



SUBJECT: FINAL SERVICE DEPLOYMENT PLAN FOR THE  
1984 OLYMPIC GAMES

Please note the following:

Exhibit IV: Change all references to Line 796  
(Pasadena - Rose Bowl Shuttle)  
to Line 795.

If you have additional questions, please contact  
Steve Parry at (213) 972-6194.



John A. Dyer  
General Manager

BOARD APPROVED  
REVISED FEBRUARY 23, 1984

February 17, 1984

TO: Board of Directors

FROM: John A. Dyer

SUBJECT: CONSIDER APPROVAL OF THE FINAL SERVICE DEPLOYMENT PLAN FOR THE 1984 OLYMPIC GAMES

RECOMMENDATION

It is recommended that the Board of Directors approve the Final Service Deployment Plan for the 1984 Olympic Games described in the following report. Further, it is requested that the Board of Directors:

- o Authorize the General Manager to execute contracts and lease agreements to procure towing and maintenance equipment, parking lots, terminals, buses, automobiles, communications equipment, outside service contracts, and other related support equipment (form of agreements subject to approval by the General Counsel);
- o Adopt the Official Route Descriptions for the Olympic lines summarized in Exhibit I; and
- o Adopt the Tariff for Olympic lines as shown in Exhibit II.

BACKGROUND

On July 28, 1984, ceremonies will be conducted at the Los Angeles Memorial Coliseum signalling the start of the 23rd Olympic Games. For sixteen days, Southern California will host the premier spectacle in the world of sports. In terms of scale, the Olympic Games probably rank as the largest entertainment event ever produced with the involvement of thousands of participants and millions of spectators. The challenges associated with meeting the public transportation demands generated by the Games are impressive, particularly when the following facts are considered:

1. The Los Angeles Olympic Organizing Committee (LAOOC) estimates that 7,000,000 ticketed spectators will attend the events;

2. The majority of the venues are in the greater Los Angeles area at 17 separate locations;
3. For the first time since 1960, the Games will be held in a city that does not benefit from a rail transit system;
4. The Southern California Rapid Transit District will be required to start-up, operate, and close down an independent bus system equivalent in size and scale to qualify as the fourth largest transit system in California; and
5. Public subsidies will not be used to support Olympic transit service.

#### Chronology of Tasks

During the past 14 months, the District has been involved in the comprehensive planning required to successfully accomplish the many tasks associated with providing public transportation to the Games. In early June 1983 the Initial Transit Plan was presented to the Board of Directors for consideration and was followed by the proposed Olympics Budget a month later.

During the Summer, staff explored a number of alternatives to secure revenue needed to balance the budget and continued to work with the Olympic Advisory Group (OAG) on refinements necessary for continued transit plan development. In September, the Board of Directors approved an agreement with MARKETCOM which will return to the District sufficient revenue to offset the projected deficit through the production and sale of special Olympic bus tokens. Revenue matters were also the subject of a public hearing conducted in November at which the Board of Directors considered the establishment of fares for the Olympic services. Further, input received from the Olympic Advisory Group and affected departments within the District enabled staff to proceed with necessary refinements to the Initial Transit Plan.

#### FINAL SERVICE DEPLOYMENT PLAN

The final Service Deployment Plan incorporates many of the same features included in the Initial Transit Plan submitted in June. These features are:

- o A network of Olympic shuttle, express, and park-ride service will be operated to serve all major venues;

- o Venues in remote locations or with limited spectator access will not be served. Consequently, dedicated Olympic service will not be operated to Lake Casitas, Coto de Caza, El Dorado Park, and Prado Dam Recreation Park. Further, dedicated Olympic service will not be provided to venues at Cal-State Dominguez Hills, Cal-State Fullerton, Cal-State Los Angeles, and East Los Angeles College since it is anticipated that existing regular service may be sufficient to accommodate demand;
- o Regular service operating near venues will not be augmented during the Games;
- o Regular service connecting with Olympic service near terminal locations may need to be augmented;
- o Preferential treatment around major venues including access streets and staging areas will be required; and
- o It is assumed all venues will be filled to capacity for all events and that venue staff will provide an additional 5% of the seated capacity.

#### Olympic Services

As indicated on the attached map (Exhibit III), it is proposed that service to major venues be provided by a network of 25 special park-ride, express, and shuttle routes originating from a number of terminal locations within Los Angeles County.

**Park/Ride:** Six park/ride locations have been identified as terminals for eleven routes. These terminal locations and venues to be served are listed below.

<u>PARK/RIDE TERMINAL</u>	<u>VENUE(S) SERVED</u>
o Los Angeles Valley College	o Exposition Park o Westwood - UCLA
o Century City	o Exposition Park
* o Alpine Village	o Exposition Park

\* Lot subject to availability

- |                         |                   |
|-------------------------|-------------------|
| o Hollywood Park        | o Exposition Park |
|                         | o Westwood - UCLA |
|                         | o Long Beach      |
| o Cerritos College      | o Exposition Park |
|                         | o Long Beach      |
|                         | o Anaheim         |
| o Pasadena City College | o Exposition Park |

**Express:** The Los Angeles CBD is proposed to be the terminal location for seven express routes serving the Rose Bowl, Westwood - UCLA, Pepperdine, the Forum, Long Beach, Anaheim, and Santa Anita.

**Shuttle:** Seven Shuttle routes are proposed to serve the major venues listed below:

<u>SHUTTLE TERMINAL</u>	<u>VENUE(S) SERVED</u>
o Los Angeles CBD	o Exposition Park
	o Dodger Stadium
o Eastside (Grand Avenue)	o Exposition Park
o Crenshaw Shopping Center	o Exposition Park
o Hollywood Park	o Loyola - Marymount
o Pasadena	o Rose Bowl
o Westwood	o UCLA

A list of the 25 proposed Olympic routes with corresponding line numbers and titles is attached (Exhibit I).

### Operation of Services

It is assumed that the District will operate all elements of the Service Deployment Plan discussed above. However, it is possible that other public and private carriers may become involved in the operation of some element of the plan. In that event, service levels and fares would become the responsibility of that operator. Should other carriers become involved, District operating plans would be revised to ensure that duplication of effort does not occur.

### Changes Incorporated into the Service Deployment Plan

Although the final Service Deployment Plan is very similar to the plan developed in June 1983, refinements were made to mode split targets and routings as revised parking availability estimates were developed. For example, the mode split target for Westwood - UCLA was raised from 30% to 40% while the Long Beach target was increased from 20% to 55%.

In some cases, revised data indicated that existing regular service appeared to be sufficient to meet the demand for public transportation to some venues. Consequently, venues at Cal-State Dominguez Hills, Cal-State Fullerton, Cal-State Los Angeles, and East Los Angeles College are proposed to be served by regular lines only.

Refinements to the proposed Olympics route structure includes the conversion of some express routings to park-ride services and selected route modifications and deletions. These changes are:

- o Los Angeles - Hollywood - Westwood Olympic Express will be replaced by non-stop express service between the CBD and Westwood;
- o San Fernando Valley - Westwood - LAX Olympic Express will be replaced by a park-ride service operating between the Valley College terminal and Westwood - UCLA; park-ride service will also be operated from Hollywood Park.
- o San Fernando Valley - Exposition Park Olympic Express will be replaced by park-ride service originating at Valley College.

### DAILY SERVICE PLAN

The level of Olympic service required will vary significantly from day-to-day depending upon the number of active venues and the number

of events scheduled for each active venue. A service plan has been developed for each of the sixteen Olympic days. A series of maps are attached depicting active venues and associated services that will be operated (Exhibit IV).

#### IMPACT ON PATRONAGE

It is estimated that over the 16 day period of the Games, approximately 3.5 million passengers will be carried on the District's Olympics services. Further, it is estimated that daily ridership will range from a low of approximately 84,000 to a high of nearly 330,000 passengers. A listing of estimated daily patronage is attached (Exhibit V).

The patronage estimates have been developed from information provided by the Los Angeles Olympic Organizing Committee (LAOOC) and the Olympic Advisory Group. The LAOOC provided data regarding venue spectator capacity and event timing. This information was used by the Olympic Advisory Group as the basis for developing mode split targets for each venue. Adopted mode split targets were used to estimate patronage and to determine gross equipment requirements. Spectator capacities at each of the Olympic venues, associated mode split targets, and patronage is summarized in Exhibit VI.

#### IMPACT ON COSTS

In September 1983, a revised Olympics Budget was adopted by the Board of Directors covering a 15 month period from July 1983 through September 1984. The revised budget addressed a projected shortfall of approximately \$1.7 million identified in the original budget proposal. As indicated in the revised document, the District expects to generate enough revenue to cover the shortfall through the sale of Olympic commemorative tokens. A copy of the expenditure summary is attached detailing each department's expenses within the overall \$13,360,000 budgeted to provide transportation to the Games (Exhibit VII). At this point, it appears that the District's expenditures will be within the adopted budget.

#### IMPACT ON EQUIPMENT

Based on anticipated rider demand, it is estimated that a 550 bus fleet dedicated to Olympic service will be required. This figure includes 75 spare vehicles to cover equipment breakdowns and other contingencies.

At this time, the Olympic fleet mix consists of a combination of Neoplan, Grumman Flexible, GMC RTS II, AM General, and GMC New Look buses. However, given the uncertainties regarding the possible deterioration of the Grumman vehicles and the availability of all the Neoplan and Carpenter buses, it may be necessary to enter into equipment lease agreements for up to 200 buses to run added services on the base routes which will have additional riders. Possible sources for lease vehicles include municipal carriers throughout the State and the Orange County Transit District.

#### Ticket Sales Analysis

The LAOOC has supplied information to the District regarding the number of tickets sold to Olympic events to spectators in Southern California Zip Code areas. Staff has aggregated the zip code data to show sales by event to spectators originating in over twenty geographic sectors. Exhibit VIII shows sales to events at Exposition Park from the West Los Angeles and San Fernando Valley Sectors, Exhibit IX shows percentage of sales to track and field events from each sector, and Exhibit X shows the average day ticket holders by sector.

The ticket sales analysis provided information needed to determine appropriate park-ride terminal locations for the Olympic services. While the ticket sales information confirmed much of staff's initial assessment of park-ride needs, the zip code analysis further demonstrated the need for a facility in the West Los Angeles Sector. As a consequence, initial approval has been obtained permitting the establishment of an Olympic park-ride terminal in Century City.

The analysis of ticket sales also shows that the percentage of sales in zones or sectors for events at a specific venue varies significantly from day-to-day, and even within the day for venues with multiple events scheduled. Since the zones of origin for ticketed spectators varies, Olympic service deployment will also change significantly on a daily basis. For example, while the Coliseum may be active on a given number of days, the majority of the Coliseum's spectators could originate in the San Fernando Valley on the first day, while most could originate in West Los Angeles on the second day and so on. Consequently, District service deployment would have to focus on the Valley the first day and then shift to West Los Angeles on the second. This variance at the Exposition Park venues appears to be of the magnitude so that every 1/10th of one percent change equates to two bus loads of spectators.

This variance can be attributed to the ticketing policies of the LAOOC which are designed to encourage participation by a great number of different spectators. While this strategy promotes participation by a large number of individuals, it also presents difficult problems for



the District in determining daily vehicle and schedule requirements.

While estimates of gross vehicle requirements can be and have been made based on target mode split assumptions, the actual number of vehicles required to service any given terminal location cannot be precisely ascertained. The District can only assume that a given location is likely to need a greater level of effort than another location based on the ticket sales analysis; however, at this time, no mechanism exists to accurately estimate the ridership a specific terminal may generate. Consequently, it may be necessary to "overbuild" service for a margin of protection. This technique is somewhat risky, however, given the District's vehicle and financial limitations.

A reservation system is one method staff is exploring as a possible means to more accurately estimate daily ridership. Such a system could alleviate some of the problems associated with estimating the number of vehicles required at any particular boarding location and thereby, improve efficiency in the use of District manpower/vehicle resources.

#### OPERATIONS AND CONTROL

Special administrative and operational procedures are being developed to handle routine and extraordinary requirements associated with the Games. An organizational hierarchy responsible for controlling daily operations has been developed along with duties and responsibilities for some of the support personnel. The level of detail for the control portion of the plan will continue to be refined as needs are identified; even at this stage, however, some functions are well developed. For example, the duties and responsibilities of field personnel at venue sites have been addressed in areas such as fare exchange, security, passenger loading, maintenance and supervision. A summary of departmental responsibilities as they are known at this time is attached (Exhibit XI).

#### Traffic Control Center

Timely information will be needed to respond effectively to traffic problems that may arise. Consequently, the District will have a position at the multi-agency Traffic Control Center (TCC). Using aerial surveillance, the California Highway Patrol (CHP) and other traffic control agencies, an expanded freeway monitoring system, and RTD operating personnel for input, the Traffic Control Center will monitor traffic conditions in the greater Los Angeles area during the Games and will be

responsible for the coordination of efforts required to respond to any traffic emergency.

#### District Command Center

A District Command Center will be established in the Radio Dispatch Center at SCRTD Headquarters. Staffing will be comprised of representatives of departments having a direct role in operations relative to the Games. The Command Center will be linked directly to the TCC and will serve as the focal point for communications regarding conditions in the field and the dispatching of instructions to field personnel.

The level of effort required to coordinate the District's Olympic operations will be considerable due to the large number of activities scheduled each day. Exhibit XII illustrates passenger activity on a typical Olympics day (August 11 in this example). As is evident, the day is busy with many active venues and multiple events scheduled at some venues. From a transportation standpoint, the day is also very busy with many overlapping tasks to perform and monitor relative to passenger movement. This example clearly demonstrates the need for adequate information, communication, and effective control.

#### IMPACT ON DAILY OPERATIONS

While the focus of this report is on the Olympic services, it is recognized that the existing regular system will be affected by the Games. It is anticipated that traffic conditions and increased patronage will have the greatest impact on regular service.

#### Traffic Conditions

Traffic on roadways near Olympic venues will be addressed by traffic management plans currently under development by the City of Los Angeles Department of Transportation (LADOT), Caltrans, and other agencies. Regular service presently operating near venues will be affected by temporary roadway closures, turning restrictions, and other techniques for traffic control.

Although traffic management planning is yet to be completed, some elements have been decided. For example, Jefferson Boulevard service will need to be rerouted due to street closure; diversion of express and local services in Westwood will also be required. However, the District is well experienced in addressing traffic problems of the

sort anticipated during the Olympics.

Increased Patronage

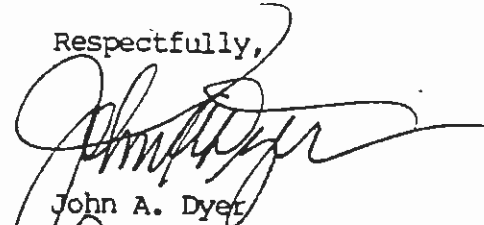
It is anticipated that the Olympics will generate additional tourist-related travel to the many attractions in the greater Los Angeles area. It is also possible the Games will have a dampening effect on normal levels of tourism due to well-publicized speculation regarding problems with housing, transportation, and so on. Should this occur, overall patronage may not change significantly. However, the District should be prepared to address the first case; therefore, a pool of buses will be held in reserve to accommodate a possible increase in demand.

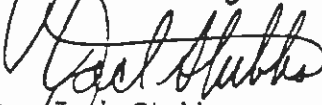
Finally, the regular service system is integrated into the daily service and control plans. Information from the Traffic Control Center and the District Command Center will be used to coordinate necessary adjustments to regular service operations.

