



'COINED' EXPRESSIONS—These brass RTD fare tokens are examples of what will be available to all RTD riders and coin collectors of discriminating tastes. Illustration shows front (l) and back sides of Olympic token depicting the gymnastics events.

Coming Soon: Olympic Fare Tokens

RTD Olympic fare tokens will be available soon at RTD Customer Service Centers and other outlets where RTD monthly passes are sold. The brass coins, about the size of a half dollar, are being minted in 24 designs depicting all the Olympic sporting events. On the reverse side of each coin, the SCRTD name will be engraved under the official Olympic "Stars in Motion."

Each token will be worth a 50¢ RTD base fare. Tokens will be sold for 50¢ each and in rolls of 10 for \$5. Commemorative sets of all 24 distinctive tokens, packaged in a collector's gift box, will go on sale early next year at RTD Customer Service Centers and selected retail stores throughout Southern California. Prices will vary at the retail stores.

Under an agreement between the Los Angeles Olympic Organizing Committee and Marketcom, Inc. of St. Louis (an international sports merchandiser), RTD has exclusive rights to market these first official bus tokens in Los Angeles, Orange, Riverside, San Bernardino, Ventura, Santa Barbara and San Diego counties.

RTD Board President Mike Lewis applauded LAOOC for structuring this innovative financial plan with RTD and Marketcom, which is expected to generate at least \$1.7 million in net earnings to help pay for additional bus service during the Olympic Games. RTD has established a separate budget of \$13.36 million to provide premium Olympic bus service with the fares being the primary source of revenue, supplemented by sales of official Olympic bus tokens.

RTD is preparing a separate fleet of 475 buses that will provide direct service to the major events (venues) during the XXIII Olympiad from July 28 to August 12.

Board Adopts EIR, Metro Rail Project

The RTD Board of Directors recently steered the Metro Rail subway project closer toward construction when it certified the final *Environmental Impact Report* (EIR). The Board action certified that the rail rapid transit system is in compliance with the California Environmental Quality Act and the California Public Resources Code.

"Certification of the EIR will permit the District to proceed, using state monies, with the purchase of a 45-acre site in downtown Los Angeles for the rail system's central yard and maintenance shop," said Board President Michael Lewis.

State and local monies have been made available to acquire the property located south of the Santa Ana Freeway along the Los Angeles River between Sixth St. and Santa Fe Ave. "This is the site where we will begin Metro Rail construction, scheduled for June 1984," Lewis noted.

The RTD Directors also adopted the *Statement of Findings* concerning the impacts the Metro Rail Project will have on the environment, a *Statement of Overriding Considerations*, and a *Notice of Determination* on the EIR for filing with the State Secretary of Resources and the Los Angeles County Clerk.

The state-mandated EIR and attendant documents not only describe the measures recommended to mitigate short- and long-term adverse impacts resulting from project construction, but they also demonstrate the substantial benefits of Metro Rail in terms of improved mobility, reduced noise and air pollution, enhanced economic activity and public convenience.

The federal counterpart to the EIR, the *Environmental Impact Statement*, has been submitted to the Urban Mass Transportation Administration in Washington, D.C., for review and approval. The RTD Board is expected to certify the document at a public hearing before the end of the year. (Persons interested in obtaining further information on this hearing may contact the RTD Community Relations Department at 213/972-6456.)

Once the environmental process for the project is completed, the RTD will file a grant application to UMTA for federal construction funds to build the \$3.4-billion rail transit line. When the grant is approved and a "letter of intent" is issued by UMTA, construction on the first phase of the project will begin.



A summary of developments and progress of RTD programs and services.

