

# HEADWAY

**Riders'  
Choice**

**Youth  
Win  
Transit  
Awards**

**Mechanic  
Cycles  
Coast to  
Coast**

**Clean  
Team  
Video  
Wins  
Honors**

**Division 5  
Community  
Day**



# Contract for First Rail Cars Awarded

by Greg Davy, News Bureau Representative

The company that built subway rail cars for systems in Washington, D.C., and Cleveland was awarded a \$54 million contract April 28 by the RTD Board of Directors for 30 new rail cars.

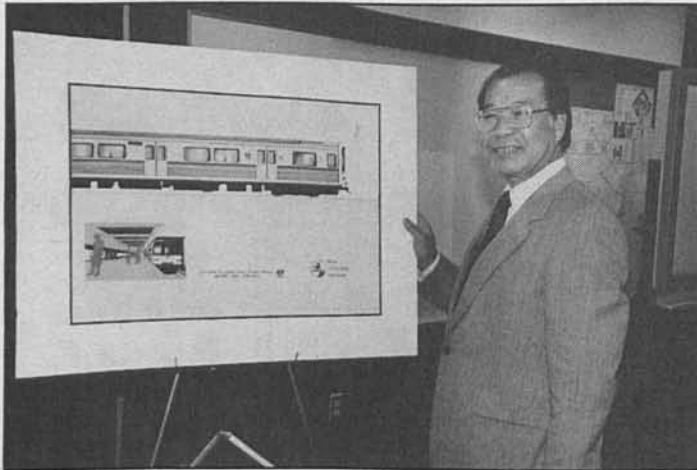
Breda Costruzioni Ferroviarie of Pistoia, Italy, will manufacture the stainless steel Metro Rail passenger cars for use on the first 4.4 miles (MOS-1).

- Length: 75 feet
- Height: 12 feet, 1 inch
- Width: 10 feet, 2 inches
- Passenger area height: 6 feet, 8 inches 7 feet, 2.5 inches

Side door openings:

- Height—6 feet, 3 inches
- Width—50 inches

Passenger capacity per car: 169 (59 seated, 109 standing) and one secured wheelchair space.



**Metro Rail Construction Manager, Sam Louie, shows a rendering of the subway rail cars that are to be built for the Los Angeles Metro Rail.**

"Breda has a distinguished record with other transit agencies, so we're fortunate to have them working for us," said RTD Board President, Jan Hall. "The cars they build will look similar to one we showed the public at our groundbreaking ceremony in 1986."

The rail cars will be built to the following RTD specifications:

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**The cars...will look similar to the one we showed to the public...**

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The contract also includes an option for the manufacture of up to 42 additional cars.

# Metro Rail Progress Report

At a press conference held April 29 at the CMF, representatives from the Metro Rail Project announced that as of the end of March the project had 13 active construction projects operative with 450 personnel deployed. To date the project has obligated the RTD by \$668 million in contracts and expended \$404 million.

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**"a high-rise office building laying on its side..."**

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Metro Rail Director of Program Control, Jeff Christiansen, along with Director of Construction Management Sam Louie and others made the

report in what they said will be the first of a series of periodic press briefings to keep the public apprised of construction progress.

The start date for revenue service remains at January 4, 1993. Those construction sites that are placed on the critical path (the sequence of events which takes the longest amount of time to complete) include the tunnel from Union Station to 5th and Hill Station and the construction of the Civic Center Station and Union Station shells. The station shells are constructed underground. Christiansen described them as "a high-rise office building laying on its side."

The water treatment plant that has been constructed to neutralize  
*continued on page 3...*



**Aerial view of the construction site at 5th and Hill Streets.**



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the sulfurous groundwater discovered there is scheduled to begin operation on July 1.

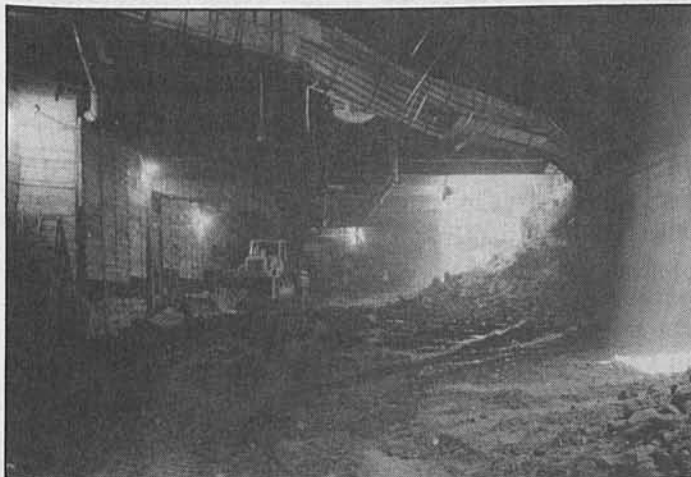
**The benefit assessment concept was devised ...to raise 10 percent of the construction cost...**

To date \$18 million has been raised from Benefit Assessment sources. The benefit

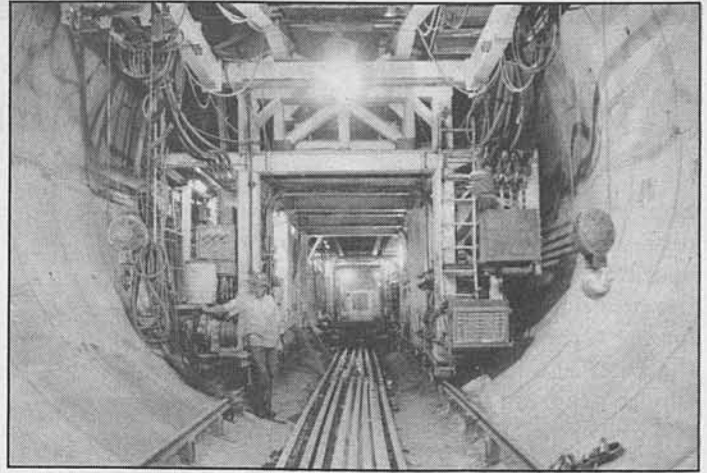
assessment concept was devised as a method to raise 10 percent of the construction costs or \$130 million locally. This is done by assessing all property owners (except residential, certain categories of non-profit organizations, and public entities) a cost based on their total per square footage. The assessment is borne by those who benefit directly by their proximity to the Metro Rail stations. Collection of the assessments was deferred by the RTD Board until 1993 when revenue service begins.



**The water treatment plant for Union Station groundwater.**



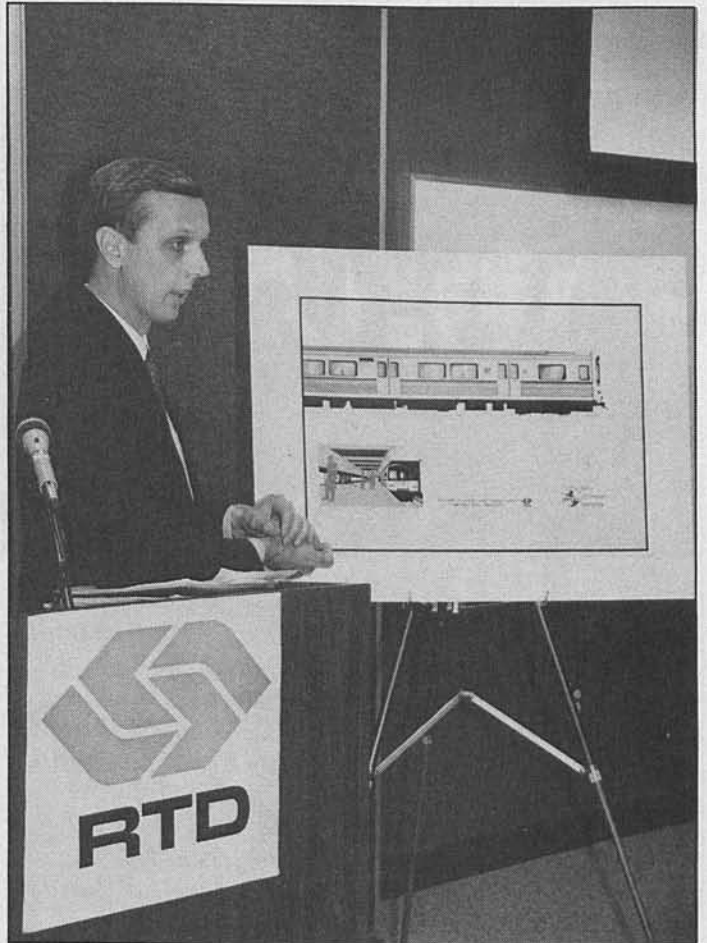
**Under the street decking on Hill Street at the Civic Center Station excavation site.**



**A view inside the Wilshire/Alvarado tunnel which is now a little over a mile long.**

**To date \$18 million has been raised...**

Through issuing bonds the RTD should make its commitment of \$130 million by the end date of year 2008.



**Metro Rail Director of Program Control Jeff Christiansen addresses reporters at the April 29 press briefing.**

# Thompson Voted Riders' Choice

Sharron Thompson, a nine-year veteran bus operator, was selected as the grand prize winner for the second quarter of the District's Riders' Choice program in which 234 drivers received votes.

Transportation Superintendent Ed Vandevanter announced the names of a dozen winners from the twelve operating divisions at the April 28 RTD Board of Directors' Meeting.

The Riders' Choice program is designed to involve bus riders in an

effort to recognize their favorite RTD bus operators.

Thompson, a Covina resident assigned to Division 10, received the

**"It's important to honor our bus operators...before the real boss, our riders..."**

highest number of votes and qualified for the grand prize, four Disneyland passes good for a year. She is married



**Division 10 Operator Sharron Thompson takes the grand prize from the Riders' Choice program. From left to right: RTD Board Vice-President Carmen Estrada, Thompson, and General Manager Alan Pegg.**



**The public confer Riders' Choice awards on 12 Operators. Front row, from left to right: Division 8 Operator Joseph McKenna, Division 18 Operator William Lindsey, Division 3 Operator Raymond Hawkins, Grand Prize Winner Sharron Thompson, Division 12 Operator Elton Hoffman, Division 9 Operator Robert Trejo, RTD Board Vice-President Carmen Estrada, and General Manager Alan Pegg. Second row, from left to right: Transportation Superintendent Ed Vandevanter, Kodak representative Don Tobias, Division 5 Operator Charles Graves, Division 6 Operator Rick Cadelli, Division 15 Operator Jerry Babbitt, Division 16 Operator John Kemp, and Division 7 Operator Mallory Coleman.**

and has two children.

"It's important to honor our bus operators for their performance before the real boss, our riders," said General Manager Alan Pegg.

