

# Undercover operations receive county funds

The Los Angeles County Board of Supervisors has approved a motion to provide the RTD with \$225,000 so the District can continue hiring off-duty police officers to increase the security for operators and passengers on buses.

The District's Board of Directors originally requested \$450,000 from the county, which would have funded the highly successful crime-fighting program for one year. However, in approving the motion introduced by Supervisor Ed Edelman, the Board of Supervisors recommended that the District request matching funds from the City of Los Angeles.

At its first meeting in April, the Board adopted a resolution thanking the county for the \$225,000 and

requesting a similar amount from the city.

"The program has been an unqualified success and has significantly contributed to the dramatic increase in arrests made by the Transit Police Department," said Board President Thomas Neusom.

The hiring of off-duty police officers to ride undercover on bus lines experiencing a high degree of crime was started on October 13 of last year, funded by a \$150,000 donation from the Board of Supervisors.

Since the program began, crimes against operators and passengers have dropped impressively, according to District statistics.

In the seven months from August, 1980, to February, assaults, robberies and thefts against drivers dropped 33 per cent from 253 reported incidents in the previous seven months to 170 incidents. Similar crimes against passengers dropped by 18 per cent, from 237 incidents to 194.

Along with the decrease in crime, there has been an increase in the number of arrests being made by the Transit Police Department.

Since the program's inception, the off-duty officers, in conjunction with full-time Transit Police officers, have made a total of 1,116 arrests — 977 adult arrests and 139 juvenile arrests. Of these arrests, 167 were for felony violations, 862 were

for misdemeanor charges and 87 warrant arrests were made.

When the initial \$150,000 donation from the county was expended in early March, the Transit Police Department dipped into its salary account, using allocated funds for unfilled personnel positions to continue hiring the off-duty officers.

In this way, explains Transit Police Chief Jim Burgess, the level of the program was never diminished.

In introducing the motion to provide continued funding to the District, Supervisor Edelman said, "In a time when crime statistics for the county are rapidly increasing, we have created a program which it can be shown is successfully reducing the occurrence of crime on RTD buses."

Southern California Rapid Transit District



## HEADWAY

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# Media blitz to precede service changes

By now, almost all of us are aware that the most extensive revision of bus lines in the history of Los Angeles transit will be initiated by the District on June 21.

What is not so well known is the fact that the June 21 service changes will be preceded by one of the most intensive and comprehensive communications and advertising plans in RTD history — a media program which also marks the District's return to the field of television advertising for the first time in some 10 years.

A total of 35 lines in the District's heaviest ridership area will be affected by the service changes, which includes establishing new major east-west lines, schedule changes, implementing the first phase of a new line-numbering system, eliminating some major lines and rerouting of some existing lines.

"The problem we were faced with was trying to assure a high

level of information to our passengers, while helping to insure a smooth transition from the old to the new system with a minimum of confusion and disruption," explains Director of Marketing Tony Fortuno.

What the Marketing Department proposed was an extensive plan, to begin six weeks prior to June 21, and designed to meet the following objectives:

— Alert and inform the broadest possible segment of the Los Angeles population of the major system change and the new line-numbering system.

— Provide detailed information on the system change to as many affected riders as possible by means other than through the District's telephone information system.

— Provide a supplemental communications program for the Hispanic population.

— Consistently remind the riding public of the impending changes by generating a significant level of message frequency through the use of different media and techniques.

"We realized that a major factor in our achieving these objectives would be a comprehensive advertising strategy that would encourage affected riders to obtain maps of the new system and timetables of new lines by some means other than calling in by telephone," says Fortuno.

That advertising strategy called for the use of announcements on TV and Spanish-language radio stations, and the use of full-page newspaper advertisements.

The TV commercials will consist of 60 ten-second announcements aired June 1 through June 6, calling attention to the new system and line-numbering changes and urging viewers to obtain a map of the new system and detailed infor-

mation by checking their Sunday newspaper.

Then, on Sunday, June 7, a full-page ad will be published in nine daily newspapers, containing a detailed system map showing the new bus line routes, a detailed close-up map of the downtown area showing how the new and revised routes service the central business district, and a tear-out coupon that will enable patrons to request new timetables by simply circling the line numbers they are interested in and providing their name and address.

Meanwhile, 80 thirty-second announcements will be aired on four major Spanish-language radio stations during the same week.

Fortuno points out that the TV ads are expected to reach more than a quarter of a million people with each 10-second spot, while the total circulation of the newspaper portion of the plan is almost

(Please turn to Page 3)



## Lest we forget

You may have noticed a growing number of people wearing green ribbons lately. RTD Schedule Makers Jim Bennett, Darrance Curry and Alvin Kelley (from left) started the campaign in the Schedule Department at District headquarters and it quickly spread throughout the building and the District. Worn over the heart, the ribbons are part of a national memorial to the slain youngsters in Atlanta, Georgia. "Just as yellow ribbons reminded Americans about the hostages held in Iran, these green ribbons remind us not to turn our backs on the murders of young black children in Atlanta," says Bennett. "We bought 120 yards of green ribbon," adds Kelley, "and have given all that away. We now hope people will make and wear their own." How long will the trio keep wearing the green ribbons? "Until the killing stops," says Curry.



## TRIPPERS

### They're everywhere . . .

If you've been noticing a lot of General Motors RTS II Buses sporting the RTD color scheme and service mark lately, well that's because more than half of the 940-bus order has been received, processed through Division 4 in Downey and pressed into revenue service throughout the District.

As of March 31, more than 550 RTS II coaches had been received. According to a report to the Board of Directors by Manager of Operations Sam Black, if current trends continue, delivery should be completed by early June. The first bus of the largest bus order placed by a single agency in transit history was received last November 17.

Black went on to report that the buses' performance, from an operator point of view, has been excellent; mileage between road calls is almost double that of the balance of the fleet and acceptance with regard to passenger comfort and image has been excellent.

### Service charge . . .

The RTD Board of Directors has voted to implement a \$1 service charge for processing and issuing reduced fare cards to handicapped persons, and to charge a \$5 fee for replacing a lost card.

According to Manager of Planning and Marketing George McDonald, the revenue obtained, estimated to amount to approximately \$1,700 per month, will be used to offset the increasing costs of processing and issuing the reduced fare cards.

Last year, the District processed and issued more than 11,500 reduced fare cards, of which nearly 20 per cent (2,203) were replacements for lost cards, which are valid for three years. Use of the cards last year was up by 17 per cent over 1979.

### See L.A. first . . .

It's a fact of modern life that people living in a famous city often know less about their town than those who travel from around the world to see it. The RTD has a solution to this problem. It's called RTD Self-Guided Tours, a free brochure designed for Los Angeles area residents to use the bus system to see the sites and sounds of their city.

The colorful, 27-page brochure details 22 tours to take by bus, from Disneyland to Hollywood, Universal Studios to Chinatown, and lots of museums and beaches in between. The pocket-sized pamphlet is especially appropriate for seeing the city on its 200th birthday.

