

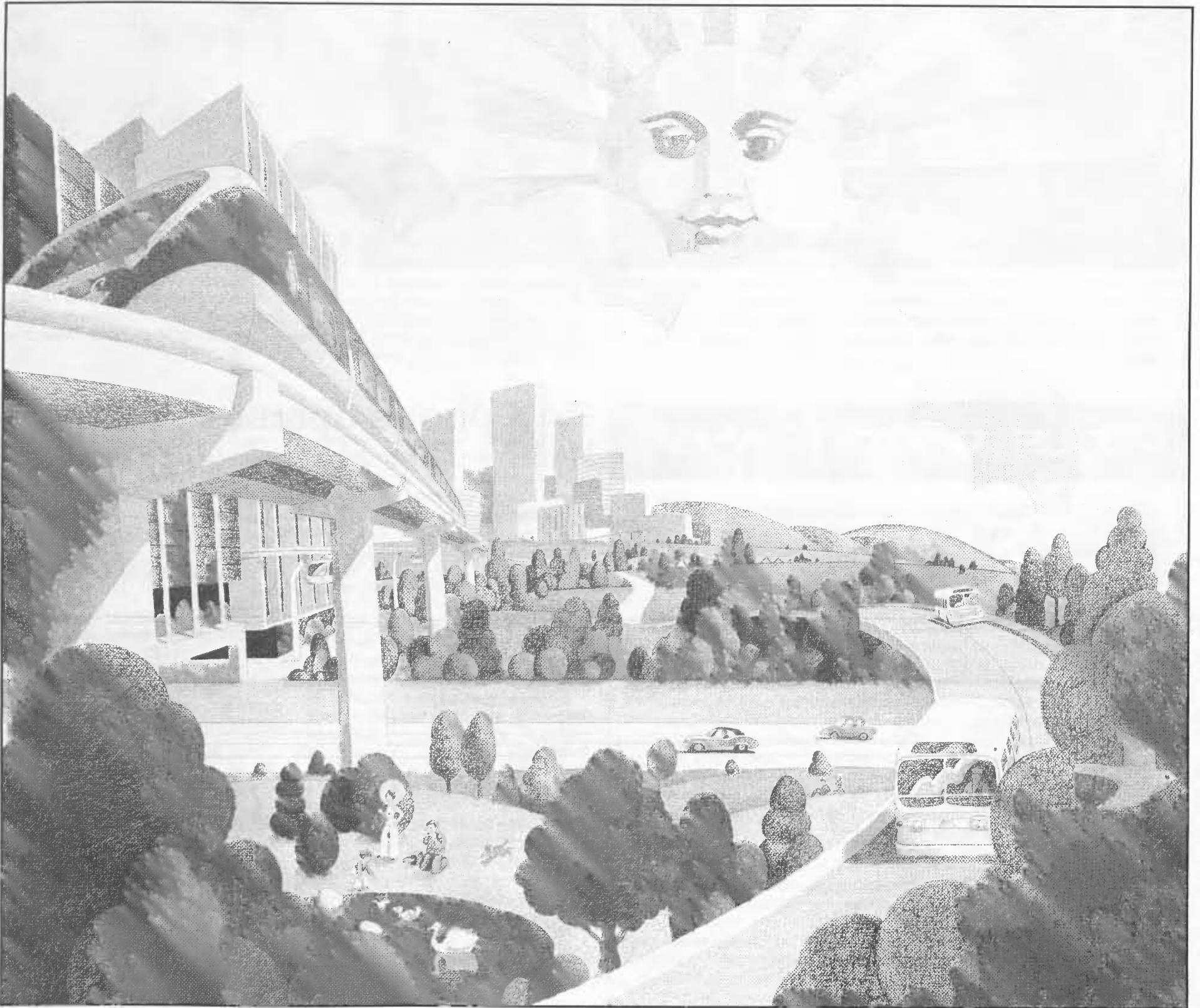


HEADWAY



Southern California Rapid Transit District

Volume 1 Number 15 October 21, 1974



RTD looks to future as service resumes

RTD buses are rolling again and public transit is back on the upswing in Los Angeles.

Thanks to assistance in the mediation efforts by County Board of Supervisors' Chairman Kenneth Hahn, Mayor Tom Bradley and Governor Ronald Reagan, public transportation service has been restored in this area.

After a contract settlement which gave RTD drivers and mechanics an overall 24 per cent increase in wage rates and fringe benefits over a two-year contract period, RTD president Thomas G. Neusom called for a new unity among District employees. "The board of directors and RTD management welcomes District employees back to work," Neusom said. "We must now come together in an united effort to provide information to the public about what is potentially one of

the greatest public works programs in the history of public transportation."

Neusom said that as public employees, everyone at the District should clearly understand the desperate need for an alternative to the automobile.

"Los Angeles has the third highest population density in the nation. Proposition A provides an opportunity for the people of Los Angeles to decide whether we all are to be burdened or benefited by that population. As specialists in transit, it is our duty to fully inform them," he said.