NORTH CENTRAL / EAST L.A. SECTOR

CAROL TAYLOR

Sector Representative (213) 972-6644



ON TOUR—Lydia Lopez of the United Neighborhood Organization (UNO) leads RTD officials on inspection tour of East Los Angeles to evaluate bus service currently being provided. Part of the tour delegation included (from 2nd, l) RTD General Manager John A. Dyer, RTD Board President Michael Lewis, news reporter Robert Knowles, and Board Member John F. Day. "I look forward to continuing a cooperative working relationship with UNO and the entire East Los Angeles community in providing efficient transit service that meets the community's needs," stated Dyer.

□ Got a concern about bus service? Want to talk face-to-face with someone about Metro Rail or any other RTD program? Come see Carol Taylor, who is available on the 10th of each month from 9:30 AM to noon at the district office of Councilman Art Snyder, 4927 Huntington Dr., North. She wants to know your concerns, answer your questions and find solutions to your problems to ensure that RTD meets the needs of this growing community. So the next time you're in the area, stop by, if for no other reason, to say hello. RTD thanks Councilman Snyder for the use of his field office and his continuing support of RTD programs.

□ The RTD Board of Directors recently authorized the establishment of a new East Los Angeles Customer Service Center at the Plaza Colonial, located at Whittier and Ford Blvds. When open early next year, thousands of local RTD riders will have a convenient location from which to purchase bus passes and obtain information, schedules and literature about RTD services. Watch for the grand opening date in future issues of RTD *Metro News Bulletin*.

□ Anyone interested in the quality and future development of public transportation in this transit corridor is invited to join the newly created RTD Community Input Committees in your area. For further information, contact Carol Taylor at the number listed above.

DOWNTOWN SECTOR

CLARENCE BROWN

Sector Representative (213) 972-6517

□ The RTD Citizens Input Committee, composed of representatives of downtown businesses, and professional/service organizations, plans to convene its first meeting in mid-December. The agenda includes presentations on RTD programs and services and discussions on transit issues relative to the Los Angeles Central Business District.

□ Two RTD-sponsored "Stay On the Right Track" (SORT) public meetings were held downtown to inform the public of important issues relative to the Metro Rail Project's development. Such issues included benefit assessment districts, joint development policies, status of the environmental impact review process and construction implementation scheduling.

WILSHIRE SECTOR

CHERYL BROWNE

Sector Representative (213) 972-3413

□ Environmental impact mitigation measures for the Crenshaw Metro Rail station are being finalized by RTD and the City of Los Angeles Departments of Planning and Transportation. Design alternatives will be presented to the community in mid-December.

FAIRFAX SECTOR

JEFF ALPERT

Sector Representative (213) 972-3520

□ RTD and Parklabrea Associates are working out definitive joint development agreements for the Wilshire/Fairfax Metro Rail station. Among other benefits totaling some \$30 million in construction cost savings, the Parklabrea proposal offers RTD free use of property on the northeast corner of Wilshire Blvd. and Fairfax Ave. to accommodate the subway station and adjoining tunnel segments. The station is being moved westward from the vicinity of the La Brea Tarpits at Wilshire and Curson Ave.

HOLLYWOOD SECTOR

WILBUR C. MILLER, JR.

Sector Representative (213) 972-3524

□ Local supporters and other residents attended a series of RTD "Stay On the Right Track" (SORT) public meetings, and discussed critical issues relative to the financing of Metro Rail's construction. Among these issues were benefit assessment and joint development legislation (both of which have become state law), the environmental impact review process and other matters specifically relevant to the Hollywood Sector.

what's happening?

News Briefs



Accessible Transportation Committee Formed

□ In a move to provide further review and attention to RTD's service to wheelchair patrons and other disabled persons, the RTD Board of Directors has formed a new ad hoc committee on accessible transportation. Five RTD directors will serve on the committee, headed by Director **John F. Day**. They will help draft new policy guidelines governing the District's accessible transportation program for the disabled. "This action reaffirms the District's commitment to serve all persons who depend upon public transportation, whether they are able-bodied or in wheelchairs," noted Day.



