

# EXACT FARE GOES DISTRICT WIDE . . . EAST L.A. JOINS RANKS

A Continuing Success Story . . .

## Eastern Cities Lines Smoothly Changes Over To Exact Fare

"El Pasejo Exacto" is now a familiar phrase in the East Los Angeles community served by the Transit District's subsidiary, Eastern Cities Transit.

The Spanish-language translation for "Exact Fare" received widespread usage as the no change policy became effective Sunday, January 30, on Eastern Lines 140, 141 and 142.

An extensive, District-wide educational and planning effort (see story, Page 2) preceded the conversion of the last three routes handling cash to Exact Fare.

"It was a 'mini' repeat of October 12, 1969, when the District first went Exact Fare," recalled George Goehler, manager of operations. "Everything went smooth. There wasn't one hitch—the people knew about the changeover to Exact Fare and had it ready. The smoothness of this operation certainly reflects the effectiveness of our total effort.

"With the advent of Exact Fare in East Los Angeles," Goehler continued, "it might be noted that over 80 per cent of our passengers on Lines 140, 141 and 142 are now using tokens. We did everything we could to insure they knew where to buy tokens and the results speak for itself.

"We can especially be grateful to the civic-minded businessmen who are selling our tokens," Goehler added. "Their concern and interest in the program has contributed considerably to the availability of the tokens.

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## UMTA Approves Two-Thirds Federal Grants For RTD

RTD has completed the full planning requirements set forth by the Urban Mass Transportation Administration (UMTA) to receive two-third federal grants instead of the previous 50 per cent grants.

"This means," RTD General Manager Jack R. Gilstrap told District Board members, "that the District immediately qualifies for an additional \$5,107,548 under the three major applications previously authorized."

UMTA Administrator Carlos Villarreal informed the District, by letter, of the change.

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## Red Car Tracks Come Up To Make Way For Busway

Removal of 7.2 miles of old Pacific Electric Railway tracks in the center of the San Bernardino Freeway is nearly completed. These old tracks, later the property of Southern Pacific Railway, were used by the old Red Cars.

According to Jack R. Gilstrap, RTD general manager, the removal of the track is the beginning of the first segment of construction on the 11-mile El Monte-Los Angeles Busway. The 7.2 mile portion of the busway is expected to be in operation by October.

RTD plans to have replacement tracks installed and in operation for Southern Pacific in mid-1973. The new tracks will be capable of handling heavier freight loads.

At the end of the 7.2 mile stretch of tracks being removed will be the site of the El Monte busway station. This station will be constructed directly behind the present location of Division 9.

A new bus maintenance and storage yard will be built during phase two of construction.