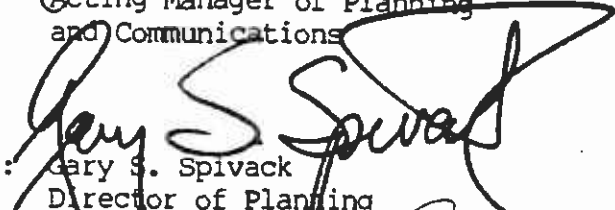
IMPLEMENTATION

In order that the Service Deployment Plan may be implemented, it is requested that the Board of Directors approve the Official Route Descriptions summarized in Exhibit I, copies of which are on file with the Secretary. The routes are to be effective for the duration of the 1984 Olympic Games, July 28 through August 12, 1984.

Respectfully,

  
John A. Dyer

  
By: Jack Stubbs  
Acting Manager of Planning  
and Communications

  
By: Gary S. Spivack  
Director of Planning

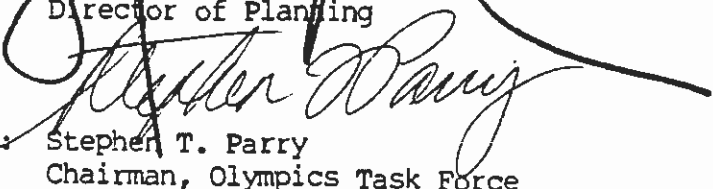
  
By: Stephen T. Parry  
Chairman, Olympics Task Force

EXHIBIT I

OLYMPIC ROUTE CERTIFICATES TO BE AUTHORIZED

<u>Page</u>	<u>Line Name</u>
Orig. Page 710	Los Angeles CBD - Exposition Park Shuttle
Orig. Page 711	Valley College - Exposition Park Park/Ride
Orig. Page 712	Century City - Exposition Park Park/Ride
Orig. Page 713	Hollywood Park - Exposition Park Park/Ride
Orig. Page 714	Cerritos College - Exposition Park Park/Ride
Orig. Page 715	Pasadena City College - Exposition Park Park/Ride
Orig. Page 716	Crenshaw Center - Exposition Park Shuttle
Orig. Page 718	Grand Avenue - Exposition Park Shuttle
Orig. Page 719	Alpine Village - Exposition Park Park/Ride
Orig. Page 720	Los Angeles CBD - U.C.L.A. Express
Orig. Page 721	Valley College - U.C.L.A. Park/Ride
Orig. Page 723	Hollywood Park - U.C.L.A. Park/Ride
Orig. Page 727	Westwood - U.C.L.A. Shuttle
Orig. Page 730	Los Angeles CBD - Pepperdine Express
Orig. Page 740	Los Angeles CBD - Forum Express
Orig. Page 743	Hollywood Park - Loyola Shuttle
Orig. Page 750	Los Angeles CBD - Long Beach Express
Orig. Page 753	Hollywood Park - Long Beach Park/Ride
Orig. Page 754	Cerritos College - Long Beach Park/Ride
Orig. Page 760	Los Angeles CBD - Anaheim Express
Orig. Page 764	Cerritos College - Anaheim Park/Ride
Orig. Page 770	Los Angeles CBD - Dodger Stadium Shuttle
Orig. Page 780	Los Angeles CBD - Santa Anita Express
Orig. Page 790	Los Angeles CBD - Rose Bowl Express
Orig. Page 795	Pasadena - Rose Bowl Shuttle

EXHIBIT II

TARIFF FOR OLYMPIC LINES

Shuttle Service - \$2.00 one-way fare

LINE  
NO.

710 CBD - Exposition Park  
716 Crenshaw Center - Exposition Park  
718 CBD (Grand Ave.) - Exposition Park  
727 Westwood - UCLA  
743 Hollywood Park - Loyola  
770 CBD - Dodger Stadium  
795 Pasadena - Rose Bowl

Express Service

Less than 20 Miles  
\$4.00 one-way fare

Greater than 20 Miles  
\$6.00 one-way fare

720 CBD - UCLA  
740 CBD - Forum  
780 CBD - Santa Anita  
790 CBD - Rose Bowl

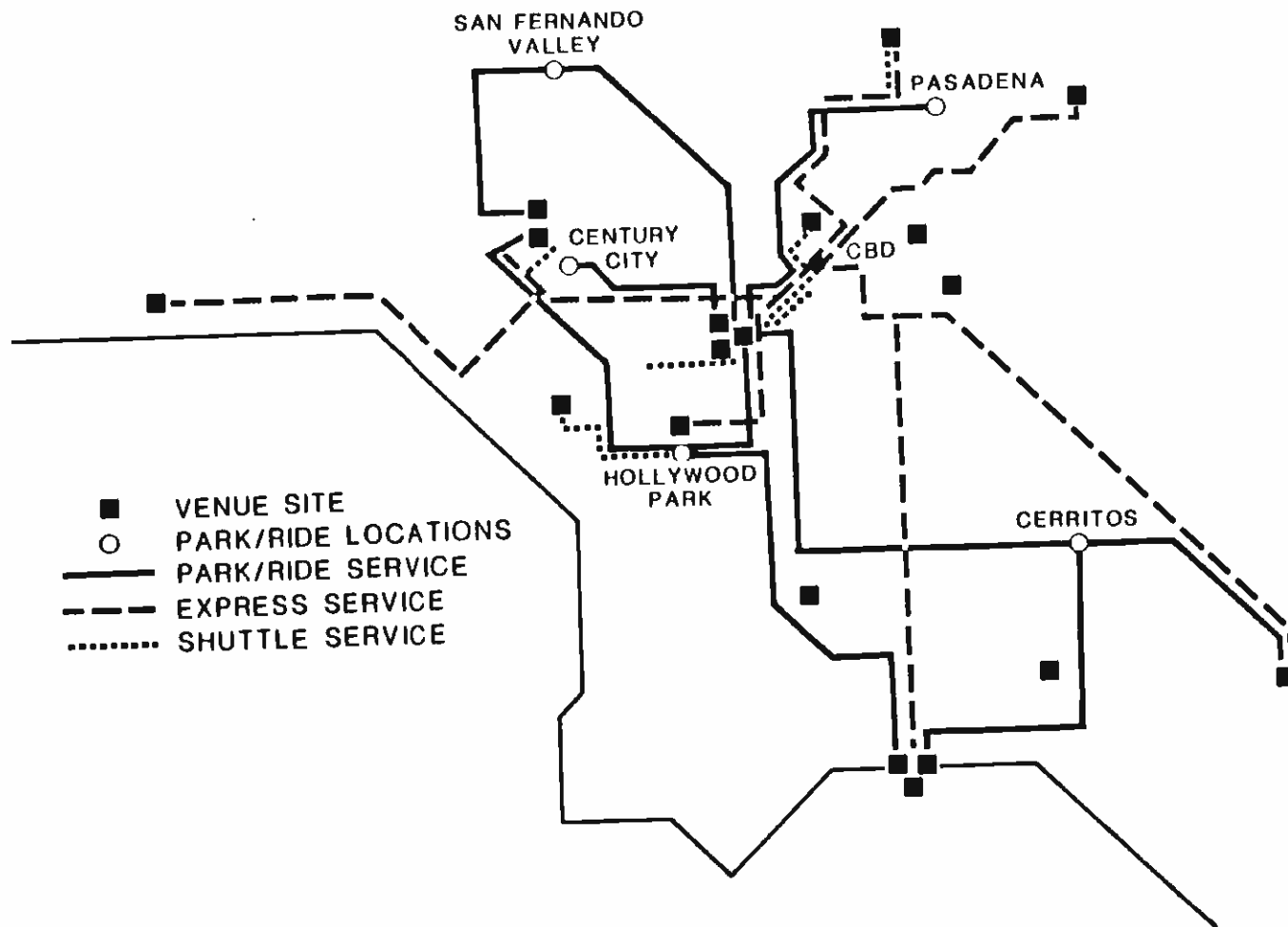
730 CBD - Pepperdine  
750 CBD - Long Beach  
760 CBD - Anaheim

Park/Ride Service - \$6.00 one-way fare

711 S.F.V. - Exposition Park  
712 Century City - Exposition Park  
713 Hollywood Park - Exposition Park  
714 Cerritos - Exposition Park  
715 Pasadena - Exposition Park  
719 Alpine Village - Exposition Park

721 S.F.V. - UCLA  
723 Hollywood Park - UCLA  
753 Hollywood Park - Long Beach  
754 Cerritos - Long Beach  
764 Cerritos - Anaheim

\$10.00 Daily Pass Valid on Regular District Lines

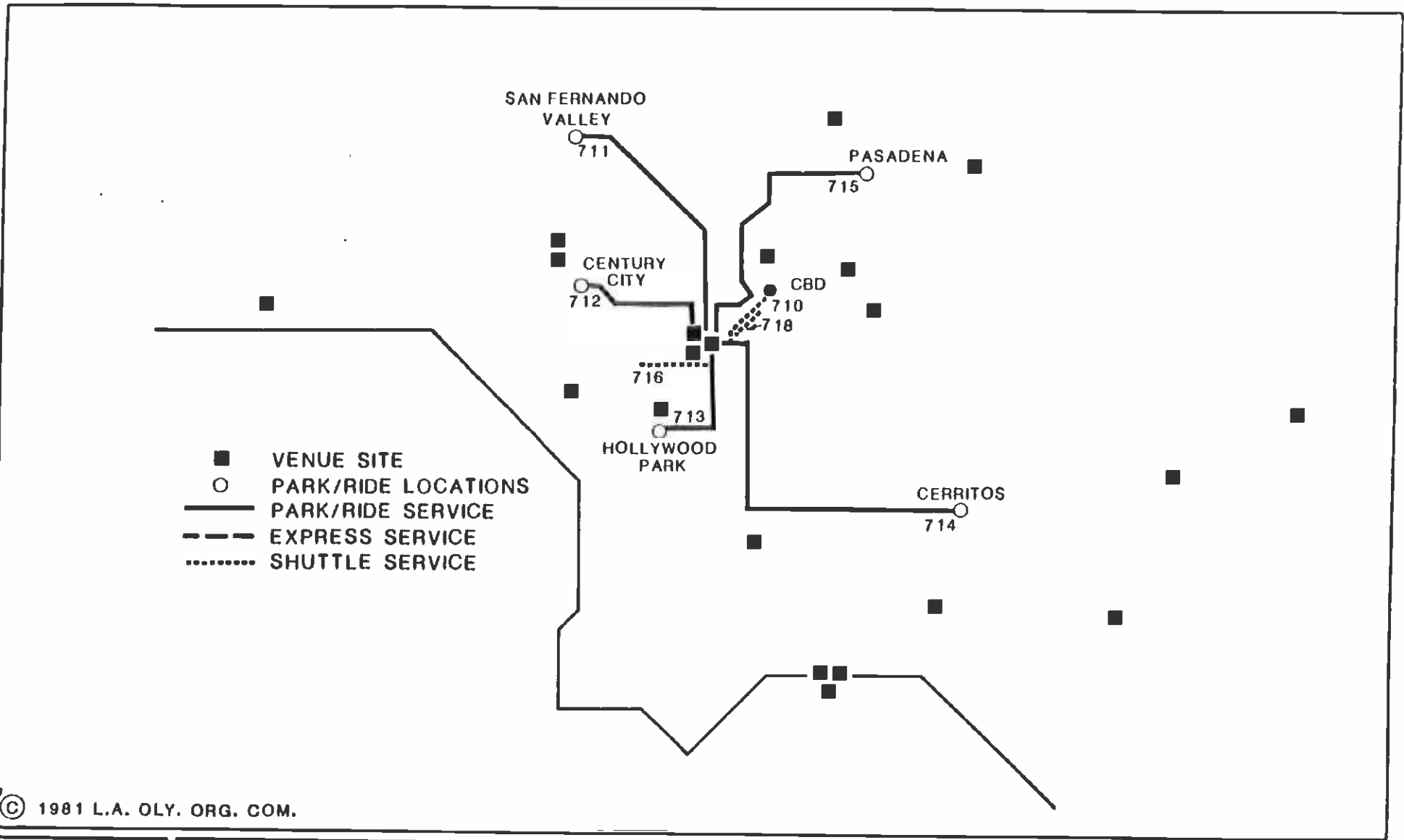


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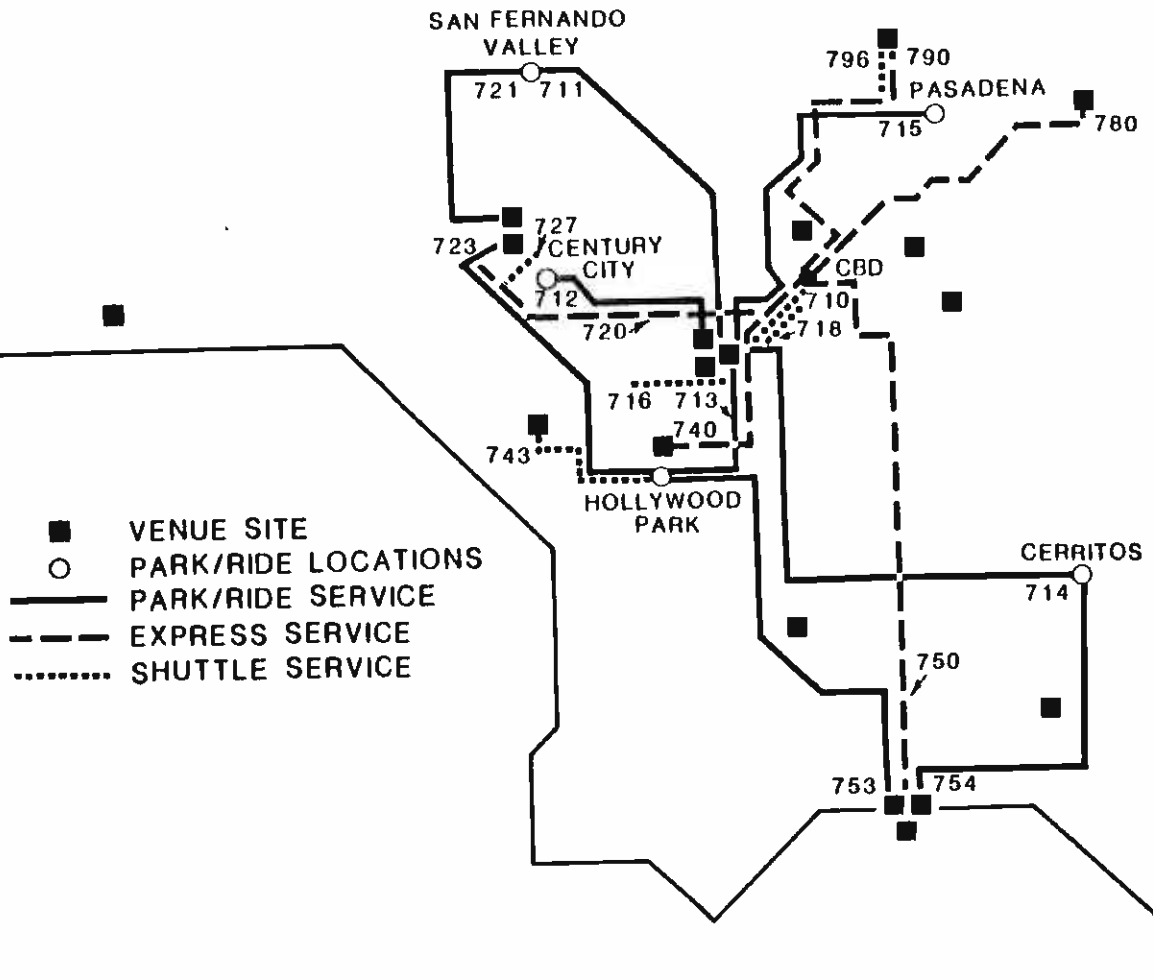
# OLYMPIC SERVICE PLAN

