

# District expands accessible service

The goal of providing an accessible public transportation system to the Los Angeles handicapped community, a challenge the District accepted in 1974, moved one step closer to reality last month.

On Monday, February 18, RTD service with wheelchair-lift-equipped buses was expanded to seven regional routes following an extensive three-month pilot program on Line 88 between Lakeview Terrace in the San Fernando Valley and Los Angeles International Airport.

"This is not a test, we are done

testing," explained Staff Analyst Patti Post, who has been coordinating the program for the Operations Department. "These seven lines represent the first increment of what will eventually be a 23-line system as more accessible equipment becomes available."

Using lift-equipped AM General buses, the accessible service will operate out of Division 2 at 15th and San Pedro Streets downtown, and Division 8 in Van Nuys on the following lines: (from Division 2) Line 2, Brooklyn-Hooper-Compton Avenue; Line 9, West

Jefferson- Huntington Park-South Gate-Hollydale; Line 44, Beverly-West Adams; Line 83, Wilshire Boulevard; and Line 95, Vernon-Vermont Avenue; (from Division 8) Line 35, West Valley Freeway Express between San Fernando Valley and downtown Los Angeles; Line 88, San Diego Freeway Express-Van Nuys-UCLA-Westwood.

According to Post, these seven lines were selected from the 23 targeted lines on a top-priority basis after discussions between District staff and members of the Citi-

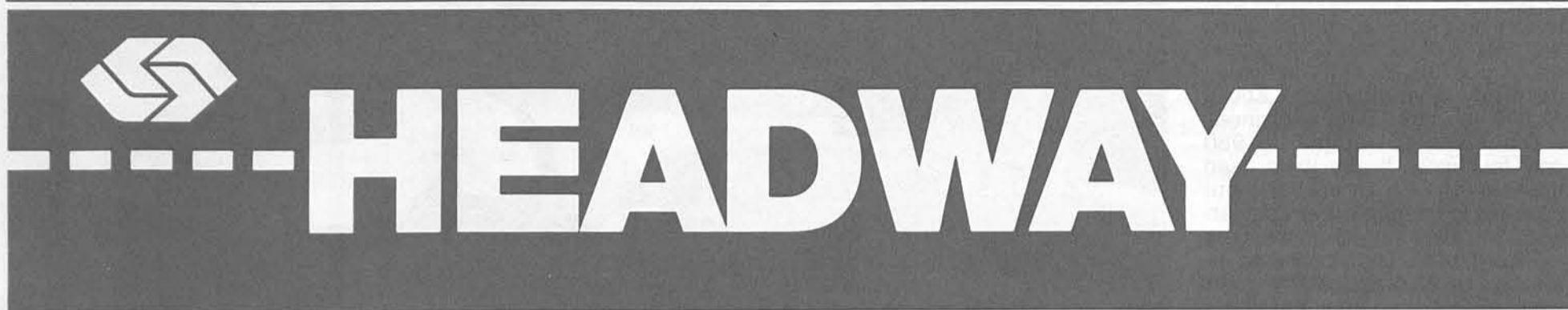
zens Advisory Committee on Accessible Transportation (CACAT).

Special timetables for these lines, featuring the international handicapped symbol, have been prepared which identify all accessible bus trips for the selected bus lines, since not all trips on the line will be accessible Post said.

In addition, the District provides a brochure and map free, which explains the service and system to the handicapped. Cash fare is 20 cents with a SCRTD Handicapped Identification Card (available free)

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Southern California Rapid Transit District



Volume 7, Number 3

March 1980

## RTD unveils system-wide visual identification program featuring new logo, bus paint scheme

When the first of the 1,190 new buses the District will receive in the coming year arrive at RTD operating facilities next month, they will not only herald the beginning of a major fleet renovation, they will mark the beginning of a new, system-wide visual identification program.

The 230 Grumman Flexible 870 Advanced Design Buses, which begin arriving in April, will feature a new paint scheme and logo that District officials believe will increase the system's visibility for its 1.2 million daily passengers and help to attract others.

Starting this spring, all new vehicles (including the 940 General

Motors RTS-2 coaches which begin arriving in October) will feature the new color design of white tops, black window area, and red, orange and yellow stripes running the length of the bus on a white field, accompanied by the District's new transit logo of multi-directional white arrows on a red field with the RTD letters in black.

According to Manager of Operations Sam Black, older equipment will receive the new colors and logo, which is about 10 per cent less expensive to apply than the current version, on a routine repainting schedule.

The new look for the District's buses is only one part of a system-

wide visual identification program developed for RTD by the graphics design firm of Saul Bass/Herb Yager.

Starting in June of last year, the Bass/Yager organization began a phased program designed to develop not only the new symbol and logotype and bus identification system, but also develop a new approach to bus stop signs to include a wider range of information than previously available.

The first 3,500 of these new signs were introduced in the San Fernando Valley in early January. Eventually, the new information signs (made of fiber-reinforced polyester panels attached to poles

in a cube configuration and containing route and schedule information for lines serving the stop) will be installed at more than 30,000 passenger boarding sites throughout the District's 2,200-square-mile service area.

In the months ahead, designers from the Los Angeles-based Bass/Yager firm will be recommending changes throughout the RTD graphics system ranging from maps to shoulder badges for operators.

In addition to the acquisition of new equipment and the implementation of the bus stop information sign program, there are several more reasons for the new look at RTD, according to General Manager Jack Gilstrap.

An acute communication problem became apparent during the gasoline shortage last May — many new riders were simply unfamiliar with RTD buses.

"Thousands of people, many of them unfamiliar with public transit, have turned to RTD during these times of increasing gasoline costs and scarcity," Gilstrap said. "An improved identification and communication program will help solve some of the problems which have persisted since last May."

Other reasons for the new look include the phasing in of accessible service for the elderly and handicapped, planned service improvements and the fact that RTD's present visual system has fallen behind the contemporary look of its sister properties.

"This program represented an exciting and unique challenge," Saul Bass, head of the design firm, told the District's Board of Directors when he presented the new logo for their approval. "Our past and present clients have been predominantly in the private sector, where successful competition for visual attention has a payoff in the form of profit. The RTD, as a public agency, has an equally strong need to communicate its objectives graphically, but in a manner

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NEW LOOK — RTD Board President Marvin Holen (center) discusses new District color scheme and logo with its creator, Saul Bass (right). Displayed on

a Grumman Flexible 870 bus, the paint is red, orange and yellow stripes below the black windows. New symbol is also shown.

## TRIPPERS

### SUPER BOWL WINNER

Los Angeles' football team may have come in second in the Super Bowl, but L.A.'s bus company came out a winner. According to Superintendent, Transportation Services Jeff Diehl, the District was able to operate a "high-calibre type service" to the January 20 game in Pasadena's Rose Bowl and patrons seemed well satisfied.

"Based on experience with the first Super Bowl event held in Pasadena in 1977, we were able to anticipate traffic and travel patterns which were brought about by the closure of various parking areas around the Rose Bowl which normally accommodate about 12,000 vehicles," Diehl explained.

Diehl pointed out that in 1980 only four more buses were used than in 1977's operation, but ridership to the game was up nearly 50 per cent (6,149 passengers versus 4,148). Trips operated increased by 93.5 per cent. Figures were even better after the game when an additional 12 buses were needed to carry 6,227 passengers, a 45 per cent increase over 1977's 4,288 patrons.

"Transportation Services staff and supervisory personnel did an outstanding job," Diehl said, "and the operators performed a small miracle by operating nearly accident free for this move. There were a couple of minor fender-benders, but no injuries."

