



Metro News **BULLETIN**

Metro Rail is starting under!

Features on pages 6 and 11.

*Tunnel mining machine near
Wilshire/Alvarado station.*

BULLETIN BULLETS

■ RTD Board to consider fare and service changes. Page 3

■ Transit construction is in full bloom throughout the county. Page 6

■ RTD and Family Savings expand antivandalism campaign. Page 5

RTD Notes



District Shows Brotherhood

The District recently ended its third payroll deduction campaign benefitting the **Los Angeles Brotherhood Crusade**. Though the total dollar commitment was not determined by *Bulletin* presstime, RTD's campaign steering committee chairman **David Dominguez** is optimistic over the enthusiastic response among employees. Over the past 19 years the Crusade has lived up to its motto ("Helping People Help Themselves") by providing funds to vital community service organizations, threatened by dwindling public resources.

Day Brightens APTA Task Force

RTD Board Director **John F. Day** has been appointed to the Task Force on Elderly and Disabled Services of the American Public Transportation Association.

He will assist the task force by assessing the status of the transit industry's compliance with federal regulations protecting the interest and transit needs of this special rider group. Day will also meet with organizations representing the elderly and disabled to exchange information vital to the extension of services to this group.

Day is chairman of the District's Ad Hoc Committee on Accessible Transportation.

Cadelli Is Riders' Choice

Venice Division operator **Rick Cadelli** is riding a popularity wave with pride these days. He was selected recently by hundreds of RTD patrons as the first grand prize winner of the "Riders' Choice Awards."

A 12-year veteran, Cadelli led a slate of other winning operators, including **Edward Henderson, Rick Ortega, Robert Wilson, Theodore Williams, Les Vance, Charles Johnson, Sharron Thompson, Darrell Gibson and Bruce Erlenmeyer**.

"Bus operators are chosen for this quarterly honor in recognition of their professionalism," notes RTD Promotions Manager Alice Wiggins. "The Riders' Choice program allows passengers to commend operators who demonstrate care and dedication to service."

Ballots are placed in bus literature boxes and at all Customer Centers. Nearly 1,300 votes were cast during the first quarter, with 330 operators receiving one or more votes. Prizes donated by the private sector are presented to the grand prize winner.

Metro Rail to Open in 1993

On January 14, the RTD Board approved a six-month delay in the opening date for the initial 4-mile Metro Rail segment, which was scheduled to open in the summer of 1992. The new target date is **January 1993**.

The delay is estimated to add only \$4.2 million to the overall cost of the project, which is running \$93 million under budget.

The delay is due to the process of rerouting the alignment near Union Station, where underground toxic wastes were discovered.

Board Names Pegg as Acting GM

At presstime, the RTD Board announced the appointment of District Treasurer-Controller **Alan F. Pegg** as acting RTD General Manager. He began his interim position when General Manager **John A. Dyer** stepped down January 31.

The 42-year-old Pegg joined the District just seven months ago as the head fiscal officer, having served as finance director for Chicago's METRA commuter rail system.



Alan F. Pegg

He will manage North America's largest all-bus system until the Board appoints the permanent General Manager, which is expected to be done within 90 days.

Electronic Fareboxes Enhance Efficiency

As a means of enhancing operational efficiency, the District has begun testing a new electronic farebox on 30 buses operating on Lines 20, 21, 22, 27, 28, 33, 38, 45, 46, 55, 56, 60, 61, 68, 254, 320, 322, 328, 333, 345 and 361.

The fareboxes accept all U.S. coins, dollar bills and RTD tokens and tickets. Drivers can see the fares through viewing windows as they are deposited. At the same time, a digital display tallies the fares and shows the operator the exact amount paid.

Once the coins have been counted, the box will "beep" when the exact base fare has been deposited.

The system is quite easy to use. The farebox has two separate slots for the collection of fares. One is for the insertion of coins and tokens, and another is for the collection of dollar bills and tickets.

Coins and tokens will be deposited on the left side of the farebox. Passengers are asked to feed the coins in the slot rather than simply dumping them into the box.

The collection of dollar bills marks a significant change for RTD. Dollar bills and tickets are deposited on the right side of the farebox.

The computerized farebox is being tested and evaluated by RTD as a means of reducing overall operating costs. After a 60-day trial (early March), the new system will be evaluated to determine whether its use will be expanded.

Board to Consider Fare, Service Changes Feb. 20

Changes Necessary Due to Deficit and Government Funding Shortfall

After two-and-a-half years of holding the line against fare hikes, the Board of Directors is now forced to consider such increases together with service modifications and additional cost-saving efficiency measures.

A public hearing will be held at 9:00 AM on Saturday, February 20 to receive written and oral testimony which will be used by the Board along with staff recommendations to decide on the proposed changes. The hearing will take place in the second floor Board Room at RTD headquarters, 425 S. Main St., Los Angeles.

The fare and service modifications proposed by the staff are necessary to offset an anticipated \$36.3-million budget shortfall. The shortfall is due principally to drastic reductions in government funding for the operation of the bus system. For example, federal operating assistance has declined 22.6% since Fiscal Year 1982; this year's allocation is expected to be about 7% lower than that originally budgeted by the District.

In addition, state assistance, which totaled \$25.3 million in FY82, was reduced this year to zero. County assistance through the discretionary use of Proposition A transit sales tax money is not guaranteed.

The new fare structure, proposed to go into effect April 1, calls for an increase in virtually all fare categories. RTD staff is proposing a base fare hike from the current 85¢ to an all-time high of \$1 (which is comparable to fares in other major cities).

Under this plan, monthly passes would increase from \$32 to \$40 (regular); from \$7 to \$20 for senior/disabled passes; and from \$12 to \$20 for students (K-12). A new "biweekly" pass would be offered at \$20. (See chart for fare comparisons in all categories).