Lines Modified to Serve Transit Center

□ Route changes were made on nine RTD bus lines recently when RTD opened its new West Los Angeles Transit Center. Located beneath the Santa Monica Freeway on a triangular acre bounded by Fairfax Ave., Washington Blvd., and Apple St., the center will serve as a central transfer point for 13 RTD local and express bus lines, and Line 1 (Washington Blvd.), operated by Culver City Municipal Bus Lines. Service on the following RTD lines have been modified: local 105 and express 430, 431, 434, 436, 437, 438, 439 and 576. For a free brochure detailing these service changes, write RTD, Los Angeles 90001.

Personnel File

□ **Edward J. Nash**, former Director of Operations for all U.S. military air transportation, has been appointed RTD's new Director of Transportation. He is responsible for managing RTD's transportation network, including 13 operating divisions, central radio dispatch center, and Stops and Zones Department.



Nash



Cord

□ **Henry W. Cord**, former Director of the Joint Development Program at the Washington Metropolitan Area Transit Authority, has been named Director of Real Estate and Development at RTD. He is handling all real estate activities, including Metro Rail station-area development.

President Lewis Cited

□ RTD Board President **Michael Lewis** has been cited for outstanding public service by the federal Urban Mass Transportation Administration (UMTA). He was among 27 recipients of the 1983 UMTA Outstanding Public Service Awards, which recognize achievements in advancing the interest of public transportation, as well as outstanding initiative, leadership and service to the transit industry.

SOUTH CENTRAL/HARBOR AREA SECTOR

OTTIS HENDRICKS

Sector Representative (213) 972-6099

□ The "O" Team has come to Inglewood. RTD's highly recognized Operation Teamwork crime and vandalism prevention program was launched at Inglewood High School November 21. Some 3,000 students are involved in the program, which encourages their participation in the fight against crime and vandalism on their campus, neighborhoods and on RTD buses. "Our principal aim is to help the students realize that crime prevention takes teamwork; it's everybody's business," notes Ottis Hendricks, the RTD coordinator of the program. Now in its third year, Operation Teamwork has been successfully implemented in East Los Angeles and Hyde Park. This year, it is being coordinated through the Inglewood Unified School District, through which several thousand students will participate in RTD crime prevention poster and essay contests, and career counseling seminars. The



bottom line objective, in Hendricks' words, is to "heighten the students' awareness of good citizenship and social responsibility."

□ Citizens of Lynwood, Compton and Carson who are interested in shaping the quality of future of public transportation in their cities have joined two RTD Community Advisory Committees. The 12-member Lynwood/Compton committee recently met at Wilson Park in Compton to get acquainted with their colleagues and discuss their goals and objectives. The Carson committee met last month also, and heard presentations on RTD programs and an update on the Metro Rail Project. The two committees will be meeting monthly to discuss transit issues and services. Sister committees in other areas of the sector are now being formed and will be in progress by the first of the new year. Persons in the Harbor City, San Pedro, Wilmington and Culver City areas who are interested in joining these RTD committees may contact Ottis Hendricks.



For further information, contact the RTD representative listed under the appropriate community sector.

SAN FERNANDO VALLEY

MANNY HERNANDEZ

Sector Representative (213) 972-6637

□ RTD has intensified its efforts to get the Metro Rail story told in all segments of the Valley. Community Relations representatives have made contact with numerous local business, professional and service organizations. Among them are the United Chambers of Commerce, the Valley Industry and Commerce Assn., the Valleywide Transportation Committee, and the Mayor's San Fernando Valley Transportation Advisory Committee. In addition, Metro Rail information booths and displays have been set up at Laurel Plaza, Topanga Mall and the Burbank Farmers' Market, where hundreds of local consumers inquired about the rail project and RTD services in general.