### HELLO DERE?

Does anybody out there remember Leo R. Crozier? Leo was an operator from 1958 to 1963 with the MTA working out of Division 20 in Pomona. He now lives in New Zealand and would be interested in hearing from any of his friends who are still operating. He has also extended an open invitation to anyone visiting New Zealand to stop in and see him. He is currently a driver with the Christchurch Transit Board and would be willing to show visitors around. You can contact Leo at 87 Cranford Street, Christchurch, New Zealand.

### FALLEN STAR

Six weeks into a six-month pilot program, the RTD's Hollywood Star Shuttle bus service was canceled as a result of a Los Angeles City Council vote to suspend funding because of low patronage. The shuttle service provided free parking in the Hollywood Bowl for patrons who paid 20 cents for travel along the Hollywood Boulevard route. The service was undertaken, at the request of the Hollywood community, in an attempt to improve circulation in the Hollywood Business District.

### GARDENA SPOT

There will be some new buses operating out of the RTD/Greyhound bus station downtown, but they are not the District's. Starting February 1, berths 9 and 10 at Terminal 16 were subleased to Gardena Municipal Bus Lines and GMBL tickets will be available at the RTD Ticket Counter through an arrangement worked out between the District, Greyhound Bus Lines and Gardena. Gardena had been operating downtown out of the Continental Bus Company office at 6th and Main Street, which is now closed.

### THE BUCK STOPS

The RTD Board of Directors has terminated sale of the District's \$1 Super Sunday ticket, ending the

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## NEW DIVISION MANAGER

# Bailey scores another RTD first

Around the Southern California Rapid Transit District, the name Leilia Bailey is fast becoming synonymous with being first.

On January 16 of this year Bailey became the first woman Division Transportation Manager in RTD history — and, perhaps, in Los Angeles public transit history — when she took charge of the District's Van Nuys operating facility, Division 8.

On her way to this milestone, Bailey was the District's first female Division Dispatcher and its first woman Assistant Division Transportation Manager (at Division 5).

As if that were not enough, she is also the youngest person ever appointed to the position of Division Transportation Manager and, also, she has had less time with the company than any of her co-transportation managers.

That last fact has created something of a controversy over Bailey's appointment.

However, Bailey is the first to admit that her career at RTD has been somewhat meteoric. For example, on average the men who are now serving as Division Transportation Managers had about 20 years of service with the District before being promoted to the position. Bailey has been with RTD for nine years.

"Looking at the record, I can see that no one else has made the moves I have made as fast, and I realize that may cause some resentment," Bailey says. "I would not have been disappointed if I had not received this promotion this year. But, on the other hand, in the past nine years I have worked very hard to get where I am."

Actually, Bailey confesses that she never set out to be first in any-

thing at RTD. She joined the District in 1971 as a bus operator after moving to Los Angeles from her hometown, New Orleans, Louisiana, and failing to find a job in her chosen profession of teaching.

"I knew all along that there would be resistance to the first woman in the positions I have held," she says. "I was skeptical at first, it's rough being first in anything. I would have much preferred to follow someone else's lead."

Nonetheless, Bailey is breaking new ground and, as such, realizes she will become something of a role model for other women in the District. Her performance and actions will be closely watched by many — another drawback to being first — but Bailey says she is confident in her ability and sees her new position as a challenge and responsibility that she feels very positive about being able to meet.

"I have simply taken advantage of positions that I felt should have been open to me," she says. "If I weren't qualified for a position, I would not want it."

And, qualifying for her present assignment has been no easy task for Bailey.

When she joined the District, Bailey considered her bus operator job as temporary, something she could do to support herself and her four kids while she continued studying for her degree in education. (Incidentally, one of her sons — Benjamin Bailey — is currently an operator for the District assigned to Division 12 in Long Beach.)

She began as an Extra Board Operator and her friends recall that she was considered a little snobbish because she did not spend her time between assignments

socializing in the Train Room. However, this was not because she was unfriendly. Bailey spent every spare moment studying.

In 1975 a Division Dispatcher job opened up and Bailey applied, despite the fact that no woman had ever held that position. She recalls she was mainly concerned with getting a regular shift so she could better arrange time for school and her family.

Her getting the dispatcher's job marked a major change in her life and career goals. She began to look at her "temporary" job as a possible career and, eventually, shifted her major at California State University, Los Angeles to Public Service Management.

"I was never real enthusiastic about driving a bus," Bailey confesses, "but I have always found relating to people very easy to do and management fascinating. It surprises me sometimes that I can communicate so well with people, whether we are dealing with personal problems or disciplinary actions."

In 1977 she was promoted to Assistant Division Transportation Manager at Division 5 and one year later received her Bachelor's Degree in Public Service Management through the University of Redlands, where she had transferred.

Now, as a Division Transportation Manager, Bailey says she is looking forward to helping improve District operations. She is especially interested in the District's absenteeism problem, the disciplinary system and operator training in terms of relating better to the public they serve.

"Basically, I am very interested in public transit, but I am even more interested in the employees," Bailey says.

# RTD debuts new logo

(Continued from page 1)

more in tune with service to the community of which it is a part.

"The thrust of our design explorations, therefore, was directed toward achieving the best possible fit of RTD's most visible manifestations — the buses and bus stop signs — with their environment . . . the streets and sidewalks of Los Angeles."

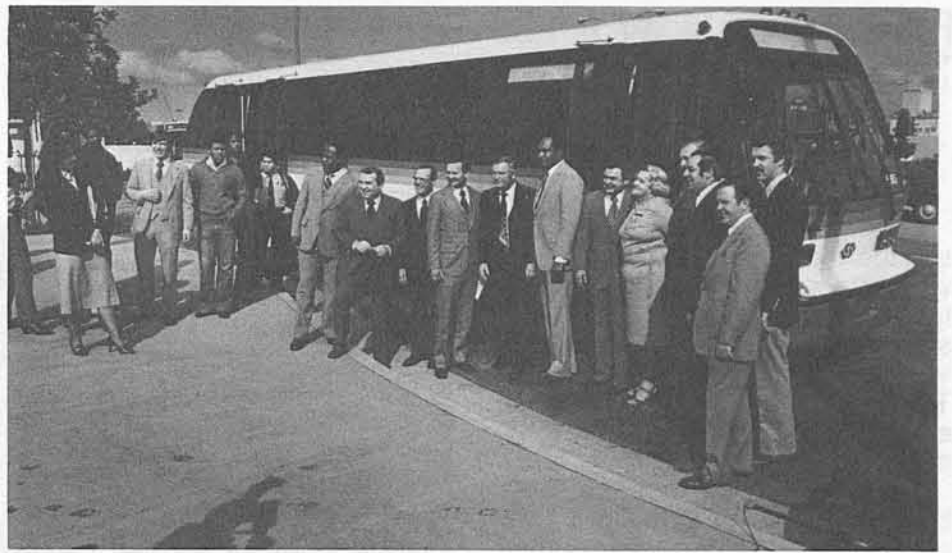
According to Bass, the District's new symbol and logotype represent an expression of mobility by combining multi-directional arrows with the District's initials in a bold combination of red and black. These basic colors, along with the striping in red, orange and yellow, are designed to permit instant identification of an RTD bus in busy traffic.

"The stripes will also give the bus a sense of motion, and they're also the unofficial colors of Califor-

nia: red, orange and yellow," said Bass. "The use of arrows in the symbol is an expression also of the breadth of the RTD system."

Bass told the board the timing of the program was ideal, not only because of the fleet revitalization, "but also because of the natural and necessary interest of the community in its major public transit operator as the result of persistent concern over the price and availability of gasoline."

"Our basic philosophy in working with the District is very much the same as it is with our clients in the private sector: 'Look as good as you know you are.' The new look which has been adopted by the RTD represents the first step in a continuing renewal process and a promise that means ever-better public transportation for Los Angeles in the eighties," Bass concluded.