EXHIBIT III



**OLYMPIC SERVICE PLAN:  
 SATURDAY 28 JULY 1984**

EXHIBIT IV



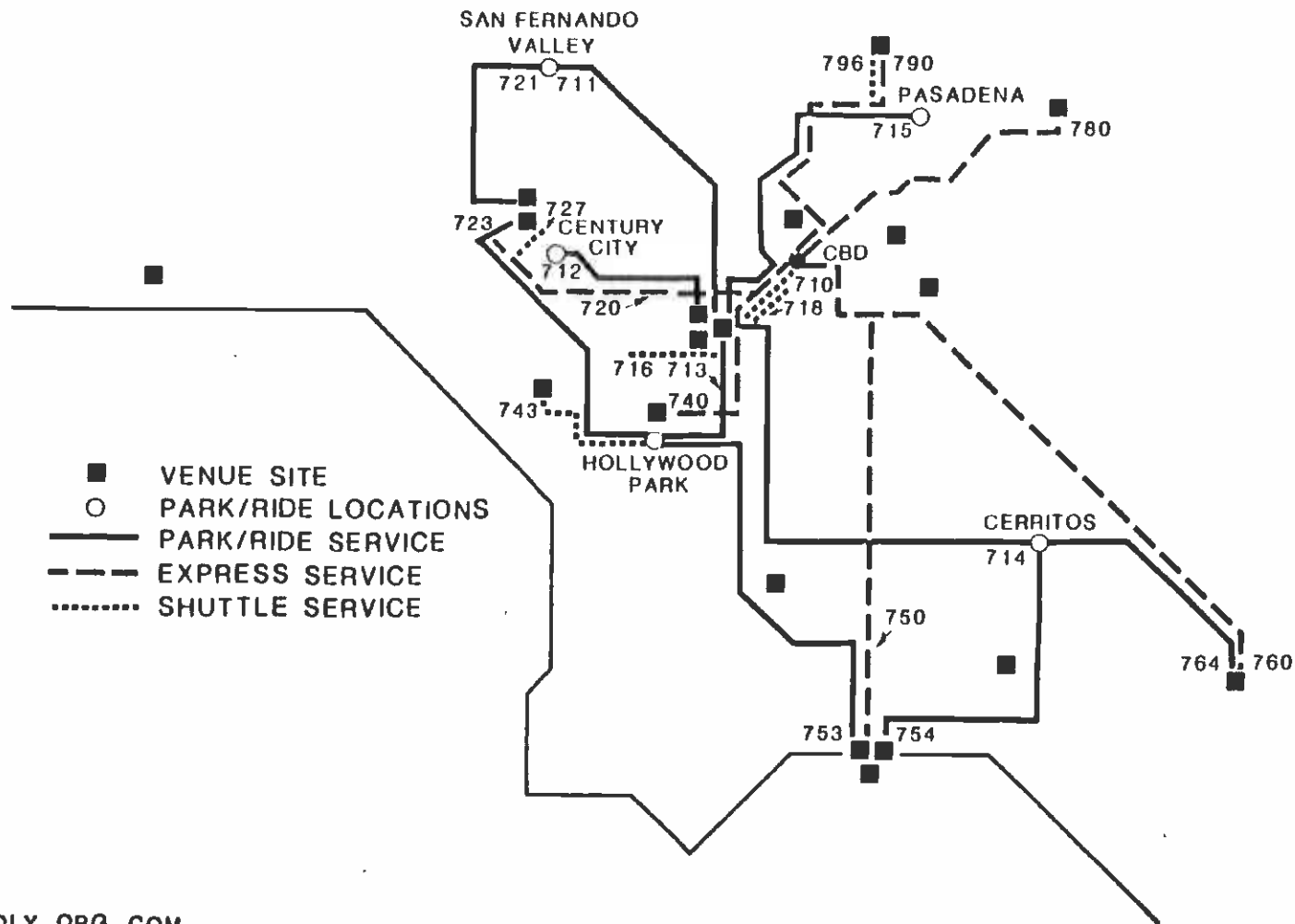
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**OLYMPIC SERVICE PLAN:  
SUNDAY 29 JULY 1984**

**EXHIBIT IV**



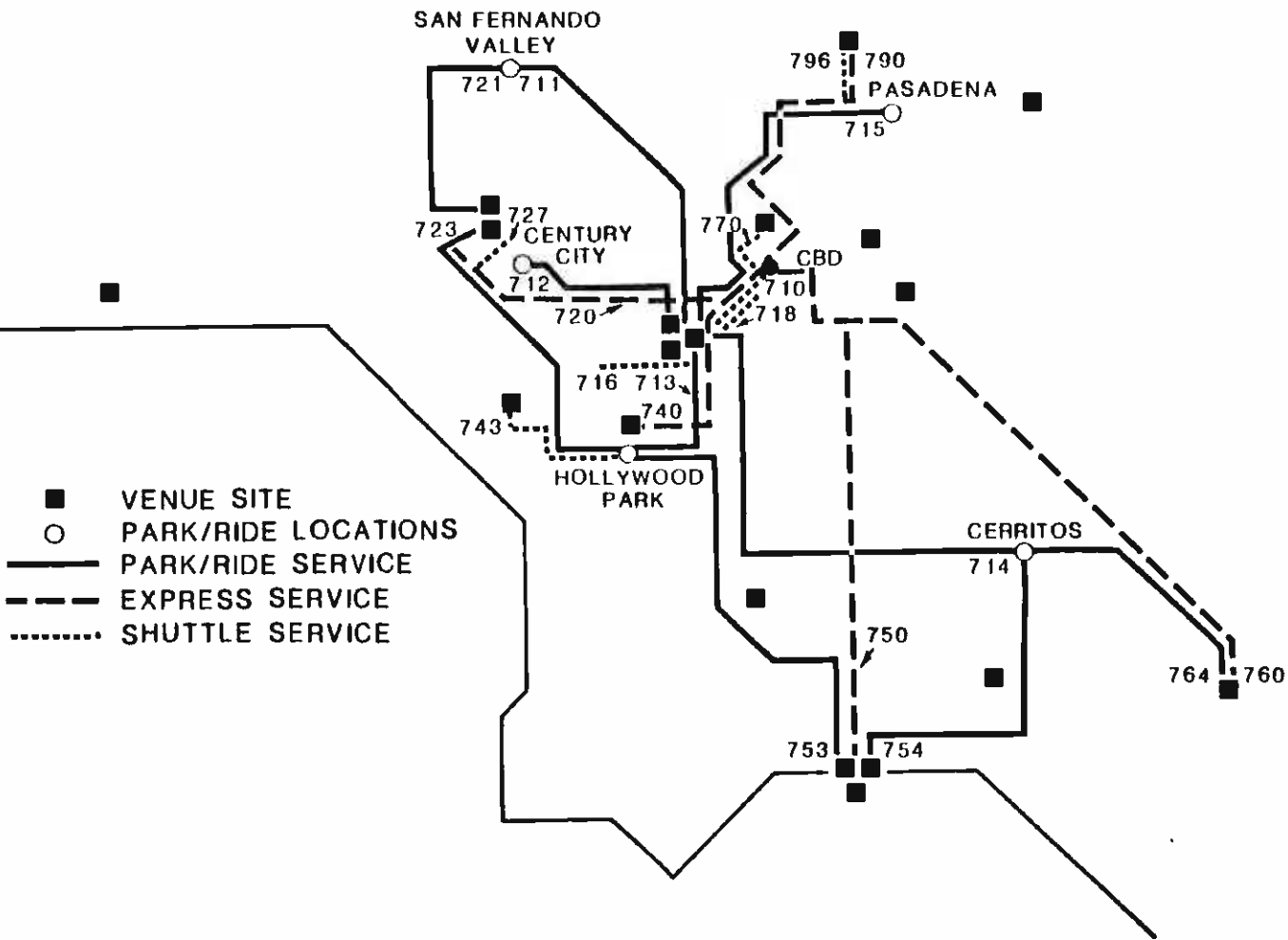


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**OLYMPIC SERVICE PLAN:  
MONDAY 30 JULY 1984**

**EXHIBIT IV**

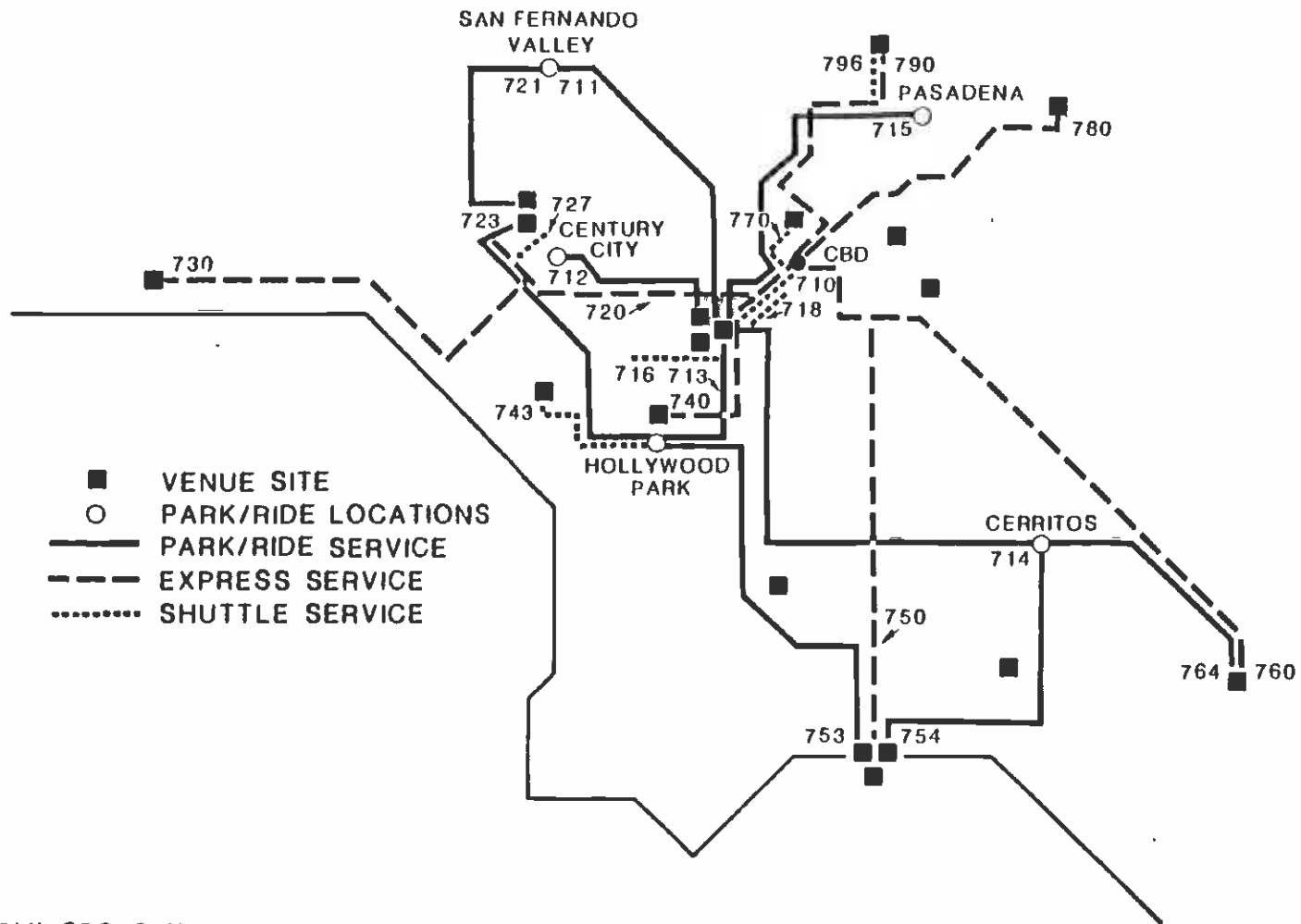


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**OLYMPIC SERVICE PLAN:  
TUESDAY 31 JULY 1984**

**EXHIBIT IV**

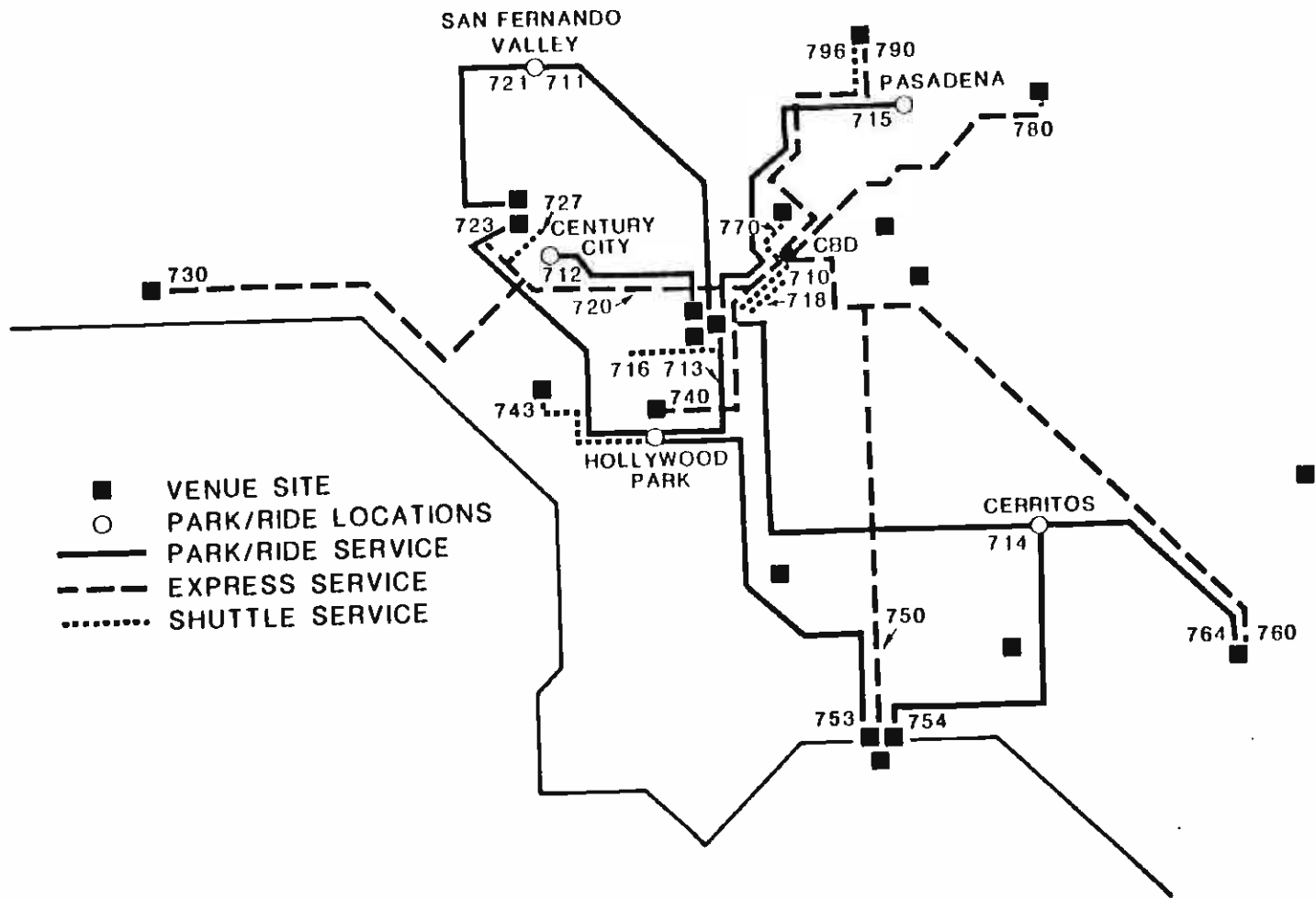


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**OLYMPIC SERVICE PLAN:  
WEDNESDAY 1 AUGUST 1984**

