

Directors re-elect Neusom, Richter

The RTD Board of Directors has voted to re-elect board officers Thomas Neusom and Ruth Richter as president and vice-president, respectively, for the coming year.

Neusom, the senior member of the District's 11-member governing body, has served as a director since his appointment by Los Angeles County Supervisor Kenneth Hahn in 1969. This will be Neusom's third term as the Board's president, having held the post in 1974, as well.

An attorney who is a member of the bar in both Michigan and California, Neusom has been active in many professional, civic and philanthropic activities. He is a former member of the county's Assessment Appeals Board and has participated in activities in the N.A.A.C.P.

Richter, one of two appointees of Los Angeles City Mayor Tom Bradley, is beginning her third consecutive term as the Board's

vice-president. A director since 1976, she has long been active in civic affairs, especially in the area of public transportation. She was a charter member and first chairman of Mayor Bradley's Valley Transportation Advisory Committee.

In nominating Neusom and Richter for re-election, Director Marvin Holen described the pair as "very well qualified" to direct the Board during the uncertain period ahead, and he praised their efforts at developing good relationships between the Board and the Board of Supervisors, City Hall and legislators in Sacramento and Washington.

Following the vote, Neusom said, "We face a challenging year ahead and we must make every effort to pursue the programs we have elected to implement. We pledge our best efforts to attain these goals."



Board officers Thomas Neusom and Ruth Richter take the oath.

Southern California Rapid Transit District



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Foreman garners Operator of the Year award

Robert L. Foreman, who works out of Division 5 in South Central Los Angeles, has been selected as the Operator of the Year for 1980. Acting General Manager Richard Powers made the surprise announcement at a special Transportation Department luncheon on March 31 at the New Otani Hotel.

To win the honor, Foreman had to overcome some pretty tough competition.

First of all, he had to be nominated and then chosen as an Operator of the Month, which he was in November, 1980. Then he had to be selected by a special committee from among the 11 other Operators of the Month, all of whom were candidates for the Operator of the Year recognition.

All 12 candidates were feted at the luncheon along with their division managers, Transportation Department staff, and RTD and union officials.

According to Senior Staff Assistant Pat Coble, the Operator of the Year selection committee consisted of Manager of Employee Relations John Wilkens, Transportation Superintendents Jack Greasby and Wesley McCarns, Operations Analyst Allan Styffe and Coble.

In making the selection, Coble said the committee considered each candidate's record for 1980 first, and then looked into previous year's records as a tiebreaking method.

"It was a tough decision," Coble confessed. "All of the candidates were very deserving."

Foreman, who came to work for the District in October of 1969, has maintained an unblemished record throughout that time. As they said in the TV Guide advertisement which ran at the time of his

being named Operator of the Month, Bob Foreman has many runs, but no hits and no errors.

Foreman has never been absent from work, never been in an accident and never even been late in all that time. On numerous occasions, when there has been extra work, Foreman readily volunteers. He adheres to rules, drives safely and has received numerous

commendations from his passengers.

Foreman credits much of his success at operating a bus to the fact that he enjoys transporting people and rarely encounters any problems with them.

When Foreman is not promoting a warm, family feeling on his Line 832 run along Manchester Boulevard, he can be found at his West

Los Angeles home with his wife of 14 years, Sandra, and their young daughter, Bridgette.

For relaxation, Robert says he enjoys tinkering with automobiles and, to really get away from it all, likes to go fishing or hunting in the great outdoors.

Another insight into how Foreman is able to handle the pressures of the workaday world is offered by his Division Transportation Manager, Ben Lynam.

"Bob is always cooperative and pleasant with his co-workers, and he simply maintains this positive and cheerful attitude when operating his bus," Lynam explains.

Foreman is only the second District operator to be so honored. Last year, Division 15's Marie Thompson garnered the first Operator of the Year award.

As Operator of the Year, Foreman will receive a special commemorative plaque in addition to a unique shoulder patch which proclaims him Operator of the Year for 1980. He also gets a bonus of \$250.

As for the 11 runners-up, each will receive two free tickets to a Recreation Department event of their choosing.

Operators of the Month honored at the luncheon included: Lonnie Anders of Division 2 (January), Nicholas Tummolo of Division 15 (February), Stanley Paris of Division 6 (March), Manuel Diaz of Division 18 (April), Joseph Pistone of Division 8 (May), and Jack Lydiard of Division 9 (June).

Others were: Early Gentry of Division 7 (July), Felix Rubio of Division 2 (August), Robert Phillips of Division 12 (September), Leon Harrison of Division 2 (October) and Robert Conkling of Division 3 (December).



Robert L. Foreman

TRIPPERS

Up in the air . . .

Whether District fares will go up or down this July 1 is still up in the air as clear resolution of Proposition A's constitutionality remains to be seen. In the wake of State Attorney General George Deukmejian's ruling that the 1/2-cent increase in the state sales tax in L.A. County violated the tenants of Proposition 13, the state Board of Equalization agreed to set in motion the machinery to implement collection of the tax beginning July 1. The board's action was expected to prompt a lawsuit, which would ultimately test the validity of Deukmejian's ruling.

The attorney general held that Prop. A, under the guidelines established by Proposition 13, required a two-thirds majority of the voters to pass, as opposed to the 54 per cent Prop. A received at the polls last November.

The Los Angeles County Transportation Commission, which sponsored the tax measure and is eager to have the legal question resolved, has maintained that it is a state-created agency exempt from Proposition 13. The commission also has argued that the 1/2-cent transit tax is for new and improved transit services and does not replace any property tax revenue lost as a result of Proposition 13.

DPM Blues . . .

Under the heading "And you think we got problems . . .," more than \$111 million which was earmarked for the construction of the 2.9-mile elevated Downtown People Mover system has been cut from the Department of Transportation's original budget in the wake of President Reagan's belt tightening measures.

In announcing the cuts, Secretary of Transportation Drew Lewis made it clear that the Reagan Administration has no plans to provide money for the Los Angeles people mover project.