**SOMETHING TO SMILE ABOUT** — With new buses on order that will replace half the fleet and a new logo and paint scheme on display, there was plenty to smile about. Posing in front of a GMC RTS-2 are, from left, Directors Thomas Neusom, Gerald Leonard, General Manager Jack Gilstrap, UMTA Regional Director Dee Jacobs, UTU President Earl Clark, Mayor Tom Bradley, RTD board President Marvin Holen, board Vice-President Ruth Richter, Director of Public Transportation at GMC Ed Stokel (partially hidden behind) Director David Hayward, LACTC commissioner John Zimmerman and Executive Director of LACTC Jerome Premo.

## 'THESE BUSES ARE SAFE'

# New CHP safety standards sideline old RTD buses

To comply with technical California Highway Patrol regulations, the

RTD has had to temporarily reduce service by about one per cent

# Accessible service grows; more lines expected soon

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to qualified handicapped persons), and the monthly handicapped bus pass is \$4.

Post declined to term the Line 88 pilot program a success or failure, since it was not being judged on the basis of service provided.

"We learned a lot from the Line 88 test in operational and maintenance terms," she explained. "There was a lot we needed to know about the operators working the lifts, equipment modification and maintenance, coordinating schedules with local Dial-A-Ride agencies to help get the handicapped to the bus stop and establishing emergency procedures in the event of equipment failure."

"Our most important priority is to provide this service only when the mechanical integrity of the equipment can be assured on a day-in, day-out basis," said General Manager Jack Gilstrap. "The safety of our patrons is of primary concern, and we have based our decision to

implement additional service on this factor."

Post added that, while the seven-line service will be on a Monday through Friday basis at first, it will be expanded to seven days a week when new accessible equipment becomes available and operators are trained in its use.

"By next year at this time, more than half of the District's fleet will feature lift-equipped buses," said Post.

"This expansion of accessible service to the handicapped community is a significant step toward achieving the District's goal of barrier-free public transportation in our 2,280-square-mile service area," said Marvin Holen, President of the RTD Board of Directors. "As our fleet modernization program moves ahead in the coming months, more accessible service will be added to provide handicapped persons the level of mobility which the RTD has supported for many years."

during peak travel periods.

"Following months of discussion with CHP engineers and officials, it has been determined that the steering on some 60 of our oldest buses, mostly 20 to 25 years old equipment, does not meet the new technical standards of the state agency," explained General Manager Jack Gilstrap.

"We know these buses are safe," Gilstrap said. "Our statistics show there have been no accidents in the recent past because of old steering mechanisms on any RTD bus. At the same time, we recognize the CHP sets bus safety standards. We simply must comply with their recent ruling."

Two weeks after ordering the 60 buses off the streets, however, the CHP inspected 10 RTD operating divisions, and gave high marks to nine of them.

In an unannounced inspection, CHP teams randomly selected 139 buses at the 10 divisions and inspected them for maintenance upkeep. Nine of the divisions obtained grades of A, B or a simple pass, while one division obtained a C rating.

The division that received the C rating was docked for two buses that had excessive steering wheel play, and five buses with chipped wheel rims. Before CHP officials had left the division, the proper maintenance work had been done and the buses were once again certified for street use.

(The CHP has the authority to close down any transit operator in the state it determines is operating in an unsafe manner).

"The CHP gave us an overall rating of B, which confirms what we have maintained all along — we are running a safe fleet," said Rich Davis, RTD's General Superintendent of Maintenance and Equipment.

As for the 60 buses sidelined for excessive steering wheel play, Davis noted the District has been attempting since last April to acquire new steering boxes, but because no manufacturer was in production of the parts, it was necessary to induce one to manufacture them.

"It's like trying to get a part for an Edsel," Davis said.

The new steering boxes became necessary last spring when the CHP stiffened its regulations on

free-play in steering wheels. Due to the extreme age of buses in the fleet, some of the older buses do not meet the new CHP standards.

Gilstrap pointed out that the allowable tolerance in steering now demanded by the CHP is equal to about 6/10th of an inch free play in the steering of a Chevrolet Nova, for example.

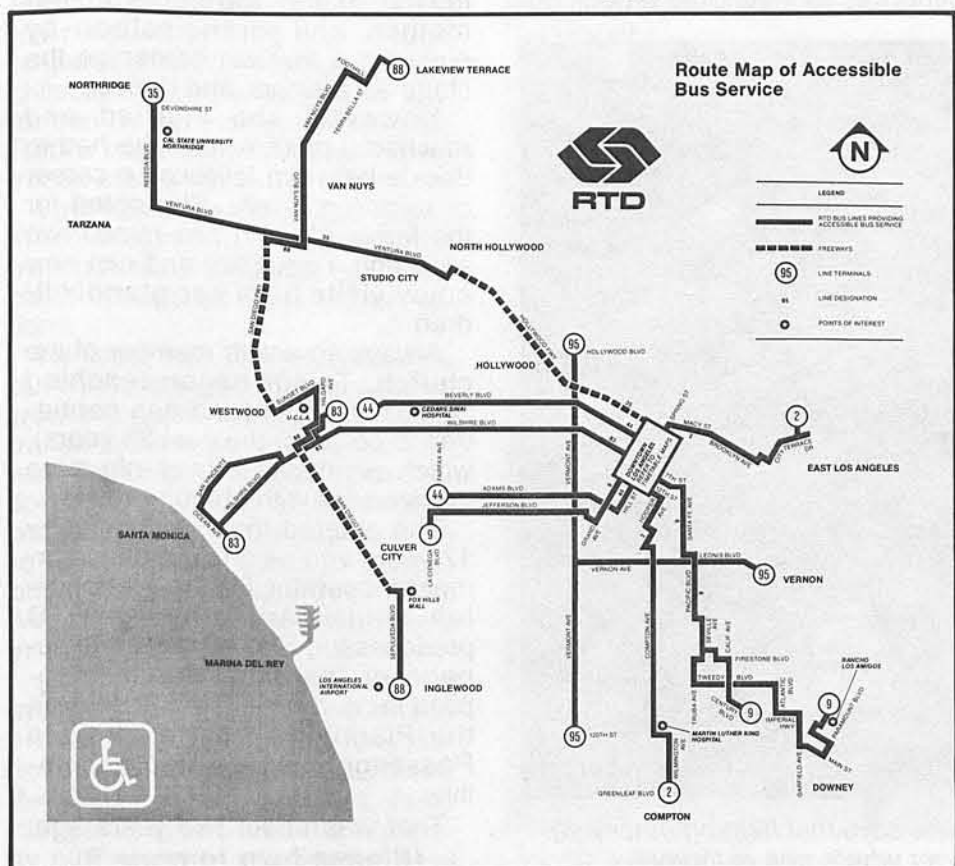
At the time of their division inspections, CHP officials noted that there is no correlation between routine maintenance inspections and the District's safety record, which has been consistently high.

"Considering the number of miles we travel, and the million and a quarter boardings we carry a day, the RTD has reason to be proud of its safety record," Gilstrap said. "Riding one of our buses in Los Angeles is safer than riding in your own car."

By shuffling buses around and spreading service on some lines a little thinner than usual, Manager of Operations Sam Black was actually forced to cancel only 20 buses out of the 2,000 used during rush hours, or approximately one per cent reduction in service.

"This service should be restored when the District receives its shipment of 230 new buses beginning next month, or sooner if the aged equipment can be updated to meet CHP safety standards," Black said.

However, orders have been placed with manufacturers that will replace half of the District's fleet in the year to come and Black said, "By spring of 1981 our operators will stand a 50-50 chance of driving brand new equipment, and we will be able to build up a reliable standby fleet for emergencies."



