

RTD is going places

Marketing Activities
of the
Public Information Department

January - June, 1974

SCRTD Southern California Rapid Transit District
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SITUATION IN REVIEW

- A comprehensive program for public transit improvements in the Los Angeles Basin which includes:
 - institution of extensive new line bus service
 - simplification of a complicated fare/zone structure
 - introduction of services and concepts new to the public (park 'n ride, dial-a-bus, contraflow, preferential lanes, customized beach buses, 10¢ Sunday fares, etc.)
 - regional fixed-guideway rapid transit

has focused the necessity for an aggressive, skilled public information program, together with a marketing attitude previously unknown in public transportation.

- National interest in public transportation has been brought to its highest in recent years by a national energy shortage in January of 1974, and a continuing situation of high fuel prices. Public transportation has become a desirable alternative for hundreds of thousands of persons having access to autos or other regular travel means. These same individuals are crying for information on how to use public transportation at the same time they cry out about the inadequate state of public transit in the Los Angeles Basin. The situation is clearly an opportunistic one.
- Previously activities in the RTD public information department reflected an attitude of "We're here to serve those who need us." Advertising and news releases focused on line and routing information for the public attractions and occasional new line service. Staffing in the department was thin, precluding the institution of on-going programs requiring public contact. Peak timetable and literature distribution was at about 5 million pieces a year.
- Beginning late in 1973, extensive re-staffing of the public information department added professionals trained in the specialties of marketing/advertising, news/features, audiovisual, copywriting, and public contact. Thus, in addition to a greatly accelerated dissemination of literature (over 10 million pieces January to April, 1974) and routing information, the department has been able to plan and enact a

whole new marketing dimension. News releases and paid advertising since January, 1974, have begun to move RTD's public posture from that of a low-profile bus company to that of an aggressive public agency seeking to bring greatly improved transportation choice to the 7-1/2 million diffuse residents of this basin - while still serving well the nearly one million of those residents who have no other transit alternative than the RTD.

Marketing Objectives - Public Information Department

1. To establish a leadership posture for RTD in the community.

This leadership posture is vital if RTD is to gain public support for funding, both to operate and maintain its current fleet and to plan and construct a rapid transit system together with other system improvements.

2. To establish a leadership position for the Public Information Department within RTD.

Vital if Public Information is to change its internal image from a low-response "reactive" organization to one of high response and initiative.

Marketing Strategy - Public Information Department

1. Reflect a no-nonsense, "straight dope" attitude in all written and verbal public contact, with emphasis on maximum information - about routing, about RTD, about future plans, about what we can and cannot do, about the funding we are seeking.
2. Utilize budget spending strategy calling for maximum editorial coverage of RTD service changes and route information by the area's media, leaving sufficient budget for a major promotional program for RTD's overall operation, together with stepped-up literature production and distribution.
3. Maximize direct public contact in disseminating ridership information to minimize confusion, mistrust, and bad feeling. This strategy opens up direct lines from the public to the mysterious inner workings of a public agency.
4. Document department programs and activities for management and directors' review. This move strengthens the link between RTD management and the riding public while assuring proper implementation of public and political policy by the department.

INFORMATION AND LITERATURE DISTRIBUTION

The marketing efforts of the RTD encompass all forms of public contact, from telephone routing information, to paid media, to personal contact.

Paid Media

Radio.

A major media campaign begun the week of February 11 and scheduled to run through mid-June is accomplishing two major objectives: (a) to increase ridership and utilization of RTD services through improved information; and (b) to improve public attitude toward RTD and mass transportation by projecting an honest, confident image of RTD as a desirable alternative to private auto travel. The campaign is built on an overall theme of "RTD is Going Places."

Radio commercial executions offer a pleasant, smooth-sounding jingle, with spoken announcer inserts offering information on RTD services. Our message is being heard on 25 stations in the metropolitan area at an average of 30 times per week on each station scheduled. Media weights have achieved an 88% reach of the area's population with an average frequency of 24 times over the 20-week campaign. One of the spoken messages offers an RTD Rider's Kit; this message alone is now generating more than 200 handwritten letters a day requesting RTD Rider's Kits.

Newspaper.

Since January 3, twenty separate newspaper ads have run in area metropolitan and community papers. Each has capitalized on a particular opportunistic situation -- the Energy Crisis, Sample Sunday, 25¢ Fare, Park and Ride, Rapid Transit -- to capture maximum readership. A long-copy format in two of the ads went on to convey maximum information about the RTD which the general public is not familiar with, information which will aid the public in making decisions regarding the expansion of their public transportation system.

Outdoor. Strategically placed painted bulletins have been used to highlight the successful El Monte Busway service with the theme, "Fly to Los Angeles" "RTD El Monte Busway". New boards go up June 15 advertising five new Park and Ride lots, using the line, "Ride Out Inflation".

Rider's Kits

To further meet the public need for timetables and support literature concerning RTD service, a direct mail "Rider's Kit" program has been developed. Print ads carry a redemption coupon for a free Rider's Kit; RTD responds with a packet of timetables customized to the needs of each patron. More than 60,000 Rider's Kit requests have been fulfilled since January 1.

Mobile Information Teams

Special staffing efforts have equipped three two-man mobile marketing teams to move into the community on a full-time basis to answer rider questions and provide information on RTD routes and schedules. This program is potentially the most effective good will tool and information source in the Department.

Between the 11th and 28th of February, during its first 14 days in operation, the teams answered questions about fares, travel times, passes, stops, etc. for 3,315 people. This does not include a large number of people visiting the teams who helped themselves to timetables when the team members were busy with the public.

We estimate that over 8,000 timetables are distributed in each 14-day period. The teams are totally self contained and are able to set up in large office buildings, shopping centers, hospital cafeterias, and so forth as they are booked.

Retail Literature Racks

Sparked by an arrangement with Thrifty Drug Stores Co., Inc. to distribute timetables through their retail outlets in the Los Angeles area, a full-scale retail program went into operation on March 1. Two full-time employees now service timetable racks in nearly 200 Thriftys as well as the U. S. Post Office's 286 Los Angeles area stations.

Timetables and Brochures

Take-ones and special pieces are produced for each new service innovation or line change. Distribution is accomplished on a regular basis through Rider's Kits, ticket agencies, on RTD vehicles, Mobil Information Teams, and through the cooperation of civic groups such as Chambers of Commerce and the Visitors' Council.

Transit Advertising

RTD utilizes its 2,000 vehicles to reinforce its marketing story. Vehicle exteriors carry simple one-line messages, informing the public of the 25¢ Fare, the Busway, and other newsworthy items. Interiors carry more detailed information on new line service, special fares, and how to get a Rider's Kit.

What we're doing about the energy crisis.

A special message from the Southern California Rapid Transit District.

The most difficult part of the energy crisis is admitting to ourselves that it's real, it's here and it's going to get a lot worse before it gets even a little better.

Let's face it. Gas restraints are going to come in one form or another. Our personal driving is going to be curtailed considerably. Getting from place to place could become a monumental problem. For the first time since horses became recreational vehicles, Southern Californians are going to have to give up their utter dependence on the automobile. And a great many people will have to turn to the only mass transit we have.

You're going to ride the bus.

Before you turn pale and conjure up images of rickety, reconditioned Red Cars, we'd like to tell you what has happened to bus transportation in Southern California since you began going steady with a steering wheel.

Large on comfort.

Riding the RTD isn't exactly like riding an old school bus. Today's ExtraCar is comfortable and smooth-riding. Many have air-conditioning, bucket seats, extra leg room, indirect lighting and space for parcels under seats. The modern bus is larger, more powerful and operates on clean-burning diesel fuel.

You'd be surprised how many people preferred commuting by ExtraCar even before gasoline became headline news.

600 thousand trips a day.

At the present time, the RTD operates 1,648 regular buses over 169 lines serving 180 communities. We cover 20,332 bus stops in Los Angeles, Orange, San Bernardino and Riverside Counties. We make 600,000 passenger trips a day.

But we know it's not enough. Especially now. There are places you'll want to go and times you'll want to travel that just aren't convenient by bus. We'd like to satisfy everyone's needs, but of course, that isn't possible. But with the addition of over 300 new lines and more than 200 new buses in the past fiscal year, we're certainly going more places than ever before. In fact, we are placing an order for another 300 new buses to upgrade the fleet.

Since 1972, we improved service in areas such as the San Fernando Valley and Central Los Angeles. We added bus lines in San Pedro and the city of Pomona to

our system. But it's still not enough. So we've been inaugurating special services as fast as we can plan them, pay for them and get them into operation.

The special buses.

If you live in the San Gabriel Valley and work downtown Los Angeles, you can ride the new El Monte Busway. It travels in its own freeway lanes, makes the trip in less than 20 minutes and costs only 70¢ each way (less with a monthly pass). You can take a feeder bus from your neighborhood



to the El Monte Terminal or drive the short distance in your car. Parking is ample and inexpensive.

If you live in any other suburban area and work downtown Los Angeles, you could take advantage of our new reserved-seat Subscription Bus service. ARCO was the first to establish subscription service for its employees, and other companies have followed. If you're interested, too, just have a company representative get in touch with the RTD and we'll tell him how 45 fellow employees can have their very own bus. Phone 749-6977, and ask for the Subscription Bus representative.

If you still can't resist taking the freeway, you can take one of our Freeway Flyers. These express ExtraCars can move you from here to there in no time. Not just to work, but shopping, visiting, sight-seeing, whatever reason you have to travel. If you still want to do a little driving, we'll meet you part-way. The RTD is planning Park-and-Ride facilities in many areas. There's one in operation at the Los Angeles Convention Center right now. You park in a reserved location and take a special bus to the central business district. If you just want to get around downtown Los Angeles, there's always the Mini-Bus. It goes just about anywhere you'd want to go and it only costs a dime. And during the summer, we operated special recreational Mini-Buses through Griffith Park and to beaches.

Cheaper than driving.

One reason many people have been taking the bus for years is the simple fact that it's so economical.

The basic fare in our district is 30¢. Senior citizens pay only



10¢ during off peak hours. And students ride for 15¢. Extra zones cost 8¢ (5¢ for students). Transfers are 5¢.

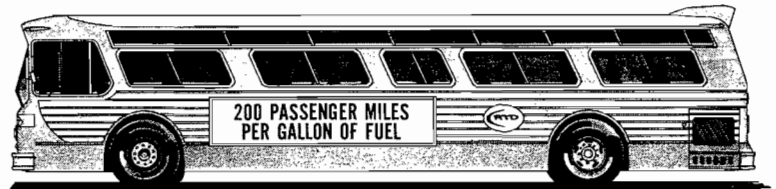
Interestingly, our basic fare is exactly the same as it was in 1967. And almost the same as it was ten years ago.

Of course, if you're going to ride the bus with any consistency, you'll want to take advantage of our Monthly Pass or other special package rates. And you can charge it with your BankAmericard or Master Charge.

Will the RTD run out of fuel?

We don't think so.

The Federal Government is giving top priority to mass transit for the use of diesel fuel. It makes good sense. While a bus uses enough fuel to power three automobiles, it can do the work of forty.



Looking at it another way, a bus gets 200 passenger miles to the gallon. Which kind of makes it the world's largest economy car.

How fast is rapid?

We're the first to admit, the bus isn't our ideal for Rapid Transit. But it's the best we've got. In 1968, the voters of Los Angeles turned down the opportunity to have a real Rapid Transit system. That means we lost five precious years of development and construction. But our planning has continued. And this year, we're going to get a second chance, because in 1974, Rapid Transit will be back on the ballot.

Until then, the bus is mass rapid transit in Southern California. And we're doing everything we can to make it work for you.

It's your bus.

The RTD is a public agency. It was created by mandate of the State Legislature. Its primary job is to be responsive to your transportation needs. In providing this service, we are dependent on local, state and federal funding. That means our plans

for service improvement and expansion are limited by available funds, yet we have made gratifying progress.

More information.

There are two ways to get specific information about RTD bus service. By telephone or mail.

The RTD operates the largest telephone switchboard this side of the telephone company. We have 80 operators answering route and timetable questions 18 hours a day, 7 days a week. If you've called and gotten a busy signal, it's because hundreds of other callers are holding. Please try again. Our special Los Angeles information number is (213) 747-4455. Please check your directory for the number in your local area.

For more complete information, we urge

you to use the coupon below. It will get you a free Rider's Kit with a comprehensive bus line map, plus fare, route and special service information.

We want to help you use and enjoy an RTD bus. The best way we know is by keeping you informed about our progress, our plans and service with messages like this.

We certainly hope this announcement and others like it will help to alleviate your personal energy crisis.

Mail to: Southern California Rapid Transit District
Public Information Department
1060 So. Broadway
Los Angeles, Calif. 90015

Please send me the following:

- A free RTD Rider's Kit
- Information on this route.

I want to travel

from _____
(check nearest major intersection or street address/community)

to _____
(check nearest major intersection or street address/community)

Normal travel times _____ a.m. _____ p.m.

I'm interested in RTD mainly for:

- Commuting to work
- For shopping
- Recreation
- Other _____

Tell me more about Subscription Bus service

Name _____

Address _____

City _____ Zip _____

Lo que hacemos sobre la crisis de energética.

Un mensaje especial de Southern California Rapid Transit District.

La parte más difícil de la crisis de la energética es convencerse a si mismo de que está aquí, y que empeorará antes de que mejore.

¡Hagámosle frente! Controles sobre la gasolina llegarán en una u otra forma. Nuestra conducción personal de autos será restringida considerablemente. Ir de un lugar al otro se convertirá en un problema monumental.

Por primera vez desde que los caballos se convirtieron en vehículos recreativos, los sudcalifornianos tendrán que abandonar su total dependencia del automóvil. Y muchísimas gentes habrán de tener que usar el único sistema masivo de transporte que tenemos.

Tendrá que usar el autobús

Antes de que se ponga pálido y empiece a ver imágenes de tranvías rojos recondicionados, queremos decirle qué es lo que ha pasado con la transportación en autobús en Sud California, desde que usted se dedico por entero al volante.

Grande y confortable

Viajar en un autobús de RTD no es exactamente como si fuera en un viejo autobús escolar. El Carro Extra de hoy es confortable y camina con suavidad.

Muchos tienen aire acondicionado, asientos individuales, amplio espacio donde estirar las piernas, luz indirecta y espacio para paquetes bajo los asientos. El moderno autobús es más grande, más poderoso y se opera con combustible Diesel que se quema con limpieza.