However, the door has not been entirely closed on the Downtown People Mover Authority, the branch of the Community Redevelopment Agency coordinating the DPM project. DOT still has some \$200 million in discretionary funds that Los Angeles can compete for, and, as a representative of the authority pointed out, the budget cuts must still be approved by Congress, where the real battle will be waged.

Passport . . .

With Los Angeles celebrating its 200th birthday, more and more visitors are coming here to see its world-famous attractions. More and more of them are taking advantage of the District's \$1 per day Tourist Pass, too.

A visitor need only show proof of residence outside the Los Angeles area to purchase the pass, which provides unlimited use of the District's more than 200 bus lines to such sites as Disneyland, Hollywood, Beverly Hills and the beaches.

The Tourist Pass program has proven so successful that the Marketing Department now reports the passes are being sold in England, Malaysia, Canada and New Zealand, in addition to being promoted by travel agents and tour counselors. Last August alone, more than 37,000 of the passes were sold.

Part-timer proves to be a lifesaver

The use of part-time bus operators has proven very beneficial for the District, but nobody appreciates the District's part-timers more than the young mother whose six-month-old baby is alive today because of the quick thinking and skill of one of the District's newest employees.

Sheila Ridley, 28, had been driving a bus for RTD less than four months on that morning in mid-February when a panic-stricken young woman pushed her way through the standing room only rush-hour crowd aboard the bus to seek help from the operator.

Her baby had stopped breathing.

Immediately Ridley pulled the Line 105 bus to the curb along La Cienega Boulevard in West Hollywood and took the motionless infant from its mother to begin cardiopulmonary resuscitation. Between life-giving breaths she asked one of the passengers to go to a nearby telephone and call the fire department.

For the 10 minutes it took paramedics to arrive at the scene, Ridley kept the baby breathing



Sheila Ridley

using the CPR techniques she had learned while studying to be a nurse prior to joining the District.

"The baby regained consciousness once and was breathing on its own, but then it went under again and I started CPR once more," recalled Ridley after the incident. She added that the paramedics were able to restore the child's breathing before it was transported to the hospital.

For the smooth and efficient handling of the emergency, Ridley, who is assigned to Division 5 in South Central Los Angeles, was awarded a special commendation from the RTD Board of Directors.

In making the presentation to Ridley, Board President Thomas Neusom said, "Due to your handling of this emergency, a young baby is still alive today. You are truly a credit to this District."

Collecting tickets, transfers is his hobby

Someone once observed that you could make a fortune if you could determine the exact moment when a piece of junk becomes a collector's item.

It's hard to imagine that the items we deal with everyday at RTD might someday be worth hundreds of thousands of dollars or be considered collector's items, but they just might. The tickets, passes, transfers schedules, timetables and brochures which the District sells or gives away in the thousands could eventually be a

priceless, irreplaceable facet of some transit historian's collection.

It's happened before. There are dozens of employees with the District today who have extensive collections of the paraphernalia from a bygone era of public transit.

Mike Jenkins is one of them.

An extra board operator at Division 12 in Long Beach, Jenkins has a wide-ranging collection of transfers, brochures, passes and timetables from such RTD predecessors as the Pacific Electric

Railway, the Los Angeles Railway and the Metropolitan Transit Authority.

In addition, he has an extensive collection of photographs, most taken by himself, of the old Red Cars at various locales around Southern California.

Born and raised in the Los Angeles area, Jenkins says he first became interested in the Pacific Electric system at the age of 10 and has been crazy about transit ever since.

It might seem a natural move for him to have become a streetcar operator, but he opted for another form of transportation instead. The 42-year-old Jenkins drove a truck for 20 years before joining the District 18 months ago.

"As a boy I rode the P.E. lines and became fascinated with all the different tickets, transfers and timetables. My parents encouraged me to collect them, saying they might be worth something someday," recalls Jenkins, who refers to the track-and-wheel era as the "glorious days of Los Angeles rapid transit."

To assist him in expanding and displaying his collection, Jenkins joined the Orange Empire Railway Museum in Perris, California back in 1969. By attending swapmeets and rail festivals at the museum, he has added to his collection until, today, it represents an evolution of the agencies which eventually evolved into the RTD.

The photographs he took — his father taught him to use a camera — some of which are now more than 30 years old, show Southern California scenes that are almost unrecognizable because they have changed so much. In addition, he has picked up old lanterns, switching lights and car lamps, some dating back to 1910, which once adorned the old street cars and trolleys.

Like other collectors who cherish the memorabilia they have managed to save from a bygone era, Jenkins cannot put a value on his collection.

"Most of it is simply irreplaceable," he says.



Mike Jenkins

Out of service

Some 150 of the District's 230 Grumman-Flexible 870 model buses sit idle in a storage yard in Pico Rivera, awaiting a new repair plan being designed by Grumman officials. Like other transit operators nationwide, RTD pulled all of its 870s out of service when structural defects developed in the A-frame under the bus. The vehicles have been sidelined since December 13. Initially, repairs to the A-frame cracks were to begin at RTD's Riverside terminal, where the other 80 buses are stored, but were halted after questions were raised concerning the effectiveness of the repair procedure. In addition, a new problem was discovered. Cracks were found in the buses' trunnion, a socket which holds the A-frame and is located slightly forward of the rear axle. Grumman officials determined that the trunnion cracks could cause the bus to drop onto the rear axle, making the wheels wobble and causing the operator to lose control of the vehicle.

According to Manager of Operations Sam Black, GFC engineers have devised a repair plan designed to rectify all the problems. Implementation of the plan was to begin in late March at a Grumman plant in Carson. Once up to speed, Black said about four buses a day could be repaired.



2,900 to get pins as award program expands

If you are an avid reader of Headway, you may notice something missing from this issue. April has traditionally been the time of year when the Annual Service Awards presentation is held and covered, with group photos of the award recipients.

However, this year the Service Award program has been given a major overhaul with newly-designed pins being presented to a greater number of employees than ever before, according to Betty Sconce, temporary employee activities coordinator.

As a result, the presentations have been rescheduled for the month of June.

One major new aspect of the program this year has been the lowering of the eligibility period to five years of service. Previously, the presentation of service pins was done at five-year intervals beginning with the employee's tenth year of service, Sconce explains.

