



HEADWAY



Southern California Rapid Transit District

Volume 1 Number 6 March 20, 1974

County, RTD hash out myriad of details for flat fare program



REDUCED FARES induce a wide variety of new bus riders, as RTD's 10-cent Sunday fare has proved. Division 10's Line 23 has even drawn sportsmen traveling to Griffith Park for a Sunday morning round of golf. Weekday patronage is expected to soar as a result of the flat fare within Los Angeles County. At press time, the final details of the program were not known. A special employe information program is being assembled and will be presented to RTD personnel as soon as the program is finalized. Employes may dial Ext. 485 or 486 and hear a recorded message for the latest information available regarding the experimental 25-cent flat fare program.

If you thought a dime went a long way toward improving RTD's lot in life, you'll want to stick around and see what a quarter might do.

Encouraged by the tremendous success of the District's 10-cent Sunday fare program, the Los Angeles County Board of Supervisors has approved in principle to subsidize a 25-cent county-wide flat fare Monday through Saturday. The details of the program, including the cost of transfers and monthly passes, are currently being negotiated by RTD staff and Board members, and the Supervisors. It is hoped that a positive resolution of the fuel, equipment and manpower requirements of the program will be met in the near future to insure its implementation.

Funded through June

A tentative start-up date of April 1 has been set, depending on the availability of fuel and equipment by that time. The County has offered to subsidize the program through June 30, and if it proves to be a success, could even continue financing the project in fiscal 1974-75.

The experimental program would require the addition of 100 retired buses to RTD's active fleet, along with 50 others placed into service from the spare pool. Intense efforts are underway to purchase 200 used coaches from other transit properties located throughout the country. To meet the April 1 deadline, the District stands ready to authorize the necessary overtime needed to refurbish the retired and used buses in support of the flat fare program.

But more importantly, the increased patronage expected as a re-

sult of the lower fare will create an instant demand for additional administrative, supervisory, maintenance and operating personnel. To meet that demand, the District is prepared to embark on an accelerated recruiting and training program to obtain up to 700 operators and 110 maintenance employees to field the additional buses. By District policy, every effort will be made to promote supervisory personnel from within the District's employe population.

The long-awaited elimination of fare zones and general simplification of RTD's fare structure now appears more tangible than ever. A contingent of Los Angeles officials, headed by RTD President Thomas Neusom, members of the Board, and General Manager Jack Gilstrap called on national energy czar William Simon March 6 and received assurances that the additional fuel required to support the program would be allocated to the District. Los Angeles Mayor Tom Bradley and Chairman of the Board of Supervisors Kenneth Hahn were also instrumental in securing Simon's word for a 100 percent allocation.

Search for buses

Securing equipment for additional service has proved to be a more difficult issue. With bus ridership rising across the country during the energy crisis, other transit properties are also pressing retired buses

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200 more SAM units on the way

CCCJ grant funds 3-part improvement in on-board security

As the third phase of an extensive security grant program, the District is purchasing 220 additional silent alarm modules (SAMs), doubling the number of silent alarms in use in its fleet.

The grant, awarded by the California Council on Criminal Justice, has also funded both the system-wide installation of emergency flasher lights and the painting of identification numbers on top of all RTD buses.

In announcing the purchase, General Manager Jack Gilstrap said, "Together with the recent expansion of our two-way radio-equipped buses, and the assignment of the special law enforcement task force to bus security, the number of apprehensions of

suspects in criminal incidents aboard RTD buses has tripled, from seven to twenty-one, in the past six months. These security measures have helped us head off the rising rate of on-board incidents."

"Our goal through the CCCJ grant program is to speed up our response time in incidents aboard buses to dramatically increase the number of apprehensions by law enforcement officers," Gilstrap said. "Since our security program is designed to build on the efforts of other law enforcement programs, we now have established a security system which moves in complete harmony with the community's efforts to control the acts of violence which affect us all."

In a joint response to the

District's plea for increased protection for its drivers and passengers, the Los Angeles County Sheriff's Department has joined Los Angeles Police in assigning roving, unmarked patrol units throughout high-crime areas to help control incidents of violence aboard RTD buses. RTD's SAM units send an instantaneous emergency signal to the District's dispatch center where the location of the bus is immediately relayed over a direct line to the police dispatcher. The silent alarm emergency system has greatly reduced the response time of police and RTD security officers to the scene.

