



HEAD



WAY

Southern California Rapid Transit District

Volume 1 Number 4 February 19, 1974

Dime fare draws happy Sunday patrons

RTD operators are still carrying bus loads of very happy 10-cent passengers every Sunday, thanks to the Los Angeles and Orange County Board of Supervisors.

The Southern California riding public is celebrating the Supervisors' newly-kindled interest in public transportation on a day when most of the area's service stations are closed. As a result of the success of RTD's Sunday Sample Day Jan. 20, the Supervisors of both counties subsequently voted to grant the District subsidies up to \$25,000 per week from Los Angeles County and up to \$1,100 from Orange County to make up for the reduction in farebox revenue as a result of the lower fare.

Reaffirming Los Angeles County's pledge to help fund the 10-cent Sunday service, Kenneth Hahn, chairman of the Board of Supervisors, made a personal appeal for the continuation of the program be-

Riders find standing-room-only on many lines as popularity of 10¢ service grows

fore a special meeting of RTD's Board of Directors Jan. 25. "This is a breakthrough for public transportation in Los Angeles County," Hahn said. "I like this new spirit to improve our public transportation through the joint efforts of both the Board of Supervisors and the Rapid Transit District."

The Supervisors appropriated \$575,000 from County Revenue Sharing funds to subsidize the Sunday program. The increases in Sunday ridership anticipated by RTD's staff as a result of the dramatic fare reduction will probably require the operation of 200 additional buses to provide adequate service. According to staff estimates, the District would require another \$25,000 per

week to field the buses. Hahn recommended that RTD come back to the Supervisors when the popularity of the 10-cent Sunday service is further documented, and seek additional funding.

Hahn went a step further in his support for public transit when he mentioned other desirable bus improvements. "My aim is to see that we greatly improve our grid system throughout the County and eliminate all these fare zones," he said. "I'd also like to see a flat 25- or 30-cent rate throughout Los Angeles, or the implementation of a two-zone fare system. We should work on generating local funding from the County, the City of Los Angeles, and other cities and coun-

ties served by RTD. They all have similar Revenue Sharing funding available for improving bus service."

Orange County Supervisors voted their portion of the 10-cent subsidy Feb. 5. San Bernardino and Riverside Counties have also been invited to subsidize the program.

The resounding success of RTD's original Sunday Sample Day Jan. 20 has brought the program to the attention of the entire Southern California community. Ridership on the 20th rose 82 percent over the normal Sunday passenger volume, from approximately 126,500 to about 229,600. Typical Sunday revenue amounts to approximately \$44,000 and the revenue receipts for Sunday Sample Day came to \$19,962, creating a deficit of \$24,038. Since the first Sunday Sample Day, Sunday ridership has almost tripled.

L.A.'s city council approves Spring St. contra-flow lane

The establishment of a buses-only contra-flow lane in downtown Los Angeles was hailed by RTD Manager of Operations George Heinle as a "giant step forward in making public transportation more attractive."

The Los Angeles City Council voted Feb. 5 to establish the experimental buses-only lane of Spring Street between 9th Street on the south and Macy Street on the north. Buses will run against the flow of traffic (Spring is one-way southbound at present) on the east side of the street in a specially marked lane on the 12-block stretch. Implementation is scheduled for early April.

"Drivers of autos won't have problems because of the contra-flow operation," Heinle said. "They will still be able to make turns at corners across the special lane, or enter parking facilities by crossing it. It will be virtually the same as a normal two-way street, except only one lane will go in the opposite direction, and it is reserved for buses."

The contra-flow concept has proven highly successful in such cities as Honolulu, Indianapolis, Chicago and San Juan, Puerto Rico.

"The Spring Street program will not only speed buses on their way to the El Monte Busway, but many other commuter lines will use it as well," he said.

RTD lines that will use the Spring Street contra-flow route are the 24, 52, 56, 60, 63, 67/68, 69, 70/71, 401, 402, 403, 404 and 405.

Sam Olivito, of Government Affairs, said the Spring Street contra-flow plan has the added advantage of moving major bus stops off Main



Division 2's Alex Ward carefully avoiding spills

Twenty-six point six percent!