SOUTH BAY/WEST L.A. SECTOR

SANDRA LEARMAN

Sector Representative (213) 972-6654

□ What is your city doing with its share of Proposition A tax dollars? The City of Rancho Palos Verdes has invested part of its share of the transit revenues in an experimental intracommunity bus system called RPV Transit. The system utilizes two vans and a taxicab on a demand/response or subscription basis. This small system will serve as a feeder service to RTD's regional system on the Palos Verdes Peninsula, interfacing with lines 225/226, 444, and 448 at the Peninsula Center at Hawthorne Blvd. and Silver Spur Road. Prop. A is the transit measure approved by the voters of Los Angeles County in 1980 that increased the state sales tax by one-half percent. Twenty-five percent of the \$225 million generated annually by the tax are returned to cities within the county for public transportation improvements.

□ RTD has joined residents in the Venice area to address the various environmental impact concerns of the local community surrounding bus Division 6. A task force has been temporarily established to evaluate the noise levels of buses that emanate from that division, among other issues. Their input and recommendations will be discussed with RTD staff and ultimately with the RTD Board of Directors for final decisions. Division 6 provides bus service for the South Bay, West Los Angeles, Beverly Hills, Pacific Palisades, Marina del Rey and Venice.

MID-CITIES SECTOR

MARY LOU ECHTERNACH

Sector Representative (213) 972-6640

□ RTD provided information, maps and literature on bus services at the recent Senior Citizen Conference at Dean Mericle Senior Center in the City of Commerce. Sponsored by Assemblywoman Gloria Molina (D-56th District), the conference provided seniors an opportunity to obtain first-hand information on transit programs especially designed for them.

SAN GABRIEL VALLEY

WANDA FLAGG

Sector Representative (213) 972-3473



JOLLY KICKOFF—At entrance of double-decker bus for token program kickoff are (l-r) RTD Board President Michael Lewis, Santa Claus, Tracy Wright (Miss Alhambra), and Mayor Mary Louise Bunker.

□ The city and business community of Alhambra joined in a rousing kickoff November 25 for their "Shop by Bus—Ride on Us" RTD bus token program. Alhambra shoppers now receive a free 50¢ RTD token for every \$10 purchase made at participating local stores. Proven highly successful in other Valley communities, the token program serves as an incentive for shoppers to patronize local merchants and at the same time encourages bus ridership. Subsidized by a portion of Alhambra's Proposition A revenues, the bus token program is widely supported by the local chambers of commerce and elected officials. Among dignitaries present at the inaugural ceremonies were: Mayor Mary Louise Bunker, Councilmembers Parker Williams, Michael Blanco and Talmage Burke.

MORE TO COME—RTD Board Member and La Puente City Councilman Charles Storing inspects a prototype of the new Neoplan USA bus. RTD has ordered 415 of the new standard-size buses manufactured in Lamar, Colo., the second largest new bus order in RTD history. The 40-foot buses will replace older coaches to upgrade service and handle increased service needs during the 1984 Summer Olympic Games. Delivery has begun and will continue through March 1984.



Rose



PARADE & BOWL service announced

The use of local and special RTD buses will offer an easy solution to traffic snarls and parking problems for visitors and residents who attend the Tournament of Roses Parade, the Rose Bowl game and the float display on January 2.

RTD will provide added service on 13 lines into Pasadena to transport spectators to the events on time. The schedules include service from the San Fernando and San Gabriel valleys, Long Beach, Glendale, Hollywood and Central and East Los Angeles. A special park 'n' ride shuttle service will also transport fans from the parade route to the Rose Bowl with convenient return service.

Fares on regular local RTD lines into Pasadena will be the current 50¢. January RTD monthly passes will be honored. Special service via lines 150 and 420 (San Fernando Valley Special Express) will be \$2.05 one way and the Rose Bowl Express Service via Line 483 will be \$2 one way.