**EXHIBIT IV**

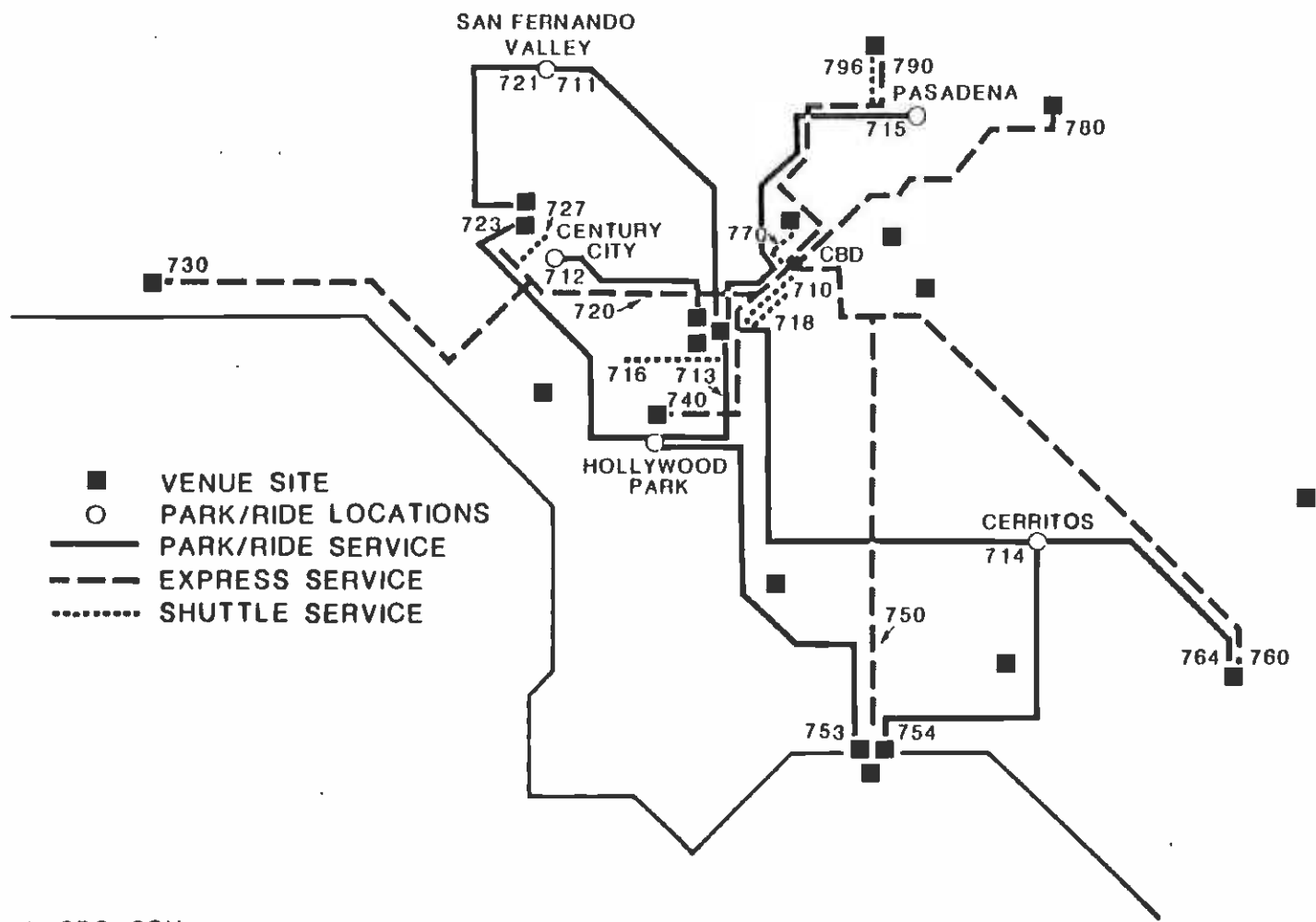


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**OLYMPIC SERVICE PLAN:  
THURSDAY 2 AUGUST 1984**

**EXHIBIT IV**

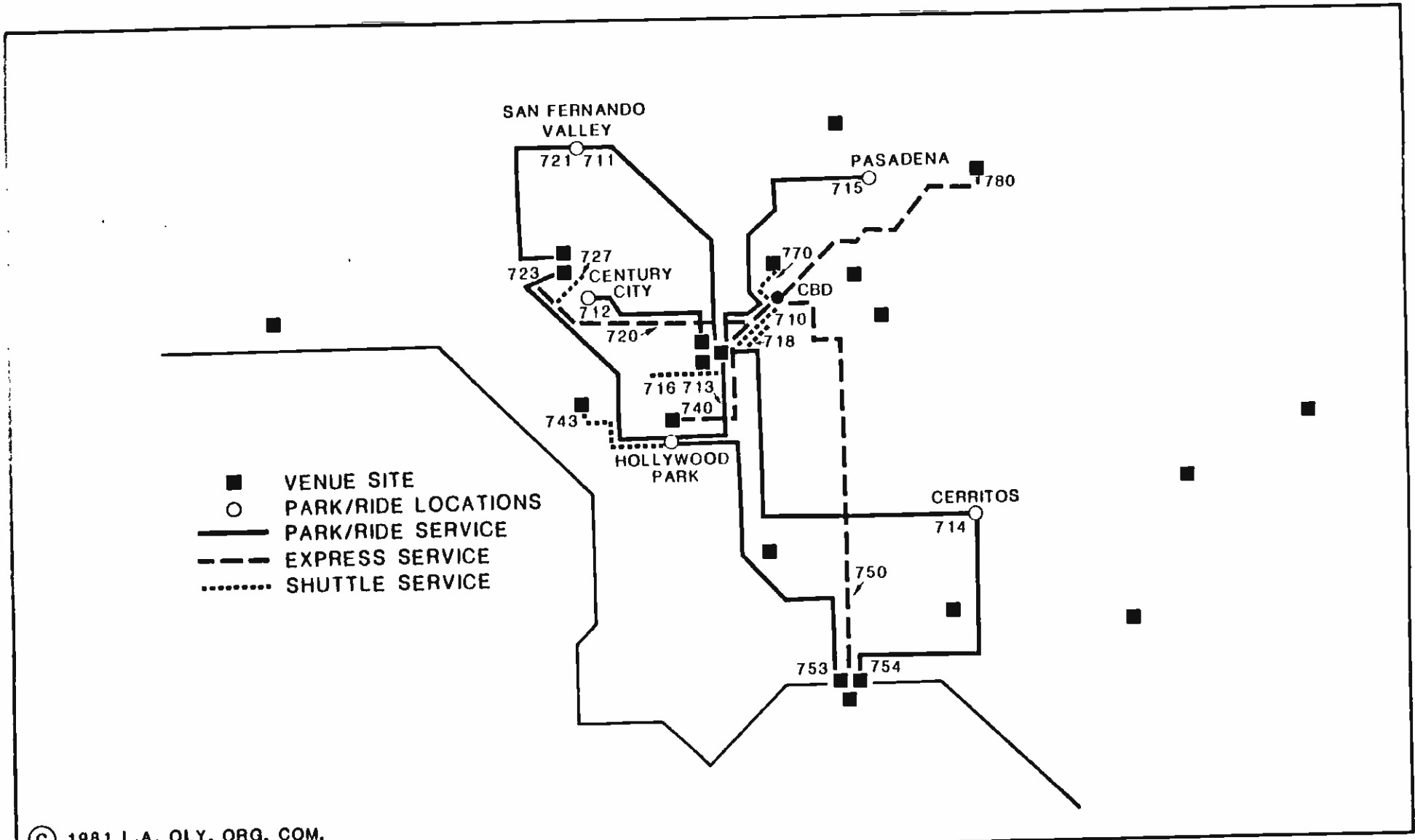


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**OLYMPIC SERVICE PLAN:  
FRIDAY 3 AUGUST 1984**

**EXHIBIT IV**

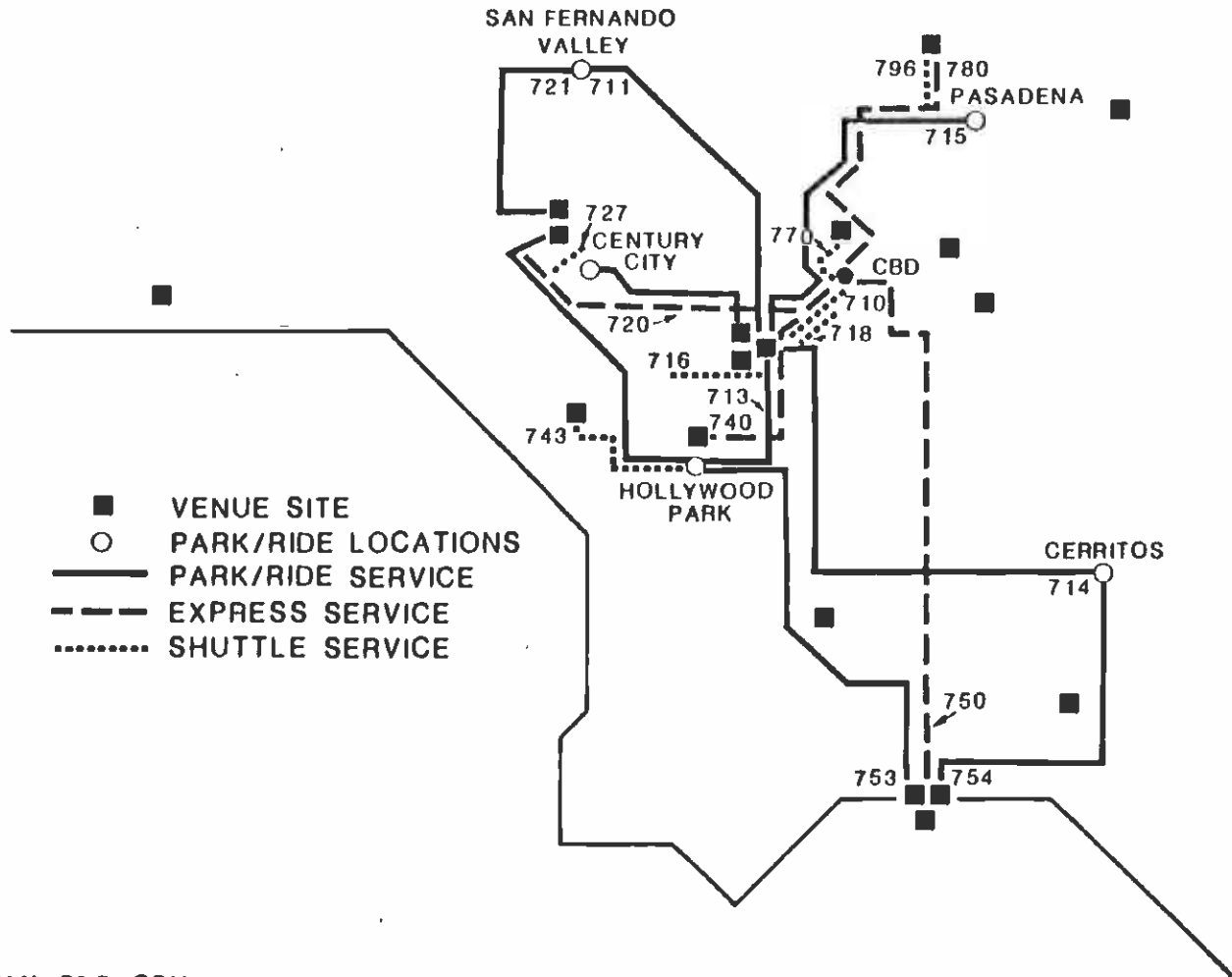


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**OLYMPIC SERVICE PLAN:  
SATURDAY 4 AUGUST 1984**

*EXHIBIT IV*

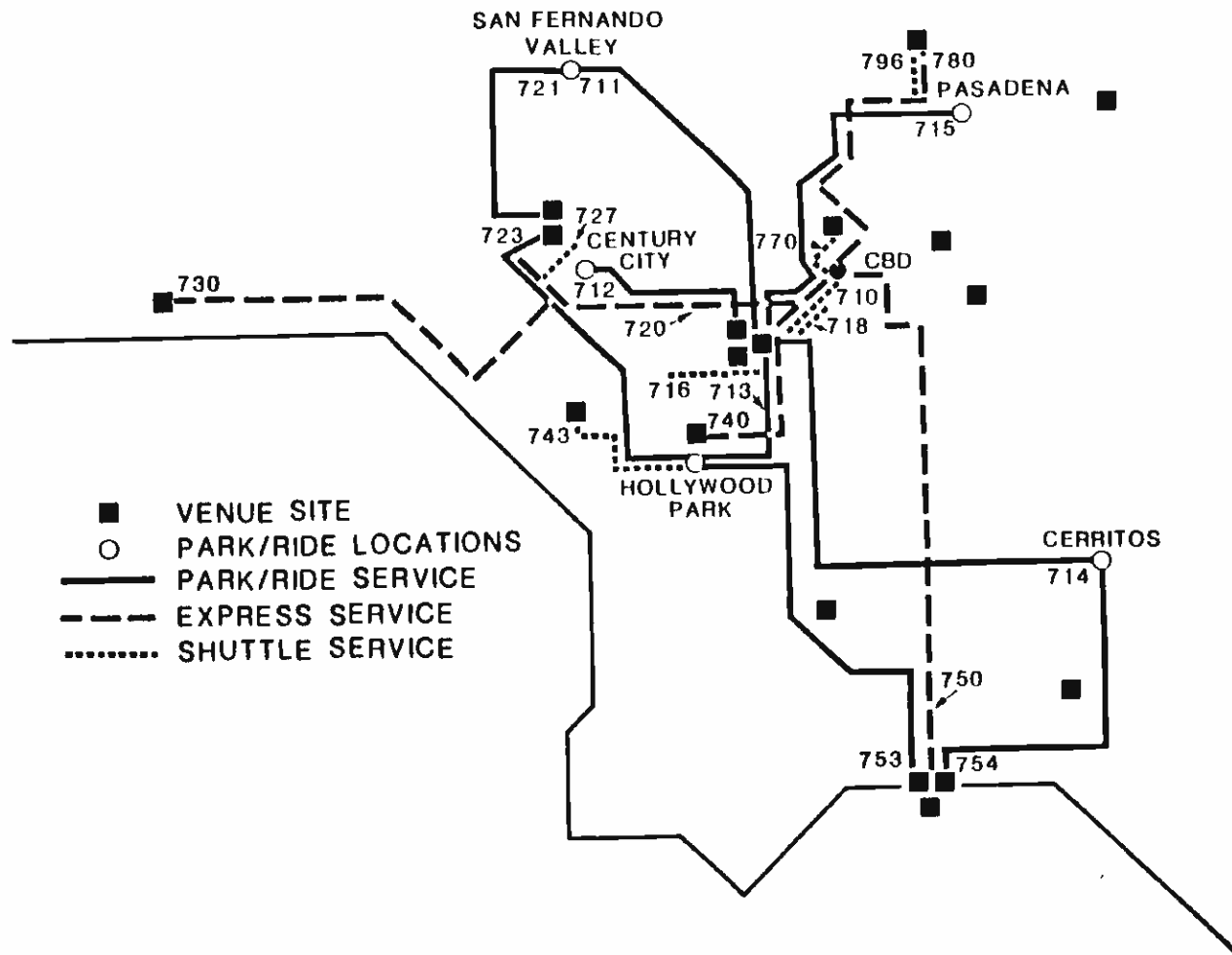


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**OLYMPIC SERVICE PLAN:  
SUNDAY 5 AUGUST 1984**

