



HEADWAY



Southern California Rapid Transit District

Volume 2 Number 3 April 4, 1975

IN SOUTH CENTRAL LOS ANGELES

Grid System Completed

The RTD's two new grid systems swung into operation on March 2, (Sunday) with implementation of the first phase of the San Fernando Valley Grid and virtually full operation of the final phase of the South Central Los Angeles Grid system. When the Valley bus grid system is fully implemented on March 30, the RTD high-intensity bus service system will be the largest bus improvement program in the country.

Major Experiment in Transit

The grid systems mark a full-scale attempt by RTD to improve the frequency and convenience of public transportation. When completed, the grid systems will offer service up and down every major street in the grid areas every 20 minutes from 6 a.m. to 7 p.m., Mondays through Saturdays, and hourly from 7 - 10 p.m. On Sundays, there will be service every 20 minutes from 8 a.m. to 6 p.m., and hourly from 7 - 10 p.m. Residents of the grid areas will be able to board a bus within one-half mile of their home, and with, at most, one transfer, reach any destination in the grid area. Such extensive coverage will eliminate the need for a schedule or a timetable.

Full-Scale Expansion

Creating the grid systems required building a bus and support force for the two grid systems equal in size to the entire

What the Grids Will Mean

- "How will the Grid Systems affect me? My passengers?"
- "How can I best explain to them what the Grid will mean to them?"
- "How will the Grid keep my job of providing public transportation more effective?"

These and scores of other questions were raised by the recent implementation of the South Central Los Angeles and San Fernando Valley bus Grid systems.

In order to answer such questions, a series of information meetings were recently held at RTD divisions housing grid buses.

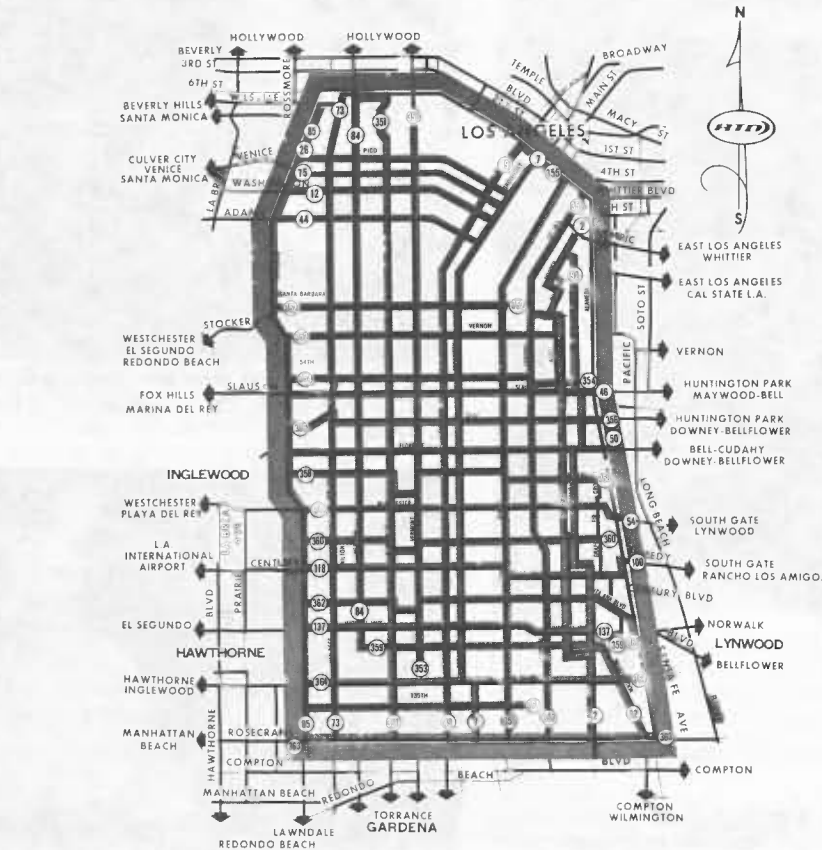
The meetings turned out to be all-day briefing sessions at which associate surface planners Ray Chapman and Raymond A. Maekawa and Ralph Wilson and Harry McGuire, from the transportation department, fielded questions from grid bus operators.

