



HEADWAY

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RTD Board backs sales tax increase

Voters in Los Angeles County will be asked to decide whether or not they want a half-cent increase in the state sales tax to help finance a transit improvement program when they go to the polls on November 4.

After much heated debate, the 11-member Los Angeles County Transportation Commission (LACTC) voted 6-5 to place the measure on the ballot asking voters to increase the state sales tax countywide from 6 cents on the dollar to 6½ cents.

Revenues raised by the increase are estimated to be \$225 million in the first year. These funds, combined with state and federal assistance and farebox revenues, would finance a three-part program calling for a reduction of bus fares countywide, local transit improvements and the construction of a rail rapid transit system.

The RTD Board of Directors, facing a projected \$46 million deficit in operating expenses for the fiscal year beginning July 1, 1981, has forwarded a unanimous resolution to the LACTC supporting the commission's effort to place the proposal on the ballot.

"Los Angeles, a metropolitan area with a population of more than seven million and a bus riding public of more than one million daily, is one of the few large cities in the United States that does not offer local transit any financial support," commented RTD Board President Thomas Neusom. "It's time there was local support and the half-cent sales tax is the best way to achieve that support."

At present, the District receives 60 per cent of its operating funds from federal and state subsidies, with the balance provided through farebox revenues. The only local subsidy the District receives comes in the form of state sales taxes returned to the county. This averages about \$15 per person, one of the lowest ratios of local support in the country.

San Francisco utilizes local subsidies averaging about \$50 per capita, while the cities of Atlanta and New York receive subsidies of \$61 and \$65 for every man, woman and child in their confines from a variety of local sources.

As it will go to the voters, the main elements of the tax increase program are:

— Bus fares would be rolled

back to a maximum base fare of 50 cents with a 10-cent transfer for three years. (At that time the LACTC would review fares and vote to continue or discontinue the subsidy). RTD monthly passes would be \$20 under the plan with senior citizens, students and the handicapped passes fixed at \$4.

— 25 per cent of the sales tax revenues would be returned to local cities, or the county in the case of unincorporated areas, on a population basis for transit improvements.

— The LACTC would oversee the construction of a rail rapid transit system serving major transportation corridors in the county.

While the program being put before the voters clearly sacrifices any improvements in existing bus service, the plan reflects many of the opinions expressed at recent public hearings held by the commission. At those meetings, bus riders expressed serious concern about escalating fares and many officials encouraged the commission to leave decisions about local transit improvements to local elected officials.

In addition to the planned Wilshire corridor subway, the propos-

al calls for the development of a rail rapid transit system to serve South Central-Long Beach, the San Gabriel Valley, the Century Freeway corridor, the South Bay-Harbor area, West Los Angeles, the Santa Ana Freeway corridor and the San Diego Freeway corridor.

The system would be constructed using a combination of state and federal assistance, sales tax revenues and benefit assessment taxation.

Three times since 1968 the voters have rejected proposals calling for added taxes to finance transportation. This time, however, transit officials are hopeful that the rising cost of gasoline and the renewed interest in public transportation, combined with the proposed fare rollback, will turn the tide in favor of the program.

Although it has the authority to do so, this is the first time that the commission has gone to the voters asking for a tax increase. Created in 1976 by the state legislature, the LACTC is responsible for allocating more than \$540 million in state and federal funds annually to highway and transit projects in Los Angeles County.

MARKETING DEPARTMENT PROGRAMS

Coupons, tokens offer money-saving deals

In programs reminiscent of transit's Golden Age in Southern California, the RTD Marketing Department recently initiated two promotions offering free money-saving coupons and tokens.

The free gold-covered tokens, slightly larger than a silver dollar and bearing the RTD's new logo, have a face value of 65 cents and

can be used aboard District buses to pay the base fare, or toward the cost of higher express fares, according to Anthony Fortuno, Director of Marketing.

The token promotion is starting small. Only 10,000 of the coins have been minted, Fortuno says, and the Promenade Mall in Woodland Hills is the only complex offer-

ing shoppers a free token with each minimum purchase of \$10 from any mall store.

"One of the benefits of the tokens is that we can recover them from the fare boxes and use them over and over," explains Fortuno, who says success of the program will mean its expansion. The department is currently developing

Christmas promotions using the tokens and is even investigating selling plastic-encased tokens as a memento item in conjunction with Los Angeles' bicentennial.

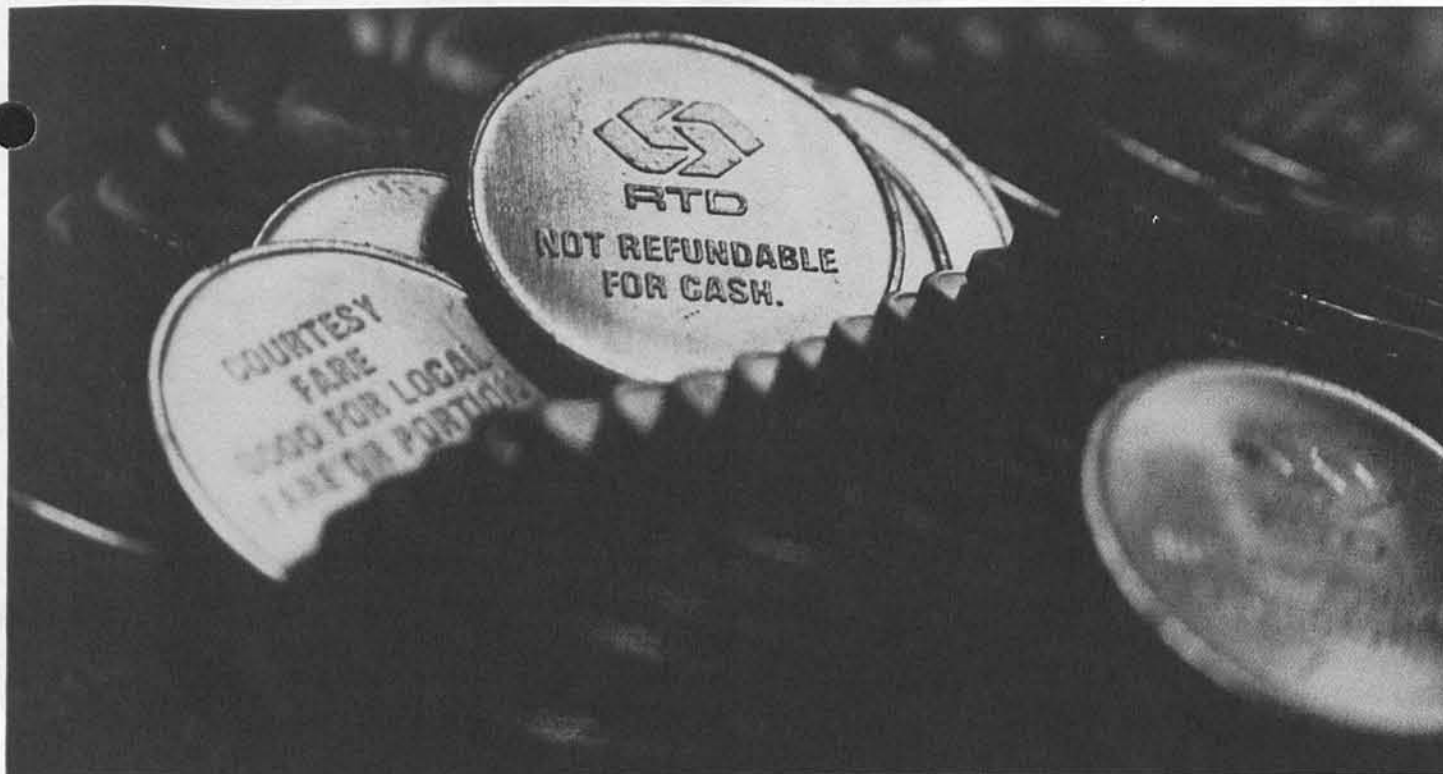
tion presently underway. In the other promotion, the District has added to the value of its monthly pass by offering free money-saving coupons to every pass buyer. The program, which began with the sale of September passes, offers riders four free coupons.

