



# Metro News **BULLETIN**



## RTD Sets Olympic Records

If Olympic medals had been awarded for efficient transit service, RTD would have been a shoe-in for the "gold." During the 16 days of the XXIIIrd Olympiad, the District operated special services equivalent to the fourth largest transit system in the state. With a separate fleet of 550 buses, some 1.2 million passenger boardings were recorded during the Summer Games... not to mention the more than 28 million boardings by passengers who routinely used the regular RTD service during the same period.

"Accomplishing this feat with such a high degree of efficiency deserves high commendation," noted Bill Forsythe, Director of Transportation for the Los Angeles Olympic Organizing Committee. "This special service couldn't have worked without the intense cooperation among RTD, Caltrans, the California Highway Patrol, Los Angeles Police Department, the County Transportation Department, local governments and, above all, the general public." Moreover, the traffic Armageddon predicted to loom over the region during the Games never materialized, largely because of the RTD Olympic Service Plan.

As a result of the program's success, virtually everyone has gained a new perspective on mass transit—particularly on how it can be the most effective alternative to the automobile. People who had never ridden a bus prior to the Games tried it. And, to their surprise, they liked it. So much, in fact, that several have become regular patrons. See pages 4, 5, 6 and 8 for related articles on this fascinating success story.

# News Briefs

## Good food...Good will!



**Finger-Lickin' Good!**—RTD Community Relations staffers Susan Loewenkamp and Herbert Cranton (above) enjoy good times with community guests. At left, young visitors help themselves to buffet. No doggie bags, please!

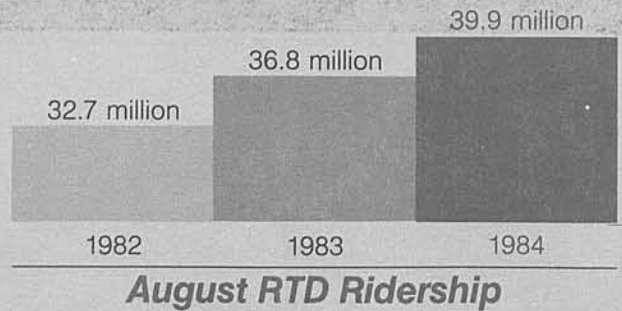
That's about the best way to sum up the annual barbecue cookout, recently hosted by Bus Division 12 in Long Beach. Since Drake Park residents have been RTD's neighbors for the past 20 years, the Division personnel extended an open-arm invitation to share in the good food, good times and good will.

More than 50 neighbors enjoyed a day of music, award presentations and the best barbecue in town. Division 12 chefs fired up their grills early in the morning and dished out ribs, chicken and hot links throughout the day.

The Division's public barbecue was part of RTD's ongoing "Good Neighbor" program in Long Beach.

### Downey Continues to Shop By Bus

The Downey City Council recently approved expenditure of \$25,000 of its Proposition A funds to continue its highly successful Shop By Bus program. In less than three months, some 50,000 RTD Olympic tokens have been sold through 65 retail outlets. Early this summer, the Downey Chamber of Commerce launched the program, in which local shoppers receive a free RTD 1984 Olympic Commemorative Token, good for a free RTD bus ride when they make a \$10 minimum purchase at selected retail stores.



## Summer Ridership Sets Record

Summer RTD ridership increased significantly over a year ago with a record average weekday ridership of more than 1.5 million boardings.

With results just in, overall RTD ridership for August was 39.9 million boardings, compared to 36.8 million last year and 32.7 million two years ago. In July, higher records were set—13.5% over ridership levels in July, 1983. Overall ridership for this July was 39.8 million, compared to 35.1 million last year, and 29.1 million during July two years ago.

By far, the summer high RTD ridership was in June, with 1.6 million average weekday boardings (just prior to the peak vacation period).

"This is the highest summer ridership we've ever had in the District's history," says General Manager John A. Dyer. "This achievement can be directly linked to the fare reduction program made possible by Proposition A."

In August, RTD weekend ridership continued to show gains with Saturdays averaging 976,000 boardings, up 13.6% over last year. Sunday's ridership hit an all-time new high with an average of 700,000 boardings, up 8.6% over July, 1984, and a whopping 12% over August, 1983.