From now on, the service pins will be presented beginning with five years of service and in five-year increments thereafter.

Trying to catch up with all those employees who currently have between five and ten years of service with the District, and thus are eligible for the new five year Service Award, presented quite a challenge to the three-member Recre-

ation Department staff.

"We will be presenting more than 2,900 service pins to employees this year," Sconce says, "and more than 2,400 of those will go to employees with less than 10 years of service."

Due to the overwhelming number of employees scheduled to receive the awards, Sconce says members of her department will visit the various divisions and work locations to distribute the pins, rather than trying to get everyone to come to District headquarters.

The pins are expected to be received from the manufacturer in mid-May and distribution is tentatively slated to begin in June.

The new service pin sports the distinctive new RTD service mark within a triangular border, giving it the look of a tiny bus stop sign. In addition, years of service are embossed at the top.

If you are eligible to receive one of the awards, you should have received a congratulatory letter in the mail. The cutoff date for calculating years of service is December 31.

If you believe you are eligible for a service pin this year, but have not received a letter notifying you of the award, please contact the Recreation Department at 972-6580.

Rapid Transit learning from the experience of others

For the past several months, members of the SCRTD Metro Rail staff have brought to Los Angeles some of the top rail transit experts from other properties throughout the nation.

The basic idea is to try and keep from having to reinvent the wheel, to learn from the experiences of these other operators and the process is known as a Peer Review Board.

The peer review system was devised by RTD and the federal government's Urban Mass Transportation Administration (UMTA), which is funding 80 per cent of the cost of the 18-mile subway project now in preliminary engineering.

To date, five Peer Review Boards have met on a variety of topics and three more are planned, according to Don Gardner, senior engineer in Rapid Transit.

The meetings are two, all-day sessions, with each board formed to examine a major technical area involved in the proper design of rapid transit system. Peer Review Boards have been or will be formed to assist the District in the areas of power supply systems, rapid transit vehicle selection, communications, safety, security and other areas of vital concern to the District.

Representatives of UMTA participate in the meetings with the Metro Rail Project staff and representatives of the Los Angeles County Transportation Commission, Caltrans and the City of Los

Angeles Department of Transportation.

Richard Gallagher, manager and chief engineer for the SCRTD Metro Rail Project, said the peer review process already has provided the District with valuable information.

"The Operations Peer Review Board inspected the potential sites for the central train yard and maintenance shops," he said. "They were quickly able to convince us that a site which the Dis-

trict owns and was considering for use for the yard and shops should not be used. They said it was not large enough and would require extra train switching movements that would have cost the District more to operate the system than it should have."

Gallagher added that the extra cost of a larger site would, over the years, be offset by the lower operating costs.

UMTA representatives participate in all of the board sessions

because, as the funding arm of the U.S. Department of Transportation, they find Peer Review Boards an excellent method of assuring that a rail rapid transit system will be designed and constructed in the most cost-effective manner.

"These meetings illustrate the importance of detailed design for the safety, comfort, reliability and efficiency of the rail transit service to be provided the people of Los Angeles," Gallagher said.



RTD's Russ McFarland (at head of table) conducts review board on power systems.

What is 18 miles long, stretches from L.A. to the sea, needs up to 85 buses, carries more than 65,000 people a day and is the busiest bus line in Southern California?

It's hard to imagine a time when Wilshire Boulevard wasn't a concrete ribbon with bumper-to-bumper traffic stretching between downtown Los Angeles and the blue Pacific, running through some of the most expensive commercial real estate in the world.

Without a doubt, Wilshire is one of the most heavily traveled boulevards in the United States. Approximately 800 businesses lining the boulevard attract tens of thousands of customers each day. Its highrise office buildings draw in thousands of commuting employees.

The last time city traffic engineers checked, there were more than 94,000 vehicles flowing through the intersection of Wilshire Boulevard and Veteran Avenue in Westwood in one day, making it the busiest intersection in Los Angeles.

So, it's not surprising that the busiest bus line in Southern California is the one which serves Wilshire Boulevard, RTD's Line 83.

Approximately 85 buses travel the 18-mile route during peak periods, offering service every 3½ minutes. The buses operate out of three divisions — 2, 6 and 7 — and it requires 130 separate operator assignments to cover the line.

The daily passenger load on Line 83 averages more than 65,000, more than transit properties such as Tucson, Arizona or Syracuse, New York carry on their entire system in a day. In fact, Line 83 carries just under half the people on its 18-mile route that San Francisco's BART system carries on its entire 74-mile system each day.

By the end of this year, 22 million people will have ridden Line 83 buses. Unfortunately, during rush hours, many of them will be standing. District officials have added high capacity articulated buses, which carry 80 seated passengers and another 20 to 30 standing. But even these bend-in-the-middle vehicles can't meet the demand on Wilshire, according to RTD planners.

District engineers are in preliminary engineering for a subway that will someday travel under Wilshire from downtown to Fairfax Avenue.

But, even if you go back, back before the bumper-to-bumper cars and crush-loaded buses inching their way to the sea, you'll find Wilshire Boulevard was destined to be both a transit planner's dream and his dilemma.

In 1924, Gaylord Wilshire, the man who gave Wilshire Boulevard his name, published this ad for his real estate business:

"I laid out the first 1,200 feet of the present boulevard running west from Westlake Park and named it Wilshire after myself . . . That it was destined to be the best part of Los Angeles was just as obvious to me then (1896) as it is to everybody now in 1924."

By the mid-1920's, Los Angeles was in the midst of its second real estate/population boom, and Wilshire Boulevard was part of it. The first boom hit in the 1880's and prompted socialist-millionaire Wilshire to spend \$52,000 on a 35-acre mudhole with 1,200 feet fronting on Wilshire Boulevard.

RTD's Line 83

(No longer a mudhole, Wilshire's lot is bordered by today's Parkview and Benton Way Streets between 6th and 7th, just west of MacArthur Park.) By the mid-1920's others were beginning to take notice of Wilshire and his plan for a grand boulevard in Los Angeles.

One of those was realtor A. W. Ross, founder and developer of what is known today as the Miracle Mile.

