

It's going to happen, and we're going to hear about it. Complaints about overloading, pass-ups, old buses and the like.

Nevertheless, the single most dramatic bus improvement measure in Los Angeles County history will begin Monday. The County Board of Supervisors has funded an experimental 25-cent flat fare program from April 1 to June 30. Because of the time need-

County-wide flat fare and what it will bring: A special issue

ed to recruit and train operators and other employees, obtain additional buses, secure fuel and inform the public, the service initiated on the 1st will create some problems for RTD patrons. And we're going to hear about it until the additional equipment and

personnel arrive in the next few days.

This dramatic change in tariff and service augmentation has mobilized RTD's entire employe population. Employees are the ones who will carry it off. Knowing the importance of the program to

the District and to the transit public, employes have already responded tremendously to the new challenge.

HEADWAY endorses the employes' desire to provide the best service possible under the circumstances, and asks their patience and perseverance in the early weeks of the program. The reduced fare is bound to please more people than it offends.



HEADWAY



Southern California Rapid Transit District

Volume 1 Number 7 March 29, 1974

Hello quarters, good-bye zones!

The Los Angeles County Board of Supervisors has made RTD's job much easier, at least for the next three months. It may not seem like it now as District employes work feverishly to implement the change-over to the county-wide 25-cent flat fare. Yet, by subsidizing the April 1 to June 30 experiment, the Supervisors have eliminated all fare zones within the County, thereby removing one of the most unattractive elements of bus riding in the Los Angeles Basin.

The simplification of the fare system enables operators in the County to collect fares quickly with none of the usual detailed explanations which often lead to an argument. The major alterations in the County fare system are listed on page three of this issue of HEADWAY. Operators on lines which involve exceptions to these general alterations will be notified through their division instructor.

RTD staff has been working seven days a week to meet the fuel, manpower and equipment requirements of the program. "We will have enough fuel and manpower to field 150 additional buses April 1



Applicants continue to flood employment office.

from our retired and spare pool," said General Manager Jack Gilstrap, "but until we are able to purchase additional buses, there will be some inconvenience to the public for the first few weeks.

The District has contacted virtually every transit property of any

size in the country in an attempt to purchase buses — used, retired, or otherwise. The best prospects come from Atlanta, which is offering 128 coaches (125 are now in service) by competitive bid early in April, and Fort Worth which is auctioning 20 buses later in the month. Until

those or some other buses are purchased and delivered, there will be some overcrowding and inconvenience to patrons.

To operate the 150 coaches drawn from the retired and spare pool, the District requires additional drivers, diesel mechanics and utility men. When the bus fleet is beefed up by pending purchases, 400 additional operators will be hired.

"The possibility does exist," Gilstrap cautioned, "that the County may decide not to subsidize the program beyond June 30. In that event, we will be forced to sell any buses we have purchased in support of the program, raise fares again, and layoff additional personnel by seniority according to our union contracts."

Members of the Board of Supervisors have said, however, that if the program succeeds, they are virtually "locked in" to a continued subsidy for fiscal '74-'75.

Judging from the success of RTD's 10-cent Sunday fare program, the 25-cent flat fare is likely to become a permanent fixture in Los Angeles County.

Brownfield leaves the wheel, but not the ring



'32 Featherweight contender

Division 1 operator Joe Brownfield, who has fought for both the Golden Gloves and professional Featherweight boxing titles, hung up the gloves March 18 — his driving gloves.

Brownfield, 65, retires from RTD after 28 years of service to Los Angeles public transportation. Now that his bus driving days are coming to an end, boxing stands alone as his first love.

"I still work the corners at the Olympic, the Forum, and in Vegas," Brownfield smiled proudly from behind his very warm and very worn countenance. "I do it just to stay around the game." Thus, by assisting trainers in their fighter's corner, Joe remains active in boxing almost every fight night.