Nearly 1,300 ballots were cast for 234 operators. Ballots were placed aboard buses and in RTD Customer Services Centers.

Each of the 12 winners received a Kodak 35 mm camera. Their names were engraved on plaques to be on permanent display at Division offices. Operator Rick Cadelli, the grand prize winner in January, was the winner for Division 6 in Venice.

The other ten winners were Flora Fields Scott, Division 1; Raymond Hawkins, Division 3; Charles Graves, Division 5; Mallory E.

Coleman, Division 7; Joseph McKenna, Division 8; Robert Trejo, Division 9; Elton Hoffman, Division 12; Jerry Babbitt, Division 15; John Kemp, Division 16; and William Lindsey, a repeat winner from Division 18.

At the end of each quarter, an outside panel of judges is convened to make a final determina-

**Nearly 1,300 ballots were cast**

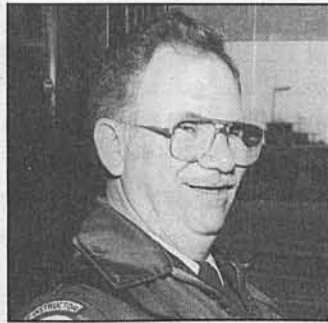
tion of winners based on votes received by operators in good standing and comments written on ballots. Disneyland and Kodak donated the prizes and were honored at the ceremony for their participation and support.



# Bailey Named Operator of the Month

Division 12 Operator Jack Bailey was selected the Operator of the Month for March. Bailey received a certificate of merit from the RTD Board of Directors at their biweekly meeting held April 28.

Bailey has been an operator with the District for more than 28 years. He has received the



**Operator of the Month—Division 12 Operator Jack Bailey.**

maximum amount of merits awarded to an operator with an outstanding performance and safety record, as well as numerous letters of commendation from his division manager and the public.

"Jack Bailey is a model employee," said General Manager Alan Pegg. "He sets a standard

of excellence for all our operators to follow."

Bailey drives Line 456 which operates between Long Beach and downtown Los Angeles via the Long Beach Freeway. He makes his home in Lakewood and his hobbies include coaching Pop Warner Little League teams and motorcycle riding.

## ESP Ideas Net Jackpot

Three employees received impressive monetary awards for outstanding suggestions at the April 14 Board of Directors' Meeting.

The employees submitted cost-saving ideas to the Employee Suggestion Program and were rewarded with cash incentive bonuses.

Digital Systems Technician Robert Dodd from the Facilities Maintenance Department suggested that the District repair their own DECmate computers and word processors and discontinue expensive maintenance contracts with outside vendors. Dodd maintained that the equipment has a high degree of reliability and requires few service calls after the warranty has expired. With this concept of self-maintenance, computer users in the District do receive quicker service, thus

experience less downtime with their computers. Formerly, an in-house technician was called to diagnose the problem before an outside vendor was called. Dodd proved that the District's technicians are capable of resolving the problem on the spot in most cases. The self-maintenance procedure will save the District \$11,072 in the first year and an estimated \$19,219 for every year thereafter. Dodd received \$1,000 for his suggestion.

CMF Mechanic A Leader Son Joon Yi noticed that an unexpectedly high number of radiator brackets were broken which left no upper support for the radiators. This permitted too much vibration and caused radiator failures. He designed a bracket with rubber cushions

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## About the Cover

The third-grade class of the Holy Family School in South Pasadena was invited for a complete tour of Division 10 and the CMF on April 21.

One of the third-graders, Shawn Chavira, had asked his father, Superintendent of Maintenance, Tony Chavira, to act as their tour guide. The children

were given a guided tour of the division including a visit to the fuel island and a run through the bus wash and then were brought to the CMF on an RTD bus. "They were really amazed by the robotics at the CMF," said Chavira, "but they were simply fascinated by the burnt buses on the lot."



**Superintendent of Maintenance, Tony Chavira, answers questions of the third-graders from the Holy Family Catholic School on a field trip to the CMF and Division 10.**



*Three employees earn monetary awards from the Employee Suggestion Program for their cost-saving ideas. Front row, from left to right: Digital Systems Technician Robert Dodd, Property Maintainer A Leader Eugene Phillips, Mechanic A Leader Son Joon Yi, Equipment Maintenance Supervisor Carlos Fernandez, and Employee Suggestion Program Administrator Hope Powell. Back row, from left to right: General Manager Alan Pegg, Facilities Maintenance Supervisor John Manning, Assistant Director of Personnel Alvin Rice, and Equipment Maintenance Instructor Chuck King.*

### ...Jackpot

...continued from page 5

made of parts that are all stock items. The new bracket is attached to the engine rather than to the body of the coach to minimize radiator vibrations. It is estimated that this idea will save the District over \$39,500 a year. This new procedure which was officially implemented at the end of last year saves the District from many costly repairs of radiators. Yi received \$1,000 for his cost-saving idea.

Property Maintainer A Leader Eugene Phillips from Vernon Yards and its resident inventor, received \$625 for his idea

to re-design the bus-washer pumps at the divisions. Phillips suggested that the pumps be refabricated to include a torque plate and J Bolts to protect the casings from cracking. In recent years, the pump cases split and six pumps required replacement in a single year. Pumps cost the District \$1,000 each. Phillips solved the problem with only \$1,250 in parts and labor. His suggestion saves the District \$6,250.

Assistant Director of Personnel Alvin Rice presented each employee with a certificate and a check before introducing them to the Board.

## Marketing News

When Tara Windsor received her order at the El Pollo Loco in Hollywood, she got a lot more than tortillas and salsa with her chicken. She also received two free RTD bus tokens, the result of an RTD Marketing Department program designed to increase ridership and bring new users to the system by distributing one million free ride tokens over a period of 6 months. In November of 1987, the Marketing Department was given the mission of planning a ridership building program due to a decrease in weekday boardings and a corresponding decline in farebox revenues. To initiate the program, Director of Marketing Anthony Fortuno contacted Pete Sodini, president and chief executive officer of Boys Markets. Boys Markets have been selling RTD bus passes since 1977.

The supermarket chain agreed to collaborate on a promotion with RTD from January 21 through January 25. Plans were made to provide a wide range of marketing, advertising, and community relations materials and programs to support

*"...The distribution of tokens helped to increase sales in our targeted restaurants..."*

the Ridership Campaign. Promotions Manager, Alice Tolbert Wiggins, worked with Production Coordinator, Sharon Sherman Litman, to create posters, counter

*continued on page 11...*



*El Pollo Loco customer, Tara Windsor, gets her chicken with extras, two RTD tokens.*





**LOCAL  
GOVERNMENT  
&  
COMMUNITY  
AFFAIRS**

## Youth, Community Heroes Saluted at Youth in Transit Awards Reception

Students walked away richer in pocket and enriched in purpose May 1, when they captured honors at the Seventh Annual Youth in Transit (YIT) Awards Reception. The District recognized winners of the Operation Teamwork Poster, Essay & Poetry Contest and recipients of the YIT Merit Awards and the Thomas G. Neusom Memorial Awards at a gala fete at the University Hilton Hotel.

Contest winners wrote essays, poems, "raps" and painted posters to address the theme, "We Like Clean." They were challenged to show ways that all segments of the community can work together to keep the bus system clean. More than 700 entries were received from local junior and senior high schools and from the children of District employees. The competition was tough, as there were several entries with high scores for content and artistic expression. The lucky 14 winners arrived at the

reception, not knowing how they placed in the rankings. Tension rose as the award presentations were announced by General Manager Alan F. Pegg.

First-, second-, and third-place poster winners in the junior high division were: John Morga (Sepulveda Junior High), Norma Lomeli (Carver), and Katherine Kim (Berendo). Senior High winners were: Sidney Hall II (Inglewood), Pablo Crespo (North Hollywood), and Baltazar Montes (Belmont). Junior high essay winners were: Ana Judith Guzman (Sun Valley), Chadrick Findley (Drew), and Binh Tue Trinh (Berendo). Senior high winners were: Maisha Mitchell (Westchester), David Williamson (Fairfax), and Esther Neill (North Hollywood).

The two poetry winners were: Keith Young (Drew Junior High), and Tonya Kent (Crenshaw High).

Poster and essay winners received trophies from the District and

certificates of deposit from Family Savings & Loan Association in the following denominations: \$500 (first place), \$250 (second), \$125 (third). Poetry winners received \$250 savings accounts. In addition, top winners received certificates of commendation from Mayor Tom Bradley.

RTD Board Director

Marvin Holen presented the Thomas G. Neusom Memorial Awards to three individuals who made outstanding contributions toward a better transit system and community.

This year's recipients were:

\* Sgt. Robert Jackson of the LAPD Gang

*continued on page 8...*



*Over 700 entries were received by the Local Government & Community Affairs Department from youth all over the county.*



*Senior High winners in the Poster contest were from left to right: Pablo Crespo from North Hollywood High School, Sidney Hall II from Inglewood High School, and Baltazar Montes from Belmont High School. They appear with Local Government & Community Affairs Director Lou Collier.*

## Local Government and Community Affairs

...continued from page 7

Activity Unit for "Criminal Justice Administration." He also served as keynote speaker for the reception.

\* Kenneth Wheeler of Community Youth Gang Services for "Community Leadership." Newsweek magazine named him an American hero last year.

\* Joseph Krakoff of

Marshall High School for "Youth/Student Leadership." Krakoff organized the successful "Wipe Out Weekend," an anti-graffiti campaign operated through the Los Angeles Unified School District. In addition to these honors, several "friends" of the District were honored for their support of the RTD CLEAN TEAM antivan-



**Junior High winners in the Poster contest were from left to right: Norma Lomeli of Carver Junior High School, John Morga from Sepulveda Junior High School, and Katherine Kim from Berendo Junior High School with Lou Collier.**



**Junior High Essay winners included, from left to right: Chadrick Findley from Drew Junior High School, Ana Judith Guzman from Sun Valley Junior High School, and Binh Tue Trinh from Berendo Junior High School with Lou Collier.**



**Senior High Essay winners included, from left to right: David Williamson from Fairfax High School, Maisha Mitchell from Westchester High School, Lou Collier, and Esther Neill from North Hollywood High School.**

dalism campaign. They were presented Merit Awards by the campaign coordinator, Clarence Brown.

Recipients included Edward Smith of Family Savings & Loan, William Chesen and Ronald Pagano of Chesen Video Concepts, Travis Kiel of Crenshaw High School, songwriter Doug Cotler, CLEAN TEAM spokesmen Aaron Lohr and Ed Turley, Jazzy Dee,

Herman Hodge of Fremont High School, Paula Carmouche of Nimitz Junior High, artist Fernando Ramirez, and District employees Lupe Valdez, Jon Newland, Genetha Eddins, and Cynthia Edwards. Don Taylor and Lillye Jackson of Lillian Street Elementary School were also recognized for their work in the Adopt-a-School program, in which RTD participates.