RTD Self-Guided Tours is available free at District customer service centers or via the Marketing Department.

### Use it or lose it . . .

The old axiom that says if you don't use it you lose it is about to come true for Line 603, the special downtown Los Angeles commuter shuttle.

The District's New Service Review Board has given the shuttle, which operates on a loop connecting commuter express runs heading to all parts of the service area, another 30 days to prove its worth or be cancelled.

Ridership has been low on the line, which offers convenient service to District headquarters on Main Street.

## Employee benefits — the hidden salary

One thing all working people seem to have in common is the fact that, when you get to the bottom line on your paycheck, the amount of money you take home every other Friday is never as much as you'd like it to be.

But, all employees of the District have a hidden salary, paid to them by the District. We rarely give it much thought, but it costs the District a considerable amount of money each year.

This hidden salary or fringe benefits or bennies or whatever you wish to call it, amounts to more than \$10,000 per year per employee. As Pension and Benefits Administrator Ed Paull says, "There's nothing fringe about that kind of money."

"I tend to cringe when I hear people talking about their 'fringe' benefits," says Paull, who supervises benefits for contract and non-contract personnel alike. "The word fringe denotes something marginal or secondary, and the

cost of providing employee benefits certainly is not marginal when you are discussing a person's total compensation package."

Paull explains that employee benefits, as he prefers to call them, amount to some 45 per cent of the District's payroll expense.

So, just what are these employee benefits?

Paull says the benefits come in essentially two types — those items considered Direct Cost, which are outside the payroll system; and those considered Indirect Cost, which are inside the payroll system.

Examples of Direct Cost items include the District's contributions to pension, medical, dental and life insurance coverage; worker's compensation; FICA, more commonly referred to as Social Security; uniform allowances and the like.

Paull points out that some of these benefits are required by law,

while others were obtained through negotiations between labor and management. Nonetheless, they are all considered outside the payroll system.

"The District spends an average of \$587 per month per employee for these Direct Cost items, which amounts to \$7,049 per year," says Paull, adding that this figure represents about 32 per cent of base payroll costs.

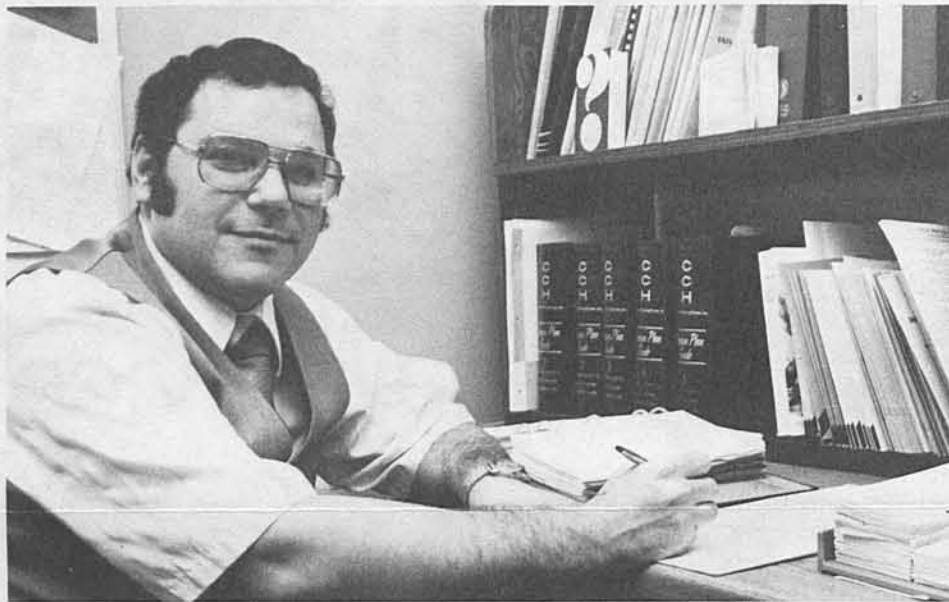
If you, as a District employee, have ever taken a vacation or holiday with pay, or been off from work due to illness and still received your check, then you have taken advantage of the Indirect Cost benefits the District provides.

As Paull explains, these benefits are termed indirect because they are not additional costs charged back to the employee as an individual.

"Base pay is the compensation you would receive based on 52 weeks of work with no time off," says Paull. "But, we all take some time off with pay for holidays, for vacations or for sick time. The pay for your time off is included in your base pay. The additional cost for this is calculated as if the District had to hire a replacement for you during the period you were off work."

While they may be referred to as Indirect Costs, Paull points out that they cost the District a substantial amount of money per employee. The cost per employee per month is approximately \$250, or nearly \$3,050 per year.

So, the bottom line would actually seem to be that, while you cannot deposit your employee benefits in the bank to earn interest or use them to pay bills, they are there when you need them and they allow you to spend more of your take home pay on yourself.



Edward Paull

## Courtesy, good service garner kudos for three

One of the contributing factors to the District's ever-increasing ridership is the courtesy and good service provided to patrons by RTD employees. The RTD Board of Directors has honored three more employees who exemplify those qualities.

Rita Cole was honored as Information Operator of the Month. A member of the Telephone Information Department since January of 1967, Rita was honored as an employee of the month for the second time. She was Information Operator of the Month in February, 1979. Rita says she enjoys her job because she likes to travel and figures she is helping, in her own way, people to get from one place to another.

Maintenance Employee of the Month kudos went to Son Joon Yi of South Park Shops. The leader of the body shop's trim section, Sam, as he is known at the Park, is hard-working, conscientious and has a high degree of mechanical skill.

His special value, however, stems from his skill at electrical system repair. The District's present bus fleet has a diversity of makes and models. This, combined with the complexity of bus electrical systems, is one of the greatest challenges facing District mechanics today.

The way in which Sam meets this challenge sets him apart from the crowd. He studies each new electrical system until he has mastered it. Then he proceeds to diagnose problems, effect repairs and

reconstruct these systems with the same competence as those who designed them.

Sam is a persistent, thorough worker who takes pride in accomplishing seemingly impossible tasks and he's often successful in transmitting this pride to other members of his section.

"Sam's true value cannot be measured in dollars and cents, but rather in terms of his availability," explains Bob Falvey, superintendent of South Park Shops. "There are not many Sams around and we are very happy we have one at the Park."

Finally, Division 15 operator Ernest Perhus was honored as the Operator of the Month. A bus op-

erator since February, 1960, Ernest has consistently proven to be one of the District's most conscientious and outstanding employees. In addition to a 17-year safety award, he has accumulated the maximum of 90 merits. He has maintained an excellent attendance record, has not been charged with a missout since 1972 and has not had an avoidable accident since 1966.

When he is behind the wheel of his bus, he expresses a genuine concern for the safety and comfort of his passengers and this has resulted in his receiving numerous commendation letters from his passengers.



