly pass.

The new route, Line 201, will proceed along Sentous Street, Pico Boulevard, Figueroa, Wilshire Boulevard, Flower, 5th Street, Figueroa, 11th Street and Sentous Street to the point or origin. The new service will operate from 7:00 a.m. until 7:00 p.m. daily, except Saturdays, Sundays and holidays. For "overtime" workers and late shoppers, RTD's regular Line 49 (South Figueroa-San Pedro Streets) provides frequent service to the parking annex until 12:15 a.m.

## 817 Operators Win Awards

Eight hundred and seventeen National Safety Council Safe Driving Awards were presented to eligible operators between September 27 and October 1 at special ceremonies held at the District's 14 operating divisions.

Awards ranged from one year to twenty-six years with eight operators eligible for 26 years of safe driving. Those receiving the safe driving

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## RTD & Eastern Lines Now One

Eastern City Lines officially became part of RTD at 2:00 a.m. Wednesday September 1. At that time eight District 4200 type buses replaced eight of Eastern's older rolling stock. The buses, sporting their new colors, dark blue and white, also carried the new logo on them.

Earlier, Director Leonard S. Gleckman and RTD manager of operations George Goehler participated in a preview ceremony attended by representatives of area legislators and residents of the community. Administration aides to Representative Edward R. Roybal, State Senator Alfred Song and Assemblyman Walter Karabin were among those meeting with Gleckman and Goehler.

According to Goehler, "the operation went smoothly and the staff is proceeding with the many matters necessary such as inventories, cleaning up the Eastern Cities equipment and other items to bring the operation up to the standards of RTD."

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## Jay B. Price Appointed To Board; Represents Southeast Corridor



BELL COUNCILMAN ON RTD BOARD—Jay B. Price (left), a Bell city councilman, is congratulated as he assumes office as a member of the District's Board of Directors. Price is shown with Dr. Norman Topping (center), Transit District president, and Jack R. Gilstrap, the agency's general manager.

Jay B. Price, of Bell, has been appointed to RTD's Board of Directors. He replaces Kermit M. Bill of Huntington Park as the District's Southeast Corridor Cities representative. The appointment was made by the City Selection Committee.

Price, a U.S. Internal Revenue Service officer for 35 years, is presently serving his fourth four-year term on the Bell city council and has served as mayor of Bell in

1958, 1962 and 1968.

He has also served as president, vice president and secretary of the Southeast Mosquito Abatement District and has been a director of the County Sanitation Districts #1 and #2. Price has also been active in the Los Angeles County Library System.

Price and his family attend the First Christian Church of Bell, where he is chairman of the Board of Trustees and deacon.

## District's Telephone Information Center Downtown To Be Improved

The District is taking steps to speed and upgrade its telephone information center's effectiveness in responding to bus patrons' requests for route, schedules and fare information.

At present the District's switchboard is probably one of the busiest in Southern California, receiving about 6,500 calls on an average weekday. This adds up to more than two million calls annually.

The District's telephone information service is "on call" 18 hours a day, 365 days a year.

According to Jack R. Gilstrap, RTD's general manager, "We realize that callers have encountered a busy signal or have had to remain on the line until an operator is free. This problem has been compounded during the summer months by the influx of thousands of tourists unfamiliar with the Los Angeles area.

"At present," Gilstrap continued, "we have taken positive steps to improve the situation. A new class of 13 trainees has joined our present team of 58 telephone information operators. We are paying overtime to insure that a full com-

plement of operators will be on duty during peak periods. And, to further insure the availability of transit information, the new edition of the Los Angeles Yellow Pages, released in August by Pacific Telephone, contains three pages of line and map information on major RTD bus service.

"These actions should help," concluded Gilstrap, "but frankly, they are not the final solution. We must ultimately go to a computerized automated system similar to that in use so effectively by the airlines. We have preliminary studies of such a system under way now."

Recently Gilstrap appeared on Channel 2's news program "About A Week." On this program he talked about the current improvements being made with the District's telephone information center and some of the future plans for that department. Also, a news crew had filmed segments of phone conversations between district telephone operators and people seeking information. These filmed segments were shown on the program.

## Board Approves Busway Contracts

District directors have taken another step toward construction of the El Monte-Los Angeles Busway.

Contracts for the design of three Busway stations and maintenance facilities were approved by the RTD Board, according to Leonard S. Gleckman, District director in the area where the project is being undertaken.

The architectural work will

be undertaken by the joint venture of Kaiser Engineers-Daniel, Mann, Johnson and Mendenhall. They will design stations at El Monte, California State College at Los Angeles County-USC Medical Center. It is planned that some of the design work will be sub-contracted to other local architectural firms. Maintenance facilities will be located at El Monte.

