

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

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

February 13, 1968

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 February 13, 1968, at which time President A. J. Eyraud called the meeting to order.

Directors Kermit M. Bill, Charles E. Compton, A. J. Eyraud, Jr., Gordon R. Hahn, H. Lee Hale, David K. Hayward, Herbert H. Krauch, Michael E. Macke, Don C. McMillan, Douglas A. Newcomb and Norman Topping were present.

Also present were General Manager Dale W. Barratt; Assistant General Manager Jack R. Gilstrap; General Counsel Milton McKay; Manager of Operations R. W. Gareau; Chief Engineer Richard Gallagher; Director of Rapid Transit Planning John Curtis; Secretary Virginia L. Rees; and the public.

Approval of Minutes

The Minutes of the Special Meeting held January 15, 1968 and of the Regular Meeting held January 16, 1968 were approved.

Certificate of Merit

Director Hayward presented the District's Certificate of Merit to Richard J. Walters, Operator-of-the-Month for February, 1968, in recognition of the outstanding courtesy

displayed by Mr. Walters toward his passengers and the public.

Temporary Route Diversions

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

RESOLVED, that the temporary route diversions caused by construction work affecting Lines 9, 20, 61, 72, 95 and 192, as described in report dated January 30, 1968 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 January 29, 1968 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 January 13, 1968 through February 12, 1968, 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.

Approval of Authorization For Expenditure No. 365

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

RESOLVED, that Authorization For Expenditure No. 365, covering the rewiring and relamping with new fixtures, building of new cabinets, shelves, drawers and making of other alterations to Lost & Found Depart-

ment in Transit District Main Building, at a cost not to exceed \$2,500.00, be and the same is hereby approved.

Approval of Authorization For Expenditure No. 366

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

RESOLVED, that Authorization For Expenditure No. 366, covering construction of new 52'x64' one-story brick Radio Dispatching Building, with a 24'x24' machinery and equipment room mounted atop the roof; also a chain link fenced and gated parking lot, driveway changes and certain regrading and paving to eliminate yard storm water adjacent to the building (addition to 15th & San Pedro Bldg.), at a cost not to exceed \$85,000.00, be and the same is hereby approved.

Disposal of Used Surplus Non-Revenue Automotive Equipment

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 the following used surplus non-revenue units of equipment, pursuant to Article IX of the Rules and Regulations and subject to the prior approval of the Consulting Engineer, at the minimum prices set forth below:

UNIT NO.	YEAR	MAKE & TYPE	ACCUMULATED MILEAGE	MINIMUM BID PRICE
117	1962	CHEVROLET - 6 PANEL TRUCK	143,485	\$ 350.00
119	1962	INTERNATIONAL-SCOUT PICKUP TRUCK	69,704	300.00
209	1963	INTERNATIONAL-SCOUT PICKUP TRUCK	100,105	300.00
315	1962	FORD - 8 4-DOOR SEDAN	91,590	300.00
316	1962	FORD - 8 4-DOOR SEDAN	83,819	300.00
380	1960	BUICK - 8 4-DOOR SEDAN	66,278	300.00
438	1964	PLYMOUTH - 8 2-DOOR SEDAN	98,098	400.00
446	1964	PLYMOUTH - 8 4-DOOR SEDAN	101,303	400.00
455	1965	FORD - 8 2-DOOR SEDAN	107,190	450.00
457	1965	FORD - 8 2-DOOR SEDAN	113,107	450.00
464	1965	FORD - 8 2-DOOR SEDAN	105,905	450.00
495	1965	RAMBLER - 8 4-DOOR SEDAN	92,717	400.00
498	1965	PLYMOUTH - 8 2-DOOR SEDAN	114,800	500.00
501	1965	PLYMOUTH - 8 2-DOOR SEDAN	115,206	500.00
502	1965	PLYMOUTH - 8 2-DOOR SEDAN	98,460	500.00

Approval of Route Change - Line No. 51

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

RESOLVED, that the General Manager be and he hereby is authorized to make the changes in route in downtown Los Angeles on Line No. 51, as discussed at this meeting and as described in report dated January 29, 1968 filed with the Secretary, effective as of March 10, 1968; subject to the prior approval of the Consulting Engineer;