As the story goes, Ross took a look at a map of Los Angeles County and pondered how far a shopper would be likely to travel for his goods and services. Four miles, Ross decided. Based on that hunch, he drew a circle four miles in radius that included prominent communities like Westlake, Wilshire, Hollywood and Beverly Hills. In the middle of the circle he placed a dot, and dubbed it the Wilshire Boulevard Center, future site, he hoped, of a great commercial center.

It was a fine idea, with one exception. All of Wilshire Boulevard at the time was zoned for residences. Ross fought the battle for rezoning, as did other prominent businessmen of the time. The president of the Wilshire Boulevard Association argued in a Los Angeles Times commentary of April 26, 1926:

"Wilshire Boulevard is destined to be the Fifth Avenue of the West; it is already a famous street and is known wherever Los Angeles is known . . . if zoned for business, property on Wilshire Boulevard will eventually be the most valuable property in the whole United States."

He was arguing for passage of Proposition 3 allowing commercial zoning on the street. The argument failed before the voters, failed in the California courts, and failed its appeal to the Supreme Court.

But Ross was undaunted, and pioneered the notion of "spot zoning" in which an individual parcel is brought before the city planning commission for approval. Since he owned all the frontage along the Miracle Mile, he was able to pick and choose his businesses, and got them all approved.

Ross remained so enthusiastic about his Wilshire Boulevard Center that he prompted a comment from a friend, "From the way you talk, A.W., one would think this is really a miracle mile." A.W. liked the name, and kept it.

Still, why was it Wilshire that got the attention, instead of Olympic, Third or Washington? The answer to that question is tradition, with a little help from forward-thinking real estate moguls like Ross and Wilshire.

The path that Wilshire weaves from what is now downtown Los Angeles west to the Pacific Ocean has been a pathway for at least 100,000 years.

It's a well-known fact that Wilshire passes over an enormous animal trap called the La Brea Tar Pits. Inside this trap are the skeletons of bison, prehistoric horses, sloths, camels, lions, wolves and saber-toothed tigers which once roamed the region in search of water. They found it all right, in the asphalt lake that eventually captured them in its sticky, bottomless pit and held them captive for other prey.

Later, when Indians populated the plain with villages, the future Wilshire was a footpath for inter-village trade. When Don Gaspar de Portola and Father Junipero Serra made their historic journey through California to set up a chain of missions, they spent at least two nights camping and walking along what is today Wilshire Boulevard.

In the early 1800's ranchos were the economy of the day. What is now UCLA and Westwood was Rancho San Jose de Buenos Aires; Beverly Hills was Rancho Rodeo de las Aguas, and the Miracle Mile was Rancho La Brea. Besides driving their cattle along the future boulevard, *brea*, the Spanish word for tar, was hauled from the brea pits to Pueblo de Los Angeles (now downtown Los Angeles) for roofing the adobe huts of the time.

A severe drought in the late 1800's doomed the barley farming and sheep and cattle ranches. Lots along the future Wilshire Boulevard were sold for \$2.50 each to pay for taxes; years later they would be sold for millions.





By the early 1900's, Wilshire was the favorite pathway for motoring or taking public transit from Los Angeles to Santa Monica for a day at the beach. The first gas station along Wilshire was probably the tank that Earl B. Gilmore hauled out on a farm wagon to the intersection of Wilshire and La Brea in 1901 to sell five-gallon bucketfuls of gasoline for 50 cents each. Today, more than 100 gas stations dot the 16-mile stretch between the city and the sea.

At the turn of the century, Los Angeles was absorbing newcomers at the rate of 100,000 a year. The good news of California's sunshine, its speculative land values and its juicy citrus crop made it seem like heaven on earth.

The Santa Fe and Southern Pacific both had routes to Los Angeles. To compete for passengers, Southern Pacific dropped its fares from Kansas City to Los Angeles from \$100 to \$95, \$75, \$45, \$25 and, on one day, to \$1. Chilled midwesterners poured into the city in search of sunshine and quick fortune.

It was about this time that Gaylord Wilshire struck on his notion of turning the disconnected pathway of Wilshire into a grand boulevard linking the city and the sea.

Wilshire also published a magazine called Wilshire's Magazine. Because of his own personal fortune, he was able to offer outland-

ish rewards for those who sold subscriptions to his magazine. The rewards were out of proportion to the price of a subscription which was 50 cents. Wilshire gave away trips around the world, cars, bicycles, pianos, and even a 10-acre peach ranch in Ontario to someone who sold 300 subscriptions.

At any rate, people knew who Wilshire was, and they soon heard about his boulevard. Land began to sell, and by 1929, headlines in the Los Angeles Times proclaimed "Wilshire Paces Growth of City; Boulevard Enters on Year of Promising Expansion."

Statistics on building starts tell their own story. In 1919, building starts along Wilshire were valued at \$28 million. They leaped to \$60 million in 1920, \$121 million in 1922 and \$200 million in 1923. In 1929 the value of the boulevard from Westlake to the sea was set at \$270 million.

Keeping pace with commercial development along Wilshire, the Los Angeles Railway established the first public transportation on the street in 1923. Service between downtown Los Angeles and La Brea Avenue was provided by buses, called motor coaches. In 1925 the line was extended to Fairfax Avenue.

Meanwhile, the Pacific Electric Railway, famous for its P.E. Red Cars, also operated a bus line on Wilshire from Fairfax Avenue out Wilshire Boulevard to Canon Drive, north through Beverly Hills to Sunset, then east to Gardner Street.

In 1928 the Los Angeles Railway and the Pacific Electric Railway formed a joint agency to provide connections between their service areas. The Los Angeles Railway was operating from downtown, to west Los Angeles while the Pacific Electric Railway was providing service from Los Angeles to Hollywood.

The new agency, called the Los Angeles Motor Coach Company, took over the entire Wilshire route and extended it to Santa Monica Boulevard. The line was extended into the City of Santa Monica in 1932, and was finally given a number in 1934. But it wasn't Line 83, it was Line 82.