RTD defines one boarding as each time a person gets on a District bus. A passenger going to or from a single destination represents two or more boardings. RTD's special Olympic bus service ridership totals are not included in this analysis.

### Bus Center Open

The RTD City Bus Center is now in operation just east of 96th St. and Vicksburg Ave. It provides a convenient transfer point for all LAX-bound RTD passengers. Plans call for this facility to be shared with Santa Monica, Culver City and Norwalk municipal bus lines in the near future. Currently serving the center are RTD Lines 42, 111, 112, 117, 220, 225, 226, 232, 439 and 560.

### Sam Black Retires

Sam Black, Assistant General Manager of Operations, recently retired after 13 years of employment with the District. With 7,000 employees under his management, Black was responsible for the District's operating departments, including Transportation, Maintenance, Telecommunications, Equipment engineering, Scheduling and Transit Police.

*(Continued on page 6.)*

# Public affirms strong support of Metro Rail

## Advocates urge immediate construction of initial 4-mile subway segment

**W**hat construction impacts will the first four miles of the Metro Rail subway have on the immediate community? That's what a host of some 200 community leaders, residents, business people and public officials spent five hours discussing at hearings on the Metro Rail Project August 30 at RTD headquarters.

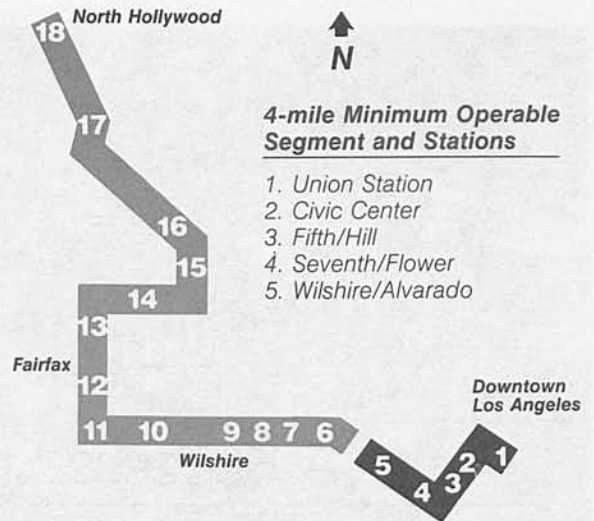
The first hearing opened public discussion on the RTD's federal grant application, which requests more than \$500 million of federal gas tax revenues to begin constructing the first 4-mile segment of the 18-mile Metro Rail subway. (The remainder of the \$1.17 billion needed to complete Phase 1 will come from state, county, local and private sources.)

Phase 1 consists of five subway stations and connecting tunnel, stretching from Union Station, south along Hill Street and west to Wilshire/Alvarado (see map). Sufficient federal and local funds are available to begin construction of this initial segment.

This hearing was followed by a second important session, which considered public testimony on the environmental impacts that Phase 1 construction may have on the affected communities as identified in a special RTD *Environmental Assessment* document.

The document discusses a variety of major short- and long-term impacts and recommends measures to either lessen, if not alleviate, any adverse impacts. (The *Environmental Assessment* document is supplemental to the more detailed, extensive analysis contained in the *Final Environmental Impact Statement*, 1983.)

As a prerequisite for construction funding, UMTA required RTD to prepare the *Environmental Assessment* for the Phase 1 alignment, formally called "Minimum Operable Segment 1



(MOS-1)." Copies of the document are available through the RTD Community Relations Department.

As has been the case at previous hearings on the entire 18-mile project, public testimony relative to MOS-1 construction was highly favorable. Of the 69 persons who testified, an overwhelming majority endorsed the RTD proposal to proceed immediately with construction of MOS-1. That sentiment was echoed by advocates from all walks of life, including elected officials, commissioners, community leaders, bus riders and other citizens from various parts of the county. The repeated message almost became a jingle: "Let's just get started!"

"'Started' is the key word," emphasized RTD General Manager John A. Dyer. "We can only build the system as adequate funds are available. UMTA has expressed willingness to fund a minimum operable segment that is within their current budget limits, and we have identified that portion of our 18-mile alignment that satisfies that requirement. Thus, with widespread, bipartisan support, we shall forge ahead to secure the federal Letter of Intent to begin building our regional transit system."