## Minis

Continued from Page 1

floor area which will facilitate cleaning and make possible a high degree of cleanliness and attractiveness which is expected to be the standard for this special service.

"The seats are arranged around the interior perimeter to provide easy access and a wide, easy to negotiate aisle area," Heinle continued. "And for the first time ever, four-wheel disc brakes are being used on a public transit vehicle in regular service."

RTD president Dr. Norman Topping pointed up the urgency of the new Minibus program when he said: "Improved means of circulation for people within the Central Business District has been a pressing need for years.

The RTD Board of Directors believes that the new Minibus program will deliver substantial benefits to the downtown area in the form of increased retail sales and in a measurable decrease in the number of cars and attendant air pollution.

"Designed as a public service project, the Minibus service is proposed as a better way than the gasoline burning automobile to increase people-circulation and reduce congestion and air pollution in the Los Angeles Central Business District."

The Minibus program represents a high-water mark in inter-agency cooperation toward a common goal, according to RTD general manager Jack R. Gilstrap. "This environmentally oriented program was planned and financed jointly by the Rapid Transit District, the City of Los Angeles, the County of Los Angeles, and the Community Redevelopment Agency.

"The City Council authorized \$219,000 as its contribution in setting up the \$725,000 program, while the County Supervisors and Community Redevelopment Agency each approved \$73,000 for the project. The District share was \$367,000."

"Half the money necessary to buy the buses will come from the Urban Mass Transportation Administration, with the matching share being provided from monies received as a direct benefit of the temporary one-half cent sales tax in the District made possible by the Lanterman Bill (AB 2136), enacted in 1970."

## Governor

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tion and abandonment of its existing Baldwin Park line. The railroad will also make a ten percent contribution to all costs necessary for the grade crossing elimination.

Total cost of the 11-mile busway which will provide exclusive lanes for express commuter buses, including parking facilities, railroad realignment and construction of the bus lanes is approximately \$53 million.

Costs will be shared by the Federal Highway Administration, Federal Urban Mass Transit Authority, State Department of Public Works, the RTD, and the Southern Pacific Transportation Company.



CONGRESSMAN COMMENDS RTD—The District has been commended by Rep. Glenn M. Anderson (D) 17th District. Anderson (right) presents a copy of a Congressional Record item on the RTD to the president of the transit agency, Dr. Norman Topping (left).

## Rep. Anderson Commends District Before House of Representatives

In the July 27 edition of the Congressional Record in Washington, D.C., Rep. Glenn M. Anderson (D) 17th District, presented a tribute to RTD in the House of Representatives. Anderson took note of the District's efforts in improving the environment and in equal employment for minorities and discussed RTD's efforts in achieving a substantial reduction in exhaust emissions, in developing a catalytic muffler, a steam power plant for buses, and the

testing of a bus running on natural gas.

The Congressman also lauded the transit agency for an inhouse training program which has enabled utility men to become mechanics. "The RTD is certainly worthy of praise for its efforts to provide mass transportation in the Los Angeles area, but also for its contribution in solving the problem of air pollution and minority unemployment," he said.



FEDERAL TRANSIT LEADERS VISIT RTD—Two Urban Mass Transit Administration (UMTA) officials recently visited the District. They appeared before the District's Board of Directors projecting UMTA's interest in improved and expanded transit service in Southern California. Shown discussing the prospects of these services are (from right) Thomas G. Neusom, Los Angeles Attorney and District vice president; Harold B. Williams, director of civil rights and service development for the federal transportation agency; Albert B. Childs, special assistant to UMTA Administrator Carlos C. Villarreal; and Jack R. Gilstrap, District general manager.