According to a December 16, 1935 report from the Railroad Commission of the State of California:

"It will be noted that the Wilshire Boulevard line is the outstanding line in all respects, considering gross revenue, mileage operated, net income and gross revenue and operating income per coach mile."

At the time, the line was bringing in 31.8 cents of revenue per coach mile operated, and costing 21.3 cents per mile to run. With depreciation and taxes figured in, the Los Angeles Motor Coach Company was still making 7.5 cents per mile on the Wilshire route. The line carried about 5.5 million passengers that year.

In 1949, the Los Angeles Motor Coach Co. was dissolved. Local service along Wilshire east of Fairfax Avenue into downtown was operated by the Los Angeles

Transit Lines, the agency that succeeded the Los Angeles Railway. Pacific Electric kept Line 82 to operate the route, but in a business agreement with Los Angeles Railway, agreed not to pick up any local traffic east of Fairfax Avenue.

In 1954 this route was linked with Sunset Boulevard and called Line 83. In 1959 the Metropolitan Transit Authority (MTA) recombined all service along Wilshire, Sunset and Temple St. Then, in 1964, the MTA split the route into Line 83 serving just Wilshire Boulevard. Everything else became Line 42.

Today's Line 83 has a route that spurs off into Brentwood. This spur dates back to 1908, when it was built by the Los Angeles Pacific, then converted to standard gauge in 1908. It was a branch of a rail line until 1940, when rail was abandoned. Los Angeles Motor Coach Co. adopted it as part of its Line 82 in 1941. In 1943 it was transferred back to Pacific Electric and became a part of their Santa Monica via Beverly Hills line. In 1957 it was switched back to the Wilshire Line for the last time.

Interestingly enough, service levels on Wilshire have been very consistent, dating back to the oldest available schedule of 1931, when the Los Angeles Motor Coach offered service every ten minutes to Beverly Hills and every 20 minutes to UCLA. In 1936, service levels improved to every seven minutes to Beverly Hills, but dropped to every 22 minutes to UCLA and Santa Monica. By 1970, service levels to Wilshire and Westwood were every six minutes, and every 12 minutes to UCLA and Santa Monica.

The capacity of the vehicles serving Wilshire Boulevard also changed. The 1925 Fageol Coach owned and operated by the Los Angeles Railway and costing \$8,000 carried only 29 passengers.

The Los Angeles Motor Coach Company used yellow Double Deck coaches on Wilshire Boulevard. They were purchased in 1926 for \$11,200, and carried 63 passengers.

Today's 40-foot buses carry 50 passengers and cost more than \$100,000 each. The articulated bus carries more than 80 passengers and costs more than \$250,000 per bus. The RTD operates 30 of them. Together, these coaches provide 3½ minute service along the 18-mile route. The line carries 22 million people a year, costs 32 cents a mile to operate, and nets 20 cents per mile in revenue, requiring a 12-cent-per-mile subsidy.

If a subway is in Wilshire's future, it wouldn't surprise its founder, Gaylord Wilshire. He was probably in on the 1907 discussions when the Los Angeles Pacific Railroad, a predecessor to the Pacific Electric, suggested a subway route from downtown to the Wilshire District following a route about two blocks north of the future boulevard.

A financial panic killed the plan then, but it has resurfaced decade after decade until today, when the RTD has finally obtained funding to begin engineering the subway that is projected to serve Wilshire Boulevard in the 1990's.

It may just be the ticket to keeping Wilshire the vital boulevard Gaylord Wilshire envisioned one hundred years ago.

This article was compiled and written by RTD News Bureau Representative Kathleen McCoy.



It begins at the Maple Avenue Lot near the RTD bus terminal in downtown Los Angeles (top) and wends its way 18 miles to end under the benevolent gaze of a statue of Santa Monica on the shore of the Pacific Ocean. It travels the length of world-famous Wilshire Boulevard, from the concrete canyons of the financial district, through the busiest intersection in Los Angeles (Wilshire at Veteran Avenue in Westwood, far left) to the hustle and bustle of booming Santa Monica. Because of its size and complexity, line 83 has been selected for such unique District programs as the Automatic Vehicle Monitoring pilot project and the use of high-capacity, articulated buses. Since the line now operates at virtually maximum capacity, District officials are hard at work designing a subway system to serve the Wilshire corridor, one of the most densely populated areas in Southern California. As one operator put it prior to pulling out of the Maple Avenue Lot, "There's never a dull moment on Line 83."



Board honors trio for quality service to patrons

The RTD Board of Directors honored three more District employees who help to provide quality service to patrons or work behind the scenes to keep operations running smoothly.

Recognized as Information Operator of the Month was Betty Langley, an employee since June, 1979, who has maintained a superior attendance record in addition to receiving numerous commendations. She has a thorough knowledge of all RTD fares, schedules and routes. The mother of two, Betty is also an active member of the community whose hobbies include reading and traveling.

John Downes garnered Operator of the Month honors. The Division 1 driver has enjoyed considerable success in recent years in the annual RTD Rodeo. In fact, in the five years the District has held a Rodeo, Downes has finished first two times and third twice. He

has never had an avoidable accident since joining the District in June, 1971, and his attendance and missout record are flawless.

Maintenance Employee Clevester Young, also of Division 1, joined the company in 1945 as a mechanic's helper and today is a Mechanic-A leadman. His dedication and loyalty are evident in the length of time he has been with the District. He says he feels he has grown up with the RTD and would be willing to work anywhere in the system.

In commending the Employees of the Month, Board President Thomas Neusom said, "As RTD ridership continues to grow, it is essential that we continue to provide the public with efficient and courteous service. We are pleased to honor these three individuals who have done more than their fair share in helping to create a favorable public opinion toward the RTD."



HONORED — Director Carl Meseck (left) presents Employee of the Month certificates to (from left) Betty Langley, John Downes and Clevester Young. Taking part in ceremony were (back row from left) Bob Williams, Tommy Walker and Bill Boyett.