AWARD — Director George Takei (left) presents Employee of the Month certificates to (from left) Rita Cole, Son Joon Yi and Ernest Perhus. Looking on are (rear, l. to r.) Bob Williams, Bob Falvey and George Marsala.



# RTD takes to the airwaves for service changes



PREPARATION — Production Coordinator Isabelle Puskas and Communications Representative JoAnn Grant review bilingual car cards to be used as part of the communication plan introducing the June 21 service changes. The plan also includes billboards, TV commercials, newspapers ads and take-ones aboard buses.

(Continued from Page 1)

1.8 million people. The radio ads are expected to reach more than 11,000 Spanish-speaking persons.

"Together, this advertising strategy will provide information on the new system change to more than 90 per cent of the Los Angeles area households at a total frequency of more than three times," says Fortuno. The total estimated cost of the advertising program is \$83,000.

Another innovative aspect of the communication plan is the use of billboard advertising.

Fortuno says that arrangements to acquire free space on 40 large (12-foot by 25-foot) billboards in the downtown area and on the westside have been completed. It is also expected that some 100 smaller (eight-foot by nine-foot) billboards will be obtained free of charge as well.

The message on the billboards will alert the public to the changes and request they write for detailed information.

A battery of traditional information techniques also will be brought to bear to inform the riding public of the pending changes. But, even these will be innovative to the extent that most will be in both English and Spanish for the first time.

Bilingual bus stop hoods will be used at each stop in the affected area. Bulkhead cards and interior car cards will advise passengers of the changes and where they can write for detailed information.

Special posters about the service changes will be produced for use as window and counter displays at stores throughout the westside area.

Some 600,000 copies of a 24-page bilingual brochure containing two foldout maps and detailed descriptions of the service changes will be produced. They will be distributed primarily as "take-ones" aboard District buses, via mail by Customer Relations and through the District's nearly 300 timetable outlets.

The brochures will also contain a tear-out postcard, pre-addressed to the RTD, that will enable patrons to easily request timetables and maps.

Rounding out the communication plan will be public service announcements and news releases about the service changes put out by the District's News Bureau, distinctive new timetables featuring both old and new line numbers, and updated versions of the eight sector maps.

Fortuno explains that two factors influenced the decision to implement such an intensive communication plan — the impending action on the District's fare increase and a possible change in the status of Proposition A.

"Both of these factors could attract considerable attention from the news media and community groups during the same period of time that we are announcing the June 21 service changes," he says.

## Architectural, engineering firms chosen for subway

Three national engineering and architectural firms have been selected by the District's Board of Directors to perform work on the 18-mile Metro Rail Project.

Each firm selected by the Board has participated in the design, engineering or architectural consult-

ing work on many of the nation's other major new rapid transit systems.

The joint venture of Daniel-Mann-Johnson-Mendenhall and Parsons-Brinckerhoff-Quade-Douglas was chosen to perform preliminary engineering on the

proposed subway. The two firms will be responsible for developing plans for the subway tunnels and the transit car maintenance yard and shops.

Kaiser Engineers was selected to perform preliminary engineering work on the project's various sub-systems, including the rapid transit rail cars, the train control system and the propulsion power system. Kaiser Engineers also will be responsible for recommending fare collection, security and communications systems.

The general consultant responsible for developing overall design plans for the subway stations will be the architectural firm of Harry Weese and Associates.

"Selection of the firms followed

a rigorous screening process," explained Acting General Manager Richard Powers. "We used four boards of experts, each comprised of engineering and architectural experts from other government agencies, universities and private industry, as well as the SCRTD Metro Rail Staff. This group recommended the firms to be interviewed by the Board's Rapid Transit Committee."

After receiving the recommendation of the committee, the full board made its selections.

The District expects to complete preliminary engineering on the Metro Rail Project by 1982-83. Following approval of the District's preliminary plans, final design and construction can begin.

## Toastmasters slate speech contest

RTD Toastmasters has announced plans for its first annual Districtwide speech contest, to be held the week of May 18 through 22. Open to all District employees, the contest will be held from noon to 1 p.m. each day in the Board Room at District Headquarters.

According to club President Bob Sechler, principal administrative analyst in the Rapid Transit Department, membership in the RTD Toastmasters club is not a requirement for participation in the contest.

"However, certain Toastmaster rules for judging procedure will be applied," Sechler says.

Speeches should be between five and ten minutes long and in one of the following general categories: humor, public transportation, reading/oral interpretation, persuasive, entertaining and "how to" demonstration.

Sechler says that awards will be presented for the best speech or reading in each category, plus an award to the best overall speaker. The club hopes to get members of the Board of Directors and Executive Staff to participate in the judging.

By way of explanation, Sechler says the RTD Toastmasters, an affiliate of Toastmasters Internation-

al, is a group of District employees who are seeking to improve their talents and leadership skills through public speaking.

He encourages all District employees to participate in the contest, or stop by and listen to the speeches given by their co-workers. Admission is free.



Betty Sconce (left) and Employee Activities Coordinator Diane Delaney assemble displays for the Districtwide United Way Campaign. The fundraiser comes to a close on May 15. More than 250 United Way member agencies, the American Red Cross and major health organizations are supported by your contributions. More than 90 cents of each contributed dollar is spent for services to help you, your family and your community. Last year, approximately 2½ million people received service from the agencies and organizations supported by this fundraising campaign.



United Way-AID



## Retiree recognition

Director David Hayward (left) presents commemorative plaques and congratulations to District retirees Jack Greasby, superintendent of transportation divisions, 34 years; Division 8 operator John P. Love, 23 years; Division 12 operator Chester M. Brenner, 28 years, and Radio Dispatcher James M. Baker (with his wife Salwa Emily), 26 years. Unable to attend the ceremony at the District headquarters Board Room were Division 5 Assistant Transportation Manager Harry Maguire, 34 years, and Division 15 operator Ronald J. Weidman, 23 years.



## SCHEDULE CHANGES

### Moving Up

**Earl O. Aldridge**, from prop. maint. B to prop. maint. A.  
**Bruno R. Angel**, from laborer A to prop. maint. B.  
**Alason L. Averitt**, from payroll clerk to jr. inv/acnts clerk.  
**John Barocca**, from mechanic C to mechanic B.  
**Frank Brannon**, from mechanic B to prop. maint. A.  
**Clifford Brown**, from info clerk to ticket clerk.  
**Gene Brown**, from mechanic C to mechanic B.  
**Timothy Brown**, from mechanic C to mechanic B.  
**Linda D. Bunche**, from mail and dup clerk to print shop clerk.  
**Timothy Burke**, from mechanic C to mechanic B.  
**John Cavette**, from mechanic B to mechanic A.  
**Edgar Coward**, from mechanic A to eq. maint. supvr. I.  
**Leo J. Duell**, from mechanic A to mechanic A leadman.  
**Virginia Escobar**, from ticket clerk to tkt. offc. & rpts. clerk.  
**Eddie Flynn**, from mechanic A to eq. maint. supv. I.  
**John R. Gaddy**, from mopper/waxer to svc. attendant.  
**Juan Gamino**, from mechanic C to mechanic B.  
**Edith A. Goff**, from secretary III to Staff Assistant I.  
**Roy L. Green**, from trk drv. clerk to storekeeper.