The first meter readings have been taken, and the results of the District's initial energy conservation efforts have been tabulated. But would you believe a 26.6 percent reduction in RTD's electricity use?

"That's right," said Jack Walsh, the energy conservation program's coordinator, "twenty-six point six."

Since the program began, RTD's 34 area monitors have led the way for the rest of the employees, and the dramatic results indicate how widespread employee participation has been.

Now, in addition to electricity-

also been advised on ways to conserve the District's precious diesel fuel allocation.

Walsh described the energy reduction with obvious pride in the employees' accomplishment, but hastened to add that the program involves long-term conservation action as well. "Our program is geared for more than quick, cosmetic results," he said. "We have set resolute, long-range goals because we feel the energy crunch will be with us for a long time. There is nothing superficial about our efforts. We're serious about conservation," he concluded, "and the entire property is united in this effort."

Plans for immediate bus improvements go to L.A. County

The Los Angeles County Board of Supervisors, whose action enabled the continuation of 10-cent Sunday fares throughout the county, may be instrumental in RTD's implementation of a dramatic series of bus improvements affecting the entire Los Angeles Basin.

RTD has put together an extensive plan to expand and speed up its service to the area, including a provision for a District-wide 30-cent flat fare. If approved by the Supervisors, the fare plan could be implemented literally within days of their okay.

The flat fare proposal includes the establishment of complete transfer privileges between all District lines, and will permit inter-agency transfers between RTD and lines operated by the municipal carriers within the District's service area. Transfers would cost five cents.

After their preliminary look at a zone reduction plan Jan. 17, the Board of Supervisors suggested that the District submit further proposals to improve bus service including the flat fare program, for funding consideration. Consequently, RTD staff members prepared a "shopping list" for the Supervisors, and as Howard Beardsley, assistant manager of surface planning and rapid transit, happily put it, "they can buy all the service improvements they want for the people."

The additional proposals will be presented to the Supervisors within the next few weeks. They include plans to implement commuter rail service between Los Angeles and San Diego along existing rights of

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Double deck coaches headed for Busway

If you think double deck buses went out with high button shoes and the Model A, the District has a surprise for you.

RTD is acquiring two new German-made double deck buses for Los Angeles. The sleek, 79-passenger Neoplan coaches will be purchased with a grant from the Urban Mass Transportation Administration, an arm of the U.S. Department of Transportation.

According to former Manager of Operations George Goehler, who is coordinating the double deck project for UMTA as an officer of the National Transportation Center, the buses are expected to be delivered late this year, or early in 1975. "The Neoplan buses will be operated initially on the El Monte-Los Angeles Express Busway," Goehler said, "and demonstrated on other commuter runs, such as the District's Freeway Flyer lines."

The double deck project was developed in the belief that high capacity buses are essential in the Los Angeles area due to the already high volume of traffic. "This project is particularly significant during the energy crisis," Goehler added, "since these buses deliver more

than 350 passenger seat miles per gallon of fuel. An average carpool of three passengers gets about 45 seat miles per gallon." Goehler said the only other public transportation vehicle in the country delivering as many seat miles is a commuter train on the Long Island Railroad.

The Neoplan buses are equipped with the latest American engineering components, such as the engine, transmission, and air conditioning system, yet feature stylish European design. Each coach is nearly 40 feet long, the same length as the standard transit bus in service across the country.

RTD and the New York City Transit Authority are jointly to receive a \$1 million grant from UMTA to demonstrate the feasibility of using double deck buses in the United States. NYCTA will receive four similar British Leyland coaches from England.

Considering the increased public awareness of mass transit in Los Angeles, Goehler said passengers will find these buses to be one of today's most efficient and comfortable vehicles in public transportation.



UMTA grant provides two Neoplan buses for RTD.

The National Transportation Center is a non-profit agency based in Pittsburg, Penn. Together with George Heinle, manager of opera-

tions, and officials of NYCTA, Goehler has worked for two years toward acquiring the new buses for use in the United States.