RESOLVED FURTHER, that the General Manager 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 Ticket Seller Agreement - Mr. and Mrs. Willard Doll, Seller

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

RESOLVED, that the General Manager be and he hereby is authorized to execute on behalf of the District the Ticket Seller Agreement dated February 1, 1968 between the District and Mr. and Mrs. Willard Doll, Seller, covering the sale of tickets, commutation books, monthly passes, school identification cards and other tickets at Seller's office located at 156 West Ocean Avenue, Long Beach, for a period of five years commencing July 1, 1968, but also including the five months prior thereto; form of agreement subject to approval of the General Counsel.

Approval of Payment to State Compensation Insurance Fund - Workmen's Compensation Excess Coverage Insurance

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

RESOLVED, that renewal Policy No. XS 712-68 issued by State Compensation Insurance Fund covering the District's excess Workmen's Compensation insurance for the year commencing January 1, 1968 be and

the same is hereby approved; form of renewal policy subject to approval of the General Counsel;

RESOLVED FURTHER, that the Treasurer and/or Assistant Treasurer be and he hereby is authorized to pay to the State Compensation Insurance Fund the annual estimated premium in the amount of \$27,145.00 on said excess Workmen's Compensation insurance policy.

John D. Kemp - Payment of Accumulated Vacation Time

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

RESOLVED, that the Treasurer be and he hereby is authorized to pay to John D. Kemp, former Director of Public Information, 101:20 hours of accumulated vacation time.

Award of Contract for the Purchase of 200 Mobile Radio Transmitter-Receivers - Radio Corporation of America

At the request of Director McMillan, Chairman of the Operations & Budget Committee, Manager of Operations Gareau reported in detail on the preparation of the specifications for the 200 mobile Radio Transmitter-Receivers to be installed on the District buses and the bids received in response to the invitations to bid, and announced that it was the recommendation of the management and the Operations and Budget Committee that the bid of Radio Corporation of America in the amount of \$230,177.50 be accepted as the lowest responsible bid.

President Eyraud thereupon called upon Mr. Gordon Mead, Area Sales Manager of Motorola Communications & Electronics, Inc., who had requested to be heard. Mr. Mead spoke at some length in support of his contention that Motorola was the low bidder.

Director McMillan then reported that the Operations & Budget Committee had reviewed the bids very thoroughly and that it was the Committee's recommendation that the bid of Radio Corporation of America be accepted.

After discussion, upon motion of Director McMillan, seconded and unanimously carried, the following resolution was adopted:

WHEREAS, this Board of Directors has heretofore authorized the Staff to make the necessary preparations to equip the District buses with two-way radio transmitter-receivers; and

WHEREAS, a committee, composed of the Principal Design Engineer, General Superintendent of Transportation and Manager of Operations, prepared the specifications therefor; and

WHEREAS, on December 22, 1967 the Purchasing Agent issued invitations to bid (Bid No. 1-6815) for the purchase of 200 Mobile Radio Transmitter-Receiver, equipped with Silent Alarm, one Radio Base Station and one Control Console, in accordance with Paragraph 8.6 D of the Rules and Regulations; and

WHEREAS, on January 15, 1968, the scheduled opening date of bids, three bids were received; namely,

General Electric Company	- \$370,186.20
Motorola Communications & Electronics, Inc.	272,855.00
Radio Corporation of America	- 230,177.50

; and

WHEREAS, the Operations & Budget Committee recommends that the bid of Radio Corporation of America in the amount of \$230,177.50, plus sales tax, be accepted as the lowest responsible bid; and

WHEREAS, the Purchasing Agent has certified the bid of Radio Corporation of America in the amount of \$230,177.50, plus sales tax, as the lowest responsible bid;

NOW, THEREFORE, BE IT RESOLVED, that the General Manager be and he hereby is authorized to execute on behalf of the District a contract between the District and Radio Corporation of America covering the purchase of 200 Mobile Radio Transmitter-Receivers, equipped with Silent Alarm, one Radio Base Station and one Control Console, at a cost not to exceed \$241,101.38 including sales tax; form of contract subject to approval of the General Counsel.