COMMENDATIONS

Donna Higgins, Line 88: As a recent visitor to Los Angeles, I felt I had to write and congratulate you on the standard of service you offer, particularly the excellent value of the Tourist Pass. The public transit system in L.A. is often criticized and, although I had some fairly long waits (not to mention long rides), I thought that you do a very good job considering the long distances involved and the complexity of the road system. What really prompted me to write, however, was the really exceptional experience of seeing one of your lady drivers, who obviously enjoys the job. To be greeted with a friendly smile and given polite, helpful directions was such a change from the attitude which seems to prevail in most other cities of the world that I could not let it go without comment.

Gene A. Ward, Division 8: We are from Germany, here on a brief vacation, and felt a little lost. There was much we wanted to do. After we saw Universal Studios, we ask Gene if we could take a taxi to Disneyland. He wrote down for us directions for taking a bus when he had time. He suggested also we see Knott's while we are here. Our vacation was very much more enjoyable because of his kindness. We noticed he was kind and happy with everyone. My husband doesn't speak much English. When Gene tried to speak our language my husband feels right away better and laughs.

Ed Townsend, Line 5: He knows every one of his early morning riders and where they get on and off. If someone falls asleep, he does not let them ride to the end of the line, he wakes them up for their stop. If someone is not at their regular stop, he waits a few moments just in case they are running like mad to catch up. He is always on time, yet the ride is smooth. He is exceptionally courteous and very cheerful. This latter trait is especially commendable in light of the miserable things going on constantly on the buses these days.

Anita Stephens, Line 9: I ride the bus everyday as I have no other source of transportation. Not many people look forward to that

task, but for the past several weeks he ride has been very pleasant. The driver has been helpful and I think she is one of the safest RTD drivers I have ever seen. She never has to step on the brakes hard and she always smiles. When the bus is crowded, she always makes sure everyone moves to the rear. I have asthma and smoke of any kind bothers me a great deal. Once, a man sitting next to me lit up a cigarette and Anita was what I call very prompt and efficient in getting him to put it out. I thanked her when I got off the bus, but she said she was just doing her job. I think she is so good she could probably fill a bus if the fare was \$5.

David E. Woods, Line 88: The bus driver was extremely patient, giving information in a polite and courteous manner. I was most impressed when the driver waited for an elderly lady at UCLA medical center. Our program (the Fair Housing Council) is to help minority persons find jobs and housing in the San Fernando Valley. Line 88 is important to us because it connects via freeway large portions of Los Angeles with the suburbs. It is an advantage to us to have not only such a bus line, but to have pleasant, courteous bus drivers on that route.

C.D. Williams, Line 75: Through several years of riding I have seen him control unruly youngsters, stop smokers and prevent radio playing. But the thing that impresses me most was when he very quietly ordered a teenager, who had started a fight with another youth, off the bus. Kids obey him, yet he never raises his voice.

Charlie W. Kenan, Line 33: These days people are very quick to criticize the RTD, but rarely give credit for good service. I would like to take this opportunity to give recognition to an exceptionally outstanding employee of yours. He is extremely courteous and has a smile and good word for everyone. He is very responsible in carrying out his job and always drives very safely. I know my fellow passengers would join me in saying that he is a very good driver and a fine man.

Marvin E. Wardell, Line 91-S: I am what is euphemistically called a senior citizen (85 years old) and enjoy the independence riding your buses gives me. I want to commend this driver. His courtesy and consideration for his passengers, many of whom are elderly and walk with canes, is outstanding. He is attentive to their questions, explicit in giving directions, and urges them to stay in their seats until the bus comes to a full stop. In each case, he drives up to the curb as close as possible, which makes getting on and off easy and safe. To the thousands

of elderly and handicapped men and women who are unable to walk long distances, who need to attend to errands and seek recreation, and who wish to maintain their independence, your buses are a blessing.

M. Villagran, Line 760: He is the most gracious, courteous driver I have met in seven years of riding your buses. I have been quite impressed with the unfailing courtesy he has for every passenger. On occasion he has had to cope with passengers who have forgotten their manners.

People can help people

The first campaign conducted on RTD property since the merger of United Way and AID will kick off on April 13, spearheaded by efforts of a joint management-union planning committee.

According to Acting General Manager and District Campaign Chairman Richard Powers, contributions to the United Way-AID campaign will help support services that many of us already use, or may someday have to use. These services include programs which help fight against cancer, heart disease, gang violence and alcoholism; aid disaster victims; offer personal development services and provide training for the physically and mentally handicapped, in addition to many other human care programs.

Working with Powers in this fundraising drive will be Earl Clark, general chairman of UTU; Jerome Long, president of ATU and Clint Mobley, vice-general chairman of BRAC. The three union leaders will serve as Associate Campaign Chairmen for the drive.

UNITED WAY FOLLOWS AN OLD AMERICAN CUSTOM WHEN IT COMES TO DISTRIBUTING FUNDS:



LET THE PEOPLE DECIDE.

If people are good enough to volunteer their time and money each year and make United Way a success, they're also good enough to decide how the funds are used.

A lot of ordinary people with extraordinary dedication devote long hours looking at budgets and community needs to determine how the money you give can be used to your community's best advantage.

And that's how United Way works. And why.



United Way
Thanks to you, it works.
For all of us.

SCHEDULE CHANGES

Moving Up

Samir Aboulhossn, from mechanic C to mechanic B.
Elnora Adams, from ticket clerk to service director.
Shamseddin Azbi, from mopper/waxer to cash clerk.
John W. Barber, from mechanic A to mechanic A leadman.
John V. Barnes, from junior stock clerk to stock clerk.
Robert Blackwood, from mechanic B to mechanic A.
Sophie E. Bryant, from secretary III to Chief Clerk.
Michael L. Burke, from mechanic C to mechanic B.
Douglas R. Cale, from opr./ex. div. disp. to division dispatcher.
Roy Dixon, from mechanic C to mechanic B.
Miguel Enriquez, from mechanic C to mechanic B.
Dennis Ervin, from mechanic B to mechanic A.
Glen Ferguson, from mechanic A to mechanic A leadman.
Donaciano Flores, from mechanic A to mechanic A leadman.
Marc Fournier, from mechanic C to mechanic B.
Warren H. Fu, from civil engineer to acting senior engineer.
David Gates, from mechanic A to mechanic A leadman.
Kenneth Hollenbeck, from prop. maint. A to prop. maint. A leadman.
Rosendo Jauregui, from mechanic C to mechanic B.
Terry Kamakura, from mechanic A leadman to eq. maint. supv. I.
Lourdes Kangarlou, from janitor to cash clerk.