Radio spots have employes humming to campaign theme

District employes will soon be whistling to the tune of RTD's own advertising theme music as the first wave of a new campaign reaches the public this month. Employing the theme "RTD is Going Places," the District is embarking on a dynamic multi-media advertising program designed to inform present and potential patrons of the District's ser-

ropolitan and suburban daily newspapers in the area. The print ads are aimed at both users of RTD services as well as non-users. They will describe various commuter services in several informational ads which will quickly capture the readers' attention. For example, one ad's headline reads: "Introducing the World's Largest Economy Car."

Klein also noted that all the ads in the campaign are designed to tell RTD's story in a very straightforward manner. "As in our series of Energy Crisis ads, we made a point to explain what the District can and can't do. This approach will help strengthen our credibility and our image, throughout the Los Angeles Basin."

The Energy Crisis ads were not part of this newly-created campaign, she added, but were rather a venture designed to take advantage of the readership afforded by the unique energy situation. As a result, the Energy Crisis ads contained much more copy than the print ads will feature in the new campaign.

The feasibility of utilizing television spot ads as part of the current



vices, and to sustain the recent improvement in RTD's public image.

"The initial wave of radio spots began February 11," said Advertising Manager Nancy Klein. "The theme music in the commercials is upbeat, and provides pleasant listening — just the opposite to those tension-building freeway traffic reports. We try to place our ads near those freeway reports."

Klein said the commercials set the tone for RTD's latest effort to display a positive image of the District and its services. "There is one basic radio ad, with a 15 to 25 second spoken insert which will address different aspects of our service," she said. "We feel this versatile approach will best reach the potential users of RTD — they are all out there on the road, listening to their radio while they are stuck in traffic."

The radio campaign will continue through the end of the District's 1973-74 fiscal year, and will "most likely continue beyond that," Klein said.

Beginning in mid-February, the "Going Places" theme will be reinforced in a series of large space ads



campaign is now being explored for possible placement late in the fiscal year. "We are also planning to break a series of specially developed Busway ads, based on the theme already sounded in the Busway billboards, for placement later in the year," she said. "We have a great story to tell about the Busway. You really can



Promotion greets Operator of Month

Division 5 operator Charlie Daniels receives "Operator of the Month" honors from Director George Takei during presentation ceremonies at the Jan. 15 meeting of the RTD Board. According to Division Manager J. J. McCullough, Daniels was greeted with a promotion to Operator/Extra Instructor on the same day as the

presentation. A resident of Los Angeles, Daniels was selected on the basis of commendations from his passengers. A 14-year employe of the District, Daniels has logged an outstanding driving record and has earned a 10-year safe driving award. Daniels operates on the South Normandie Avenue Line 96.



LINE 36 is among those enjoying tremendous popularity as a result of the new 10-cent Sunday fare. Since the first Sunday Sample Day Jan. 20, ridership on Sundays has nearly tripled. Hard working Transportation supervisors are shown on the left, and a busy Line 57 operator on the right.



System shake-up underway

Bidding for the General System Shake-Up began Saturday, Feb. 16 at Division 3, located at 630 W. Avenue 28, Los Angeles, and will continue daily except Saturday, Feb. 23, and Sunday, Feb. 24, until the completion of bidding. The Shake-Up will become effective Sunday, April 7.

Division Notices indicate the day and time of bidding for all

operators. System seniority lists and system schedules have been posted at all operating divisions.

A series of Transportation Department Notices have been issued within the past few weeks explaining schedule changes which will be effective with the Shake-Up, together with bidding instructions.

Conservation kilowatt count

Through the hard work of the District's energy conservation Area Monitors and the cooperation of all employees, RTD is setting the pace for Los Angeles' industry in energy reduction. Here are RTD's first figures. More complete figures will follow. "You're doing it!"