In addition, the Board will consider other possible changes, including:

PROPOSED FARE STRUCTURE		
Fare Category	Current Cost	Proposed Cost
Passes		
Regular Monthly	\$32.00	\$40.00
Biweekly	Not Offered	\$20.00
Express Stamp (reg)	\$12.00	\$14.00
Express Stamp (student)	Not Offered	\$ 7.00
Express Stamp (S&D)	Not offered	\$ 7.00
Senior/Disabled (S&D Pass)	\$ 7.00	\$20.00
Student (K-12) Pass	\$12.00	\$20.00
College Pass	\$15.00	Not Offered
Cash		
Regular Fare	\$.85	\$ 1.00
Senior/Disabled (S&D)	\$.40	\$.50
Transfer	\$.10	\$.10
Transfer (S&D)	\$.10	\$.05
Express Surcharge	\$.35/zone	\$.40/zone
Express Surcharge (S&D)	Not Offered	\$.20/zone

- a peak period surcharge that would require an additional fare payment for travel during defined peak periods on weekdays (e.g., 6-9 AM and 3-6 PM),
- the establishment of distance-based (zone) fares on all District services.

Recognizing the financial impact and hardship such essential changes would create for the thousands of loyal RTD riders, the District would implement an aggressive outreach program to encourage the additional use of Proposition A funds to subsidize fares. Several cities throughout Los Angeles County are currently using their share of Proposition A revenues to subsidize or "buy down" the fares for special rider groups, such as senior and disabled residents and students.

Along with fare changes, several service modifications are being proposed for

implementation on June 26 or later. The purpose is to refine express service and maximize efficiency in such communities as: Burbank, Hollywood, the East San Fernando Valley, downtown Los Angeles, Fox Hills/Culver City, Westchester, Santa Monica, Redondo Beach, LAX, Malibu and San Pedro. These modifications include rerouting and line segment cancellations and replacements.

Proposed service reductions would be accommodated through transfer connections, and all efforts have been made to ensure that bus service is not eliminated from streets currently served. All proposals aim to achieve greater efficiency in providing maximum service with existing and projected resources.

For further information on the proposed fare and service changes, contact the RTD office of Local Government and Community Affairs: (818) 508-4100.



Greeting Guests—Information Center Manager Clarence Brown shares a light moment with visitors at open house festivities.

Information Center Opens To Big Community Reception

Scores of employees, business owners and tenants along Hill Street helped celebrate the recent open house festivities for the new Metro Rail Information Center.

"Many of the people attending the grand opening are the very ones affected by Metro Rail construction along Hill Street in downtown Los Angeles," notes RTD Assistant General Manager of Planning and Communications Albert Perdon, who hosted the opening.

"We specifically wanted to set up this office amid the construction activity, so that impacted residents and businesses would have a convenient location to obtain construction information."

The center is located at 415 S. Hill St., at the ground level of the Subway Terminal Building, adjacent to the Fifth/Hill Metro Rail station site.

Business hours are from 11:00 AM to 3:30 PM on weekdays. The phone number is (213) 237-2752. Helpful RTD personnel are available to provide information about Metro Rail and other numerous construction projects currently under way downtown.

Literature about the project and printed construction activity schedules are also available.

The Hill Street office is the first of two Metro Rail Information Centers that will serve the public during the construction of the initial 4-mile subway segment of Metro Rail.

The main information center, which will house the Project Streetwise Telephone Hotline, a community meeting room, and a colorful Metro Rail exhibit area, will open soon at the newly refurbished Giannini Place at Seventh & Olive streets.

This center will serve the community surrounding the bustling construction site at Seventh & Flower streets, where multiple projects are under way: a Metro Rail station, a light rail transit station and connecting tunnels, and the multistory Home Savings of America Tower.

For up-to-date downtown construction information, contact . . .



Telephone Hotline

**(1-800)
852-9994**

A community service provided by RTD.

Antivandalism Awareness Campaign Expanded

Family Savings Joins RTD in Private/Public Partnership to Combat Graffiti

Passengers often tell us what they like and don't like about RTD. And we listen. They repeatedly say they like prompt, reliable service, and they especially like riding a safe, clean system.

While the District has been making an ardent effort to meet the operational and safety expectations of passengers with promising results, in 1988 the District is launching an extended effort to heighten public awareness about the damaging effects of bus vandalism.

The campaign is directed toward thousands of teen and young adult riders who are the primary perpetrators of graffiti and other acts of vandalism that cost taxpayers and RTD riders over \$2 million annually.

"The program is a high priority at the District," notes RTD Board President Jan Hall. "Vandalism is a problem we cannot solve alone. So we're trying to work with the total community to address the problem and find viable solutions."

Using the campaign theme, "We Like Clean," RTD is working with the private sector to help spread the message that **everyone** has a social responsibility to maintain a clean transit system.

"That means those who observe acts of vandalism have an important responsibility to make it known, so that corrective measures can be enforced," explains RTD Community Affairs Director Lou Collier, the principal manager of the awareness program. "Everybody has a role to safeguard our public investments, especially facilities that directly serve the basic needs of people, and public transit is definitely one of them."

In response to the District's appeals to the private sector, Family Savings & Loan (headquartered in the Crenshaw District of Los Angeles) has responded with unbridled enthusiasm. Family is very concerned about overall community beautification, having initiated its own antigraffiti program in business and residential sectors of the Crenshaw District and Pasadena, where Family operates another major office.



Family has joined the chorus of "We Like Clean" and is working with RTD in developing innovative strategies to reach the target group of local youth. The Community Youth Gang Services and local government offices in Los Angeles and Pasadena are also supporting the efforts of the "Clean Team."

"Family is pleased to join RTD in what is truly a public, private and grassroots partnership that collectively seeks to address a critical issue that affects all of us," comments Family Marketing Director Edward Smith. "We found the RTD's Operation Teamwork concept very compatible with our own commitment and aim to encourage community participation in enhancing our environment."