Approval of Report and Recommendation of Rapid Transit Planning & Finance Committee re Route Alignment Changes and General Policy for Incorporation in Final Report

Director Topping, Chairman of the Rapid Transit Planning & Finance Committee, presented to the meeting the Committee's Report and recommendation regarding route alignment changes and general policy for incorporation in the Final Report. A copy of the Report is attached to these Minutes as Exhibit 2.

After a full discussion, upon motion of Director Topping, seconded and unanimously carried, it was

RESOLVED, that the Report and recommendation of the Rapid Transit Planning & Finance Committee regarding route alignment changes and general policy for incorporation in the Final Report, as presented and discussed at this meeting and attached to these Minutes as Exhibit 2, be and the same is hereby adopted.

Approval of Fare Zone Study - Day & Zimmermann, Inc.

At the request of Director McMillan, Manager of Operations Gareau outlined to the meeting the necessity for a complete origin and destination study and related analysis of existing zone fares and tariffs, as set forth in report dated February 5, 1968 addressed to the Operations & Budget Committee by General Manager Barratt. A copy of the report is attached to these Minutes as Exhibit 3.

Thereupon Director McMillan reported that the Operations & Budget Committee had considered the matter thoroughly and that it was the Committee's recommendation that such a study be made.

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

RESOLVED, that the General Manager be and he hereby is authorized to execute on behalf of the District a contract between the District and Day & Zimmermann, Inc. covering a full and complete origin and destination study and related analysis of zone fares and tariffs of the District, and the development and recommendation of a new schedule of zones, zone fares and tariffs in accordance with the determinations of such study, at a cost not to exceed \$260,000.00; form of contract subject to approval of the General Counsel.

Approval of Amendment to Data Processing Contract -
Data Perspectives, Inc.

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

RESOLVED, that the General Manager be and he hereby is authorized to execute on behalf of the District an amendment of contract dated February 9, 1968 between the District and Data Perspectives, Inc. to:

(1) perform additional data processing to adjust the revised five-corridor traffic output and adjusting the volumes of traffic estimated from the stations in the extended Wilshire Corridor west of La Cienega, at a cost not to exceed \$2,250.00, and

(2) make adjustments in the basic data to accommodate revision in the alignment and station locations in the Long Beach Corridor, at a cost not to exceed \$2,046.00,

or a total cost of \$4,296.00 (to be charged against A.F.E. No. 102H); form of contract subject to approval of the General Counsel.

Approval of Contract - Simpson & Curtin

Assistant General Manager Gilstrap reported that it was necessary to enter into a contract with an independent consultant to conduct a study for the purpose of compiling and up-dating information on current and future developments in transit technology.

Director Topping, Chairman of the Rapid Transit Planning & Finance Committee, reported that the Committee had considered the matter and recommended that the study be made.

After discussion, upon motion of Director Topping and duly seconded, the following resolution was voted upon:

RESOLVED, that the General Manager be and he hereby is authorized to execute on behalf of the District a contract between the District and Simpson & Curtin covering a study to compile and up-date information on current and future developments in transit technology, at a fixed fee of \$26,000.00; form of contract subject to approval of the General Counsel.

Directors Bill, Compton, Eyraud, Hahn, Hayward, Krauch, Macke, McMillan, Newcomb and Topping voted "Aye." Director Hale voted "No." The motion carried.

Preliminary Operating Report - Month of December, 1967

The Preliminary Operating Report for the Month of December, 1967 was presented to the meeting and was ordered "Received and Filed." A copy of the Report is filed with the Secretary.

Appointment of Director of Public Information -
R. O. Christiansen

Director Compton, Chairman of the Personnel & Administrative Procedures Committee, reported that the Committee met on February 7, 1968 to consider the appointment of a person to the position of Director of Public Information, and that it was the Committee's recommendation that Mr. R. O. Christiansen be appointed to such position.

After discussion, upon motion of Director Compton, which was seconded, the following resolution was voted upon:

RESOLVED, that Mr. R. O. Christiansen be and he hereby is appointed to the position of Director of Public Information, effective as of March 1, 1968, at an annual salary of \$16,500.00; Mr. Christiansen to report directly to the General Manager.