A usted le sorprenderá cuánta gente prefiere viajar en el Carro Extra, aún desde antes de que la gasolina se convirtiera en encabezado de periódicos.

600,000 viajes al día

Al presente, RTD opera 1,648 autobuses regulares sobre 169 rutas sirviendo a 180 comunidades. Cubrimos 20,332 paradas de autobús en los Condados de Los Angeles, Orange, San Bernardino y Riverside. Cumplimos con 600,000 pasajeros, por día. Pero sabemos que esto no es bastante. Especialmente ahora. Hay lugares a los que quiere usted ir y ocasiones en que quiere viajar pero que no puede ir porque no es conveniente ir en autobús. Nosotros quisieramos satisfacer las necesidades de todos, pero, claro, eso es imposible. Pero con la adición de treinta nuevas líneas y más de doscientos autobuses nuevos en el pasado año fiscal, seguramente vamos ahora a muchos más lugares que antes. Además, estamos ordenando otros trescientos nuevos autobuses para mejorar más aún nuestra flota. Desde 1972 a la fecha, hemos mejorado el servicio en áreas tales como el Valle de San Fernando y el área Central de Los Angeles. Hemos añadido rutas de autobuses en San Pedro y la ciudad de Pomona, en nuestro sistema. Pero todavía no es bastante.

Por ello hemos estado inaugurando servicios especiales tan rápidamente como podemos planearlos, y, tras pagarlos, los ponemos en marcha.

Los autobuses especiales

Si usted vive en el Valle de San Gabriel y trabaja en el centro de Los Angeles, podrá usar el nuevo El Monte Busway. Viaja por sus carriles especiales de autopista, hace el viaje en menos de veinte minutos y cuesta sólo 70 centavos de ida y 70 de vuelta (menos todavía si usa



el pase mensual).

Usted puede tomar un autobús alimentador desde su vecindario a la Terminal de El Monte o conducir su coche la corta distancia. Encontrará amplio estacionamiento a bajo costo. Si usted vive en cualquier área suburbana y trabaja en el centro de Los Angeles, puede aprovechar nuestro servicio de Suscripción de Autobús de asientos reservados.

ARCO fue la primera en ofrecer este servicio subscriptivo a sus empleados, y otras empresas han seguido su ejemplo. Si usted también está interesado, todo lo que tiene que hacer es conseguir que un representante de su compañía establezca contacto con la RTD y nosotros le diremos cómo cuarenta y cinco compañeros de trabajo podrán tener su propio autobús. Llamen al teléfono 749-6977, y pregunten por el representante de Autobús por Suscripción.

Si aún no puede resistir la tentación de tomar la autopista, podrá tomar uno de nuestros Freeway Flyers. Estos Carros Extra expresos pueden llevarlo de aquí para allá en poquísimo tiempo. No sólo al trabajo, sino de compras, de paseo, o por cualquiera razón que usted tenga para hacer un viaje.

Si todavía quiere manejar un poco, nosotros le recibiremos a medio camino. RTD está planeando muchas facilidades de Estacionese y viaje, en muchos lugares.

Hay uno en operación en el centro de Convenciones actualmente. Usted se estaciona en una ubicación reservada y toma un autobús especial al distrito central. Si usted sólo quiere solamente ir al centro de Los Angeles, siempre encontrará el Minibús. Este va a cualquier parte que usted quiera ir y sólo le cuesta diez centavos. Y, durante el verano, operamos minibuses especiales recreativos a través de Griffith Park y las playas.

Más barato que manejar

Una razón por la que muchas gentes han estado usando, por muchos años, el autobús, es simplemente porque el servicio siempre ha sido muy económico. La tarifa básica en nuestro distrito es de treinta centavos. Las personas ma-

yores sólo pagan 10 centavos durante las horas de mayor afluencia de pasaje.

Los estudiantes usan el servicio por 15 centavos. Las zonas extra cuestan 8 centavos (los estudiantes pagan 5 centavos). Ahora, si quiere usted traspasar, le cuesta 5 centavos.

Lo más interesante: nuestras tarifas básicas son exactamente las mismas de 1967. Y casi idénticas a lo que eran hace diez años. Ahora que, si usted usa el autobús muy a menudo, usted querrá aprovechar nuestro pase mensual u otras tarifas especiales globales. Además podrá usar su tarjeta BankAmericard o Master Charge.

Se acabará el combustible a RTD?

No, lo creemos.

El Gobierno Federal está dando máxima prioridad a los sistemas masivos de transporte en el uso de combustible. Hace, claro, sentido. Aunque un autobús usa combustible que bien pudiera poner en marcha a tres coches, puede hacer el trabajo de cuarenta autos.

por los fondos disponibles. Sin embargo, hemos hecho satisfactorios progresos.

Más información

Has dos modos de obtener información específica sobre los servicios de autobús RTD: por teléfono o escribiendo.

RTD mantiene el más grande conmutador telefónico después de la compañía misma de teléfonos.

Tenemos dieciocho operadoras contestando a preguntas sobre rutas y horarios durante dieciocho horas diarias, siete días a la semana. Si ha llamado y ha encontrado ocupada la línea, ello se debe a que cientos de personas están llamando en ese momento. Pruebe, por favor, otra vez. Nuestro número especial de información en Los Angeles es (213) 747-4455. Verifique en su directorio telefónico el número de su área local. Para más completa información, le instamos a usar el cupón que aparece



Viendo esto desde otro ángulo, un autobús obtiene 200 millas-pasajero por galón, lo que le convierte en el más grande auto económico en el Mundo.

Qué tan veloz es rápido?

Somos los primeros en admitir que el autobús no es nuestro ideal para transporte rápido. Pero es lo mejor que tenemos. En 1968, los votantes de Los Angeles desecharon una oportunidad para tener un verdadero sistema de Transporte Rápido. Eso quiere decir que perdimos cuatro preciosos años de desarrollo y construcción. Pero nuestra planeación ha continuado.

En este año tendremos una segunda oportunidad, porque en el año 1974, el Transporte Rápido estará nuevamente en las boletas de votante. Hasta entonces, el autobús es el más rápido sistema de transporte en Sud California. Y, estamos haciendo todo lo posible porque le resulte práctico a usted.

Es su autobús

RTD es una agencia pública. Fue creada por mandato de la Legislatura del Estado. Su tarea primaria es responder a sus necesidades de transporte. Para dar este servicio, dependemos de fondos locales, federales y estatales. Eso quiere decir que nuestros planes para el mejoramiento del servicio están limitados

abajo. Conseguirá con ello, gratuitamente, un Rider's kit o portafolio informativo, con un mapa de las líneas de autobuses, comprensivo, tarifarios, e información sobre servicios especiales y de rutas. Queremos ayudarle a que disfrute un autobús RTD. La mejor forma para lograrlo es llevándole informes sobre nuestros progresos, nuestros planes y servicio, con mensajes como éste. Tenemos la esperanza de que este anuncio y otros como éste le ayuden a usted a aliviar, en buena parte, su crisis personal de energética.

Escriba a: Southern California Rapid Transit District
Public Information Department LAO
1060 So. Broadway
Los Angeles, Calif. 90015

Por favor mándeme lo siguiente:
 Un Equipo de Pasajero RTD gratis.
 Información sobre esta ruta:

Desee viajar
Desde _____
(Calle o Intersección más cercana - Comunidad)

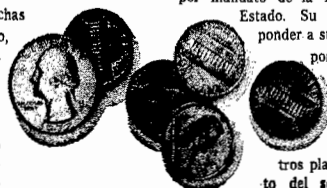
hasta _____
(Calle o Intersección más cercana - Comunidad)

Tiempo normal _____ AM _____ PM
Estoy interesado en el RTD especialmente para:

Ir al trabajo De compras
 De recreo Otro _____

Desee saber más acerca del Servicio de Suscripción de Autobuses

Nombre _____
Dirección _____
Ciudad _____ Zona Postal _____



Southern California Rapid Transit District
Public Information Department
1060 South Broadway, Los Angeles, 90016



Rider's Kit

FOR RIVERSIDE COUNTY
RTD's



EXPERIMENTAL
25¢ FARE

MAY 26 THRU JUNE 22, 1974

What
we're
doing
about
the
energy
crisis...

"THE LOS ANGELES PLAN"

RTD's



EXPERIMENTAL
25¢ FARE

APRIL 1st. THRU JUNE 30, 1974



SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT



RTD SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

Order Your Monthly Passes
or Ticket Books
by Mail



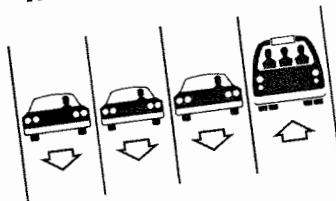
SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

VEST
POCKET
TOURS



SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

RTD
INTRODUCES



SPRING ST.
CONTRAFLOW
SERVICE

A GUIDE
FOR
GOING
PLACES



RTD SOUTHERN CALIFORNIA
RAPID TRANSIT DISTRICT

THANK YOU FOR YOUR RECENT REQUEST

We're pleased to provide you with the latest information available on RTD routes and services. Your Rider's Kit includes a system map, "Guide for Going Places," which shows you just how much service RTD already offers. You'll find a handy list of "20 Vest Pocket Tours" and complete information on the El Monte Busway. Subscription service is there, too.

On the special route you wanted to know about, take Line _____

Then transfer at _____ to Line _____

(Finally, transfer at _____ to Line _____)

For many places you'll want to go, our routes are simple and direct. And, we're doing everything we can to improve service in every area. We sincerely hope you'll find that learning to use mass transit can help to solve your personal energy crisis.



RTD IS GOING PLACES

SOUTHERN CALIFORNIA
RAPID TRANSIT DISTRICT



Mobile passenger information teams form personal complement
to public information effort.



Mobile passenger information teams gain RTD visibility in activity centers throughout District.



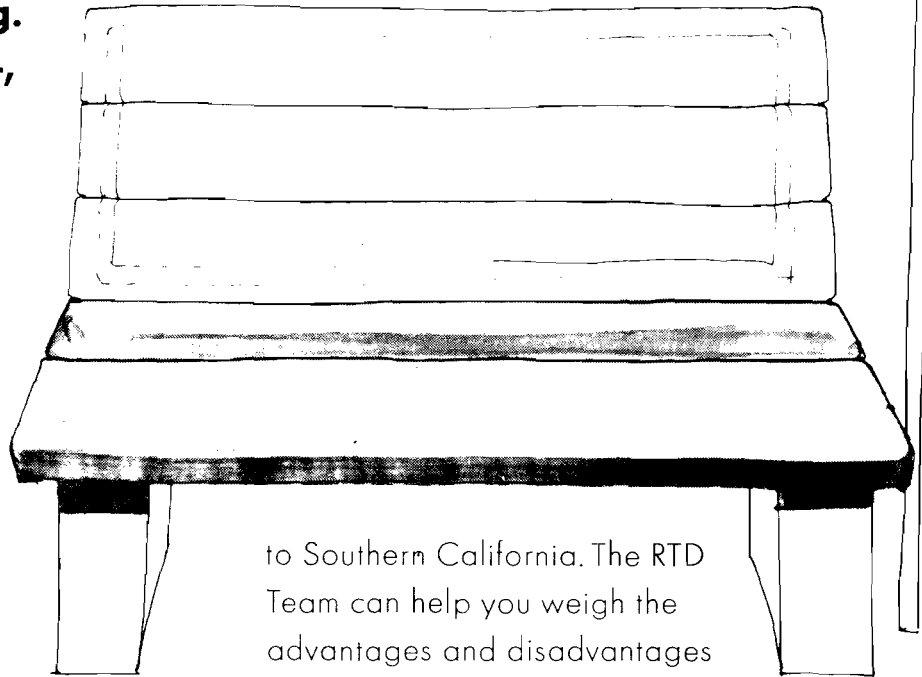
Your energy crisis stops here.



**Southern California
Gas Company Lobby
Area - 820 Building.
Thursday, March 14,
Friday, March 15,
and Tuesday,
March 19,
9 a.m. to 4 p.m.**

Have any questions about bus service? Here's your opportunity to get all the information you need. The Southern California Rapid Transit District will make representatives available at the place shown above on the dates and times indicated.

RTD's Passenger Information Team is equipped to provide comprehensive information concerning routes, fares, schedules, and any other aspect of RTD's service



to Southern California. The RTD Team can help you weigh the advantages and disadvantages of auto and bus commuting, and perhaps help you get through your personal energy crisis.



The RTD is going places.

Bringing schedule information to the people is accomplished by placing racks in 450 Thrifty Drugstores and U.S. Post Offices on or near RTD routes.