For the next several weeks, UMTA will review RTD's grant application and the *Environmental Assessment*, and make the long-awaited decision to award the Letter of Intent for Metro Rail's construction. That decision could come as early as mid-October. Once approved, RTD will begin construction at the Central Maintenance Yard site near Union Station and at one or more additional station locations in downtown Los Angeles.

Meanwhile, the District will continue working collectively with the local private and public sectors to secure a federal financial endorsement for the remainder of the 18-mile backbone of the Los Angeles County rail transit system.

## County, City approve local funding

Metro Rail received significant votes of confidence recently by the Los Angeles City Council and the Los Angeles County Transportation Commission, who collectively approved more than \$475 million for the subway's construction.

In August, the LACTC unanimously approved a whopping \$406.6 million, followed by the Council's commitment of \$69 million, beginning with an initial \$7 million for the first fiscal year. These actions represent 14% of the estimated \$3.3-billion cost of the 18-mile transit line.

RTD Board President Nick Patsaouras called the

actions an "absolute requirement" in winning federal support. "RTD can now demonstrate that Los Angeles can produce the local share of the project's cost."

The Metro Rail financing plan calls for 69% of the construction cost to be covered by federal grants, 12% by the state, 12% by the county, 2% by the City of Los Angeles and 5% by local private sources, such as benefit assessment revenues. The state has already made its local share commitment.

All that remains now to complete the plan is the federal share, which is expected this year.

## A Success Story

# Efficiency:

## Vital Key to Success of RTD Olympic Service

**T**raffic gridlock was one competition no one wanted to participate in during the recent Summer Olympic Games. And thanks largely to the efficiency of RTD's model Olympic Service Plan, hundreds of thousands of spectators enjoyed the record-breaking performances of world-class athletes without having to compete with severe traffic congestion.

With the world ready to judge the results, RTD developed a plan to avert what many had feared would be terminal gridlock in which thousands of fans would be caught in traffic jams while athletes performed to empty stadiums.

As everyone attests, the operating plan proved extremely successful from the first to the last chapter... even well beyond planners' expectations. "And who knows?" adds a local official, "RTD could find itself recorded in the international annals of Olympic history for unparalleled efficiency." Especially when one considers these unique challenges faced by RTD:

- Unlike past Olympiads, where events were scheduled in a central location, the Los Angeles Games were held in 23 separate venues, spread over a distance of 200 miles.
- Since the 1960 Games in Rome, Los Angeles was the first city to host the modern Olympics without a rail rapid transit system.
- Approximately 700,000 daily visitors were expected to arrive in Los Angeles each of the 16 days of the Games.
- Traffic was expected to increase 10% overall on Los Angeles' already congested freeways and surface streets during the Games.



**Leaving Cars Behind**—Thousands of Olympic spectators boarded special riders to major venues within minutes.

- The most popular sporting events were scheduled at Exposition Park (track and field), USC (swimming and diving) and UCLA (tennis and gymnastics), where a severe parking shortage was projected.
- Some 127,000 spectators were expected to converge on the Exposition Park/USC complex when all events were running simultaneously. Thousands more were expected to visit Olympic exhibit/concession areas and the various museums situated in the Park.
- RTD was expected to carry 40% of all spectators attending Exposition Park and Westwood. Substantial bus demand was also expected at other major venues, including the Rose Bowl, the Forum, Dodger Stadium, Long Beach and Anaheim Convention Centers, Loyola-Marymount University and Santa Anita Race Track.
- Compounding matters, RTD carried a record 1.5 million weekday boarding passengers on its existing service in July, just weeks before the Games began. Many RTD bus lines had been operating at capacity for some time, particularly those traveling by Exposition Park.
- Moreover, RTD was given the charge to provide this special Olympic service without the use of tax dollars or contributions by the Los Angeles Olympic Organizing Committee (LAOOC).

Indeed the challenges were formidable. So were the stakes if RTD didn't surmount them.



Special buses at RTD's downtown station at First and Spring Streets, the hub of Olympic bus service activity. Shuttle and express buses whisked

**TWO-YEAR PLANNING EFFORT**

RTD planners began grappling with these issues more than two years before the 1984 Games. Once specific event locations and schedules were known, along with seating capacities at the various venues, a complex transportation plan began to evolve.