September pass purchasers received discount coupons to Knott's Berry Farm, Carl's Junior restaurants, Market Basket grocery stores and ClothesTime stores. In October the program was expanded to include coupons good at Safeway Stores, Universal Studios, Pioneer Chicken and Good Earth Vitamins outlets.

More than 170,000 people a month buy the pass now, and Fortuno says the District wants to see that figure go up to 250,000 in the next 12 months.

"Our purpose is to make the monthly pass more valuable and more attractive to buy," says Fortuno. "Major supermarkets, retailers and amusement centers have taken to the idea because they know that bus travel is becoming more popular due to inflation and the high cost of fuel."

The coupon program is being advertised in major local newspapers.



COIN OF THE REALM—All that glitters may not be gold, but it will at least get you on a bus. The tokens pictured above, about the same size as a silver

Eisenhower dollar, are being used in a new Marketing Department promotion along with a free coupon program designed to boost pass sales.

TRIPPERS

AD-VENTURE

RTD is presently conducting a search for a new advertising agency. Because of the increasing importance of transportation in Los Angeles and the District's desire to significantly enhance public awareness of available services, Acting General Manager Richard Powers says a strong, consumer-oriented agency will be required. With a choice expected to come in the next 60 days, the new agency will be responsible for assisting the District in developing and executing various advertising programs throughout the year. For fiscal 1980-81, the RTD's advertising budget is estimated at \$585,000.

PASS THE BUCK

ARCO has joined eight other major Los Angeles area firms now offering their employees discounts on RTD bus passes. More than 300 ARCO employees have signed up for the \$26 monthly pass, purchased at a discount subsidized by the oil company. The pass provides unlimited riding on all local lines and is an efficient way for many employees to lower their costs of traveling to and from work. Firms now subsidizing all or part of the cost of the monthly passes have stated that the program lowers parking costs, provides a new employee benefit and helps to attract new employees.

MAKING THE SCENE

There have been a couple of new arrivals on the scene in recent days.

Division 15 operator Richard G. Chapman and his wife, Terry, have added another girl — their third — to the family. Rica Katrina Chapman entered the world at 5:15 p.m. on August 8, checking in at 7 pounds, 8½ ounces.

James W. Austin, an operator at Division 12 who has 10 years with the District, was presented with a son by his wife, Luisa. Checking in at 8 pounds, 7 ounces on September 6 at 2:55 p.m., the new little boy was named after his father.

SCHOOL DAZE

Just as senior citizens and the handicapped have had to do in the past, college students who want to take advantage of discount riding on RTD buses will now have to first apply for the District's new College-Vocational Base Pass.

In an effort to avoid the massive crowds that jammed the District's headquarters and customer service centers in July and August when more than 56,000 senior citizens were registered for base passes, representatives from the Marketing Department will spend one day at each of 22 college campuses around the county to assist students applying for the new base pass.

To qualify for the discount pass, students must be 19 years and older and registered fulltime in a college or vocational school. An application must be filled out and signed by a school counselor and then presented to an RTD representative along with a photo and proof of fulltime status. As with other base passes, once the pass is obtained, the student need only purchase the discounted \$20 monthly stamp.

The District will continue its Student Base Pass program for elementary, junior high and high school students 18 years and under.



Conference seeks to curb crime

A Superior Court judge, a city councilman, representatives of the District Attorney's office, school officials, church leaders and lawmen were among those attending a day-long RTD conference, held to discuss ways to fight crime on buses.

"Crime is one of the most serious and perplexing social issues we face at the District," said RTD Board of Directors President Thomas Neusom, who organized the meeting. "We called this meeting, one of several to be held in the coming months, to discuss with community leaders from the South Central Los Angeles area and law officials how we can work together to fight crime."

Neusom termed the meeting a success and said a similar meeting is in the planning stages for leaders of the East Los Angeles region.

Los Angeles County Under Sheriff Sherman Block told the gathering in the Board Room at District Headquarters: "Crime on RTD buses is symptomatic of what is going on in the community." The District has not been "singled out" by perpetrators of crime, he added.

Block said that lawmen throughout the county were working together to help the District fight crime on buses.

George Morrison, Los Angeles Police Department Commander in charge of that agency's headquarters division, agreed with Block that lawmen were making a concerted effort to fight crime on RTD buses and that, recently, in one portion of Los Angeles, officers from the LAPD's Metro division worked undercover to suppress bus crime. He added that twice each month all bureaus of the LAPD review and update their practices designed to fight crime perpetrated against RTD patrons.

Morrison also noted that pre-shift briefings of LAPD police officers now include discussions on RTD operating procedures and crime problems. More officers have been assigned to ride undercover throughout the city and, in areas where juveniles have been creating disturbances on buses, LAPD school officers have been riding buses to improve passenger safety, he said.