EFFECTIVE MAY 20, 1973
SUBJECT TO CHANGE WITHOUT NOTICE

LINES

126	129
130	131

126 9TH STREET-
AVERILL PARK

29 BARTON HILL

30 POINT FERMIN

31 GAFFEY STREET

EFFECTIVE JAN. 27, 1974
SUBJECT TO CHANGE WITHOUT NOTICE

LINES

305 306 308

305 HUNTINGTON

306 MANCHESTER
AVES. TO IMPERIAL

308 COMPTON AVENUE

EFFECTIVE JAN. 13, 1974
SUBJECT TO CHANGE WITHOUT NOTICE

LINES

33 92

33 LOS ANGELES-WATTS-
COMPTON-WILMINGTON

92 WATTS-
SIERRA VISTA

92 ALSO SERVING MARTIN
LUTHER KING JR. HOSPITAL -
GENERAL HOSPITAL
OUTPATIENT CLINIC



SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT
LOS ANGELES CENTRAL AREA-CALL
TRANSIT INFORMATION
(213) 747-4455
OTHER AREAS CONSULT LOCAL DIRECTOR



SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT
LOS ANGELES CENTRAL AREA-CALL
TRANSIT INFORMATION

(213) 747-4455

OTHER AREAS CONSULT LOCAL DIRECTORY



SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT
LOS ANGELES CENTRAL AREA-CALL
TRANSIT INFORMATION

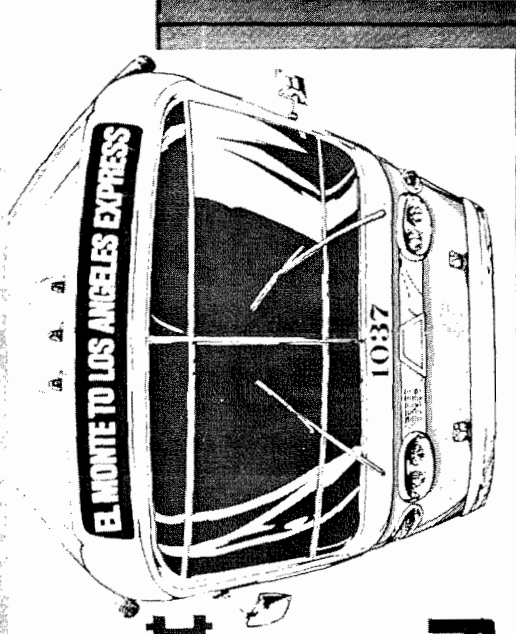
(213) 747-4455

OTHER AREAS CONSULT LOCAL DIRECTORY

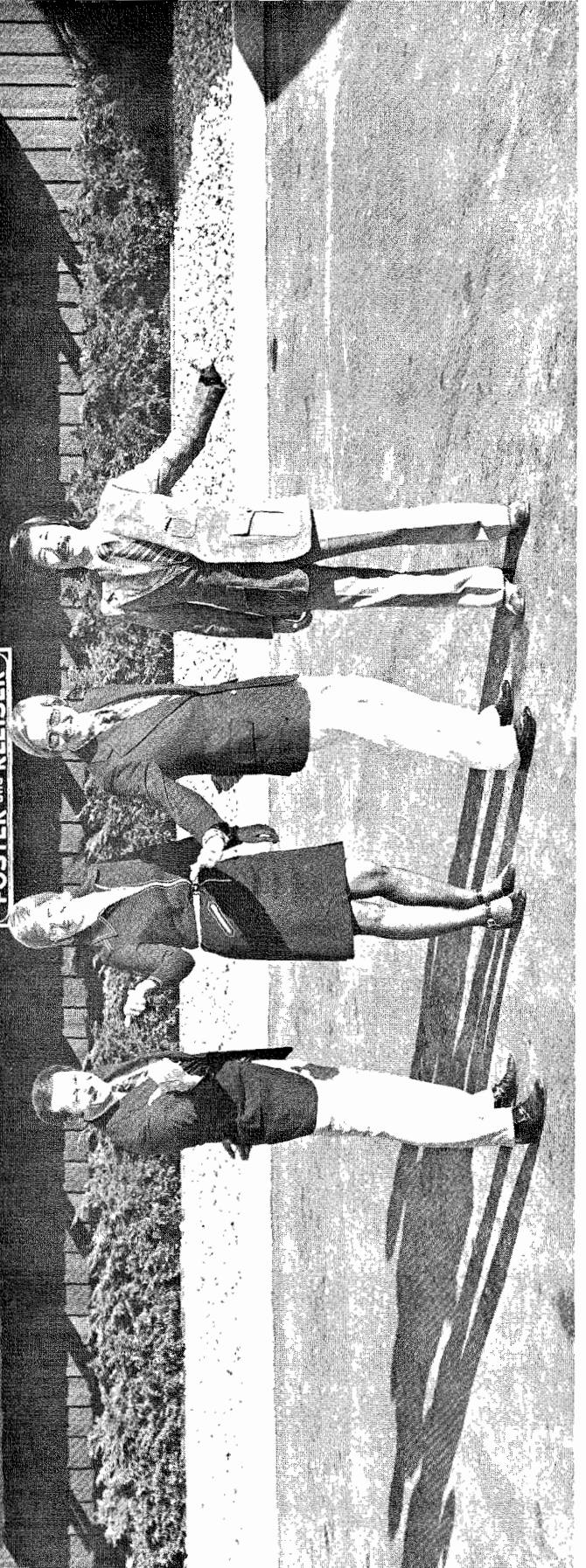
New billboards inform public and support graphic theme of advertising program.

Fly to Los Angeles: 70¢

RTD El Monte Busway



FOSTER and KLEISER



Graphic theme of advertising program carried on board RTD's buses to alert San Bernardino Freeway commuters to availability of alternative mode of transportation on the Busway.



REDUCED FARE PROGRAMS

Two historic fare experiments have occurred in Los Angeles transportation in 1974. On Sunday, January 20, a one-day 10¢ fare was so successful that it was made a part of the Regular RTD fare structure with the help of the Los Angeles County Board of Supervisors.

On April 1, again made possible by County support, the weekday fares were dropped to a flat 25¢ throughout the County. The new fare eliminated the complicated 300-zone pattern, and established a 10¢ transfer honored on all RTD and municipal lines throughout the County. This highly successful program will continue for the next year.

Sample Sunday Incentive Program

In conjunction with the Sample Sunday 10¢ fare, the Public Information staff support the program with print media in the El Monte and central Los Angeles regions and a special brochure distributed on all District buses. Continuing news release support keeps the media abreast of weekly ridership and revenues. A Sample Sunday Take One brochure has been distributed through the same system.

25¢ Fare Information Program

An extensive program involving all staff in the department was completed during the introduction of the 25¢ fare, which included:

- News release series
- Off-the-record news briefing
- Press Conference
- News supplement tabloids by 29 area newspapers
- Television coverage
- Radio advertising converted entirely to the 25¢ message
- Information brochure with 250,000 distribution
- Special editions of Headway, the employee newspaper
- Employee information sent out by the general manager in three separate mailings
- Information sent to decision-makers in major organizations and communities through a direct mailing

Huge crowds take advantage of dime-a-ride

Passenger Overflow 10-CENT BUS RIDES CALLED BIG SUCCESS

The Southern California Rapid Transit District's experimental dime-a-ride Sunday was a huge success.

Dime fares draw raves

LOS ANGELES — Sunday bargain bus fare day drew mixed reviews at its midnight end.

There was standing room only in some buses and long lines of people waiting at bus stops.

However, government subsidy on 10 cent fares on the Southern California Rapid Transit District's \$50,000, estimated by Jack Gilstrap, RTD spokesman, to cover the cost of the program.

the RTD lost an estimated \$100,000 on the operation. Gilstrap said the company would seek government aid to continue the program.

West San Gabriel Valley residents braved the rain and cold Sunday on one of the best transportation bargains in years.

Dime Ride Packs Buses On Sunday

LOS ANGELES (AP) — A Sunday sale on bus fares—including a 60-mile ride for a dime—caught more enthusiasm than transit officials expected or

Sunday bus riders flock to RTD dime-a-ride plan

Dime-a-Ride Big Hit on Sunday

It was "standing room only" on many buses as thousands of commuters took advantage of the

County supervisors voted to provide money to help fund the program.

10-CENT BUS RIDES ATTRACT STANDING ROOM THRONGS

Dime-a-ride fares drew standing-room-only crowds aboard Southern California Rapid Transit District buses Sunday, a dramatic increase over last Sunday's highly successful RTD experiment. According to a company spokesman, many buses

available until all fares were reported late today, it appeared that the second Sunday of 10-cent fares was an unqualified success in terms of numbers of passengers.

With increased publicity during the past week and a half, Sunday tourist attractions, including Gardens in Van Nuys, and Disneyland in Anaheim, and Knott's Berry Farm in Buena

The company explained this as a move to cut losses on the Sunday service to below the \$25,000 weekly subsidy county supervisors agreed to provide. RTD was awarded up to \$75,000 to cover the losses caused by reduced

\$19,962, a decrease from normal receipts.

After the success of a-ride Sunday, RTD officials voted to continue reduced-fare rides.

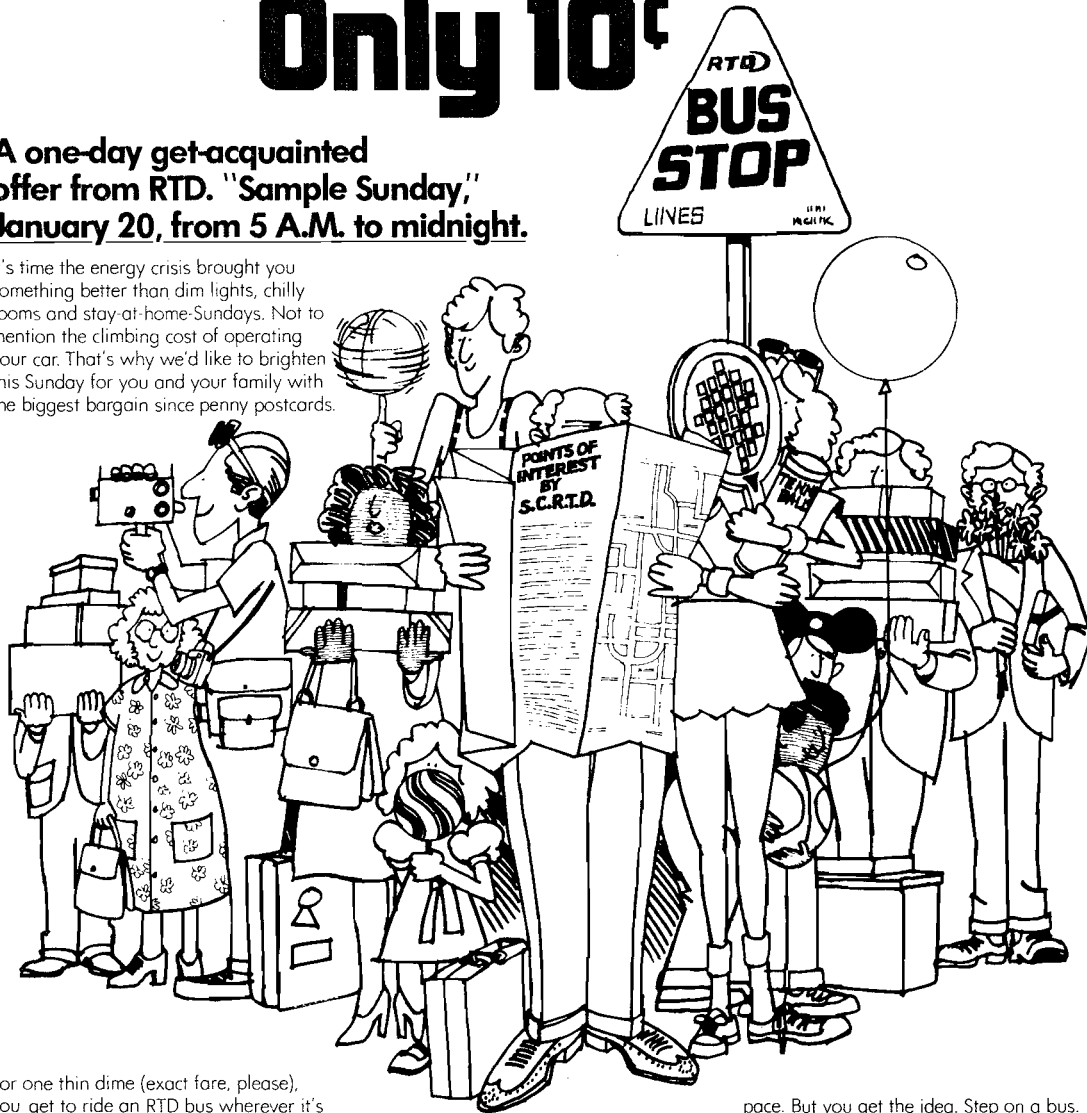
RTD Sunday Rate DIME FARE ATTRACTS RECORD BUS CROWDS

heavily used routes, including Wilshire Boulevard, Hollywood and the San Fernando Valley and Burbank. In some cases, drivers had to turn away passengers.

Test ride your bus: Only 10¢

A one-day get-acquainted offer from RTD. "Sample Sunday," January 20, from 5 A.M. to midnight.

It's time the energy crisis brought you something better than dim lights, chilly rooms and stay-at-home-Sundays. Not to mention the climbing cost of operating your car. That's why we'd like to brighten this Sunday for you and your family with the biggest bargain since penny postcards.



For one thin dime (exact fare, please), you get to ride an RTD bus wherever it's scheduled to travel, through any number of zones. If you ride through three zones, the regular cost would have been a basic fare of 30¢ plus 8¢ each for the two additional zones, or a total of 46¢. This Sunday, however, that ride is yours for only a dime. And it's only 10¢ more to board another bus. Children under 5 years ride free, as always.

Why the generosity?

We have several reasons for "Sample Sunday." First, you may be one of countless commuters and shoppers who have never traveled by bus and want to get acquainted with our service. It may have taken the energy crisis to arouse your curiosity, but your use of mass transit in one form or another was drawing near. Secondly, Sunday was a good day for this event because many of our bus lines are uncrowded. There's also less auto traffic to slow things down. To make things even more appealing, a dime seemed like a fair sample price because it's substantially less than our basic fare and slightly more than free. The 10¢ won't come close to

covering our operating expenses, but we can't afford to lose a full Sunday's revenue. By the way, we recognize the advantages and disadvantages of a Sunday test ride. You should, too. On the plus side, you get to sample the ExtraCar at a bargain fare, in a leisurely way, without fighting the clock. On the other hand, you may have to wait a little longer for a bus because of our reduced Sunday service. Just a caution: because some of our suburban lines are not in service on Sunday, it might be advisable to call our information operators when making your plans.

Where do you go from here?

Well, you can bundle up the family and take the bus to church or to the home of a friend or relative. How about a ride through your community? After all, when was the last time you had a chance to keep your eyes off the car in front of you and see a little more of the old home town? What about a trip to one of the many entertainment parks, recreation centers, scenic attractions or shopping centers that are open on Sunday? Even a little sightseeing might be a change of

pace. But you get the idea. Step on a bus. Get comfortable and relax. Take a test ride to anywhere we travel. We believe this sample is our best demonstration of energy conservation. Yours.



"Sample Sunday" Summary

- One day only. Sunday, January 20, 5 A.M. to midnight.
- Board an RTD bus for 10¢ and ride through any number of zones.
- Only 10¢ more to board another bus.
- Regular Sunday service in our 4-county service area.
- Children under 5 years ride free. Monthly Passes and special fares for senior citizens and the blind will remain in effect.

For more information:
Phone (213) 747-4455.

Other areas consult local directories.

RTD is going places.

Fly to Los Angeles: 10¢



Reduced from 70¢.
Sunday, January 20, is RTD
"Sample Sunday": 5 A.M. to
midnight.
A one-day-only opportunity for
you to sample the El Monte Bus-
way to downtown Los Angeles.

Sunday, January 20 is the day you can stretch a dime all the way from the San Gabriel Valley to downtown Los Angeles. And that's quite a stretch. We want you to know just how quick and easy it is to travel on your own private freeway lane, all the way downtown, or as far as Wilshire Boulevard to Western Avenue.