Eugene Lee, from special agent to transit police sgt.
Tyrone Lee, from mechanic C to mechanic B.
Alvin Levy, from senior enginee to supv. engineer (W&S).
Larry Mansker, from eq. maint. supv. II to Maintenance Manager at Division 9
Leifus Mayfield, from mechanic C to mechanic B.
Marie T. Moore, from secretary III to chief clerk.
Steve Mullaly, from mechanic C to mechanic B.
Gene McRiley, from special agent to transit police sgt.
Donna L. Ness, from staff assistant I to office supervisor.
William D. Ott, from appl. ctl. anal. to capital assets coor.
Marie F. Pratt, from opr./ex. div. disp. to div. dispatcher.
Ronald E. Price, from stock clerk to rel. st. shop clk/stkpr/ers.
Albert Richter, from mechanic C to mechanic B.
Carlos Rojas, from mechanic B to eq. maint. supv. I.
Larry Schlegel, from safety specialist to act. sr. staff asst.
Ronald Tannehill Sr., from mechanic A to eq. maint. supv. I.
Charles R. Todd, from ticket clerk to temp. svc. director.
Oscar Tostado, from mechanic C to mechanic B.
Garry W. Varga, from operator to mechanic C.
John K. Wheatley, from mechanic C to mechanic B.
Eddie L. Wilkins, from tr. dr. clk/rel to stk shop clerk.
Phillip Williams, from mechanic C to mechanic B.



Retiree recognition

Director George Takei (left) presented congratulations and commemorative plaques to retiring District employees at last month's Retiree Recognition Ceremony at District Headquarters. Among those able to attend — many of whom were accompanied by their wives — were (in alphabetical order) Clinton Baden, 20 years; Russel J. Cannon, 25 years; Richard Alfred Creer, 21 years; Roscoe Dawkins, 26 years; James Edison Dixon, 34 years; Elton Ford, 33 years, and Douglas George Mayes, 28 years. Unable to attend the ceremony were Julius Adams, 28 years, and J. B. Anderson, 22 years.

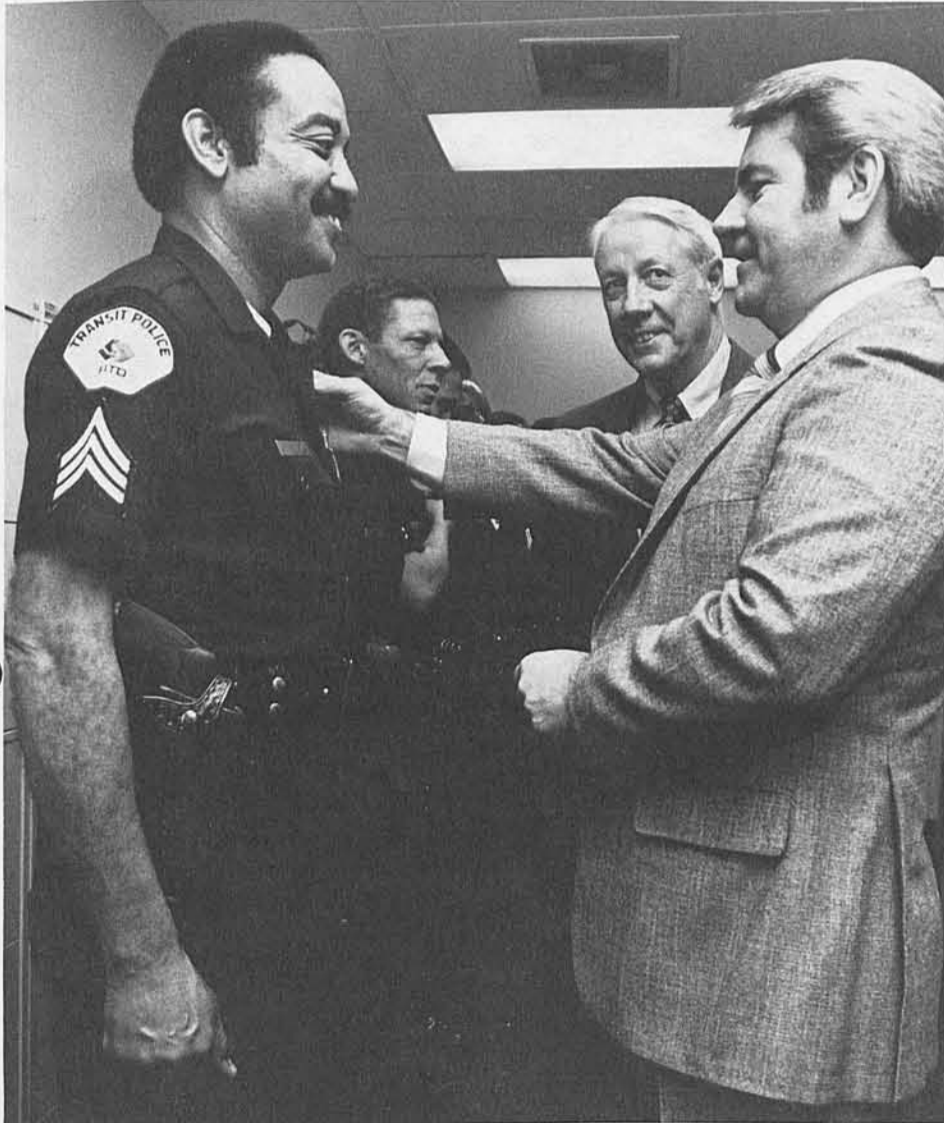
Shifting Gears

Julius Adams, a mail carrier with Building Services at Headquarters, is retiring after 28 years.
J. B. Anderson, an operator at Division 9, is retiring after 22 years of service.
Roscoe Dawkins, an operator at Division 7, is retiring after 26 years.
Lavelle J. Dunlap, an operator at Division 18, is retiring after 15 years.
Louis Luke Furlano, an operator at Division 8, is retiring after six years.