Dick Green, chief of security for the Los Angeles City Schools, said that schools also have been experiencing a growth in crime problems and that his agency has grown from 39 officers in 1968 to 363 in 1980. Green recommended the RTD send spokespersons to the schools in an effort to build better communications between the RTD and children.

Rev. Louis Brown, pastor of the Second Baptist Church of South Los Angeles and a former RTD bus operator, suggested the RTD sponsor transportation workshops in the community to enlist parent aid in reducing crime aboard District buses.

Johnnie Cochran, Jr. and William Holliman, of the District Attorney's office, recommended a financial assistance program be created to offset the cost of lost

wages incurred by witnesses and victims who must attend court.

James Burgess, RTD Chief of Transit Police, told the group that a Transit Crime Task Force, involving representatives of the District, LAPD, Los Angeles Sheriff's department and RTD operator union officials, now meets on a regular basis to coordinate their efforts in reducing bus crime. He also said that the District soon will mount cameras on some District buses as part of a test crime prevention program. This practice in other cities has resulted in a reduction of vandalism, he said.

Burgess also reported that the RTD Board of Directors allocated an additional \$1.5 million in fiscal 1981 for passenger security. The money is being used to hire an additional 45 RTD transit police personnel, he said.



CRIME CONFAB—President Thomas Neusom (right, in top photo) and Superior Court Judge Robert Roberson (next to Neusom) field questions from law enforcement officials and civic leaders at meeting designed to help find solutions to problem of crime on buses. Above, Under-Sheriff Sherman Block (right) offers a comment.

10-YEAR VETERAN AT RTD

Foster to head Transportation Department

With his eyes on providing more support and assistance to the bus operator, Bill Foster has assumed the position of General Superintendent of Transportation.

Appointed by Manager of Operations Sam Black, Foster had been serving as acting head of the Transportation Department since October of last year, when he stepped in for Jack Walsh.

Foster, a 10-year veteran with the District, says one of the main goals he will pursue in his new position will be to "reaffirm the importance of the bus driver."

Foster says, "I think we need to be mindful of the fact that the operators work in a very stressful situation. Quite often they find themselves confronted with difficult situations on a daily basis and many are concerned about their personal safety."

One of the ways the new general superintendent hopes to achieve this goal is by renewing efforts in the area of stress training. The District recently initiated a study on Operator Stress and Passenger Relations. Its conclusions offer suggestions on how operators can avoid stressful situations through improved passenger relations and provide techniques on how to deal with stress.

Foster also sees a need to change the way operators and those in management positions perceive each other.

"There is a need to improve communication and develop a mutual appreciation for the job each of us must do," he says. "All of us here have jobs that are intended to support the bus operator so that they can provide the best



ON THE JOB—Newly-appointed General Superintendent of Transportation Bill Foster (right) will be working closely with Manager of Operations Sam Black in efforts to keep the Transportation Department running smoothly.

possible service to our riders. I think we need to rededicate ourselves to that objective from time to time."

One of the District's top administrators, Foster has acquired a broad-based knowledge of RTD operations in his decade with the District. Hired as a Principal Administrative Analyst in 1970, Foster moved through a variety of positions dealing with governmental affairs, administration and community relations.

He helped to organize the Man-

agement Services Section and, in January, 1978, was named Deputy Manager of Operations. A series of retirements by high-ranking maintenance officials, combined with recruitment difficulties, led to Foster being appointed Acting General Superintendent of Maintenance and Equipment in December, 1978, until Rich Davis came on board.

As General Superintendent of Transportation, Foster will have a wide variety of responsibilities, including planning, administering

and supervising the Transportation Department, which includes operating divisions, radio dispatching, road supervision and operator instruction.

A Commander in the United States Naval Reserve, Foster makes his home in Rowland Heights in the San Gabriel Valley with his wife, Jean, and their two children: Kristen, 12, and Michael, 9.

Away from the job, Foster says he is a "jogger who runs for recreation and health."

Gentry, Uemura, Royster receive kudos

It has often been said that the best management in any organization would be almost valueless without the hard work and dedication of the rank-and-file employees. The purpose of the Employees of the Month program is to honor those persons who are an attribute to the District.

Last month the Board of Directors honored Information Operator Frank Royster, Jr., Mechanic-A Vic Uemura and Operator Early Gentry.

In the year Royster has spent

with the District he has consistently proven to be a valuable asset to the Telephone Information Department. He exceeds the standards set for the Telephone Information Clerk's work performance and he has a thorough knowledge of all District routes, schedules and fares. He says he enjoys his job because he enjoys working with people.

With just over 18 months of service to the District behind him, Vic Uemura is somewhat of a surprise selection as Maintenance Employee of the Month.

He was hired as a Mechanic-B, but his superior performance, attendance, punctuality, mechanical knowledge, attitude, willingness to learn and cooperation convinced his supervisors to promote him to his present grade after only eight months.

He has developed a reputation as a mechanic's mechanic. Working with a minimum amount of supervision, he is a top-notch troubleshooter, able to solve the most elusive mechanical problems. If Vic has a speciality it would probably be

air conditioning repair. He is equally adept with all models and often puts in overtime to see that as many coaches as possible can make their assignments. Extremely conscientious and diligent, Vic is well-liked by his co-workers and supervisors.

For the past 19 years, Early Gentry has built a reputation as one of the District's top operators. He has a 17-year safety award, has not been absent from work in over four years and has accumulated the maximum of 80 merits. Always composed and eager to assist the student driver as well as the experienced operator, Early is one of the most dependable line instructors in the system.

His dependability does not end off the job, either. He is a devoted family man and is an active member of the Trinity Baptist Church, where he serves on the Layman's League and the Active Citizenship Campaign Committee. Early also serves as a member of the Los Angeles Police Department's Neighborhood Watch for his community.

Nominees for Employee of the Month honors are submitted each month by the transportation and maintenance departments at each of the District's operating facilities. Final selection is made by a three-member panel at headquarters.



SUPER—Director Carl Meseck (left) presents Certificates of Merit to Employee of the Month honorees (from left) Early Gentry, Vic Uemura and Frank Royster, Jr. Looking on are Ralph Wilson, Melvin Purkeypile and Bob Williams.