Brownfield's amateur boxing career peaked in 1928 when he

fought for the Featherweight Golden Gloves crown against Barney Ross, who won and went on to the Olympic Games. He turned pro in 1929, and eventually fought under trainer Izzy Klein, whose stable of fighters included Max Baer, Tony Zale, and Earl Mastro. In 1932 Brownfield got a shot at Chalky Wright for the World's Featherweight Championship in Chicago. He was again beaten for the title, but ended his pro career in 1938 with a sparkling 68-7 record.

Yet, Joe admits that his greatest satisfaction has probably come from his boxing career with none other than the Los Angeles Transit Lines and the Metropolitan Transit Authority. "I established the LATL Boys' Club in 1956 and set up a father-son boxing program for em-

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25 years on Line 3

Power consumption off 30%

Unbelievable as it seems, RTD's electrical energy conservation figures for this reporting period show employees are doing an even better job than they did in the previous period. And last period's savings beat the industry average by almost 10 percent.

"We wondered at that time what in the world we could do for an encore," said Jack Walsh, conservation program coordinator. "If there is a question in anyone's mind as to whether we really are setting the pace for the rest of the industry, these latest figures answer that question. We are the pacesetters. We're standing up over the long haul, and that's the differences between real winners and the also-rans."

LOCATIONS ORDERED TO CUT BACK 10% BY DEPT. OF WATER & POWER

Div.	Penalty Period	Days	Base 1973	Consumption 1974	% of Reduction
1 & 11	2/27 to 3/19	20	46,345 KWH	35,000 KWH	24.5
2	2/2 to 3/6	32	110,000	74,800	32.0
3 & 10	2/9 to 3/13	32	78,235	58,500	25.2
4 & 5	2/12 to 3/14	30	98,400	60,800	38.2
6	2/23 to 3/15	20	16,084	9,670	39.9
8	2/15 to 3/19	32	25,640	21,800	15.0
14	2/28 to 3/20	20	65,931	53,600	18.7
31	2/6 to 3/8	30	128,320	78,290	39.0
Macy St.	2/8 to 3/8	28	41,328	18,720	54.7
TOTALS			610,283	411,180	32.6

LOCATIONS URGED TO CUT BACK 15% BY SO. CALIF. EDISON CO.

		Days	Base 1973	Consumption 1974	% of Reduction
7	2/27 to 3/20	21	25,257 KWH	20,800 KWH	17.6
9	3/1 to 3/20	19	21,280	16,640	21.8
12	2/14 to 3/12	26	37,700	32,960	12.6
13	2/14 to 3/13	27	16,662	10,080	39.5
TOTALS			100,899	80,480	20.2

% of Reduction Dept. Water & Power . 32.6
 % of Reduction Edison 20.2
 % of Reduction Systemwide 30.9



Joe Brownfield reminisces with Division Manager Jack Greasby

Brownfield hangs 'em up

(continued from page one)

ployees," he said. "Bill Chaney, employment supervisor, used to be the treasurer for the club, and had a heck of a time collecting the three dollar monthly dues from the drivers. Tom Brown, now superintendent of divisions and stations, had his two sons in the club, and Jimmy Schultz, former Division 1 & 11 manager, had his three boys in it. Fred Busse, chief supervisor and dispatcher, and Johnny Johnston, now superintendent of transportation, used to come down and watch the shows. So did Division 1 & 11 Manager Jack Greasby and his assistant Homer Homrighausen.

"One of the drivers sons even beat Mando Ramos in that club," he beamed.

Brownfield became a familiar face on television to division employees. He even placed his Boys' Club boxers on the old "Kid Gloves" TV show in 1959. "I made matches for that show, and a lot of the drivers' sons were on each Saturday. I taped their hands, and put them in over-sized head gear to assure their mothers that they wouldn't get cut."

Word of Brownfield's work in the Boys' Club quickly spread, and in 1958 his club was chosen the

most outstanding Boys' Club in California. As a result of the award, he was honored with 19 other Boys' Club presidents from all over the country in a seminar at Boys Town, Nebraska. There he consulted Father Flanagan on ways to improve the Boys Town athletic program.