Among future activities, RTD and Family will make joint presentations at target junior and senior high schools and at local youth organizations.

These "RTD Appreciation Day" presentations will include an upbeat music video developed by RTD's Community Affairs staff, which depicts the various personalities of vandals and how it is the responsibility of the "silent majority" to help discourage criminal behavior. Remarks by celebrities will reinforce the video messages at the school presentations.

To spark student interest in the campaign, RTD and Family will co-sponsor a poster/essay/poetry contest among local schools. This will give participants a creative way to express their thoughts and views on vandalism and its effects on their environment and the transit system.

Winning entries will be recognized at the annual RTD Youth in Transit Awards Reception in the spring. Family will award top winners personal savings accounts to encourage widespread participation.

The expanded effort to address the vandalism problem augments previous successful efforts this year, which included a poster/billboard campaign featuring Los Angeles Raiders stars Marcus Allen and Bill Pickel. Their blunt message: "You're on our turf. Don't trash it!"

Nearly 700 of these ads were displayed on outdoor billboards throughout the county, with 200 installed on the exterior of RTD buses. In addition, 5,000 posters were distributed to local schools, targeted primarily at youths between the ages of 12 and 17.

Still in operation is the bus clean up program, started in 1986, thanks to funding provided by County Supervisor Kenneth Hahn. The program employs young men and women from the Second Supervisorial District to clean graffiti off buses and repair vandalized seats and equipment.

CENTURY FREEWAY & RAIL PROJECT (1993)

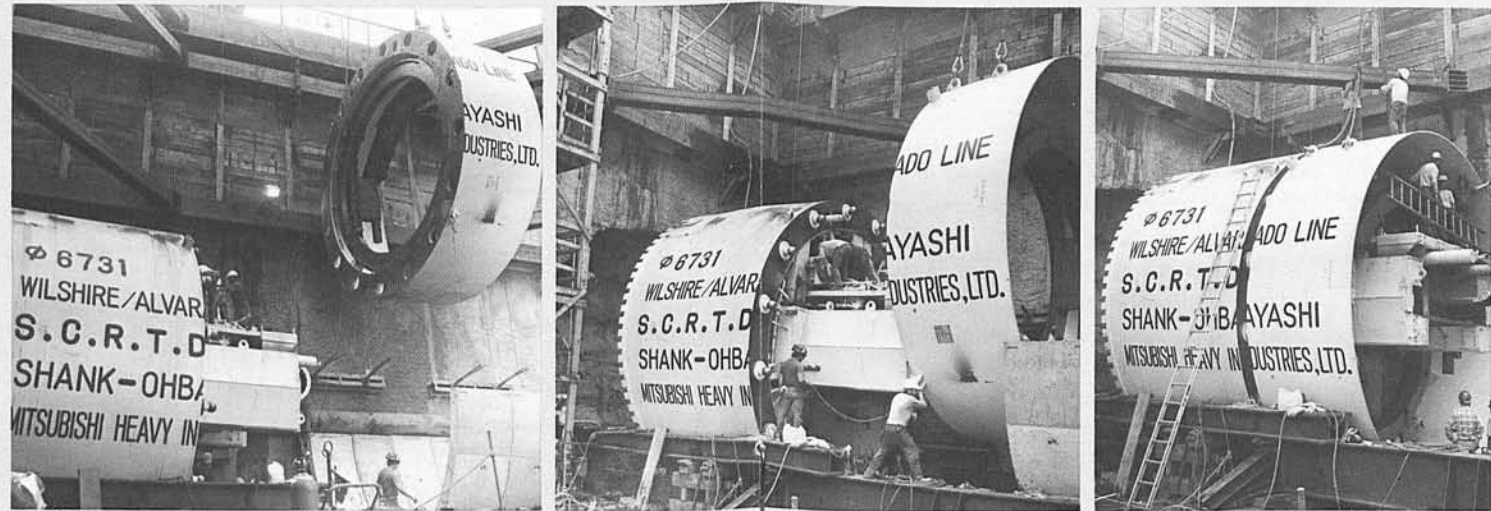


AGENCIES: CALTRANS/LACTC

EL MONTE BUSWAY EXTENSION (1989)