**EXHIBIT IV**



- VENUE SITE
- PARK/RIDE LOCATIONS
- PARK/RIDE SERVICE
- - - EXPRESS SERVICE
- ..... SHUTTLE SERVICE

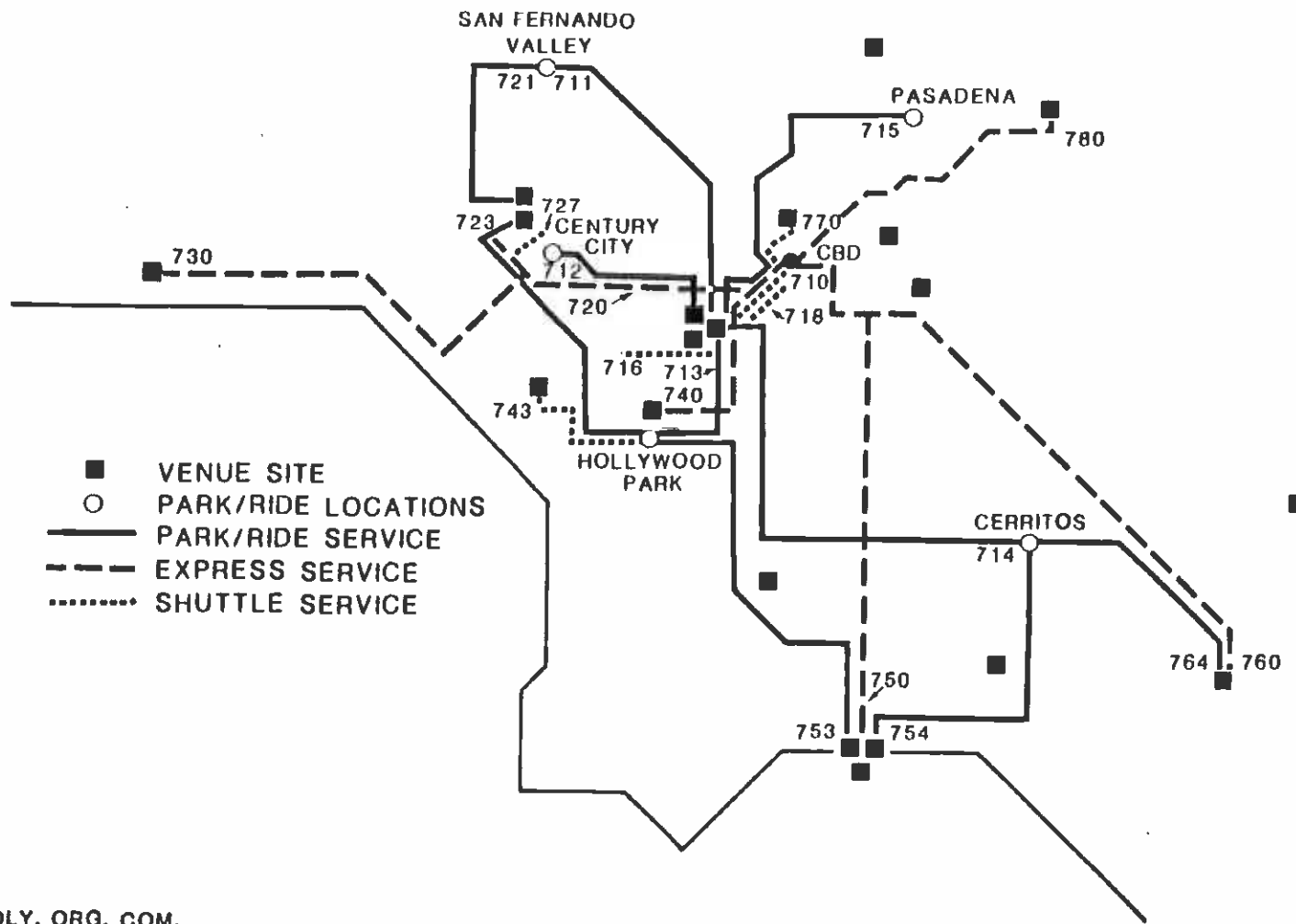
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**OLYMPIC SERVICE PLAN:  
MONDAY 6 AUGUST 1984**

**EXHIBIT IV**



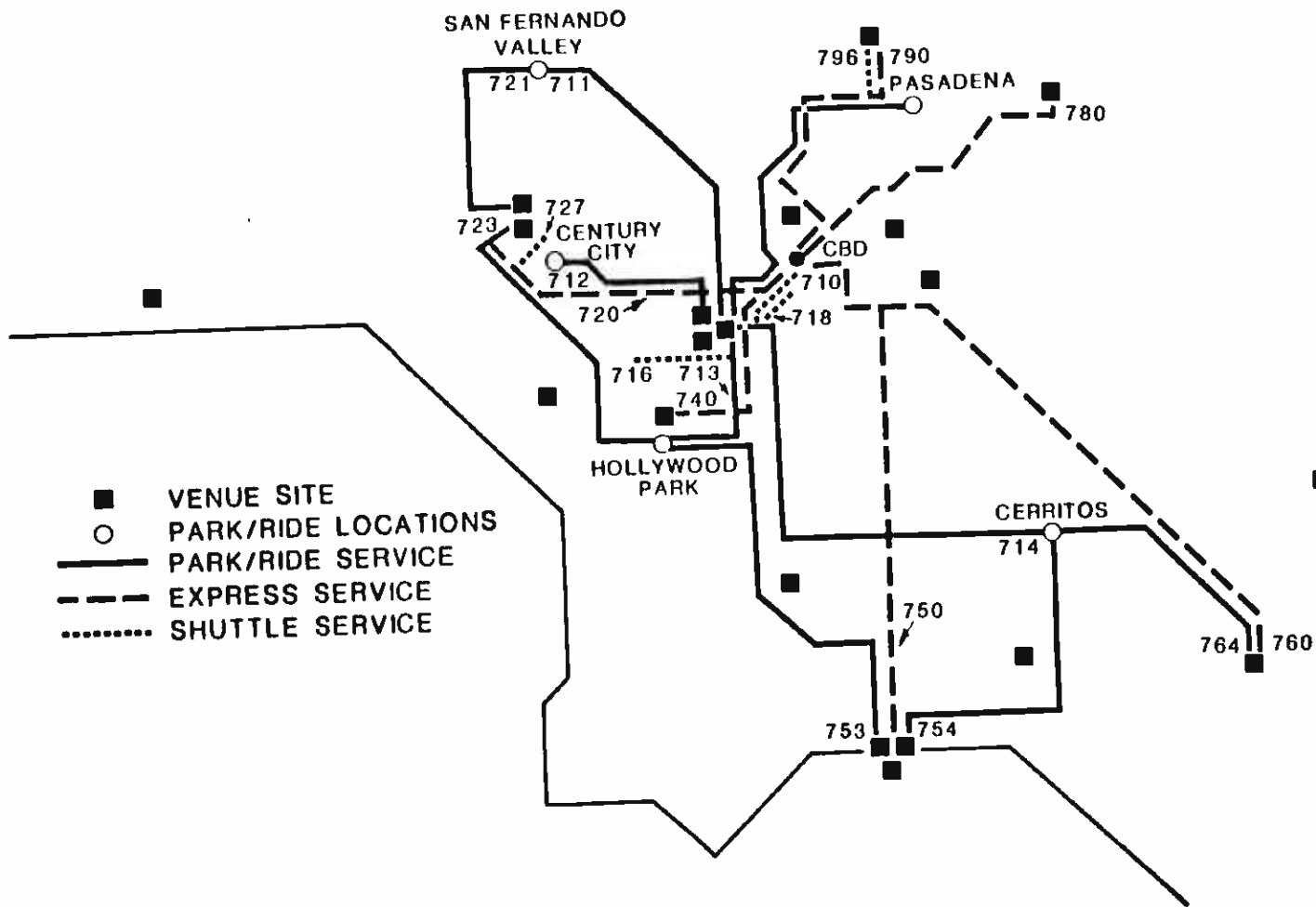


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**OLYMPIC SERVICE PLAN:  
TUESDAY 7 AUGUST 1984**

**EXHIBIT IV**

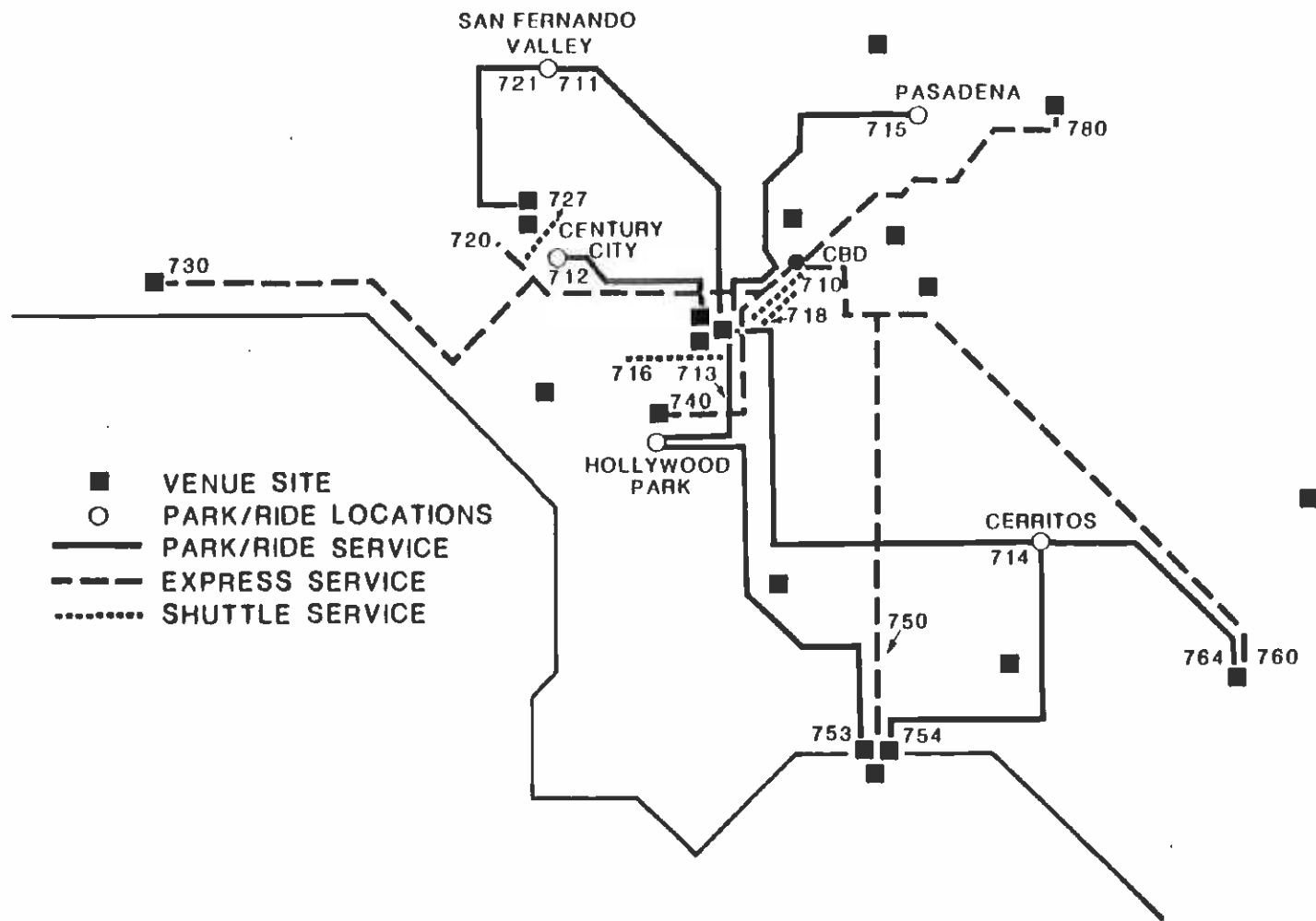


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**OLYMPIC SERVICE PLAN:  
WEDNESDAY 8 AUGUST 1984**

**EXHIBIT IV**

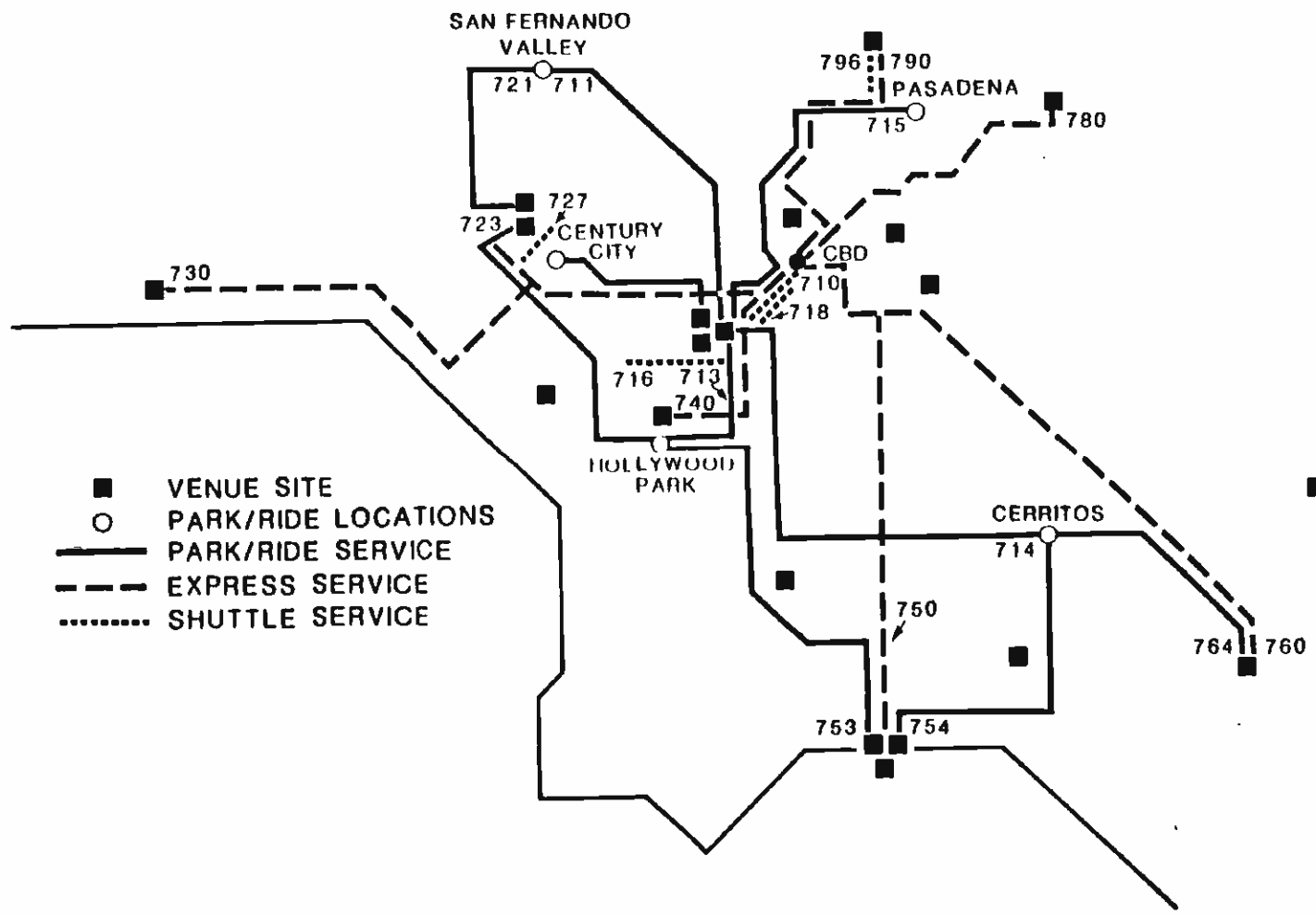


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**OLYMPIC SERVICE PLAN:  
THURSDAY 9 AUGUST 1984**