The District expects to receive the SAM units in the next few weeks, with installation scheduled upon delivery.



Sparky (right) stars in latest McDonald's TV commercial

Sparky: Commercial hit

If the name Sparky Marcus doesn't strike a familiar note, watch for it in the future. "Sparky" Marcus Issoglio, whose dad, Art, is administrative assistant, has embarked on a budding acting career at the tender age of six years.

Sparky has performed in several television commercials, including spots for Kellogg's, McDonalds, GAF and Del Monte, and will soon be seen in an episode of "Sunshine", a new series to be aired next season on ABC.

"The McDonald's commercial just broke this month," Art said. "A close-up shows Sparky amazed at one of Ronald McDonald's magic tricks."

According to his parents, Sparky's secret for success has been his ability to read — he began when he was four and can now read scripts with little or no trouble.

"He's doing real well in school, too, even though he is working quite a bit," Art beamed. "His piggy bank is gaining a little weight, too."



Operator William Patterson and Director Adelina Gregory

Division 10 operator honored

William Patterson of Division 10 has received the Operator of the Month award from the RTD Board of Directors, and patrons on his Silver Lake Line 65 are delighted. "We hope you can give this driver some token of our appreciation," writes one of his passengers. "He is always extremely courteous, good natured

and helpful." A 23-year veteran of Los Angeles public transportation, Patterson has maintained an outstanding safety record having earned a 19-year Safety Award from the District.

Director Adelina Gregory made the presentation on behalf of the Board at its March 4 meeting.

Everything you always wanted to know about energy conservation*



Lee Edmondson, Division 3-10, Transportation

"Now that the System Shake-up is over, we have been able to cut the lights in the train room and also in the locker room. We had the windows covered during Shake-up, and with all the information that was posted, we needed all the lights. The operators have cooperated very well."

Bob Clenard, Division 3-10, Maintenance & Equipment

"We've cut nearly all of the lights — we can't cut them all, someone might run into the pit — and everyone has pitched in. They are very conscious of energy conservation. They see it at the gas station and at home, and they chip in here to. We've even cut out the coffee urn, and everyone is bringing his own coffee."



Ralph Wilson, Transit Building, 3rd Floor

"The cooperation has been outstanding on the third floor. The office staff has cut way down on its use of the electric stapler, electric pencil sharpener and other office machines. And of course we have cut down on using as many lights. We make full use of the daylight."



***but didn't know who to ask**

Facelift gives schedules new, uniform appearance

In another effort to make bus travel more attractive to residents of the Los Angeles Basin, RTD has improved the cover design of its bus schedules.

The District has updated and standardized the design of its 72 schedules which provide timetables for the system's 140 lines. The new appearance makes the covers easier to read from the "take one" boxes on board buses and in stations and other locations where they are available.

By featuring the line numbers prominently near the top of each cover, the schedules are easier to identify, and offer less confusion for bus patrons and RTD personnel who handle them.



