

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

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

January 20, 1970

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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 10:00 a.m. on January 20, 1970, at which time President Kermit M. Bill called the meeting to order.

Directors Kermit M. Bill, Charles E. Compton, A. J. Eyraud, Jr., Leonard S. Gleckman, David K. Hayward, Herbert H. Krauch, Michael E. Macke, Don C. McMillan, Thomas G. Neusom, Douglas A. Newcomb and Norman Topping were present.

Also present were General Manager Samuel B. Nelson; General Counsel Milton McKay; Assistant General Manager for Operations George F. Goehler; Assistant General Manager for Rapid Transit Development Jack R. Gilstrap; Assistant General Manager for Engineering Richard Gallagher; Controller-Auditor-Treasurer H. L. Black; Secretary Virginia L. Rees; and the public.

Approval of Minutes

The Minutes of the Regular Meeting held January 6, 1970 were approved.

Temporary Route Diversions

After discussion, on motion duly made, seconded and unanimously carried, the following resolution was adopted:

RESOLUTION NO. R-70-9

RESOLVED, that the temporary route diversions caused by construction work affecting Lines 8, 9, 10, 43, 61, 86, 99 and 101, as described in report dated January 12, 1970 filed with the Secretary, be and the same are hereby ratified and confirmed.

Changes of Bus Stop Zones

After discussion, on motion duly made, seconded and unanimously carried, the following resolution was adopted:

RESOLUTION NO. R-70-10

RESOLVED, that the report dated January 12, 1970 relating to bus stop changes, filed with the Secretary, be and the same is hereby ratified and approved.

Report of Purchasing Agent - Statement of Purchases Over \$99.99, Except Routine Purchased Material or Supplies for Stock and for Ordinary Repairs

Pursuant to Section 8.2 of the Rules and Regulations, the Purchasing Agent's Statement of Purchases Over \$99.99, Except Routine Purchased Material or Supplies for Stock and for Ordinary Repairs, submitted January 2, 1970, was presented to the meeting and was ordered "Received and Filed." A copy of the Report is filed with the Secretary.

Report of Purchasing Agent - Report of Sale Orders & Sales of  
Surplus, Obsolete or Used Material, Supplies or Equipment  
for Period of October 1, 1969 through December 31, 1969

Pursuant to Section 9.8 of the Rules and Regulations, the Purchasing Agent submitted Report of Sale Orders & Sales of Surplus, Obsolete or Used Material, Supplies or Equipment for the Period of October 1, 1969 through December 31, 1969, which Report was ordered "Received and Filed." A copy of the Report is filed with the Secretary.

Loyalty Oath - Administering of

After discussion, on motion duly made, seconded and unanimately carried, the following resolution was adopted:

RESOLUTION NO. R-70-11

RESOLVED, that the resolution adopted April 16, 1968 by the Southern California Rapid Transit District under the heading "Loyalty Oath - Administration of," be and the same is hereby rescinded;

RESOLVED FURTHER, that pursuant to Section 3104 of the Government Code of the State of California, the following named persons be and they are hereby appointed as authorized to administer the oath prescribed by Section 3 of Article 20 of the Constitution of California, for and on behalf of the Southern California Rapid Transit District:

<u>Name</u>	<u>Address</u>
W. C. Scholl Director of Industrial Relations	1060 South Broadway Los Angeles, California
Melvin F. Marquardt Assistant Director of Industrial Relations	1060 South Broadway Los Angeles, California
William D. Kendall Employment Supervisor	1060 South Broadway Los Angeles, California
Dorothy M. Langlois Employment Interviewer	1060 South Broadway Los Angeles, California

Uncollectible Account Receivable, Write-off of

After discussion, on motion duly made, seconded and unanimously carried, the following resolution was adopted:

RESOLUTION NO. R-70-12

WHEREAS, pursuant to Section 12.4 of the Rules and Regulations, a report of uncollectible account receivable in the amount of \$101.22 due from the following former employee of the District:

<u>DATE</u>	<u>NAME</u>	<u>OPERATORS WORKING FUND</u>	<u>GROUP LIFE INS.</u>	<u>H.F.R.'S</u>	<u>EQUIP.</u>	<u>PASSES</u>	<u>TOTAL DUE</u>
7/16/69	O. B. COOPER BADGE: 3027 DIV.: 3201	\$10.00	\$8.12	\$13.00	\$10.10	\$60.00	\$101.22

was submitted to this meeting; and

WHEREAS, the General Manager is advised that all efforts to locate the present whereabouts of the above named former employee of the District have been unsuccessful; and

WHEREAS, the General Counsel has reviewed the matter and is of the opinion that the expenditure of any funds or time in an effort to collect said account receivable is not advisable; and

WHEREAS, it is the finding of this Board of Directors that said account receivable in the total amount of \$101.22 is uncollectible;

NOW, THEREFORE, BE IT RESOLVED, that the Auditor and/or Assistant Auditor be and he hereby is authorized to write off on the books of the District said uncollectible account receivable in the total amount of \$101.22 due from the above named former employee of the District.