High-Intensity Bus Service

The concept of a grid network of bus routes is a major advance in public transportation. In terms of actual bus service, the grid system means that bus routes will run on all major north and south and east and west streets. This requires realignment of many routes including the elimination of many previously existing routes which had evolved over a period of time. In short, grid routes will run on straight lines instead of "stair stepping."

Operators to Explain New System to Passengers

The biggest question raised is from passengers who want to know why they will now need a transfer to get to their destination where, previously, they did not



QUICK TRAVEL SYSTEM—The Southern California Rapid Transit District Bus Grid System not only cuts travel time by servicing an improved pattern of north, south, east west lines, but provides quick egress to points of interest and activity, including Hollywood, downtown Los Angeles, the beaches and the Los Angeles International airport.

San Diego Transit property. When the last phase of the grids are finished, there will have been 19 new lines and 104 new buses added in the San Fernando Valley and 14 new lines and 91 buses added in South Central Los Angeles.

Both systems will employ a total of 563 buses and 54 lines. The Valley grid system will operate with 311 buses on 28 lines, and the South Central grids, 26 lines will be served by 252 buses.

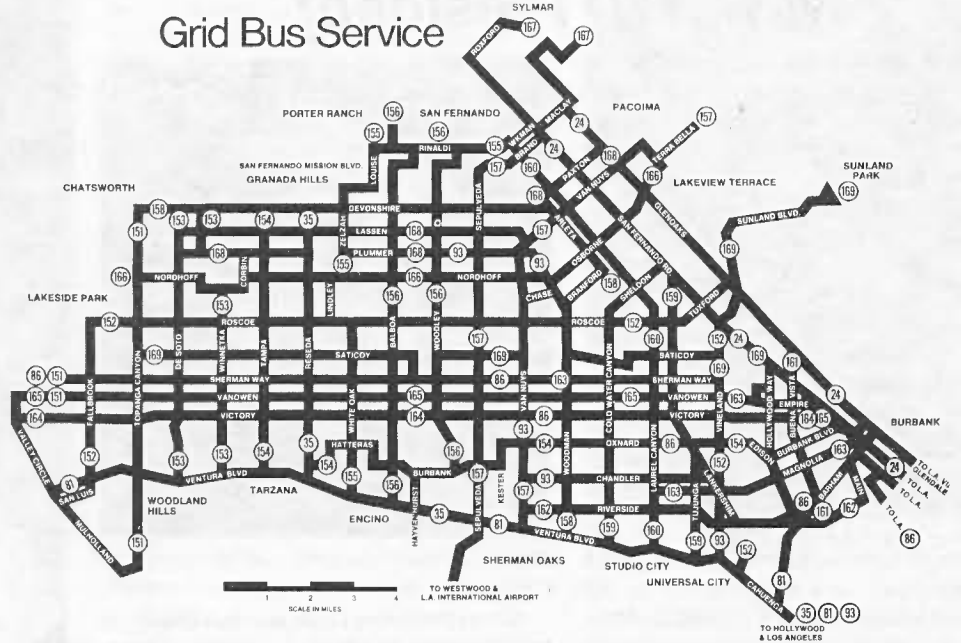
Two New Divisions

To accommodate the grid systems, two new RTD operating divisions had to be constructed. Division 15 in the San Fernando Valley at Penrose and Tujunga Streets will underpin the Valley Grid system. Division 18, at W. 190th Street and Harbor Freeway entrance, will support the South Central grid.

What the Grids Mean to RTD

- 500 more operators
- 220 more buses
- 32 new improved lines
- 30 more mechanics
- 16 more information operators
- 13 improved existing lines
- 7 more dispatchers
- 4 more special agents

In the San Fernando Valley alone, Grid service will mean 19 new lines and 104 additional buses. This means a total of 311 buses will serve the Valley on 28 lines.



need one.

The bus operators will also have to help the public understand that there will now be seven-day service in the grid areas and that during the day no person will have to wait longer than 20 minutes between buses.