| Locations | Billing Period Monitored | Base Consumpt. | Actual Use | % Reduct. |
|---------------|--------------------------|----------------|-------------|-----------|
| Transit Bldg. | 27 Days | 110,403 KWH | 71,940 KWH | 34.8% |
| Div. 1-11 | 6 Days | 16,184 KWH | 11,600 KWH | 28.3% |
| Div. 2 | 31 Days | 102,400 KWH | 78,000 KWH | 23.8% |
| Div. 4-5 | 20 Days | 56,500 KWH | 44,000 KWH | 21.1% |
| Div. 3 | 20 Days | 45,840 KWH | 37,025 KWH | 19.2% |
| Div. 6 | 6 Days | 5,628 KWH | 3,160 KWH | 43.8% |
| Div. 8 | 13 Days | 10,413 KWH | 9,000 KWH | 13.5% |
| So. Park (14) | 6 Days | 19,200 KWH | 14,000 KWH | 27.0% |
| Totals: | | 366,568 KWH | 268,725 KWH | 26.6% |

Bus improvement

(continued from page one)

way, the purchase of more buses, and the funding of RTD's fiscal year deficit. Another proposal calls for the renovation of 50 retired District buses which would establish three new local lines, four park-ride services, and route extensions and service improvements on four existing lines. Although the buses are approximately 20 years old, Beardsley noted that they could be refurbished and placed into service on an interim basis within a relatively short time.

Contra-flow

(continued from page one)

Street and over to Spring as requested by many of the District's present riders.

The experiment will be studied to determine its effectiveness and potential applicability as a means of providing early implementation of expedited bus service as a response to the current energy crisis.

"If it proves successful, the RTD has plans to expand the concept for other downtown surface streets," Olivito said.

Making headway...

Operator Johnny M. McKinney of Division 7 and his lovely wife Reniece are doing their share to beautify Los Angeles. Miss Kelley Tamiko McKinney was born on Nov. 8 at Queen of Angels Hospital, and weighed in at 5 lb., 5 oz. This is the McKinneys' first baby, so the fuss Johnny's making is justified.

Engineering's John Anaya and Larry Hoccom are among the 47 graduates of a training course for public works construction inspectors recently conducted at Cal State Los Angeles. The 36-hour course was sponsored by the American Public Works Association and conducted by CSLA's school of engineering. Anaya and Hoccom studied such subjects as inspection duties and records, legal jurisdiction, soils and subgrades, asphalt and concrete paving and construction,

APWA spokesmen, instructors included specialists from governmental agencies, public utilities, industrial firms active in public works and professors from Cal State L.A. The 12,000-member APWA is an international organization of municipal, county and state engineers, public utility officials, contractors, and manufacturers interested in public works of all descriptions.

Operator Conway Strauss, Division 4, was among several RTD employees interviewed by the press during the District's first Sunday Sample Day, Jan. 20. Strauss was questioned by Lee Branch of KTTV, Channel 11, who asked about his passengers' response to the experiment. "Well, I have had a lot of people today that don't ride the bus regularly," he said. "I've also had many people who didn't know about the

10-cent fare and would have put in the regular fare in if I hadn't stopped them. But a lot of people do know about it and they're very happy about it. They wish that it would be in effect everyday. I think this will probably get people out of their cars if it were a regular thing."

Joseph H. (Jack) Robinson, a 34-year veteran of Southern California public transportation, died Jan. 16 in Los Angeles at age 69. He is survived by seven of his nine children, including son David Robinson, a District operator at Division 2, currently the temporary administrator of the United Transportation Union-RTD Health and Insurance Benefits Trust Fund; son James Robinson, Division 5 operator from 1968-71; and daughter Katherine (Ann) Robinson Rhodes, who worked in the Accounting Department in 1953-54.

A former foreman in Track Maintenance, Robinson began his career with the Los Angeles Railroad in 1931. Since then he worked for the Los Angeles Railway, the Los Angeles Transit Lines, the Los Angeles Metropolitan Transit Authority, and finally the RTD before leaving the District in 1965.

Residents of Ontario and Upland are now able to take advantage of a new 10-cent fare on RTD Line 146.