## Safety Awards

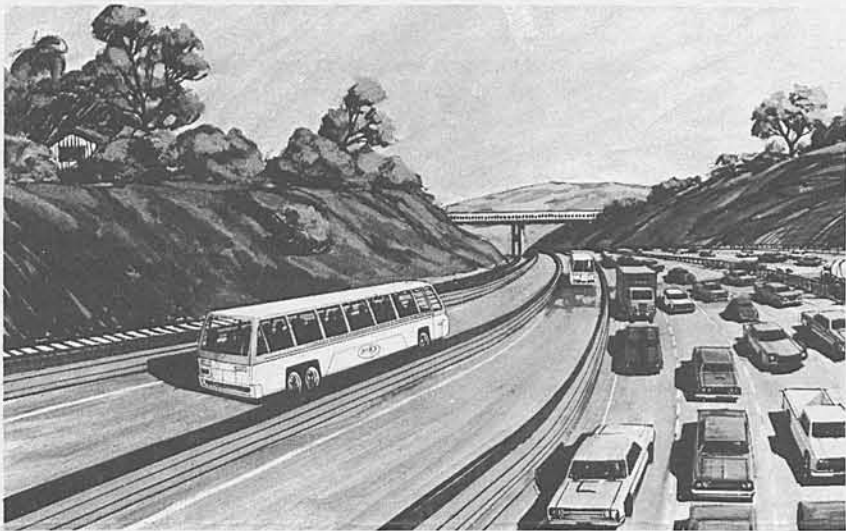
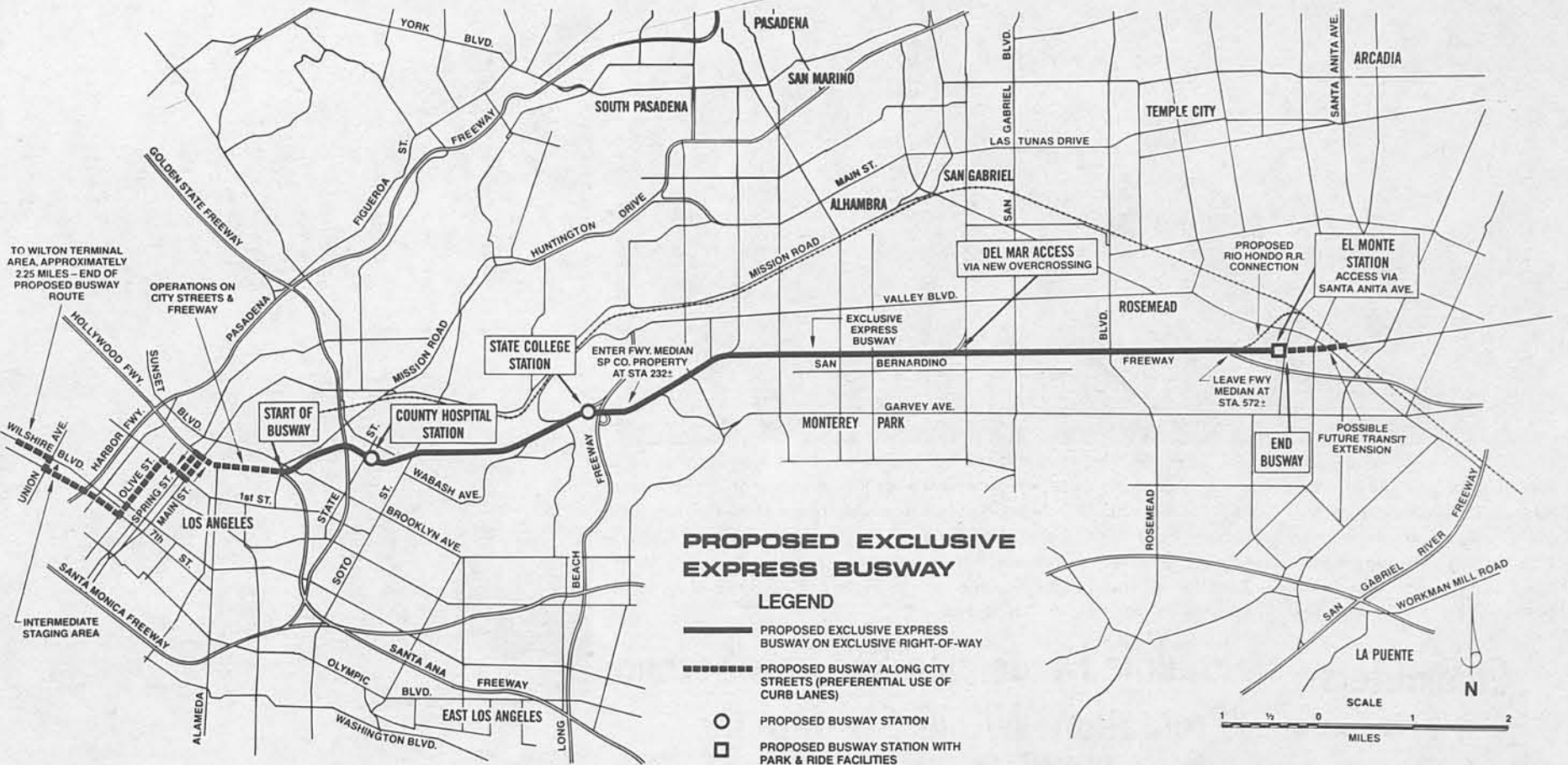
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award for 26 years were V. C. Engle, F. E. Harris, F. K. Walker and Joel J. Wolfe of Division 9; Donald R. Parks of Division 12; T. R. Gordon of Division 6; and P. J. Avery and M. E. Vacher of Division 18.