Also to be emphasized is that residents in the South Central Grid areas will not be more than three blocks away from a bus stop. In the San Fernando Valley, most residents will be within six blocks of a bus stop.

Passenger Reliance on Schedules Will be Greatly Reduced

The frequency and regularity of bus service will virtually eliminate the need for passengers to consult a bus schedule. However, operators will be provided with timetables which will be given to passengers on request.

Why the Grid Areas Were Chosen

The South Central Los Angeles and the San Fernando Valley areas were chosen for Grid system experiments as a result of agreement between RTD and the County of Los Angeles, which is supporting the Grid system through its 25c flat fare subsidy to the RTD.

Benefits South Central Los Angeles Area

South Central Los Angeles already enjoys a high degree of bus service, and was chosen for the Grid system to see if even more residents of that area could benefit from improved services. According to RTD

Director Thomas G. Neusom, "the South Central area has a relatively low rate of car ownership and its many residents need improved means of transportation to reach sources of employment outside the work area."

"In addition, our research shows that over half the work trips people in this area make are within the boundaries of the quick-service, easy transfer system now completed," former RTD Board President Neusom said.

Improved Transportation in San Fernando Valley

The San Fernando Valley was picked for the grid system because, as Neusom explained, "In the past, the demand for expanded transit service has grown faster

Continued on Page 2

Rap Session Held at South Park Shops

The men and women at the South Park Shops got a chance to ask questions and offer suggestions last January when RTD held another management/employee "rap session."

About 200 men and women showed up for the session, which started at noon and lasted for almost two hours. Representing RTD management at that session were George W. Heinle, manager of operations, George H. Powell, general superintendent of maintenance, Johnny T. Johnston, superintendent of transportation, and Jack H. Walsh, director of safety.

Important Questions Discussed

The questions raised at the rap session reflected much concern about the services and operations at the RTD. Questions ranged from specific information about the El Monte Busway and the Grid Systems to questions about new machinery for the shops and improved lighting in the paint shop. Questions were also asked about job openings, job listings, promotions and RTD-sponsored schooling.



George W. Heinle, right, fields one of many questions from RTD technicians at a recent rap session at the South Park Shops. The Shops, located at 54th and San Pedro, are RTD's rebuilding and maintenance facilities.



James Reynolds of the South Park maintenance and equipment staff, expresses his thoughts on an issue that came up at the rap session. A wide variety of questions were asked and answered at the session. Reynolds came to the RTD in 1969.

Cook Becomes New RTD President

Byron E. Cook was unanimously elected President of the RTD Board of Directors at the Board's March 5th meeting. Cook will replace Thomas G. Neusom as president. Neusom was voted vice president.

Cook was appointed to the RTD Board in September of 1972 by the City Selection Committee to represent the Northwest Corridor cities of Burbank, Glendale, Hidden Hills and San Fernando.

A California resident since 1943, Cook is an attorney and City Councilman in Burbank. He is Burbank's representative to the League of California Cities, and serves as Chairman of the Golden State and the City Center Redevelopment Agencies.

From 1942-43 Cook served in the U.S. Army Signal Corps and from 1944 to 1945 was employed as a bus operator of the Lang Motor Bus Company of Long Beach.

Active Career in Politics

A long standing member of the Burbank political community, Cook was elected chairman of the City Charter Committee in 1968 and in May, 1971, was elected to the City Council. In May of 1972 he became Vice-Mayor and in 1973, he was elected Mayor of Burbank.



RTD Board President, Byron E. Cook

Board President Cook is active in various professional, fraternal and civic organizations. He is a member of the Burbank Rotary Club and a member of the California Trial Lawyers Association. He is a former member of Toastmasters International and in 1975 competed in the international finals.

Cook and his wife, Elena, have two daughters, Kirsten, 12, and Sherre, 10.

Grid (Continued from Page 1)

than the District's financial capacity to meet it. Now, thanks to the Los Angeles County flat fare subsidy, we are able to dramatically improve our service to Valley residents."

RTD General Manager Jack R. Gilstrap added, "Our goal is to first improve public transit in the Valley, and second, to significantly increase the level of bus patronage."