Brownfield's ability to work with young boxers has also been well noted in the professional ranks. Among others, he has worked with Battling Torres, and Paeli Armstead in the '40s, and with Art Hafey and Ruben Oliveres in the '60s. "I managed a kid named Allen Syers who fought Mando Ramos down in Anaheim in '68," Brownfield recalled. "I had the whole division down there rooting for him."

In 1968, Joe was also one of the officials of the California Golden Gloves tournament. "Four out of the six California boxers went on to win Olympic medals," he grinned.

Brownfield even worked boxing into his duty during World War II. He toured the Eastern Theater with such boxing greats as Joe Louis, Billy Kahn, Sugar Ray Robinson, and Tony Zale establishing boxing programs for GIs at their military bases. "When I went in to enlist, I

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It's working!

Area Monitors Tell Us Why



Jan Janulewicz, Division 2 Transportation

"Everyone here has been very cooperative. No one has complained at all. The guys out in the train room are playing dominoes in the dark. I don't see how they can see the dots sometimes."

Frank Abrason, Division 2 Maintenance & Equipment

"From my second story office I can see what lights are burning and not in use. I just page the person closest to the light over the P.A. system and have him turn it off."



Marlene Allen, Transit Building 2nd Floor

"Everyone on the second floor has pulled their Venetian blinds up as high as they go to make the best possible use of the available sunlight. In our department, we keep the lights off in the law library and the file room whenever possible."



Training the kids at LATL Boys' Club

25-CENT FLAT FARE IMPACT



The two-bit flat fare: How it will work

The major elements of the new fare structure in Los Angeles County revolve around these major points:

- The 25-cent flat fare will be in effect throughout the County.
- Transfers will cost 10 cents which permit a passenger to transfer up to three times without the payment of an additional fare within normal transfer regulations and time limits. The contract with the County calls for a mutual interchange of transfers between the District and the municipal bus operators. Staff members are meeting with municipal operators to work out mutually acceptable joint transfer arrangements which can be implemented with those who participate in the County plan. Operators will receive details through their division manager.
- The price of a Los Angeles County monthly pass will now cost \$10, and no zone stamps are required.

RTD's entire tariff structure is currently undergoing revision. The volume of paperwork is so

massive that the new tariffs might not be in final official form for some time. However, these ground rules apply at this time:

- Basically, all zones within the District have been eliminated. But zones in Orange, Riverside and San Bernardino Counties remain in effect. Passengers riding for 25¢ in Los Angeles County who cross over a county line will be required to pay an additional 30¢ base fare plus applicable zone increments.
- Students will continue to ride for a 15¢ base fare and may purchase a transfer for 10¢. The current time restrictions with respect to students will remain in effect. This will mean no net change or a savings for most students, but will mean a 5¢ fare increase for some students because of the increased transfer charge. And, many students might find it advantageous to purchase regular monthly passes thus avoiding the hourly restrictions on students.
- Senior citizens will continue

to pay a 10¢ base fare and will now be required to purchase a transfer for 10¢ instead of 5¢. This could mean a 5¢ fare increase for a small number of senior citizens. However, this can be more than offset by the fact that zone fares are eliminated and the transfer will be good for up to three bus rides in some instances. In addition, the most common complaint heard from senior citizens is the riding restriction during the peak hours. Accordingly, we have eliminated this restriction.

- A blind passenger may presently ride for 5¢ per bus ride and does not have transfer privileges. Under the flat fare program, the District extends transfer privileges to the blind for the 10¢ charge. Thus they will have the option of paying 5¢ for each ride or paying 15¢ on their first ride and obtaining a transfer good for up to three bus changes.

- Former Blue and White service in South-Central Los Ange-

les has a 25¢ fare at this time. The new program will, in effect, equalize this fare structure with the entire system. While there will be no charge in the basic fare, riders of those lines will now be permitted to purchase a transfer to RTD lines for 10¢.