New-look for schedules

Flat fare

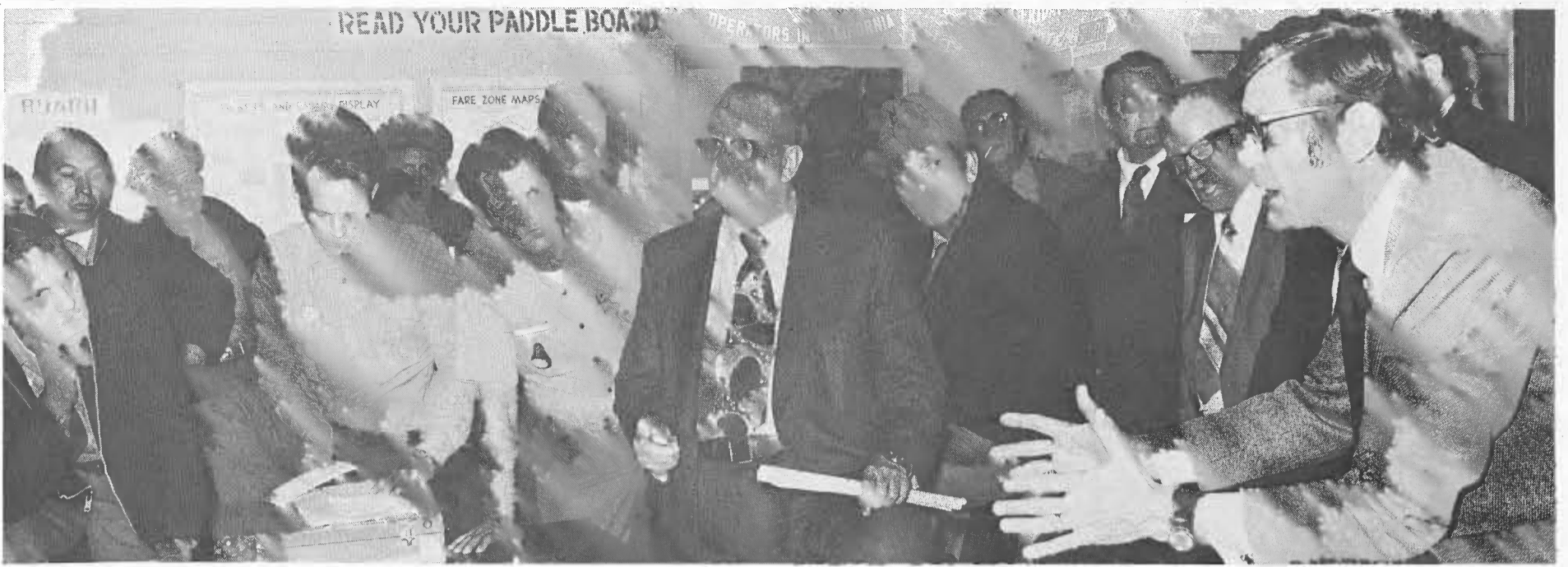
(continued from page one)

back into service. The availability of buses for sale is very limited, but it is hoped that transit agencies in Atlanta, New York and Chicago may sell or lease some used coaches as soon as they receive delivery on new buses now on order.

A public information campaign is also being formulated in support of the program soliciting the patience of RTD customers who may be inconvenienced by the added passenger load and older coaches. As the front line representatives of the District in the execution of the new

program, RTD's operators will play the most important role in helping passengers adapt to the new program. When (and if) the program is finalized, District personnel will receive the details of the reduced fare structure as soon as available.

This is a great opportunity for RTD to make public transportation more attractive to area residents. The District is also asking the patience of its operators and maintenance personnel as RTD begins the new fare structure. They are the ones who will make the program work.

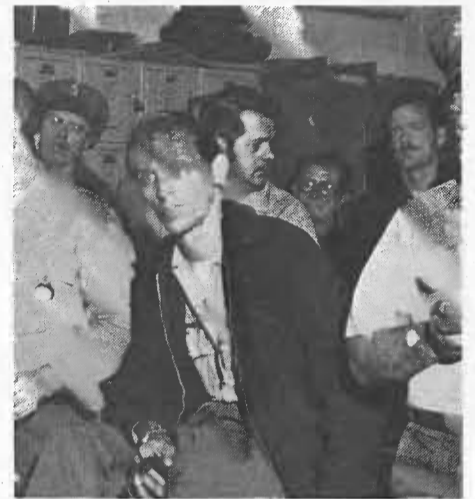


Suggestions surface in rap session

RTD employees are voicing their suggestions, criticisms and questions directly to members of the District's management team during the latest series of employee-management "rap sessions" which got underway March 8 in El Monte.

Division 9 Maintenance and Transportation personnel took

advantage of the presence of George Heinle (pictured at far right above), Jack Stubbs, George Powell and Johnny Johnston to get their questions answered about the impending flat fare program and other topical issues. Notices will be posted at the divisions for the date and time of the meeting at that facility.



Making headway...

□ Division 6 has said good-bye to L. H. "Bruggie" Brugman who retired last month. Bruggie was given a send off by his friends who wished him a healthful and happy retirement. He was presented with an attache case and a gift of money, and coffee and cake was served at his going-away get-together.

□ A group of Division 6 operators, their wives and girl-friends, recently spent a week end at Ken Mitchell's cabin in Upper Mojave Desert. Lazern Smith, Harold Litz, Donald Carter, Phil Patton, Mel Harrison and Gene Wilson all enjoyed motorcycle riding, rifle shooting, and other outdoor pursuits.