**Paul Harvel**, from mechanic B to mechanic A.  
**William Hillman**, from traffic loader, to traffic loader ex/schedule checker.  
**Thomas J. Holland**, from vac/sick rel. mopper/waxer to svc. attendant.  
**Gladys A. Hudson**, from payroll clerk to data technician.  
**Frank Izbinski**, from opr/ex. instr. VO to instructor of VO.  
**Thomas G. Jasmin**, from opr/ex. instr. of VO to instructor of VO.  
**Edward Leib**, from mechanic C to mechanic B.  
**Steven Mitchell**, from mechanic C to mechanic B.  
**Vincent Mondeshire**, from operator to mechanic C.  
**Cynthia Y. Munoz**, from secretary II to data technician.  
**Daniel L. Partida**, from laborer A to prop. maint. B.  
**William A. Reason**, from senior communications rep. to acting News Bureau manager.  
**James Regalado**, from info clerk to ticket clerk.  
**JoAnn Y. Rico**, from secretary II to personnel technician.  
**Daniel Ricks**, from mechanic C to mechanic B.  
**Marco Sandoval**, from prop. maint. B to prop. maint. A.  
**Roger Serrano**, from mechanic B to mechanic A.  
**Jesus Tiscareno**, from mechanic A to prop. maint. A.  
**Alfred J. Valle**, from operator to mechanic C.  
**Sergio Villicana**, from jr. stock clerk to stock clerk.  
**JoAnn Wildish**, from info clerk to ticket clerk.  
**Sam Wong**, from mechanic B to mechanic A.

### Shifting Gears

**Charles W. Adams**, an instructor of vehicle operations, has retired after 36 years of service.  
**Clinton A. Baden**, an operator/extra schedule checker assigned to Division 15, has retired after 20 years of service.  
**Russell J. Cannon**, an operator at Division 9, has retired after 25 years of service.  
**Richard A. Creer**, an operator at Division 15, has retired after 21 years of service.  
**Harry P. Maguire**, an Assistant Transportation Manager at Division 5, has retired after 34 years.

### In Memoriam

**Hesiquio A. Aguilar**, a former mechanic B at Division 3, passed away March 7. Mr. Aguilar joined the company in September, 1945, and retired after 22 years of service in June, 1967.

**Homer Delano Apel**, an operator at Division 8, passed away on March 2. Mr. Apel joined the company in June, 1954.

**Robert W. Harry**, a former operator at the old Division 4, passed away January 14. Mr. Harry joined the company in December of 1919, and retired after 35 years of service in June, 1954.

**Joseph W. Howard**, a former operator at Division 9, passed away February 23. Mr. Howard joined the company in September, 1923, and retired after 41 years of service in December, 1964.

**Leonard F. Hutchison**, former operator at Division 3, passed away March 8. Mr. Hutchison joined the company April, 1946, and retired after 28 years of service in November, 1974.

**Raymond E. Medsker**, a former mechanic B at Division 12, passed away March 16. Mr. Medsker joined the company in June, 1959, and retired after 20 years of service in August, 1979.

**Oliver A. Ortega**, former operator at Division 6, passed away March 5. Mr. Ortega joined the company in October, 1945, and retired after 29 years of service in September, 1974.

**Robinson Pagel**, former cash clerk, passed away March 5. Mr. Pagel joined the company in May, 1954, and retired after 17 years of service in September, 1971.

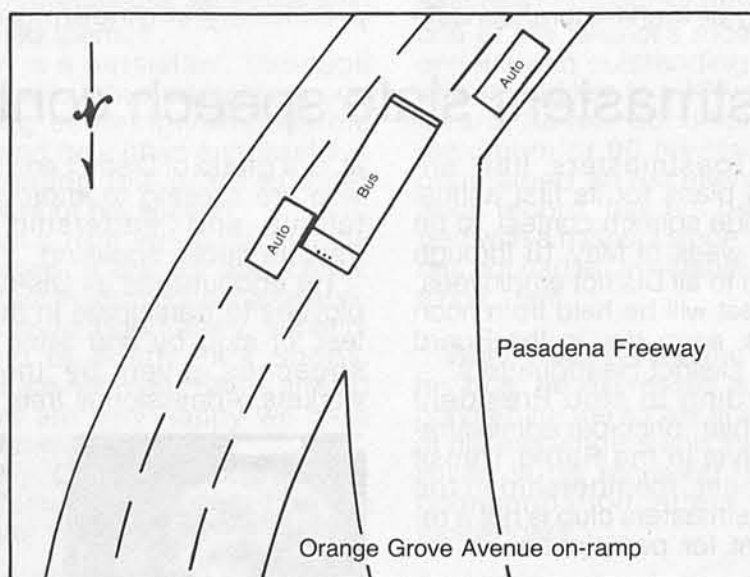
**George W. Parker**, former operator at Division 8, passed away March 14. Mr. Parker joined the company in December, 1952, and retired after 25 years of service in December, 1977.

**J.C. Sumlin**, former janitor supervisor, passed away March 1. Mr. Sumlin joined the company in October, 1947, and retired after 31 years of service in September, 1978.

**Delphia Wiley**, former utility A at Division 5, passed away March 19. Ms. Wiley joined the company in July, 1946, and retired after 28 years of service in October, 1972.



## You be the Judge



Someone once noted that it is better to judge than to be judged, so here's your chance. Read the operator's statement below and then determine whether this accident was preventable or unpreventable. The answer is printed upside down below, and remember, no peeking!

**Operator's statement:** I was traveling inbound on the Pasadena Freeway in the right lane, going about 50 mph. At the Orange Grove on-ramp, an auto entering the freeway on my right failed to yield and entered the traffic lane at a slow rate of speed. To avoid making contact, I moved to the next lane on my left. An auto tried to pass the bus on the left and sideswiped the bus behind the rear wheels.

**Answer:** The operator of the bus was aware that vehicles may pull out into moving traffic at a slow rate of speed. He should have anticipated this and either slowed down or changed lanes before nearing the on-ramp. Therefore, this accident is adjudged preventable.

## CLASSIFIED

- Pool table, Brunswick Bristol, four-foot by eight-foot. One year old, includes balls, cues and cover. \$525. Call evenings (213) 892-0510.
- 1969 Chevy Impala, two-door, good condition and in daily use. \$500. Call between 10 a.m. and 4 p.m. (213) 464-0065.
- Townhouse, four bedrooms, two baths, nice yard front and back with patio awning and gas barbeque. In Panorama City, across from shopping center at Nordhoff and Van Nuys. Walking distance to schools. Five miles from both Division 15 and Division 8. Just 18 units in this complex. No swimming pool, kids and pets, okay. Asking \$108,500.
- 1965 Chevrolet Impala convertible, new top, new inside, good running 327 c.i. motor. \$2,500. Will show on appointment. Call after 5 p.m., (213) 964-2029.