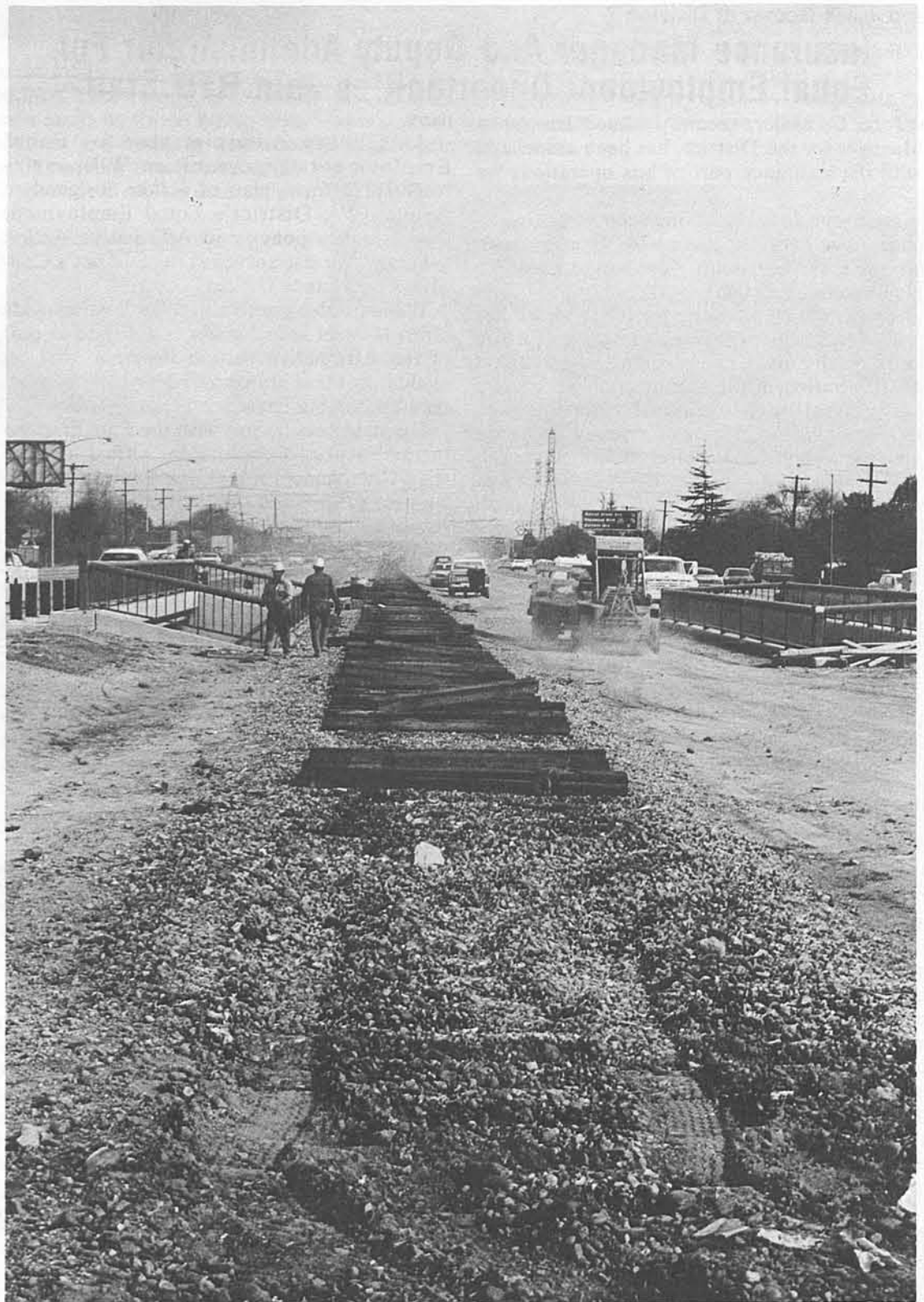
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## Long Beach Division Tops RTD's "Drive With Pride" Contest

Division 12 has topped the District's "Drive With Pride" contest for the month of December, 1971.

"The Long Beach based division is to be commended for winning first place," noted Max L. Rise, general superintendent of transportation, "as are second place winners Division 9/13 and third place Division 7."

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CONSTRUCTION WORKERS CLEAR TRACKS AND TIES FROM MEDIAN OF SAN BERNARDINO FREEWAY—Commuters along the San Bernardino Freeway between El Monte and the Long Beach Freeway are watching a quick transformation of the area between East and West bound traffic. Construction workers are erasing all traces of the railroad tracks that once was there and from the dust will rise a one-of-a-kind exclusive express busway. Those same commuters watching the tracks disappear will be able to ride buses to work.

## Personnel Change

Charles E. Haudenschild, formerly Manager of Real Property for RTD has been appointed Deputy Administrator-Planning and Real Estate in the Rapid Transit and Surface Planning Department.

As a result of Hauden-

schild's promotion, the Real Property Department is retitled District Building and Services Department and the Real Property Manager is retitled Manager of District Building and Services. Roland W. Krafft has been appointed to this position.

## NOTICE

Division 18 Operators will become part of Division 10 and Eastern Cities Transit Lines Operators (Division 20) will become part of Division 2. These changes will be reflected in the General System Shakeup which gets underway February 19 at Division 3. The work runs formerly operated out of these divisions will be posted under the two respective divisions 10 and 2.





TWO NEW STAFF EMPLOYEES VISIT DIVISIONS — John C. Miller, insurance manager (2nd from left) and Robert C. Williams, deputy administrator-equal employment opportunities, (3rd from left) talk with Operators (left to right) Harry Zipper, Roscoe Dawkins and Jesse Gomez at Division 7.