Approval of Sale of Used Surplus G.M.C. Diesel Coach No. 6664 -  
La Rambla Bus Line of San Pedro (Purchaser)

On motion of Director Compton, Chairman of the Surface Operations Committee, seconded and unanimously carried,

consideration of the offer of La Rambla Bus Line of San Pedro to purchase used surplus G.M.C. Diesel Coach No. 6664 was added to the Agenda.

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

RESOLUTION NO. R-70-13

WHEREAS, the Surface Operations Committee on January 16, 1970 considered and concurred in General Manager Samuel B. Nelson's report dated January 15, 1970 recommending the sale to La Rambla Bus Line of San Pedro of used surplus 1947 Model TDH-3610 G.M.C. Diesel Coach No. 6664, as is - where is, less tires, for \$1,250.00; subject to payment of a finder's fee of 10% of the sales price to American-International Bus Exchange; and

WHEREAS, the sale of said Coach No. 6664 has been recommended by the Staff Purchasing Committee and approved by the Consulting Engineer and the General Counsel;

NOW, THEREFORE, BE IT RESOLVED, that the General Manager be and he hereby is authorized to sell to La Rambla Bus Line of San Pedro used surplus 1947 Model TDH-3610 G.M.C. Diesel Coach No. 6664, as is - where is, less tires, for \$1,250.00; subject, however, to the payment by the District of a finder's fee of 10% of the sales price of said coach to American-International Bus Exchange;

RESOLVED FURTHER, that the Treasurer and/or Assistant Treasurer be and he hereby is authorized to pay to American-International Bus Exchange a finder's fee of 10% of the sales price of said Coach No. 6664.

Approval of Sale of Surplus Non-Revenue Equipment -  
1965 Rambler "8" 2-Door Sedan, Unit No. 486

On motion of Director Compton, Chairman of the Surface Operations Committee, seconded and unanimously carried, consideration of the offer of Bernard Garvin to purchase surplus

1965 Rambler "8" 2-Door Sedan, numbered 486, was added to the Agenda.

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

RESOLUTION NO. R-70-14

WHEREAS, the Surface Operations Committee on January 16, 1970 considered General Manager Samuel B. Nelson's report dated January 15, 1970 advising that an offer of \$365.00 had been received from Bernard Garvin for the purchase of used surplus 1965 Rambler "8" 2-Door Sedan, Unit No. 486, the remaining unit of equipment for which no bid was received under Bid No. 10-6908S opened October 8, 1969, and recommending that said offer be accepted, in accordance with the provisions of Section 9.5 E of the Rules and Regulations; and

WHEREAS, the General Manager further advised that the sale of said surplus Unit No. 486 had been approved by the Staff Purchasing Committee, the Consulting Engineer and the General Counsel; and

WHEREAS, the Surface Operations Committee concurred in General Manager Nelson's recommendation;

NOW, THEREFORE, BE IT RESOLVED, that the General Manager be and he hereby is authorized to accept the offer of Bernard Garvin to purchase used surplus 1965 Rambler "8" 2-Door Sedan, Unit No. 486, for \$365.00 (minimum established bid price), in accordance with Section 9.5 E of the Rules and Regulations.

Advertising & Marketing Program for Year 1970, Approval of

Director Macke, Chairman of the Public Information & Marketing Committee, reported that the Committee on December 10, 1969 and again on January 19, 1970 carefully reviewed the Staff's recommendations for the 1970 advertising & marketing program, and called upon Mr. Manning to present to the Board the highlights of the program.

Director of Public Information Richard L. Manning thereupon outlined the program, substantially as set forth in report, entitled "SCRTD Public Information & Marketing Program for Year 1970," attached to these Minutes as Exhibit 1.

Director Macke then moved that consideration of the District's Advertising & Marketing Program for Year 1970, including the expenditure of \$641,000.00 to fund the program, be placed on the Agenda, which motion was seconded and unanimously adopted.