## COMMENDATIONS

Quoted below are excerpts from just a few of the hundreds of letters of commendation, praising the actions of District operators, which are received by the Customer Relations Department from passengers each month. All letters of commendation are reported to the operator involved by his division manager and a copy of the letter is placed in his personnel file.

**Samuel R. Rodela, Line 432:**

He has tried to enforce the rules, but he has received much negative response from some of the riders. He has requested riders to exit from the rear door and to refrain from eating on the bus. There is nothing wrong with enforcing these rules, but he sure receives some flack and I do not think it is fair to him. However, we are always on time, as time is not wasted waiting for people to exit before letting other passengers enter the bus, and we get there safely. He does not take chances with his driving.

**John S. Baber, Line 169:**

I left my briefcase on the bus and did not realize it until the bus was out of sight. I called the Lost and Found Department at once and they gave me the number of the terminal of this line. I called them promptly and they told me the briefcase had been found and turned in when the operator had finished his run. They consented to keep it until I could arrive. Contacts with your personnel were courteous and helpful. I offered him a small reward for taking special care of my missing case, but he refused, saying no reward was necessary.

**Robert Higbee, Line 608:**

Just before I was to leave for a two-week vacation, I lost my valuable and much-needed calculator. I was resigned to the fact that I would never see it again. You can imagine my surprise when I stepped onto the 608 two weeks later and was handed a claim check by your driver. He had noticed me working on some papers for a report on the morning I lost the calculator, and was kind enough to turn it in to Lost and Found. At a time when there is so much indifference in society to helping others, and when criticism seems to be the only type of comment the public bothers to make, I wanted to let you know that I greatly appreciate this kind of service from RTD — particularly, Robert Higbee.

**Charles H. Heard, Line 50:**

This is to let you know what a courteous and caring driver you have. He had a blind girl on the bus and, when it came to her stop, she got off and as she tried to cross the street was having some difficulty with the traffic. The driver stopped the bus and proceeded to help the blind girl across the street.

**Albert E. Troy, Division 2:**

I have heard and read many disparaging comments about riding the buses in L.A. and I am writing to let you know that I found them to be untrue. For example, I recently rode from Union to Flower along Wilshire Boulevard. The driver was courteous, informative and very professional, equal to any driver anywhere in the world. I have singled this driver out, but have been impressed with every driver. I really wonder why more people

don't use your fine service.

**Ed Townsend, Line 5:** We, as passengers, feel it necessary to commend our operator on performing his job with great expertise. Not only is he an expert driver, but a very warm and pleasant gentleman. He sees to it that we all get to our jobs with little or no problem. Riding with him in the morning is such a pleasure and we thought that RTD should know how we feel. We feel he is one of the best operators RTD has, and we all hope he will be recognized in the fullest extent. (This letter was signed by more than a dozen passengers).

**Charles H. Reed, Division 5:**

The purpose of this letter is to commend the operator for the proficient performance of his daily job assignment. He has a very pleasing personality, is cooperative and does not talk maliciously with any of the passengers. He is a genuine asset to us because our ride is pleasant and timely. He should be an asset to your company because of the satisfaction received from bus patrons. It's a pleasure to "leave the driving to you" when the driver exhibits a desire to perform at the level of his best.

**Emmett Gates, Line 83:** He is an outstanding example, in my opinion, of what all drivers should be. He is punctual without fail, polite, friendly, helpful, and certainly starts my day off on a good note. It would seem appropriate indeed to reward him for a job very well done.

**Ralph J. Smith, Sr., Division 8:**

While visiting in Los Angeles I was dependent on public transportation. I did have the occasion and good fortune to ride with this operator and found his bus markedly different than most. I especially noted the professional and firm manner he dealt with younger persons on his bus, keeping them in order and demanding respect. I also noticed the warm and human manner he utilized in relating to the elderly. It was most impressive and I always felt a sigh of relief when I had the good fortune to get this driver.

**R.D. Hightower, Line 608:**

Bob is a courteous man, a good driver and takes the time to make the passengers on his bus feel com-



## Helping hand

RTD and the Winston Network, which handles all advertising on District buses, provided free space to the L.A. County Sheriff's Department for their recruitment campaign. For that assistance, Sheriff Peter Pitchess (second from right) presented the District with a Distinguished Service Citation. Pictured here with Pitchess are (from left) Jack Jost, vice-president of Winston Network; Thomas Neusom, RTD Board President; and George McDonald, RTD Manager of Planning and Marketing.

## Words of praise

(Editor's note: The following words of praise were written by Road Supervisor James Fuller to Chief Supervisor George "Rocky" Stone, commending the District's Transit Police).

I have been working the midnight to 8 a.m. shift for a little over one year. When I first started working this shift, I felt as if I was in the jungle. Every night there was a fight. People walking the streets, cursing and giving me a bad time. We had drunks on the bus, sleepers, smokers (grass) and others who gave the operators a bad time. The tension in the air could be felt, like a chain around your neck.

All of a sudden, as if written in a script, here comes the Transit Police to the rescue. They made the line-ups, checked the buses and cruised through the downtown area. They took the drunks off, checked the sleepers and stopped the operators from being harrassed. The news got around and now downtown is almost as quiet as a church. The fights have stopped. I haven't seen a fight in over seven months.

One of the worst corners was Santa Barbara at Vermont. The Line 6 operators asked me to come over for their 2:30 a.m. connection and sit so the unit will be seen. This helped some. I talked to the Transit Police and they started checking this regularly. I was very happy at the change this made.

One night I was at the same corner, waiting for line connections. A few feet from me stood six young men, talking among themselves. I overheard one say, "You better get your act together before you get on the bus because the Transit Police don't take no \_\_\_\_\_. You will walk home or ride to jail."

I can't say enough for the fine job they are doing. The Transit Police making the line-ups is, as my mother used to say, equivalent to an ounce of prevention being worth a pound of cure. I have 25 years with the company. This is the first midnight shift I have bid. Because of the fine job the Transit police are doing, I will bid this shift again.

(Transit police officers working the morning watch, 10 p.m. to 6:30 a.m., at the time Supervisor Fuller wrote this letter included Dave Leverick, William Packard, Dennis Young and Alan Breckinridge. The four work in conjunction with off-duty police officers, hired on a part-time basis — Ed.)

fortable and relaxed. I am not able to emphasize strongly enough how much it means to be able to board the bus knowing and trusting your driver, especially on the 608 (Malibu to Los Angeles) where the schedule can be altered by weather and road conditions. Bob is always on time, knows the road well and always keeps the safety of his riders in priority. The one-way fare of \$1.55 is a pleasure to pay when one can rely on a driver as competent as Bob.

**Bobbie Young, Division 1:**

Just a little note to acknowledge the receipt of my billfold with my money that I lost on the bus in Los Angeles. Congratulations for employing an honest person. I appreciate her kindness.