After meetings with city and state transportation officials, and the LAOOC, the District opted to start from scratch a

second bus fleet which would provide special direct service to the major Olympic venues during the 16 days of the XXIIIrd Olympiad, July 28-August 12.

RTD's 550-bus Olympic fleet ranked in size to the fourth largest public transit district in California. Its operation required more than 1,000 workers, including 400 temporary drivers who had to be hired and trained. Many RTD administrative employees left their desks behind and worked in the field as passenger assistants, providing fare exchange and information and supervising bus traffic and security at the various terminals.

**PREPARED FOR WORST**

In all, RTD Olympic buses recorded some 1.2 million passenger boardings during the 16 days of the Games. According to early Olympics attendance forecasts, many more spectators from around the world were expected to attend the Games and use RTD service.

"And we were ready for them" notes General Manager John A. Dyer. "We were prepared to handle the worst of situations."

But as the media have well chronicled, several participating nations pulled out of the Games at the last minute; consequently several thousand would-be spectators stayed home.

Yet when the circumstances changed, RTD responded quickly. "Flexibility" became the watchword. On its 24 routes to the venues, RTD tailored service to meet demand, while assigning extra buses to handle a sudden surge in



**Smooth Coordination**—Platoons of Olympic buses arrived or departed from Coliseum about every 10 seconds during peak activity. Such efficiency resulted from smooth coordination between RTD Operations Control Center (l) and on-site venue captains (r).

## Efficiency

(Continued from page 5)



**All Aboard**-Riders maintained that RTD was most convenient way to travel to Olympic events.

ridership. Riders arrived at the venues on time and in air-conditioned comfort.

RTD's efficiency was tested and proven most notably at the Exposition Park complex during opening and closing ceremonies and when Olympic events occurred simultaneously at USC, the Sports Arena and the Coliseum. Thousands of spectators were transported to and from the complex quickly and safely.

Each day, riders made their trips either by park/ride buses (operated from seven suburban parking lots); shuttle buses for short distances; or nonstop express buses from downtown Los Angeles to suburban venues.

To help expedite travel, reserved bus lanes were established, and freeway ramps near Exposition Park were open only to buses. And thanks to an elaborate traffic management program, developed in conjunction with local and state transportation and law enforcement agencies and the LAOOC, traffic flow was continually monitored. RTD operators could radio up-to-the-minute status reports to the state Traffic Coordination Center, enabling quick responses to traffic bottlenecks.

At the Coliseum complex, the LAOOC constructed two bus facilities at the east and west ends so RTD could literally

drop passengers off at the door. During peak Olympic activity, RTD buses arrived or departed from the Coliseum about every 10 seconds.

### GLOBAL COMMUNICATIONS

To inform the public of the special Olympic bus service, RTD implemented an unparalleled communications program. Over a million free RTD Olympic service brochures were distributed throughout the world. Augmenting this was an intensive advertising campaign, reinforced by an international media blitz. RTD produced its own videotape about its Olympic preparations and made copies available to news stations and documentary producers around the globe.

Buses were identified by Olympic emblem decals on the front and rear, while special Olympic bus stop signs were produced and installed for passenger convenience.

Within the region-at-large, RTD's Community Relations and Planning staffs made scores of presentations to public officials, community/business organizations and homeowner groups, explaining RTD's Olympic service and how users could get the most from it.

### CREATIVE FINANCING

Since public funds could not be used to underwrite the \$10-million price tag for this extensive service, RTD offered premium one-way fares ranging from \$2 for the shuttle buses to \$6 for park/ride lines. In addition, the District sold sets of 24 commemorative Olympic bus tokens to help defray costs.

To serve passengers better, RTD opened an Olympic Customer Service and Information Center across from Los Angeles City Hall, the hub of Olympic bus service activity, where personnel sold tickets, tokens and a \$10-a-day Gold Pass, good for unlimited riding on all RTD buses.

### PUBLIC COOPERATION

As expected in implementing such a large-scale program, there were a few hitches, minor ones. But they were resolved quickly. Without question, however, the transportation plan would have been just that—a plan—without the public's commendable cooperation. Thanks to commuters altering their driving habits, the Southland's freeways were able to absorb both Olympic spectator traffic and normal trip volumes as rush-hour peaks were spread out. Predictions of traffic logjams never materialized.