- The 20-cent cash fare for Eastern Cities Lines service has been eliminated. The new cash fare will be 25¢ and these riders will be extended the privilege of purchasing transfers to other RTD lines for a dime. To the purely local rider on the East Side, the present token rate of three for 50¢ (16-2/3¢ each) will be continued. However, token riders will not be able to purchase the transfer to other lines.

- Tokens, with the exception of Eastern Cities Lines' service, will no longer be used. Token outlets have been advised to discontinue the sale of tokens.

- Subscription buses and other premium services will be continued at present rates.

THE 25¢ FARE.

It's no good if you don't know how to use it.

By now, you probably know that a flat 25¢ will take you anywhere in Los Angeles County on an RTD bus until June 30.

But there are a few other things you may need to know to make the best use of a bus.

It's really very simple.

Starting April 1st, when you get on a bus, you will pay just 25 cents for the ride, no matter where you get on and no matter how far you ride on that bus in Los Angeles County.

The only time you pay more in L.A. County is if you change buses during your trip. Then it costs you 10 cents for a transfer which lets you change buses 3 times.

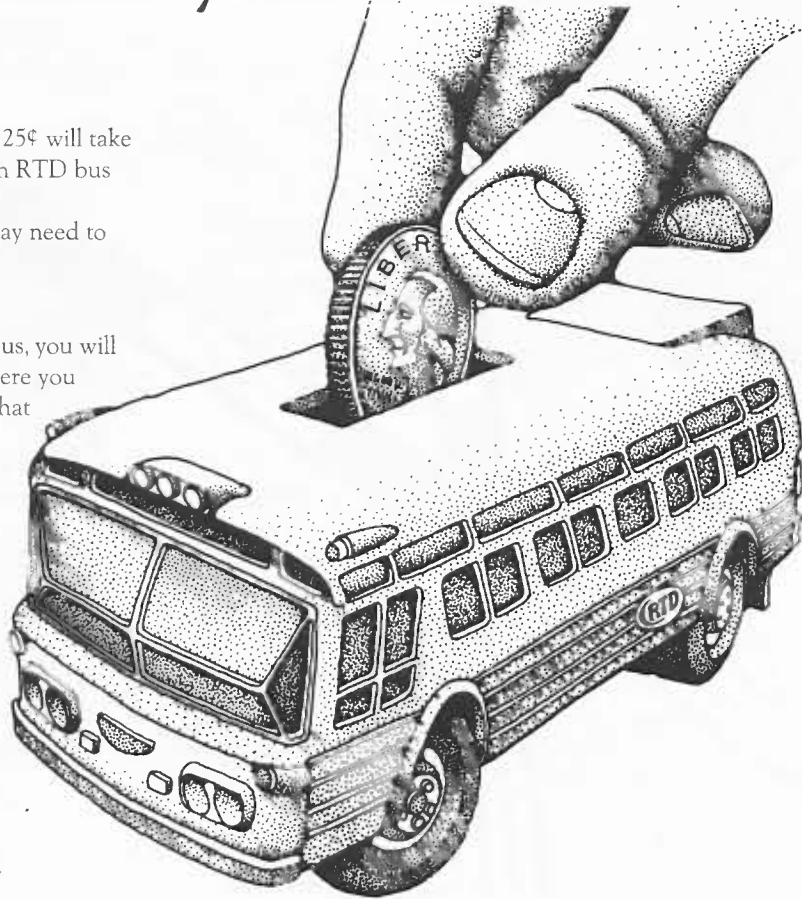
Your transfer will be honored on all municipal bus lines in the County.

This nice, easy single fare of 25 cents will be in effect Mondays through Saturdays.

It will be in effect on all our buses. In Los Angeles County only.

It will even be in effect on the new El Monte Busway.

And it will be in effect until June 30th.



got it. It's a beginning.

Through June 30, the County Board will channel your tax dollars to help make up the difference between the fares you pay and the actual cost of bringing you this flat 25¢ fare.