**Lee A. Gentle, Line 3:**

He had a very pleasant and likeable disposition. He stopped and gave people the time to get on board without leaving them behind. He

stopped for people in crosswalks. He maintained a very positive, strong, helpful and courteous demeanor. He is probably the best driver I have ever seen in Los Angeles or San Francisco.

**Nate Anderson, Line 607:**

He is the kind of driver that every RTD rider wants to have: courteous and helpful, punctual, reliable and skilled. He knows the regulars on the line and every morning extends a personal greeting to each of us. In addition, he always watches for the track stars among us who do a daily dash to the bus. Regardless of how heavy the traffic or how poor the weather, when he is driving we know that the bus will be on time, that we will arrive safely and that the ride will be smooth. He is an employee of whom you should be proud. (This letter was signed by more than 40 Line 607 "regulars").

**Ernest J. Marshall, Line 24:**

I ride his bus daily from Glendale to my job in Burbank. I noticed him the very first time I rode because he not only calls all his stops, but also announces the connections to other routes at each transfer point. This is most helpful to us, his passengers.

**Cue O. White, Line 212:**

He greets everyone with a smile and a pleasant hello, which starts the day right for all of us. When one of his regular riders is not at the stop at the usual time, he pauses and looks to see if they are coming. If they are running to make the bus, he will wait for a few seconds for them to catch up. He is also very concerned that we all make our connections on time. He really has become a friend to all of us.

**Art Fleming, Line 480:**

I am writing this letter in appreciation of the excellent service which I received while visiting the Los Angeles area. Mr. Fleming was very courteous and helpful. Both his attitude towards me and to the other passengers on the bus was something I've never seen before.



# Open air concerts kick-off summer rec slate

If you enjoy outdoor concerts on summer evenings, then the Recreation Department has a line-up that is sure to fit into everyone's schedule. The concert season at the Greek Theatre in Griffith Park will be the only offering of open air concerts this year, since the Universal Amphitheatre is presently having a roof built on it.

Headlining the list of concerts the District will have choice seats available for is Lisa Minnelli, who will be appearing with Joel Grey on May 29. Tickets will be \$20.

Other concerts offered in May and June include:

— The Gap Band with Yarbrough and Peoples, May 22-23, \$12.

— Willie Nelson, June 4, \$14.

— Cher, June 7, \$14.

— Smokey Robinson, June 12, \$14.

Other concerts at the Greek, running through September, will be announced in future issues of Headway, and on the Recreation Board at your work location.

\*\*\*\*

After winning their opener against Houston, Dodger baseball action continues to be a big draw and you can get \$4 reserved seat tickets for only \$3 through the Rec Department. Tickets are available for the Dodger game against the World Champion Philadelphia Phillies on May 19, and against the Cincinnati Reds on May 31.

\*\*\*\*

RTD will return to the Magic Kingdom for the summer kickoff on Memorial Day, May 25, from 10 a.m. to 10 p.m. Admission to Disneyland, unlimited use of all rides and attractions (except shooting galleries), dancing, entertainment, bands, shows and free parking

are all included in the incredibly low admission price of just \$6 per person. Children under two are free.

\*\*\*\*

It's not too late to join in the fun of the Renaissance Pleasure Faire, happening weekends through May 31. If you have never attended the faire, you have missed out on such activities as the Grand Tournament of Horses, Merry Parades, country and courtly dancing, Queen Elizabeth and Her Court, a thousand spectacular performers and much more. And yes, do come in costume. Adults \$6, senior citizens \$5, children under 12 are \$2.50.

\*\*\*\*

Bring the entire family to see Big Bird, the Cookie Monster and all the other Sesame Street favorites in the live stage spectacular "Sesame Street, Live." The show will be held at the Forum in Inglewood on May 31, at 4:30 p.m. The \$8.50 tickets are available for only \$6.

\*\*\*\*

For all you duffers and hackers, the Transit District Golf Club's next tournament has been slated for Sunday, May 31, at Green River Golf Course. The \$20 entry fee is due by May 15. Make checks payable to Rogers Tiffany and send them to the RTD Schedules Department, Location 32, 3rd floor.

The tournament will feature championship and Calloway flights, with prizes for the longest drive, closest to the pin, low gross and low net. Tee off time is 10:24 a.m.

\*\*\*\*

With summer officially just around the corner, it's time once again to consider getting the old

body back in shape after winter's hibernation. To help, Jack LaLanne's is offering RTD employees a 66 per cent discount off the regular price of a one-year membership. That's a \$360 membership for only \$120. All you have to do is go to the Jack LaLanne's nearest you and show them your RTD identification card to sign up.

\*\*\*\*

By popular demand, the Zoofari will be back again this year. You board an Amtrak train at Union Station, travel down the coast to San Diego and spend the day at world-famous San Diego Zoo. You board the train at 8 a.m. and arrive after a leisurely trip at 11:30 a.m. at the Zoo. The return trip gets you back to L.A. by 7:15 p.m. It's a great day for the family at an affordable price. Adults are \$28, children 5-11 are \$12, and tots 2-5 are \$9. The trip takes place on Saturday, June 13. Final payment is due by May 22.

\*\*\*\*

The Los Angeles Civic Light

Opera is presenting the number one hit of Broadway's 1981 season, Gilbert and Sullivan's "The Pirates of Penzance," starring Andy Gibb and Joanne Worley. The Rec Department has tickets available for the Friday, June 5, performance at the Ahmanson Theater at a truly discounted price of \$21.50 for the \$27 orchestra seats.

\*\*\*\*

It's not too late, if you act fast, to snap up the few remaining tickets to the Kool Jazz Festival in San Diego on June 5 and 6. For the price of \$12.50 per night admission, you can enjoy the Isley Brothers, Crusaders, Manhattans and Stephanie Mills on Friday; and Aretha Franklin, the Temptations, Smokey Robinson and Teena Marie on Saturday. Special guest host for both evenings will be Flip Wilson.

\*\*\*\*

For more information about any of these events, or to make reservations, contact the Recreation Department at extension 6580.

## Eight-year-old rides off with contest grand prize

Eight-year-old Jon Reclusado will enjoy this summer. He'll have a brand new, 20-inch dirt bike to ride around on, courtesy of the RTD Recreation Department.

Jon, the son of Division 1 operator Thomas Reclusado, was awarded the Grand Prize in the annual RTD Coloring Contest, open to the children 14 years of age and under of District employees.

Joining Jon as prize-winners in the annual art contest are a dozen other youngsters, chosen on the basis of their artistic talent as winners in the four age categories. More than 100 entries were received in this year's contest, which appeared in the March issue of Headway.

As the fruits of their artistic labors, the young artists will receive free trips to Disneyland, Magic Mountain and Knott's Berry Farm.

A trio of outside judges, consisting of a commercial art designer, an elementary school teacher and a high school art instructor, based their selections on originality, neatness, artistic talent and creativity, materials used, color mix and balance, and how pleasing to the eye the end product was.