## CLASSIFIED

Employees and retirees of RTD may use this column free of charge. Ads will be limited to one per person per month and will not be held over for repeat. Ads should be submitted either typed or printed by the 14th of the month. Include your name, work location, company phone and home telephone numbers.

District policy prohibits ads for commercial ventures and such will not be published or returned. Send ads to Headway, Location 32, if you use company mail; or Headway, 425 S. Main Street, Los Angeles, CA 90013 via U.S. Postal Service.

## FIFTH YEAR IN A ROW

# Bus operator aids in Easter Seal telethons

Most people watch telethons to see the wide variety of entertainers who appear to help raise money for the sponsoring charity. But, sharp-eyed District employees who watch this year's Easter Seals Telethon may spot an RTD bus operator taking pledges over the telephone.

Dale Evelyn Kinkade, an extra board operator at Division 1, will mark her fifth year as a volunteer for the 19-hour, national fundraiser which will be held March 22 and 23 and broadcast locally over KTTV Channel 11.

Kinkade's work with the Easter Seals campaign is only the latest chapter in a long history of volunteer work to help others which began when she was in high school in Detroit, Michigan, the city of her birth. She volunteered to take part in a Leukemia Walk-a-thon, where participants solicit pledges of money based on how far they walk. (For example, if you got 10 people to pledge \$1 per mile and you walked 10 miles, you would have raised \$100).

Kinkade set the pace for her later involvement as she managed to raise more money than anyone else in the city of Detroit, not by walking farther, but by lining up more donors.

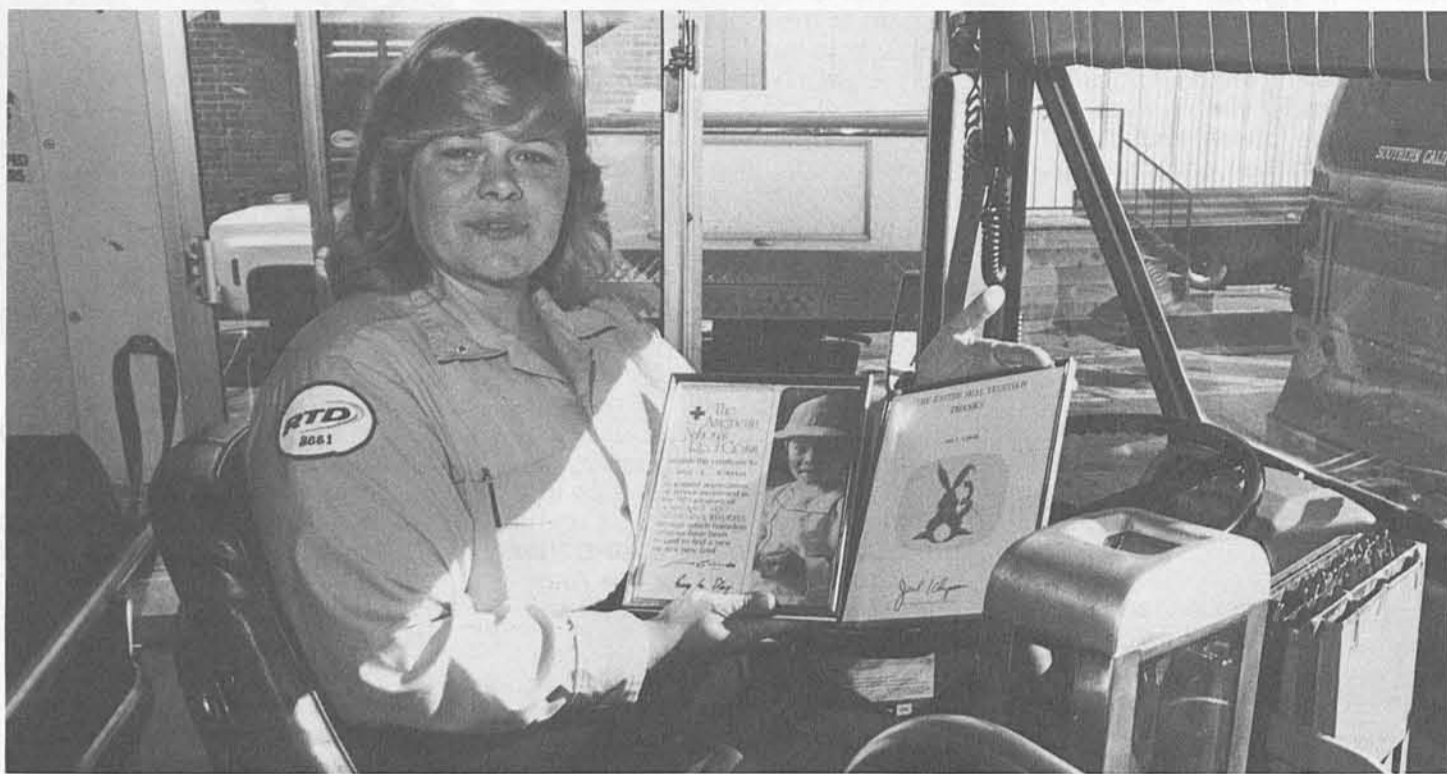
Enjoying the feeling she got from helping others, Kinkade volunteered on a regular basis to aid the Red Cross blood donor program on the administrative and storage end.

After moving to Los Angeles in 1969, she continued working with the Red Cross, but the main question that always arises is: Why?

"I just like to keep myself busy," says this mother of a two-year-old girl as she worked on some needlepoint in the train room between assignments. "I have always liked working with people — especially kids — and find volunteer work to be interesting because of the variety of people you meet and it's also very, very gratifying work."

Kinkade recalls that one of her proudest moments came in 1975 when she participated in the Red Cross' program to aid the flood of Indochinese refugees who came to this country after the United States withdrew from South Vietnam.

She helped to locate sponsors for the refugees to live with, to find



**BENEFITS** — Aside from the good feeling she gets for helping others, all Dale Kinkade receives for her volunteer efforts are certificates of appreciation. But, that is more than she wants.

them jobs and also worked to locate members of families that may have become separated during the trip to America.

"Reuniting the families was perhaps the hardest thing I did since there was often a language barrier to overcome and quite often members of a family were scattered all over the country, or even the world," she remembers.

There was nothing complicated about her involvement with the

Easter Seals Telethon. Driving to work one morning she heard a radio announcement saying the telethon desperately needed volunteers.

She has spent the past five years helping the national fundraiser in a variety of ways from answering the telephones to helping tabulate and sort pledges according to city and state.

Kinkade says she feels more people would be willing to help but

they just do not know how to take that first step.

"Most service organizations always need either time or money," she explains. "Well, I don't have that much money but I have plenty of time, so that's what I give."

"I would suggest that anyone who wants to help a group just give that group a call and tell them you want to get involved. The people are fantastic, they're the nicest people you'll ever want to meet."

## Assistant Planner finds that helping other people has been a big help to her

Charity is no longer simply a virtue, it has become an industry. Thousands of organizations staffed by millions of volunteers daily aid those less fortunate than themselves. And, if you ask just about any one of them why they do it, the answer you are likely to receive is "It feels good to help others."

RTD Assistant Planner Peggy Jene Taylor agrees with that, but adds that her lifelong involvement with helping others has also been

a tremendous help to her in her private and professional lives.

Her efforts on behalf of others, from volunteer church work to serving as the vice-president of the Pomona Valley chapter of Zonta International, have taught Taylor much about herself, the people she has met and why some people are happy with their lives and others are not.

She is currently pulling these experiences together into a book en-

titled "Getting to know you." Primarily aimed at women, Taylor says the emphasis of the book "is to learn to take where you are in life and do something with it, being happy at each phase of your life makes it easier to grow as a person."