This is all part of the RTD's plans to bring you better transportation, with lower fares and more buses and added service.

We may get the extra money needed to bring you these improvements, if the 25¢ fare experiment is successful. A lot of agencies throughout the country will be watching. We're going to work hard to make it work. But we'll need your help.

What hasn't changed. And why.

Regular fares and additional zone fares will still be charged in San Bernardino, Riverside, and Orange counties.

This is because the 25¢ fare experiment is only in Los Angeles County because it's only funded by Los Angeles County. If the experiment is successful, we hope to eliminate all RTD's fare zones. Permanently.

The good part about 25 cents.

There's no need to tell you this is a bargain. You can see that for yourself. But you'll save more than money and gasoline, now. You'll save hassle. With a fare that's easier to understand, but riding will be easier to take.

So we expect more people are going to take the bus for more than just getting to and from work.

For instance, weekends won't have to be empty just because your gas tank is. You can use the bus for shopping and family outings and short errands.

Of course, the crunch will really come during rush hours.

Which brings us to our biggest worry: you. We're going to need all the good will you've got.

The other side of the coin.

Because we expect more people will be using buses more often, we'll be adding drivers and maintenance people as fast as we can recruit them to service the additional buses we are adding to the fleet.

But we can't get it all done in a week or two. So sometimes you may find yourself on a not-so-new bus.

Sometimes you'll feel like sitting down, but there won't be any seats available.

Sometimes a driver may be too busy to answer all your questions.

And sometimes a bus may be too full to stop and you'll have to wait for the next one. (That wait will get shorter, as we add more buses to the busier routes.)

We're not saying *all* of these things will happen to you, but some of them are bound to happen to some of you.

Please. Don't get too annoyed.

We're trying very, very hard.

We wish we could honestly promise you that everything is going to be just perfect right away.

We can't.

What we can promise is that it will be the very best we can do at the time, and that it will get better all the time.

Because we'll keep on working to get more buses and better buses and smoother schedules and really super service.

How to use the 25-cent fare.

It won't be any good to you, if you don't know how to use the bus. To find out how, you can phone or send in the coupon.

Our special Los Angeles information number is (213) 747-4455. For the number in your local area, please check your directory. *Please* have a pencil and paper ready to write down all the information.

Next to the telephone company, the RTD switchboard is the largest one around: 99 operators throughout the week. In operation 18 hours a day, 7 days a week.

But with a lot of you calling in, there may be a long wait. If you get a busy signal, it's because a few hundred others have called and are waiting their turn.

For more complete information, your best bet is to use the coupon. You'll get a free Rider's Kit with a comprehensive bus line map, and information about fares, routes and special services.

You'll also get a route custom-tailored to your needs. Or as close as we can come to it. Just give us your starting point, and where you want to go.

We're the first to admit we don't go everywhere. But we try to get as many of you as possible to your destination, as fast as possible.

And at 25 cents, that's the best bargain in town.

The RTD is going places.

Mail to: Southern California Rapid Transit District
Public Information Department
1060 So. Broadway
Los Angeles, California 90015

Please send me the following:

A free RTD Rider's Kit Information on a route for me:

I want to travel from _____
(closest major intersection or street address/community)

to _____
(closest major intersection or street address/community)

Normal travel times _____ a.m. _____ p.m.

I'm interested in RTD mainly for:

Commuting to work For shopping
 Recreation Other _____

Name _____

Address _____

City _____ Zip _____



About Sundays, senior citizens and students.

Some things will stay the same as before. Sunday fares will still be 10 cents for everyone. On week-days, senior citizens will now pay just 10 cents, all day long. And student fares will still be just 15 cents with the proper I.D. card. All transfers are 10 cents.

On the former Eastern Cities lines 140, 141 and 142, the 20¢ cash fare is discontinued. The cash fare will now be 25¢.

However, you can still get 3 tokens for 50 cents on these three lines, and transfers between them are still free.