In awarding the Grand Prize to young Reclusado, the judges said they were impressed by the amount of time it must have taken to do the detailed collage.

Participants in the contest were not limited to the types of artistic materials they could use, and Jon's entry had a little bit of everything. He used toothpicks to form window frames, yarn for a hose, toothbrush bristles, aluminum foil, fireplace soot (to make the garage walls look grimy), popsicle sticks, felt tip pens, colored pencils and paint.

First, second and third place prizes were awarded in each of the four age divisions.

First place winners received three tickets to Magic Mountain amusement park, good any day. Second place winners received three tickets to RTD Day at Dis-

neyland, slated for Memorial Day, May 25. Third place winners received three tickets to RTD Weekend at Knott's Berry Farm, scheduled for June 20 and 21 (either day).

The winning entries will be on display throughout the month of May in the Third Floor Employee Cafeteria at District headquarters. A complete list of the winners in each age category follows, with the judges comments about the first place winner in parenthesis.

### 12-14 years old

First place: Tim Putman, 13, son of Transit Police Sergeant Sterling Putman. ("Texturizing the walls by drawing in bricks was a nice touch"). Second place: Victor Markovich, Jr., 13, son of Division 12 operator Victor Markovich. Third place: Arthur James, 14, son of Schedule Typist Theresa G. James.

### 9-11 years old

First place: John Gonzales, Jr., 11, son of Division 15 operator Jon Gonzales. ("Colors well-balanced, the gas pump looked transparent"). Second place: Patricia Martinez, 11, daughter of Division 18 maintenance employee Lisandro Martinez. Third place: Yvette Reta, 10, granddaughter of Victor Muniz of Stops and Zones.

### 7-8 years old

First place: Patricia Susan Novak, 8, granddaughter of Division 9 operator Theodore Novak. ("Good attention to detail"). Second place: Norma Mendoza, 8, daughter of Division 9 operator Alfred Mendoza. Third place: Martha Aguirre, 7, daughter of Division 2's Jose A. Aguirre, Jr.

### 6-and-under

First place: Stacy Ann Chavira, 6, daughter of Superintendent, Maintenance Administrative Services, Tony Chavira. ("Crayon strokes even, all going the same way, shows potential artistic ability"). Second place: Chivisia A. Robinson, 6, granddaughter of Division 5 operator Kermit L. Thornton. Third place: Martin Hilke, 6, son of Division 15 operator Gernot Hilke.



## Eating for two

There was a terrific buffet in the Telephone Information Center recently, but then the three guests of honor were all eating for two people. Expecting their second children were Pax operators (from left) Ruth Edwards and Brenda Miley, while Michelle Dodson is awaiting her first.

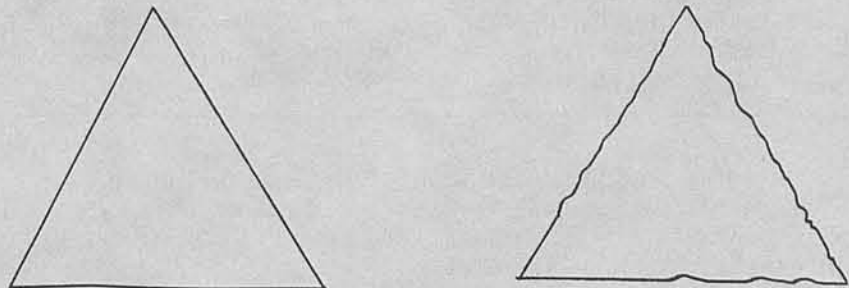




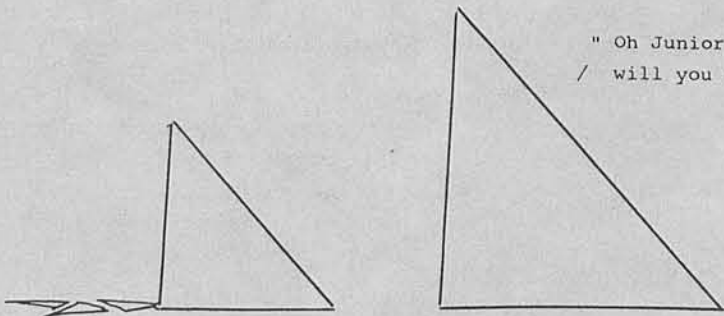
Now & then

Perhaps nowhere will you see a more graphic illustration of how times have changed than by a comparison of the interior appointments of past and present public transit vehicles. At left is the interior of a class H-3 streetcar, which was operated by the Los Angeles Railway Company and was a common sight on the streets of the city in the early thirties. Metal hand grips and padded leather seats for the passengers made the operator's stool seem that much harder. (The operator supplied his own cushion). The curtain around the operator was to reduce glare on the windows. By comparison, at right) is the interior of a modern, General Motors RTS II bus, the latest addition to the RTD fleet. Rachel Suarez (standing) waits in air-conditioned comfort to disembark. The bus features highback, air-ride seats and an adjustable tilt steering wheel for the operator. Other features include rear-door wheelchair lifts, space for two wheelchair passengers, hard plastic passenger seats in the rear to help deter vandalism, unbreakable half-inch thick acrylic windows tinted black, sensor strips that activate a stop requested sign above the operator and electric headsigns.

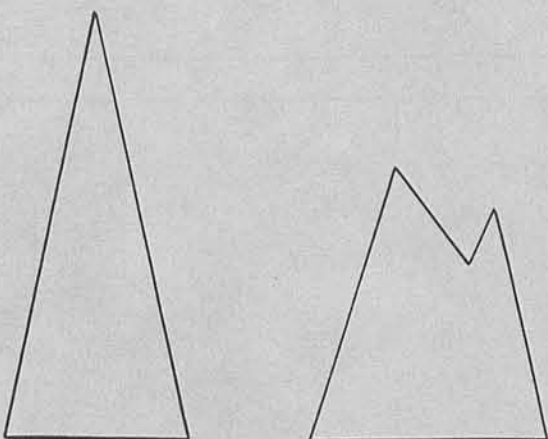
Communicator-cartoonist likes to keep it simple



"How d'you manage to get up so fresh in the morning?"