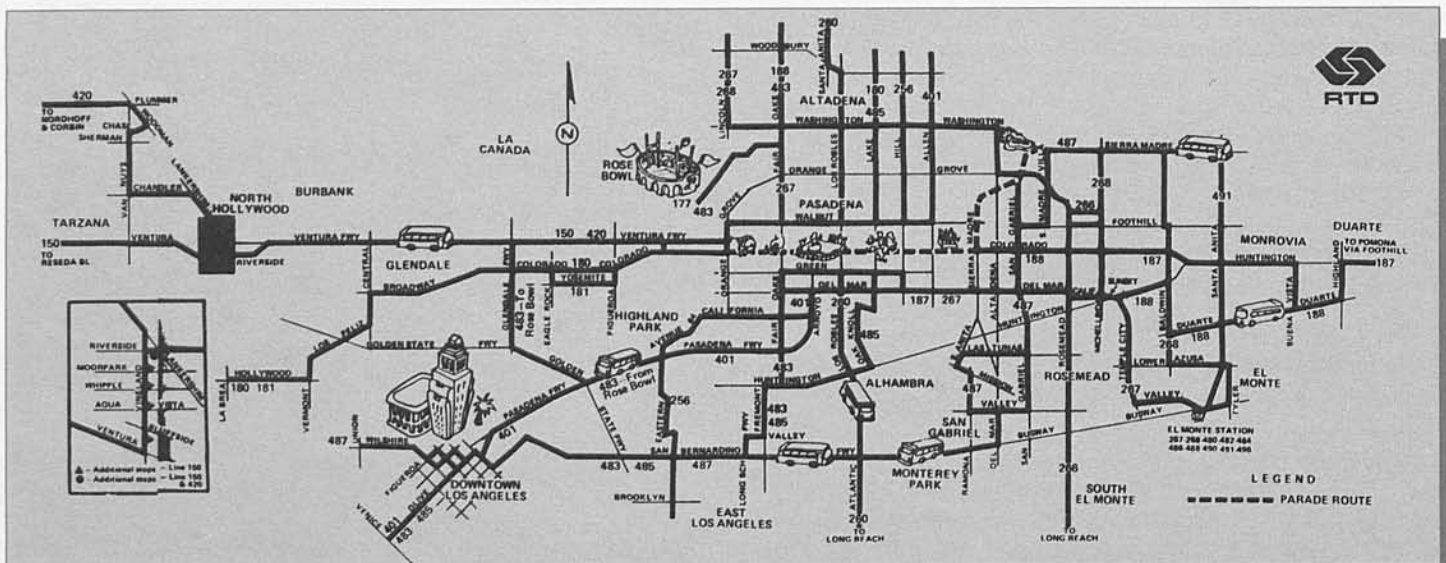
Special shuttle service to the Rose Bowl will begin immediately after the parade via Line 177 at Raymond Ave. and Colorado Blvd., arriving every 4 to 6 minutes. Return service will be provided after the game every 3 to 5 minutes.

Free parking will be available to Rose Bowl spectators who use the RTD Line 177 shuttle service (50¢ one-way fare) at:

- Ralph M. Parsons parking lot at 100 W. Walnut St. between Fair Oaks and Pasadena Aves.
- Los Angeles County parking structure, southeast corner of Walnut St. and Marengo Ave. (please enter on Pomona St.).
- City parking structure on Arroyo Parkway between Union and Holly Sts.
- Plaza Pasadena parking structure on Green St. between Arroyo Parkway and Marengo Ave.

For further convenience, round-trip bus tokens will be sold by RTD uniformed personnel at the northbound bus stop at Colorado Blvd. and Raymond Ave. and at the westbound bus stop at Walnut St. and Fair Oaks Ave. One-way tokens will be sold at the Rose Bowl for patrons who do not purchase tokens for a round-trip. While all RTD lines serving the Tournament of Roses Parade are designed with convenience in mind, RTD recommends that riders schedule their arrival a half-hour early for the start of the parade (8:20 AM) and the game (2:00 PM).