Mural, Mural on the wall

A 1,500-foot-long wall at Division 3 provides the canvas for a mural depicting the history of transportation, and 30 local youngsters provide the artistic enhancement. RTD provides the supplies in addition to the wall, situated on the corner of Avenue 27 and Pepper Street in Highland Park. The youngsters worked two summers on the project, painting the massive mural. Three of the teens working on the project, Maria Zamudio (above, left) and her twin sisters, Gaby and Norma, have drawn and painted the entire ironhorse scene themselves. A wide variety of city organizations and agencies joined forces to help the youngsters produce the colorful mural, which also features bicycles, trains, old cars, new buses, subways, airplanes and even a space shuttle. The program was also intended to help curb unsightly graffiti which formerly covered the wall.

Division wall provides cornerstone for plan to end graffiti, employ youths

Grffiti is no stranger at the RTD.

This uniquely 20th century form of visual pollution, not unlike a cancer on District buses, buildings and walls, is a problem shared by all transit agencies and, indeed, all cities.

Solutions to such modern problems never seem to come easily, but the district recently joined forces with several other agencies and businesses to take a step in the right direction toward combating graffiti.

The organizations involved included the RTD, the Cypress Park Improvement Association, the City of Los Angeles, the Los Angeles Police Department, Shirley Brothers Construction Company in Pasadena, and Business in Law Enforcement — Northeast Division (BLEND).

The target for this combined group's attack was the concrete retaining wall at Division 3 in Highland Park. The wall, which runs along Avenue 27 and Pepper Street, has proven to be a tempting canvas for spray-paint-can-wielding vandals and had developed into a community eyesore.

The idea was to get some 30 youngsters from the area involved in a summer work program to cover the graffiti with a colorful mural depicting the history of transportation in Southern California. Studies have shown that graffiti-ers tend to stay away from outdoor murals.

The project began last summer, when about 500 feet of the wall were painted, and concluded just last month. All together more than 1,500 feet of the retaining wall has been decorated with murals reaching back to the days of Spanish galleons anchoring off the coast and the time of the Vacqueros in California, and chronicling the great train boom in the West and the early days of the popular Pacific Electric Red Cars.

The paintings are brought up to date with pictures of the District's new Grumman-Flexible buses and take a futuristic look at what the proposed Wilshire Subway might look like. The mural concludes with a high-flying space shuttle, which may soon be a common mode of transportation.

The entire two-summer project has been a real team effort, according to Community Relations Representative Al Reyes, whose department helped with the overall supervision of the project.

Teenagers from the Northeast Los Angeles, Highland Park and Lincoln Heights areas were employed for the project and paid \$3.10 per hour through the city's federally-funded Summer Youth Employment Program. Half of the 30 participants were pre-selected through BLEND (a police department booster group), while the other half were chosen by the city's Community Development Department.

Federal funds also provided the salaries for two professional artists — Gilbert Fierro and Joan Costanzo — who were hired to draw the original sketches which the young muralists then transferred freehand to the wall.

The LAPD contributed two officers — John Brown and Joe Galindo — from the Northeast Division to help coordinate and direct activities. As officer Galindo points out, the police hope to get more from the project than murals on walls.

"We give these kids responsibility and try to teach them work attitudes, such as getting to work on time," Galindo explains, adding that the department is also trying to foster a positive attitude in the young people towards the police. "We want them to know we're here to help them, and maybe when they get older they won't get involved in gang activity and we won't have to spend time arresting them."

In addition to providing the wall, RTD supplied the muralists with more than 65 gallons of paint, acquired at a discount courtesy of Standard Brand Paints. Shirley Brothers, who built the wall, provided a storage shed for equipment, drop cloths and other clean-up equipment.

Manny Hernandez, RTD Community Relations Representative assigned to the project, estimates the mural required more than 10,500 man-hours to complete.

COMMENDATIONS

Radio Dispatcher Audrey Ortiz, Supervisor C. Mims: "I have been an RTD rider for five years. This morning, when I arrived at my office, I discovered that my official Department of Justice identification was missing. It evidently had slipped out of my pocket while I was riding Line 606. I immediately called RTD and was put in touch with dispatcher 30 (Ortiz). She was very pleasant, courteous and took the information. She called me back shortly to advise that the identification had been found. Moreover, since the bus was by then in a distant part of town, she offered to have a supervisor bring it to my office building. Within the hour, Supervisor Mims delivered the ID to me at the entrance of the courthouse. Everyone involved was friendly, helpful and went out of their way to assist me. The entire episode was refreshing and reflected great credit on the RTD and its personnel." (The author is the Chief Assistant United States Attorney in Los Angeles).

E.A. Valentino, Line 800: "So many times we will take time to call or write about something we feel is unsatisfactory, but we don't take the time to write about an outstanding employee. I am. He is always courteous and polite to all, neat in appearance and last, but far from least, drives the bus in a safe and sane fashion rather than like a refugee from the demolition derby."

Jose Reguero, Jr., Line 4: "I travel around the country a great deal and in July had the good fortune to ride from Santa Monica to L.A. with this driver. Seldom have I been in the presence of such a dedicated professional in the public transportation field. He was extremely friendly and helpful to everyone who rode his bus. It was obvious that he realized that his job involved more than just guiding this vehicle over the bumps from point A to point B. He is a public servant of the highest calibre and his attitude should carry him far with your organization."

Homer M. Jenkins, Line 737: "He displays a courteous, friendly attitude which I believe is an important factor in increasing ridership. He exhibits a professional demeanor and an outstanding rapport with passengers, not to mention the skillful fashion in which he operates the bus. He is truly an asset to the RTD and the image of its personnel. The positive interpersonal relationship he has developed with passengers is indicative of an intangible quality he possesses and applies in the art of dealing with the public."

Leslie A. Park, Line 588: "In all aspects of performance from driving safety to courtesy he is a model driver. Several instances I have observed, include his stopping to help an elderly woman who was apparently confused about which bus to take. He counseled her to the options available and his patience was impressive. He noted another elderly woman sleeping and, knowing she was a regular passenger, stopped and woke her up with a gentle tap of the horn. I asked him about a particular route and, noting the schedule box was empty, he said he would have the schedule for me on the next trip. The next night as I entered the bus he handed me the

schedule. The few times I have ridden with him has done much to dispel the feeling that many RTD drivers are lacking in sensitivity."

Louis D. Boykius, Line 34: "He can surely be called a driver's driver, also a passenger's driver. He is friendly, outgoing, considerate and always on time. Constantly you put the very worst equipment in his hands. We have seen him nurse along contraptions that should be towed to the dump. Magically, he always gets us to our transfer point in Los Angeles."