In addition, for the first time you can now get a 10¢ transfer to other RTD or municipal buses when you pay the new 25¢ cash fare.

About monthly passes.

They'll still be issued by the calendar month, but under the new fare system, they'll cost just \$10.00.

You get unlimited transportation throughout the County for a whole month for \$10. That's quite a buy. And for senior citizens, they're just \$9.00.

And your pass will also be honored on the Eastern Cities and the former Blue & White buses.

The 10-ride commute card is discontinued in Los Angeles County.

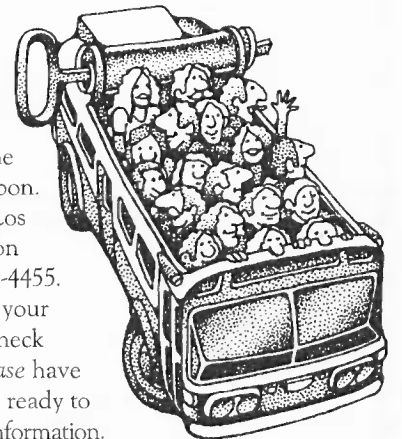
What has changed. And why.

For a long time, we've been trying to make our whole fare system a much simpler thing. So that most rides would be a lot easier and a lot less expensive.

We needed help to do it. Because running a transportation system is an expensive thing, and the fares the RTD receives don't even come close to paying for the full cost of running the buses.

RTD is a public agency, but very little of your tax money goes to it. At least, there's not enough to make bus rides cheaper, or to make our service more often or more convenient in many places.

We've looked for help at the Federal, State, County and local levels. And for three months at least, thanks to our Los Angeles County Board of Supervisors, we've





Director offers impressions of 'Bus Trek'

"If a man has spent a significant portion of his career transporting people from galaxy to galaxy, he must be able to help people get from downtown to Vernon." — Ralph Story

Indeed George Takei of *Star Trek* fame can, now that he is a member of RTD's Board of Directors. Takei, actor and producer/host of KNBC's *Expression: East-West*, was appointed to the Board by Los Angeles Mayor Tom Bradley in November. Since then, he has represented the District on radio and television programs, such as *Ralph Story's A.M.*, but nothing has bolstered Takei's abundant enthusiasm more than his one-day, whirlwind tour of District facilities.

"I was a very soggy sponge at the end of the day," Takei recalled. "I was amazed at the efficiency of the entire operation, especially the high

degree of organization and cleanliness of South Park Shops."

Takei admitted that he expected much less than what he saw. "I psychologically anticipated seeing the typical mess associated with mechanical maintenance everywhere I went. But I was tremendously impressed at what South Park and the rest of the facilities look like. There is so much precision work done, and such a great amount of materials in use, yet there is a place for everything, and everything is in its place."

Other facilities included in Takei's tour were Division 2, the cash counting room, dispatch center, and the El Monte and Los Angeles bus stations. Takei was quick to add that, despite the condensed itinerary, he wouldn't have had it any other way. "It was a very full, rich experience," he said. "I was able to see all the inter-relationships

between facilities and functions all at one time.

"And after seeing those properties," Takei grinned, "I received a Rapid Transit Update presentation."

Thus, unavoidably, the conversation moved toward one of Takei's favorite subjects, RTD's Rapid Transit Plan. "The District and its employes are involved in a very dramatic activity. We are working toward the construction of a mass rapid transit system which will shape and direct the future growth of our city.

"Each of us should keep that goal in mind, even as we perform the day to day task of operating and improving the existing bus system. We are actually helping determine the concept of the Twenty-first Century urban center."

Takei's irrepressible enthusiasm

was gaining momentum as the subject of rapid transit continued. "It sounds terribly altruistic, even pompous, but I believe it's true — the system we will build will be as significant to Los Angeles as the aqueducts were to ancient Rome. The system will define the future activity centers of the Los Angeles Basin, just as the system of aqueducts did in Rome. Our November ballot proposition is the largest public works referendum in history, and I feel fortunate to be a part of it."