Bus service in the Valley has increased

32 percent since the inception of RTD service to the Valley in 1964. Currently, RTD buses travel 9 million miles yearly in the Valley, but after the grid system is fully implemented on March 30, RTD buses will travel a total of 17½ million miles -- an increase of 105%.

The San Fernando Valley grid is basically designed to provide better neighborhood service, to make it easier for residents of the Valley area to move around their region and into downtown Los Angeles.



Machinist Kenneth Bage speaks directly with RTD management while the men and women of the South Park Shops listen. Bage has been with RTD since 1946.

KUDOS



Callier Marks was chosen as January's Information Operator of the Month. Miss Marks, who came to RTD in April of 1974, received her award and a savings bond at the Feb. 19 Board of Directors meeting. RTD Board President Byron E. Cooks, left, presented the award to Miss Marks while Robert Williams, manager of customer relations, right, looked on.



Raymond W. Beckman, of Division 4, was named as January's Operator of the Month, and was presented with his certificate of merit at the February 19th RTD Board of Director's Meeting. Beckman drives a bus on Line 105, which goes from the corner of Imperial Highway and Aviation Boulevard to Los Angeles Airport. He has been with RTD since 1930. Beckman holds a 22-year safe driving award, and has not been late for work since he started with RTD in 1951. Presenting the award to Beckman is RTD Director Byron E. Cook, left. At right is James J. McCullough, manager of Division 4.

RTD Helps Visually Handicapped Use Its Services

A unique program between the RTD and the Los Angeles Braille Institute is making it easier and safer for the blind and the visually handicapped travelers to use RTD services. At the same time, the program is helping RTD bus operators become familiar with the problems unique to the visually handicapped.

The program began last summer shortly after RTD adopted a "no fee" program for the blind, when Delmer Oldbury, Braille Institute orientation and mobility coordinator, called RTD to discuss the possibility of establishing a joint RTD-Braille Institute program to help acquaint the visually handicapped with public transportation and the RTD, and to aid their use of RTD's services.

Three-Part Program

In response to the phone call, the Institute and the RTD designed and implemented the present three-part program.

Jack Walsh, RTD's Safety Director says, "the program is designed to promote an understanding by the operators and the blind passengers of both groups' problems and responsibilities in bus travel situation."

In the first part, seminars are held at the Braille Institute on Vermont Avenue. At these seminars, students are given presentations on bus riding and traveling by the Institute's mobility coordinator, a representative from RTD's Safety Department and an experienced blind traveler. After the presentation, students ask questions about bus riding and the RTD. They also get a chance to make any suggestions they may have.

The second part consists of sending an RTD bus and an experienced instructor to the Braille Institute for a session in which students get actual experience traveling on a bus, and in general, get an opportunity to become familiar with the practical aspects and the "feel" of bus riding while the bus travels the streets around the Institute.

The third part of the program is the orientation session given to each class of student operators at the Instruction site at Division 3. A three-person team consisting of a Braille Institute orientation and mobility instructor, an RTD representative from the Safety Department and an experienced blind traveler, briefs the operators on what they can expect when transporting the visually handicapped, the mutual responsibility of the blind traveller and the operators, and how operators can best help such passengers.

Increased Improvement in Drivers Attitude Noted

According to Oldbury, "the program has been very, very successful. In addition to familiarizing the blind students with the steps involved in taking the bus, it helps them psychologically through relieving the tension by giving them a chance to air their complaints.

"They feel better knowing that they have someone to tell their problems to," says Oldbury, who adds that the students have noted an increased improvement in the driver attitudes towards being helpful.

Oldbury explains that most people "do not realize what blindness is." He emphasizes that 90 percent of all blind people



Delmer Oldbury, Los Angeles Braille Institute mobility coordinator gives a blind person's version of bus riding to a class of student operators at the RTD instruction site at Division 3.

have some useful vision. For example, a blind person may have very good tunnel vision, but a very limited field of vision. In that case, the person can see, but he can't read the signs.

The three most common problems a blind traveler has, says Oldbury, is that the driver doesn't call out the street names or the names of the stops, or doesn't call them out clearly enough.