On November 5, Proposition A will be before the public. If approved by the voters, Proposition A would provide the local funds to match with federal grants for rapid transit construction and immediate improvements in bus service. Financing would come from a one percent in-

crease in state sales tax. The passage of this measure would expand RTD's services, thereby minimizing major problems in the area of air pollution, traffic congestion and energy use.

Under the transit referendum, the initial improvement in public transportation calls for expansion of the existing bus system, including the goal of adding up to 1000 buses in the next three years, to provide a near-term complement to the 145-mile rapid transit network specified in the District plan.

Jack R. Gilstrap, RTD general manager, urged District employees to use whatever time they could, between now and November 5, to add to their knowledge of the County ballot proposition, in order to be better able to inform other citizens.

"We must do everything in our

power to inform the general public about the referendum in November," said Gilstrap. "As knowledgeable citizens, we should go into our neighborhoods, churches, schools, and community agencies, to the electorate of the importance of being well-informed about County ballot Proposition A," he said.

Now that the strike is over, RTD employees have the opportunity and are confronted with the challenge of providing others with reliable information on the Mass Rapid Transit System proposed for Los Angeles. Facts on the Rapid Transit Plan, as well as Proposition A are available for distribution at: 1060 South Broadway, Room 500 or at any one of the divisions. These are key issues on which all District employees have an opportunity, as well as an obligation to be well-versed.



DIRECTOR GEORGE Brewster presents the latest Information Operator of the Month award to **Bette Goddard**. Pictured with Ms. Goddard is **Bob Williams**, manager PAX-information dept. Ms. Goddard, who began her career with the District in 1951 as a bus driver, has been an information operator for the last six years.



BOB WILLIAMS, manager of PAX-information dept., presents **Bess Seaman** an award for being selected the first RTD Information Operator of the Month. Also congratulating Ms. Seaman is **Barbara Hagen**, chief of telephone operations. Ms. Seaman has been an employe of the District since 1949. (New program is detailed in story below.)

FOCUS: RAPID TRANSIT

(Editor's Note: Have a question about the proposed transit improvement plan for Los Angeles? Send your questions to Headway, Room 500, 1060 South Broadway.)

Q. "What does the RTD plan and program cover?"

A. The RTD plan thoroughly covers both the most immediate as well as the long range transit needs of the area RTD serves.

A major emphasis will be the immediate upgrading of our conventional bus services, instituting complete "grids" of lines across most of the region. A wide range of innovative services using express buses on freeways will be developed with the State Department of Transportation. Special lanes and priority treatments for buses on city streets are already being tested and would be expanded. Park-and-ride express services, subscription bus services and mini-bus service would be greatly expanded. To meet these objectives. The RTD has a goal of doubling the size of the current bus fleet within the decade, adding 1,000 new buses in the next three years alone.

To meet major, long-term needs the RTD has identified, engineering and design will start immediately on facilities for a network of corridors where a high-performance, high-capacity transit system is required. A master plan of 240 miles of high-demand corridors has been developed. Automated transit facilities will be installed in at least 145 miles of the master plan within 15 years and at least 30 miles of high speed busway will be in operation in less than 10 years. The first transit would start operation in 1982 or 1983.

Q. "Is a major improvement in public transit really necessary?" "Why can't we just continue more or less as we are?"

A. Yes, a major improvement is necessary. Total passenger travel needs in Los Angeles County will increase 65 per cent from 1970 to 1990, even though the region's population growth is projected to slow to 29 per cent. If Los Angeles is to continue to be healthy and prosperous, we have to find long-term ways to meet our increasing mobility demands that are both cost-effective and environmentally sound.

The automobile, of course, will continue to play a prominent role. But the freeway miles we are building today cost five to ten times as much as those we were building a decade ago and it is costing more and more to operate your private car. Transit has the potential for transporting a lot of people quicker for less cost, and with less disruption to the environment than the automobile. This potential should be exploited where it can.

Q. "What will it cost me?"

A. It depends upon your income and your consumption patterns. Food, drugs and shelter are not subject to the sales tax; tobacco, liquor, clothes and new automobiles are. Projected tax contribution developed for typical incomes and spending patterns range from \$20 a year (for the single individual with a \$5,000 income) to \$69 a year (for the household with two children, and an income of \$25,000). For a family of four having an income of \$10,000, the typical annual contribution to transit is projected to be \$39 (1974 dollars).

PAX phone operators honored

For most of the 685,000 daily riding passengers of RTD, the image of the company is most readily conveyed by the bus drivers.

But equally important in helping to shape the public's image of the District is the invisible voice of RTD — the telephone information operators.

These operators dispense information quickly about the RTD system to over 9,000 daily callers with efficiency and courtesy.

Besides the routine information calls, they also have to exercise their patience when they receive calls from irate riders who phone to air their gripes, or have a sympathetic ear when lonely senior citizens call just to chat.

Recently, District management decided to initiate a program to honor these molders of the RTD's image.

And now each month, a telephone information operator is distinguished as telephone operator of the month.

This PAX operator is selected from a list of candidates who have received both written and oral commendations from the public and who have established an outstanding performance record at the RTD.

Considering their attendance, punctuality, and the manner in which they perform their duties, this list is then voted upon by the PAX supervisors and one individual is selected as Information Operator of the Month.