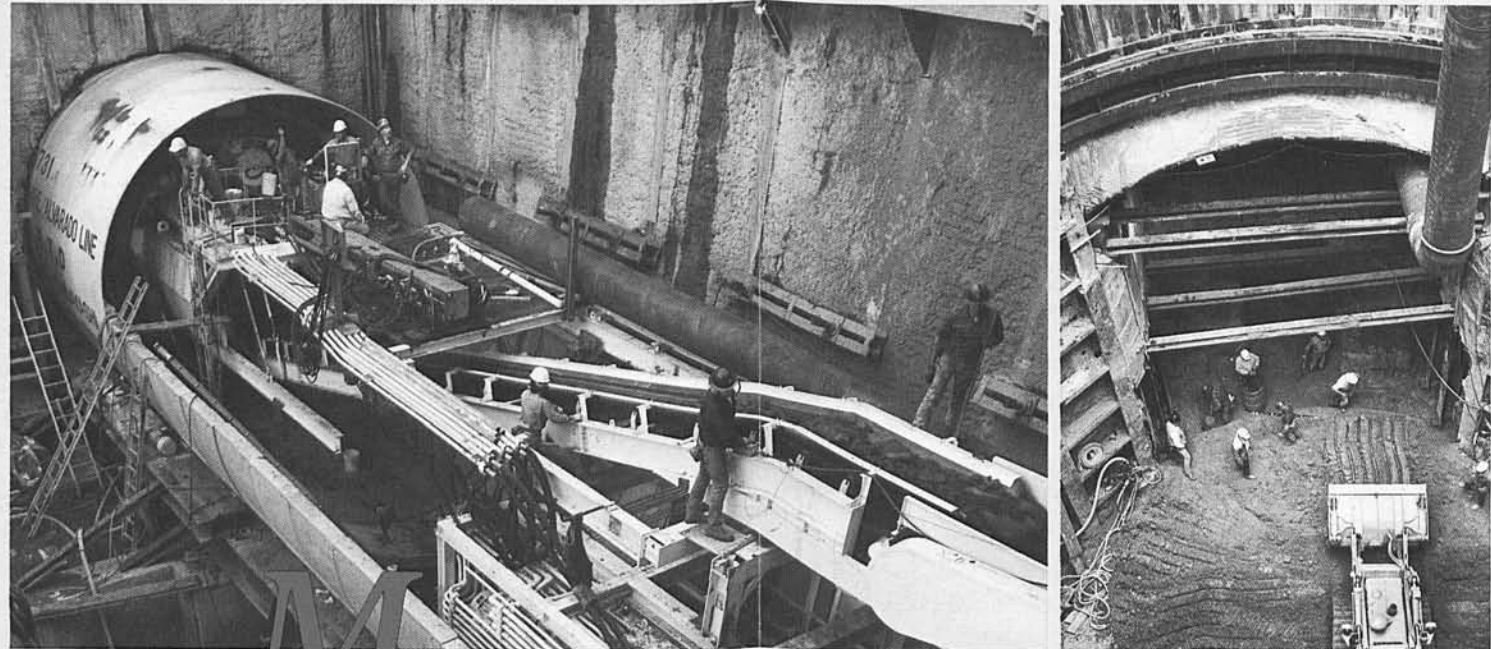


AGENCY: CALTRANS



METRO RAIL, INITIAL 4-MILE SEGMENT (1993)

AGENCY: RTD



Moving Toward the (Immediate) Future!

In both the southern and central corridors of Los Angeles County, evidence of transit construction abounds. Federal, state and local resources have made possible the development of the major projects illustrated on these pages—all due for completion within the next five years. Above, the assembly of a barrel-shaped 250-ton mining machine near the Wilshire/Alvarado Metro Rail subway station signals the beginning of tunnel construction.

At right, steel rails are ready for placement along the 21-mile surface/subway route from Long Beach to downtown Los Angeles, where this north/south line will connect with Metro Rail (bottom) at Seventh/Flower.

At left, construction of the 17-mile Century Freeway (top) is more than half finished. The median of this east-west freeway will support a rail line, connecting Norwalk and El Segundo.

The 1-mile extension of the 11-mile El Monte Busway will terminate at Union Station, where bus passengers will be able to transfer to other bus lines or Metro Rail or interurban rail lines.

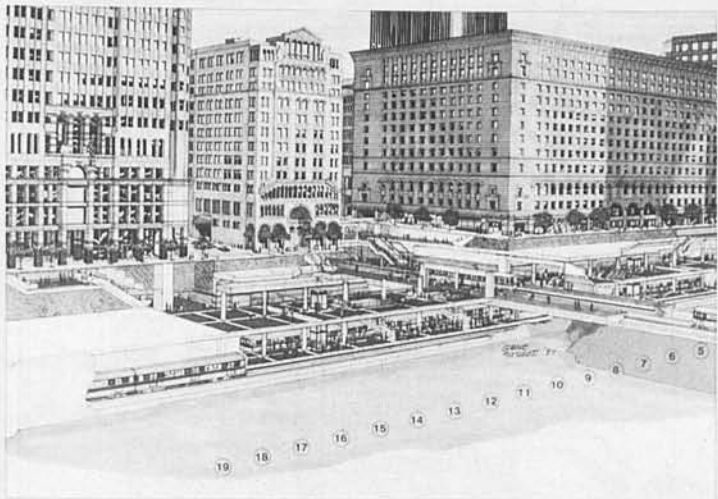
These improvements represent vital components of a multi-year comprehensive transit master plan, coordinated by various agencies, including RTD, Caltrans, LACTC and SCAG. The shared goal is to enhance mobility in the immediate future and into the 21st century.

LONG BEACH/LOS ANGELES RAIL PROJECT (1991)



AGENCY: LACTC

7TH & FLOWER STATIONS



*Upper Level—Long Beach/L.A. Station
Lower Level—Metro Rail Station*

CORE Study Nears Completion

Public input helps shape Metro Rail route beyond first segment

At *Bulletin* presstime, the RTD staff had planned to ask the Board of Directors for authorization to study a possible sixth Metro Rail alignment option, which would require an assessment of environmental impacts associated with a revised route in Hollywood.

The recommendation was being presented in response to public testimony and comments recently received from the Hollywood corporate and private sector, which opposed the route preferred by both the District and the City of Los Angeles.

Approval to study another route option would increase the total to six "candidate alignments" that RTD has been evaluating in an effort to realign the original Metro Rail route, as required by federal legislation. (See alignment maps illustrated on pages 8 and 9.)

The RTD preferred route for the Hollywood community called for an elevated line along Sunset Boulevard from Vermont Avenue to Gower Street. This proposal met considerable community objec-

tion, particularly from the Hollywood Chamber of Commerce and the recording studios along Sunset's so-called "electronic mile."

They told the RTD Board at a December 18 public hearing that they feared an aerial rail line would cause electromagnetic interference and adverse noise and vibration impacts on their recording facilities.

In spite of evidence from special evaluations (see related article on page 10) that showed that the impacts could be minimized, RTD has considered studying yet another option for Hollywood.

A special environmental assessment of this alignment proposal would be conducted, followed by a public hearing in February. The RTD Board then would consider all of the public testimony received since the December 18 public hearing and select a "Locally Preferred Alignment."