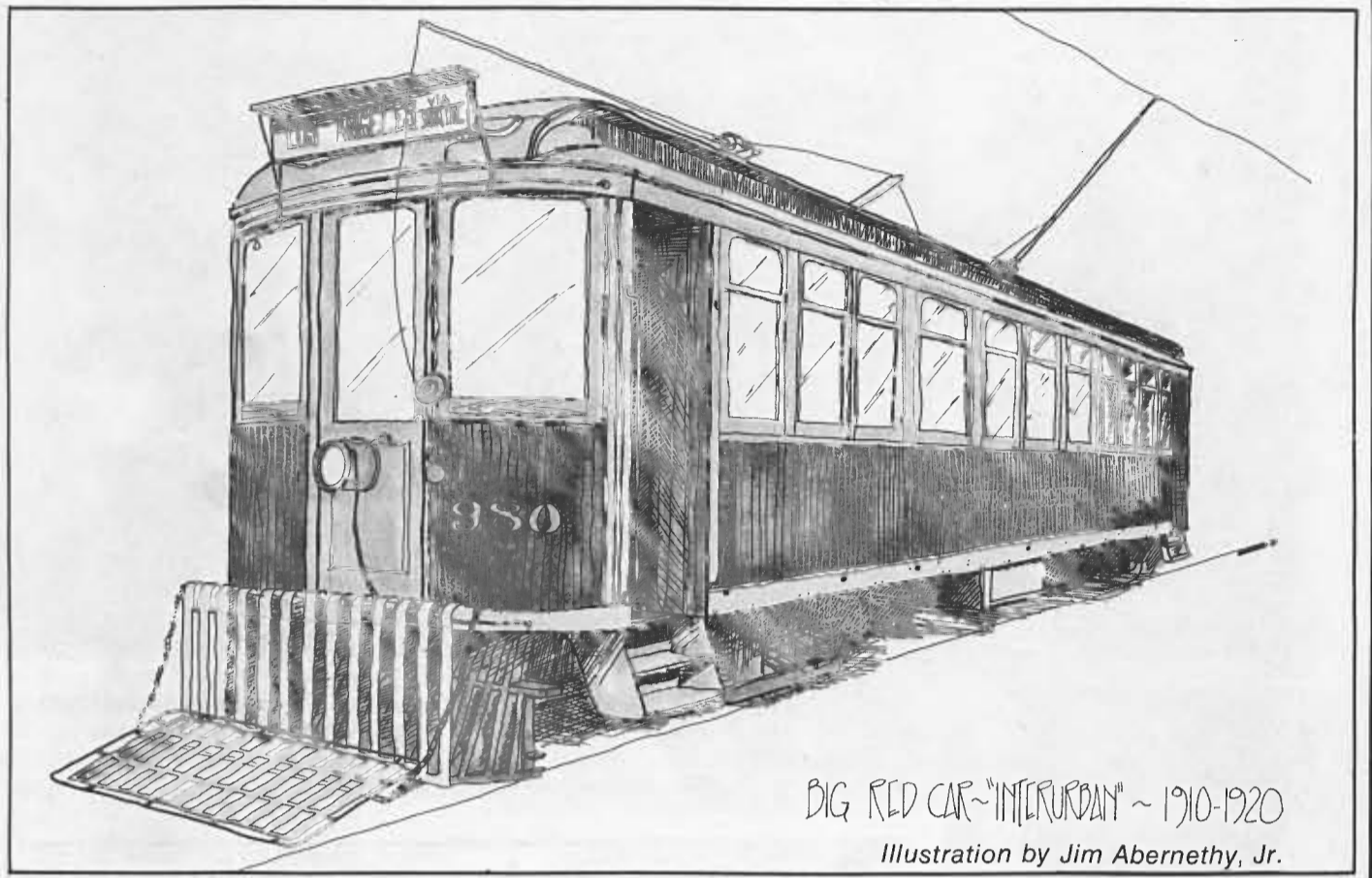
The fare experiment, which began Feb. 4, is subsidized by the cities of Upland and Ontario as an effort to attract more riders to the line. Passengers may ride any distance on the line for only a dime; no transfers are issued.

Line 146 runs between San Bernardino Road in Upland and Francis Street in Ontario. The new fare offers riders a two-thirds discount.

72 pages of transit nostalgia

Remember the singing trolley pole, the sound of steel wheels on steel rails, the hum of the electric motors, and the knock-knock of the air compressor?