There have certainly been a lot of phases to Taylor's life.

As a young woman she was actively, and quite successfully, following in the footsteps of her mother and grandmother by pursuing a musical career on the stage as a singer and dancer.

However, she married and reached a point where she had to decide between following a career or raising a family. She opted for the family life and has raised two sons and a daughter and can now enjoy visits from her grandchildren.

Always an active member of the church, Taylor began teaching Sunday School (and has continued to do so for the past 23 years), which eventually led her into more involvement with church groups.

She entered the transit industry 17 years ago as a telephone information operator for the Metropolitan Transit Authority, an RTD predecessor. She advanced to supervisor, instructor and then applied for and received a position in the Planning Department as a Passenger Service Representative.

That was about two years ago, (Please turn to page 8)



**HELPING OUT** — Peggy Jene Taylor has worked her way from Telephone Information Operator to Assistant Planner and she says that helping other people has helped her get where she is today.

## SCHEDULE CHANGES

### Moving up

**Abraham Abrego** from div. disp/ex. radio disp. to radio disp.  
**Wendell Agee**, from operator to extra schedule checker.  
**Vincent Amico**, from utility "A" to mechanic "A".  
**David Andrus**, from elec. comm. tech. to sys. elec. comm. tech.  
**Leilia Bailey**, from asst. div. transp. manager to div. transp. mgr.  
**Ruben Balce**, from typist clerk to div. steno.  
**Jimmie Bennett** from operator to extra schedule checker.  
**Irvin Brewer**, from elec. comm. tech. to building maint.  
**Alan Brown**, from utility "A" to mechanic "C".  
**Janina Capoccia** from personnel tech. to temp. office supervisor.  
**Luduvico Castro**, from operator to extra schedule checker.  
**Freeman Crutchfield**, from mechanic "C" to mechanic "B".  
**Donald Durfee**, from Mechanic "B" to mechanic "A".  
**Fred Duffy**, from mechanic "B" to mechanic "A".  
**Anthony Fiore**, from mechanic "B" to mechanic "A".  
**John Francey**, from operator to extra schedule checker.  
**Wesley Freeman** from mechanic "C" to mechanic "B".  
**Larry Hale**, from operator to extra schedule checker.  
**Gerald Hawkins**, from st. clk. trk. rvr. to re. equi. rec. spec.  
**Dieter Hemsing**, from mechanic "C" to mechanic "B".  
**B. Hilaman**, from operator to extra schedule checker.  
**S. Hill**, from operator to extra schedule checker.  
**John Hirth**, from utility "A" to mechanic "C".  
**Linda Huffer**, from ticket clk. to general clk.  
**Rosendo Jauregui**, from utility "A" to mechanic "C"

**David H. Jensen**, from mechanic "C" to mechanic "B".  
**Lourdes Kangarlou**, from janitor to temp. cash clk.  
**Arthur King**, from elec. comm. tech. to sys. elec. comm. tech.  
**Frank J. Kirshner**, from supt. shops & auto to Director of Equipment Engineering.  
**Warren Knox**, from utility "A" to mechanic "C".  
**James Lane**, from utility "A" to mechanic "C".  
**Charles McCartney**, from mechanic "C" to mechanic "B".  
**Cornelius McCoy, Jr.**, from utility "A" to mechanic "C".  
**John McKemie**, from utility "A" to mechanic "C".  
**Rene Martinez**, from mechanic "C" to mechanic "B".  
**James Monroe**, from operator to extra schedule checker.  
**Steven Mullaly**, from utility "A" to mechanic "C".  
**George Nerio**, from mechanic "C" to mechanic "B".  
**Alvis Nonaka**, from mechanic "C" to mechanic "B".  
**Nancy Nordine**, from schedule analyst to extra radio dispatcher.  
**Alvin Norman**, from typist clerk to stock shop clk.  
**Franklin Nott**, from operator to extra schedule checker.  
**Rosa Opoku**, from temp. secretary to senior secretary.  
**Teofilo Ponce**, from utility "A" to mechanic "C".  
**Jose Preciado**, from utility "A" to mechanic "C".  
**Richard Presnell**, from info clerk to ticket clerk.  
**Charles Proctor**, from rel. eq. rec. spec. to building maintainer.  
**Joe Quesda**, from utility "A" to mechanic "C".  
**Leopoldo Rendon**, from operator to extra schedule checker.  
**Sergio Romo**, from mechanic "C" to mechanic "B".  
**Raul Salazar**, from mechanic "C" to mechanic "B".

**Jaime Serratos**, from mechanic "B" to mechanic "A".  
**Barbara Service**, from ticket clerk to extra radio dispatcher.  
**Oscar Solomon**, from operator to extra schedule checker.  
**D. Sullivan**, from operator to extra schedule checker.  
**Raymond Trupin**, from adm. analyst to staff assistant II.  
**Vic Uemrua**, from mechanic "B" to mechanic "A".  
**Frances Walker**, from maint. manpwr. to personnel coord.  
**Patricia Walker**, from typist clerk to operator.  
**Barry Westfall**, from operator to extra schedule checker.  
**B. L. Williams**, from operator to extra schedule checker.  
**Dennis Young**, from operator to trn. safety off.

**Dan G. Bailey**, former operator, passed away January 8. He joined the District in December, 1919 and retired in April of 1961.  
**Francis A. Bergeron**, former operator, passed away December 22. He joined the District in June, 1953, and retired in April in 1976.  
**Julio Burgos**, former utility "A", passed away November 22. He joined the District in December, 1946, and retired in June of 1968.  
**Ual L. Drake**, former accountant, passed away January 13. He joined the District in November 1924, and retired in August of 1965.

**Lula H. Ellis**, former Operator passed away on December 9. She joined the District in November, 1944 and retired in March of 1975.  
**Juan Gomez**, former mechanic passed away December 29. He joined the District in March, 1921, and retired in June of 1967.

**Jordan Gray Holland**, operator at Division 7, passed away December 29. He joined the District in July of 1960.

**Harvey C. Reeves**, former operator, passed away December 14. He joined the District in February, 1924, and retired in May of 1962.

**Joseph E. Rosenberg**, former operator, passed away December 29. He joined the District in November, 1944, and retired in June of 1966.

**Carl Stanford**, former operator, passed away on December 8. He joined the District in February 1944 and retired in October of 1954.

**Harley Tooley**, former operator passed away on November 21. He joined the District in October, 1957, and retired in April of 1979.

**Dorothy Walker**, former utility "B", passed away on December 20. She joined the District in September, 1943, and retired in November of 1962.

**Manton White**, former operator, passed away on December 12. She joined the District in September, 1929, and retired in June of 1961.

(Editor's note: Friends throughout District headquarters contributed to the memory of Ed Auger and their donations made it possible to provide 28 Gideon Bibles to be placed in hotels or motels).

### Shifting gears

**Robert L. Barth**, 34 years. Operator at Division 9.  
**Arthur Begg**, 34 years. Division Transportation Manager at Division 1.  
**John Gallagher**, 34 years. Radio Dispatcher.  
**Richard George**, 32 years. Supervisor of Vehicle Operations.  
**Tony Greenburg, Jr.**, 21 years. Division Dispatcher at Division 9.  
**Winfred Hastin**, 36 years. Mechanic "A" at Division 9.  
**Dayton Holloway**, 35 years. Operator from Division 3.  
**Clifton Lawson**, 38 years. Division Maintenance Manager from Division 15.  
**Gurson Levitt**, 37 years. Operator from Division 6.  
**Paul Musko**, 31 years. Operator from Division 3.  
**Max Stewart**, 41 years. Operator from Division 7.  
**Bennie Varon**, 22 years. Operator from Division 7.  
**Joseph Wharton**, 34 years. Operator from Division 1.