The December hearing gave the public an opportunity to comment on the draft *Supplemental Environmental Impact Statement/Subsequent Environmental Impact Report (SEIS/SEIR)*, which de-

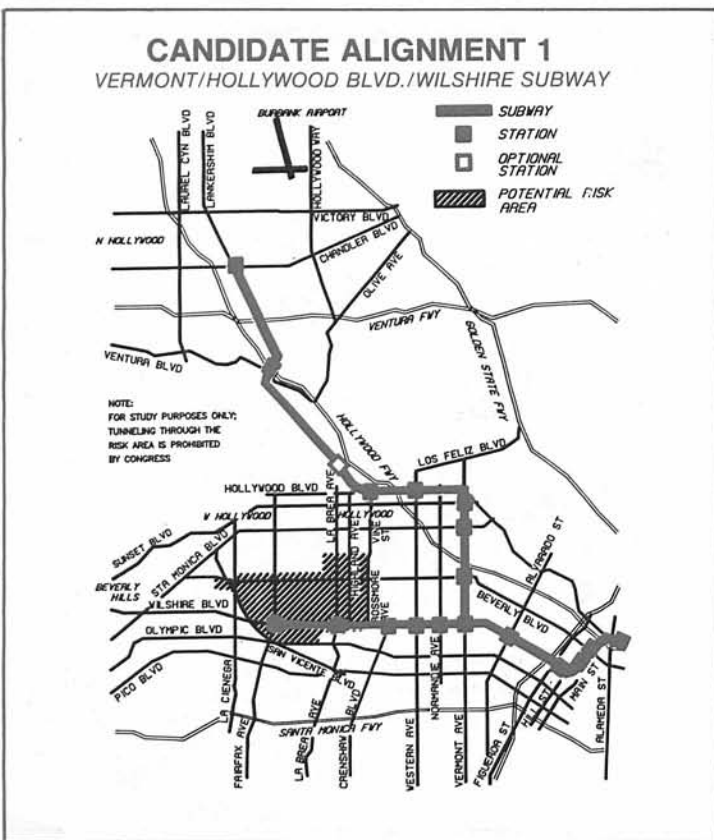
scribes the benefits and adverse impacts of five alignment alternatives approved by the Board for detailed study.

The report also recommends ways to lessen impacts resulting from Metro Rail's construction and operation, such as noise and vibration factors.

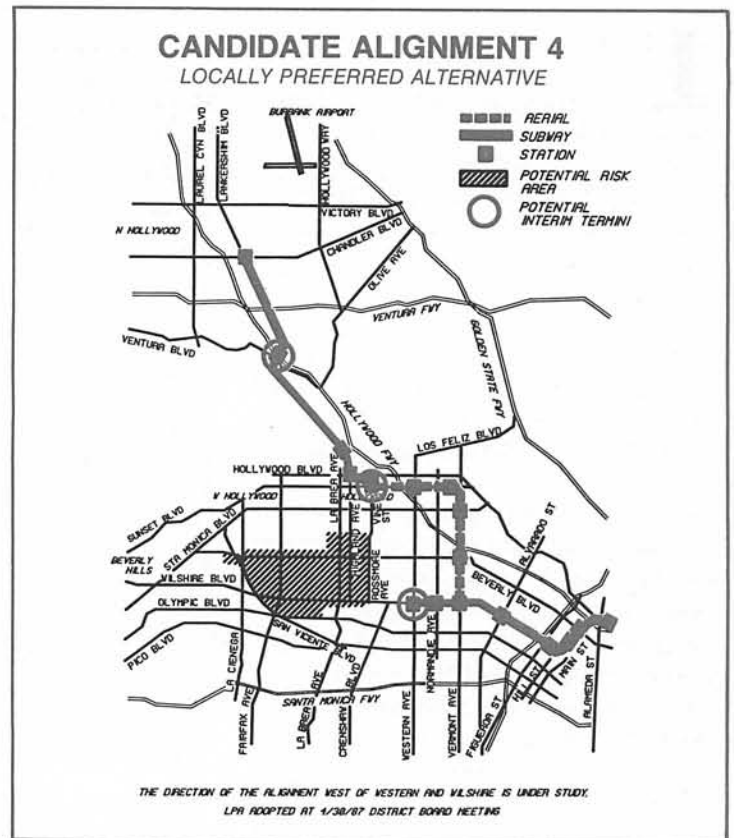
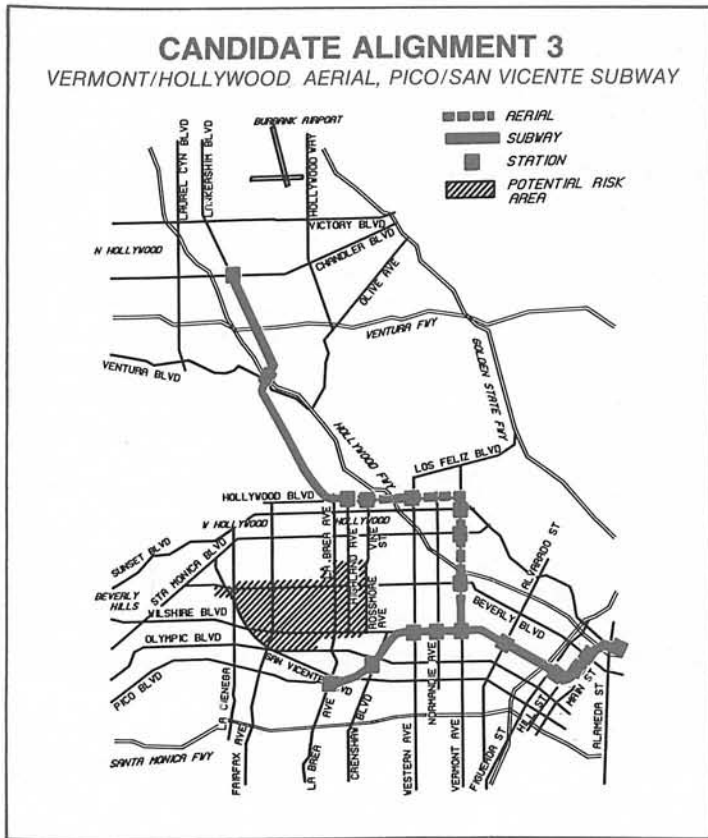
This critical environmental process represents the final phase of RTD's Congressionally Ordered Re-Engineering (CORE) Study, which was initiated two years ago to realign the Wilshire/Hollywood segments of the original 18-mile Metro Rail alignment (see related article).