□ Division 6 employees are invited to exert their excess energy and join the "Div. 6 Sharks" baseball team. Call Jim Mitchell, 399-3648.

□ Jim Stevens, also an operator at Division 6, and his wife, Eva, recently celebrated their 34th Wedding Anniversary at Diamond Jim's restaurant with six long-time friends — Congratulations to both! Division 6's Barney Geist just got back from spending a few days in Loveland, Colo. to attend his brother's 50th wedding anniversary. Barney reports 250 relatives and friends attended the celebration.

□ Division 2's newlywed, Edgar Whitfield, is reported alive, well and living in Saugus with his wife, Susan. Congratulations to both!



THE REYES FAMILY proudly announces the election of father Mike to president of the Rio Hondo Shrine Club under the jurisdiction of the Al Malaikah Temple AAOONS. Mike, special events supervisor, began his career as a street car operator in 1945. He later assumed the position of bus operator, and became an instructor in 1959. His wife,

Raquel, and son, Ray, work in RTD's Control Accounting Department.

□ Clinton Townsend of Division 2 has just purchased a house in Saugus, and wife Brenda and daughters Robin and Terri are all doing fine. Clinton moves to Division 7 in the Shake-up.

□ Headway's staff is eager to increase the amount of employee news in this column and throughout the rest of the paper. Been elected president of the Lions Club? Your son make Eagle Scout? Did your daughter just get married? If so, you're news. Submit stories, photos, or just facts to Headway, Room 500, 1060 S. Broadway, L.A. 90015, or call editor Patrick Barry at Ext. 431 and give him the details.

THE LATEST generation of public transit in the Los Angeles Basin is scheduled for unveiling next week when RTD's consultants present Phase III of the District's Mass Rapid Transit plan to the Board of Directors. One of RTD's predecessor agencies, Pacific Electric, operated this line at the intersection of Hollywood Boulevard and Highland Avenue in the 1920's.