Oldbury points out that it would help blind travelers if the operator called out the number of his line to a blind person waiting at the bus stop. Using the same door for both boarding and alighting also helps the blind person.

Good Operator Response

At the present time, over 500 student operators have participated in the program, according to the RTD Safety Department, and nearly 300 blind students have gone through the seminars and the practical exercises on the bus.

Jack Walsh, RTD Safety Director, is pleased with the program and says "It's to the credit of the operators that they have responded so well. They have gotten all sorts of praise and a definite improvement was noted in the kind of service and in the understanding of the operators."

Walsh also says, "the RTD-Braille Institute program has sparked inquiries from many organizations within California such as the Ventura County State Rehabilitation Center, the Bakersfield Transit Authority, the Kern County School District, the San Diego School District, the City of Palm Springs and from transit properties as far away as Chicago."

Gibbs Appointed to RTD Board

Donald H. Gibbs of Long Beach has been appointed to the Southern California Rapid Transit District Board of Directors by Los Angeles County Supervisor James A. Hayes. Gibbs, who was officially installed as a member on Feb. 14, replaces Hugh C. Carter, also a Hayes appointee, who resigned from the Board after moving to San Diego.

Gibbs, 40, is a native of Long Beach and an architect with the family architectural firm of Hugh Gibbs and Donald Gibbs. He attended Long Beach Polytechnic High School and received his degree in architecture from the University of Southern California. From 1957-59, he was stationed with the U.S. Navy in San Diego.

Civic Involvement

A past director of the American Institute of Architecture (AIA), Gibbs holds a number of awards from the AIA for his design projects. He is a trustee of Memorial Hospital Medical Center of Long Beach and is a member of the Long Beach Rotary Club. He is also active in the Boy's Club of Long Beach and the Long Beach Boy Scout Area Council.



Donald H. Gibbs, newly appointed to the RTD Board of Directors by County Supervisor James A. Hayes, being sworn in by Richard K. Kissick, RTD Board Secretary.

Gibbs and his wife, Donna, live in Rancho Palos Verdes with their two children, Lauren, 11, and Kurt, 12.

Edgar Thorne Remembers "Way Back Then"

When Edgar Day Thorne retired from RTD's Division 12 on January 7, he took with him 39 year's worth of impressions and experience acquired as an operator for the RTD and its predecessor agencies.

In his years on the road, Thorne has seen a lot of changes in traffic, buses and bus rides, but the biggest change of all, according to Thorne, is the number of women drivers on the road these days.

"There were very few women drivers then," he says, but now you have to contend with so many of them. Every Papa seems to give his little girl a car right off the bat, and then you see them out there on the street. "I don't think I'm used to that yet," he adds.

Thorne started as a driver in 1936 when he became a conductor and operator for the Pacific Electric Railroad, and over the years he has seen many improvements occur in public transportation.

For example, he says, there has been a tremendous increase in the bus driver's comfort.

"The driver's comfort was nil back then. We had a gear shift, there were only two ways to adjust your seat and the seats



Edgar Day Thorne

were very hard. Now with all of the power-steering, power brakes and soft, adjustable seats, driving is very comfortable." Thorne adds that the designs of the motorcoaches are improved and that their performance is superior. He notes what he calls "a tremendous increase in traffic signals," but, adds that sometimes all the traffic signals can make it difficult to make the schedule, even if there are only a few passengers on board.

The price of a bus ride is also cheaper, according to Thorne. He figures that the average worker works less time for his bus fare home, and although P.E. didn't have the bargain rates then that it has today, their fares even then were low in comparison to other motorcoach fares because they would refuse to raise rates. When you compare the Depression with today, fares are even lower." He also adds that the bus ride has changed. "Today's passenger is much more comfortable and the ride is much faster than it used to be."

New RTD Payroll Deduction Plan for Uniform Purchases

RTD employees required to wear specific uniforms and watches while on duty, may now arrange to purchase their items' on payroll deduction through arrangements with their division manager.