" Oh Junior, when / will you learn? "



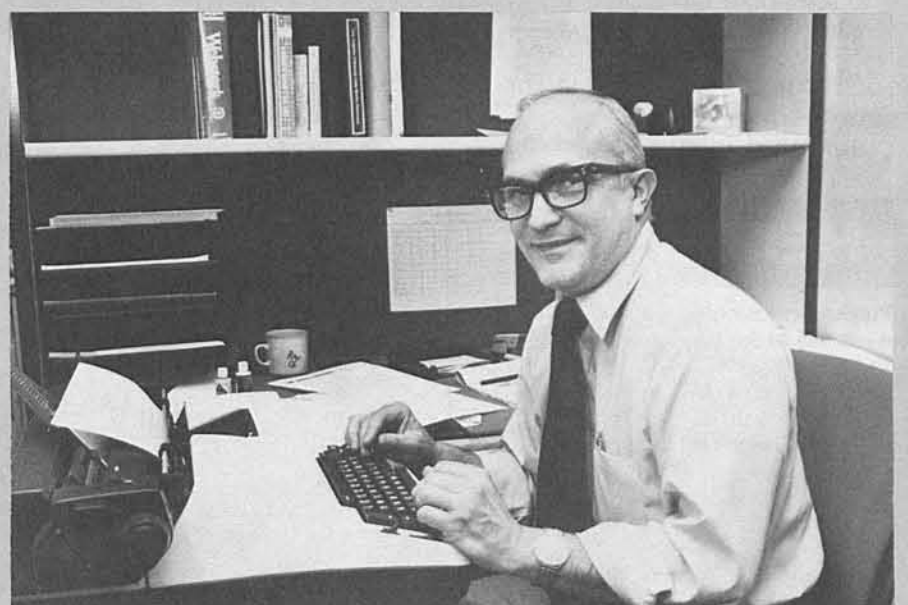
" Very well, Igor - you may bring her to the cyclotron chamber."

Beginning this month, Headway will be featuring cartoons by Raul Garcia, a communications representative in the News Bureau.

Garcia, who has been with the District since 1974, has an extensive background as an illustrator. A student of illustration and commercial art in New York City, Raul worked for 10 years as a graphic artist, copywriter and, eventually, assistant advertising manager for Sears, Roebuck and Company in his native Puerto Rico.

For the past 23 years, Garcia has occupied his spare time doing illustrations for science fiction fan magazines and has two book jacket illustrations to his credit. Sci-fi buffs may be more familiar with his "pen" name — Ray Capella.

Now specializing in bilingual passenger information for the District, Raul says he enjoys communicating ideas by using simple forms which the viewer can then enhance with his own imagination, hence the basic triangle used here to illustrate a variety of humorous situations.



Raul (you can call me Ray) Garcia.



# Pilot project helps employees to shift gears

Retirement is a goal all working men and women share, but the closer we get to retirement age, the more questions and uncertainty we face.

With the current rate of inflation, will I have enough money to retire? How much money will I need to live comfortably in retirement? What exactly will be my benefits from Social Security? How much will I miss work when I retire and will my hobbies or travel plans really be enough to keep me busy? Should I keep the same living arrangement after I retire?

If you've ever asked yourself any questions like these, the District's Employee Education, Training and Development (EETD) Department has a new program that might provide you with the answers — a series of Retirement Planning Seminars.

A pilot project begun last month, the seminars are being offered free of charge to District employees over the age of 55, and their spouses. Attendance must be on the employee's own time, but the 12-hour seminars are being scheduled for both day and evening hours to enable those who wish to attend to choose a time that does not conflict with their working hours.

Initially, two 12-hour sessions were scheduled as part of the pilot project. If funds are available, the program will be continued.

"We have received numerous requests from employees for infor-



EXPERIENCE — A panel of recent retirees addresses a retirement planning seminar at District headquarters. Discussing how

they dealt with retirement were (from right) Francis (Art) Peters, Lloyd Hall, Vicki Weimer, Bill Weimer and Nate Lavelle.

mation regarding personal planning for future retirement," explains Administrator of Employee Development Bryon Lewis. "This program is designed to assist people in preparing for retirement, even though they may not retire for many years."

Lewis stressed that the program will be open to all employees over the age of 55 on a first come, first served basis, with a maximum of 40 participants in each program.

The workshops are being conducted by Retirement Plus, outside consultants who are specialists in the field of life planning. The program consists of lectures, discussions, guest speakers, films

and printed resource materials.

"The workshops will be presented in an informal way, which will allow employees to plan for their own individual future, and we urge those who are married to invite their husbands or wives to attend as well," says Lewis.

Topics covered in the program include — but are not limited to — financial planning, maintaining health in later years, use of leisure time, housing and living arrangements, estate planning, second careers and other sources of income, changing roles and relationships, community resources and other subjects of interest.

At one of the meetings of the

first seminar program in mid-April, a group of recent RTD retirees returned to discuss some of the problems they encountered and how they are dealing with them.

With the introduction of its Retirement Planning Seminar, the District joins a growing list of industries and organizations nationwide who now offer retirement planning programs to their employees. The program presented by Retirement Plus was developed at the University of Southern California's Andrus Gerontology Center.

If you have any questions or would like additional information about the program, contact the EETD department at 972-6378.

## Expedited repair program gives handicapped a lift

Following an expedited repair program at RTD's Division 4 in Downey, accessible bus service for persons in wheelchairs was resumed on Monday, April 13, on the 10 lines most frequently used by handicapped patrons.

The District temporarily suspended wheelchair service on its 21 accessible lines on February 1 after cracks were found in the support plates of 145 of the automatic wheelchair lifts built by Transportation Design and Technology (TDT) and installed in 200 AM General buses.

"When the cracks were discovered, we contacted AM General and TDT requesting that they take corrective actions," explained Manager of Operations Sam Black. "These corrections were to be made under warranty provisions and at no expense to the District."

Black added that the District requested the repairs be expedited so as to minimize the disruption of service for RTD patrons in wheelchairs.

Begun March 9 at Division 4, the repair procedure involves welding the crack shut in the rear roller

tower of the lift unit and then reinforcing the area with steel plates for added strength.

"While the cracks have been found in approximately 145 lifts, the reinforcement procedure will be performed on all 200 units so

as to prevent future cracking," Black said.

By mid-April, enough units had been repaired to restore service on the 10 most heavily used accessible lines. If the remaining repairs go according to schedule,

Black estimates that accessibility will be restored to all 21 lines by the end of May.

Accessible service was resumed April 13 on lines 44, 83, 88, 93, 204, 423, 440, 456, 480 and 841.

### Plans announced for phasing in rear-door lifts on RTS buses

With so much community attention focused on the District's accessible service recently, questions were frequently raised concerning when the RTD would begin using the lifts on its 940 new General Motors RTS-II buses.

RTD Board President Thomas Neusom has re-affirmed the schedule for operating the rear-door lifts, saying implementation will be done in four phases with the first phase set for September of this year.

Additional service will be added every three months through June, 1982, at which time the District expects to have wheelchair service available on approximately 120 of its 200 bus lines, Neusom said.

One of the biggest hurdles to overcome before the RTS-II lifts can be used is the inspection of thousands of bus stops to determine if there is sufficient space. In some instances longer bus stops will be required so the operator can pull the bus into a stop and position the rear door lift within 12 inches of the curb for safe wheelchair access to the bus.

Neusom said the District is already working with the City of Los Angeles to extend most stops that require it, and will request the assistance of other cities where bus stop extensions are necessary to handle the rear-door lift.

## HEADWAY

Published monthly for the employees and retirees of the Southern California Rapid Transit District.

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.

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