Directors Bill, Compton, Eyraud, Hahn, Hale, Hayward, Macke, McMillan, Newcomb and Topping voted "Aye." Director Krauch voted "No." The motion carried.

Extension of Fuel Contract - Standard Oil Company of California

Upon approval of the eleven Directors present, the matter of considering the extension of the fuel contract dated February 9, 1967 with Standard Oil Company of California covering the fuel requirements of the lines formerly operated by Pasadena City Lines, Inc. was added to the Agenda.

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

RESOLVED, that the General Manager be and he hereby is authorized to execute on behalf of the District an extension agreement between the Dis-

REPORT OF PURCHASING COMMITTEE
 FOR PERIOD OF
 JANUARY 13, 1968 TO FEBRUARY 12, 1968
 TO DIRECTORS OF
 SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

APPROVED THE FOLLOWING:

A. REQUISITION OF \$100 AND OVER, BUT LESS THAN \$1,000:

NO.	VENDOR	COVERING	AMOUNT	A.F.E NO.
3399-42	G.E. SUPPLY CO.	1 - WATER COOLER #RSA20, 20 GAL.) 1 - AUXILIARY FOUNTAIN #AIS21)	\$ 286.91	3641

B. VARIOUS REQUISITIONS FOR EQUIPMENT, MATERIALS, SERVICES, ETC., THE APPROPRIATIONS FOR WHICH HAVE PREVIOUSLY BEEN APPROVED BY THE DIRECTORS.

Report and recommendation of the Rapid Transit Planning and Finance Committee by the Chairman, Dr. Norman Topping, to the Southern California Rapid Transit District Board of Directors at its Regular Board Meeting on February 6, 1968

The Rapid Transit Planning and Finance Committee met with the staff on January 29 to consider several issues vital to the preparation of the Final Report which must be released not later than May 1 if we are to go to an election this year.

We evaluated the community response received since release of the Preliminary Report. Two public demands are clearly evident:

1. The community desires more system be built, and
2. That the system financing should not rely on the property tax except as a backup, or at most, for a token contribution.

With these mandates in mind the committee recommends that the Legislature be urged to provide alternate financing to the property tax to build the first-stage four-corridor system; and that a fifth leg to the southwest and Los Angeles International Airport, plus extension of the Wilshire line to west of UCLA and the San Fernando Valley line to Reseda be included in the first-stage system only if additional funds can be provided by the Legislature.

Specifically, the committee recommends that the staff be directed to:

1. Prepare the Final Report recommending construction of a four-corridor first-stage system costing an estimated \$1.57 billion incorporating the following

necessary and desirable changes from the Preliminary Report which are estimated to cost \$150 million:

- a) realignment in subway down Broadway to 25th, thence on aerial structure over to Central Avenue, thence along Central Avenue to a point south of Manchester, thence easterly in private right-of-way to 91st and the Industrial Freeway and thence along the original route to Long Beach;
 - b) realignment in Van Nuys to aerial structure on private right-of-way one block west of Van Nuys Boulevard;
 - c) extension of the Wilshire line from Fairfax approximately one mile to the vicinity of La Cienega;
2. Insure that the Final Report include a section on the Airport-Southwest Corridor line, the extension of the Wilshire Corridor to Barrington Avenue and the extension of the San Fernando line to Reseda, all on which preliminary engineering is nearing completion, giving cost estimates and stating that these segments can and should be scheduled for first-stage development if the Legislature provides the additional funds required;

3. Provide that sufficient money should be included in the first bond issue to commence the engineering and second stage development ~~development of the future stages/~~ of the total Master Plan as projected beyond the first five legs; and
4. That the Final Report should acknowledge the virtual universal community opposition to the use of the property tax as a principal means of financing construction; and suggest alternatives such as sales tax on gasoline, increased in lieu tax on motor vehicles, general sales tax, and other suggestions made by the public and the Legislature.
5. That the necessary improvements of the surface bus ~~feeder~~ system in conjunction with the planning for rapid transit be included in the Final Report.