Derrick Wade, Division 12: "He's courteous and helpful. His route is in a somewhat difficult area and, if there's a problem with the young or elderly he handles it with tact and diplomacy. I feel safe and secure when I board his bus, knowing that he is observant of the traffic and the laws and his passengers."

Michael P. Mitchell, Division 2: "I have ridden with him for the past four months as a daily commuter and you are fortunate to have such a dedicated, courteous and competent driver. He is not only diplomatic, but his attitude is beyond compare. He is one of the few drivers who is effective and successful in dealing with "irate" riders. I have seen tough and demanding riders calmed by his approach, particularly during the fare change. Also, he is an unusually effective communicator and knowledgeable about most RTD lines. He thinks with clarity and discipline and stays current on what is happening with changes in schedules. Because of his dependability and attitude, I have arranged my working hours so that I can ride to and from work with Mr. Mitchell."

CETA FUNDED PROGRAM

Area teenagers clean up at RTD

Walls weren't the only things around the District being cleaned up by young people this summer.

In a federally funded program,

unrelated to the mural painting operation, 15 teenagers from low-income areas worked for the District during August, helping to



PITCHING IN—15-year-old Lisa Fierro (right) and 16-year-old Brenda Johnson gather debris from the bus parking lot at Division 1.



COURAGEOUS—Board President Thomas Neusom (left) presents a special commendation award to operator Miguel Brambila, who assisted a downed helicopter pilot. At right is Division 3 Transportation Manager Gerry Woods.

Beyond the call

Because RTD operators are out on the streets of Los Angeles day in and day out, they often find themselves presented with an opportunity to assist their fellow citizens in ways that clearly go above and beyond the call of duty.

Such is the case with Division 3 operator Miguel A. Brambila, who, on the morning of August 12, was working the minibus line downtown when he observed a small Police Department helicopter crash into a parking lot near First and Los Angeles streets. The helicopter had been lifting off from a roof top heli-port when it lost power and fell over the building's edge.

One of the police officers was able to get out of the wreckage, but he was in a state of shock and unable to help his partner, who was trapped inside. Brambila ran to the scene to assist the trapped officer. He unbuckled the policeman's seat belt and attempted to assist him from the wreckage, but the officer told Brambila that he was hurt and could not move.

Brambila noted that gasoline was leaking from the 'copter and told the officer he might be forced to drag him away from the wreck if a fire occurred. Fortunately, that did not happen, but Brambila waited with the injured officer until additional assistance arrived and the policeman was freed from the wreckage. (The officer was hospitalized with serious back injuries, but is expected to recover fully).

For his humanitarian, courageous act, Brambila was presented with a special commendation by the Board of Directors.

clean up bus yards. The work included general exterior cleaning, weeding and clearing of debris.

Monday through Friday the teenagers, ages 14 to 18, gathered at the District's Maple Street lot adjacent to the RTD/Greyhound bus terminal in downtown Los Angeles. From there they were dispatched to various locations around the District for specific clean-up projects.

Their work day was five hours long and they were paid \$3.10 per hour. In addition, they received free bus transportation to and from the Maple Street lot.

All costs of the program were picked up by the federal government's Comprehensive Employment Training Act (CETA) program.

The one-month program received high marks from District officials.

"We'd like to repeat the program again next summer," said Frank Nelson, RTD's Superintendent of Facility Maintenance, who helped coordinate the program. "Next year we hope to start earlier in the summer so the crew can tackle bigger projects and earn more money for themselves."

As RTD Board President Thomas Neusom observed: "This job program, designed for teenagers who didn't have another summer job opportunity, is part of our efforts to be positively involved in the communities we serve."



Retiree recognition

Director Ruth Richter (center) offers congratulations and commemorative plaques to retirees Everett Harden (left) and Stanley Paris. Harden, an operator at Division 15, retired after 19 years with the District. Paris, who worked for the company some 37 years, was an operator at Division 6. Unable to attend the downtown ceremony were retirees Nicholas Davis, an operator with 34 years of seniority, traffic loader Norman Hope, who worked for the District 20 years; and Division 9 operator Pete Romero, who retired after 32 years on the property.

SCHEDULE CHANGES

Moving Up

Elnora Adams, from ticket clerk to ticket office and reports clerk.

Taylor Anderson, from print shop clerk to multilith operator.

Michael A. Bottone, from mechanic A to eq. maint. supv. I.

Jeannette Brayer, from typist clerk to ticket clerk.

Padreig Brennen, from manager special projects to supervising systems analyst.

Dorothy F. Brooks, from ticket clerk to service director.

Sara L. Bustle, from junior invoice clerk to senior invoice clerk.

Rudy Campos, from mechanic C to mechanic B.

Michael A. Cohen, from information clerk to pass. serv. rep.

Gary L. Conover, from mechanic C to mechanic B.

Patricia Eley, from stock shop clerk to rel. eq. rec. spec.

Arthur Garlick, III, from trk. driver clerk to storekeeper temp.

Ruben Gonzalez, from mechanic A to eq. maint. sup. I.

Galdino Gutierrez, from jr. stock clerk to shipping clerk.

Carlito Hernandez, from shipping clerk to storekeeper.

Richard L. Hunt, from elec. maint. supv. to elec. superintendent.

Julia Johnson, from payroll clerk to jr. inv/acnts. clerk.

Donnell E. Lloyd, from information clerk to pass. serv. rep.

Ed Loya, from sheet metal worker to mechanic A.

Diane F. Lyon, from janitor to information clerk.

Martin Martinez, from storekeeper to eq. rec. spec.

Charles D. Mosby, from utility A to utility A leadman.

Frank J. Morales, from laborer A to prop. maint. B.

Willard Moran, from rel. st. sh./str./ERS to eq. rec. spec.

John McBryan, from mechanic A to eq. maint. supv. I.

Marvin M. Olivera, from laborer A to prop. maint. B.

Irene Rayford, from mail and duplication clerk to rel. stock shop clerk.

Charles Reed, from storekeeper to eq. rec. spec.

Willie Reese, from mechanic A lead to eq. maint. sup. I.

James Reynolds, from mechanic

A to eq. maint. supv. I.

George Schwent, from stock shop clerk to storekeeper.

Betty Sconce, from secretary II to employee activities technician.

Veena Seth, from typist clerk to stenographer.

Etta Sheppard, from operator to operator/ex. radio dispatcher.