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**The poetry contest winners were Keith Young from Drew Junior High School and Tonya Kent from Crenshaw High School with Lou Collier.**





**LAPD Sgt. Robert Jackson of the Gang Activity Unit was presented the Thomas G. Neusom Memorial Award for Criminal Justice Administration. Along with Sgt. Jackson appear presenters (from left to right): Transit Police Asst. Chief Jerald Morin, Sgt. Jackson, RTD Board Director Marvin Holen, and Brenda Atkins, former law partner of Thomas G. Neusom.**

*...continued from page 9*

A representative for Mayor Bradley made a special presentation to the District, honoring it for its leadership in the countywide movement to stem the tide of vandalism on transit and

community property.

In accepting the resolution from the City of Los Angeles, General Manager Alan Pegg noted, "Through our CLEAN TEAM public awareness campaign and  
*continued on page 10...*



**Kenneth Wheeler of Community Youth Gang Services was given the Thomas G. Neusom Award for Community Leadership. Wheeler was presented his award by, from left to right, RTD Director Marvin Holen, Wheeler, Steve Valdivia, Executive Director of Community Youth Gang Services, Brenda Atkins, and Genetha Eddins.**



**The youth ensemble Hollywood Hotshots.**



**Joseph Krakoff of Marshall High School received the Thomas G. Neusom Award for Youth/Student Leadership. He was presented his award by, from left to right, RTD Board Director Marvin Holen, Krakoff, Brenda Atkins, and Jane Bouffard.**



**Entertainment at the Youth in Transit Awards Reception was provided by actor Aaron Lohr and the Hollywood Hotshots. Here Aaron Lohr presents his dance routine with Ingrid Dupree.**

## CLEAN TEAM Video Wins Film Festival Honors

It's not an Oscar, but it is one of the most distinguished honors in the film industry. Such honor was accorded the District on April 30, when the "We Like Clean" rock video was cited for one of 10 Juror Awards given by the Houston International Film Festival.

Earlier the District was notified that the 4-minute antivandalism video had won either the gold, silver, or bronze award for best production



*William Chesen, producer of the RTD's "We Like Clean" rock video, shows the prestigious Juror Award the film was given at the Houston International Film Festival.*

in the Public Service category. Much to everyone's surprise, the RTD musical, video entry was chosen as one of the top 10 entries from a worldwide field of 2,500 festival entries.

William Chesen, whose Chesen Video Concepts produced "We Like Clean," accepted the honor for the District at a banquet in Houston. "At first I was livid," he recalls. "We were assured one of the top three places in the Public Service category, and our name was not called at all. Then they moved on to their most prestigious honors, the Juror Awards. As they called out the first three awards, we were still trying to sort out the confusion over the Public Service category."

"The third award winner had a lot to smile about; he had just picked up an Academy Award last month," Chesen continued. "The fourth name called was 'We Like Clean.' We could hardly

believe our ears. It was too good to be true. We didn't believe it. Just to place in this international competition was an honor, and to place in the Public Service category would have also been a great accomplishment. But to be honored in the highest category for production excellence is a dream come true. We're proud of everyone for this, and we gladly share the honors with the District."

Chesen shared the good news the next day at the Youth in Transit Awards Reception. Many of the local students who appear in the video were present and saw the production for the first time. They felt proud to be part of the award-winning production team and cast.

"It just goes to show what can be done through a spirit of teamwork," commented Director of Local Government & Community Affairs Lou Collier. "The video production was a collaborative effort involving the community, the District, and 'friends' in the industry, including Chesen Video (who produced 'We Like Clean' at cost), and Academy Award-winning songwriter, Doug Cotler."

The Houston International Film Festival is one of the world's largest film competitions. The festival's 10 Juror Awards are given for production excellence and quality content. Each award is equal in ranking and value.

### On the Road with the CLEAN TEAM

The RTD CLEAN TEAM is taking its show on the road to a campus near you!

On April 8, the Local Government & Community Affairs (LGCA) Department presented its CLEAN TEAM Day program at Crenshaw High School, bringing along a cast of business leaders, gang specialists and elected officials, to encourage students to take pride in their transit system and other community property.

Like other communities ranging from Comp-

ton to upscale Westwood, Crenshaw is plagued by graffiti and gang warfare.

The auditorium was packed with excited students, who were well familiar with the problem—graffiti—but less aware of its social and economic impacts. But State Senator Diane Watson "spray painted" a colorful picture in terms they could relate to. In a firm and (at moments) passionate manner, she summed: "Graffiti is childish. Only 2 year olds write on walls. You kids  
*continued on page 11...*

### ...Awards Reception

*...continued from page 9*

our aggressive bus maintenance program, we have taken a significant first step in effectively addressing this pervasive social problem of vandalism. We relish the challenge, and are indeed proud to be in the forefront of such a dynamic movement that will improve the

quality of life for all citizens."

The YIT Awards reception is coordinated each year by the Local Government & Community Affairs Department. This year's event was underwritten by Family Savings & Loan Association, which represents the first corporate sponsorship of the event.



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are old enough to be responsible for your own actions and to take responsibility for your community."

"Buses are part of your community. Many of you depend on them to get you to school. So why destroy them? Only nincompoops do that."

"Graffiti scares people. It makes people think that gangs are around. This feeling chases businesses away from our community. So that means our community won't have the conveniences of shopping and recreation as others have. You need to think about that the next time you're tempted to spray a wall or a bus."

Watson related that the state legislature was "getting tough" and is in the process of developing legislation that will severely crack down on vandals as well as gangs. To thunderous applause and hooting, the senator said, "These thugs think they're tough. Just wait till they see us strike back. It's a shame that you can't go to your closet anymore and pick out any colored clothes and feel safe walking down the street. Believe me, a change is on the horizon. We're getting tough!"

Supporting the senator's remarks were appeals to renewed commitment and academic excellence by Edward Smith of Family Savings & Loan Association, Warren Valdrey of Young Black Scholars,

Crenshaw administrators Jewell Boutee and Travis Kiel, and Ed Turley of Community Youth Gang Services.

The hour-long assembly was sprinkled with superb entertainment. To set the tone, Jazzy Dee performed a slick CLEAN TEAM "rap." Featured in the April issue of *Headway*, Jazzy cleans graffiti off RTD buses by day, and does gigs at night. Students chanted and rocked to his catchy rhymes that urged people to "keep our buses and the Metro Rail clean!"

The tempo picked up even more when actor Aaron Lohr (of "Bustin' Loose" fame) moonwalked and gyrated across the stage in a CLEAN TEAM routine with two members of the Crenshaw Dance Troupe.

And, of course, the highlight of the entertainment was the premiere of the "We Like Clean" music video. Students watched intently as the video actors zapped vandals into CLEAN TEAM-mates.

After the assembly, several students thanked the RTD staff and said the video helped them see how even "innocent" habits—such as sticking gum under bus seats, and leaving the newspaper on the bus—are actually acts of vandalism. "We always thought vandalism was ripping seats or writing on the windows," one confided. At lunch time, the students visited the CLEAN TEAM exhibit near the cafeteria, and got to talk to

LGCA staff and actor Lohr about the CLEAN TEAM. Many of them read the special issue of *Ride On!*, which describes the RTD anti-vandalism campaign and features local students cleaning buses and the community.

They later posed for photos with Jazzy Dee and Aaron Lohr in front of two RTD buses—one

vandalized, and the other clean, of course.

LGCA drove off and began preparing for its next two appearances: Lincoln High School in East Los Angeles and Gage Junior High in Huntington Park. The presentations will continue through June and during the summer at targeted year-round schools.

### ...Marketing

...continued from page 6

cards, token envelopes, and exterior ads and interior car cards to announce the free rides in the participating businesses and on the RTD buses. Almost 250,000 tokens were distributed. Tokens were disbursed at the 36 Boys locations, with 59 percent returned through the fareboxes. Mr. Sodini called this the highest redemption rate Boys Markets have ever achieved in any promotion they have conducted. Advertising Manager Connie Ward coordinated radio advertising on 9 English and Spanish radio stations to supplement the promotional materials. The 60-second commercials stress the cost benefits of riding the RTD and provide information on locations where free ride tokens are available. A new Rider's Kit is available to potential riders wanting more information on the RTD, and the radio spots give a telephone number to use in requesting the

kits. Beginning April 11, a newspaper insert with "punch-out" cardboard tokens went into 15 newspapers, including the Downtown News (Home Edition), La Opinion, El Diario, the Sentinel, plus 11 Southern California Publishing Company newspapers. Additional radio advertising invited the public to look for the inserts and redeem them for the sample ride. At the same time talks were proceeding with Boys Markets, arrangements were being finalized with El Pollo Loco. Marketing and Communications Representative Ed Langer has worked with the franchise frequently for the past year and a half on coupon promotions, and the effectiveness of these programs resulted in a swift decision to participate by El Pollo Loco. Distribution through their 34 outlets continued from March 14 to March 27. Aggressive action initiated by News Bureau Manager Jim Smart to get information out to the

*continued on page 12...*

## ...Marketing

...continued from page 11

media is a major element in the campaign's success. Articles published in the Los Angeles Times bolstered public awareness of the program. Contacts have been made with more than 150 media outlets throughout the RTD's service area. In addition, Senior Communications Representative John Hyde scheduled major media events in conjunction with the Boys Markets and El Pollo Loco promotions. At press time, plans are under way to feature a Hollywood celebrity as master of ceremonies and spokesperson for a Metropolitan Theatre program kick-off designed for maximum media exposure. The Marketing Department was able to launch the campaign so quickly because it has consistently maintained firmly established relations with a large number of private sector firms. This skill at working with private corporations has allowed the RTD to accomplish results other public transportation agencies have been unable to match. Revenue generation is an especially significant outcome of the Marketing Department's long-term commitment to cultivating effective working relationships with the private sector. In the current fiscal year, the RTD Marketing Department has earned \$76,204 from these efforts. Private sector sponsor-

ship and prize donations account for an additional \$40,000. A team approach on the part of all units within the Marketing Department, Promotions, Advertising, and News Bureau, has made the RTD one of the most innovative agencies in the nation. The Ridership Program was selected to be included in 101 Ideas That Work, the culmination of an annual search conducted by the American Public Transit Association to identify creative and effective transit concepts. A well-honed negotiation style and access to high-level management within private companies are key elements in the success of the Marketing Department's efforts. Another key to private sector participation is programs which benefit the company, as well as the RTD. Comments Laura Barry, El Pollo Loco marketing administrator, "El Pollo Loco is very pleased with the results of the RTD promotion. The distribution of tokens helped to increase sales in our targeted restaurants while offering significant exposure to RTD's ridership program." The next phase of the token distribution will use Metropolitan Theatres. The chain has 20 movie houses throughout the Los Angeles area. Leticia Coria, Marketing Department Special Assistant, made an initial contact with Metropolitan and convinced them of the program's potential benefit to them. Market-

ing Department Director Tony Fortuno reached an agreement with Sal Fasulo, vice-president/general manager, in late April. Coupons were available to theatre patrons May 23 through June 5. Based on token redemptions, farebox revenues and ridership levels on lines and systemwide, the program appears to be increasing service usage. Marketing and Communications

Representative Scott Smith supervised the preparation and administration of a marketing research questionnaire already used at selected El Pollo Loco locations. The survey, also to be conducted at the Metropolitan Theatres, is examining first-time ridership encouraged by the free tokens and opinions of the RTD formed by these new riders.