### Insurance Manager And Deputy Administrator For Equal Employment Opportunities Join RTD Staff

John C. Miller, recently named Insurance Manager for the District, has been associated with the insurance part of bus operations for 35 years.

He comes to RTD having been a local insurance consultant, 21 years with Transit Casualty and 13 years with Continental Casualty Company of Chicago.

As Insurance Manager for RTD Miller has the overall supervision of the District's fire and casualty insurance programs and to direct administration of the self-insured workman's compensation program. He determines hazards involved in fire and casualty insurance and secures coverage after Board approval. Miller also acts as liaison between RTD and insurance carriers.

A resident of San Marino since 1954 Miller is active in insurance-oriented organizations such as Claims Managers Forum, General Insurance Committee of Los Angeles Chamber of Commerce and the Speaker Bureau of Western Insurance Information Service.

Robert G. Williams has been named Deputy Administrator-Equal Employment Opportunities for the District.

Williams joined RTD in December having been Director of Affirmative Action for the Western Area of Atlantic Richfield Oil Com-

pany.

As Deputy Administrator for Equal Employment Opportunities Williams is responsible for a plan of action designed to maintain the District's Equal Employment Opportunities policy and Affirmative Action Program. He also serves as the District's Contract Compliance Officer.

Williams also coordinates the District-wide effort to meet actual goals established as part of the Affirmative Action Program, and for evaluating these efforts and defining new goals on a continuing basis.

He maintains liaison with the Fair Employment Practices Commission, Office of Contract Compliance, Equal Employment Opportunities Office and other organizations with responsibility for minority group employment.

As Deputy Administrator he also assists the Industrial Relations Department in reconciling grievances of minority employees and represents the District in grievance cases that come to the attention of the Fair Employment Practices Commission. And, advises and assists them in recruiting minority group employees.

A resident of Inglewood since 1968 Williams is active in minority employment activities such as the California Minority Employment Council, Urban League and the Los Angeles Management Council.

### Coordination Key To Exact Fare Success In East Los Angeles



Chris Dahlstrom, a member of RTD's public information staff, talks with 14 bi-lingual community representatives employed by RTD to help spread the word about Exact Fare in East Los Angeles.

Coordination—by the District's Operating, Planning and Public Information staffs — was the "key" to the smooth transition from changemaking and token selling to Exact Fare on Lines 140, 141 and 142 in East Los Angeles.

The efficient conversion required the logging of many meetings and long hours to accomplish. And the experience of the 1969 Exact Fare inauguration helped pave the way for the East Los Angeles effort.

There was an added ingredient to consider in the latest changeover—the second language (Spanish) spoken by most East Los Angeles passengers. Though the majority are bi-lingual, it was imperative to communicate the message to everyone: drivers will no longer carry cash, make change, or sell tokens.

To accomplish the goal, ads were placed in Spanish language newspapers serving East Los Angeles, as well as news releases with more

detailed information. Radio station KWKW and KMEX-TV (Channel 34) announced the changeover.

Fourteen bi-lingual community representatives, all East Los Angeles residents, were employed by the District to help communicate the Exact Fare story to the public.

The "team" was given a four-hour crash course in what Exact Fare was all about. Additionally the group learned about RTD routes serving East Los Angeles and the connecting points for those lines.

Three days prior to the inauguration of Exact Fare the community representatives were riding buses, talking to people on the street and at bus stops—generally spreading the word about Exact Fare.

Handouts in Spanish and English were available on all Eastern Cities Transit buses. Bulkhead cards describing the program also were displayed. Operators, most of whom speak Spanish, kept alerting their passengers about the new "way to pay."