"We feel that by honoring these dedicated and conscientious employees who so adequately represent the RTD to the public, we can demonstrate our appreciation for their services," explained Jack Gilstrap, RTD general manager.

New RTD line 119 to link cities of Pasadena & Arcadia

As soon as operators are qualified, RTD will begin a new route, Line 119, in the Pasadena-Arcadia area. Line 119, a crosstown bus service, is designed to link the city of Pasadena with the city of Arcadia. Line 119 provides transportation across northern Pasadena to two major shopping centers, a hospital, two high schools and to the Los Angeles County Arboretum in Arcadia.

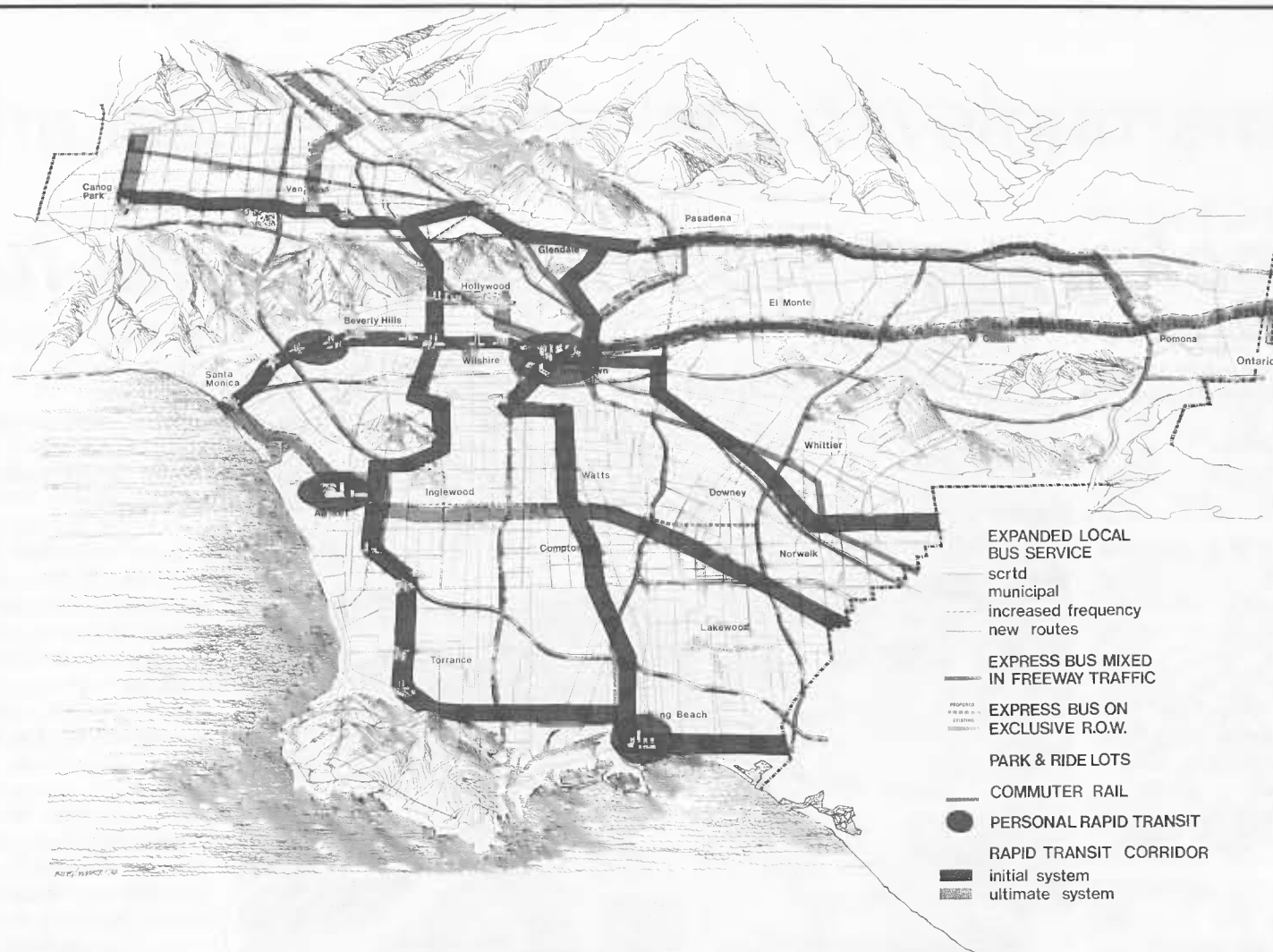
"Public transportation will be available to many more people in the Pasadena-Arcadia area with the establishment of Line 119," said Thomas G. Neusom, RTD president. "Not only will we be transporting residents to places of employment, but also servicing students, shoppers, hospital patients and nature lovers."