Reginald Limon, from operator to operator/ex. radio dispatcher.

Yvonne M. Slood, from payroll clerk to junior inv/acnts. clerk.

Daniel Soria, from laborer A to prop. maint. B.

Adolfo Soto, from mechanic C to mechanic B.

Kaiser J. Stanfield, Jr., from rel. mopper/waxer to jr. stock clerk.

Shirley J. Stewart, from mail and dupl. clerk to information clerk.

Victor St. Jordan, from rel. mopper/waxer to stock shop clerk.

Charles R. Todd, from ticket off. and repts. clerk to temp. service director.

Calvin Touchstone, from shipping clerk to receiving dock storekeeper.

Juan C. Urrutia, from mechanic B to mechanic A.

Robert W. Wilks, from storekeeper to eq. rec. spec.

Vernice Wilson, from cash/pay clerk temp. to jr. inv/acnts. clerk.

Peter Yanez, from mechanic C to mechanic B.

Charles Yarbrough, from service

director to ser. dir/ex. radio dispatcher.

Shifting Gears

Angelo J. Arnone, 26 years. Operator at Division 3.

Roque Cabuyadao, 29 years. Mechanic B at Division 8.

William Henry Davidson, 35 years. Operator at Division 7.

Nicholas Davis, 34 years. Operator at Division 1.

Clifford Ellyson, 26 years. Operator at Division 9.

Herbert Julius Fassbender, 19 years. Equipment Maintenance Supervisor I at Division 8.

Sylvester J. Hnorey, 35 years. Utility A Leadman at Division 2.

Norman C. Hope, 20 years. Traffic Loader.

Stanley Johnson, 13 years. Utility A at Division 1.

Leroy Mang, 19 years. Tool Room Mechanic A at South Park Shops.

Albert McKnight, 34 years. Utility A Leadman at Division 1.

John L. Place, 18 years. Operator at Division 12.

Charley Triplett, 23 years. Laborer A in property maintenance.

In Memoriam

Gregory Agee, part-time operator at Division 8, passed away August 4. He joined the district in January of this year.

Safe quarters

Division 12 in Long Beach won the second quarter safe performance award as the operating facility with the most improved transportation and maintenance safety records in the areas of traffic, passenger and industrial accidents. Director George Takei (left) presented the awards to Division Transportation Manager J.J. McCullough and Maintenance Manager Floyd Hughes with the assistance of Safety Specialist Frank Larson. The division reduced its traffic and passenger accidents by 24 per cent, down to a frequency rate of three accidents per 100,000 miles of operation — marking the third consecutive quarter Division 12 has received the lowest rate in this category. In addition, lost time industrial accidents were decreased by 67 per cent, to a low of three accidents for each 100,000 work hours.





GAYEL PITCHFORD

Gayel Pitchford named Director of Personnel

Gayel Pitchford, formerly the head of Culver City's personnel department, has been named Director of Personnel for RTD, under the general direction of Director of Administration Ralph de la Cruz.

A native of the state of Washington, Pitchford has made her home in Southern California for the past 10 years. Prior to her more than two years with Culver City, she spent three years as Director of Personnel for the City of Santa Monica. Before that she worked in the personnel department for the Los Angeles City School District, heading that agency's EEA/CETA programs and working in classified selection.

As the head of the Personnel Department at RTD, Pitchford will be responsible for the development, implementation and opera-

tion of such departmental programs as classification and salary administration for non-contract personnel, unemployment insurance, pension and benefits administration, recruitment, selection and test validation as well as manpower planning, counseling, grievance procedures and performance evaluations (for non-contract employees).

Pitchford has a Master's degree in management from the University of Redlands and a Bachelor's degree in American Studies and Business from Cal State, L.A.

In her spare time, Pitchford serves as a Lieutenant in the United States Naval Reserve. A specialist in weapons systems and missiles, she is the Acting Commanding Officer for her unit, which trains at the Naval Weapons Station in Seal Beach.

An unrestricted line officer, Pitchford is one of the few Naval reserve officers who has never seen active duty or been through Officer Candidate School. She joined the reserves at a time the Navy was attempting to bolster its administrative forces.

Pitchford is single and makes her home in Pasadena.

RECREATION NEWS

Top softball teams slug it out

You may not have heard much about it, but all summer long seven district softball teams have been battling it out for top honors in the RTD Softball League.

The top four teams in the league qualified for the six-game, double-elimination playoff tournament. In order of finish they were Division 6 (7-4-1), Headquarters (6-4-2), Division 7 (6-4-2) and Division 18 (6-5-1).

HQ was given the second place nod over Division 7 because the Main Street batmen defeated the West Hollywood diamond corps in both of their league encounters.

Rounding out the league's final standings were Division 5 (5-6-1), Division 15 (5-6-1) and Division 12 (1-10-1).

The season comes to a head on Sunday, October 12, as the top two teams in the league meet to determine the 1980 District Champion.

The game will be played at Van Ness Park, located right behind Division 5 at the intersection of Slauson and Van Ness avenues. The first pitch is at 11 a.m. so get there early and come prepared to cheer your favorites on to victory.

Laker pro basketball action continues and more games have been added to the lineup available to RTD employees at discounted prices. \$7.50 tickets are available \$5.50 for the following games: v. Seattle, October 24, 8 p.m.; v. Portland, November 4, 8 p.m. and v. Milwaukee, November 23, 7:30 p.m.

An added bonus for the Milwaukee game is the weekend rate for children. Tickets for youngsters

under 12 years old can be purchased for \$3.50, however, to take advantage of this offer you must purchase your tickets prior to November 17.

The last UCLA football home game being offered through the recreation program is set for Saturday, November 8, against Oregon in the Coliseum. \$10 endzone seats are going for \$5. Don't miss this one. Tickets must be purchased by October 31.

"Anything Goes," a new rendition of the old Ginger Rogers favorite, can bring back a lot of memories for some of you and create a nice, nostalgic mood for others. November 16 tickets for the play at the Wilshire Theatre are available at a truly discounted price of \$16 for \$19 seats.

After you've put away most of that Thanksgiving turkey, what better way to make the day extra special than by seeing a live stage play? And, not just any play. District employees have the rare opportunity of seeing Rex Harrison in the role he made famous in "My Fair Lady." The November 27 performance has the curtain going up at 8:30 at the Pantages Theatre in Hollywood. The \$21.50 tickets are available to District employees and retirees for only \$19.50.