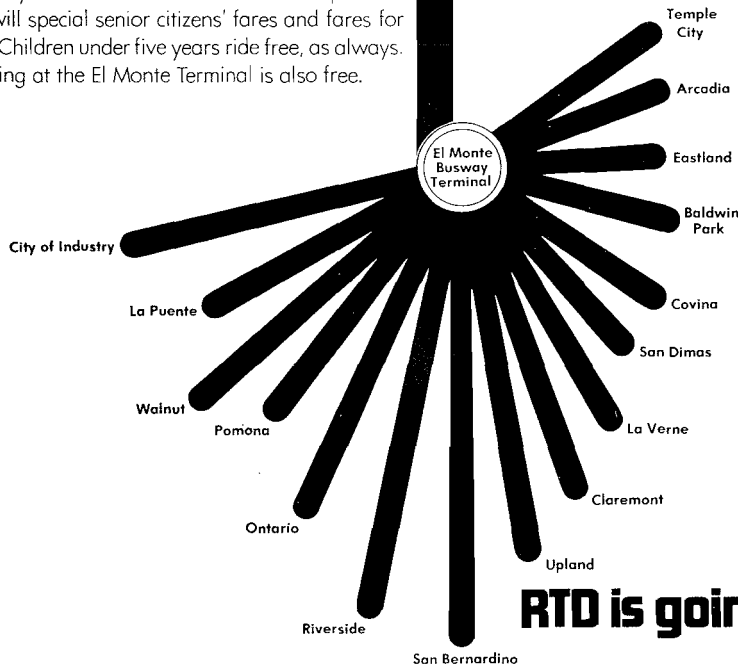
If you commute to work in downtown Los Angeles during the week or want to take an occasional shopping trip to the central city, here's your chance to take a test ride with a dime doing the work of 70¢, our regular daily fare. In fact, if you take a feeder bus to the El Monte Terminal and continue on the same bus to downtown, you still pay only a dime and get the extra local zones free. The only time you part with another dime is when you board another bus. Busway and Monthly Passes remain in effect on "Sample Sunday" as will special senior citizens' fares and fares for the blind. Children under five years ride free, as always. And parking at the El Monte Terminal is also free.

So if you thought this Sunday had to be as dull as the last few, pick up the family, pocket a few dimes and test ride the Busway. Take a leisurely look at the changing downtown skyline.

Stretch your legs a bit and see the sights; the towering new buildings, shopping centers, and restaurants. Also visit some of the older attractions and famous landmarks. We also want you to know that our Sunday service is reduced somewhat and the freeway is less crowded, so you won't actually have the weekday experience of zipping past a crawling mass of motorists. But you should have an enjoyable energy-saving day. After all, when was the last time you got as much mileage out of a dime?



For Busway Information
From the San Gabriel Valley
Phone (213) 443-1307



RTD is going places.

THE 25¢ FARE.

It's no good if you don't know how to use it.

By now, you probably know that a flat 25¢ will take you anywhere in Los Angeles County on an RTD bus until June 30.

But there are a few other things you may need to know to make the best use of a bus.

It's really very simple.

Starting April 1st, when you get on a bus, you will pay just 25 cents for the ride, no matter where you get on and no matter how far you ride on that bus in Los Angeles County.

The only time you pay more in L.A. County is if you change buses during your trip. Then it costs you 10 cents for a transfer which lets you change buses 3 times.

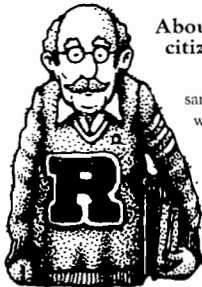
Your transfer will be honored on all municipal bus lines in the County.

This nice, easy single fare of 25 cents will be in effect Mondays through Saturdays.

It will be in effect on all our buses. In Los Angeles County only.

It will even be in effect on the new El Monte Busway.

And it will be in effect until June 30th.



About Sundays, senior citizens and students.

Some things will stay the same as before. Sunday fares will still be 10 cents for everyone. On weekdays, senior citizens will now pay just 10 cents, all day long. And student fares will still be just 15 cents with the proper I.D. card. All transfers are 10 cents.

On the former Eastern

Cities lines 140, 141 and 142, the 20¢ cash fare is discontinued. The cash fare will now be 25¢.

However, you can still get 3 tokens for 50 cents on these three lines, and transfers between them are still free.

In addition, for the first time you can now get a 10¢ transfer to other RTD or municipal buses when you pay the new 25¢ cash fare.

About monthly passes.

They'll still be issued by the calendar month, but under the new fare system, they'll cost just \$10.

You get unlimited transportation throughout the County for a whole month for \$10. That's quite a buy. And for senior citizens, they're just \$9.

And your pass will also be honored on the Eastern Cities and the former Blue & White buses.

The 10-ride commute card is discontinued in Los Angeles County.

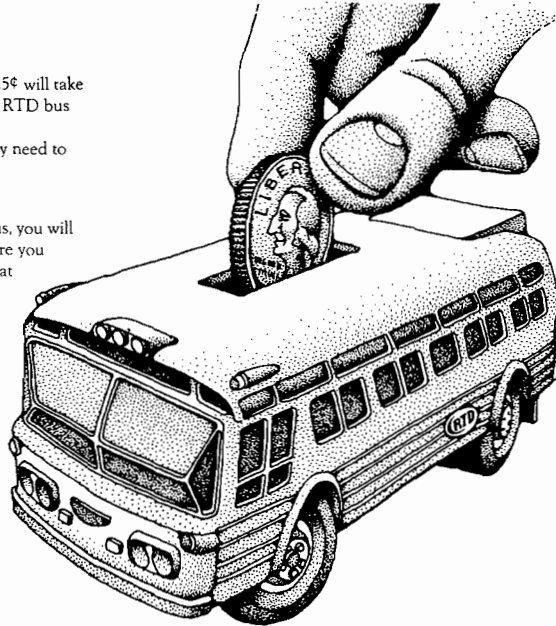
What has changed. And why.

For a long time, we've been trying to make our whole fare system a much simpler thing. So that most rides would be a lot easier and a lot less expensive.

We needed help to do it. Because running a transportation system is expensive, and the fares the RTD receives don't even come close to paying for the full cost of running the buses.

RTD is a public agency, but very little of your tax money goes to it. At least, there's not enough to make bus rides cheaper, or to make our service more often or more convenient in many places.

We've looked for help at the Federal, State, County and local levels. And for three months at least, thanks to our Los Angeles County Board of Supervisors, we've got it. It's a beginning.



Through June 30, the County Board will channel your tax dollars to help make up the difference between the fares you pay and the actual cost of bringing you this flat 25¢ fare.

This is all part of the RTD's plans to bring you better transportation, with lower fares and more buses and added service.

We may get the extra money needed to bring you these improvements, if the 25¢ fare experiment is successful. A lot of agencies throughout the country will be watching. We're going to work hard to make it work. But we'll need your help.

What hasn't changed. And why.

Regular fares and additional zone fares will still be charged in San Bernardino, Riverside, and Orange counties.

This is because the 25¢ fare experiment is only in Los Angeles County because it's only funded by Los Angeles County. If the experiment is successful, we hope to eliminate all of RTD's fare zones. Permanently.

The good part about 25 cents.

There's no need to tell you this is a bargain. You can see that for yourself. But you'll save more than money and gasoline, now. You'll save hassle. With a fare that's easier to understand, bus riding will be easier to take.

So we expect more people are going to take the bus for more than just getting to and from work.



For instance, weekends won't have to be empty just because your gas tank is. You can use the bus for shopping and family outings and short errands.

Of course, the crunch will really come during rush hours.

Which brings us to our biggest worry: you. We're going to need all the good will you've got.

The other side of the coin.

Because we expect more people will be using buses more often, we'll be adding drivers and maintenance people as fast as we can recruit them to service the additional buses we are adding to the fleet.

But we can't get it all done in a week or two. So sometimes you may find yourself on a not-so-new bus.

Sometimes you'll feel like sitting down, but there won't be any seats available.

Sometimes a driver may be too busy to answer all your questions.

And sometimes a bus may be too full to stop and you'll have to wait for the next one. (That wait will get shorter, as we add more buses to the busier routes.)

We're not saying *all* of these things will happen to you, but some of them are bound to happen to some of you. Please. Don't get too annoyed.

We're trying very, very hard.

We wish we could honestly promise you that everything is going to be just perfect right away.

We can't.

What we can promise is that it will be the very best we can do at the time, and that it will get better all the time.

Because we'll keep on working to get more buses and better buses and smoother schedules and really super service.

How to use the 25-cent fare.

It won't be any good to you, if you don't know how to use the bus. To find out how, you can phone or send in the coupon.

Our special Los Angeles information number is (213) 747-4455. For the number in your local area, please check your directory. Please have a pencil and paper ready to write down all the information.

Next to the telephone company, the RTD switchboard is the largest one around: 99 operators throughout the week. In operation 18 hours a day, 7 days a week.

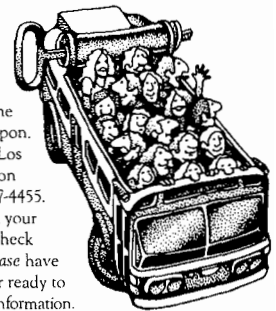
But with a lot of you calling in, there may be a long wait. If you get a busy signal, it's because a few hundred others have called and are waiting their turn.

For more complete information, your best bet is to use the coupon. You'll get a free Rider's Kit with a comprehensive bus line map, and information about fares, routes and special services.

You'll also get a route custom-tailored to your needs. Or as close as we can come to it. Just give us your starting point, and where you want to go.

We're the first to admit we don't go everywhere. But we try to get as many of you as possible to your destination, as fast as possible.

And at 25 cents, that's the best bargain in town.



Mail to: Southern California Rapid Transit District
Public Information Department
1060 So. Broadway
Los Angeles, California 90015

Please send me the following:

A free RTD Rider's Kit Information on a route for me:

I want to travel from _____

to _____

Normal travel times _____ a.m. _____ p.m.

I'm interested in RTD mainly for:

Commuting to work For shopping

Recreation Other _____

Name _____

Address _____

City _____ Zip _____

RTD is going places.



The world's largest economy car.

What this county needed was a flat, uncomplicated 25¢ bus fare.

This may not be news to you, but the 25¢ bus fare is here and will be with us at least through June 30. What may be news is the fact that ridership climbed by more than 2 million during the first month of the lower fare.

We expected Los Angeles County to respond, and it's happening. But not everyone has discovered us yet. After all, your years behind the wheel of a car have formed a habit that's tough to break. Even a 25¢ bargain fare has a lot to overcome when it comes to the very real convenience of your car.

Why others are trying the bus.

Let's see if some logic can pry you loose from the old gas-guzzler. If you want to laugh at climbing gasoline prices; if you want to turn your mind to more pleasant thoughts than how many miles you get to the gallon; then follow the example of the new RTD bus commuters. Many of them are former freeway fighters like yourself.

Some of them will tell you they finally finished the book they've been trying to read for the past few months. Others are getting a head start on the day by reviewing their schedules and making daily plans. And you've never seen so much knitting and crocheting going on up and down the aisles. Try to accomplish all that while wrestling with the steering wheel of your car!

Saving money isn't everything.

Of course you save money with RTD. Lots of it. But you save something even more precious to

most people. Time for yourself. You'll find time to do a lot of the little things you've found difficult to squeeze into a normal day of bumper-to-bumper, traffic-snarling frustration. While a car may seem to save you travel time, consider the time you lose: for catching up, keeping up and slowing down. Expanding your day is a big part of the ride.

Incidentally, we've tried to make things more comfortable for you during this period of increased bus use. We've added more buses, more drivers and more mechanics. Even if you don't use an RTD bus exclusively, we want you to think of us often and use us when you can. As we become more familiar to you, we believe you'll find more occasions to leave your car at home.

Between 9 A.M. and 3 P.M.

Many of our new riders don't work, so they're using the bus for shopping. You see, a sale is really a sale when you can get there for only a quarter. The bus is also a bargain for visiting, family errands and for

recreation. RTD can get you to most of the popular attractions and entertainment parks, so it's easy to fill up a weekend without filling your tank. For those of you who get a lot done between 9 A.M. and

3 P.M., why not step on a bus instead of stepping on the gas. You'll save more than just money.

How to bus the first time.

All you do to simplify your trip the first time is to phone us or use the coupon below.

Our special Los Angeles information number is (213) 747-4455. For the number in your local area, please check your directory. Please have a pencil and paper ready to write down all the information.

For more complete information, your best bet is to use the coupon. You'll get a free Rider's Kit with a comprehensive bus line map, and information about fares, routes and special services.

You'll also get a route custom-tailored to your needs.

Add this service to the new low fares and you really do have the biggest bargain in town.

**Our New
"OLD FASHIONED"
FARE BOX**

25¢ Fare

Monday through Saturday, until June 30 all RTD buses in Los Angeles County are a flat 25¢ fare, including the El Monte Busway. Zone fares have been eliminated completely.

10¢ Sundays

The fare on Sundays in Los Angeles County through June 30 is only a dime for each bus you board. Hours are 5 A.M. to midnight.

\$10 Monthly Passes

Regular Monthly Passes have been reduced to \$10, and since zones have been eliminated, that means unlimited riding in Los Angeles for the price of the pass. Passes will be honored on the Eastern Cities and former Blue and White buses.

\$4 Senior Citizen Passes

Senior Citizen Monthly Passes will be reduced to \$4, effective May 15. Single fares are only 10¢, all day long, without restriction on hours. And transfers are only 10¢.

Students

With the proper I.D. card, student fares are only 15¢ and transfers are a dime.

Transfers

Transfers are only 10¢, and each is good for three additional buses, if needed. For the first time, you can get a 10¢ transfer to a municipal bus when you pay the new 25¢ fare. Just ask for the special "interagency" or "muni" transfer.

Other Changes

On the former Eastern Cities lines 140, 141 and 142, the 20¢ cash fare is discontinued. The cash fare will now be 25¢. However, you can still get 3 tokens for 50 cents on these three lines, and transfers between them are still free. And now, the blind ride free, with no limit on the number of buses they may board.

Mail to: Southern California Rapid Transit District
Public Information Department
1060 So. Broadway
Los Angeles, California 90015

Please send me the following:
 A free RTD Rider's Kit Information on a route for me:
 I want to travel from _____
(closest major intersection or street address/community)
 to _____
(closest major intersection or street address/community)

Normal travel times _____ a.m. _____ p.m.
 I'm interested in RTD mainly for:
 Commuting to work For shopping
 Recreation Other _____

Name _____
 Address _____
 City _____ Zip _____

RTD is going places.