Line 119 is scheduled to begin at Casitas Avenue and Woodbury Road proceeding down Woodbury to Lincoln Avenue past John Muir High School and turning onto Washington Boulevard. The bus route continues along Washington, making frequent stops, before turning onto Altadena Drive. The bus travels on Altadena

Drive as far as Orange Grove Boulevard, passing Pasadena High School and Victory Park. From Orange Grove Boulevard, Line 119 will travel along Rosemead Boulevard past the Hastings Ranch industrial area and the Boy Scouts Headquarters, to the Foothill-Rosemead Shopping Center. Once past the Center, Line 119 makes a turn onto Foothill Boulevard, continuing to Baldwin Avenue, past the Arboretum and turning onto Huntington Drive where Line 119 terminates at the Santa Anita Fashion Park.

Line 119 will operate every 30 minutes, Monday through Saturday; and every 40 minutes on Sundays and holidays. Operating hours extend from approximately 5:50 a.m. to 10:30 p.m.

Nine of RTD's bus lines connect with this route at fourteen locations," said Jack R. Gilstrap, RTD general manager. "Lines 19, 31, 64, 67, 68, 107, 108, 109 and 110 give easy access to any points within Pasadena and the entire San Gabriel Valley."



Timing right for rapid transit proposition

The time for rapid transit is now.

A few years ago, whether or not we "needed" a rapid transit system may have been open to argument. The auto was king. Gas was plentiful and cheap. The Mideast Oil Sheikhs were benign. An "energy crisis" was how you felt after a tough day at work.

"Ecology" was a word most of us had to look up in the dictionary. "Environment" was the kind of home-neighborhood we grew up in. Sure, Los Angeles had smog and traffic jams, but no monopoly on either. So did all major American cities.

That was before the recent fuel shortage sprang full-blown upon an unsuspecting Southland. Then, the major difference between Angelenos and residents of other major cities became all too apparent:

People in other cities had an *alternate way to go other than the auto*. Either they had a balanced transportation system already in operation, or specific plans to build one and the local base of public funds that qualified their cities for matching federal money to build it. Los Angeles had no alternative, except its already overburdened bus system.

RTD has adopted a comprehensive master plan for rapid transit in Los Angeles County which forms the basis for Proposition A.

The master plan provides workable solutions for two critical transit needs in this area:

1. A construction program for a county-wide mass rapid transit (MRT) grid guideway system.
2. An immediate major ex-

pansion of the existing bus fleet, and addition of new lines and expansion of existing lines to supplement and to act as a "feeder" service to the ultimate guideway network. This program includes continuation of the present county-wide twenty-five cent flat fare and free transfer privileges on RTD lines and between RTD lines and other transit operators in the county.

The ultimate goal is a 240-mile master plan of corridors, consisting of six east-west and two north-south corridors. As the initial, or priority, goal construction of 145-miles of grid guideway will begin one year after a favorable election on Proposition "A" this November, together with extension of the El Monte Busway east to the Ontario Airport.

The priority 145-mile grid guideway system will be built as subway, surface and aerial (elevated) guideways. It will extend from Van Nuys on the north and Santa Monica on the west; northeast to Pasadena; south to Los Angeles International Airport and Long Beach; and southeast to connections with the proposed guideway-bus system of the Orange County Transit District.

The initial system will link centers of activity and employment throughout the region — Santa Monica, Century City, West Los Angeles, Long Beach, the San Gabriel and San Fernando Valleys, and downtown Los Angeles — each with all the others, as well as with residential areas outside these centers.

Guideway alignments (lines)

along the eight corridors must await additional technical analysis and further expressions of the will of the residents and officials of the communities concerned. This will involve continuing discussions between the county's cities, the District staff and its project consulting team.

When the guideway system is completed, it is expected that every resident of Los Angeles County will be well within a ten-minute drive — or bus ride — of a rapid transit station.

The RTD decision to keep an open mind and its options open in selecting final technologies permits phased construction and introduction to the system of the newest products in the march of technology. This will be true both in transit state-of-the-art and in construction methods — particularly in tunneling techniques.

More to the point of better service to patrons, it makes possible the use of specific transit modes most appropriate to differing areas — high speed, high capacity guideway operation in one corridor; busway operation in one corridor; short-haul PRT service in high activity centers; and so on.

Construction of the initial 145-mile grid guideway system will begin approximately one year after a successful vote on Proposition "A" this November. Key links in the system should be in revenue operation within six years, with the full system completed and in operation in from twelve to fifteen years. In the meantime, the bus system would continue to be improved with the latest innovations, more frequent service, and more routes.

The estimated cost of the initial grid guideway rapid transit system and bus improvement program is \$4.7 billion in 1974 dollars, based on current nation-wide experience. For money to build the grid guideway and bus facilities, the RTD will rely primarily on the proposed one-cent sales tax, matched by federal funds the U.S. Congress has set aside for this purpose.

The District's goal is to commit substantial amounts of monies from the proposed sales tax to grid guideway construction. However, the District Board of Directors has resolved to commit major amounts of local funds only with the assurance of at least a two-to-one matching ratio of federal funds.

There is no absolute guarantee, as such, of federal funding for the total rapid transit plan described here. However, federal funding precedents have already been set in the cases of rapid transit guideway systems already built, proposed, or under construction in San Francisco, Atlanta, Washington, D.C., and Baltimore, Md. The federal taxpayers of Los Angeles County, therefore, can reasonably expect that this area will also receive a share of their federal tax dollars on a par with other cities and commensurate with their urgent transit needs.