Transfers and promotions

| Name | Classification | Div./ Dept. | Date Effective | Name | Classification | Div./ Dept. | Date Effective | Name | Classification | Div./ Dept. | Date Effective |
|---------------------------|---|--------------|----------------|-------------------------|--|--------------|----------------|--------------------------|--|--------------|----------------|
| Sweeney, Fred R. | From: Supervisor To: Supervisor | 3299 | 11- 4-73 | Moody, Joe W. | From: Operator To: Operator-Extra Supervisor | 3203 3202 | 1- 5-74 | Gagner, Lola | From: Inf. Clerk Temp. Supervisor To: Supervisor | 3100 | 12-23-73 |
| Rucker, Joseph L. | From: Operator-Extra Instructor To: Instructor | 3209 3299 | 10-28-73 | Durfee, Donald Ray | From: Utility "A" To: Mechanic "C" | 3303 3303 | 12- 9-73 | Barrows, Martin A. | From: Operator To: Operator-Extra Division Clerk | 3206 3206 | 9- 2-73 |
| Gibbons, Irvy L. | From: Supervisor To: Supervisor | 3299 3299 | 11- 5-73 | Bashor, Horace Irvan | From: Mechanic "B" To: Mechanic "A" | 3309 3309 | 11-18-73 | Brown, Norman Lee | From: Mopper Waxer To: Vault Truck Driver | 3302 3302 | 12-16-73 |
| Stapleton, Peggy J. | From: Pass Service Representative To: Surface Planner I | 4200 4200 | 10-21-73 | Kelley, Verbon (NMN) | From: Mechanic "B" To: Mechanic "A" | 3314 3314 | 9- 9-73 | Searcy, Hazzie B. | From: Mechanic "AA" To: Mechanic "AA" Leadman | 3314 3314 | 8-12-73 |
| Olivo, Rene G. | From: Supervisor To: Supervisor | 3299 3299 | 11- 6-73 | Domaloan, Melvin Louis | From: Utility "A" To: Mechanic "C" | 3306 3307 | 9- 9-73 | McCargo, Ivan A. | From: Operator To: Operator-Extra Supervisor | 3212 3212 | 11-12-73 |
| Davis, William R. | From: Supervisor To: Supervisor | 3299 3299 | 11- 7-73 | Brown, Jr., Eddie | From: Mechanic "B" To: Mechanic "A" | 3314 3314 | 11-18-73 | Aranda, David | From: PAX Inf. Clerk To: Ticket Clerk- Vacation Relief | 3100 3216 | 12- 9-73 |
| Mayall, Charles Jene | From: Mechanic "A" To: Mechanic "A" Leadman | 3313 3313 | 11- 4-73 | Smith, Nathaniel | From: Operator To: Operator-Extra Supervisor | 3202 3202 | 1- 6-74 | Purcell, John F. | From: Operator To: Operator-Extra Schedule Checker | 3209 3209 | 10-23-73 |
| Hill, Bobbie Dale | From: Mechanic "A" To: Mechanic "AA" | 3309 3309 | 8-26-73 | Thomas, Larry R. | From: Operator To: Operator-Extra Division Clerk | 3212 3212 | 8-31-73 | Knollmiller, Susan G. | From: Schedule Typist To: Schedule Clerk | 3270 3270 | 10- 3-73 |
| Guzman, Roy Generoso | From: Mechanic "A" To: Mechanic "AA" | 3314 3314 | 8-26-73 | Baez, Ruben Alexander | From: Mechanic "B" To: Mechanic "A" | 3314 3314 | 12-30-73 | Taylor, Carol Jean | From: Inf. Clerk To: Asst. Passenger Service Rep. | 3100 4400 | 1- 9-74 |
| Hubbard Jr., Jimmie (NMN) | From: Utility "A" To: Mechanic "C" | 3303 3303 | 9- 9-73 | Evans, Jimmie Foster | From: Utility "A" To: Mechanic "C" | 3306 3301 | 9- 9-73 | Pearce, Michael E. | From: Secretary III To: Personnel Analyst I | 8000 3800 | 10- 5-73 |
| Childs, Granvel (NMN) | From: Mechanic "C" To: Mechanic "B" | 3305 3305 | 9- 9-73 | Pearce, Michael E. | From: Secretary III To: Personnel Analyst I | 8000 3800 | 10- 5-73 | Anderson, J.C. | From: Utility "A" To: Mechanic "C" | 3302 3302 | 12- 9-73 |
| Barrett, J.E. | From: Operator To: PAX Inf. Clerk | 3209 3100 | 9-23-73 | Mendoza, Harvey R. | From: Operator To: Operator-Extra Supervisor | 3211 3211 | 11- 9-73 | Miller, Christopher Lee | From: Messenger Clerk To: Cash Clerk | 7000 7000 | 10-28-73 |
| Barrett, J.E. | From: Operator To: PAX Inf. Clerk | 3209 3100 | 9-23-73 | Neal, Jr., John W. | From: Operator To: Operator-Extra Instructor | 3210 3210 | 1-11-74 | Nieves, Palmira | From: Typist Clerk To: Clerk | 3800 3800 | 10- 3-73 |
| Benjamin Moses (NMN) | From: Mechanic "C" To: Mechanic "B" | 3314 3314 | 12-16-73 | Rodriguez, Everett J. | From: Operator To: Operator-Extra Special Agent | 3210 3210 | 12- 2-73 | Samill, Willie Muriel | From: Secretary II To: Secretary III | 3800 3800 | 10- 8-73 |