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## RTD Offers Seniors Discounts

by John Hyde, News Bureau Representative

Just by picking up a Senior Pass Book Savings booklet, thousands of older RTD bus patrons can benefit from discounts on valuable goods and services.

More than 40 merchants are participating, listing their businesses and discounts in the booklet that the RTD began distributing earlier this year aboard District buses and through Customer Service Centers.

Savings range from \$75 off a visit to the dentist to 15 percent off dinner at an impressive selection of restaurants. Senior Pass Book Savings booklets were distributed in April and all discounts are good through July 31.

"Now, simply riding the bus offers greater value than ever," said RTD Board President

Jan Hall. "Seniors, who enjoy substantial fare discounts, can take advantage of attractive savings from the booklet and stretch their dollars even further."

Discounts vary among participating merchants, which include health care facilities, restaurants, motels, markets, and the theater.

The discount savings pass book enhances the savings the seniors already enjoy as RTD bus riders. The bus fare for senior citizens is 40 cents, more than 50 percent off the regular 85-cent fare. Senior monthly bus passes range from \$4 to \$7, depending on the purchaser's city of residency, less than one-fourth the price of the regular pass, priced at \$32.



# Division 5 Opens Its Doors to the Community

The general public was invited to attend the Community Day held at Division 5 in South Central Los Angeles on April 16.

The event, beginning at 10 a.m. until 4 p.m., encouraged neighbors and members of the public to visit and become acquainted with District

St. Brigid's Catholic Church. Between the live entertainment, radio station KACE broadcast music from the division.

Informational handouts, exhibits, refreshments, tours of the facility, and souvenirs were provided to the guests.

"This is our way of



*The Transfiguration Gospel Choir lift up their voices to inspire the visitors to Division 5.*



*Transportation Division Manager A. J. Taylor presents the manager's award to Robert Wilson, who was also the division's winner of the Riders' Choice for the third quarter.*

employees, their work, and the facility itself. This was the third in a series of such events being planned for all 12 divisions by the Communications and Marketing Department.

Entertainment for the event was provided by the talented residents of the South Central community. They included, the Locke High School Jazz Band, the Transfiguration Gospel Choir from Transfiguration Catholic Church and the New Generation Choir from

getting the public to become better acquainted with the people who provide public transit in Los Angeles," said General Manager Alan Pegg.

Attractions included old buses provided by the West Coast Motor Coach Museum, new buses, a "Clean Team" (anti-graffiti campaign) exhibit and video, Transit Police officers with an equipped police car to explain

crime deterrence programs, a Metro Rail exhibit, and a demonstration of the computerized maintenance system (VMS) showing how the District's high-tech computer network coordinates bus routes and mechanical functions. The Transit District Employees Federal Credit Union also sponsored an informational table along with donating

*continued on page 14...*



*Steve Hearn IV has his heart set on operating an RTD Maintenance tow truck when he grows up.*



*Welcome to Division 5 from Maintenance Division Manager Luchus Smith and Transportation Division Manager A. J. Taylor.*



*All sponsors and donors to the Division 5 Community Day were presented with certificates of appreciation. Here Credit Union Manager Hyla Howard receives her certificate from General Manager Alan Pegg and Division Manager A. J. Taylor.*



*Equipment Maintenance Supervisor Oliver Small demonstrates the functions of the VMS system to Community Day guests.*

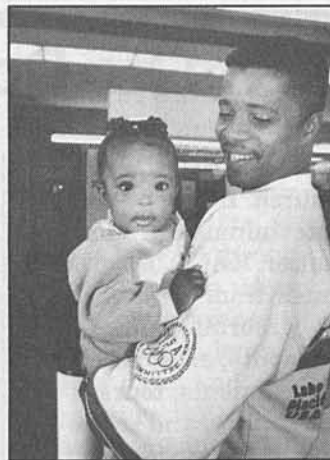
### **...Division 5**

*...continued from page 13*

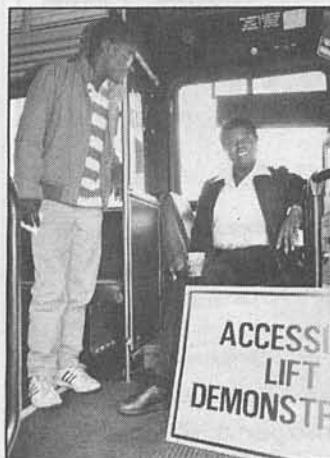
their popcorn-making wagon to the festivities.

Representatives from most every District department were on hand to answer questions, including Division Managers A. J. Taylor and Luchus Smith, General Manager Alan

Pegg and his family, Assistant General Manager Al Perdon and his family, and Riders' Choice winner Operator Robert Wilson. Donations were provided for the event by the Sanwa Bank, the Transit District Employees Federal Credit Union, KACE Radio, Muster's Hofbrau, Burger King, and S. E. Rykoff.



*Division 5 Operator Ira Hood attends Community Day with his daughter Tiffany.*



*Division 5 Operator Louise Hall demonstrates an accessible lift for a visitor.*



*General Manager Alan Pegg takes his son, Alexander, 4, on a tour of Division 5.*

## **RTD Takes Part in April Expo**

*by Rick Jager, News Bureau Representative*

For the fifth consecutive year, RTD participated in the annual "Time of Your Life Expo" which featured over 400 exhibits tailored to enhancing the quality and enjoyment of life for active mature adults.

*...largest exposition for persons 50 years of age and over...*

The "Time of Your Life Expo," billed as the largest exposition and entertainment event for persons 50 years of age and over, was held at the Los Angeles Convention Center April 23-25.

RTD set up a three-dimensional display of the Metro Rail Project, plus a photo exhibit detailing the construction progress of the first 4.4-mile segment.

RTD representatives were on hand to answer questions regarding Metro Rail, District services, and programs. Also, souvenirs and information brochures were made available to the public.

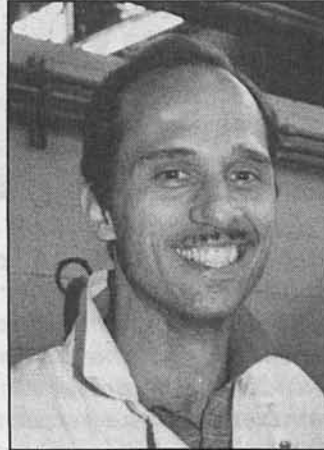
In addition, "Time of Your Life Expo" brochures describing the events and exhibits of this year's exposition were featured on board RTD buses and at all RTD Customer Centers.



# COMMENDATIONS



*RTD Retirees were recognized at the April 14 Board of Directors' Meeting and were presented with plaques by RTD Board Vice-President Carmen Estrada. Front row, from left to right: Subrogation Claims Assistant Barbara Swaine, Division 9 Operator Roy L. Denmark, Jr., Division 9 Operator Alfonso J. Gonzalez, Traffic Loader/Extra Schedule Checker William H. Bentley, and Division 8 Operator Alma D. Dain. Back row, from left to right: Director of Risk Management Barbara Akk, Assistant General Manager for Operations Robert Korach, UTU General Chairman Earl Clark, General Manager Alan Pegg, and Vice-President Carmen Estrada.*



*Mechanic A Gary Ward was selected the CMF Shops Employee of the Month for February. Ward works in the Weld Shop and has been with the District for 15 years. He acts as relief leader and is deployed as a follow-up on jobs and material. His supervisors rate him as one of the most cooperative employees in the shop. He is very helpful and possesses superb interpersonal skills. His productivity record is high and the quality of his work is unsurpassed. Ward also maintains an excellent attendance record.*



*Accounts Payable Clerk Willa Mae James was selected the Accounting and Fiscal Department's Employee of the Quarter for the third quarter of 1988. Ms. James, who has been with the District for 9 years, maintained a perfect attendance record within the quarter. Her supervisors heaped praises upon her performance as the Acting Supervising Accounts Payable Clerk during which the unit's production increased. They rated her work as outstanding in both quality and quantity.*

*continued on page 16...*



**Data Technician**  
Theresa Chiu was named the Personnel Department's Employee of the Quarter for the Spring 1988 quarter. Ms. Chiu was awarded the honor because of her "above-and-beyond" work performance in creating a complex personal computer program that saves the department time. The program assists in tracking all applicants for every District vacancy as well as automatically generating lists of candidates and letters notifying them of their status at the various stages of the selection process. Ms. Chiu's extra efforts helped implement the program on time in order to meet the department's goals. Ms. Chiu has been with the District since 1983.



**Payroll Clerk** Ken Irvin was selected the Payroll and Prepaid Revenue Accounting Section's Employee of the Quarter for the Spring quarter of 1988. Irvin has been with the District for 18 years. In that time he has accumulated an outstanding attendance record. His supervisors comment that he performs all his duties timely and in a professional manner, and that he is always willing to take on additional responsibilities and help others. Irvin appears in the middle receiving a bonus check from Contoller-Treasurer Mike Butler (far left) and Howard Crawford (far right).



Certificates of Merit were presented to the March Employees of the Month at the April 28 Board of Directors' Meeting by RTD Director Gordana Swanson. The employees were, from left to right, front row: Telephone Information Operator David Ullrich, Mechanic A Leader Marvin Watts, Division 12 Operator Jack Bailey, and Director Swanson. Back row, from left to right: Division 15 Maintenance Manager Tedd Brewin, General Manager Alan Pegg, Director of Customer Relations Robert Williams, and Division 12 Transportation Manager Eugene Hamilton.



# Powerful Allure of Credit Unions

by Debbie Flores Pollock, Credit Union Marketing Director

Operating as non-profit organizations, credit unions have the ability to offer members better yields on their savings. Greater unrestrictedness in determining who can become members has immensely increased

**"Credit unions  
are the safest  
of all the  
financial  
institutional options  
that are  
out there."**

credit union membership numbers. Credit union growth has advanced so rapidly, that banks and thrifts are beginning to recognize the competition and take them seriously.

