SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

Minutes of Regular Meeting of the Board of Directors of the District

April 20, 1966

Upon notice duly given, the Directors of the Southern California Rapid Transit District met at a regular meeting in the District Board Room, 1060 South Broadway, Los Angeles, California, at 9:30 a.m. on April 20, 1966, at which time President Harry A. Faull called the meeting to order.

Directors Howard P. Allen, Kermit M. Bill, Allan F. Daily, Jr., Harry A. Faull, Gordon R. Hahn, Leonard Horwin, Herbert H. Krauch, Don C. McMillan and Douglas A. Newcomb were present. Directors Mark Boyar and Norman Topping were absent.

Also present were Acting General Manager Cone T. Bass;
General Counsel Milton McKay; Treasurer and Auditor
H. L. Black; Director of Planning and Engineering John Curtis;
Director of Public Information John D. Kemp; Secretary Virginia
L. Rees; and the public.

Approval of Minutes

The Minutes of the Regular Meeting held April 6, 1966 were approved.

Temporary Route Diversions

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the temporary route diversions affecting Lines 20, 34, 60-F, 76, 83, 89 and 94, as described in report dated April 13, 1966 filed with the Secretary, be and the same are hereby ratified and approved.

Changes of Bus Stop Zones

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the report dated April 12, 1966 relating to bus stop changes, filed with the Secretary, be and the same is hereby ratified and approved.

Report of Purchasing Committee

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Report of the Purchasing Committee for the period of April 6, 1966 through April 19, 1966, as discussed at this meeting and attached to these minutes as Exhibit 1, be and the same is hereby ratified and approved, and the appropriate payments are hereby authorized.

Report of Purchasing Agent - Sales of Surplus, Obsolete or Used Material, Supplies or Equipment

The Acting General Manager reported that pursuant to Section 9.8 of the Rules and Regulations, the Purchasing Agent had submitted a Report of Sales of Surplus, Obsolete or Used Material, Supplies or Equipment for the quarter ended March 31, 1966, a copy of which report is filed with the Secretary.

Changes in Route Description - Line No. 29

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Manager of Operations be and he hereby is authorized to make those changes in route on Line No. 29, as discussed at this meeting and as described in report dated April 13, 1966 filed with the Secretary, effective as of April 24, 1966; subject to the prior approval of the Consulting Engineer;

RESOLVED FURTHER, that the Manager of Operations be and he hereby is authorized to make appropriate revisions in the Official Route Authorizations of the District as adopted November 5, 1964 to reflect the above changes in route description.

Approval of Authorization For Expenditure No. 274

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that <u>Authorization For Expenditure</u> No. 274, covering the purchase of one (1) 25' Tel-Hi-Scoper, at a cost not to exceed \$1,820.00, be and the same is hereby approved.

Approval of Agreement - Hollywood Turf Club

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Acting General Manager be and he hereby is authorized to execute on behalf of the District an agreement with the Hollywood Turf Club (Hollywood Park Race Track) providing for the furnishing of shuttle bus service on an individual fare basis between the general admission gates and presently established automobile parking areas of the Track during the 1966 thoroughbred racing season; form of agreement subject to approval of the General Counsel.

Approval of Lease Agreement - Haskell Pontiac, Lessee

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Acting General Manager be and he hereby is authorized to execute on behalf of the District a lease agreement with Haskell Pontiac, a California corporation, as Lessee, for a one-year term commencing September 1, 1966, and month-to-month thereafter, subject to termination at any time after execution of the lease upon the giving of 90 days' written notice by either party, covering the northerly half of the District's property located at the southwesterly corner of 12th and Georgia Streets, Los Angeles, for the storage of automobiles, at a rental of \$300.00 per month, subject to a broker's commission in the amount of 5% of the rental paid, payable quarterly, to Jack C. Henderson Company, Realtors; form of agreement subject to approval of the General Counsel.

Approval of Program for Promotion of Student Bus Riding

After a full discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that this Board of Directors hereby adopts the promotional program for the use of bus service by students, as described in report dated April 15, 1966 presented and discussed at this meeting and attached to these Minutes as Exhibit 2; subject to the prior approval of the Consulting Engineer;

RESOLVED FURTHER, that the Manager of Operations be and he hereby is authorized to make appropriate changes in the District's passenger tariffs to place student rates in effect on weekdays, except between the hours of 4:30 p.m. and 7:00 p.m., and all day on Saturdays, Sundays and holidays, and to permit the sale of Student Identification Cards during the last month of the 1965-1966 school term to be valid until the end of the 1966-1967 fall term;

RESOLVED FURTHER, that the Acting General

Manager be and he hereby is authorized to execute appropriate agreements with theaters and other interested parties covering the honoring of District Student Identification Cards for discount purposes and providing for joint promotional programs; form of agreements to be subject to approval of the General Counsel:

RESOLVED FURTHER, that an amount not exceeding 10ϕ per Student Identification Card be and hereby is authorized to be made available for promotion of the program.