Steven L. Easlon has compiled a history of Los Angeles' streetcar system "guaranteed" to take you back to that era. For more information about The Los Angeles Railway Through the Years write Easlon Publications, P.O. Box 2261, Anaheim, Ca., 92804.



BIG RED CAR ~ "INTERURBAN" ~ 1910-1920
Illustration by Jim Abernethy, Jr.

Transfers and promotions

| Name | Classification | Div./ Dept. | Date Employed | Date Effective | Name | Classification | Div./ Dept. | Date Employed | Date Effective |
|--------------------------|---|-------------|---------------|----------------|---------------------------|--|-------------|---------------|----------------|
| Busse, Fredrick H. | From: Asst. Chief Supervisor and Dispatcher | 3299 | 10-19-36 | 12-23-73 | Leibowitz, Jonah | From: Temp. Multilith Operator | 9700 | 4-22-57 | 8-13-73 |
| | To: Chief Supervisor and Dispatcher | 3299 | | | | To: Print Shop Clerk | 9700 | | |
| Lawson, Clifton B. | From: Foreman II Relief Supt. I | 3399 | 1- 9-42 | 11- 4-73 | Leibowitz, Jonah | From: Print Shop Clerk | 9700 | 4-22-57 | 11-16-73 |
| | To: Equipment Supt. I | 3306 | | | | To: Multilith Operator | 9700 | | |
| Rose, Vernon Robert | From: Foreman II | 3305 | 3- 3-42 | 11- 4-73 | Rodriguez, Raul F. | From: Mechanic "A" Leadman | 3313 | 8- 1-58 | 11- 4-73 |
| | To: Foreman II Relief Equip. Supt. I | 3399 | | | | To: Equip. Foreman I | 3308 | | |
| Anderson, Edwin M. | From: Staff Instructor | 3299 | 8-15-42 | 9-16-73 | Gutierrez, Roberto Arroyo | From: Cabinet Maker | 3334 | 10-15-58 | 11- 4-73 |
| | To: Asst. Chief Instructor | 3299 | | | | To: Maintainer "AA" Leadman | 3334 | | |
| Grayson, Don C. | From: Operator | 3204 | 9-28-43 | 8-26-73 | Holland, Robert A. | From: Supervisor of Trans. Statistics | 3270 | 10-17-58 | 10-14-73 |
| | To: Operator-Extra Division Clerk | 3204 | | | | To: Assistant Supervisor of Schedules | 3270 | | |
| Stevenson, Charles Honor | From: Mechanic "A" Leadman | 3309 | 8-13-44 | 12-16-73 | Chapman, Rayford C. | From: Asst. Supervisor of Schedules | 3270 | 10-20-58 | 9- 2-73 |
| | To: Mechanic "A" | 3309 | | | | To: Superintendent of Surface Planning | 4200 | | |
| Hartman, Ludwig Adam | From: Mechanic "A" | 3314 | 4-19-45 | 12-16-73 | Lyle, Joseph A. | From: Transportation Planning Analyst | 4200 | 12-15-58 | 8-16-73 |
| | To: Cabinet Maker | 3334 | | | | To: Transportation Planning Analyst II | 4200 | | |
| Cygan, Stanley J. | From: Mechanic "A" | 3314 | 5-17-45 | 8-26-73 | Lowe, Wayne D. | From: Operator | 3208 | 4-20-59 | 8-28-73 |
| | To: Mechanic "AA" | 3314 | | | | To: Operator-Extra Instructor | 3208 | | |
| Patton, Otha R. | From: Mechanic "AA" | 3314 | 8-22-45 | 9- 1-73 | Bernard, James E. | From: Operator-Extra Instructor | 3205 | 11- 2-59 | 11-25-73 |
| | To: Mechanical Road Instructor | 3399 | | | | To: Instructor | 3299 | | |
| Banuelos, Elario M. | From: Mechanic "A" | 3309 | 10-19-45 | 12-23-73 | Grayson, Emmitt Earl | From: Mechanic "C" | 3307 | 3-22-60 | 9- 9-73 |