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DEPARTMENTAL

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

1060 SOUTH BROADWAY
LOS ANGELES

DO NOT INCLUDE MORE THAN ONE
SUBJECT IN THIS COMMUNICATION

DATE: February 5, 1968

TO: Operations & Budget Committee

FROM: Dale W. Barratt

SUBJECT: Consideration of a Broad-Based Study and to Existing Zone Fares and Other Tariff Inconsistencies.

For many years, the staff has been aware of the many inconsistencies which have existed in the tariff for both local lines in the RTD system as well as the interurban lines. A review of the present RTD tariff indicates that inequities became more prominent as a result of the consolidation of the private carriers in 1958 under the then newly-formed Authority. Thereafter, as economics required fare increases, even though it was recognized that obvious inequities existed, the increases were applied across-the-board because of the chain reaction which would occur unless corrective measures were taken on the entire system rather than on individual case basis.

The staff has been reluctant to effect system-wide changes because of a lack of basic origin and destination data which is required to make an in-depth analysis of the corrective measures that are required to develop a consistent tariff and a projection of the effects on revenues. Conditions prevailing on interurban lines are even more acute since the basis for many of the zones presently in effect date back to the Pacific Electric rate structures whose basis was developed as far back as 1905. Further in this report, we will outline the more obvious inequities which have developed over the years.

The RTD staff is not presently manned quantitatively and technically to conduct the necessary origin and destination survey to make an accurate determination as to the corrective measures which should be applied to eliminate gross inequities and yet prevent an erosion of current revenue levels. It is for this reason, the staff is recommending that competent outside consultant services be employed that have engaged in this type work on other large properties and have developed mythology which has obtained successful results.

The staff further feels that as a by-product of this study, invaluable information will be accumulated for a complete review of current schedules on the District's 116 lines. A reduction of the existing 107 separate zones in effect on local and interurban tariffs, will greatly facilitate operator-training programs and reduce the large amount of present passenger misunderstanding which is encountered in the collection of fares. The present task of an extra man in attempting to collect fares under the existing structure is more than slightly difficult. Following are some of the inconsistencies and inequities which the staff would hope to eliminate as a result of the current study along with the aforementioned general benefits:

1. Local Lines

The most obvious inequity of the local system is the immense size of the inner zone which is judged to be from 6 to 7-1/2 miles in diameter, as compared to the adjacent zones. For example, the Wilshire Zone #2, is approximately two miles east and west and more than three miles north and south. This zone appears to be about average, however, we point out its size to compare with one of the smaller zones; namely, Hawthorne #5, which is only about 3/4 of a square mile and which is served by one of our heaviest major lines, #5.

Within the overall local system, there are several limited local fare areas. To name a few, San Fernando Valley; South Bay; Glendale-Burbank; and west areas, where, in certain instances, two zones may be traversed for the basic 30¢ fare. In essence, this gives the short-ride passenger an advantage over those local zones on the balance of the system by affording a longer ride without payment of the over rides. In other instances, there are some areas in the local system where too many zones are employed in order to equalize the fares via different routes between the same two points.

One of the many examples is as follows: A trip in the San Fernando Valley originating in Granada Hills with destination at the Sepulveda Veterans Administration Hospital, can be made via Lines 90 and 93, a one-way distance of 2-1/4 miles and with zone increment and transfer charge, the fare is 43¢. In comparison, a trip using Line 16 via Roscoe Boulevard and Platt Ranch, a distance of 5-1/2 miles, would cost the passenger 30¢. There are many additional examples of inequities which can be cited.

2. Interurban Lines

Within the interurban system, there are local zoned areas such as Alhambra, Monterey Park, Pasadena, South Pasadena, Del Mar, Lynwood, Pomona and Riverside. In these local zones, a 30¢ fare permits transfer between many of the lines in the local area and an 8¢ over ride will take a passenger beyond the limit of the local zone in most cases. However, when the limit of the local zone is reached, the passenger then becomes a new passenger and must pay a new originating fare to travel beyond the next fare limit instead of the normal 8¢ zone charge. An obvious additional inequity exists wherein in the local zone of the interurban system there are no transfer charges wherein on local lines a 5¢ transfer charge exists.