RTD has published a New Year's Day Holiday Service brochure, featuring a map (like the one below) and schedules of service. These are available aboard RTD buses, at RTD pass outlets or by writing RTD, Los Angeles, 90001.



RTD, L.A. to encourage minority participation

RTD and the Mayor's Office of Small Business Assistance in Los Angeles have agreed to jointly develop programs aimed at encouraging firms owned and operated by minorities and women to bid for RTD contracts, including those for the Metro Rail subway project.

A memorandum of understanding recently signed by Mayor Tom Bradley and RTD General Manager John Dyer states that the city will help RTD identify minority Disadvantaged Business Enterprises (DBE's) and Women Business Enterprises (WBE's) that are qualified to bid for RTD contracts and subcontracts.

Mayor Bradley also pledged that the city will direct such firms needing loans, management and business technical assistance to the Los Angeles district office of the U.S. Small Business Administration and to the Minority Business Development Agency. Those DBE's and WBE's not qualified for RTD contracts will be referred to opportunities in the private sector.

In turn, RTD will work closely with the city in sharing information about RTD contracts, particularly with the Metro Rail Project where the District has set a goal of 17% participation by minority businesses and 3% by firms owned and operated by women during the current engineering phase.

Similar goals are expected to be announced next year for the construction phase of Metro Rail.

"The RTD and the city of Los Angeles share a mutual goal of ensuring that disadvantaged and women-owned businesses get the maximum opportunity to participate in all types of contracting activities," said Marvin Williams, RTD's Assistant General Manager for Equal Opportunity.

"The District will cooperate fully to see that during construction of the Metro Rail Project, this goal is achieved."



AGREEMENT—Mayor Tom Bradley (l) and Marvin Williams, RTD Assistant General Manager for Equal Opportunity, discuss agreement between the City of Los Angeles and RTD for joint development of programs aimed at encouraging minority- and women-owned firms to bid for RTD contracts.

Tourist passes discontinued

RTD will discontinue sales of its Tourist Pass effective December 31, 1983. The Board of Directors canceled the program because Tourist Pass sales have declined sharply since July 1982 when the RTD base fare was reduced from 85¢ to 50¢ under the local Proposition A bus fare subsidy program.

But tourists can still enjoy bargain bus travel by paying RTD's low cash fares. RTD publishes a "Self-Guided Tours" brochure that shows budget-minded tourists how to travel by bus to dozens of Southland entertainment and cultural attractions throughout the year. For a free copy, write RTD, Los Angeles 90001.



Metro News Bulletin

METRO NEWS BULLETIN is published by the Southern California Rapid Transit District to inform the greater Los Angeles community of progress and developments of the RTD Metro Rail Project and other District operations.

Submit all inquiries to:
RTD Community Relations
 425 S. Main St.
 Los Angeles, CA 90013
 Phone: (213) 972-6456

CLARENCE BROWN
 Editor

RTD BOARD OF DIRECTORS

Michael W. Lewis
 President

Ruth E. Richter
 Vice President

John F. Day
 Jan Hall

Nate Holden

Marvin L. Holen
Nikolas Patsaouras

Jay Price
Charles H. Storing

Gordana Swanson
George Takei

John A. Dyer
 General Manager
Robert J. Murray
 Assistant General Manager
 Transit Systems Development
Lou Collier
 Community Relations Manager



ADD PUNCH TO YOUR LUNCH!

Through the RTD Speaker's Bureau

Need a dynamic speaker for your organization's next luncheon? Our community relations staff is available to make provocative presentations on a wide range of transit topics, including RTD services and programs, rail transit planning, transit careers and the role of public transportation. Presentations can consist of speeches, graphics, slides, video tapes and/or our award-winning film on Metro Rail, entitled *Starting Under*. Our Speaker's Bureau is the best way to add punch to your lunch. For details, contact Albert Reyes, Community Relations Coordinator, at (213) 972-6622.