Any operator, service director or trafficman who has completed ninety (90) days or more of service with the District, will be able to purchase the required uniform items for an amount up to \$125. Any amount exceeding \$125 must be paid in cash, and an employee also may not

purchase more than six (6) shirts on any one order. The uniform purchases by payroll deduction can be used at the following stores:

Sam Cook	114 W. Ninth St., L.A.
Hirsch Uniform Co	3006 So. Main St., L.A.
Mr. Man Uniforms	11126 E. Ramona Blvd., El Monte
Uniforms, Inc.	2889 W. Olympic Blvd., L.A.
Becnel Uniforms	654 1/2 So. Los Angeles St., L.A.
Official Uniforms	15329 Parthenia St., Sepulveda

Watch Purchases

A regulation watch can also be purchased through payroll deduction up to \$100, provided there is no previous unpaid balance owing on another watch purchased through payroll deduction. Unless lost or stolen, a watch may be purchased

once a year, and any amount over \$100 must be paid by the employee directly to the dealer. Watches may be purchased from the following vendors.

Merit Watch Shop	610 So. Main St., L.A.
Pico Watch Shop	908 W. Pico Blvd., L.A.
J.J. Tholt	598 W. Avenue 28, L.A.
Ted's Jewel Box	110 N. Brand Blvd., Glendale

Student Operators Included

In the case of student operators, after an operator has been placed in service, he will be eligible for the watch purchases. A student having completed his qualification, but having less than 90 days of service, will be allowed to purchase uniform items on payroll deduction for amount up to \$75.00.

"TRUE GRID"

It is often said that, "The truth of the pudding is in the eating!" and recently I have come to the conclusion that there is a lot of truth to this old adage.

RTD has recently implemented a program and, rightly so, has named it GRID. Well curiosity led me to look up the word in the dictionary and the latest edition of Thorndike Barnhart has it as such: "grid-n. 1. framework of parallel iron bars; grating; gridiron." The longer I thought about it the more enthused I was becoming with this new system. Finally I couldn't restrain myself any longer, and thus I was propelled into writing this article.

It is customary for a company to advertise, whenever it has a new product to market, and get the idea to the public. The company tells of how beneficial its product is and how much you'll profit if you make use of this product. The company must also be able to reach that part of the general public that will use its product and in turn recommend it to their friends. And finally, that its product has long term effects.

From the first hand experience I have had as an information clerk I can truly say that the above named objectives have been met. First, RTD has reached the segment of the public that needs its product most of all. People that must get to work and home again; children going to and from schools; patients visiting doctors; shoppers; sightseers and visitors. Second, the short term benefits of the Grid system are easy access to buses, less transferring, reduced waiting, later service, and virtually the cheapest way to go. Third, Grid is being passed on from person to person like a new dance craze. Often times I get requests for additional copies of route schedules of system maps to be passed on to friends. As I see it the long range effects of our program are: reduced traffic; cleaner air; saving of our natural resources; and creation of more jobs.

Now comes the clincher: What does the consumer think about our product? Well, here are some quotes that makes all the work worthwhile.

"Gee, am I glad you people have improved your service."

"Now I can leave my car home."

"Your company is doing a great job."

"Keep up the good work."

"It doesn't take any longer to go by bus than it did in my car."

"I don't have to annoy my friends to get around anymore."

"Please send me more information so that I can get more customers for you."

If this is what we have worked for, then I have to add my "Well done" to the innumerable praises bestowed upon this company. In conclusion I would also like to say that RTD is undoubtedly a company with a "True Grid!"

Luis A. Melendez
Information Clerk

Safety is His "Thing"

Mario Richards, an operator out of RTD's Division 8, is a man who believes in safety, so he recently volunteered to teach a course in Red Cross First Aid certification. Now, thanks to Richard's instruction, nine RTD employees have earned their Red Cross certification badges and four have also earned certification by the American Heart Association as basic life support (CPR) rescuers.

Richards, who came to the RTD two years ago, taught the course on Wednesday, his day off, from 9 to 11:30 a.m. at Transit headquarters. During the seven-week course last winter, Richard's class learned a variety of techniques that now enable them to render immediate and temporary care to the injured until professional help arrives.

The participants learned what to do in case of burns, how to make dressings and bandages, how to handle neck and back injuries, bone injuries and how to deal with shock and sudden illness.