Calling of Special City Selection Committee Meeting May 5, 1966 at 9:00 p.m. at Rodger Young Auditorium, 936 West Washington Boulevard, Los Angeles

After discussion, upon motion of Director Horwin, seconded and unanimously carried, it was

RESOLVED, that, pursuant to Section 30221 of the Southern California Rapid Transit District Law, the Board of Directors hereby calls a Special City Selection Committee Meeting to be held May 5, 1966 at 9:00 p.m. in the Rodger Young Auditorium, 936 West Washington Boulevard, Los Angeles, immediately following the regular monthly League of Cities directors' meeting, and hereby instructs the Staff to notify the members of the City Selection Committee as provided in the Transit District Law of said meeting.

Operating Report

The Operating Report for March, 1966 presented to the meeting was ordered received and filed. A copy of the Report is on file with the Secretary.

Report of Chairman of Personnel and Administrative Procedures Committee

Director Allen, Chairman of the Personnel and Administrative Procedures Committee, reported that the Committee on Monday, April 18th, reviewed a number of candidates and dossiers for the position of General Manager, and stated that within the next four weeks the Committee would be interviewing more candidates.

Employees - Non-Contract - Establishment of Position of Director of Planning and Engineering

The Acting General Manager re-submitted the matter of the establishment of the non-contract position of Director of Planning and Engineering, which has been approved by the Personnel Committee and Administrative Procedures Committee. After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the position of Director of Planning and Engineering be and hereby is established, effective April 1, 1966, at Range 32, Step E, under the Southern California Rapid Transit District Position Classification and Salary Plan, adopted November 5, 1964;

RESOLVED FURTHER, that Mr. John Curtis be and he hereby is appointed to the position of Director of Planning and Engineering effective as of April 1, 1966.

Disposal of Two (2) Used Surplus Model TDH-3612 G.M.C. Coaches

Upon approval of the nine Directors present, the matter of considering authorization to invite bids on the sale of two used surplus 1950 Model TDH-3612 G.M.C. Diesel Coaches was added to the agenda. After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Purchasing Agent be and he hereby is authorized to dispose of two used surplus 1950 Model TDH-3612 G.M.C. Diesel Coaches, numbered 6663 and 6664, as is - where is, less tires, at a minimum price of \$2,700.00 each, pursuant to Article IX of the Rules and Regulations and subject to the prior approval of the Consulting Engineer.

Operations and Budget Committee Meeting

Director McMillan, Chairman of the Operations and Budget Committee, announced that a meeting of the Committee would be held immediately following adjournment of the Board Meeting.

Legislative and Public Information Committee Meeting

Director Horwin, Chairman of the Legislative and Public Information Committee, announced that a meeting of the Committee would be held immediately following the Board Meeting.

Report on Rapid Transit Legislation

Director Krauch reported briefly on the status of Assembly Bills No. 38 and No. 39 and Senate Bill No. 80.

Open House at New Long Beach Division

The Acting General Manager announced that on Wednesday, April 27th, from 2:00 to 4:00 p.m., the new Long Beach Division would be open for inspection by the public and local officials.

Next Regular Meeting

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the next regular meeting of the District be held at the District's Board Room in the Transit District Building, 1060 South Broadway, Los Angeles, California, at 9:30 a.m. on Wednesday, May 4, 1966.

There being no further business, the meeting adjourned.