Before the Board can finalize the Metro Rail alignment, a final *SEIS/SEIR* must be completed and the Board must certify that the requirements of the California Environmental Quality Act have been met.

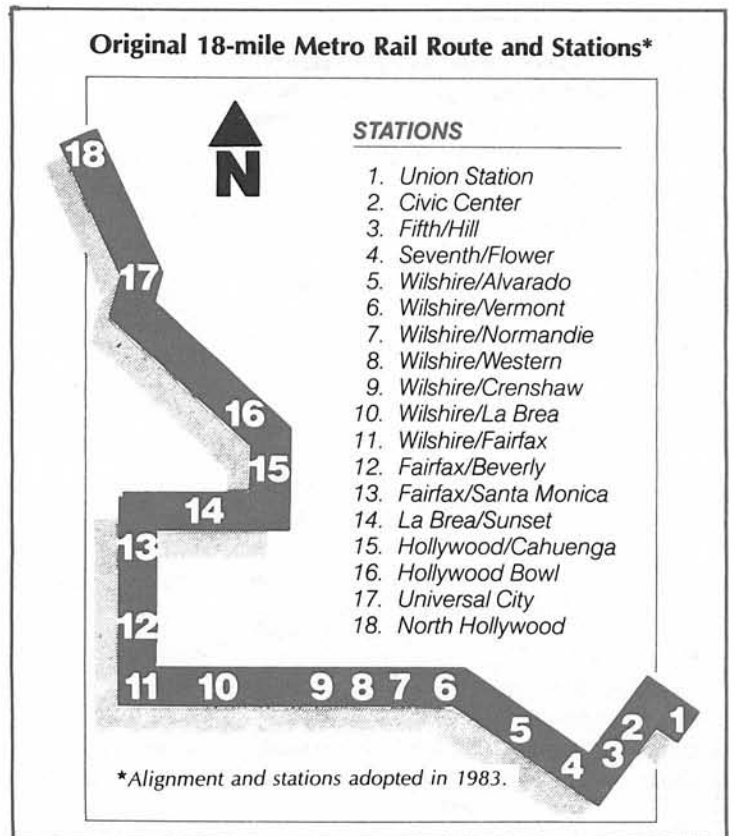
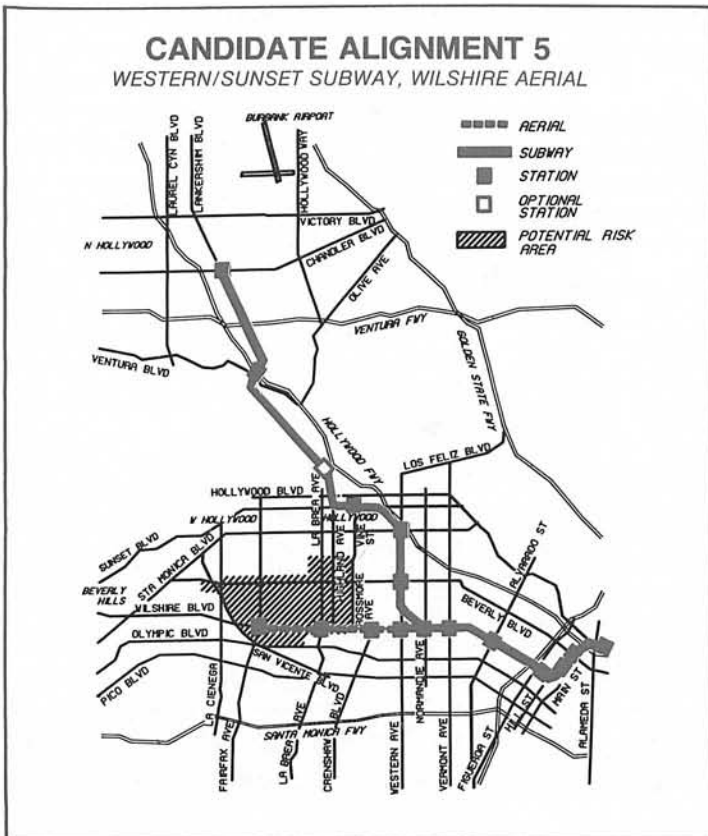
There may be several differences between the draft and final *SEIS/SEIR* as a result of public comments or new information. These changes will be reflected in the final statement. When the final *SEIS/SEIR* is completed, the RTD Board will review the documents, certify them for completeness and decide on the final project.



CORE Study Area & Candidate Alignments



Source: RTD Planning Department



SUMMARY OF CORE STUDY PROCESS

In March 1985, a fire occurred at the Ross Dress-for-Less Store near Fairfax Avenue at Third and Ogden streets in Los Angeles. Subsequent investigation of this incident by a special City of Los Angeles task force found that the fire was related to naturally occurring methane gas.

The task force scoped out specific boundaries in the Wilshire Corridor as potential areas for encountering underground methane gas (see map). That Metro Rail would be tunneled through the heart of the gas zone raised public concerns.