The 25¢ bus fare is here



From now until June 22, all RTD bus fares within Riverside County will cost only 25¢. The fare is good on Lines 62, 82, 99 and 149. If you take either the 60E or 60F to Los Angeles, you'll pay only 50¢ (a quarter for each County!). The RTD Long Beach Bus will cost 25¢ to Corona, then normal fares will be charged through Orange County. The same fare plan applies to the popular Riverside-Disneyland Sunday service, since the total fare has been reduced to only \$1.33!

While many of the details used by Los Angeles County in their 25¢ fare program apply here, there are some differences. The "Old Fashioned Fare Box" below should answer all your questions.

**Our New
"OLD FASHIONED"
FARE BOX**

25¢ Fare

Seven days a week, until June 22, all RTD buses within Riverside County are a flat 25¢ fare. Trips through another county are extra. For example, you pay an extra 25¢ in Los Angeles County. The same trip on Sunday is only 10¢ in Los Angeles County.

\$10 Monthly Passes

Regular Monthly Passes have been reduced to \$10 for unlimited riding within Riverside County.

\$4 Senior Citizen Passes

Senior Citizen Monthly Passes will be reduced to \$4, effective through June 22. Single fares are only 10¢.

Transfers

Transfers to other RTD lines within Riverside County are still free.

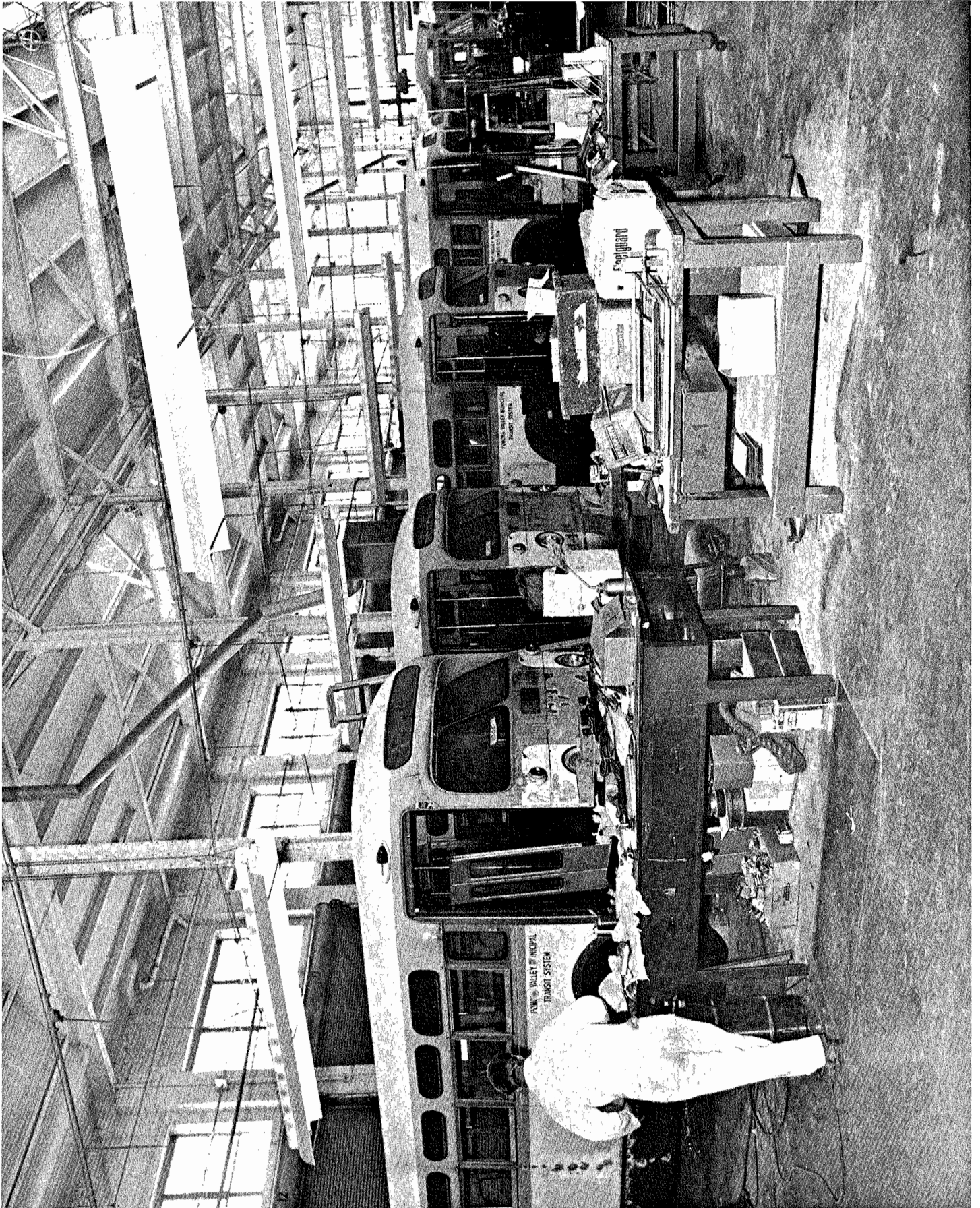
Other Changes

Just a reminder. Extra fares are charged for trips through other counties. In the case of travel to and from Los Angeles the additional cost is only 25¢. And since Los Angeles still has the popular 10¢ Sunday fare, your total cost one-way on Sunday is only 35¢. (25¢ in Riverside County, 10¢ in Los Angeles County.) Trips to Orange County are charged on a zone basis.

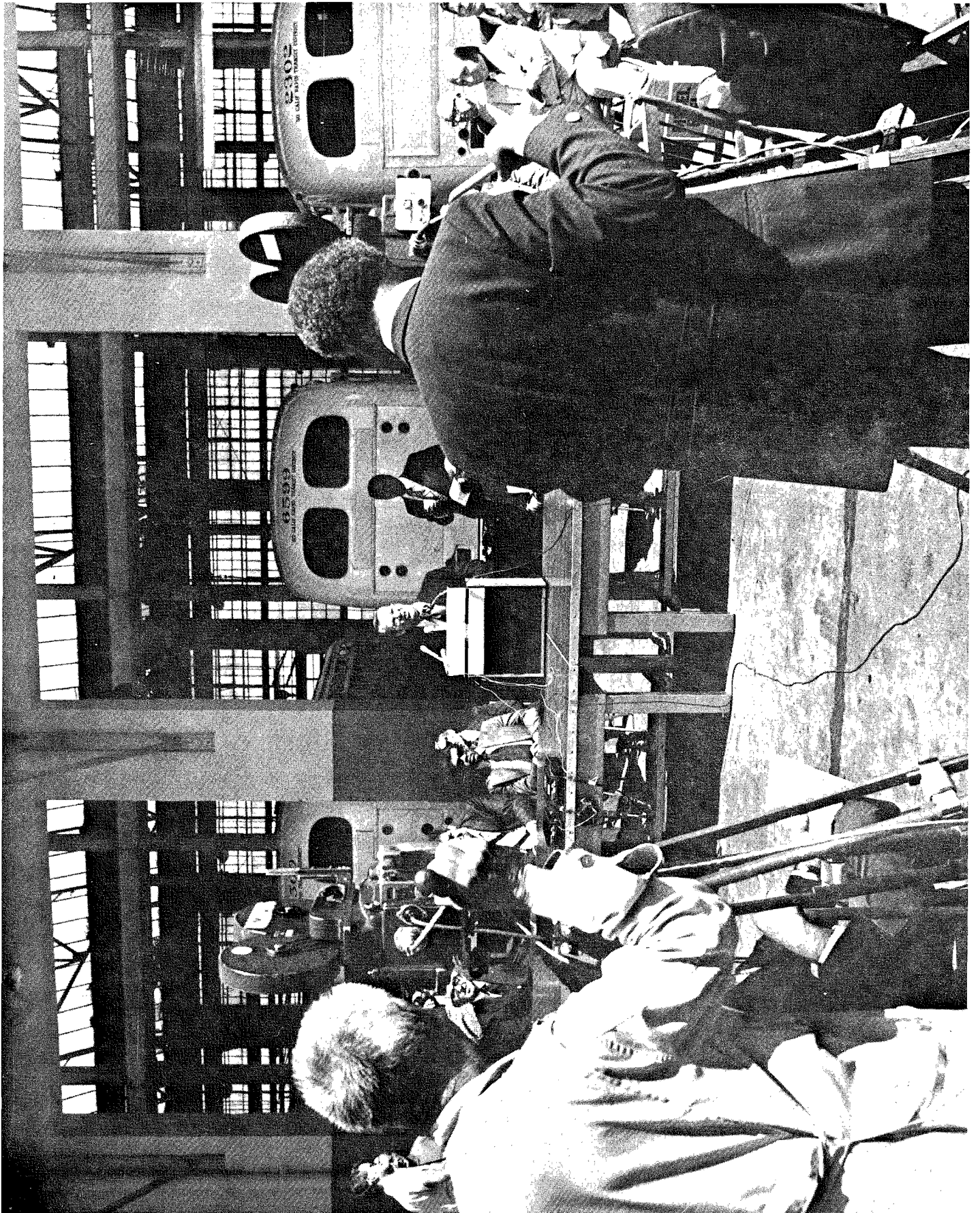
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RTD is going places.
(in Riverside County)

District's efforts to provide expanded service documented during 25¢ flat fare program.



Using refurbished buses as backdrop, press conference draws attention to kick-off of 25-cent flat fare program which began next day.



Antique double deck bus and Dixieland band create high audio and visual interest for L.A. media during 3 millionth-additional-rider promotion during 25-cent fare program.



NEW SERVICES

The RTD has introduced an unprecedented number of new services and innovation operations in the past year. More than just new line service and extensions, these additions include some of the most progressive changes in bus operation anywhere in the country.

El Monte Busway

Public information support for this program consists heavy publicity support, billboards, and supporting radio commercials. Since the Busway is the area's one true rapid transit development, and the one outstanding capital development program visible to the voters at present, it must be considered an information tool to improve public opinion toward the RTD.

Park and Ride Service

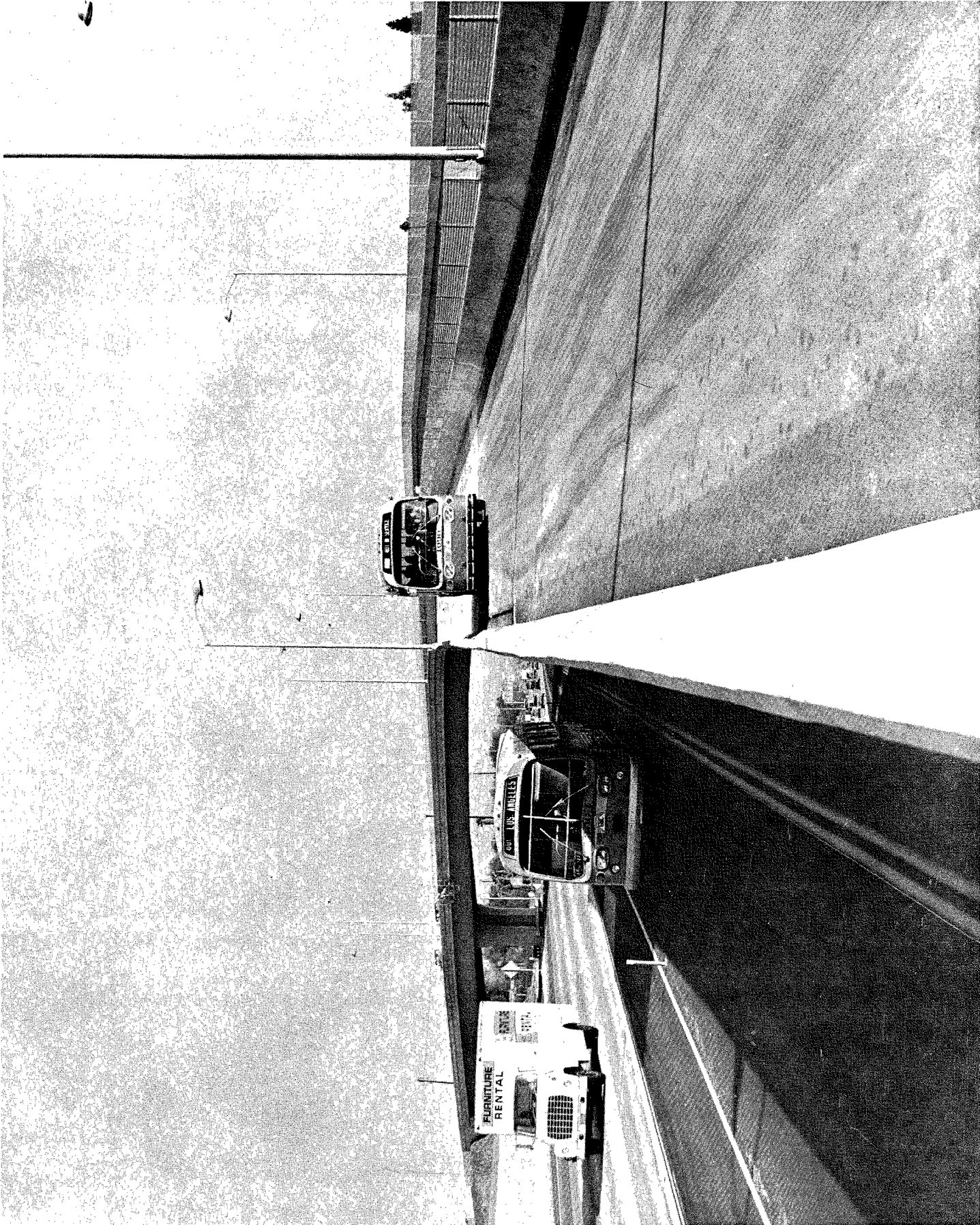
Service from five new Park 'n Ride locations around the basin began May 1 and augments two lots already proven successful at the Convention Center and at the El Monte Busway. Public information activities are centered around two target market groups: commuters in the service areas of the lots, and the decision-makers of the region. These lots are a material part of the system improvement package which will potentially be funded through a favorable November referendum. Newspaper ads, bus stop sleeves, posters with take-one boxes in the downtown commuter zone provide maximum information to the most commuters in the most compact geographic area. In the areas served by the new park 'n ride facilities, billboards, theatre marquees, news releases to community papers, radio advertising, and mobil teams each contribute to the overall information/promotion effort. Mailings to regional officials outlined the importance of these new facilities to transportation throughout the Basin.