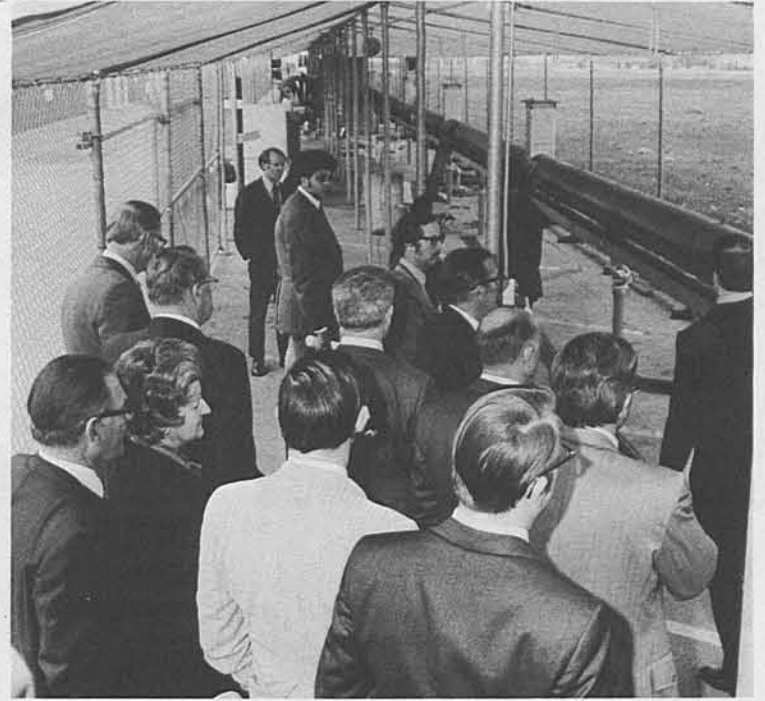
## Construction of El Monte-Los Angeles Busway Moves Right Along







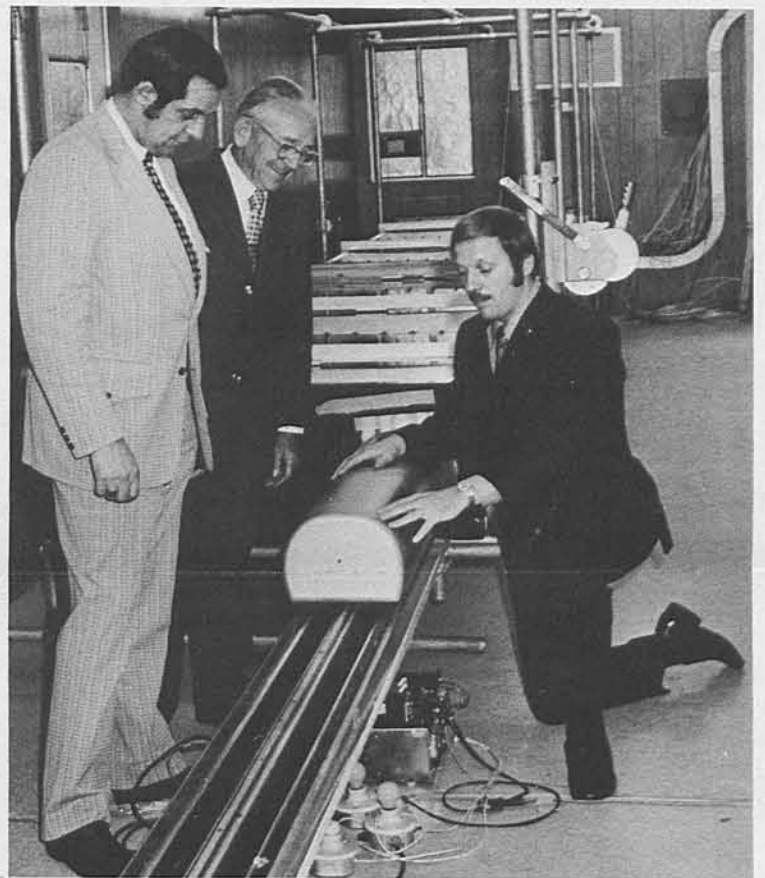
Jack R. Gilstrap, RTD general manager, introduces city and county officials to a subway environmental research project being undertaken by Aerospace Technology, a division of Developmental Sciences, Inc., at the City of Industry. Tests such as those being conducted by the team of engineers, using aerospace techniques, are seeking solutions to subway construction and environmental control. The facilities were developed under the sponsorship of the Institute for Rapid Transit and a U.S. Department of Transportation, Urban Mass Transportation Administration Grant.