In line with conservative fiscal policy, the District will commit local funds from the proposed sales tax on a pay-as-we-build basis, with bonding resorted to sparingly, if at all. This policy will protect the local share of funding that will assure the construction of the ultimate system.

Technology update offers look into future

A glimpse into the rapid transit systems of the future combined with an update of available technologies was presented last week to the Southern California Rapid Transit District and other local agencies.

The RTD, as part of a series on technology reviews dating back to 1969, invited several manufacturers to make appearances to discuss the latest "state of the art." Firms accepting the District invitation were Otis-TTD (air cushion), Krauss-Maffei (magnetic levitation), LTV Aerospace (rubber tire), General Electric (steel on steel), Garrett Corporation (steel on steel), and WABCO (control devices).

"The firms who responded do not represent all the available technologies, but are representative," said Jack R. Gilstrap, RTD general manager. "As the District moves toward making an initial rapid transit mode recommendation for the Los Angeles area, we'll be taking a look at other systems in addition to those viewed at the technology update."

Air Cushion

The Otis-TTD air cushion system involves a vehicle that floats on a 1/16-in. film of compressed air on a fixed guideway. The system was chosen last winter for installation in Nancy, France, the first time the concept will be employed in a mass transit operation. At its Denver headquarters, Otis maintains a test and demonstration track for its system.

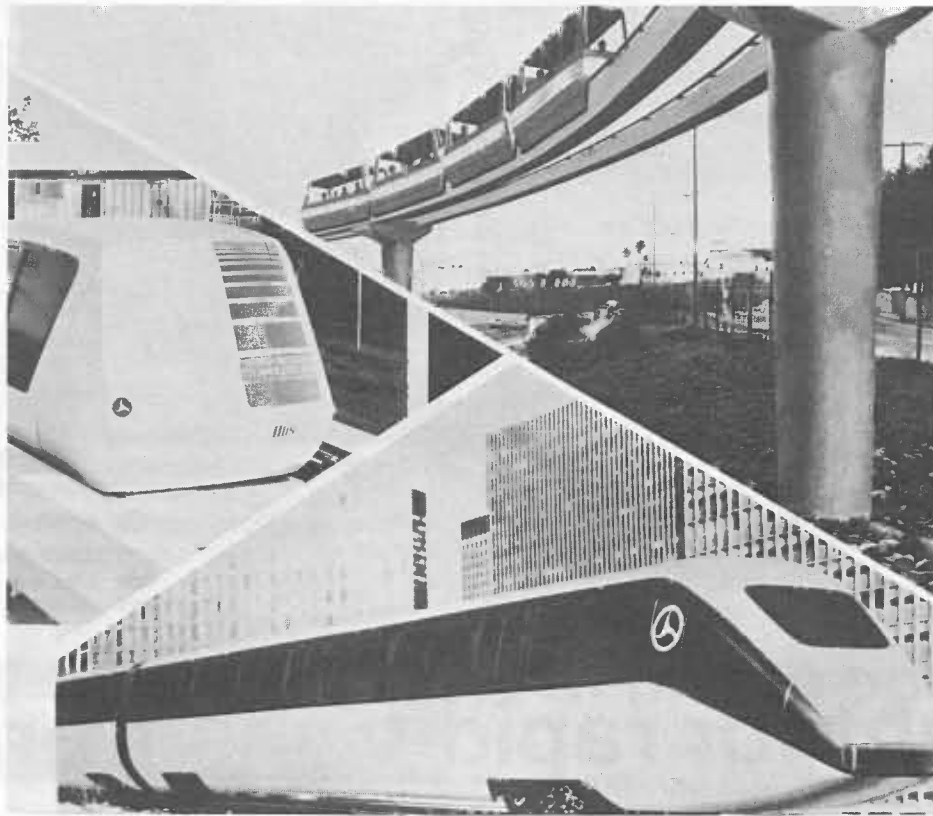
The Otis vehicles, under rigorous testing for over five years, are virtually frictionless with minimum energy requirements, according to a company official. Propulsion is by electric motors with no moving parts to wear out, the company said, which also reduces the need for maintenance.

Otis-TTD is a division of the Otis Elevator Company. The division was selected by the federal government as one of four contractors to set up transit demonstration equipment at TRANSCO '72 in suburban Washington, D.C.

Magnetic Levitation

A second advanced form of transit technology discussed with the RTD was the Krauss-Maffei TRANSURBAN magnetic levitation system. The Munich, Germany, firm has been involved with transportation for over 135 years, chiefly in building locomotives. In its urban mass transportation endeavors in North America, it has been joined by the McDonnell Douglas Corporation, whose McDonnell Douglas Astronautics Co. in Huntington Beach will take project direction.