Contraflow Lane

An extension of expedited service begun by the El Monte Busway, the contraflow lane on Spring Street is designed to improve Busway access in the congested downtown area.

Inaugurated on May 19, Public Information support has taken the form of simplified explanations distributed via the media. Spring Street is also the site of the prototype models of new bus stop signs soon to be developed for the entire District.

Test run underlines safety angle while promoting new mid-stream access ramp to Busway before operations begin.



Ride out inflation.

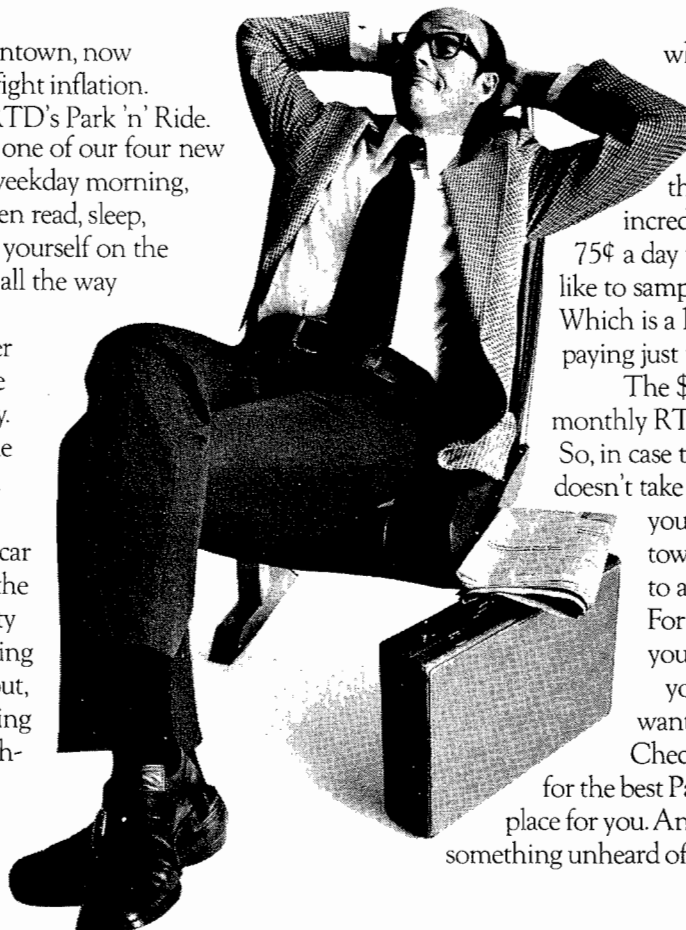
Now \$12 a month parks your car, takes you downtown and back.

If you work downtown, now you can do more than fight inflation. You can beat it. With RTD's Park 'n' Ride.

You just drive to one of our four new Park 'n' Ride lots any weekday morning, board a waiting bus, then read, sleep, work—or congratulate yourself on the money you're saving—all the way to town.

The Freeway Flyer you'll ride doesn't make any stops along the way. So you'll make the same speed you would if you drove yourself.

Meanwhile your car will be basking under the watchful eye of a security guard. It won't be burning any gas, wearing itself out, wearing *you* out, polluting the air or taking up high-priced downtown real estate. And, of course, it'll be waiting for you



when you ride another Freeway Flyer back after work.

The cost of all this convenience is an incredible \$12 a month. (Or 75¢ a day for anybody who'd like to sample the service first.) Which is a lot less than you're paying just to park, isn't it?

The \$12 price includes a monthly RTD pass, by the way. So, in case the Freeway Flyer doesn't take you *exactly* where you want to go downtown, you can transfer to another bus that will. For no extra fare. In fact, your RTD pass will get you all the rides you want, even on weekends.

Check the schedules below for the best Park 'n' Ride time and place for you. And start cashing in on something unheard of these days. A bargain.

Burbank San Val Drive-In Theater 2720 Winona Ave.	La Mirada La Mirada Drive-In Theater Alondra Blvd. at Firestone	San Gabriel San Gabriel Drive-In Theater 140 W. Valley Blvd.	Van Nuys Van Nuys Drive-In Theater 15040 Roscoe Blvd.																																																																																																																																																																								
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RTD is going places

RTD's Miss Transit Progress and local political officials, such as Mayor Tom Bradley, draw media coverage in face of L.A.'s highly competitive publicity market.



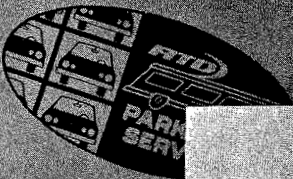
NOW – FOR South Central Los Angeles



LINE 7F COMMUTER FREEWAY FLYER

from City of Los Angeles
323 West

to convenient downtown Los Angeles stops
24 morning departures —
18 afternoon/evening returns



LINE 24E COMMUTER FREEWAY FLYER

from San Val Drive-In Theatre
to convenient downtown Los Angeles stops
9 morning departures —
9 afternoon/evening returns



Southern California Rapid Transit District

NOW – FOR LA MIRADA



LINE 58E COMMUTER FREEWAY FLYER

from La Mirada Drive-In Theatre
to convenient downtown Los Angeles stops

12 morning departures —
8 afternoon/evening returns

NOW – FOR SAN GABRIEL



LINE 53F COMMUTER FREEWAY FLYER

from San Gabriel Drive-In Theatre
to convenient downtown Los Angeles stops

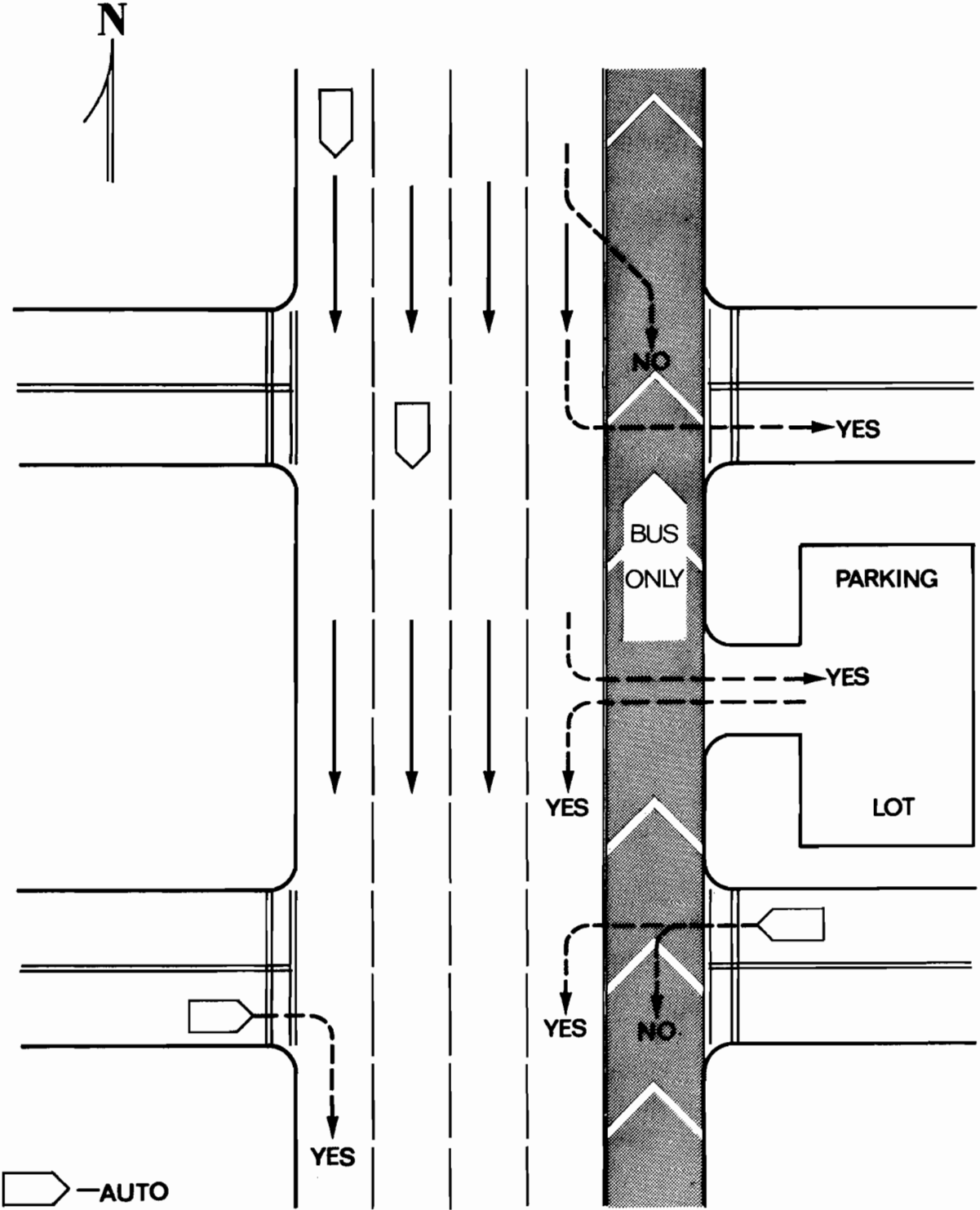
10 morning departures —
10 afternoon/evening returns



Southern California Rapid Transit District

Crisp graphics illustrate a transit concept new to Los Angeles.

CONTRA-FLOW BUS LANE



A reminder that the unfinished Spring Street contraflow lane would soon handle up to 90 buses during a single peak hour.



Human interest angle exploited for installation of new bus stop signs along contraflow route before lane began operation.



SPECIAL IDENTITY PROGRAMS

Programs to improve the public image and utilization of RTD services have been created in the areas of summer beach service, retail promotion, and street signs. Plans are now being made for special programs involving school children, local organizations, senior citizens and special interest groups.

Stops and Signs

A total graphic redesign program is scheduled for the fiscal year beginning July 1. The initial portion of this program includes the total redesign of the RTD system signs. Signs currently are found at 27,000 individual bus stops throughout the basin, designating various services such as Park 'n Ride, Freeway Flyers, Busway, Briefcase Specials, local lines, and so forth. All elements of signage are being carefully reexamined and redesigned to convey maximum ridership information in a simple and understandable way.

Prototypes of the new signs are now located on the Spring Street contraflow lane; evaluation is now going on for completion of the entire system's signage.

"RTD Street Fleet" - Beach Service

Extensive promotion plans for beach service on 7 lines have been developed. Activities include bus painting, posters in area schools, skywriting, retail tie-in promotion, a special student beach pass, an informational brochure, letters to school principals, sleeves over bus stops making the beach runs, letters to area chambers of commerce and youth groups encouraging their utilization of the service by youth in their community. A special offer is being made by area radio stations on behalf of the RTD for a free Street Fleet poster. Persons sending for the poster will receive an entire promotional kit together with complete beach service information.

"Bus 2 Us" Retail Campaign

In response to a continuing demand from the business community for cooperative promotion, a special tie-in campaign has been developed which can be adapted to the needs of virtually any business. Ads featuring this logo have appeared in some twenty newspapers throughout the region.

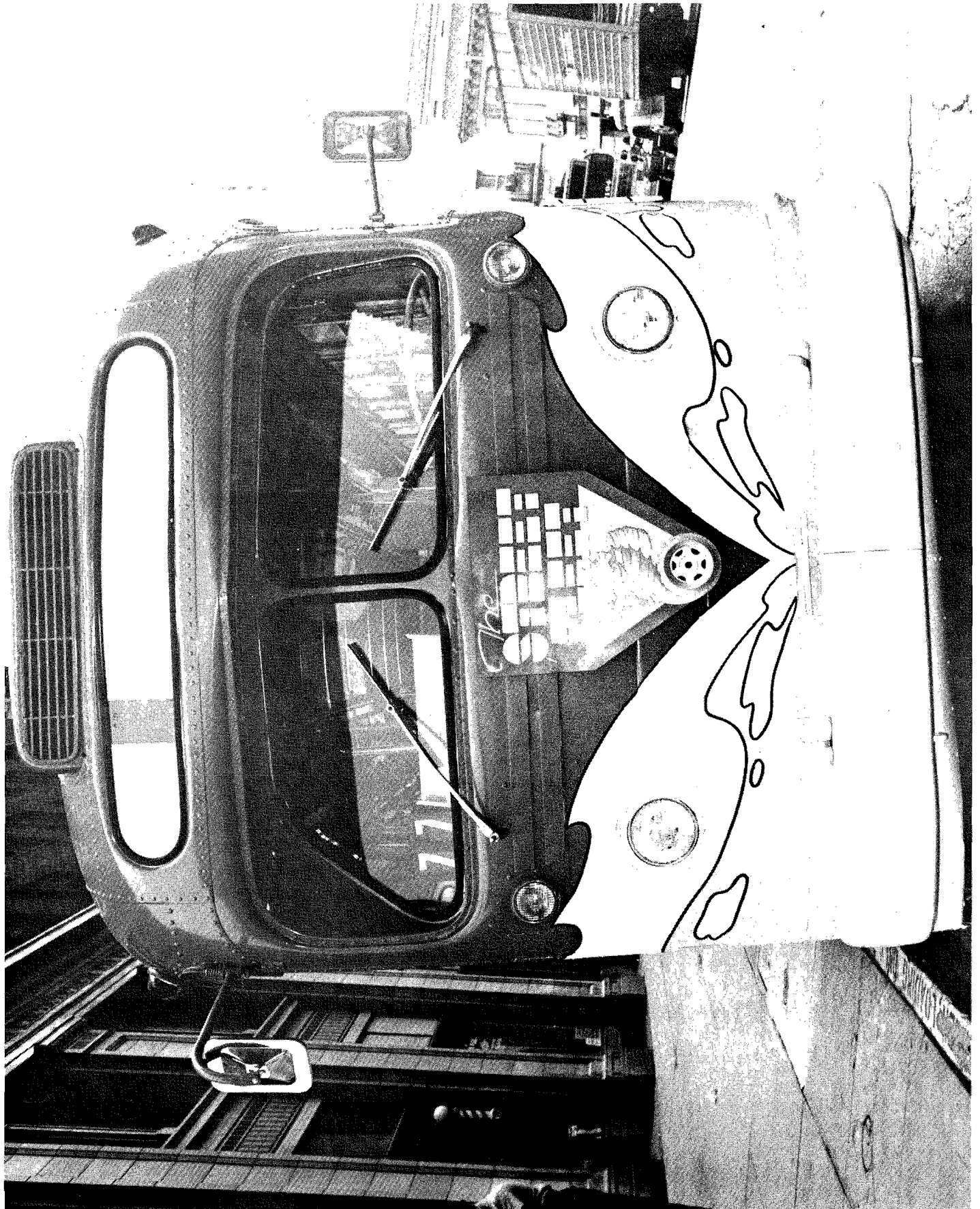
Taking advantage of captive contraflow lane audience, new informative bus stop signs were instituted and proved an instant success.