The Aerospace Technology team displayed a second subway model, complete with ventilation shafts for visiting RTD, city and county officials. The outside model is primarily a subway aerodynamic test facility used to investigate the ventilation and environmental aspects of subway rapid transit systems



Howard E. Krachman, chief engineer for Aerospace Technology, a division of Developmental Sciences, Inc., shows visiting RTD, city and county officials a segment of their subway environmental research project. Krachman points to a vent and station test facility which is used for determining the aerodynamic behavior of subway vent shafts and stations of completely arbitrary geometry and complexity. Utilization of this facility permits the subway designer to optimize aerodynamically the system components to achieve desired environmental quality at minimum construction costs. To date, nearly one hundred vent shafts and nearly 60 station configurations have been successfully evaluated in the facility.



A special testing unit using a test scale model transit train is shown to RTD Directors David K. Hayward and Herbert H. Krauch by Dr. G. R. Seemann who heads a small group of Southern California engineers studying subway and subway station design. The model is used to correlate the effects of train speed, blockage ratio, train geometrical parameters (i.e. nose shapes, body detail, etc.) drag and power consumption, tunnel geometrics, vent shafts, station configuration and roughness of tunnel linings. The test also enables the study of aerodynamics interaction effects between two trains in the same tunnel and the transient phenomena of tunnel entrance buffeting as a function of the train, tunnel and speed parameters.



Dr. G. R. Seemann, who heads the engineering team at Developmental Sciences Inc., discusses the construction of a scale model tunnel used to determine the aerodynamic behavior of subway vent shafts and stations.



RTD Director Herbert H. Krauch asks RTD's Chief Engineer Richard Gallagher about the correlation between the subway testings conducted by the Aerospace Technology team and its use in a Los Angeles rapid transit system.



**Exact Fare**

Continued from Page 1

"Also, I would like to recognize the efforts put forth by everyone connected with the program," Goehler concluded. "Many long hours were spent helping to make the changeover as easy as possible for our customers and the District. Those of us in management thank all of you and I'm sure you are as proud as we are of your efforts—and results."

**Busway**

Continued from Page 1

tion and when completed, Division 9 will move to that location. The site of the new division headquarters will be southwest of its present site—directly behind the property of Southern California Gas Company.

The vacated area of the old division headquarters will be converted into one of two parking lots for the busway station.

**Contest**

Continued from Page 1

In topping the 13 operating divisions participating in the contest, Division 12 recorded a 54.6 per cent reduction in accidents for the month of December. Division 9/13 was second with a 31.6 per cent reduction and Division 7 third with a reduction of 29.7 per cent.

On hand for the presentation ceremonies and acting as host, Johnnie T. Johnston, assistant general superintendent of transportation, talked about RTD's groundbreaking ceremonies for the exclusive express busway and how, with the passing of Senate Bill 325 the District will be updating a considerable portion of its present bus fleet.

**PROMOTIONS AND REASSIGNMENTS**

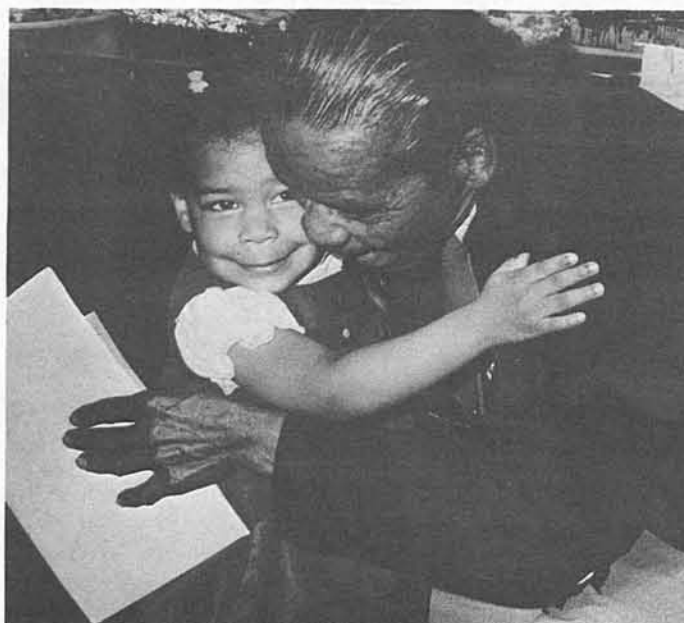
In recognition of their achievement and capabilities the following employees were recently reassigned.