Credit unions are now taking their place in the major leagues. Since 1980, 10 million members have been added to the line-up and assets have more than doubled. As of June 30, the reports show a strength of \$179 billion for the newcomer credit union team. This growth

is nearly triple that of other federally insured financial institutions.

"People are going where they have confidence," says Charles Filson, president of Callahan & Associates. "By any measure that you want to look at the industry, credit unions are the safest of all the financial institutional options that are out there."

"Credit unions represent an opportunity for people to own and control their own savings," says Filson. "I feel that I have the right as a credit union member to call the manager if I am not happy about something, and I don't know if you feel you have the same right when you walk into a bank or a savings and loan."

This type of "part ownership" creates a psychological edge in favor of the credit union. If you add this edge to the fact that credit unions generally offer higher savings rates and cheaper loans, it is no surprise that they are growing by leaps and bounds. This superiority in price comparison has long been recognized by the banks, who have attempted protests of unfair competition.

Many credit unions are now able to offer many products and

services such as automated teller machines, mortgage loans, etc. that until a few years ago were monopolized by banks. The Bankers Committee and the American Bankers Association have tried to push Congress into imposing a tax on credit union earnings. Their latest attempt failed in July when Congress declined to impose taxes on credit unions.

**Since 1980,  
10 million  
members  
have been added**

"Congress wanted consumers to have an alternative financial institution that didn't loan for-profit. They

knew that would mean higher dividends," says Mary Reardon of the Credit Union National Association. She agrees that credit unions may have a competitive edge over banks, but points out, "The advantage really goes to the member, because the credit unions are not making a profit. That benefit is something Congress intended."

♥ ♥ ♥ ♥  
**Happy  
Father's  
Day  
to all the  
RTD DADS!**

♥ ♥ ♥ ♥

## No More Missouts with Wake-Up

7 days a week, 24 hours a day.

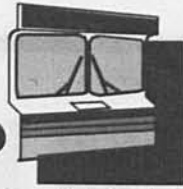
No need to worry about forgetting to set alarms.

Owned and operated by bus operators.

Only \$15 a month and you can stop worrying about missouts.

Call Wake-Up at 818/352-4910

# TOP OPERATORS



The awards for the Operator Recognition Program for the month of March were announced in the latter part of April.

The presentations include the Manager's Award and Sweepstakes Award for both full-time

**"In Pursuit  
of Excellence"**

and part-time operators. The program has as its purpose to recognize and reward the many bus operators who consistently perform in an outstanding manner.

The theme of the program is "In Pursuit of Excellence." Those operators excelling in their pursuit are listed below.

**Manager's Award  
Full-Time Operators**

- 3201 Virginia Adams
- 3203 Charles Walker
- 3205 Robert Walker Wilson
- 3206 Herbert S. Block
- 3207 Steven R. Churchill
- 3209 Vernon H. Ebert
- 3210 Bruce Montgomery
- 3212 Clarence Andrews
- 3215 Arthur B. Lloyd
- 3216 Will Harrison
- 3218 Aaron Cain

**Sweepstakes Award  
Full-Time Operators**

- 3201 John Dawson  
Julio Martinez  
Brenda Burks  
Victor Arriola  
Alfredo Pacheco  
Henry Mencias  
Robert Duarte  
Edwin Hitchman  
Jose Gonzalez  
Cleophus Hicks  
Wilfredo Escobar
- 3203 David Fitisemanu  
Frederick  
Darlington  
Willie Randle  
Manuel  
Hernandez  
James La Curan  
Lila Estrada  
Donald Anderson  
Rudy Cruz  
Junius Brown  
Thomas Brown  
Jesus Salas
- 3205 Raul Granados  
Alvin Hamm  
Curtis Johnson  
Neon Johnson  
Zubert Jones  
Dora McAfee  
Sanford Morris  
Louis Moss  
Carlos Rodriguez  
Joanna Tucker  
Peter Williams
- 3206 Willis Caffery  
Hector Gutierrez  
Michael Elmore  
Roy Hemsley  
Lucious Shepherd  
Antonio Roxas  
Thomas Pritchett
- 3207 Glen Rey  
Phillip Winston

- Juan Uehara  
Sidney Johnson  
Simmie Sanders  
Demetrius Jones  
Larry Crane  
David Resendez  
Robert Solomon  
Meredith Sidney  
Yucle Eubanks

- 3208 Abraham  
Fanfassian  
Robert Meredith  
Leslie Vance  
Charles Yurko  
Albert Thacker  
Richard Padilla  
Laureen Young  
Sudershanam  
Nunna  
Mariano Robles  
David Zubiata  
Raymond  
Jaramillo

- 3209 Carlos Garcia  
Sherman Green  
Jesus Galang  
Floyd Gentry  
Lloyd Jennings  
Elmer Lewis  
Leonard Loa  
Stanley Oawster  
Carla Tennell  
Hubert Usher  
Earnest Williams

- 3210 Antonio Noriz  
Ernest Paredes  
Gloria Duke  
Donnie Wallace  
Carl Sanders  
Bertram  
Taylor, Jr.  
Alex Winfield  
Gabriel Munoz  
Steven Valenzuela  
Robert Donaldson  
Aurelio Robles

- 3212 Donald Dube  
Richard Selsky  
Don Osborne  
William Gerhold  
Joseph Poche  
Peter Cardias  
Richard Coleman
- 3215 Joseph Barnett  
Henry See  
Patrick Byrne

- Paul Caronna  
William Craig  
Heriberto Brand  
Henrietta  
Caldwell  
James Mouldin  
Robert Crowe  
Anthony  
Amatuzzo  
Antoon Lindic
- 3216 Edgar Baker  
George Douglas  
George Zumkley  
Herman Douglas  
Annie Livingston  
Lionel Manuel  
B. L. Williams
- 3218 Raymond Jones  
Shirley Mangram  
Frank Aguilar  
John Guzman  
Al Pentard  
Alva Harris  
Jerrel Hunter  
Ronald Wilhite  
Robert Wilson  
Deborah Turner  
Bobby Williams

**Sweepstakes Award  
Part-Time Operators**

- 3201 Carl Williamson  
David Dunn
- 3203 Sharon Best  
Gloria Olivarez
- 3205 Jose Portillo  
Rosemary Ford
- 3206 Ronald Figueroa  
Mamie Price  
Jordan
- 3207 Benjamin Zisner  
Terrance McBride
- 3208 Ernest Munoz  
Scott Grap
- 3209 Cecelia Nunez  
Salvador Pongos
- 3210 Steven Kuehnl  
Miguel Salcedo Jr.
- 3212 Terri Aitken  
Gheorghe Damian
- 3215 Mario Chavez  
Norita Ceaser
- 3216 Elmer Lewis  
Rose Todd
- 3218 Wendy Erhardt  
Christina Johnson





# C PUBLIC COMMENDATIONS

## Thanks for a Job Well Done!

### Division 1

Colmenares, Miguel A.  
Haines, James C.  
Wall, Jeff E.

### Division 3

Brown, Rick V.  
Estrada, Lila A.  
Sandoval, Francisco N.

### Division 5

Delawyer, Kevin L.  
Fanibuyan, Renee D.  
Iranpur, Rohinton B.  
Pipkin, William

Rosby, Larry D.

### Division 6

Collins, Mary

### Division 7

Anders, Garrick  
Brown, Delbert L.  
Byrd, William  
Dukes, Kevin  
Fray, Elethia  
Martinez, Jesse

### Division 8

Davenport, Ronald M.  
Dickey, James A.  
Mallgard, John  
Sassano, Alfred

### Division 9

Hunt, Mervin N.  
Legans, John E.  
Rizkallah, Youssef  
Watson, Robert E.

### Division 10

Bonini, Hugo P.  
Comacho, Jose  
Crudup, Sandra A.  
Jones, Melvin  
Richardson, Arron  
Williams, Guy H.

### Division 12

Martinez, Michael

Wade, Marsha K.

### Division 15

Amoroso, Sebastien  
Hagan, Clarence  
Harris, Paul  
Ramos, Jose M.

### Division 18

Guzman, John H.  
**Department 4800.**  
Goers, Gerri

### General Manager

### SCRTD

425 S. Main St. Los Angeles, CA

I would like to make a positive statement about the RTD wheelchair accessible system.

I finally got to try it! I had given up hope of riding these buses after several unsuccessful attempts, when drivers would not stop for me at all, or said, "I am behind schedule, I can't take the time to load a wheelchair."

I especially want to commend the two drivers on Route 424, James Dickey and Hugh Bonini, on whose buses I rode. They provided me with extremely courteous and helpful service.

Now that I know that some drivers will stop for wheelchair passengers, I will be using the accessible system again.

Sincerely,  
Paula Singer

RTD Customer Relations  
425 S. Main St. Los Angeles, CA 90013  
ATTN: Mr. Tom Horne

Sir:

I would like to recommend your operator Joseph Rizkallah as a candidate for the RTD's outstanding operator honor.

Although his attitude is modest and unassuming, he is highly intelligent. He aids his patrons in four languages: English, French, Spanish, and Egyptian.

This gentleman is also a musician. He is a composer, writing both lyrics and music. Not only does he write songs, but he sings them as well.

This operator does not just say "Have a nice day," but his actions make it a nicer day for his customers.

On one trip in downtown Los Angeles, a lady had on so much jewelry,

### *His actions make*

### *it a nicer day*

he was afraid that she would be mugged. To prevent this from happening, he held her jewelry for her while she went shopping. This action illustrates his genuine concern for each and every one of his passengers.

The bus this man drives is eased up to and away from bus stops so smoothly, it seems to be floating on air instead of rolling on pavement.

Yours truly,  
Artie E. Combs

Mr. Tom Horne  
Manager  
Customer Relations  
RTD  
425 S. Main St. Los Angeles, CA 90013

Dear Mr. Horn:

Around 4:30 p.m. I was riding on bus No. 1 from Broadway and 5th St. to Hollywood. Just about reaching Vermont Ave. we had some trouble on the bus. A man who was probably intoxicated used loud and extremely vulgar words toward a lady on the bus. He had no reason whatsoever and all the passengers were shocked about his behavior.

The bus driver acted immediately and very intelligently. He stopped a police patrol car, let the officers on the bus and they removed the scandalous passenger from the bus in short minutes.

I wish to commend the bus driver [Delbert L. Brown] for his quiet and rapid handling of this case. I wish that all the RTD bus drivers could act the very same way as our driver, Mr. Brown acted.