"By all standards, the XXIIIrd Olympiad was a tremendous success," reflects RTD Board President Nick Patsouras. "This milestone experience has proven once again that people will use a public service that is efficient and reliable."

**Appreciation to Marc Littman for contributing to this article.**

## News Briefs

(Continued from page 2.)

### For Better Security

Thanks to an agreement between RTD and the County of Los Angeles, transit security is being enhanced in the County's Second Supervisorial District. Effective now through June 30, 1985, the agreement provides for a crime prevention officer to work full-time with local community and school groups to discourage crime and vandalism. An RTD Transit Police Task Force will provide technical and advisory assistance.

### School Service Continues

In a bold action, the RTD Board of Directors voted to continue special school bus service pending final approval from federal transit authorities. In July, the Board considered plans to discontinue the special service in compliance with federal regulations and a federal court decision. However, the Board voted to maintain the 50 special school bus routes that serve nearly 4,000 students at 31 schools.

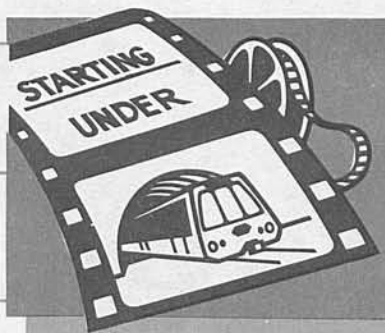
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***Starting Under*** is our award-winning 16mm film on the Metro Rail Project. (For all size audiences.)



***Metro Rail is Coming*** is our popular slide-audio presentation highlighting actual designs and benefits of Metro Rail. (For all size audiences.)



***20 Years of Progress*** is our newest slide-audio presentation highlighting RTD's major accomplishments and the services it has been providing its customers over the past two decades. (For all size audiences.)



***The RTD Video Library*** contains video cassettes on all RTD programs and services. (For small audiences.)



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Southern California Rapid Transit District

***Place that call today!***  
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Let's hear it for the...

# red orange and gold!

**R**TD is still receiving love letters from Olympic tourists around the globe, commending us for the reliable service we provided during the 16 days of the Summer Olympic Games. Needless to say, there are many anecdotes we could share about riders and drivers. But the following is one we like in particular, as reported by one of our staffers, Susan Loewenkamp:

As the Hauser and Olympic stop on Line 28 loomed into view the morning of July 28, Operator Delbert Brown says he couldn't believe his eyes.

"Those people can't be waiting for me," he thought.

But there they were—35 lively folks decked out in red, white and blue, carrying RTD and Metro Rail shopping bags, waving flags and playing kazoos. The bus stop looked more like an Olympic venue site.



**Merrily We Cheer Along**—Their flags may be red, white and blue, but their melodious spirit is certainly red, orange and gold, the RTD's popular trademark colors.

Marlene Gordon, founder of the The Next Stage, coordinates interesting travel events for people. She put together an Olympics Opening Day trip and planned it around RTD bus routes.

Ms. Gordon and company cheered everytime someone new got on the bus. Between stops, they belted out a chorus of patriotic songs and created a festive atmosphere all the way downtown to Sixth and Broadway. Operator Brown remembers the experience well.

"We had a *gorgeous* time," he said, smiling.

After singing and cheering their way through downtown, our Next Stage friends hopped on another bus back to Olympic and Hauser. Ms. Gordon says RTD was terrific and added, "If we had used a regular charter bus, it wouldn't have been nearly as much fun."



## Metro News BULLETIN

**METRO NEWS BULLETIN** is published by the Southern California Rapid Transit District to inform the greater Los Angeles community of progress and developments of the RTD Metro Rail Project and other District operations.

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**Sweepstakes Winner**—Bulletin Editor Clarence Brown presents a year's free bus pass to Barbara Jennings, an ARCO employee. She was recognized for her individual contributions to promote alternate modes of commuting during the Olympic season in the Los Angeles area. The complimentary pass was among numerous awards given by agencies and organizations involved in the highly successful "Share-a-Ride: Everybody in the Pool" campaign, headed by the Coalition for Clean Air.

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