### In memoriam

**Charles E. Auger**, former draftsman II, passed away January 12. He joined the District in April, 1958 and retired in September of 1975.

## Low joins Rapid Transit as Director of Architecture

Douglas Alan Low has joined the District staff as Director of Architecture and Planning in the Rapid Transit Department, where his responsibilities will include preparation and coordination of architectural and planning work performed by consulting firms for the RTD's planned 18-mile rail rapid transit starter line.

Low has 28 years of experience in the design and management of transportation projects, with special emphasis on rapid transit stations.

He spent four years as Manager of Architecture for the consultants working on Atlanta's new rapid transit system. In that position he was responsible for all transit station design efforts, from in-house preparation of conceptual design to review of succeeding design phases by consulting firms. The Atlanta system began operations in June of last year.

For the Bay Area Rapid Transit system in San Francisco, Low had primary responsibility for five station designs. Just prior to joining the District, Low spent two years with the Ralph M. Parsons Company of Pasadena, working on rail

projects and projects in Saudi Arabia.

He has two grown sons and lives with his wife and daughter in Claremont.



DOUGLAS ALAN LOW



### Retiree recognition

Nearly 220 years of service to the District and its predecessor agencies was represented by February's group of retirees, honored at a Board of Directors' meeting for their devotion to duty. Director Gerald Leonard (left) presented certificates of appreciation to Richard L. Boyd (30 years), Bennie Varon (22 years), James Scoggins (20 years), Gurson M. Levitt (37 years) and Charles Warfield (28 years). Unable to attend the ceremony were Tony Greenburg, Jr., Cliff Lawson and James Taylor.

## COMMENDATIONS

(Editor's note: Quoted below are excerpts from just a few of the hundreds of letters of commendation praising the actions of District operators which are received each month from passengers by the Customer Relations Department. All such letters are reported to the operator by his division manager and a copy of the letter is placed in the operator's personnel file).

**Isiah McClain, Line 436:** In the last four years I have been to many of the major cities in the U.S. and, through comparison, find that your bus system is the best I have found. I also wish to tell you that your drivers are some of the finest I have come across. One in particular is most courteous to all of his passengers as well as considerate. I thank you for your effort for no doubt you must have overcome many obstacles to give us our present transportation system.

**Laura R. Chapman, Line 26:** I wish to express my appreciation for her outstanding performance. She is always courteous to everyone, always obeys all traffic laws and provides safety for the passengers and always treats the elderly and disabled with dignity and

respect. I have been riding RTD over 25 years, but this employee's service is above and beyond the call of duty.

**Lee E. King, Line 91w:** Yesterday, I rode with one of the nicest drivers I have encountered in a long time. He was courteous to those who asked questions, was patient with passengers who were slow getting on and off and was an extremely good driver. As I am a daily rider, I thought you might like to know that this driver's courtesy really stood out.

**Johnnie L. Abner, Line 604:** I had the unusual experience of riding with a driver who was a most professional as well as pleasant driver. If a recommendation from an appreciative passenger would be of any value, it seems to me that he would be an excellent teacher for new drivers. It is rare to find a driver that relates to his passengers in so positive a manner while maintaining strict attention to his driving, which was extremely competent. He observed all courtesies to other drivers, yet kept to his schedule.

**Steve C. Woods, Division 5:** I alighted from the bus to transfer to the Northbound La Brea bus just as the "Don't Walk" flasher came

on. My bus was already at its stop, but it was raining so hard I did not dare to cross the street to catch the bus. The driver waited until the light changed green for me to cross the street and for this I thank him. He waited a long bit for me to get to his bus, more than I would have expected any driver to do.

**Benjamin Boone, Sr., Line 757:** He is thoughtful, courteous and concerned about his fellow humans. He never loses his temper no matter what the provocation. He is an excellent driver and uses good judgement. He is reliable in keeping his schedule. Believe it or not, he even calls the streets so as to wake sleeping or inattentive passengers. I work in a public service myself and I really appreciate it when I see a person follow company policy and try hard to please the public.

**Dayton L. Holloway, Line 436:** The car just seemed to materialize in front of the bus in the middle of a block. The driver had to hit the brakes hard and fast to avoid

hitting the car, which was so close that I am sure it was only a matter of inches. I was sure that a collision was unavoidable and I, and the other passengers, braced for it. But all I felt was a sudden lurch as the bus stopped suddenly and the car above drove away untouched. The driver apologized for the sudden stop! His vigilance and driving skill saved us from what might have been a serious accident.

**Pete Romero, Line 490:** He is unfailingly good natured, friendly and helpful, as well as being an excellent driver. Getting up and going to work is not always the best way to start a day, but it certainly helps to ride on a bus that has a consistently friendly atmosphere, generated primarily by Pete. Almost all the regular riders know him by name and they greet him.

**Moses D. Lewis, Line 83:** I was particularly impressed with his attention to the needs of his passengers, especially senior citizens. I wish more drivers were like him.

## A bus driver has a tough, tough job — Holen

Editor's note: If you are a bus operator, you have probably wondered at some point if anyone "downtown" is really aware of the problems you face driving around the streets of Los Angeles. Quoted below are excerpts from two recent letters written by RTD Board of Directors President Marvin Holen to State Assemblyman Herschel Rosenthal (D-45th District) and Los Angeles City Councilman David Cunningham, who represents the 10th District, in response to concerns expressed by the legislators about the lack of courtesy on the part of some District operators towards passengers and acts of harassment and violence which occur on District buses.

"... I have come to learn that a bus driver has a tough, tough job. The driver all day long is maneuvering a great big vehicle through Los Angeles traffic. He must deal with hundreds of members of the public — many of whom are hostile simply because they have to take a bus. He is under pressure to maintain his schedule, drive safely, monitor the farebox, answer questions, watch the passengers, generally run at peak hours in an overloaded condition, operate a grossly overage piece of equipment and meet all the other of his responsibilities. And, he is doing all of these things at the same time.

"Sometimes a driver's reservoir of patience and tolerance runs dry. The elderly, who are themselves often less tolerant due to the accumulated infirmities and limitations of age, and the lessening quality of the ride itself due to overloaded conditions, are the least able to withstand a slight or a hostile remark. It seems to me we have to do a better job on the theme that 'courtesy is a two-way street' — that bus drivers are also people and that if the public treats a driver with courtesy and respect, then it is more likely the driver will respond in like manner."

"... I believe the problem of security is one of the most difficult we face. There is no level of crime on the bus which is tolerable, even one instance is one too many... In our efforts to address the problem, we have managed to obtain legislation giving our special agents peace officer status, upon completion of training, and thereby the ability to make an arrest. We have installed two-way radios throughout our fleet for instant communication with our dispatchers and through them to the appropriate police agency... We have installed emergency light flashers also to get the attention of any passing police vehicle.

"... To begin providing guards on every bus is so labor intensive it would result in a nearly doubling of our costs and a consequent severe reduction in service... We now have a Ride-Along program with the Los Angeles Police Department and Sheriff's Department that does have some measure of success... Recently, Mayor Bradley arranged a meeting with Chief Gates in order to raise the priority level within the police department for assigning officers to the Ride-Along program... This is the approach I believe we have to take, full cooperation between the District and established police agencies, with the police agencies providing a relatively high priority to this type of program..."

## CREDIT UNION

### The future is only tomorrow

As parents, your job is never done. But, one good deed you can do now that will last a lifetime is to give each of your children a membership in your Credit Union.

Once someone becomes a member of the credit union they may remain a member for life, no matter where they go or what they do. Your children have little need for our services now, because they have little money and few responsibilities. For the time being, their membership will simply be a piggy bank that pays interest.