Sincerely,  
Magda Reizes-Lapedus  
Regional Sales Manager  
Venezuelan International Airways

Dear Mr. Horne,

It was necessary I go to Lynwood on March 29, and I was fortunate enough to board bus 8890, Line 252. I say fortunate because of the  
*continued on page 20...*

...continued from page 19  
driver of that bus [Rick V. Brown]. He was outstanding and to be commended. He was courteous, with a friendly smile, and pleasant greeting for all his passengers. He answered any and all questions many needed to ask him.

So many people riding buses are under stress of one kind or another. I was going to the doctor for an emer-

---

*He was courteous,*

*with a friendly*

*smile and pleasant*

*greeting for*

*all his*

*passengers*

---

gency, many are old and it is difficult for them to leave their homes alone, and yet they have no one. Working people have problems on their minds and mothers have their small children. But I'm sure every passenger on his bus was put at ease with this driver's calm and kindly manner.

His driving was faultless, he was all, and more, a bus driver should be to be perfect.

I'm sure everyone felt better when they left his bus. The world can use more people like this kind of gentleman.

Sincerely,  
Gladys M. Farrall

# SCHEDULE CHANGES

---

**Agosto, Harry M.**, from Operator Trainee to Operator.

**Aguilar, Jennie L.**, from Part-time Operator Trainee to Part-time Operator.

**Aguilar, Victor M.**, from Operator Trainee to Operator.

**Allen, Marlene G.**, from Acting Senior Workers' Compensation Specialist to Senior Workers' Compensation Specialist.

**Bennett, William R.**, from Acting Operations Control and Services Superintendent to Operations Control and Services Superintendent.

**Borcea, Florin**, from Operator Trainee to Operator.

**Bowden, Carmel A.**, from Utility A to Mechanic C.

**Braithwaite, Laurayne E.**, from Service Attendant to Roving Janitor.

**Braun, Arthur R.**, from Part-time Operator Trainee to Part-time Operator.

**Bravo, William C.**, from Operator Trainee to Operator.

**Brown-Curry, Frances**, from Part-time Operator Trainee to Part-time Operator.

**Bush, Arlene F.**, from Operator Trainee to Operator.

**Carias, Carlos S.**, from Operator Trainee to Operator.

**Carlisle, Eric T.**, from

Operator Trainee to Operator.

**Cendejas, Oscar R.**, from Mechanic C to Mechanic B.

**Cheng, Raphael H.**, from Utilities Engineer to Acting Project Engineer.

**Colgate, Danny J.**, from Utility A to Power Yard Sweeper.

**Combs, Robert W.**, from Operator Trainee to Operator.

**Cheaves Jr., Teddie E.**, from Service Attendant to Mechanic C.

**Coen, Pat L.**, from Utility A to Mechanic C.

**Creveling, Douglas T.**, from Mechanic C to Mechanic B.

**Deboe, Donald D.**, from Operator Trainee to Operator.

**De Souza, Phyllis L.**, from Part-time Operator Trainee to Part-time Operator.

**Dixon, Roberta J.**, from Part-time Operator Trainee to Part-time Operator.

**Dominguez, Richard M.**, from Part-time Operator Trainee to Part-time Operator.

**Edwards, Anthony L.**, from Mechanic B to Mechanic A.

**Eutsey, Ronald D.**, from Transit Police Sergeant to Acting Transit Police Lieutenant.

**Fresnedo, Rosa M.**, from Part-time Operator Trainee to Part-time Operator.

**Gates, Barton E.**, from Operator Trainee to Operator.

**Genova, Jaime L.**, from Mechanic C to Mechanic B.

**Gillette, Lora L.**, from Typist Clerk to General Clerk II.

**Gonzalez, Albert**, from Part-time Operator Trainee to Part-time Operator.

**Gordon, Harriett E.**, from Operator Trainee to Operator.

**Hahn, Diane L.**, from General Clerk to Secretary.

**Hale, Angela D.**, from Part-time Operator Trainee to Part-time Operator.

**Harris Christopher**, from Service Attendant to Mechanic C.

**Harvey, Clemard L.**, from Part-time Operator Trainee to Part-time Operator.

**Hernandez, Helen B.**, from Service Attendant Leader to Mechanic C.

**Hidalgo, Francisco P.**, from Part-time Operator Trainee to Part-time Operator.

**Hooks, Deborah A.**, from Part-time Operator Trainee to Part-time Operator.

**Howison, Maria E.**, from General Clerk to Secretary.

**Huerta, Ronnie L.**, from Part-time Operator to Operator.

**Humphries, Leroy**, from Stock Clerk to Truck Driver Clerk.

**Inocencio III, Paul D.**, from Operator Trainee to Operator.

**Jackson, Catherine E.**, from Part-time Operator Trainee to Part-time

*continued on page 21...*



...continued from page 20  
Operator.

**Jimenez, Jorge**, from Part-time Operator to Operator Trainee.

**Jojola, Theresa A.**, from Operator Trainee to Operator.

**Jolly, Joseph J.**, from Part-time Operator Trainee to Part-time Operator.

**Jones, Burnetta U.**, from Traffic Loader to Extra Schedule Checker.

**Kang, Jaspal S.**, from Part-time Operator Trainee to Part-time Operator.

**Kang, Maria E.**, from Part-time Operator Trainee to Part-time Operator.

**Khan, Larry**, from Mechanic B to Mechanic A.

**Khan-Alvarez, Amina**, from Secretary to Acting Senior Secretary.

**Lee, Marilyn J.**, from Part-time Operator Trainee to Part-time Operator.

**Ledesma, Nora E.**, from Operator Trainee to Operator.

**Limon, Irma T.**, from Part-time Operator to Operator Trainee.

**Little, Patricia A.**, from Service Attendant to Mechanic C.

**Llewellyn, Richard G.**, from Secretary to Senior Secretary.

**Lumbattis, Garrett T.**, from Stock Clerk to Storekeeper.

**Mackey, Henrietta L.**, from Part-time Operator Trainee to Part-time Operator.

**Martin, Kerry H.**, from Operator Trainee to Operator.

**Martinez, Matthew J.**, from Stock Clerk to

Material Control Clerk.

**Martinez, Venedicta G.**, from Operator Trainee to Operator.

**Matosian, Jackline**, from Acting Auditing Service Administrator to Assistant Inspector General—Management Reviews.

**McJunkin, Linda K.**, from Service Attendant to Mechanic C.

**McKnight, Carl E.**, from Printer II to Acting Printing Supervisor.

**McMillan, Phillip T.**, from Property Maintainer A to Property Maintainer A Leader.

**Mendoza, Xhavier**; from Service Attendant to Mechanic C.

**Montoya, Theodore N.**, from Materials Management System Supply Analyst to Acting Senior Materials Supervisor.

**Morgan, Robert D.**, from Property Maintainer B to Property Maintainer A.

**Morin Sr., Jerald**, from Transit Police Lieutenant to Acting Assistant Transit Police Chief.

**Morris, Carrie V.**, from Secretary to Senior Secretary.

**Oriol Sr., Christian**, from Stock Clerk to Truck Driver Clerk.

**Ortiz, Ramiro**, from Stock Clerk to Storekeeper.

**Pachuca, Gerardo A.**, from Operator Trainee to Operator.

**Padilla, Rodolfo A.**, from Part-time Operator Trainee to Part-time Operator.

**Palmero, Juan E.**, from Janitor to Mopper Waxer.

**Pelley, George F.**, from Property Maintainer A to Property Maintainer A

Leader.

**Phillips, Michael P.**, from Stock Clerk to Truck Driver Clerk.

**Pongos, Salvador T.**, from Operator Trainee to Operator.

**Portillo, Jose D.**, from Part-time Operator Trainee to Part-time Operator.

**Procopio, Leila S.**, from Acting Legislative Analyst to Legislative Analyst.

**Purcell, John F.**, from Schedule Checker Supervisor to Acting Schedule Checker Manager.

**Ramirez, Jose R.**, from Part-time Operator Trainee to Part-time Operator.

**Ramos, Jr., Miguel**, from Mechanic B to Mechanic A.

**Robles, Jesse M.**, from Service Attendant to Mechanic C.

**Rodriguez, Thomas S.**, from Messenger Clerk/Relief Mail Carrier to Mail Carrier.

**Ruiz, Richard H.**, from Mechanic B to Mechanic A.

**Samaa, Nebeel N.**, from Operator Trainee to Operator.

**Sanchez, Maria B.**, from Information Clerk to Supervisor of Telephone Information.

**Santellanes, Jorge R.**, from Part-time Operator Trainee to Part-time Operator.

**Sausjord, David I.**, from Planner to Senior Planner.

**Shahin, Elias H.**, from Part-time Operator Trainee to Part-time Operator.

**Sheer, Dan D.**, from Operator Trainee to Operator.

**Simpson, Louisa A.**, from Senior Configuration Control Analyst to Acting Configuration Control Manager.

**Singh, Harbaksh**, from Operator Trainee to Operator.

**Soto, Raquel**, from Part-time Operator Trainee to Part-time Operator.

**Tabares, Robert R.**, from Operator Trainee to Operator.

**Talbot, Patricia**, from Operator Trainee to Operator.

**Thomas, Brenda C.**, from Part-time Operator Trainee to Part-time Operator.

**Ulmer, David A.**, from Property Maintainer B to Property Maintainer A.

**Valdez, Celia R.**, from Typist Clerk to General Clerk II.

**Villalobos, Barbara C.**, from Part-time Operator Trainee to Part-time Operator.

**Walker, Cedric J.**, from Stock Clerk to Storekeeper.

**Watts, Ronald**, from Operator Trainee to Operator.

**Wells, Harold W.**, from Truck Driver Clerk to Storekeeper.

**Wells, Rodger K.**, from Part-time Operator Trainee to Part-time Operator.

**Williams, Marian E.**, from Utility A to Mechanic C.

**Wilson, A. H.**, from Schedule Checker to Acting Schedule Checker Supervisor.

**Wilson, Rosann H.**, from Typist Clerk to Division Stenographer.

**Wu, Jerry**, from Operator Trainee to Operator.

# SHIFTING GEARS



**Bassham, Norman C.**, began with the District on June 3, 1957, retired as an Operator on March 31, 1988.

**Bentley, William**, began with the District on November 5, 1960, retired as Traffic Loader/Estra Schedule Checker.

**Deck, Gibson Lee**, began with the District on February 22, 1960, retired as an Operator on April 2, 1988.

**Denmark, Roy**, began with the District on April 21, 1953, retired as an Operator on April 23, 1988.

**Gonzalez, Alfonso**, began with the District on April 13, 1963, retired

as an Operator on April 23, 1988.