The candidates for CPR certification also learned mouth-to-mouth resuscitation and chest compression practicing on a rubber dummy called "anatomic Annie."

Richards came about his interests in safety, as a boy growing up in Waterford, Conn.

"When I was in my last two years in high school," he explains, "I slept in the fire house and was in charge of driving the fire truck, and the ambulance. I really enjoyed it -- it was a lot of fun and very exciting."



Division 8 operator Mario Richards re-enacts a lesson from his Red Cross First Aid Certification course. Above, he is shown pointing to the brachial artery. Firm pressure on this "pressure point" applied with the surface of the fingers against the arm bone, controls severe bleeding from an open wound.

Waterford is a community which had a volunteer fire department, and "it was up to the community to know how to protect ourselves." Richards has had his Red Cross certification, both standard and advanced, since he was 17.

Four years ago, Richards took an instructor's course from the Red Cross Chapter in Santa Monica. The 50-hour course focused exclusively on how to present Red Cross materials in the classroom. Last Fall, he took a CPR instructor's course taught by the American

Heart Association. That course consisted of 15 hours of instruction, including 10 hours conducted in the emergency care unit of St. Joseph's Hospital in Burbank, which focused on heart massage and mouth-to-mouth resuscitation.

The RTD personnel who earned Red Cross badge certification were Don Cornish, labor relations; Donna Hockenbury, marketing and communications; Doris Darby, safety; and Frank Barnes, Bill Bennet and Janet Clark, all of operations. The last four people also earned CPR certificates.



Roger G. Ramirez, an operator out of Division 9 at El Monte, reports that he helped with the delivery of his first child, baby Roxanne, who was born on January 6.

Ramirez and wife Rose attended "Lamaze" or natural childbirth classes for six weeks at the Queen of the Valley Hospital in West Covina. The classes prepared Ramirez to be with his wife all during her labor and in the delivery room. Ramirez, who is shown above with his wife and the doctor, describes the whole event as "a beautiful and meaningful experience to see the entire birth of our first baby."

Making Headway

William A. Hillman, an operator out of Division 11 reports that wife Hattyte struck it rich on the television program, "The Price is Right," winning a dinnette set and two cars: a Vega and a Hornet. The program was aired Thursday, March 21 on channel 4, (KNBC) at 7:30 p.m.

Harold L. Kenneybrew, an operator out of Division 6, will be married on April 5, to Ms. Debra E. Jenkins of Los Angeles. The marriage will take place at the Wilshire United Methodist Church. The future Mrs. Kenneybrew sounds like an adventurous young lady: Harold reports that she is taking flying lessons from a local aircraft school.



Teresa Gomez was given a wedding shower by her friends, fellow PAX information operators, on Friday, March 7. Terri, who was married Saturday, March 8, has been with the RTD since 1967. After a honeymoon in Puerto Rico, Terri will be back at the switchboard at RTD.

Frank Wildish Feted at Farewell Party



Frank and Eva Wildish, above, admire the cake baked for the party given by Frank's fellow schedule checkers. The cake shows an RTD bus, a schedule checker at a bus stop, and has written on it—"We'll Miss You. Have Fun Frank."

Frank Wildish, who is retiring from RTD after 39 years of service, was given a surprise farewell party by his fellow field workers in the schedule department on Saturday, Feb. 22, at the home of Mr. and Mrs. Frank Thompson in Temple City. According to Thompson, the party really did surprise the guest of honor, who was also given a farewell gift from his friends: a three-day trip to Las Vegas for Frank and his wife Eva, who works in RTD's Arco Tower ticket office. The Wildishes left for their trip on Friday, March 7.

HEADWAY

Volume 2

Number 3

Published by and for the employees of the Southern California Rapid Transit District. Send stories, photos, or just the facts to Editor, Marketing and Communications department 1060 S Broadway, Los Angeles, Calif. 90015

Southern California Rapid Transit District
1060 South Broadway, Los Angeles 90015

U.S. POSTAGE
paid

FIRST CLASS
Los Angeles, Calif.
Permit No. 28201