Secretary

REPORT OF PURCHASING COMMITTEE FOR PERIOD OF APRIL 6, 1966 THROUGH APRIL 19, 1966 TO DIRECTORS OF SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

APPROVED THE FOLLOWING:

Α.	AUTHOR	ZATIONS	FOR	EXP	END	TURE:
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NO. 275: PURCHASE OF ONE (1) "MOTOROLA" MODEL #TEK-5B METER TEST PANEL, AT A COST NOT TO EXCEED \$215.00

NO. 277: PURCHASE OF ONE (1) MODEL #726 "SKIL" ROTO HAMMER, AT A COST NOT TO EXCEED \$280.00

B. REQUISITION OVER \$100, BUT LESS THAN \$1,000:

NO.	VENDOR	COVERING	AMOUNT	NO.
3400-81	HOMELITE	1 - CHAIN SAW 21" HOMELITE NO.) XP 1000, WITH AUTOMATIC OILER,) SER. NO. 1977827) 2 - 59 C 71 E CHAINS)	\$ 388.60	2 73 A

C. VARIOUS REQUISITIONS FOR EQUIPMENT, MATERIALS, SERVICES, ETC., THE APPROPRIATIONS FOR WHICH HAVE PREVIOUSLY BEEN APPROVED BY THE SCRID DIRECTORS AND/OR MTA MEMBERS.

April 15, 1966

TO: Mr. Cone T. Bass, Act. General Manager

FROM: John Curtis, Director of Planning & Engineering

SUBJECT: Proposed Program for Promotion of Student Bus Riding.

A program has been developed by the District's Public Information Department designed to stimulate use of bus service during off-peak hours and weekends.

The Student Identification Card, sold by the District for 50¢, presently permits the student to ride at a rate of fare approximately 60% of the adult rate. Some 50,000 I.D. cards are sold each semester.

Pacific Theatres sell a student identification card for 50¢ which entitles the holder to a 25¢ reduction in admission charge. These cards are sold on a semi-annual basis, and some 300,000 are presently being sold each period.

Under the program proposed, Pacific Theatres would discontinue sale of their card within the SCRTD service area and the SCRTD I. D. card would be honored by the theatres. Ten cents of the 50¢ price of the card is proposed to be allocated to a joint promotional program.

A concentrated effort would be made to merchandise public transportation to the student-age public. A major feature of the effort would be to create an atmosphere of social acceptability for transit among the younger generation. Aside from the development of new off-peak revenues, such a program should have a definite beneficial effect upon the system's public image.

As a part of the program it is proposed that student rates of fare, now limited to the hours of 6:00 A.M. to 4:30 P.M. weekdays, be made available also during evening hours after the afternoon commuter peak period, and on Saturdays and Sundays. It is further proposed that the availability of the student rate during summer months, now limited to students attending summer school sessions, be extended to all students.

A substantial increase in revenue should be realized through the sale of a much higher volume of I.D. cards. Because theatre cards are presently outstanding, the full impact of this increase should not be expected before fall. The ultimate possibility is the sale of up to 300,000 cards per term, which would produce \$240,000 per year in revenue above promotion costs as compared to \$50,000 presently realized from this source. It is not possible to estimate with accuracy the amount of increase which will actually be realized, although expansion of the program to other theatre chains may have a favorable effect.

It is recognized that some students who now use the bus only occasionally and do not now buy an I.D. card will obtain a reduced rate on such occasional rides. It is also the case that students riding during

Mr. Cone T. Bass April 15, 1966 Page 2

evening and week-end hours will have a reduction in the fares they are now paying. Observation indicates, however, that evening and week-end riding by school-age passengers, except for a few special events or attractions, is very small at the present time. It appears that the potential loss of revenue because of reduction in fares on present student rides would not be great, and that it should be possible to at least offset such losses through stimulation of riding during hours when a reasonable increase in passenger traffic may be accommodated at no cost or at the relatively low level of cost entailed in addition of service during off-peak periods. In this way the benefits of improved attitude toward bus riding and improved public relations for the District can in effect be obtained without cost.

Beyond these beneficial results, it is the professional opinion of the Public Information staff of the District that the program, energetically and imaginatively carried out, has substantial prospects of developing sufficient new business during off-peak periods to significantly improve the net income potential of the System.

It is proposed that the program be adopted by the following actions:

- 1. Authorize by appropriate changes in tariffs student rates all day weekdays except between the hours of 4:30 P.M. to 7:00 P.M., and all day on Saturdays, Sundays and holidays, and permit sale of I.D. cards during the last month of the 1965-1966 school term valid until the end of the 1966-1967 fall term.
- 2. Authorize appropriate agreements with theatres covering honoring of SCRTD Student I.D. cards for discount by the theatres and providing for joint promotional programs, form of agreement to be approved by the General Counsel.
- 3. Authorize the expenditure of amounts not exceeding 10¢ per I.D. card sold for promotion of the I.D. card program to be available for such purpose as the cards are sold.

JOHN CURTIS