**EXHIBIT IV**



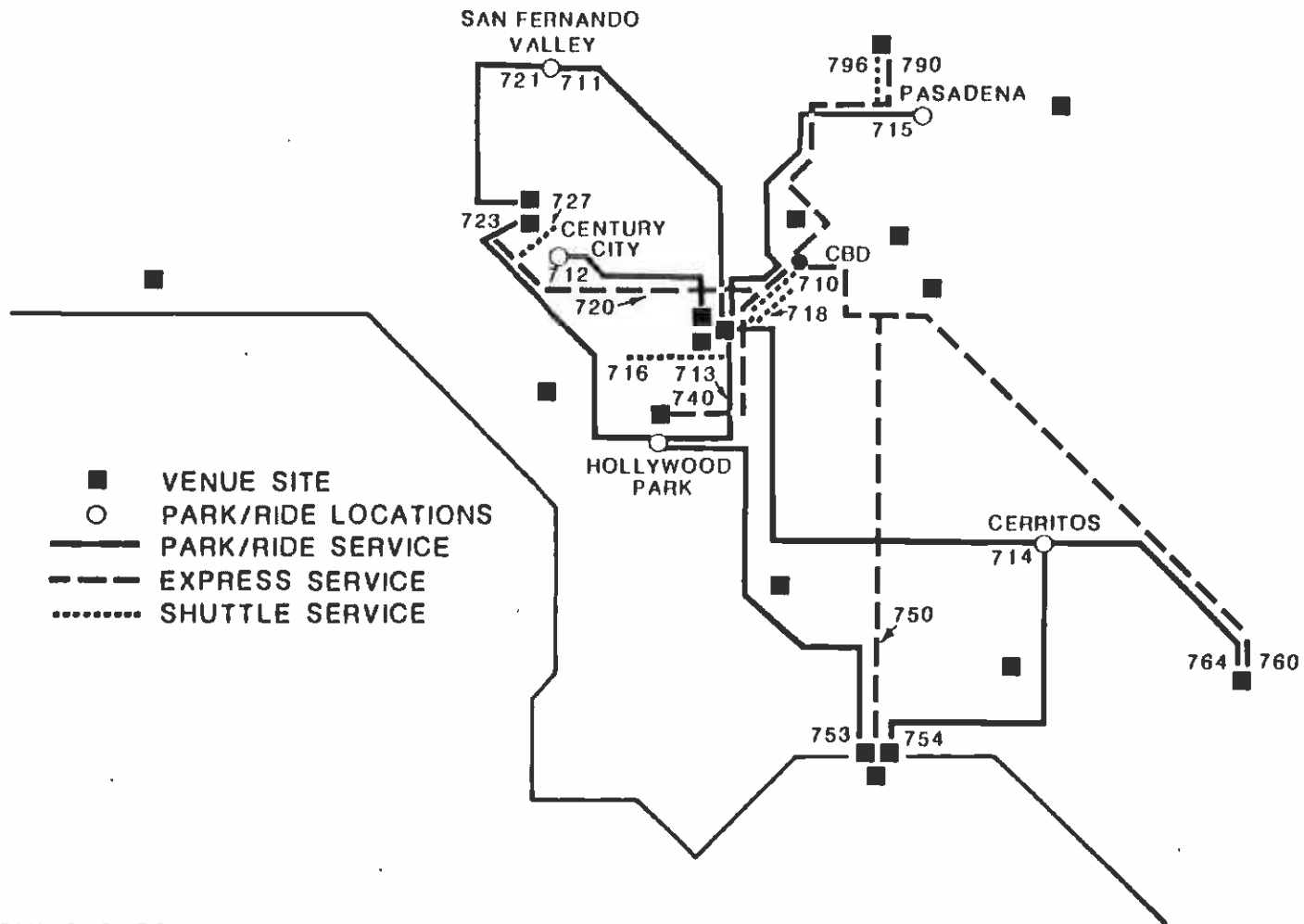
- VENUE SITE
- PARK/RIDE LOCATIONS
- PARK/RIDE SERVICE
- - - EXPRESS SERVICE
- ..... SHUTTLE SERVICE

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**OLYMPIC SERVICE PLAN:  
FRIDAY 10 AUGUST 1984**

**EXHIBIT IV**

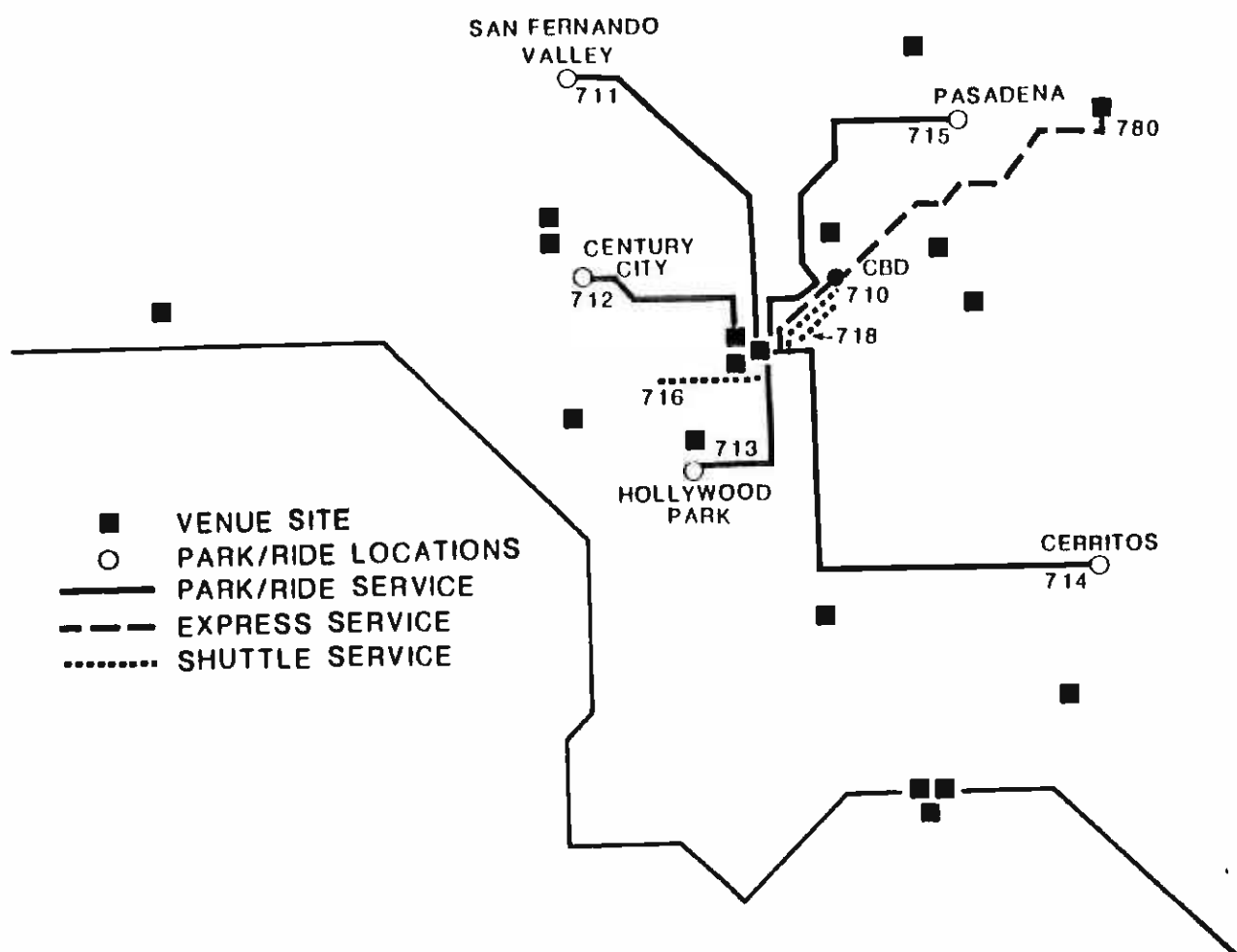


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**OLYMPIC SERVICE PLAN:  
 SATURDAY 11 AUGUST 1984**

**EXHIBIT IV**



- VENUE SITE
- PARK/RIDE LOCATIONS
- PARK/RIDE SERVICE
- - - EXPRESS SERVICE
- ..... SHUTTLE SERVICE

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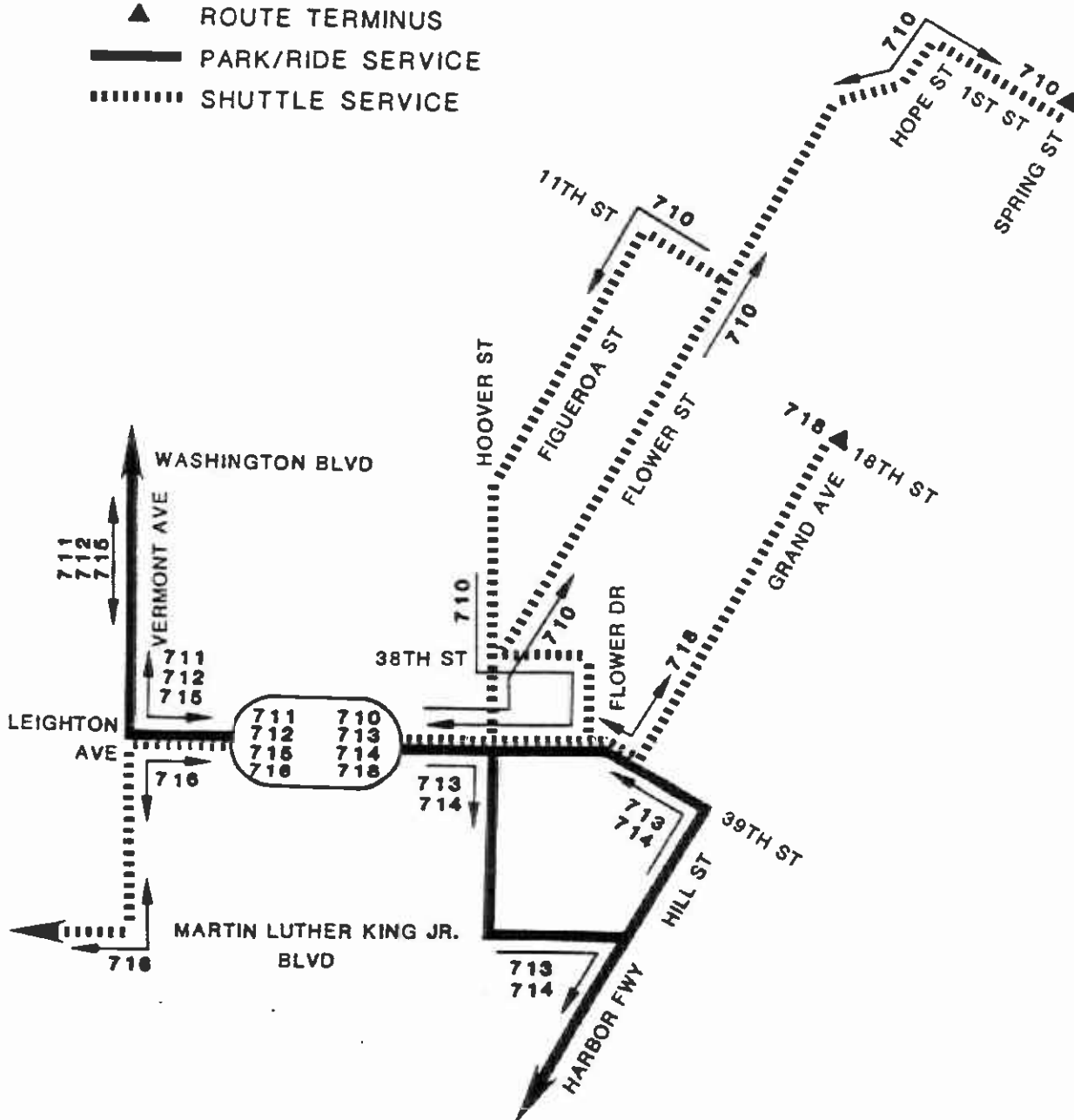
**OLYMPIC SERVICE PLAN:  
SUNDAY 12 AUGUST 1984**

**EXHIBIT IV**



NOT TO SCALE

- ▲ ROUTE TERMINUS
- PARK/RIDE SERVICE
- ⋯ SHUTTLE SERVICE



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**DETAIL OF BUS MOVEMENTS  
AT THE COLISEUM**

**EXHIBIT IV**

## EXHIBIT V

## FINAL SERVICE DEPLOYMENT PLAN - 1984 OLYMPIC GAMES

ESTIMATED PATRONAGE

<u>DAY</u>	<u>PATRONAGE</u>
7/28	84,000
7/29	152,000
7/30	156,000
7/31	150,000
8/1	150,000
8/2	146,000
8/3	326,000
8/4	276,000
8/5	322,000
8/6	312,000
8/7	122,000
8/8	320,000
8/9	286,000
8/10	286,000
8/11	284,000
8/12	<u>98,000</u>
TOTAL	3,470,000



EXHIBIT VI

SPECTATOR CAPACITY AND ESTIMATED PATRONAGE BY VENUE

<u>VENUE</u>	<u>CAPACITY</u>	<u>TARGETED MODE SPLIT (%)</u>	<u>ESTIMATED PATRONAGE</u>
● Exposition Park (includes Coliseum, Sports Arena, USC Swim Stadium)	120,750	40	48,300
● Santa Anita	34,650	10	3,500
● East Los Angeles College	19,200	10	1,900
● Rose Bowl	105,000	15	15,800
● Pepperdine	5,250	5	300
● Forum	17,325	5	900
● Loyola	4,200	25	1,100
● Long Beach (includes Convention Center and Sports Arena)	13,125	55	7,200
● Anaheim	7,770	20	1,600
● UCLA (includes Pauley Pavilion and Tennis Courts)	19,950	40	8,000
● CS Dominguez Hills	5,250	5 *	300 *
● CS Fullerton	4,200	1 *	400 *
● CS Los Angeles	8,400	10 *	800 *
● Dodger Stadium	52,500	5	2,600

\* Mode splits and patronage estimated for existing regular service.