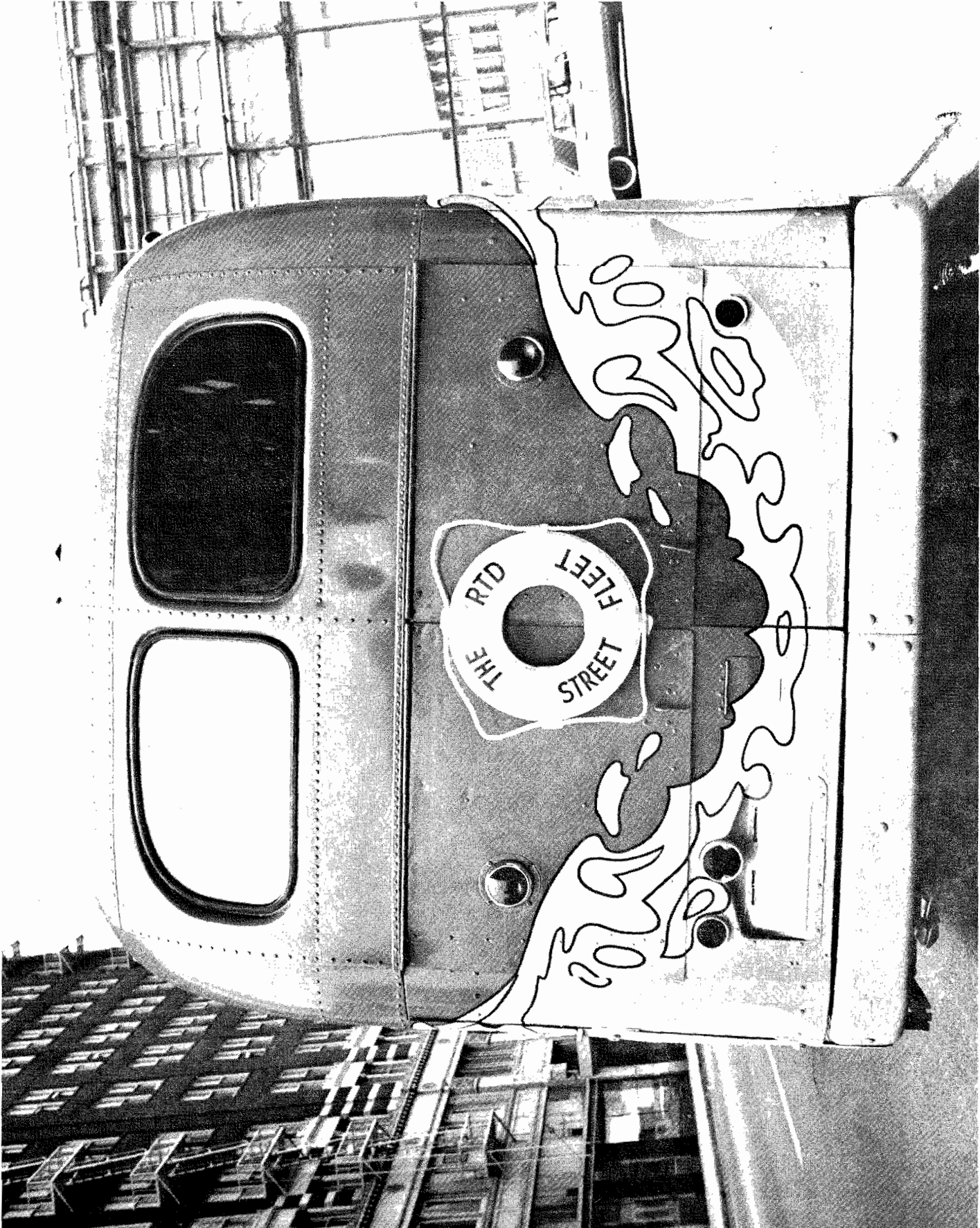
Street Fleet bus unveiled two weeks before beginning of beach service gets heavy coverage and alerts potential passenger market to new service.



Theme graphic for beach service will be carried in all printed materials as well as on buses and T-shirts.



On-board space utilized to toot District's own horn.





Bus-to-Us retailer program Drop-in newspaper mats

Suggested copy blocks to accompany Bus-to-Us symbol. Or use any individualized variations.



(1¼ INCHES)



(1¾ INCHES)



(2¾ INCHES)



(3 INCHES)

Suggested use :



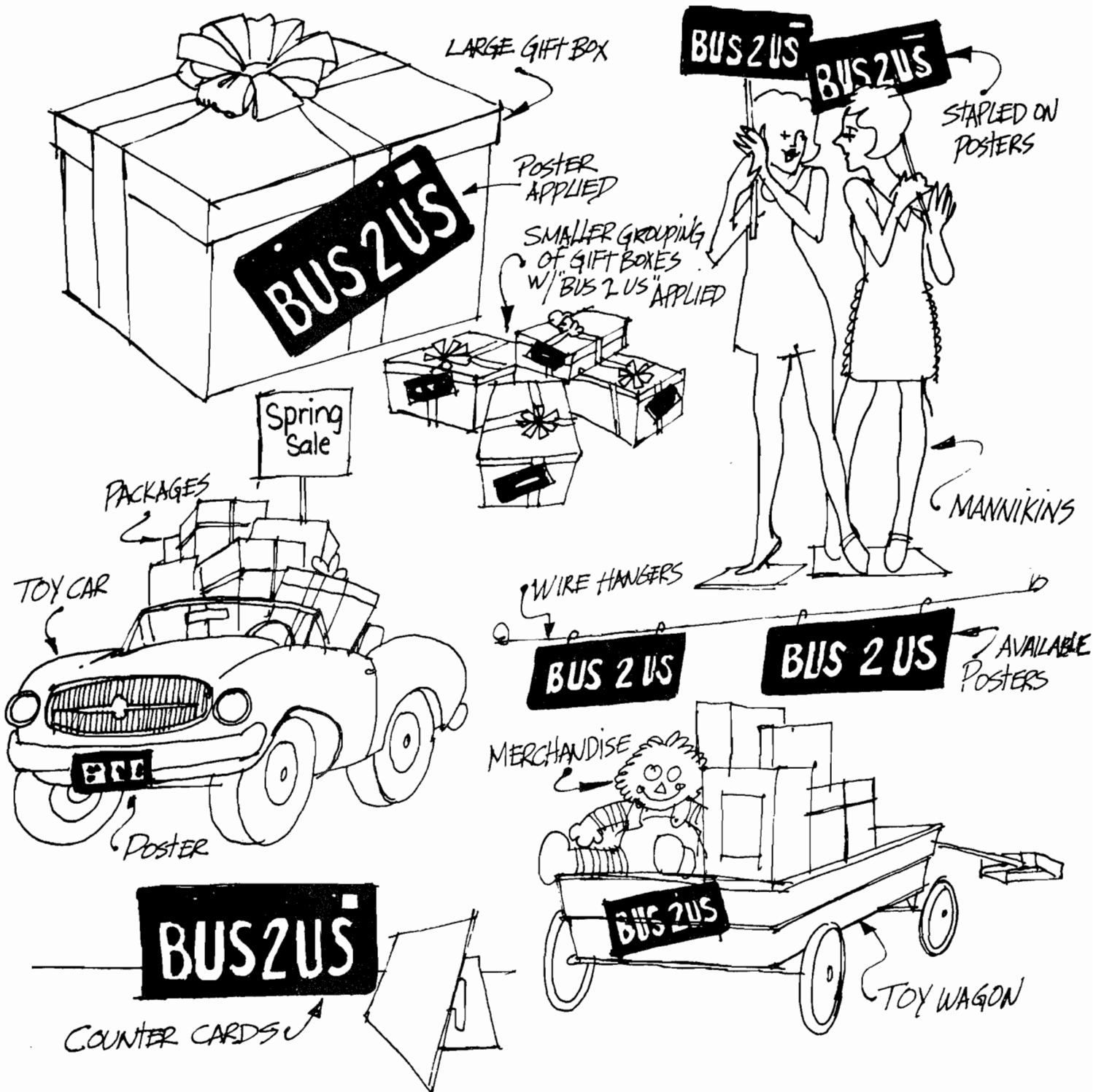
Variations :

- Bus-to-Us and save money 2 ways. Add the lower RTD fares to our lower prices and double your savings.
- Convenient RTD service within short walking distance from our door.
- An RTD bus will deliver you practically to our door. We'll have your purchases delivered to your door. That's door-to-door service.
- If you're staying home more and enjoying it less, Bus-to-Us. An RTD bus arrives at our door every few minutes.

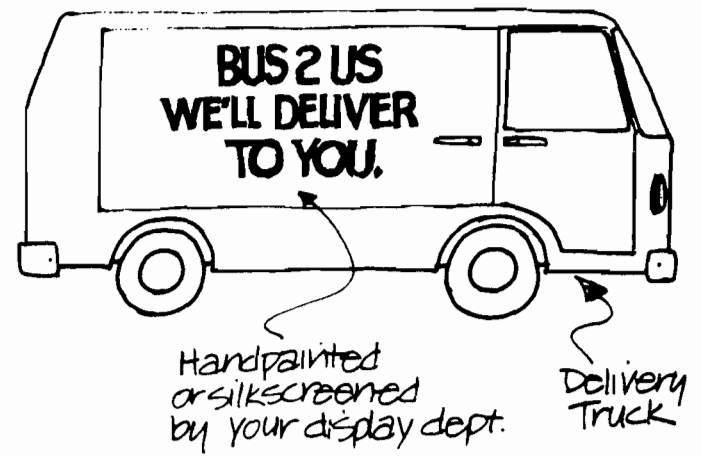
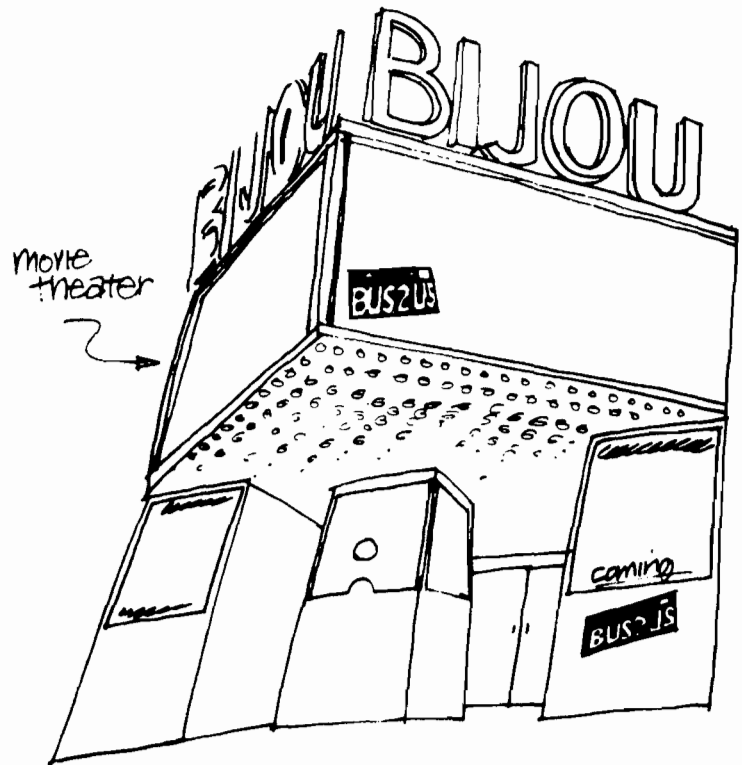
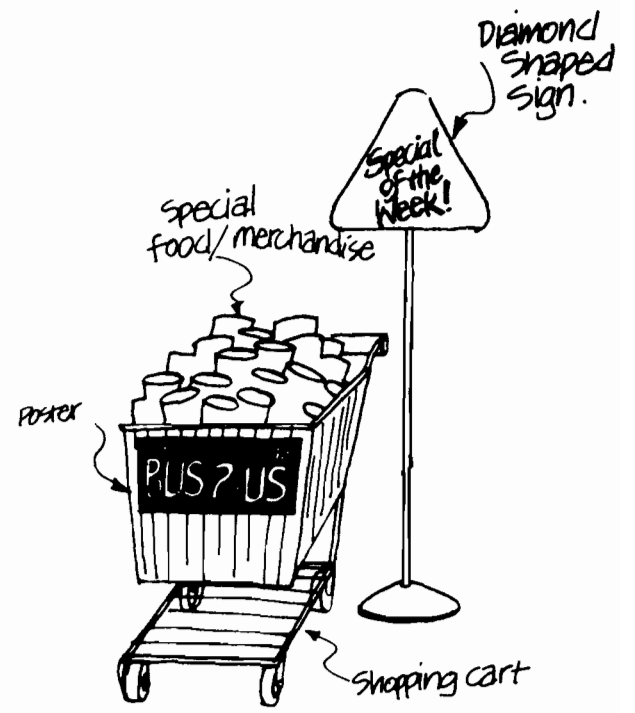
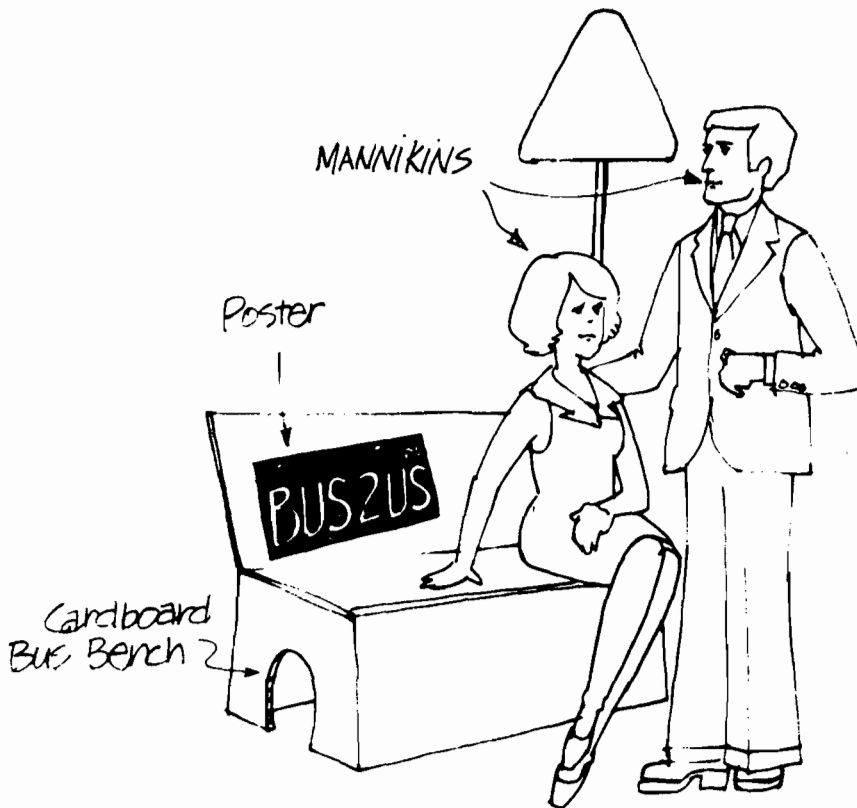
BUS 2 US RTD 74

RTD Display and Merchandising Ideas

SUGGESTIONS FOR RETAIL DISPLAYS USING "BUS 2 US" MATERIALS.