- WILLIAM R. BENNETT**  
Schedule Clerk to Temporary Schedule Maker I
- LUCILLE E. BURKE**  
Temporary Typist-Clerk to Secretary II
- RUSSELL K. DAVIS**  
Supervisor-Extra  
Dispatcher to Dispatcher
- GEOFFREY L. DIEHL, JR.**  
Operations Administration Analyst II to Staff Assistant II
- PETER G. DRAKE**  
Assistant Transportation Planner to Operations Administrative Analyst II
- DONALD T. SCOGGINS**  
Operator-Extra  
Instructor to Instructor
- GERTRUDE N. VEST**  
Complaint Supervisor to Assistant Passenger Service Representative
- ROBERT G. WICK**  
Equipment Superintendent I to Assistant to the General Superintendent of Maintenance and Equipment

**RETIREMENTS**

Climaxing many years of work in the field of public transportation, the following District employees recently retired:

**LAWRENCE A. SNYDER**  
Operator  
Emp. 10-16-33/RETIRED: 12-31-71  
Years of Service: 38



RETIREES HONORED — (TOP LEFT) George M. Williams, Operator at Division retires after 27 years transit service. Division Manager K. E. Parker presents Williams with a scroll signed by his fellow workers noting his 27 years behind the wheel. (TOP RIGHT) Granddaughter Kellie gives her grandfather a big "love" during his retirement ceremony. (BOTTOM LEFT) Charlie E. Tem-

plin returns to the Instruction Department for an "overdue" retirement farewell by his department. (BOTTOM RIGHT) Orval L. Thrasher of Division 12 retiring after 21 years service in public transportation is honored by his fellow workers. Division Manager Ralph E. Costello presents Thrasher with a scroll signed by his fellow workers.

- ALBERT H. WILLIAMS**  
Janitor  
Emp. 8-5-47/RETIRED: 12-31-71  
Years of Service: 24
- GEORGE M. WILLIAMS**  
Operator  
Emp. 8-28-44/RETIRED: 1-24-72  
Years of Service: 27
- MARVIN W. WOOD**  
Operator  
Emp. 6-6-36/RETIRED: 1-2-72  
Years of Service: 35

**VITAL STATISTICS**

In memorium to employees who have devoted much of their lifetime in a profession designed to move people.

**LOVEL N. CAMPBELL**  
Mechanic "A"  
1-23-72/RETIRED: 6-1-53  
Years of Service: 29

- RTD Directors**
- DR. NORMAN TOPPING,  
President
- THOMAS G. NEUSOM,  
Vice President
- Charles E. Compton
- A. J. Eyraud, Jr.
- Leonard S. Gleckman
- David K. Hayward
- Herbert H. Krauch
- Michael E. Macke
- Don. C. McMillan
- Douglas A. Newcomb
- Jay B. Price
- Virginia Rees, Secretary

Published by and for the employees of the Southern California Transit District.

- JACK R. GILSTRAP  
General Manager
- GEORGE F. GOEHLER  
Manager of Operations
- ROBERT R. SCHOLL  
Director of Public Information
- WILLIAM A. REASON  
Editor

**Southern California Rapid Transit District**  
1060 South Broadway, Los Angeles 90015

**General System Shake-Up**

Bidding for the General System Shake-Up will begin Saturday, February 19, at Division 3, located at 630 W. Avenue 28 and will continue daily except Saturday, February 19 at Division 3, and will

continue daily except Saturday, February 26 and Sunday, February 27, until the completion of the bidding.

The Shake-Up will become effective on Sunday, April 9.

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