**Jenkins, Alva P.**, began with the District on March 25, 1974, retired as an Operator on March 31, 1988.

**Skaggs, Norva**, began with the District on November 17, 1962, retired as an Operator on April 17, 1988.

**Vasquez, Jose**, began with the District on April 17, 1968, retired as an Operator on March 28, 1988.

**Wells, Cerell**, began with the District on March 13, 1965, retired as an Operator on April 26, 1988.

## IN MEMORIAM

**Aguirre, Joe**, began with the District on June 13, 1946 as an Operator, passed away on March 18, 1988.

**Banks, Preston**, began with the District on December 14, 1973 as an Operator, passed away on April 9, 1988.

**Cosby, Robert C.**, began with the District on May 23, 1983 as a Mechanic, passed away March 28, 1988.

**Edwards, Marcus J.**, began with the District on May 23, 1919 as a Mechanic, passed away March 13, 1988.

**Irwin, William W.**, began with the District on April 2, 1952 as an operator, passed away March 9, 1988.

**Jackson, Anthony R.**, began with the District on May 21, 1979 as an Operator, passed away March 26, 1988.

**Jackson, James**, began with the District on November 8, 1951 as a Utility A Leadman, passed away on April 11, 1988.

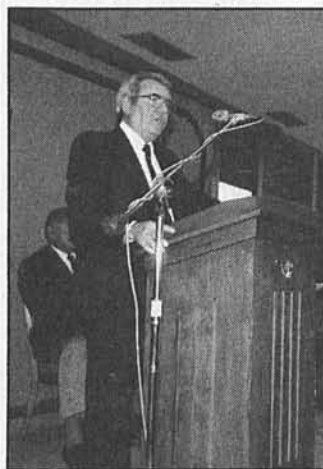
**Marroquin, Jose A.**, began with the District on May 5, 1975 as a Mechanic, passed away on March 24, 1988.

## Transit Police Graduated from Rio Hondo



*Members of Class 87, Rio Hondo Police Academy. From left to right: Instructor Mario Casas; Transit Police Officers Lyndon Cullen, Elliot Zibli, Scott Pawlicki, Arthur Eyanson, James Stonehouse, and Transit Police Chief James Burgess.*

Five members of graduating class 87 from the Rio Hondo Police Academy had the opportunity to hear their new boss, Transit Police Chief James Burgess give the commencement address at their graduation on April 22.



*Transit Police Chief James Burgess addresses the graduating class of police officers at Rio Hondo Police Academy on April 22.*

The new recruits to the RTD Transit Police Department completed their 16-week training along with the other members of their class.

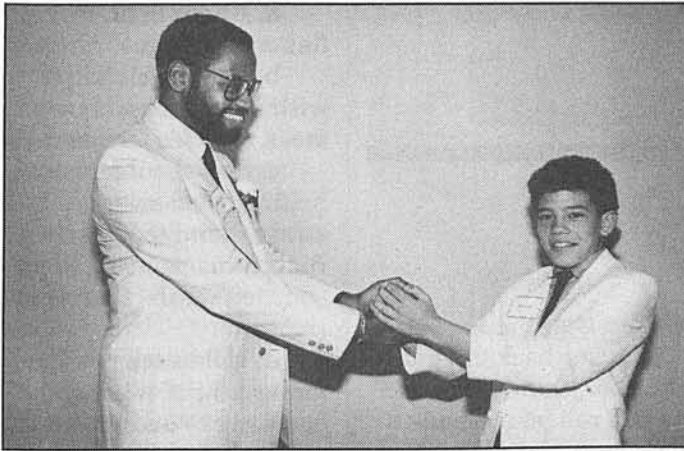
Burgess congratulated the class for successfully completing the training which now enables them to enter into one of "the most rewarding, challenging, and exciting careers available to young men and women today."

The police chief advised the rookies on a few methods to make a successful career in law enforcement, which included continuing on with their higher education and re-reading the police canons of ethics often. In parting, Burgess told the recruits a story a field training officer told him was the most important message he had for

*continued on page 23...*



## Brown Completes Studies



*LGCA Special Projects Coordinator Clarence Brown is congratulated by CLEAN TEAM spokesman Aaron Lohr, star of the TV show "Bustin' Loose."*

Senior Community Affairs Representative Clarence Brown was conferred the degree of Master of Arts in Communications Manage-

*...specializing  
in communication  
marketing*

ment at the 105th commencement at the University of Southern California on May 6.

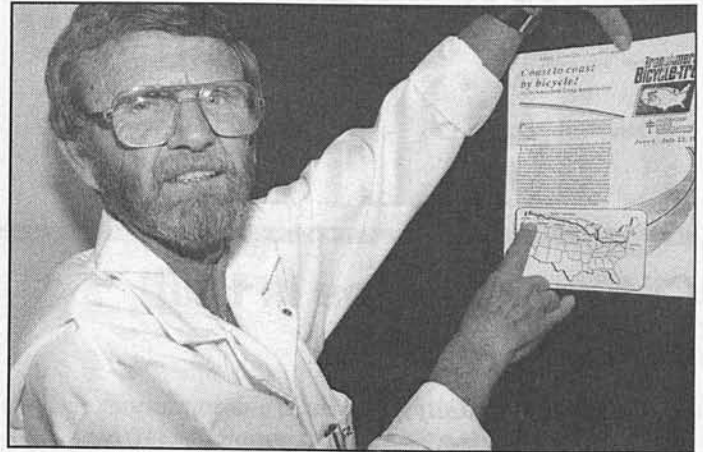
Brown entered as a full-time graduate

*...continued from page 22*

new recruits. "The badge only covers a small part of your chest, it does not cover a portion of your anatomy that is very vulnerable."

student at the Annenberg School of Communications at USC two years ago, specializing in communications marketing, organizational communications, and communication campaigns. His final comprehensive research project analyzed the current crisis in the television news industry as it relates to economics, content quality, and regulatory policy.

He completed the program with honors, earning a 3.9 grade point average. Brown has been with the District since 1981. He supervises the Local Government & Community Affairs Department's Special Projects Unit, which produces District publications, audio-visual presentations, exhibits/displays, the Speaker's Bureau, and the District's community affairs programs.



*Division 3304 Mechanic A Larry Mead is one of 300 cyclists to tour 3,425 miles on the TransAmerica Bicycle-Trek for the American Lung Association. In the photo, Mead points to the start of the tour, a fund-raising effort for the lung association, which begins in Seattle on June 6 and finishes in Atlantic City, New Jersey on July 22.*

## Mechanic to Cycle Coast to Coast

This summer Division 4 Mechanic A Larry Mead will be riding his bicycle 3,425 miles across the country to raise funds for the American Lung Association for the Los Angeles/Orange County area.

"I'm not crazy, but I am committed!" says Mead, who along with over 300 other cyclists from all over the United States (each supporting their local lung association) will be riding June 6 to July 22, 1988 from Seattle to Atlantic City, New Jersey all in the name of cleaner air and better health.

"It's a major challenge, one I can't do alone. I'm already training, getting prepared to ride an average of 80

miles a day," says Mead. The cyclists will cross 13 states and 3 mountain ranges during their 47-day odyssey. Each rider has agreed to raise a minimum of \$5,000 for his or her home state. The national goal is to raise over \$2 million for the American Lung Association affiliates the cyclists represent. "My personal goal is to raise \$10,000 for the American Lung Association of the Los Angeles/Orange County area."

Mead, 61, with the District for 15 years, is calling on all his co-workers and friends at the RTD to support his effort. "You can help me to meet my goal by pledging to join in this

*continued on page 24...*

# TO YOUR HEALTH



## Cut Your Sit-Ups in Half!

by Elia Hager, R.N.

Half a sit-up? Actually, half a sit-up is better than the old-fashioned-straight-leg-jerking-yourself-into-a-sitting-position-then-reaching-for-your-toes sit-up. Physical therapists, orthopedic specialists, exercise and training coaches all seem to agree that the traditional sit-up is out and they also say that old form of exercise was/is murder for your back.

I'm going to start with some general do's of exercise then I'll introduce you to the abominable abdominals known as the crunches.

1. Do all exercises smoothly at regular counts, contract your muscles slowly without

**The  
traditional  
sit-up  
is out**

sudden stops and starts.

2. Bend your knees in all standing exercises with your buttocks muscles tucked and when doing sit-ups, keep your knees bent.

3. Warm up slowly

before doing any exercise. Do general stretching exercises in the standing and sitting position.

4. After exercising be sure to allot time for cool down. You may want to do your warm-up exercises in reverse as a cool down.

### Now for the Crunches:

1. Lie down on your back, bend your knees, feet flat on the floor.

**Do not hold your**

**breath on any**

**movement nor**

**with any exercise...**

**it will raise**

**your**

**blood pressure.**

2. Cross your arms across your chest, slowly roll your shoulders forward, rest your chin lightly on your chest.

3. Tense your stomach and buttocks muscles keeping your back flat on the floor.

4. Roll your shoulders 5-8 inches from the floor

exhaling on the way up. Keep your back flat on the floor, taking a breath as you roll your shoulders back. Do not hold your breath during this or any exercise. Keep your stomach and buttocks tense. Then repeat the sit-up in sets of 10.

5. If your head becomes heavy for your neck, lightly support your head with your hand. Do not apply pressure to the head or neck.

6. Do all movements smoothly and continuously with no jerky stops and starts.

### Variations to the Crunch:

#### 1. Scissor Crunch

a. Roll shoulders forward

b. Lightly support your neck—both hands behind neck

c. Back flat on the floor

d. Bring knees up level to hips

e. Try to touch right elbows to left knee then left elbow to right knee using a crossing scissors motion smoothly

f. Remember do not hold your breath on any movement nor with any exercise. Holding your breath will raise your

blood pressure unnecessarily.

#### 2. Second Variation—Love Handle Crunch

a. Knees bent, feet flat on the floor

b. Keep back flat, with stomach and buttocks muscles tensed

c. Roll shoulders up holding your arms straight and together. Both arms pointing to your left ankle, then your right.

d. Hold each position for a count of twenty, bouncing to each count, reaching for right ankle, roll back then roll forward pointing to the left ankle. Remember don't hold your breath. As you build your endurance increase the sets of exercise and the times you repeat each (increasing sets and repetitions).

### ...Cycle

...continued from page 23

fight against lung disease. Every donation is important and appreciated and tax deductible!" A pledge of \$.01 a mile (\$34) or \$1 a day (\$47) will not only help those in Southern California who fight respiratory problems every day, but will also ensure that each donor will receive a personal thank you from the American Lung Association.

Anyone interested in donating should call Larry Mead at Division 3304 on extension 6304. Mead requests that all checks be made payable to the American Lung Association.



## Coble Weds

Senior Staff Assistant **Patricia A. Coble** married **Larry J. Williams** on February 13 at March Air Force Base.