## EXHIBIT VII

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT  
1984 OLYMPICS BUDGET  
JULY 1, 1983 - SEPTEMBER 30, 1984

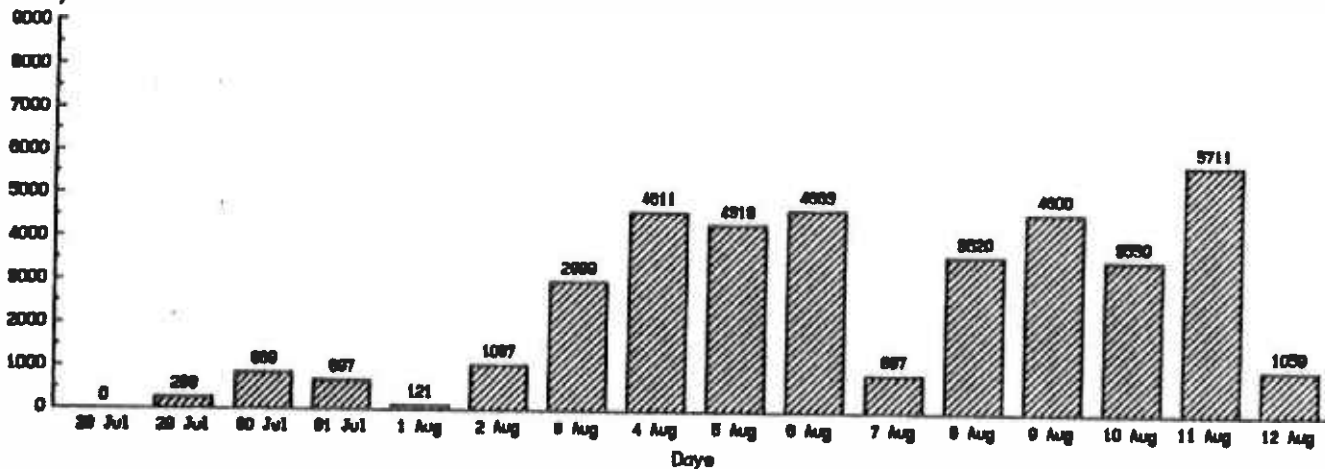
## EXPENDITURE SUMMARY

DEPT. NO.	DEPARTMENT NAME	PRE- OLYMPICS	DURING OLYMPICS	POST- OLYMPICS	BUDGETED
0999	NON-DEPARTMENTAL	\$2,215,200	\$1,583,000	\$113,100	\$3,911,300
3201-3218	TRANSPORTATION OPERATING DIVISIONS	822,000	1,766,000	28,000	2,616,000
3291	STOPS AND ZONES	76,100	15,000	7,000	98,100
3296	TRANSPORTATION SERVICES	3,000	189,000	0	192,000
3297	TRANSPORTATION INSTRUCTION	563,100	0	0	563,100
3299	TRANSPORTATION GENERAL	29,500	8,000	20,000	57,500
3300	MAINTENANCE	1,335,800	1,211,600	27,000	2,574,400
3500	TELECOMMUNICATIONS	135,000	34,000	59,000	228,000
3800	TRANSIT POLICE	10,000	160,000	0	170,000
3900	SCHEDULING	232,400	41,400	0	273,800
4200	PLANNING	300,100	31,300	0	331,400
4400	MARKETING AND COMMUNICATIONS	1,102,000	66,000	15,000	1,183,000
4800	CUSTOMER RELATIONS	18,500	41,000	5,000	64,500
7099	CONTROLLER-TREASURER- AUDITOR	0	5,000	6,400	11,400
7100	ACCOUNTING AND FISCAL	0	60,200	56,000	116,200
7200	DATA PROCESSING	68,500	30,800	1,700	101,000
9500	PERSONNEL	37,000	0	5,000	42,000
9640	PRINT SHOP	42,800	0	0	42,800
	Subtotals	\$6,991,000	\$5,242,300	\$343,200	\$12,576,500
	+ Contingency				783,500
	Total				<u>\$13,360,000</u>

### EXHIBIT VIII

Ticket Sales To Morning Events At Exposition Park From The San Fernando Valley

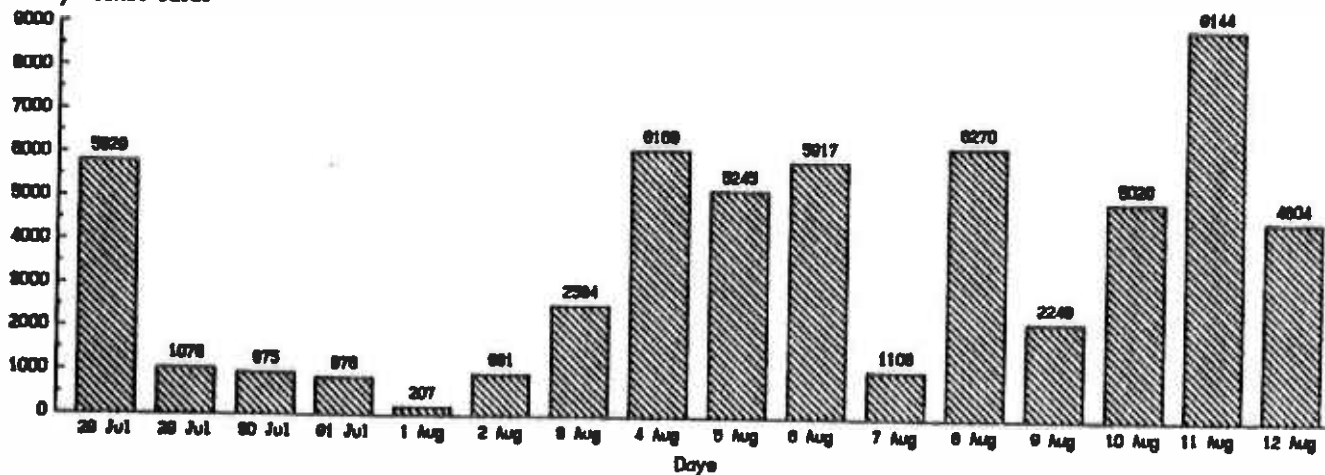
San Fernando Valley Ticket Sales



Data Source LAOCC  
RTD Planning Department - 2/84

Ticket Sales To Afternoon/Evening Events At Exposition Park From The San Fernando Valley

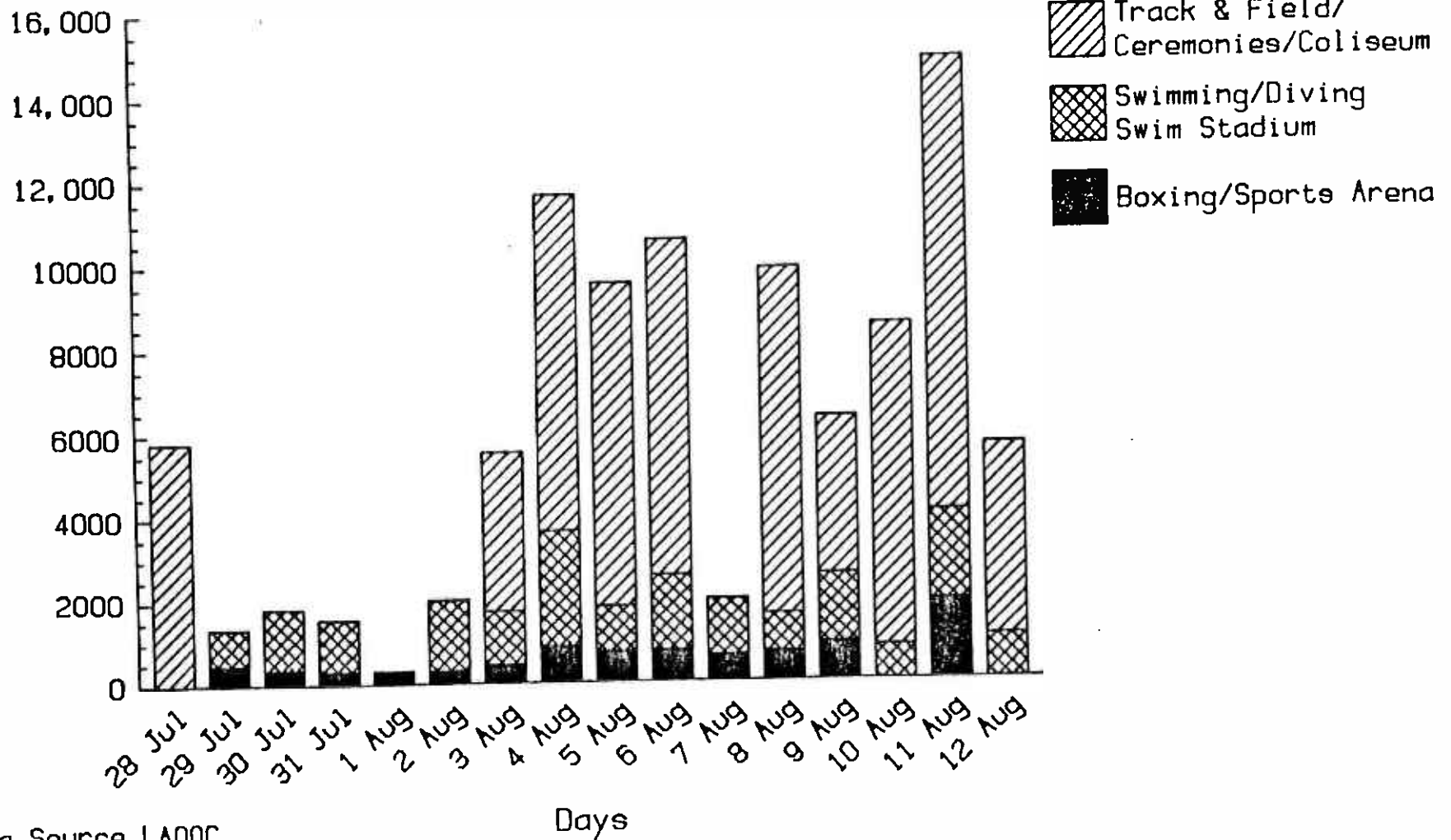
San Fernando Valley Ticket Sales



Data Source LAOCC  
RTD Planning Department - 2/84

**EXHIBIT VIII**  
**Total Ticket Sales To Exposition Park Events**  
**From The San Fernando Valley By Event and Day**

San Fernando Valley Ticket Sales

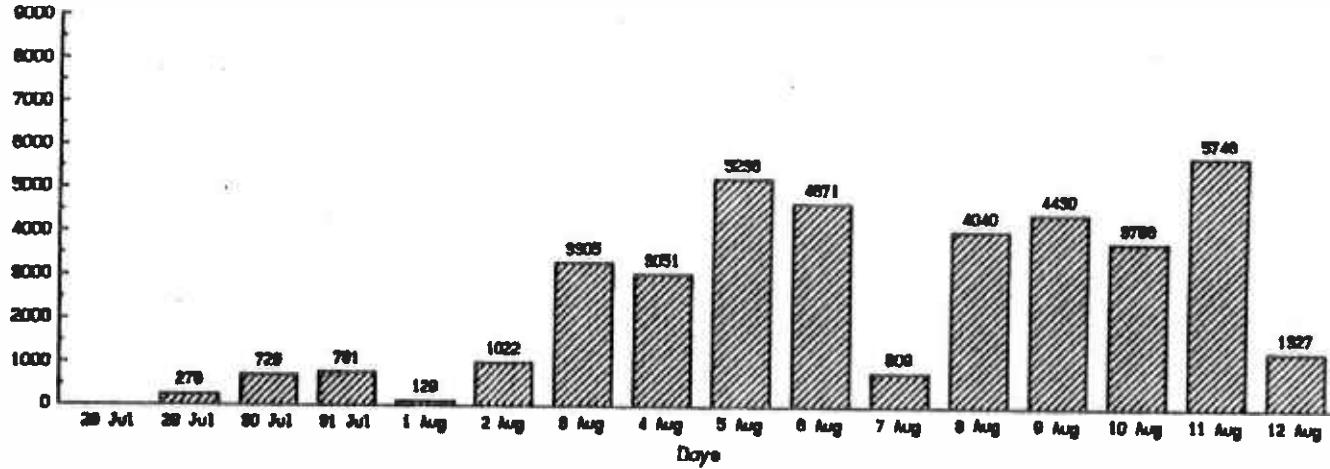


Data Source LA00C  
 RTD Planning Department - 2/84

### EXHIBIT VIII

Ticket Sales To Morning Events At Exposition  
Park From West Los Angeles

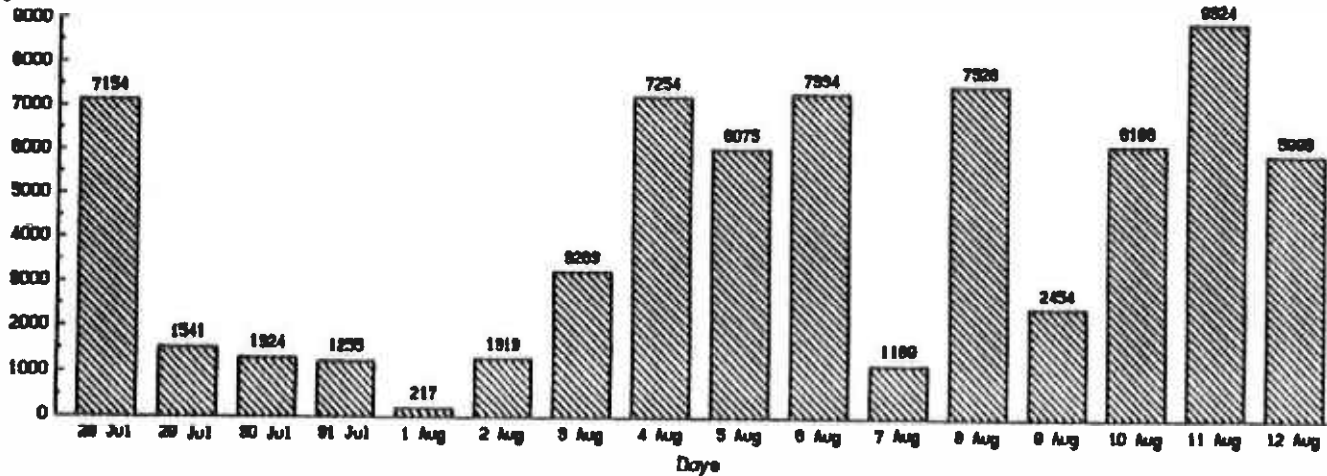
West Los Angeles Ticket Sales



Data Source LAOC  
RTD Planning Department - 2/84

Ticket Sales To Afternoon/Evening Events At  
Exposition Park From West Los Angeles