The magnetic levitation system consists of small automatically



Steel on steel? Magnetic levitation? Rubber tires? Air cushion? Large cars? Small cars? These are some of the modes under consideration for rapid transit in the Los Angeles area. In the upper right is an artist's conception of the Krauss-Maffei magnetic levitation system. At left center is an Otis-TTD six-passenger air cushion vehicle. At the bottom of the photo is a Garrett Corporation Advanced Concept Train steel on steel vehicle, which features an advanced energy storage system.

controlled vehicles suspended and guided by electromagnetic energy and powered along 2 and 1/2-ft. wide guideways by electric motors. The vehicles operate without physical contact between themselves and the track, resulting in almost noise-free operation, according to the manufacturer.

Construction of the first operating American prototype Krauss-Maffei system is scheduled for this fall in Toronto — a 2 and 1/2-mile track which will begin testing with vehicles in late 1975.

"The system would be applicable on such a route as between Santa Monica and downtown Los Angeles, rather than long-haul commuter routes," a McDonnell Douglas spokesman said, "and could handle between 10,000 and 20,000 passengers an hour."

Rubber-Tire

Presenting present day rubber-tire technology was LTV Aerospace Corporation, a subsidiary of the LTV Corporation based in Dallas. LTV discussed its Airtrans system currently in operation at the Dallas-Fort Worth Airport, an 18,000-acre facility.

When fully operational, the airport system will have 68 cars, automatically propelled on a concrete U-shaped guideway by electric motors. The 40-passenger vehicles serve 14 passenger stations located at four terminals, two remote parking areas, and other areas for a total distance of 13

miles. System capacity will be 9,000 passengers per hour.

Average passenger trip time between any two stations will be eight minutes, according to an LTV spokesman. The system began operating last fall.

Steel on Steel - GE

Steel on steel technology, the most common mode found throughout the world for moving passengers besides the private auto and bus, was discussed by two manufacturers, General Electric's Transportation Systems Department of Erie, Pennsylvania, and the Garrett AiResearch Corporation of Torrance.

General Electric pointed out what is called the basic economy, safety, and efficiency of steel wheel and steel rail, as well as the fact that the technology was a known one and was not in the experimental state.

The GE spokesman said that in San Francisco, the public response to the new steel on steel BART system has been overwhelming, with 110,000 swarming to try the system this fall on the first day the Oakland-San Francisco transbay underwater tube was opened.

Noting the controversy that has involved the construction of BART, the GE representative said that when all is said and done, BART is a "truly magnificent system" and will provide Bay Area residents with a "very high level of public

transit mobility at a very reasonable price."

He pointed out that a person can take a three-hour excursion ride on the BART system for only 60 cents.

The GE transit specialist also pointed out that BART and the Lindenwold, New Jersey rail lines are demolishing the "myth" that extremely high population density is required in order to enjoy the benefits of rapid transit. He noted that many commuters are driving to stations on the two lines, even where population density drops below 500 persons per square mile, and then boarding. It is no longer important, he said, that all stations need to be within walking distance of the patrons, as it was during streetcar days.

Steel on Steel - Garrett

Torrance's Garrett Corporation, another proponent of conventional steel on steel technology, discussed new developments in powering such systems. The company is currently demonstrating two New York subway cars equipped with what it calls "a revolutionary system" for energy storage.

Installed in the two cars at the federal Department of Transportation's test track in Pueblo, Colorado, are a pair of flywheel energy storage machines, which store energy normally dissipated in the form of heat during the cars' braking cycle and use this energy to help get the train moving again, thus significantly reducing the power needed to operate the cars.

Garrett officials estimate that if flywheel systems were installed on every New York subway car, electrical power consumption needed to power the subway system could be reduced by 30 per cent — which would save the city 1,000,000 barrels of oil annually and \$10 million on its \$33 million electricity bill.

Control Systems

Rounding out the full-day schedule of presentations was the Westinghouse Air Brake Company (WABCO) discussion of control system advances. The Pittsburgh company has been involved in railroad, rapid transit, and rail-utilizing industrial operations since 1881.

"The presentations were extremely informative and useful," said Richard Gallagher, RTD chief engineer. "In early 1975 RTD staff will be making mode recommendation to the District's board of directors. We will be studying closely how well the newer technologies work out during that time, and how both the new and the conventional technologies might have applicability to the proposed Los Angeles 145-mile priority grid-type rapid transit system."

Barry

The issues: Some late developments

Density argument finally laid to rest by planning group

Low population density in Los Angeles is a "myth," according to George McDonald, manager of planning and marketing, who said the area is the third most densely populated region in the country, right behind New York and Philadelphia.

"Many individuals have claimed that because of this supposed low density, we may be unsuited for such things as a fixed rapid transit system," McDonald said. "But a new study, which eliminates from Los Angeles County the vast unpopulated areas of national forest, desert, and mountains gives a more accurate picture."

McDonald, in remarks delivered at a special conference of the American Institute of Planners (AIP), quoted statistics from the group's recently issued Urban Transportation Fact Book, written by the prominent consulting firm of Barton-Aschman Associates, Inc.

"The New York urbanized area, based on federal census data, has 6,683 persons per square mile, followed by Philadelphia with 5,349," McDonald continued. "And next comes Los Angeles-Long Beach, only slightly behind — 5,313 persons per square mile."

McDonald also cited the Fact Book as the source of an even "more startling" statistic.