| Fowler, Glendon H. | From: Operator To: Operator-Extra Instructor | 3212 3212 | 1- 9-74 | Alvarez, Angel A. | From: Operator To: Operator-Extra Division Clerk | 3212 3212 | 9- 1-73 | Griessel, Patricia J. | From: Secretary II To: Secretary III | 5000 5000 | 9-30-73 |
| Rollins, Earl | From: Operator To: Operator-Extra Division Clerk | 3206 3206 | 8-29-73 | Clark, Gerald Rodney | From: Utility "A" To: Mechanic "C" | 3309 3305 | 9- 9-73 | Gainey, Arnold T. | From: Operator To: PAX Inf. Clerk | 3211 3100 | 11-18-73 |
| Godin, Barbara Ann | From: Supervisor To: Asst. Passenger Service Representative | 3100 4400 | 12-24-73 | Reyes, Antonio M. | From: Operator To: Operator-Extra Supervisor | 3202 3202 | 11-10-73 | Sachs, John Henry | From: Mechanic "B" To: Sheet Metal Worker | 3314 3314 | 10- 9-73 |
| Ward, Bobbie Lee | From: Mechanic "C" To: Mechanic "B" | 3314 3314 | 11-18-73 | Watts, Russell Dean | From: Mechanic "B" To: Mechanic "A" | 3303 3303 | 12-16-73 | Oldham, Laurence M. | From: Jr. Stock Clerk To: Truck Driver Clerk | 9700 9700 | 10- 2-73 |
| Manier, James Taylor | From: Utility "A" To: Mechanic "C" | 3305 3305 | 9- 9-73 | McLean, Clyde A. | From: Operator To: Operator-Extra Supervisor | 3212 3212 | 11-11-73 | Stamps, Rollie David | From: Relief Watchman To: Watchman | 3314 3314 | 11-18-73 |
| Walling, Richard N. | From: Operator To: Operator-Extra Instructor | 3210 3210 | 1-10-74 | Howard Elisha (NMN) | From: Utility "A" To: Mechanic "C" | 3305 3303 | 9- 9-73 | Kessler, Judith L. | From: Public Relations Representative To: Editor-Writer | 4400 4400 | 9- 4-73 |
| McKenzie, Shirley A. | From: Schedule Clerk To: Schedule Maker I | 3270 3270 | 9-16-73 | Goldman, Monroe Onel | From: Mechanic "B" To: Mechanic "A" | 3312 3312 | 12- 2-73 | McElhatten Jr., James J. | From: Operator To: Schedule Maker I | 3204 3270 | 9-17-73 |
| Evans, Mack (NMN) | From: Mechanic "B" To: Mechanic "A" | 3301 3301 | 8-12-73 | Urzua, Roberto (NMN) | From: Utility "A" To: Mechanic "C" | 3303 3308 | 12- 9-73 | Marin, Rolando Alfredo | From: Temp. Mopper Waxer To: Mopper-Waxer | 3100 3306 | 12-30-73 |
| Tincher, John A. | From: Operator To: Operator-Extra Division Clerk | 3211 3211 | 8-30-73 | Clark, Donald Ray | From: Mechanic "C" To: Mechanic "B" | 3314 3314 | 12- 9-73 | Asay, Jerry J. | From: Jr. Stock Clerk To: Utility "A" | 9700 3303 | 8-17-73 |
| Little, Bobby R. | From: Operator To: Operator-Extra Supervisor | 3209 3209 | 1- 3-74 | Huizar, Alfredo (NMN) | From: Utility "A" To: Mechanic "C" | 3301 3307 | 12- 9-73 | Lieu, Gladys Louise | From: Temp. Secretary II To: Secretary II | 3299 4400 | 10- 7-73 |
| Fulbright, Metters C. | From: Operator To: Operator-Extra Supervisor | 3205 3205 | 1- 4-74 | Davis, Edgar Garland | From: Utility "A" To: Mechanic "C" | 3309 3302 | 12- 9-73 | Ortega, Cruz Jimenez | From: Temp. Print Shop Clerk To: Messenger Clerk | 9700 7000 | 11-13-73 |
| Fentroy, Eddie Owens | From: Mechanic "B" To: Mechanic "A" | 3305 3305 | 8-12-73 | Stack, Patrick J. | From: Operator To: Schedule Maker I | 3201 3270 | 9-16-73 | Ortega, Cruz J. | From: Temp. Print Shop Clerk To: PAX Inf. Clerk | 9700 3100 | 9-12-73 |
| Clark, Janet | From: Secretary II To: Secretary III | 4400 3100 | 9-16-73 | Fillmore, Joseph Dennis | From: Clerk To: Workmen's Comp-Claims Recorder | 6000 6000 | 10- 3-73 | Robinson, Bruce William | From: Temp. Print Shop Clerk To: Same | 9700 9700 | 8-12-73 |
| | | | | Hoccom, Lawrence D. | From: Draftsman I To: Draftsman II | 8000 8000 | 12-16-73 | Parry, Stephen T. | From: Surface Planner I To: Transportation Planning Analyst I | 4200 4200 | 9-30-73 |
| | | | | | | | | Pina, Alfred Reza | From: Temp. Print Shop Clerk To: Print Shop Clerk | 9700 9700 | 11-16-73 |
| | | | | | | | | Payne, Gerald | From: Service Director To: Truck Driver Clerk Extra Service Director | 3219 9700 | 10-28-73 |

(Editor's note: The heading which appeared over this column in the last issue should have read, "Deceased.")

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