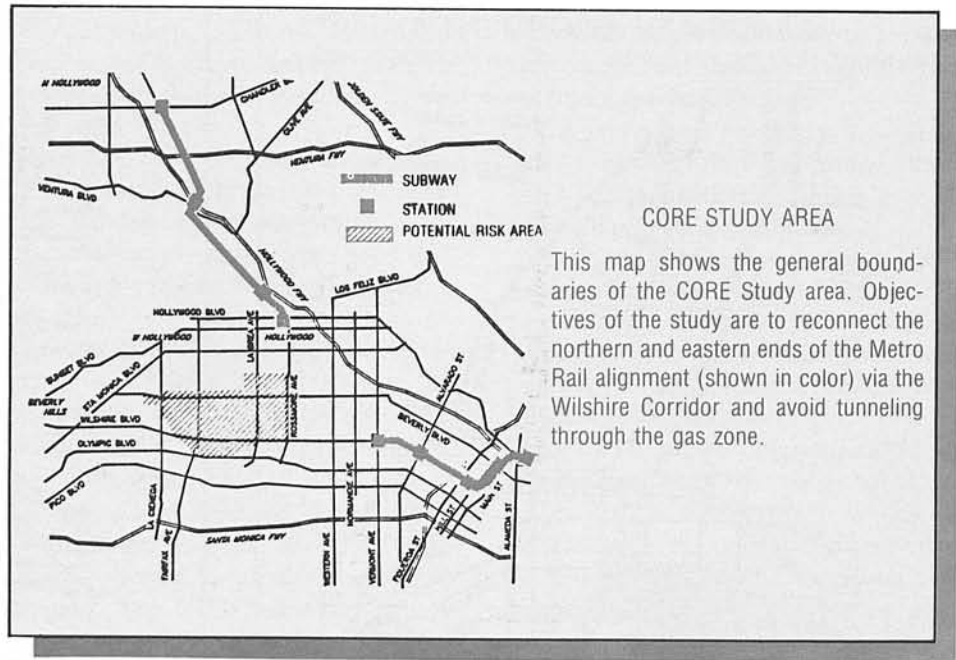
Though previous geotechnical analyses indicated favorable tunneling conditions in this area, the U.S. Congress ordered that "no part of the Metro Rail Project will be tunneled into or through any zone designated as a potential risk zone or high risk zone." Congress also directed RTD to develop and study alternate alignments that would avoid tunneling through the gas zone.

The order made it necessary to modify the Wilshire and Fairfax segments of the original 18-mile Metro Rail alignment.

To carry out the federal mandate, the District initiated in January 1986 the **Congressionally Ordered Re-Engineering (CORE) Study**. Its purpose was to select a revised alignment that would still provide rail transit service to the heavily congested Wilshire Corridor (without tunneling through the gas zone), and at the same time link the downtown/Alvarado and the Hollywood/North Hollywood Metro Rail segments. As the map shows, the initial 4-mile downtown Metro Rail segment (currently under construction) and the North Hollywood segment are not being restudied.

The CORE Study involves the identification and evaluation of alignment options, the investigation of subsurface conditions, and the assessment of environmental impacts according to state and federal guidelines.

The draft environmental statement currently under consideration by the RTD Board contains essential information about the study of the alignment alterna-



CORE STUDY AREA
This map shows the general boundaries of the CORE Study area. Objectives of the study are to reconnect the northern and eastern ends of the Metro Rail alignment (shown in color) via the Wilshire Corridor and avoid tunneling through the gas zone.

tives evaluated, and the environmental impacts associated with each alignment.

Extensive public input was solicited and received for the technical and environmental decisions necessary to redefine the Metro Rail alignment. There have also been numerous public meetings and briefings with elected officials, businesses and community organizations, and public agencies.

Throughout the CORE Study, the District used an Interagency Management Committee to coordinate the recommendation of public agencies participating in the Metro Rail Project.

The committee was composed of representatives from the City of Los Angeles' Community Redevelopment Agency, Chief Legislative Analyst's Office and the Chief Administrative Officer; the Southern California Association of Governments; the Los Angeles County Transportation Commission (LACTC), the Los Angeles County Department of Regional Planning, and Caltrans.

The advisory committee met at least twice monthly throughout the development of the draft environmental statement and provided key inputs on the major issues and impacts of the alignments.

At about the same time, the District

convened public meetings in key communities where alignment modifications were being studied. Moreover, the District established a CORE Forum, composed of legislators, corporate executives, homeowner representatives, and professional and service organizations in the Wilshire and Hollywood corridors.

The Forum discussed the strengths and weaknesses of the most promising alignments and supplied substantive input that led to the development of a "preferred alignment."

On March 14, 1987, the District heard public comments on the initial CORE Study alignments. On April 30, 1987, the Board of Directors identified Candidate Alignment 4 as the revised Locally Preferred Alternative. This alignment represented the consensus of the city, the LACTC and the District.

At the request of citizens and the City of Los Angeles, the segment beyond Wilshire and Western was deferred, pending the outcome of a subsequent study of alignments to avoid the identified risk zones.

In July 1987, the District and the Urban Mass Transportation Administration (UMTA) announced the preparation of the combined draft *Subsequent Environ-*

(Continued on page 11.)

Metro Rail Update:

And Now, the *Real* Construction Begins!

To quote a curious passerby standing at Seventh and Bonnie Brae near MacArthur Park: "I don't believe it. The *real* construction has begun!"

This seems to be a popular quote these days as many MacArthur Park onlookers peer through safety fences, trying to peek at the huge, 250-ton, barrel-shaped mining machine. For over a year, drivers and pedestrians along the Metro Rail route have only witnessed preliminary construction work—that is, utility relocation.

Positioned some 60 feet below the street surface, the machine is mining its way at this very moment, scraping and digging a 20-foot-diameter tunnel to its destination at the Seventh/Flower Metro Rail station.

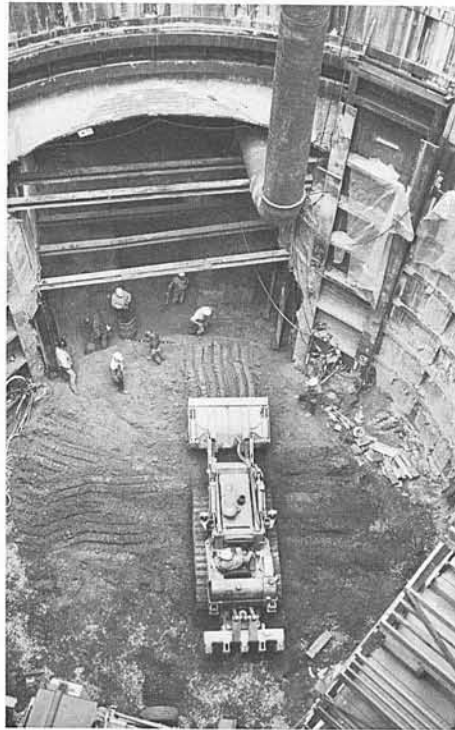
Since startup in early December, the machine has been carving out about 12 feet of soil a day. But engineers say the machine will soon pick up speed, digging approximately 100 feet daily.