However, as they grow their need for financial resources will swell. Eventually, they'll marry and a new lifetime of saving and spending, credit and cash will begin. Then, that small share-savings account, opened in their name years in the past, will assume new importance in their life.

We don't know what interest rates and services will be that far in the future, but you can count on us offering more for the money than any commercial lender. Your action now can guarantee your children a more stable financial future. As your dependents, a child is eligible to join. Once a member, they are a full member in their own right, and can remain so for the rest of their life.

Take a moment to fill out a membership application for everyone in your family. To open an account takes only \$6, of which \$5 goes toward savings and \$1 for an entrance fee. If your dependents have accounts in other savings institutions, they may want to switch that money to their new credit union account, since it pays higher yields than many commercial institutions.

But do it today. The future is only tomorrow.

## Assistant Planner finds helping people has been a help to her

(Continued from page 4)

and at the same time friends sponsored her and encouraged her to join Zonta International, a service organization for executive women in business and the professions with more than 30,000 members in 46 countries on six continents.

Zonta is an Indian word meaning honesty or integrity.

"We're a very active, non-profit group that tries to support programs locally as well as internationally," explains Taylor.

She says that the Pomona Valley chapter provides volunteers or funds for such area organizations and programs as the Children's Library, the Pomona Valley Hospital, the Meals-On-Wheels program for the elderly or shut-ins, the House of Ruth (a halfway house for women coming out of prison), and a program for unwed mothers who want to keep their babies rather than place them for adoption.

A 60-year-old organization, Zonta's main fundraising function is providing scholarships to women around the world who show ex-

ceptional ability and need financial aid. Each chapter raises funds which are distributed through club headquarters. The Pomona Valley chapter, which was established in 1958, holds an annual Fashion Show and Boutique to raise money for the scholarships.

"Last year, Zonta International granted 22 fellowships to scholars from 10 countries," Taylor says.

Taylor, who described herself as not just a joiner but someone who must get involved, says her involvement over the years — and particularly with the women in Zonta — has "been an inspiration" for her life and career.

"I have always believed that we are all going someplace in our lives and I just prefer to be with people who are concerned about other people," Taylor says. "I'm not saying it's not good to be concerned about yourself because you have to care about yourself before you can care for someone else."

"I am simply saying that being sincerely interested in helping others will always help you."

EQUIPMENT TRUST CERTIFICATES

*New bus payment requires 'unique approach'*

RTD recently wrote a new page in the history of American public transportation when the District placed the largest bus order for a single transit property in United States history — 940 General Motors RTS-II Advance Design buses.

At the same time, the District was breaking new ground in terms of paying for the vehicles.

While federal funds provided 80 per cent of the \$146 million total purchase price, the District had to come up with nearly \$30 million in local matching funds required by the Urban Mass Transportation Administration (UMTA).

To raise the money, the RTD issued \$29,245,000 of what are called equipment trust certificates.

"Using equipment trust certificates is a unique approach for making a large capital investment by a public agency such as the RTD," explained Marvin Holen, president of the District's Board of Directors. "For years the railroads and airlines have been using the method, which basically means that an outside lender holds title to the equipment, but we are pioneering the technique with a public entity."

It took more than 20 months for the District to get UMTA approval and work out the details for use of the certificates, but in so doing became the first public agency to use the equipment trust certificates to buy buses in combination with federal funds.

Holen pointed out that it would have been virtually impossible to come up with another way of raising the local matching funds without resorting to new tax funds, higher fares or a combination.

A consortium, consisting of more than 30 major investment banking firms, combined to purchase the certificates via sealed bid, explained RTD Controller-Treasurer-Auditor Joe Scatchard. Headed by some of the top names in the investment banking trade (including Merrill Lynch White Weld Capital Markets Group, Dean Witter, Bache Halsey Stuart



*SIGN HERE* — District Secretary Helen Bolen (above) signs each of the nearly 6,000 equipment trust certificates using a machine that signs 10 at a time. Below, District Treasurer Joe Scatchard (right)

caps nearly 20 months of work by turning over a check for more than \$29 million to Warren Fuqua, a Trust Officer with Lloyd's Bank, trustees in the transaction.

and Smith Barney), the consortium then sells the certificates, which have a par value of \$5,000 each, to investors.

According to Scatchard, one advantage of this type of financing is that the investors get the tax advantages of an investment tax credit. The certificates are attractive to investors as a highly-rated tax-exempt issue with the buses as collateral. Just how attractive was evidenced by the fact that the consortium sold 85 per cent of the issue to smaller investors in one day.

The certificates, which have maturities of between 3 and 10 years, received an AAA rating from Standard and Poor's. The top ranking is unusual for governmental agencies and speaks highly of RTD's credit rating. The issue is guaranteed by insurance from the Municipal Bond Insurance Association, an alliance of large insurance companies.



EMPLOYEES OF THE MONTH

*Enthusiasm and dedication bring kudos to trio*

Employment specifications and job descriptions can outline the basic qualifications for a position, but they don't cover other equally essential qualities like enthusiasm,

loyalty and dedication. However, each month a trio of District employees who embody these traits receive kudos from the Board of Directors and District.

Added to the RTD honor rolls were Information Operator Jeannette Spowls, Division 9 Operator George A. Zeranko and Division 9 Mechanic Juan Melendez.

Jeannette has worked for the District since November, 1964 (when RTD was established) and was similarly honored as Information Operator of the Month in April, 1975. She has maintained a good attendance record, receives many commendations from patrons she serves and is noted for the accuracy of her information.

George Zeranko has earned a 17-year safe driving award for the 17 years he has worked for the District. During his employment, he has had only three missouts and has never been sick, earning himself a perfect attendance record.

As a Mechanic A, Johnnie Melendez works in the body shop at Division 9 repairing coaches. A good-natured, conscientious individual who is noted to be an enthusiastic learner, Juan helps make out accident reports because he knows the labor and materials needed for repairing a coach. In his 22 years with the District he has proven to be a valuable asset.



*HONORED* — Receiving their awards as Employees of the Month are (front row, left to right) George Zeranko, Joe May, Juan Melendez and Jeannette Spowls. (Back row, left to right) Director Jay Price,

J.J. McCullough, George Michaels, Bob Clenard and Bob Williams. May was picking up his award from the previous month.

## AT DISTRICT EXPENSE

*Malibu run turns into all-night affair*

When weather conditions force an airplane loaded with passengers to divert from its scheduled destination, it is not unusual for the airline company to provide hotel accommodations and food for the stranded travelers at company expense.

But would you expect a bus company to do the same thing? After all, how stranded can a city bus get?