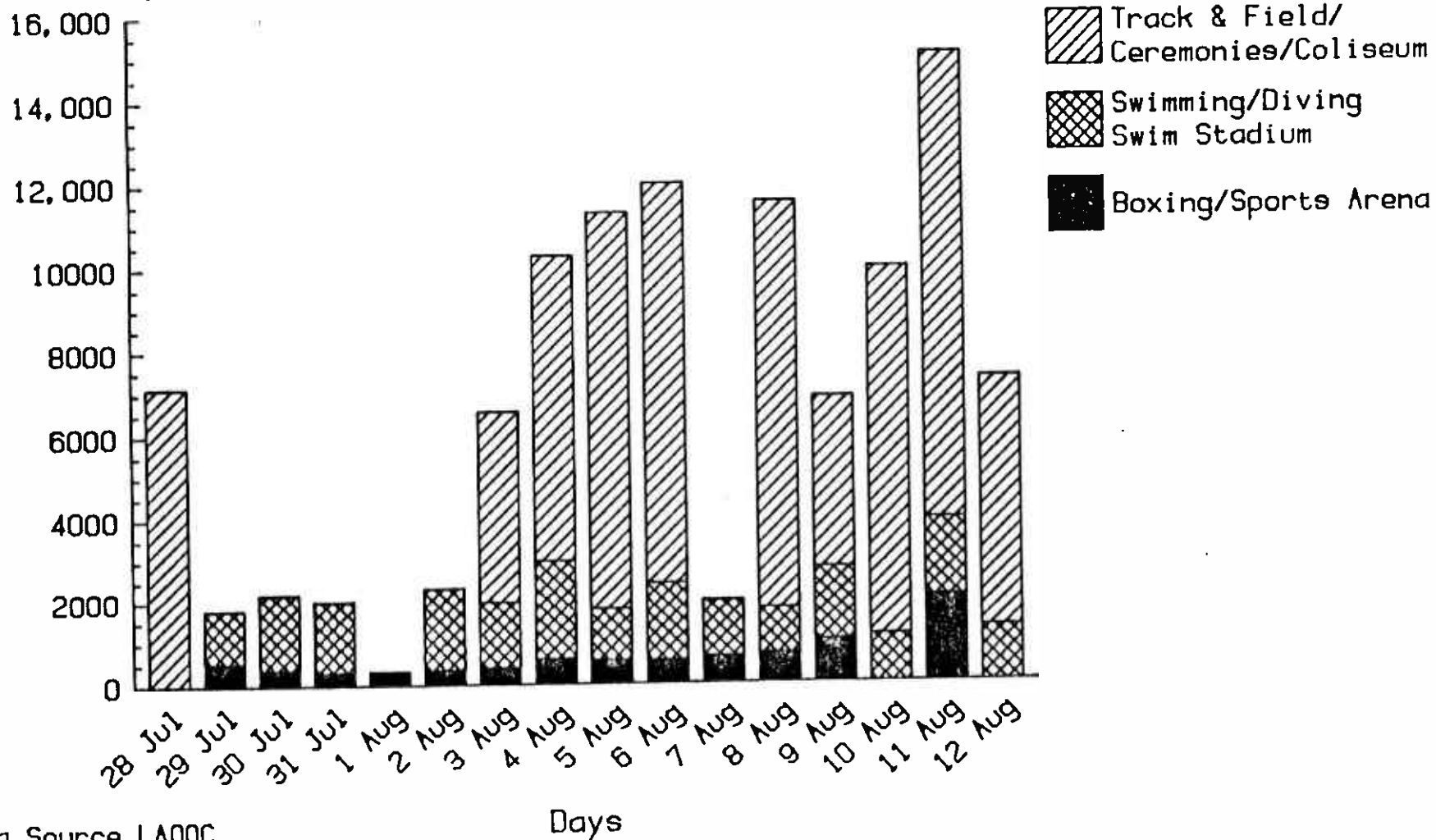
West Los Angeles Ticket Sales



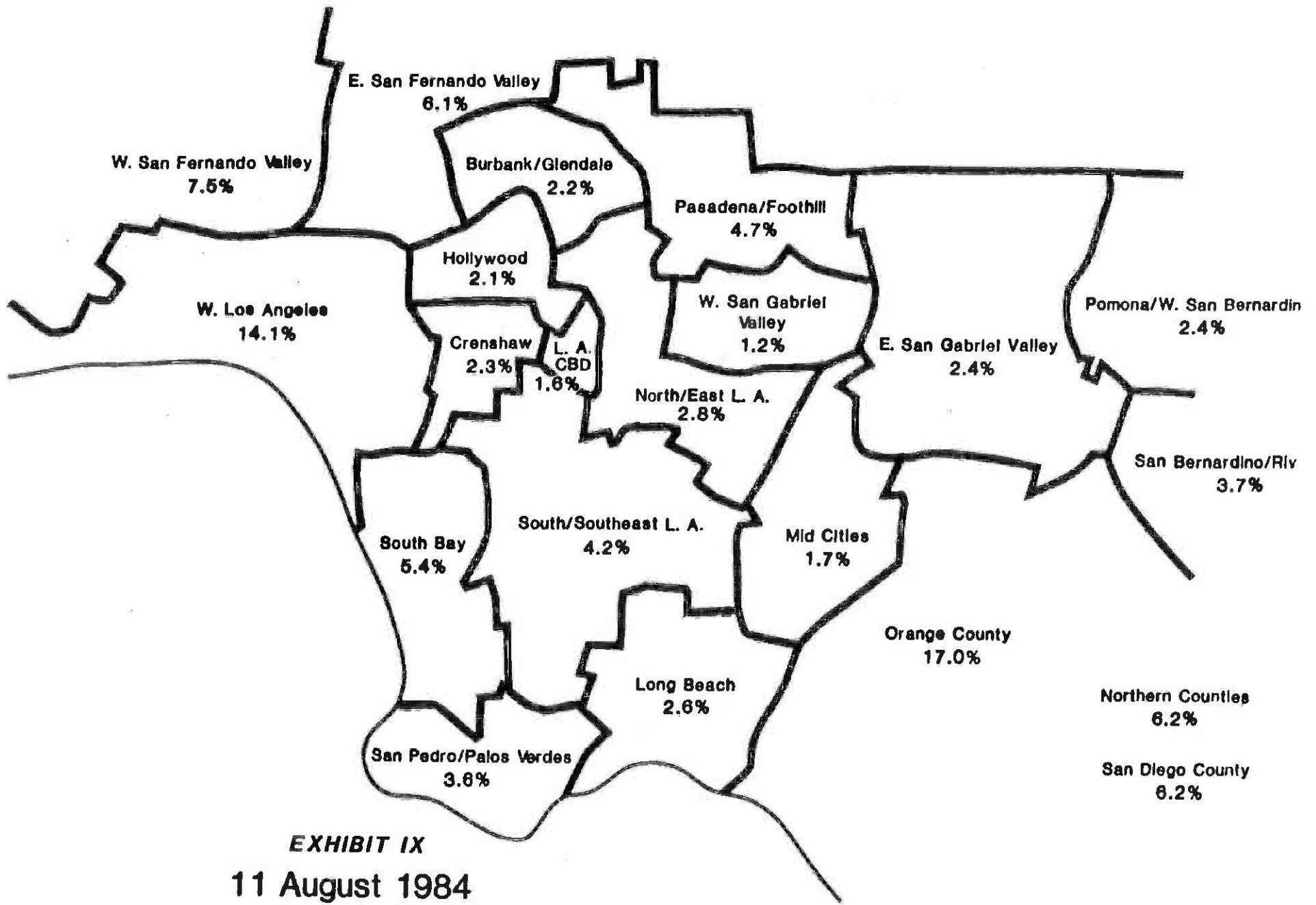
Data Source LAOC  
RTD Planning Department - 2/84

**EXHIBIT VIII**  
**Total Ticket Sales To Exposition Park Events**  
**From West Los Angeles By Event and Day**

West Los Angeles Ticket Sales



Data Source LA00C  
 RTD Planning Department - 2/84

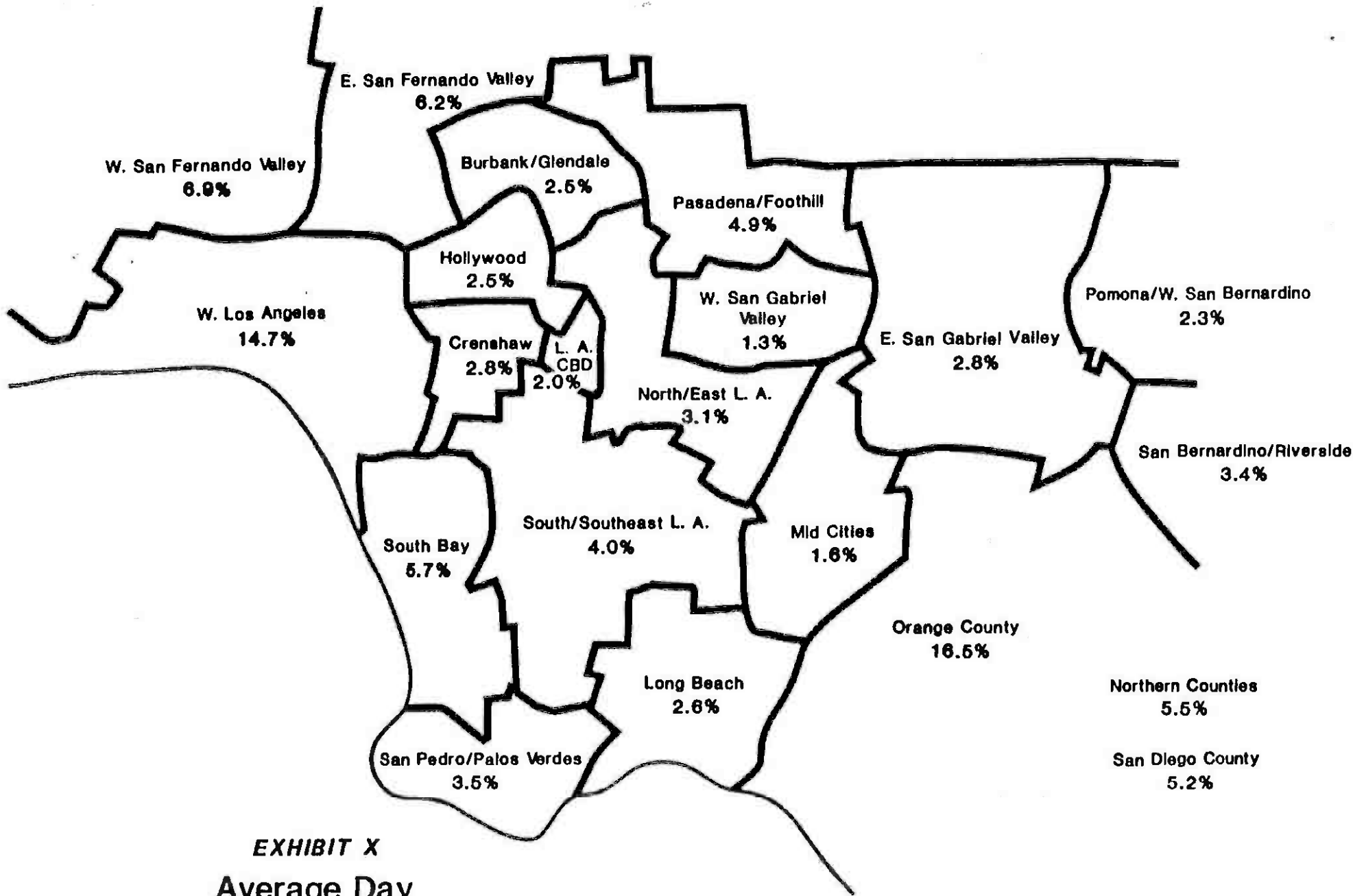


**EXHIBIT IX**

**11 August 1984**

**Track and Field Ticket Holders by Sector**





**EXHIBIT X**  
**Average Day**  
**Exposition Park Ticket Holders by Sector**



EXHIBIT XI

SUMMARY OF DEPARTMENTAL RESPONSIBILITIES

Accounting/Fiscal	-	Ensures that necessary working funds are distributed; revenues and expenditures are accurately processed.
Bus Facilities	-	Coordinates the construction of work at divisions and Olympic sites; ensures that schedules are met; obtains permits as required.
Command Center	-	Make decisions on day-to-day changes in Olympic operations.
Customer Relations	-	Provides information support to the public, both verbal and written.
General Services	-	Provides non-revenue support, e.g., autos, parking at headquarters, janitorial services, food services.
Labor Relations	-	Negotiates necessary contracts/contract modifications for the Olympics.
Legal	-	Assures contracts, MOU's, etc., are in accordance with District policy and law.
Maintenance	-	Provides normal maintenance of equipment plus emergency in-field services; assures vehicles are properly identified; provides emergency facility repairs.

Summary of Departmental Responsibilities  
Page 2

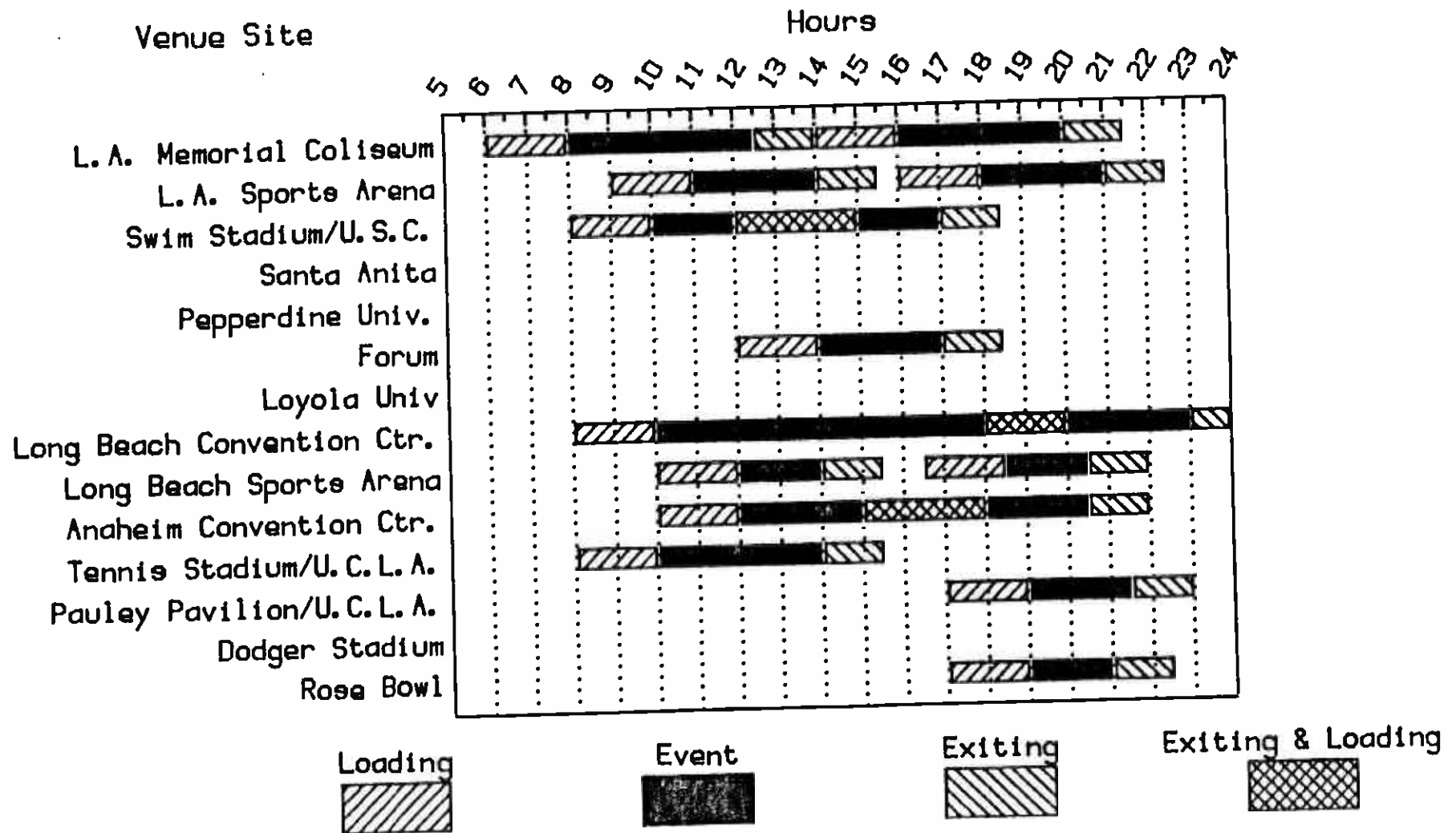
Marketing	-	Ensures that the public is informed of Olympic services; responsible for the sale of passes and token sets to generate revenue.
Office of Management and Budget	-	Monitors expenditures; analyzes Olympic-related budget adjustment requests.
Personnel	-	Recruits and hires additional personnel needed for the Olympics.
Planning	-	Coordinates the successful implementation of the service deployment plan.
Print Shop	-	Prints all operational and informational material as required.
Purchasing	-	Process and negotiates contracts, requisitions for Olympic-related needs.
Real Estate	-	Negotiates leases for park/ride locations and terminals.
Schedules	-	Develop maps, schedules, operating assignments for regular and Olympic services; modifies as necessary.
Telecommunications	-	Programs electronic headsigns; provides necessary radio and telephone support.

EXHIBIT XI

Summary of Departmental Responsibilities  
Page 3

- |                |   |  |
|----------------|---|--|
| Transit Police | - | Provides safe passage for passengers, protection for employees, equipment and revenue.   |
| Transportation | - | Train and assign sufficient manpower to ensure that Olympic and regular services are provided as scheduled; places and maintains necessary bus stop signs; provide maximum control of street operations. |

**EXHIBIT XII**  
**RTD Daily Passenger Movements At Olympic Venues**  
**For Saturday, August 11, 1984**



Data Source LAOOC  
 RTD Planning Department - 2/84