Approximately 200 friends and family were on hand to celebrate, and some RTD employees were members of the wedding party. They included Vicki Varga as bridesmaid and Helen Bolen assisting with the guest book. The couple spent their honeymoon in Las Vegas.

The bride's husband is a mechanic at March Air Force, while Pat



serves the RTD in the Labor Section of the Transportation Department. She has been with the District for 25 years.

The couple makes their home in Moreno Valley.

## Washington, D.C.— A Capital City

by **Roger Slagle**,  
*Acting Director of  
Federal, State, and  
County Liaison*

As someone who has spent more than 15 years associated with Capitol Hill, the last seven on behalf of the District, I have developed an affection for our nation's capital. Triumphant over miserably hot and humid summer weather, Washington has become a vibrant mix of museums,

buildings of the national Gallery of Art. Incidentally, a relaxing way to visit all of these fascinating places is by subway.

The Washington Metrorail system eliminates the need for a rental car and provides a fast, smooth ride as well. The system can take one practically anywhere—from the Arboretum to the Smithsonian, from the Capitol to the Zoo. When riding on Metrorail in Washington, remem-

## Bus Museum Hosts Open House and Dinner

The West Coast Motor Coach Museum will celebrate their fourth annual Open House and Banquet in June.

*The banquet*

*will include*

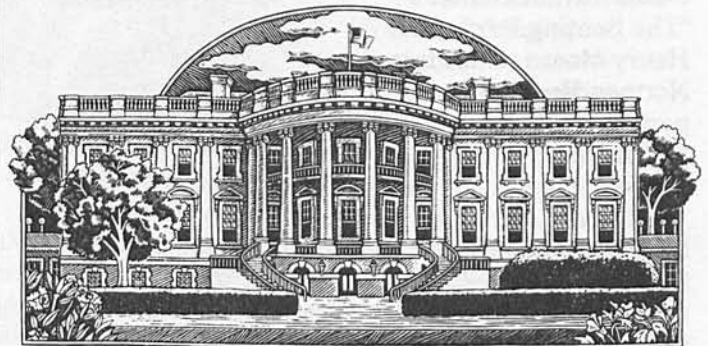
*some well-known*

*authorities*

The event will also commemorate the Western Transit Society's twenty-fifth anniversary. The banquet will include

some well-known authorities from the motorcoach industry as guest speakers. The society will also present an interesting slide and movie program as part of the entertainment. The banquet will be held at the Peppermill Restaurant in Pasadena on June 11 at 6 p.m.

The museum's open house will commence June 12 at 10 a.m. in La Puente at 18145 East Valley Blvd. Several demonstration rides will be given, and the latest projects and coaches acquired will be displayed. For more information call Stephen Schwarzwald at 818/783-3454.



monuments, and diverse cultures. This article necessarily focuses on a small cross-section of this inviting city's sights.

Most are grouped along the broad, grassy expanse known as the Mall. The Capitol dome towers over the eastern end, while the Washington Monument and Lincoln Memorial anchor the Mall on the west. The various buildings of the Smithsonian Institution line both sides of the Mall between the Capitol and the Washington Monument, along with the two

ber that this beautiful system opened with a handful of stations just like the Los Angeles system will.

Visitors to the Capitol (in case you're confused "Capitol" refers to the building and "Capital" refers to the city) will see the galleries of the United States Senate and House of Representatives. Visitors should request gallery passes from Senators Alan Cranston or Pete Wilson, or from their Representative in the House of Rep-  
*continued on page 26...*

## ...Washington, D.C.

...continued from page 25

representatives. A pass entitles one to a spectacular balcony view of Congressional proceedings. Originally designed by William Thornton in 1793, the Capitol recently underwent restoration to its western front, the only portion of the original facade still visible.

The National Gallery of Art, Phillips Gallery, Hirshhorn Museum and Sculpture Garden, National Museum of African Art (the newest), Renwick Gallery and the National Portrait Gallery span many centuries and styles of artistic efforts. Famous works for all tastes include Renoir's "The Boating Party," Henry Moore sculptures, Norman Rockwell's portrait of Richard Nixon, and thousands of others.

The Air and Space Museum provides a fascinating history of manned flight. Included are the flying craft of the Wright Brothers, World War I aces, and Charles Lindbergh, as well as the spaceships used by the Mercury, Gemini, and Apollo astronauts. A huge, panoramic screen in the auditorium shows spectacularly filmed movies of the history of flight.

The Natural History Museum includes dioramas explaining the biological, ecological, and anthropological history of life on Earth. Special exhibits include a life-size woolly Mammoth and the preserved skeleton of a blue whale

suspended from the ceiling.

The American History Museum contains exhibits detailing the sociological history of this country. Popular sights include the original, battle-scarred "Star-Spangled Banner," antique automobiles and a collection of inaugural gowns worn by White House first ladies.

A tour of the White House should thrill anyone with an interest in America's history.

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*...streets and  
sidewalks swell to  
capacity...assuming  
an "intoxicated  
collegiate  
atmosphere."*

---

Every President except George Washington lived in this mansion. The scale of the house and its beautiful antique furnishings convey dignity, without the intimidation of excessive formality.

Washington also offers many entertainment centers. Georgetown combines the serenity of nineteenth century neighborhoods with the city's greatest concentration of restaurants, quality shops, and nightclubs. On weekends Georgetown streets and sidewalks swell to capacity, with the evenings assuming an "intoxicated collegiate" atmosphere. Dupont Circle contains many informal cafes, cinemas, and art galleries, as well

as the focus of the city's gay population. Adams Morgan contains many Cuban, Salvadoran, and Ethiopian restaurants, as well as an artists' colony centered around the Torpedo Factory. This

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*Clearly, Washington  
reflects the diversity of  
the country*

---

building actually housed the manufacturing of torpedoes during the Second World War, but has since been converted to studio space for artists.

Clearly, Washington reflects the diversity of this country just as a capital should!

*Regretably for the District, Roger Slagle left Los Angeles and the RTD to take a position in his beloved Washington, D.C. on May 13. We miss you Roger!*

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## Free Show for Bus Fans

A free color slide show of buses for bus fans is shown every second Sunday of the month at 7 p.m. at 272 Alpine Street in Pasadena. All visitors are asked to enter through the rear entrance and proceed to the second floor. Visitors are encouraged to bring their own bus slides for projection on a 12-foot screen or just come and enjoy. All the presentations are free courtesy of the Western Transit Society.

## Restaurant Review

by Susan Harvey,  
Division 15 Assistant  
Manager

If you are looking for a good steak and prime rib restaurant in the Pasadena area, try Alexander's Brass Rib. They have some of the best prime rib around. There is a nice 10-ounce size and for the "hungry" people in your party, a boneless 16-ounce size. The meat is tasty and tender, just the way it is supposed to be. The steaks are good quality and a nice size. They also serve some excellent barbecue ribs and chicken.

All the dinners come with a choice of soup or salad bar. The salad bar is worth getting. It is set with plenty of fresh fruit and vegetables and all the little extras that set some salad bars above the rest.

For an appetizer try their french-fried zucchini which comes with a spicy mustard dip, and don't miss their garlic cheese bread. Dinners also come with a basket of homemade bread, the dark bread is something special.

If there is still room, the desserts are great. The Chocolate "Black-Out" cake is not to be passed up by chocolate lovers.

Alexander's Brass rib is located at 3768 East Colorado Boulevard in Pasadena. The phone number is 818/793-2271.



# Working on a Guide to the Mojave

by Axel Heller

Over the past year I spent several weekends working with the group "Friends of the Mojave Road," developing interpretative historical guides for 4-wheel drive vehicles.

The Mojave Desert is a fascinating and beautiful place to visit throughout the year and it is right in our own backyard. The most popular times for visiting the Mojave Desert are in mid-September through mid-November, and mid-March through mid-May. In the spring the weather is warm during the day and cool in the evenings; and the flowers are in bloom. In the summer, the higher elevations are cooler. Fall is similar to spring without the flowers. During the winter it can be quite cold, there may be snow on the ground.

The "Mojave Road Guide," by Dennis Casebier, is an example of the group's work. The Mojave Road, also known as the Old Government Road, was a major east/west trail that connected the Colorado River at Needles, California, to Los Angeles, California. It now exists from Needles to approximately 20 miles north of Barstow, for a total of 139 miles. The road was originally an Indian trail, however, in the mid to late 1800's it became a major thoroughfare because of all the settlers

who poured into California via this trail. The trail also became part of a major trade route between Los Angeles, California, to Santa Fe, New Mexico, and to Salt Lake City, Utah; similar to today's intersection in

December 26, 1987, to January 1, 1988, the "Friends of the Mojave Road" were interviewed by Marty Dickes, of the National Geographic Society, as a preliminary for an upcoming special on the East Mojave



*Axel Heller discussing the Mojave Road with Marty Dickes of the National Geographic Society.*

Barstow of I-15 and I-40.

The group is currently working on a series of guide books entitled the "East Mojave Heritage Trail," that will be published in four volumes (the second volume will be published in October 1988). The Heritage Trail is a long loop of approximately 600 miles which begins and ends in Needles, California. The trail uses existing roads that meander throughout the desert connecting mining towns that existed in the past. Today, however, only the foundations are left. Travel is also along the abandoned railroad berms.

During the week of

Desert. The interviews were conducted while the group was traveling along the trails in their 4-wheel drive vehicles.

On March 27, Ms. Dickes once again returned to the East Mojave Desert with the film crew from the National Geographic Society. Filming was conducted at various scenic spots using the group's vehicles as modern day covered wagons. (Today travel through the desert is made possible by 4-wheel drive vehicles equipped with CB radios. The group's vehicles vary from Jeep CJ's and Blazers to pick-up trucks. Each vehicle was pur-

chased for off-road use and is customized to the owner's particular taste and use).

Discussions were recorded over the CB radio on various topics. One of the questions asked was why they keep coming out to the desert. Their answer was, simply, to learn about the history of the area; the unsuccessful attempts at farming; the ongoing mining (turquoise, copper, iron, gold, and silver) and of the hardships endured by the people who first traveled throughout the Mojave Desert.

The caravan with the National Geographic Society ended at the Mojave Road mailbox. This mailbox is constructed of metal and is placed about halfway along the trail. The purpose of the mailbox is to provide a storage place for a log book. Visitors who travel through the desert have an opportunity of signing the log book, and writing comments about their experiences. Also, the Bureau of Land Management makes use of this information for their land use reports.

The National Geographic Society program will be shown in the fall of 1988 as part of the National Geographic's "Explorer" series. The show will also be shown in Great Britain.

*Axel Heller is a Digital Technician in the Facilities Maintenance Department.*



## The Clean Team

# HEADWAY

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

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

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