Once the tunnel reaches Seventh/Flower, the machine will be returned to Wilshire/Alvarado to begin digging a companion tunnel, through which Metro trains will run in opposite directions. These twin tubes will connect the Wilshire/Alvarado Station with the Seventh/Flower subway station.

The Alvarado tunnels comprise one of three segments of tunnels that will be mined along the initial 4.4-mile Metro Rail route over the next few years. Two additional mining machines will be assembled soon and begin tunneling from (1) Union Station to Fourth/Hill, and (2) from Fifth/Hill to Seventh/Flower.

Construction is moving on schedule at other major sites. During January, excavation and underground utility work began in the yard and shops area (near Union Station) for trackwork installation. Meanwhile, construction activities were well underway in building the control and maintenance facilities for the Metro Rail system.

In the Civic Center Station area, steel pile placement work has been shifted from the west to the east side of the street. These piles will form the support system for the temporary deck beams, which have



Preparing the Way—Workers complete excavation of 60-foot shaft to accommodate assembly of second tunnel mining machine at Fifth/Hill.

begun to be installed. Installation will require periodic night and weekend closures of Hill Street (south of Temple to Second). Once the deck beams are in place, wooden planks will be placed over the beams, creating a deck. Auto and pedestrian traffic will travel on the decking while excavation occurs below.

In the Fifth/Hill area, an underground shaft is being completed to accommodate assembly and placement of the tunnel mining machine that will tunnel to Seventh/Flower. Installation of instruments for testing the movement of the ground before and after tunneling continues along Hill, Sixth, Seventh, Olive and Grand. Pile placement work for the Fifth/Hill Station was to be shifted to the east side of Hill last month.

At the Seventh/Flower site, the station contractor is scheduled to begin mobilization of personnel and equipment, while geotechnical instrumentation is installed along Seventh and Flower streets.

At Wilshire/Alvarado, utility relocation and pile placement work has also begun in preparation of station construction.

CORE Process *(Continued from page 10.)*

mental Impact Statement/Subsequent Environmental Impact Report (SEIS/SEIR) for both the federal and state environmental processes and began receiving input as to the scope of the study.

Concerns were expressed by the broadcast and recording industry, whose studios lie along Sunset Boulevard, that construction and operation of Metro Rail Candidate Alignment 4 could create disruptive levels of noise, vibration and electromagnetic interference.

In response to those concerns, the City of Los Angeles commissioned an Independent Technical Review Panel, which received material and heard testimony from the District and representatives of the broadcasting and recording industry in open public sessions.

On November 13, 1987, the Panel issued a report on its findings to the Los Angeles City Council. In general, the

technical panel indicated that the potential impacts of an aerial system could be minimized. In response to the Panel's recommendations, resilient track fasteners and further modifications of the guideway have been incorporated into the design of the structures.

At presstime in January, RTD staff was preparing to obtain Board approval to study other alignment options in the Hollywood area that would not impact the so-called "electronic mile" along Sunset Boulevard. Such an effort would require further environmental evaluation of any new options.

Both the Los Angeles City Council and the LACTC will convene their own meetings to discuss their recommendations to the RTD Board of Directors. In the meantime, RTD will hear further comment on the Hollywood option as it prepares to finalize the Metro Rail alignment.

New Program Seeks to Boost Ridership

District Could Generate Needed Revenues

Try it, you'll like it!" That's what the District is telling the public through an innovative five-month program aimed at attracting new, regular bus patrons.

Considered one of the largest ridership promotions ever attempted, RTD is distributing more than 1.3 million free bus tokens in selected communities where the District sees the most potential for recruiting new riders.

In late January, some half-million metal tokens, valued at the 85-cent base fare, were made available through participating Boys Markets, which currently sell RTD passes. Shoppers making a minimum \$5 purchase were eligible to receive two tokens.

The tokens can be used to pay the regular fare or in combination toward higher express bus fares.

The District plans to implement another phase of the program, which involves paper punchout tokens that will be inserted in selected newspapers. Marketing Director Anthony Fortuno said his staff is also negotiating with convenience markets and fast-food chains to assist in distributing the tokens between now and June.



Public Satisfaction—Thousands of southlanders have found the RTD to be the best travel alternative for their daily commuting needs.

In addition, interior and exterior bus advertisements and radio spots will promote the offer. People will be able to mail in requests for special promotional packets, which will contain two fare tokens.

"We're saying, 'Here it is. Sample the bus. It's not going to cost you anything,'" says Fortuno. "We want people who have never ridden on the bus. Our objective is not just to get someone to sample RTD service, but to get them to use it on a regular basis."

Fortuno believes that the token program will result in a net gain of thousands of new weekday riders and generate millions in additional income for the District, which is facing a multi-million-dollar operating deficit.

The token program was approved in early January by the RTD Board as an effective approach to reverse a 15% decrease in ridership since 1985, when the Proposition A Fare Reduction Program ended. (The base fare was raised from 50¢ to 85¢ on July 1, 1985.)

The budget deficit is linked directly to the ridership decrease and other economic and lifestyle factors, such as lower gasoline prices (which have encouraged more commuters to use their cars).

"With this new incentive program and the service improvements that are being implemented daily, we are optimistic about our efforts to meet ridership objectives," noted Fortuno.



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 relative to District programs and services.

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