"If you eliminate the county's two largest cities of Los Angeles and Long Beach, the remaining land mass of 1,060 square miles has an average density of 4,818 persons per square mile, far and away the densest 'urban fringe' area in the nation," he said.

"Those figures indicate that Los Angeles certainly can support a fixed rapid transit system," McDonald commented, "and that such a system must extend to our dense urban fringe areas."

McDonald also hailed the projected arrival of a rapid transit system as a "once-in-a-lifetime opportunity" to both retain the worthwhile elements of the Southern California lifestyle and revitalize declining urban areas in Los Angeles County.



MODERN RAPID TRANSIT station designs will emphasize spacious seating, level-to-level boarding, quiet pollution-free electric operation, high-speed escalators, automated fare handling, and carpeted vehicles. Facilities will also be designed to easily accommodate the handicapped and elderly passengers. The positive, broad effects of balanced public transit can offer clearer air, energy conservation and freedom of mobility to all people.

Rapid transit will greatly relieve rush-hour traffic

An internationally respected research firm has concluded that the rapid transit system planned for Los Angeles County by the Southern California Rapid Transit District could replace as many as half a million automobiles on streets and freeways during peak commuter periods each day. In a report issued to RTD by Arthur D. Little, Inc., several areas of community impact were identified including rapid transit's effect on traffic congestion and ease of auto travel in the County.

"Rapid transit's greatest impact on traffic congestion will definitely be the number of peak period work trips diverted from autos to rapid transit," said Cyril C. Herrmann, vice president of Arthur D. Little, Inc. "We estimate that 40 per cent of the system's total patronage — as many as 1.2 million trips — will be work trips made during rush hours."

Herrmann said that the exact level of patronage on the District's 145-mile priority system and supporting bus operation will depend on the cost of gasoline, parking, and transit fares.

"If the cost of gasoline rises to 75 cents a gallon — which today does not seem unlikely — and if parking costs continue to escalate with construction and land costs, and if the transit fare is able to be maintained at 25 cents, RTD will carry as many as three million passengers on weekdays," he said. "Even the most conservative estimate of 1.5 million riders would greatly relieve congestion into and through high employment and activity centers. Within that range of patronage, 250,000 to 500,000 vehicles would be displaced each weekday by the RTD system."

RTD's rapid transit and bus improvement measure will appear on the November ballot in Los Angeles County. The transit referendum calls for extensive improvements in the present bus system, including the goal of adding 1000 buses in the next three years to provide a near-term complement to the 145-mile rapid transit network featured in the District's plan.

Proposition A seen as key to clean air effort

Southland residents can expect better air quality if the public transportation improvements planned under Proposition A are implemented in the Basin.

"The unfortunate work stoppage that began in August has demonstrated one fact very clearly — no buses mean more cars which produce more smog," said Al Reyes, RTD community relations officer. "Based on figures supplied by the state Department of Transportation (CALTRANS), on many days last month there were 215 additional tons of pollution fouling the air because

people had to rely more heavily on autos."

Reyes, in speaking October 9 to a meeting of the East San Gabriel Valley Engineers in Glendora, also noted that the City of Riverside has just experienced its smoggiest September in three years.

"Riverside Air Pollution Control District staff found air quality unacceptable on 21 out of 30 days this September as opposed to only 5 such days in September of 1973," he said. "According to their staff, the absence of RTD buses was a key factor in this deplorable increase."

Reyes explained to the group how

the transit improvement plan for the area, which would be funded by revenues generated if Proposition A passes next month, would assist in reducing smog levels.

"An initial goal of the proposal is the acquisition of 1,000 buses over the next three years," the RTD representative said. "Each of these vehicles is capable of removing 40 private autos from the road every trip it makes. By making multiple trips, it is estimated these new vehicles could mean the absence of over 300,000 cars on the road each day."

Reyes said this absence means there would be far less congestion

for the remaining autos to fight. He pointed out the El Monte Busway as a good example of what the utilization of public transit can mean in reducing freeway congestion.

"Ask any San Gabriel Valley commuter heading toward Los Angeles in the morning what the lack of buses has meant," Reyes commented. "During normal operation, the District transports over 11,000 passengers a day on the Busway. During the work stoppage, most of these people have been forced to turn to the automobile, with a resulting increase in congestion."

Don't be surprised if you see some RTD employes sporting a button which reads, "Join the Please Corps."

It is part of an employe courtesy program appropriately referred to as the "Professional People Pleasers" initiated by RTD to recognize its "front-line" sales people — bus drivers, ticket clerks and telephone information operators for extending an extra measure of courtesy to the public in performing their jobs.

"Customers of RTD will be asked to join with us in acknowledging these employes' expertise in performing their jobs," said Jack Gilstrap, RTD general manager. He added that the program, scheduled for a November start date, will offer as an extra incentive, various prizes to participating employes and their families.

Participants who receive letters or cards of commendation from the public during the six-month program will have an opportunity to win certificates good for merchandise at a Blue Chip Stamp redemption center.

These employes will be eligible to participate in **grand prize** drawings at the end of the program, which will send 11 employes and a member of their family on a fun filled week's vacation in beautiful Hawaii.