As a member of the Board of Directors, Takei functions as RTD's interface with the community. Yet, he is quite sensitive to the contributions of RTD's personnel. "As employes perform their job. They give substance to what we say and the policies we determine as Directors. Employes should never

(continued on page six)





Division 1-11 employees took an active role in their March 19 meeting with General Manager Jack Gilstrap (left) and members of RTD's management team.

'Bus Trek'

(continued from page five)

lose sight of the effectiveness of their job."

District employees, Takei added, will also play a major role in ensuring the passage of the November ballot proposition. "Of course, as the front-line members of RTD's staff, the operators carry our good image in to the community everyday. They are largely the only personal contact the public has with the District. But everyone, including maintenance and office workers, has the opportunity of giving rapid transit a public forum. As members of the community, we can utilize the PTA, fraternal organizations, and perhaps more importantly, the corner tavern to show the public that the rapid

transit system will benefit the entire community.

"Employees are best aware of the wide range of services offered by the system, whether people are directly served by the system or not. It means a great deal to RTD as well as to them.

"I really have to hand it to the District's employees," Takei concluded. "RTD has instituted so many transit innovations lately, such as the mini-buses, El Monte Busway, 10-cent Sunday rides, and now the greatest improvement of all, the 25-cent flat fare program. I really admire the flexibility of the employees in bringing these innovations to the people and making them the success that they are."

Disneyland offers discount to RTD

Amid a fanfare of top-name performers and colorful pageantry, Disneyland will offer an exciting welcome to RTD employees April 7-14.

Setting the pace for this week full of musical offerings will be a special Country Western Show on April 7, featuring Grammy award winner Charlie Rich during 5, 7 and 9 p.m. performances on Tomorrowland Stage.

Plaza Gardens will present the first of a seven day engagement by the nation's foremost master of jazz, Duke Ellington. From 8 p.m. to midnight, through Saturday, April 13, Ellington's vast musical repertoire will delight young and old alike.

Beginning April 8 and continuing through April 13, Tomorrowland Stage will feature another heralded aggregation, Doc Severinson and his Now Generation Brass, featuring Today's Children. Star of Johnny Carson's "Tonight Show," Severinson will perform at 8:30 and 10:30.

During Spring vacation, Disneyland will be open daily from 8 a.m. to midnight on April 7-13, while Easter Sunday, April 14, hours are 8 a.m. to 10 p.m.

Discount tickets for Disneyland and other Southern California attractions are available through the division clerk's office, the Maintenance & Equipment general office at Division 2, or through the Personnel Department, Ext. 269.



Brownny

(continued from page two)

didn't think they'd take me 'cause my nose was all over my face, and I had a hard time breathing. So they assigned me to a special recreation detail. Each of us boxers took one division and trained fighters who would go up against the other divisions on the base. Once the program was set up, we moved on to another base."

When he returned from the war, he applied for work on streetcars, and was signed on immediately. "I had just been married and my wife, Edna, was pregnant when I started looking for work. I needed the streetcar job because she was about to have our baby. As it turned out, she went into labor my first day on the job. I couldn't very well stay home on my first day, but I got lucky. Cedars of Lebanon Hospital was right at the end of my streetcar line, so I jumped off at the end of

the run and ran into the hospital to see how my wife was doing. I came running back to the streetcar yelling to the conductor, 'I got myself a son!'"

Brownfield was soon made a bus operator, and has spent 25 of his 28 years on the job driving on Line 3. "I've built up many friendships over the years on that line, and I never have wanted to bid off of it." Despite his pugilistic background, he has built up a warm rapport with his passengers, which has resulted in two Operator of the Month awards.

Now that much of the excitement is over, Joe and Edna are looking forward to spending their retirement in Hawaii where he owns a sporting goods store.

And won't some youngster be in for a pleasant surprise when he goes in to buy his first pair of boxing gloves.

HEADWAY

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