| | To: Mechanic "A" Leadman | 3309 | | | | To: Mechanic "B" | 3307 | | |
| Farris, Ray | From: Equip. Foreman I | 3308 | 7-29-46 | 11- 4-73 | Koenig, Fred William | From: Utility "A" | 3309 | 3-24-60 | 8-12-73 |
| | To: Equip. Foreman II | 3308 | | | | To: Traffic Man | 3221 | | |
| Weimer, William C. | From: Advertising Manager | 4400 | 9-24-46 | 10- 3-73 | Hardemion, Gene Franklin | From: Mechanic "B" | 3307 | 4-12-60 | 8-12-73 |
| | To: Operations Special Projects Manager | 3099 | | | | To: Mechanic "A" | 3307 | | |
| Headlund, Ellen Duncan | From: Typist Clerk | 3399 | 3-10-47 | 12- 2-73 | Taylor, Ernest W. | From: Operator | 3204 | 6- 6-60 | 11- 8-73 |
| | To: General Clerk II | 3399 | | | | To: Operator-Extra Supervisor | 3204 | | |
| Anderson, John R. | From: Operator | 3211 | 6-24-47 | 8-27-73 | Oliver, Robert E. | From: Operator-Extra Instructor | 3201 | 7-11-60 | 8-26-73 |
| | To: Operator-Extra Division Clerk | 3211 | | | | To: Asst. Advt. Manager | 4400 | | |
| Vest, Gertrude N. | From: Asst. Pass. Service Representative | 4200 | 8- 4-47 | 11-11-73 | Dahlstrom, F.E. | From: Comm. Rel. Coordinator | 4400 | 10- 1-60 | 10-30-73 |
| | To: Passenger Service Representative | 4200 | | | | From: Workmen's Compensation Claims Recorder | 6000 | | |
| Hicks, William Orbin | From: Operator | 3203 | 11-21-50 | 12-30-73 | Allen, Marlene Gail | To: Insurance Representative | 6000 | 5- 8-61 | 8-23-73 |
| | To: Traffic Loader | 3221 | | | | From: Schedule Analyst I | 3270 | | |
| Gay, Joseph L. | From: Schedule Maker II | 3270 | 9-17-53 | 12-30-73 | Jobgen, Bryan T. | To: Schedule Maker II | 3270 | 6-28-61 | 9- 2-73 |
| | To: Supervisor of Trans. Statistics | 3270 | | | | From: Operator | 3205 | | |
| Packard, William L. | From: Asst. Chief Instructor | 3299 | 1-13-54 | 8-12-73 | Lewis, Robert H. | To: Operator-Extra Schedule Checker | 3205 | 8-12-61 | 12- 9-73 |
| | To: Chief Instructor | 3299 | | | | From: Operator Extra Schedule Checker | 3299 | | |
| McGee, William M. | From: Instructor | 3299 | 4-23-55 | 10-14-73 | Lewis, Robert H. | To: Schedule Checker | 3299 | 8-12-61 | 12- 9-73 |
| | To: Staff Instructor | 3299 | | | | From: Operator Extra Schedule Checker | 3299 | | |
| Altig, Lorain T. | From: Instructor | 3299 | 9-20-55 | 8-12-73 | Lewis, Robert H. | To: Schedule Checker | 3299 | 8-12-61 | 12- 9-73 |
| | To: Tariff Supervisor | 3299 | | | | From: Operator Extra Schedule Checker | 3299 | | |
| Johnson, Carlton O. | From: Mechanic "AA" Leadman | 3334 | 1- 9-57 | 11- 4-73 | Lewis, Robert H. | To: Schedule Checker | 3299 | 8-12-61 | 12- 9-73 |
| | To: Foreman II | 3334 | | | | From: Operator Extra Schedule Checker | 3299 | | |
| Palma, Joe A. | From: Mechanic "AA" | 3303 | 4- 9-57 | 12- 3-73 | Lewis, Robert H. | To: Schedule Checker | 3299 | 8-12-61 | 12- 9-73 |
| | To: Equipment Foreman I | 3303 | | | | From: Operator Extra Schedule Checker | 3299 | | |