In Memoriam

Carl A. Bjorklund, a former operator with the Los Angeles Metropolitan Transit Authority, passed away February 3. Mr. Bjorklund joined the company in June, 1920, and retired after 38 years of service in February, 1958.
George J. Brancato, a former operator at Division 12, passed away February 6. Mr. Brancato joined the company in March, 1941, and retired after 40 years of service on February 1, 1981.
Alfred J. Carlson, former operator at Division 1, passed away November 13, 1980. Mr. Carlson joined the company in September, 1945, and retired after 18 years of service in June, 1963.
Alvin L. Cox, former radio dispatcher, passed away February 2. Mr. Cox joined the company in May, 1936, and retired after 35

years of service in June, 1971.
Paul Davis, a former utility-A at Division 7, passed away January 18. Mr. Davis joined the company in February, 1945, and retired after 18 years of service in April, 1963.
Herman Goldberg, a former operator at Division 2, passed away December 31. Mr. Goldberg joined the company in February, 1944, and retired after 22 years of service in June, 1966.
Wilfrid Martineau, former mechanic-A in Department 75, passed away January 11. Mr. Martineau joined the company in September, 1944, and retired after 13 years of service in June, 1957.
Thomas B. Neal, an operator at Division 7, passed away January 28. Mr. Neal joined the District in June, 1967.
John Setusic, an operator at Division 9, passed away February 9. Mr. Setusic joined the company in August, 1960.
James E. Simmons, a former mechanic-A at location 20, passed away February 2. Mr. Simmons joined the company in November, 1924, and retired after 36 years of service in June, 1960.
Casper J. Sutter, a former operator at Ocean Park, passed away November 26, 1980. Mr. Sutter joined the company in November, 1935, and retired after 30 years of service in October, 1964.
Lyle G. Wilson, former operator at Division 9, passed away February 9. Mr. Wilson joined the company in July, 1946, and retired after 30 years of service in April, 1976.



Promoting the police

With Acting General Manager Richard Powers looking on, Transit Police Chief Jim Burgess pins a Sergeant's badge on newly-promoted Elston Burnley. In all, six members of the District's growing Transit Police Department were promoted to the rank of Sergeant. In addition to Burnley there was Richard Isaacs, Eugene Lee, Gene McRiley, Floyd Shaw and Raymond Thomas. The ceremony took place at District headquarters.

Best bargain in town!

St. Bernard puppies in need of a good home? A 1965 Chevrolet being replaced by a newer model? A four-poster bed tucked away in the garage? Whatever you want to sell, trade or give away, let fellow RTD employees have the first chance and advertise it in Headway at no cost. Just fill out the coupon below and return it to Headway, RTD, 6th Floor, 425 So. Main St., Los Angeles, CA 90013. (Please include home telephone numbers only.)

Name: _____
 Work location: _____
 Description of item: _____

 Price: _____ Hours to call: _____
 Area code: _____ Telephone no.: _____



The congestion hasn't eased much on Broadway since this photo was taken in the early thirties. The view is looking north from between 2nd and 3rd streets towards Fort Moore Hill, where the Board of Education is now located. Wending their way through heavy traffic are old H-4 model streetcars, which the Los Angeles Railway (LARY) operated on its M-Line and W-Line along Broadway.

Now & then

There's very little left in the present day photo to relate with the earlier one. The Victor Clothing Company (at right) has a new sign but is still in business, and the Times clock tower (center) has been replaced by the modern Times-Mirror Square. Major transit service on Broadway today is provided by Lines 5, 6, 12 and 26.

Baseball, faire top Recreation's spring flings

If this is April then it must be baseball season and the Recreation Department won't keep you waiting for tickets to Los Angeles Dodger home games.

The season opener is April 9 and you can get tickets to the Sunday, April 12, contest between the Dodgers and Houston Astros. Gametime is 1 p.m.

Then, on April 28, a Tuesday, you can see an evening matchup between the Dodgers and their upstate rivals, the San Francisco Giants. That contest gets underway at 7:30 p.m.

Once again the department is offering discount tickets to Dodger games. The \$4 reserved seats are

available for only \$3 to both games.

Another springtime tradition — or fast becoming one — is the Renaissance Pleasure Faire. Now in its 19th year, the faire will be held on weekends beginning April 25 and closing May 31. The medieval action takes place at the Paramount Ranch in Agoura, just 35 minutes from Hollywood on the Ventura Freeway.

The Rec Department is offering discounted tickets, which go for \$2.50 for kids 3 to 11 years old, \$5 for students or senior citizens and \$6 for adults.

And, whether you attend Dodger games or the Pleasure Faire you can go decked out in the latest RTD fashions. The Rec Department still has a good supply of T-shirts (\$3), golf shirts (\$6), caps (\$3), visors (\$2.50) and neckties

(\$7) all sporting the RTD service mark.

For information about these or any recreation activities you see posted on your work location's Recreation Board, call 972-6580.

You can own an RTS, too

How would you like to own your very own General Motors RTS-II-04. Everyone by now is probably aware that the 940 advance design buses ordered by the District from GM was the largest single bus order placed by a single agency in transit history.

Now, an additional 25 buses have been ordered and District employees and retirees can buy them for only \$28 apiece — which is considerably less than the \$140,000 RTD paid for each of the buses.

Of course, the buses available for purchase by employees are only scale models, but you had probably figured that out by now.

Through a special arrangement with Jet Air, the subcontractor who produces the model buses for General Motors, the RTD Recreation Department has purchased 25 of the miniature buses and will make them available to employees and retirees on a first come, first served basis.

This is not a toy, but a collector's item. Each model is decorated with the RTD service mark and red, orange and yellow stripes just like the ones in revenue service. The models are approximately 12 inches long, four inches high and attractively mounted on a wooden base and covered with a clear plastic top.

These models are available nowhere else so if you want one, don't delay. Contact the Recreation Department at 972-6580 to place your order today!



Scale models of the RTS are on sale in Recreation Department.

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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