Fewer savers could limit loans CU manager warns

Jon Sather has been appointed manager of the Transit District Employees' Federal Credit Union and has made increasing the amount of member savings his top priority.

The credit union takes the savings of its members and makes that money available for loans to other members, Sather explains. But, occasionally, the request for loans exceeds the amount being saved.

"In the past few months we have unwillingly had to limit requests for loans," Sather says. "We have not been able to borrow funds from outside sources to meet the demands, besides which the cost of

A new supply of the extremely popular black-and-white baseball caps with the red RTD logo boldly emblazoned on the front are available just in time for the pending inclement weather. One size fits all and the caps are still only \$3, making them one of the few items that haven't gone up in price in the last few months. Unfortunately, the caps cannot be sent through the mail so come to the 6th floor recreation department at Headquarters and pick some up for you and your friends.

And, while you're buying logo items, don't forget about the complete selection of clothing items available with the colorful new logo proudly displayed. You can be the first person on your block with a new T-shirt, available in men's, children's and women's sizes, in red, white or black and only \$3 each.

Stylishly designed golf or tennis shirts, available in blue, beige, yellow and white with a tasteful pocket logo in black are going for only \$6.

Very classy neckties in slate gray with a red and black logo striping effect are only \$7, and there are still a few of the popular white sun visors with red logo available for \$2.50.

For more information about these items and recreation activities, don't hesitate to call the Recreation Department at extension 6580.

borrowing funds has gone sky high."

As an alternative, Sather is encouraging members to dig into their cookie jars and mattresses and put that extra money in the credit union.

"If every member would increase their savings with us, the problem would be resolved and we could provide even better loan services," he says. "We are not asking anyone to make any sacrifices, because our rates are better than anywhere else. We even have share certificates at special rates. No bank or savings and loan comes close to matching our benefits."

CLASSIFIED

Employees and retirees of RTD may use this column free of charge. Ads will be limited to one per person each month and will not be held over for repeat. Ads should be submitted either typed or printed before the 14th of each month for inclusion in the following month's issue. Include your name, work location, extension and home telephone number.

District policy prohibits ads for commercial ventures and such will not be published or returned. Send ads to Headway, Location 32 if you use company mail, or Headway Editor, 425 South Main Street, Los Angeles, CA 90013 via U.S. Postal Service.

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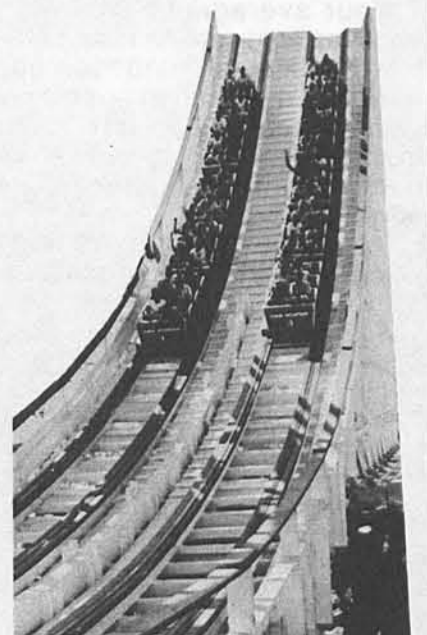
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COLOSSUS RIDES AGAIN!!! The king of roller coasters is back for 1980....along with a variety of new shows for the entire family. These new additions join the largest array of thrill rides in Southern California, the delightful Children's World and the famous Spillikin's Corner crafts area to make SIX FLAGS MAGIC MOUNTAIN a perfect day of wholesome family entertainment.

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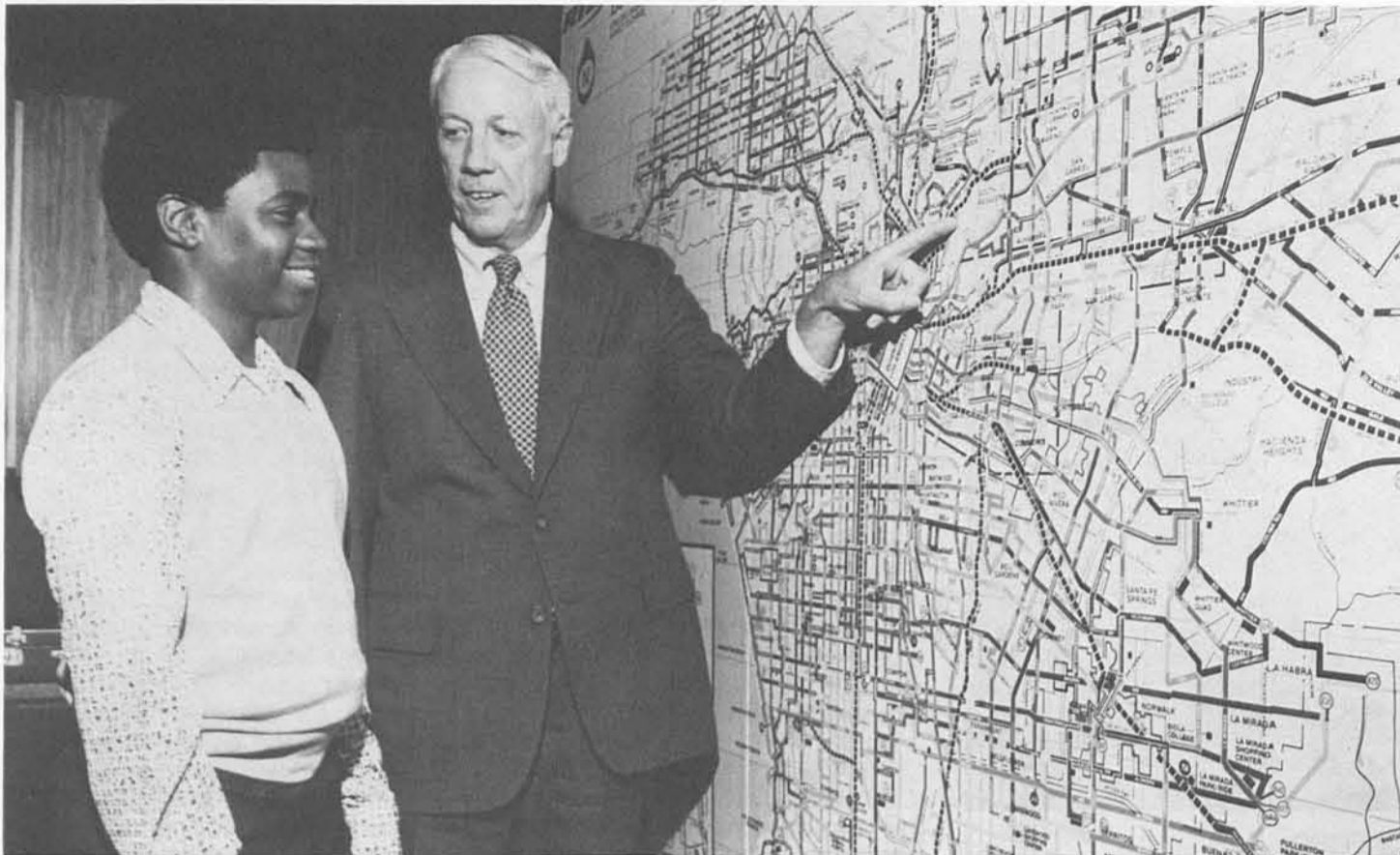
SIX FLAGS MAGIC MOUNTAIN is conveniently located just 1/2 hour north of Hollywood on Interstate 5.