In addition, exactly 100 operators received pins for having

driven 20 years without a chargeable accident.

Safe driving pins cover two six month periods—January 1 through June 30, and July 1 through December 31. The operators being honored at this time were those receiving awards for the first six-month period of 1971. The second group will receive their awards next March.



**BUSWAY LANES**—RTD's Busway Flyers move from the center of the north side of the San Bernardino Freeway on approaching California State College at Los Angeles. This change of alignment, westbound on the busway, enables RTD to provide station facilities at the College and the Los Angeles County-USC Medical Center. The busway will provide increased commuter capacity in the San Gabriel Valley corridor and enable RTD to test new developments in bus design, safety features, fare collection, as well as improved systems of passenger flow.



**SIXTY-FIVE MPH THROUGH SIGALERT COUNTRY**—Traffic-trapped motorists will find RTD Busway Flyers passing them up when District's exclusive express busway goes operational in fall, 1972. Comfortable air conditioned buses will travel 65 miles an hour between El Monte and Los Angeles on exclusive lanes in the center and alongside the San Bernardino Freeway. Travel time between the two cities has usually been about 40 to 45 minutes. Busway Flyers will reduce that time to 18 minutes.

**RTD Now In The Yellow Pages**



**WHAT IS IT—AND WHERE IT'S AT:** More than 6,000 helium-filled balloons were given away by the RTD during the recent Sixth Annual Watts Summer Festival. The District's natural gas bus was on display at Will Rogers Park as proof positive of the agency's concern for air quality. On hand to give the first-hand story were (from left, holding balloons) Lucius Collier and Wilbur C. Miller, Jr. of RTD's Public Information Department, and John Kimble, RTD Instructor.

**Three Employees To Attend Seminar**

Three RTD employees will be attending the Urban Mass Transportation Management two-week seminar at Weston, Massachusetts beginning November 7.

The men selected are: Dan Miller, transportation Planning analyst II with the Rapid Transit and Surface Planning Department; Bob Falvey, ship equipment foreman with the Maintenance and Equipment Department; and Wesley McCarns, transportation administration analyst with the Transportation Department.

Announcing their selection, RTD General Manager Jack R. Gilstrap said, "We believe that the District should continue to take an active part in this unique opportunity to develop the needed skills of our middle management group.

The seminar, conducted by the Center for Continuing Education at Northeastern University, offers a curriculum consisting of a wide variety of management oriented topics such as management communications, labor and government, urban development, and the marketing, economic and financial aspects of the Urban mass transit industry.



**TRANSIT INFORMATION**—Public transit information can now be found in the Los Angeles Yellow Pages. To mark the public service contribution, R. E. Hart (right), general directory manager for Pacific Telephone's Southern Region, presents Michael E. Macke, a District director, copies of the August, 1971, Los Angeles Yellow Pages. Observing are RTD information operators Mildred J. Henderson (right) and Melba J. Sarris.

Three pages of public transit information are listed in the new 1971 edition of the Los Angeles Yellow Pages.

Made possible through the cooperation of Pacific Telephone, the District line listing and map are found on pages 35 through 37 of the green section of the Yellow Pages.

Nearly 100 RTD bus lines operating in the Central Area are identified on Page 35 of the green section, followed by

a two-page map.

"Pacific Telephone has rendered a valuable public service in listing public transit information in the new edition of the Los Angeles Yellow Pages," said RTD President Dr. Norman Topping.

Jack R. Gilstrap, general manager of the District, said a majority of RTD's bus line operate in or through the area served by the Los Angeles Yellow Pages.



**RTD GRADUATES**—Four additional utilitymen have qualified for positions as bus mechanics with the District. The now-promotable District employees were honored at a "graduation" ceremony attended by officials of the Transit District and the Amalgamated Transportation Union. From left are Graduate Jessie Ramsey, Instructor Fred Klett, Graduates Caldwell Manley and Granvel Childs, RTD Manager of Operations George F. Goehler, Graduate Eddie Fentroy, Amalgamated President Jerry Long, and John Wilkens, Director of Industrial Relations for the District. Childs, Fentroy, and Ramsey live in Los Angeles, while Manley resides in Pasadena.