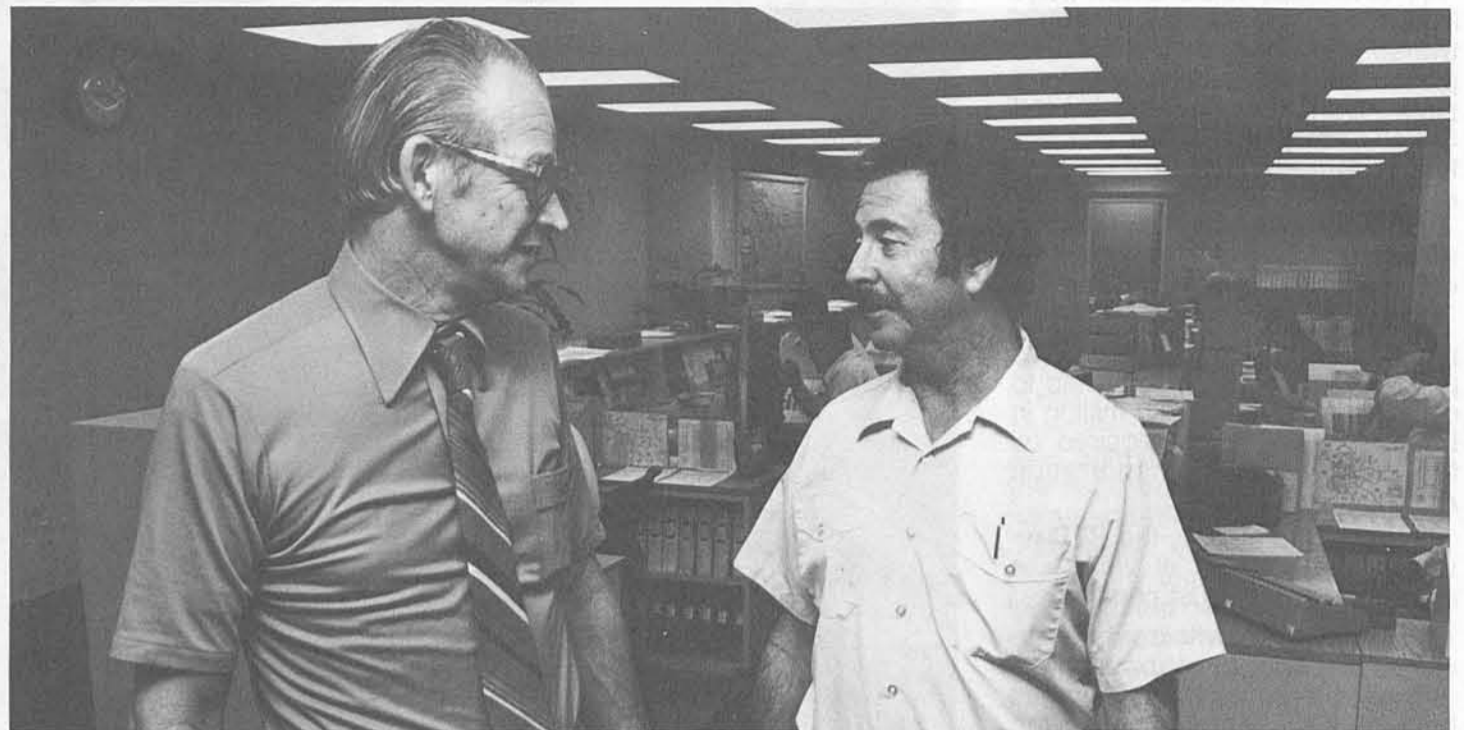
Well, for the answer to those questions you need look no further than operator Allen P. Brodsky, who works out of Division 6.

On Saturday, February 16, right in the middle of the worst series of rain storms in Los Angeles history, Brodsky pulled out of the Venice operating division on Line 175, which runs from Santa Monica up Pacific Coast Highway to Trancas Canyon north of Zuma Beach.

Brodsky, a veteran of 10 years with the District, began at 7:14 a.m. and made the first trip up and back without incident. However, by the time he reached Trancas Canyon and headed back on the second leg of his run, things were beginning to happen. The unstable cliffs along Pacific Coast Highway were beginning to react to the weeks of rain.

"Torrential rains were coming down and bringing everything with them," Brodsky recalls.

When Brodsky and his half-dozen passengers reached Las Flores Canyon, about halfway between Trancas Canyon and Santa Monica, they found the highway blocked by a rock and mud slide. The California Highway Patrol was



ALL OVER — After returning from being stranded in Malibu, operator Allen Brodsky (right) stopped by the Dispatch Center to thank Jeff Diehl and the dispatchers for all of their help.

advising everyone they would not be able to get through.

But Brodsky was not out on a pleasure cruise. He had passengers who needed to get to their destination. He related the problem to the dispatch center and was told a couple of road supervisors were on the way to lend assistance.

While talking to the CHP officer, Brodsky had discovered that his waterproof coat was not waterproof and he was soaked to the bone. He was drying his socks on the dash heater when a woman in

a Mercedes Benz automobile stopped by the bus looking for her maid, who was not on that bus. However, after she heard of the bus' plight she left and returned moments later with a large bucket of fried chicken from a nearby fast food franchise for Brodsky and his passengers.

Meanwhile, the road supervisors had been unable to reach Brodsky because the coast highway was blocked in several places with landslides and flooding. They were going to try the canyon roads to Malibu from Las Virgenes and Calabasas.

Brodsky was advised by dispatch to return to Trancas Canyon and wait there.

"With the help of a couple of the passengers I managed to get the bus turned around and we headed north," Brodsky recalled the following Monday, back on the job. "At the Malibu Civic Center the highway was like a river, but I had to get through so I just said my prayers and kept going."

At Latigo Canyon the bus and its occupants narrowly missed getting caught in another slide.

"I could see several large rocks and lots of mud sliding down, so I pulled the bus into the lane farthest from the hill and kept going," Brodsky said. "I think a couple of the small boulders actually hit the rear tires as we drove by."

At Morningview Drive, just a half-mile from Trancas Canyon, Brodsky found the road totally flooded. He was forced to make his way slowly through water that was coming into the bus from the front door.

By the time they made their way back to Trancas, where there is a restaurant and market, all roads

into and out of the Malibu area were closed by the storm. There was no way back to Santa Monica. The supervisors, who had been trying to get through, found themselves stranded in Las Virgenes. And Brodsky and his passengers were stranded in Malibu.

At this point, Jeff Diehl, the Superintendent of Transportation Services who had been coordinating efforts to reach Brodsky from the Dispatch Center downtown, shifted into high gear.

He contacted the restaurant and told them to feed Brodsky and the passengers and the District would pick up the tab. Diehl then arranged for overnight accommodations at a nearby motel, again at District expense. After that was taken care of, Diehl and his staff contacted the relatives of the stranded passengers and explained the situation to them so they would not worry.

The next morning, Diehl and supervisor Johnnie Johnson obtained permission from the CHP to take two CEA units up the badly damaged coast highway to pick-up the stranded passengers, who were then driven directly to their homes. And they didn't even need a transfer.

But Brodsky's job was not over. He had the task of getting the bus back to Division 6. The cars had barely squeezed up PCH, so it was decided to take the bus back via Kanan-Dume Road, a roundabout trip that took more than three hours.

"Everybody was just great to me in this thing, from Jeff Diehl on down and I just don't know how to thank them all," Brodsky said. "I'm just tickled to death that things turned out so well."

## Contract guarantees no diesel shortages

RTD has been guaranteed enough diesel fuel to operate the bus fleet for the next 12 months by its present supplier, the Atlantic-Richfield Company (ARCO).

The District has exercised an option under last year's contract with ARCO to extend that contract an additional year. ARCO agreed to the extension, which was ratified by the RTD Board of Directors.

"We are thankful that ARCO, long a staunch supporter of public transportation will meet our fuel needs," noted board president Marvin Holen. "ARCO sees the importance of providing public transportation for those who need buses to get to work, to shop and to make medical visits."

The District is presently swept up in the high inflation rate now running at above 13 per cent annually and costs of certain critical items, such as diesel fuel, are causing operating costs to increase substantially.

"Since the beginning of 1980, diesel fuel has gone up nearly 10 cents a gallon," said General Manager Jack Gilstrap. "But, while the price may change, we are, as a result of this contract award, assured of an uninterrupted fuel supply until at least February of 1981."

The District's present level of service requires approximately 2.1 million gallons of fuel per month.

## HEADWAY

Published monthly for the employees and retirees of the Southern California Rapid Transit District.

Editorial input and suggestions welcome. Deadline for receipt of editorial copy is the 14th of each month. Send black-and-white photographs only, please. Requests for photographic coverage of District events must be preceded by 72 hours notice.

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