PICK UP YOUR TICKETS TODAY AT:

RECREATION DEPARTMENT

Tickets are good any regular operating day of the 1980 season!



Bus buff

Norman Hobson, a 14-year-old Los Angeles resident whose hobby just happens to be the RTD, recently got a little inside information when he was given the opportunity to discuss the system with RTD Acting General Manager Richard Powers. Hobson, who has a complete set of RTD timetables (some of which date back to 1972) and a truly impressive knowledge of District operations, also was introduced to the Board of Directors during one of their regular sessions. The young high school student hopes to work for the District some day and eventually wants to own his own transit agency.

Norman Hobson is not your average 14-year-old

Your average 14-year-old collects football or baseball cards and is well-versed in George Brett's batting average or Tommy John's earned run average. Norman Hobson collects bus schedules and is well-versed in the times the 26 line reaches Pico and Grand or the differences between limited and express service.

Your average 14-year-old builds model tanks, planes or cars and, if he is real lucky, he might have a model railroad set running in his bedroom or in the garage. Norman Hobson collects miniature Match Box-style bus models of double deckers, RTS IIs and 870s. He has recreated a transit system serving the nooks and crannies of his home, complete with maintenance facilities, schedule revisions and overtime.

Your average 14-year-old stands a good chance of getting hopelessly lost if he travels alone outside his neighborhood. Norman Hobson can easily get himself to any point within the 2,280-square-mile area served by the RTD. If the District goes there, so can Norman Hobson.

Your average 14-year-old has career goals that wax and wane between being a world-famous brain surgeon or a singing cowboy. Norman Hobson dreams of someday owning his own transit company.

Your average 14-year-old is about as articulate as Harpo Marx. Norman Hobson chooses each word with deliberation and his concise terminology and intelligence makes you constantly wonder if he is not really an underdeveloped 40-year-old.

Norman Hobson is the first to acknowledge that his avocation for

public transit is a little offbeat and presents some problems with his friends and schoolmates.

"People think I'm crazy," says this graduate of St. Lawrence of Brendese elementary School, who is now a 10th grader at St. Pius X High School.

A native Angeleno who now resides on East 119th Street, Norman recounts that he first became interested in public transit when he started taking the bus to school in the first grade. He began collecting bus schedules shortly after that and his oldest — a schedule for the old 55-59 Line — dates back to April 12, 1972.

Norman says he first concentrated on the area in which he lived and traveled daily. He expanded his knowledge of the District slowly, by talking to operators, obtaining old bus schedules or reading old company newspapers and magazine articles. Today he has a knowledge of District lines and the areas served by the District that impresses everyone he meets, from Senior Schedule Maker Louis Maspero to board of Directors President Thomas Neusom.

The complete set of schedules he maintains, combined with his knowledge of district operations, makes Norman a walking information center. "My friends and teachers at school are always asking me for information about bus schedules and routes," he reports.

Norman is quite serious about pursuing a career in public transportation and says he would like to work for the District part-time while going to school and during summer vacations. He would like to put his knowledge to work by starting in the information center.

But Norman Hobson's interests

go well beyond scheduling. He is also interested in new services being offered, the new types of equipment being put on the streets and in the history of public transit in Los Angeles.

The breadth of his knowledge has turned more than a few heads at RTD.

"We get a lot of people wandering into the Scheduling Department and, normally, we politely get rid of them as quickly as possible," says Maspero. "But, when I met Norman and had a chance to talk

to him, I could tell right away he was different. His knowledge of the District is truly impressive and he reminded me of several things I'd forgotten, and I've been here 20 years."

Maspero recently introduced Norman to the members of the RTD's Board of Directors during one of their regular meetings.

Naturally, Norman has several ideas for improving the District's service. But, if we want to find out what they are, we'll have to hire Norman Hobson.

Dollar bill use drops 80 per cent

The District's Board of Directors, encouraged by an 80 per cent drop in the use of dollar bills to pay cash fares on RTD buses, recently reaffirmed its new no-dollar-bills policy and urged riders still using dollar bills to pay their fare to switch to the monthly pass or convenient ticket books.

"We really owe a vote of appreciation to our riders for accepting this new policy," commented Acting General Manager Richard Powers. "I believe they recognized the merit — the financial savings to the District — in adopting this no-dollar bills program."

The RTD went to the public in late July to ask cooperation on its new policy of not accepting dollar bills in the farebox beginning August 1. Eliminating the 14 cash counting positions required to sort, unfold, stack and count the bills will save the District \$400,000 in operating expenses during the 1981 fiscal year.

The Los Angeles County Board of Supervisors requested the District to re-examine the new policy in the wake of complaints from riders.

Before the no-dollar-bills policy went into effect, accounting department officials say they were taking in about \$47,000 single bills daily. By mid-August that figure had dropped dramatically to a daily intake of only \$9,000.

It is hoped that by promoting options for paying fares, such as passes, the use of dollar bills can be completely eliminated.

RTD HEADWAY

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Editorial input and suggestions welcome. Deadline for receipt of editorial copy is the 14th of each month. Send black-and-white photographs only, please. Requests for photographic coverage of District events must be preceded by 72 hours notice.

Mailing address: Headway, 6th Floor, 425 South Main Street, Los Angeles, CA 90013. Telephone: 213-972-6680.

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