**Commuters**

Continued from Page 1

The service, designed to help ease downtown congestion and reduce smog, is offered to any person or business entity, either individual, or in groups, on a daily, monthly or annual basis. Available strictly on a first come, first-served basis, companies in the CBD may purchase "blocks" of parking spaces for their employees. Companies and individuals can enjoy the convenience of the service by using either of two plans.

**1. AUTO - OWNER PLAN:** Cost is \$20 a month for car and driver, or \$1.25 per day, if the driver doesn't work every day. Monthly option includes a special monthly park-ride pass (both types of monthly passes—Auto

Owner and Share-Ride—are valid as single-zone fares) on any RTD bus line 24 hours a day, 7 days a week. This entitles the holder to park-ride privileges to and from the Convention Center to their downtown destination, plus use of all restaurants and lounges in the Center itself. Park-Ride on a daily basis (\$1.25 fee) entitles the user to a parking space and two one-way trips per day.

**2. SHARE - RIDE PLAN:** To share-ride passengers, cost of a monthly pass is \$12 or, if they prefer to pay on a daily basis only, the cost is 60¢ (2 one-way trips) per day. If for some reason the commuter misses his daily ride, the pass is still valid for a single-zone fare anywhere in the District's service area.

Passes will be available by mail order from the RTD's main ticket office at 1060 S. Broadway. Tickets as well as passes will also be sold at the Convention Center Park-Ride Terminal and by participating employers.

**Freddie Hardemion Receives Second Promotion Within Six Months**



**FROM "C" TO "B"**—Freddie Hardemion demonstrates that hard work + a desire to get ahead + opportunity = promotion.

On August 15 Freddie Hardemion of Division 5 became the first man under the District's new mechanic training program to be promoted the Mechanic "B".

Hardemion, a utilityman for 10 years, enrolled in the District's new training program last year. On February 12, 1971 he graduated and 16 days later was assigned to Division 6 as a Mechanic "C".

He has set a fine example for his brother Gene, as well as other utilitymen desiring a mechanic position with the District. Following his brothers example, Gene Hardemion enrolled in the next convening class and is now a Mechanic "C" at Division 7.

According to John Wilkens, Director of Industrial Relations, "It is evident that the

mechanic program is a valuable asset, not only to the men attending the classes, but the District as a whole. This is evidenced by the fact that almost every graduate of the program has been promoted to a mechanic rating as openings occur. The only ones waiting are the graduates from last month.

"Establishment of the mechanic training program," Wilkens continued, "came about through the efforts of the District's Board of Directors, Industrial Relations and the Maintenance and Equipment Department. This fused with the personal ambitions of the men attending the classes enables the District to expand its long-standing policy of promotion from within."



**GENERATIONS OF BUS RIDING**—Several generations of bus passengers were represented at a preview of the change over to RTD's operation of Eastern City Lines, a private firm operating three bus routes in the East Los Angeles area. George F. Goehler (left), manager of operations for the District, explains that the acquisition of Eastern by RTD will result in improved transit facilities for the community. With Goehler are Mrs. Mary Razo, Avelino Oestos, long-time passengers, and Eastern Operator Sam Rodriguez. Oestos has been riding buses in East Los Angeles for nearly a quarter of a century. Mrs. Razo and her parents have been traveling the lines for an equal number of years.

**RTD Begins Transit Operation Over Blue & White Bus Lines**

Responding to a community need, the District is operating bus service along the Watts and South Central Los Angeles area bus routes previously operated by the Blue & White Bus Company.

Dr. Norman Topping, RTD president, said the swift action was taken to fill the public transit void in the area evident when Blue & White buses were not operating.

The regular service being established, to be supplemented by special school routes, will benefit residents throughout areas in South Central Los Angeles, Watts, Willowbrook and Compton. Regular Blue & White fares will be in effect.

Jack R. Gilstrap, RTD general manager, said the District was flooded with hundreds of telephone calls when residents of the area served by Blue & White found themselves without any public transportation.

"The RTD," Gilstrap added, "recognizes the hardship being placed on the community, particularly at a time when school is resuming, by

the lack of bus service—by the inability to commute to jobs, medical centers, educational and other facilities."

Gilstrap noted that callers included family breadwinners, students, ministers and doctors concerned about the mobility problem of residents.

"We also heard from officials of the California Public Utilities Commission, the County and the City, as well as school leaders," Gilstrap observed. "All urged us to fill the existing transit void."

Former Blue & White professional operators, now unemployed, are being retained to staff the RTD buses going into service in the area.

Gilstrap observed that the situation "obviously is one of compelling need, prompting fast and meaningful action."

He said that should Blue & White resolve all of its differences, and be able to meet the public transportation needs of the community, RTD is prepared to withdraw its added service in the area.

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