Additionally the division or unit which has earned the highest percentage of commendations at the end of the six-month program will win for its members a **bonus prize** of a family day at a major amusement center.

"During the last few months RTD has attracted thousands of new riders, many of whom have never ridden a bus before," Gilstrap con-

tinued. "Because of this surge in ridership, it is extremely important that we do everything we can to retain these new customers by making their encounter with RTD as pleasant and satisfactory as possible."

"Too often in the day-to-day-rush of getting things done, such simple acts as a warm smile or a friendly greeting get pushed aside or forgotten," explained Bill Weimer, coordinator of this special employe

courtesy program. "Courtesy plays a major role in how the District serves the public and greatly influences how the public views RTD."

The only contact many people have with RTD is through a bus driver, ticket clerk or telephone information operator. "RTD is only as good as its employes are," added Weimer, "and we hope that the public will identify our employes as 'Professional People Pleasers.' Letters from RTD passen-

gers over the years confirm that they appreciate being served with that extra measure of courtesy," he said.

According to Weimer, employes receiving cards or letters of commendation from the public, will receive certificates good for merchandise at any Blue Chip Stamp redemption center. The name of each employe who receives a commendation will be placed in a container and 11 names will be drawn as the winners of the Hawaiian vacation.

These employes will receive full pay for work missed while they spend eight days and seven nights with a family member at the famous Sheraton Moana Hotel, located on Waikiki Beach. Round trip air fare, hotel accommodations, tours and gratuities are included in the vacation.

During the program, scoreboards will be kept at each of the divisions and units, so that an accurate count can be made of the total number of commendations received by employes of that division or unit.

At the end of the six month period, members of the division or unit with the highest percentage of commendations will receive an all-expense paid day at Disneyland, Knotts Berry Farm, Universal Studios, Magic Mountain or Sea World. Each employe of the winning division or unit will be able to bring his immediate family to the outing.

For the employe who wants to know "How can I win?," Weimer offers this advice "Treat your customers the way you would want to be treated, with courtesy and concern. Be a 'Professional People Pleaser'."



Transit improvements: The benefits are many

What are the real direct and indirect *benefits* of the Master Plan for Rapid Transit to *you*? As a regular automobile commuter? As a potential "non-rider?"

Following is a list of benefits of the rapid transit/bus improvement program:

- **Faster, easier access to medical, educational and shopping centers; entertainment, recreational and cultural activities:** As the freeway system increased accessibility and trip convenience within the county for the motorist, so will the coming system affect the travel-convenience of non-motorists.
- **Improved access to employment opportunities:** Job choice is tremendously increased, allowing even minimally skilled workers convenient access to entry-level jobs, wherever located.
- **Increased region-wide employment:** In addition to system-related jobs — vehicle operators, maintenance and operating people, station guards, supervisory and staff personnel, etc., building the system itself will re-

quire skilled construction and heavy equipment operators, carpenters, surveyors, skilled and unskilled labor.

- **Benefits to local business, industry:** Suppliers of steel, lumber, cement, automated control equipment, computers, and countless other items used in construction would benefit in increased sales.
- **Provides more productive roles in the economy to more people:** Seventeen percent of the households in Los Angeles County have no automobiles; 31% have one automobile. When one member of a household is using the car, the other members are totally transit-dependent. This fact severely restricts their job-seeking (and job-holding) ability.
- **Rapid transit attracts new business, industry:** Logically, new business and industry will find the region more attractive because of vastly improved access to skilled and unskilled employees.
- **\$1,100 average yearly savings in commuter-work trips:** It

"happens" to the average motorist who switches to public transportation.

- **You save even more if you drive more:** Drivers who commute 30-40 miles a day, round trip, would save more than \$1,500 a year.
- **No need to buy a second (third) car:** A one-car family could save up to \$1,900 a year by riding the proposed system instead of buying a second or third car.
- **Savings in parking fees:** Such fees in downtown Los Angeles and other high activity centers are at \$2.75 to \$4.00 a day. If the Federal Environmental Protection Agency (EPA) has its way, they're expected to escalate even further.
- **More money to spend for other necessities:** The average county household spends approximately *twice* as much a year on automobiles as on clothing.
- **Less auto-related taxes for more freeways:** Average cost of highway-freeway construction, based on most recent figures available is \$30-35 million per linear mile, which doesn't in-

clude the cost of the automobiles using them. Estimated rapid transit guideway cost per linear mile in the country: \$30 million — which includes the cost of the transit vehicles serving it.

- **More mobility; less congestion on streets, freeways:** Rapid transit can directly reduce our increasing traffic congestion. The effect of even a modest decrease of vehicles is significant in easing congestion on surface streets and in producing a "free-flow" condition on freeways.
- **Freedom from total auto dependency:** If county auto owners are to conform to imminent, stringent EPA, state and local regulations against auto use in this area, an alternative means of passenger transport is indicated.
- **Freedom from dependence on foreign fuel sources:** The rapid transit system can provide up to 200 passenger miles per gallon of original fuel burned, (diesel or electric guideway), very important in the area of fuel conservation.

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