Generally speaking, interurban lines as such do not transfer and we cite the following example: On route between Long Beach and El Monte, Line 38 contacts Line 36, Line 61, Line 66, Line 124, Line 127, Line 59, Line 33, Line 55, Line 34, Line 111, Line 116, Line 58, Line 117, Line 72, Line 113, Line 112, Line 63, Line 60 and Line 53, and the passenger would be required to pay a new originating fare to board any of these intersected lines. In our opinion, there is little, if any, use of multiple lines because of this fare barrier. While this may seem to be an unusual circumstance, there are other notable similarities, particularly, when the length of such lines as 59 and 60 are considered. A graphic example is that of the three branches of line 60 which converge at the easterly end in the City of San Bernardino; a passenger originating in Colton, on Route "E" or "F" must pay a new originating fare to continue his trip through San Bernardino to Rialto, which is on Route "G". Conversely, in certain isolated cases, there is named in the tariff throughfares on certain lines; for instance, there are throughfares named from points on Line 52 and 68 and the local zone areas in Alhambra, Monterey Park, and South Pasadena, to points on Line 53 as far as five points in the City of El Monte; strangely enough, although the service is destined as far east as Pomona, after the passenger leaves five points, he must pay a new originating fare.

Another example of this situation is on the Pasadena-Pomona Line 64. A passenger may alight in Pomona, receive a transfer on a throughfare named to Claremont on Line 60 but he cannot continue east of that point unless he pays a new fare. Furthermore, this privilege is not extended on other branches of Line 60 for any destination east of Pomona.

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On Lines 33 and 79, considered interurban in nature, portions of their routes operate as interurban and portions as local. For instance, on Line 33, patrons originating at points between the City of Wilmington and 119th Street and Wilmington Avenue, are considered interurban and no transferring is permitted to intersecting lines; however, north of 119th and Wilmington, the line becomes local and does permit transfer to all of the other local lines. This means that a passenger boarding the line south of 119th and Wilmington must pay two originating fares if he wants to transfer in the South Gate #3 or Huntington Park #2 local zones. Furthermore, such an arrangement requires our operators to determine the destination of each boarding passenger and where each will transfer in order to issue the proper one of four different types of transfers they must carry. We can continue to cite endless examples where in our opinion inequities do exist. One of the most glaring discrepancies which has provoked considerable inquiry and complaint from patrons is involved in travel between Disneyland and Knott's Berry Farm on Lines 58 and 124, where there is a fare differential of 38¢ on Line 124 compared to 54¢ on Line 58. It should also be pointed out that our service is not competitive in certain cases with that provided with Greyhound. For example, on our Line 55, the fare to Newport Beach is \$1.53. Greyhound's fare, named from The Arches, is approximately \$1.17, and by purchasing Greyhound transportation from that point a passenger can avoid the higher RTD fare and Greyhound can circumvent the applicable restriction. Also, we honor Greyhound tickets on that line as well as others and therefore, the Greyhound ticket bearer gains in advantage over the RTD ticket bearer, even though Greyhound is, of course, billed for Greyhound tickets honored on the basis of the RTD established fare.

Finally, since the inception of the fare points named on the interurban lines many years ago, it is recognized that many developments such as major shopping centers and large industrial sites and other points of interest have arisen. Without the information that will be gained from the study which is being suggested, little is known about the riding patterns of whether or not a named fare point might occur in the very center of such an attraction to the extent that passengers are penalized by the very existence of that fare point. As to the lack of transfer privileges between interurban lines, this seemingly presents a barrier, particularly to a short-haul rider, to freedom of movement and versatility in the use of our service. The provision of transfers could conceivably attract new volumes of riders.

The study which is being suggested would result in accurate determination of fares paid by types, average fares paid and the length of rides taken; it

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would also provide far more accurate passenger statistics than are presently available; and in conclusion, there appears to be a most important advantage to be reaped by our Scheduling Department, i. e., a complete profile of the riding on each individual line which would offer the distinct possibility for more efficient scheduling with betterment in location of proper turn-back points, possible reduction of mileage and the consequential economies to be gained.

For the aforementioned reasons, we earnestly recommend authority to enter into a contract with one of the qualified transportation engineering firms which will be interviewed by your Committee today.

Yours very truly,



DALE W. BARRATT