RTD Display and Merchandising Ideas



EMPLOYEE RELATIONS

An extensive courtesy campaign is under development for implementation during the crucial months preceding the November rapid transit referendum. Three continuing activities are already underway:

Rap Sessions

Operators are afforded an outlet for ideas, opinions, and gripes as they meet with top management in an on-going series of rap sessions. Several service improvements have already been implemented as a direct result of these sessions.

Operator of the Month

A traditional reward for outstanding operator service, this program involves a formal commendation plaque and a monetary award. An Operator of the Year is also selected.

Recently begun is an award program honoring the outstanding PAX telephone information operators. These 100 front-line individuals provide information to over 10,000 callers each weekday.

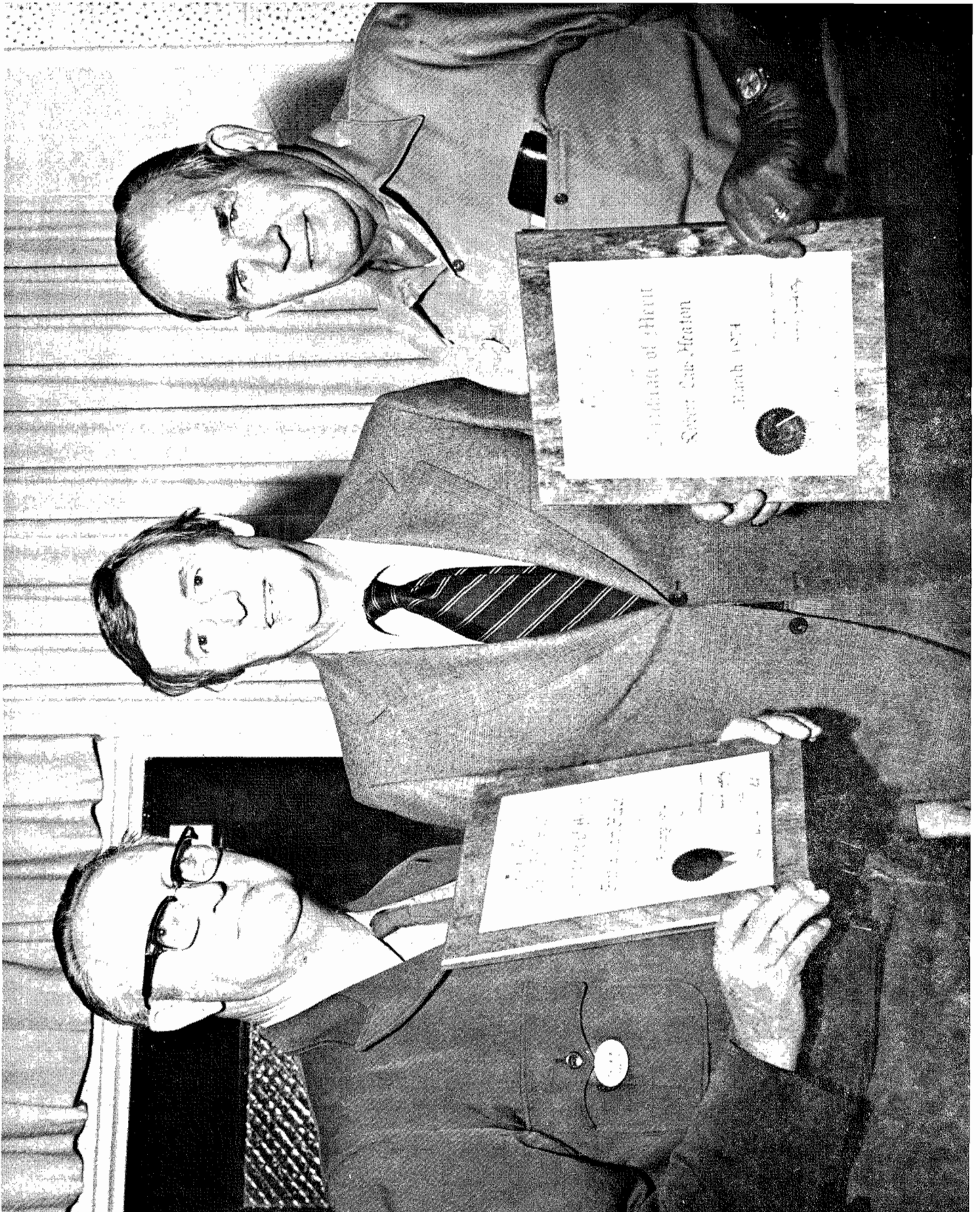
Headway

The employee newspaper, Headway, has undergone a recent re-design of format to conform to a new graphic approach to the RTD. Modernistic front views of the RTD bus are coupled with a modern looking type face and writing style.

Internal public, the employees, are informed personally by RTD management, as well as through Public Information Department publications.



Old stand-by "Operator of Month" releases are tailored and localized to drivers' and directors' home town.





HEADWAY



Southern California Rapid Transit District

Volume 1 Number 8 April 16, 1974

RTD is going places, now and in Nov.

Great start for 25¢ flat fare

RTD's 25-cent flat fare got off to an incredibly smooth start the week of April 1-5 as the District carried nearly half a million more passengers than usual in Los Angeles County. RTD registered a 16.7 percent increase in ridership during the first work-week of the experiment, and a one-day County record was set April 3 when RTD carried 1,000 riders.



November's MRT proposition takes shape in Phase 3 plan

Taking a new look at near-term bus improvements and the possibility of phasing rapid transit system construction to conform more closely with the current funding philosophy of the federal government, RTD consultants have presented their Phase III recommendations for rapid transit to the District's Board of Directors.

In a special Board meeting April 26, the consultants recommended that RTD's one-cent sales tax measure on the November ballot provide funds for maintaining and improving bus service at a flat fare, speed-up plans for near-term bus improvements between 1975 and 1980, and initiate mass rapid transit construction on a "building block" basis which would be determined by federal

need to aggressively pursue expanded federal funding in Washington.

As a result of Phase III planning, consultants recommend that the community embark on a major bus improvement program in order to immediately serve an increasing reliance on public transportation made necessary by the energy crunch and the Environmental Protection Agency's air pollution rules. Approximately 1000 additional buses would be acquired in the three-year period from 1975 through 1977. In Phase II, the consultants had suggested a more gradual build-up of 100 buses per year. The faster bus build-up creates a problem in maintaining the flat fare through 1981, which is required by state law. The consultants, therefore, suggest that the County of Los Angeles maintain its ability to allow both a flat fare and a flat fare.



HEADWAY



Southern California Rapid Transit District

Volume 1 Number 6 March 20, 1974

County, RTD hash out myriad of details for flat fare program



If you thought a dime went a long way toward improving RTD's lot in life, you'll want to stick around and see what a quarter might do. Encouraged by the tremendous success of the District's 10-cent Sunday fare program, the Los Angeles County Board of Supervisors has approved in principle to subsidize a 25-cent county-wide flat fare Monday through Saturday. The details of the program, including the cost of transfers and monthly passes, are currently being negotiated by RTD staff and Board members, and the Supervisors. It is hoped that a positive resolution of the fuel, equipment and manpower requirements of the program will be met in the near future to insure its implementation.

Funded through June

A tentative start-up date of April 1 "relying" on County



result of the lower fare will create an instant demand for additional administrative, supervisory, maintenance and operating personnel. To meet that demand, the District is prepared to embark on an accelerated recruiting and training program to obtain up to 700 operators and 110 maintenance employees to field the additional buses. By District policy, every effort will be made to promote supervisory personnel from within the District's employe population.

The long-awaited elimination of fare zones and general simplification of RTD's fare structure now appears more tangible than ever. A contingent of Los Angeles officials, headed by RTD President Thomas Neusom, members of the Board, and

today, a rapid transit system is an important, three-quarter century old. Questioned said they would not use a rapid transit system if it were available. The RTD poll was conducted by the Dorothy D. Corey Research organization, a private firm involved in opinion research since 1938. The 1500 persons questioned

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PUBLICITY AND SUPPORT SERVICES

Various activities of the RTD News Bureau provide invaluable support by assuring the District of maximum, continuous news coverage.

Press Conferences and Briefings

Press meetings featuring all appropriate public officials are held to inaugurate significant new service additions and other newsworthy developments. Full press kits are supplied, with followup distribution to media not in attendance.

In addition, off-the-record seminars are held for area editors as needed. Purpose of these conferences is to update the media about recent occurrences at the District, the proposed Rapid Transit plan, the recently announced 25¢ fare changeover, and to answer further questions.

Special attention is focused on those sources of editorial opinion which have been identified as being particularly anti-RTD or who are disseminating incorrect information.

News Releases

News Bureau press releases are geared to releasing key information to major area newspapers and electronic media on a timely basis regarding service changes, major Board decisions, and community information regarding the rapid transit proposal.

Since January 1, 1974, the department has issued 130 news releases, which have been picked up by a majority of area media in nearly every case.

In addition to approximately 25 telephone calls handled each day by News Bureau staff members, face-to-face meetings with reporters and editorial decision-makers have been stepped up since the first of the year in a continuing effort to strengthen RTD's position in the editorial sphere.

All major television outlets have been visited several times each since the first of the year, resulting not only in excellent coverage of such activities as 10-cent Sundays, but 30 minute and one hour discussion-show appearances by Messrs. Neusom and Gilstrap.

The unit coordinated with KABC-TV on preparing public service announcements urging bus riding featuring Dr. George Fischbeck. Frequent contact is maintained with major radio stations -- a recent example was the writing and coordination of an editorial rebuttal made by Director Takei on KFVB.

RTD editorial positions with the major daily newspapers have been strengthened recently through concentrated effort by department staff and management. Special attention is now being focused on the community newspapers through personal contact and a special conference.

Audio-Visual Capability

In order to meet the increasing demand for audio-visual support and text materials for the various public speaking engagements and presentations occurring, the Department has established a Communications Services Unit. The staff in this group, together with a selection of modern audio-visual equipment, provide all manner of support to District presentors. They have recently developed a multi-media slide presentation for use by the Rapid Transit team, as well as an introductory slide program for District operator and maintenance employees and a community presentation for the Rapid Transit proposal.

Ad Managers Conference

A special news/advertising supplement presentation was made to newspapers representing metropolitan and community papers on March 29 at the start of the 25¢ fare program. Each paper was invited to put together a tabloid or full-size supplement section carrying specially-prepared cover art, extensive editorial material regarding various aspects of RTD service and activities, and a full-page ad announcing the 25¢ fare. Each advertising manager was supplied a BUS 2 US retail tie-in promotion packet which would allow each local advertiser to advise his patrons to BUS 2 US. The purpose of the program was to ensure maximum and favorable editorial coverage for a period of 6-8 weeks following the start of the 25¢ fare, using a full page ad as the bait. The program was an outstanding success, with 29 out of the 54 area newspapers opting to run the special section, including the Los Angeles Times.

Reporting to Los Angeles residents the results of trips to Washington in attempt to secure fuel for expanded service during energy crisis.



Keeping RTD in the public eye all over the state.



RTD-050



RTD NEWS

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1060 South Broadway, Los Angeles, California 90015
(213) 749-6977

CT

RTD-051



RTD NEWS

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RTD-052

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT
1060 South Broadway, Los Angeles, California 90015
(213) 749-6977

Contact: Mike Barnes/Alice Tolbert
Ext. 431
3/8/74



RTD NEWS

FOR IMMEDIATE RELEASE:

The Southern California Rapid Transit District will be offering service to the California 500 auto race at Ontario Motor Speedway, Sunday, March 10, as well as service to harness racing resuming at Los Alamitos race track.

Since both events are considered 'special service' uses of RTD buses, they will not be a part of the District 10-cent per ride Sunday program. Normal fares will be in effect.

Line 40-60 will provide direct service to the Speedway from the RTD terminal at 6th & Los Angeles Street from approximately 7:00 to 9:00 a.m. Return service to the Speedway will be available at the conclusion of the racing events. Round-trip fare is \$4.40.

Line 40-146 will provide Speedway service from the Ontario Station, departing the Upland Station at 7:15, 8:30 and 9:00 a.m. Return service to the Ontario Station will be available at the conclusion of the racing events. Round-trip fare is \$4.40.

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Special Advertising Managers Conference held March 29 to herald the start of the RTD 25¢ Flat Fare. Shown are RTD Advertising Manager Nancy Klein with members of RTD Advertising Agency, Gumpertz/Bentley/Fried/Scott.



Conference resulted in supplement sections featuring RTD appearing in 29 area newspapers during the first four weeks of the 25¢ Fare Program.





RTD editorial material
for 25¢ fare program

RTD Special Supplement

COMMUNITY TIMES

MARCH 20, 1974

RTD reduces fares.



**Bus-to-Us retailer program
Drop-in newspaper mats**

Suggested copy blocks to accompany Bus-to-Us symbol. Or use any individualized variations.



(1 1/4 INCHES)



(1 3/4 INCHES)



(2 INCHES)



(3 INCHES)

Suggested use:



Variations:

- Bus-to-Us and save money 2 ways. Add the lower RTD fares to our lower prices and double your savings.
- Convenient RTD service within short walking distance from our door.
- An RTD bus will deliver you practically to our door. We'll have your purchases delivered to your door. That's door-to-door service.
- If you're staying home more and enjoying it less, Bus-to-Us. An RTD bus arrives at our door every few minutes.