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

RESOLUTION NO. R-70-15

RESOLVED, that the Advertising & Marketing Program for the Year 1970, presented to this meeting and as outlined in report attached to these Minutes as Exhibit 1, be and the same is hereby adopted;

RESOLVED FURTHER, that an expenditure of \$641,000.00 to fund the Advertising & Marketing Program for the Year 1970, allocated as follows:

Radio & Television	\$415,000.00
Print Advertising	145,000.00
Publications	41,000.00
Advertising & Promotional Programs	40,000.00

be and the same is hereby authorized.

Approval of Requisition No. 4400-840 - Printing of District Employee Magazine

Upon approval of the Directors present, consideration of Requisition No. 4400-840 was added to the Agenda.

After discussion, on motion of Director Macke, Chairman of the Public Information & Marketing Committee, seconded and



unanimously carried, the following resolution was adopted:

RESOLUTION NO. R-70-16

WHEREAS, the Public Information & Marketing Committee on January 19, 1970 considered General Manager Samuel B. Nelson's report dated January 16, 1970 recommending approval of Requisition No. 4400-840 covering the cost of printing twelve issues of the RTD house organ at an estimated cost of \$10,000.00, including the specifications attached thereto, and authorization of the Purchasing Agent to award contract therefor to the lowest responsible bidder; form of contract subject to approval of the General Counsel; and

WHEREAS, the Public Information & Marketing Committee concurred in General Manager Nelson's recommendations;

NOW, THEREFORE, BE IT RESOLVED, that Requisition No. 4400-840, covering the cost of printing twelve issues of the RTD house organ at an estimated cost of \$10,000.00, together with the specifications attached thereto, be and the same is hereby approved;

RESOLVED FURTHER, that the Purchasing Agent be and he hereby is authorized to issue invitations to bid for the service described in said Requisition No. 4400-840 in accordance with the Rules and Regulations, and to award contract therefor to the lowest responsible bidder; form of contract subject to approval of the General Counsel.

Report of General Manager

General Manager Nelson reported on the activities of the District since the last Regular Meeting held January 6, 1970. A copy of the Report is attached to these Minutes as Exhibit 2.

Director Krauch reported to the meeting that on Friday, January 16, 1970, Dr. Topping and he, as representatives of the City of Los Angeles, and Jack Gilstrap met with representatives

of the Airport Department and the Mayor's Office to discuss the possibility of a high speed rail service from Los Angeles International Airport to the proposed Palmdale International Airport, with such program to be financed partly through a federal Department of Transportation grant. After a general discussion, it was concluded that the Transit District, the City and the Airport Commission are extremely interested in pursuing the project and that appropriate contacts will be made with the Department of Transportation within the next few days.

Next Regular Meeting

After discussion, on motion duly made, seconded and unanimately carried, the following resolution was adopted:

RESOLUTION NO. R-70-17

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, on Tuesday, February 3, 1970, at 10:00 a.m.

There being no further business, the meeting adjourned.

VIRGINIA L. REE

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Secretary

## SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

Advertising & Marketing Program  
For Year 1970

## NEW PROGRAMS

1. Business Development

This is a project designed to encourage ridership among employees of large businesses in the downtown Central Business District. The project is intended to generate off-peak riding in addition to commuting. Locations under consideration include Occidental Building, Southern California Edison, etc.

2. Community Promotions

Staff would work with cities within the RTD operating area through their city councils, chambers of commerce, business and civic organizations to promote new ridership and create an awareness of the District.

3. Tours

The Public Information Department has been responsible for most of the tours conducted by the District. In response to this need a tour format will be developed that will become a permanent feature of Public Information. Tours will be designed to satisfy the varying requests received by the District.

4. Magazines

To provide a comprehensive media mix necessary to reach the total market, TV Guide will be used throughout the 1970 advertising year.

Ads will be developed to encourage the mail order sale of monthly passes.

5. RTDiscount Club

The Public Information Department will develop a discount club using as the membership card the RTD monthly pass. Membership in the Club would provide the card holder with substantial discounts on food, clothing, entertainment, travel, etc. The club would stimulate the sale of monthly passes, while creating an awareness of the District.

## REVISED EARLIER CONCEPTS

1. Student Privilege Card Program

As it is planned now, the Student Privilege Card will be reintroduced sometime during 1970. This will necessitate generating trade deals for various entertainment, cultural and sports events. The Student Privilege Card greatly enhances our teen market.

2. Monthly Pass

New emphasis will be placed on the monthly pass as the prime pre-sale item. A direct mail list to increase the sale of the pass and support this action with print ads and television will be developed.

3. Spanish-Speaking Passengers

Every effort will be made to reach the Spanish-speaking market via their own language. This will be done through radio, television and Spanish translations, take-ones and other printed material.

## SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

General Manager's Report  
For Board Meeting, January 20, 1970

Public transit continues to be in the forefront in the new year with government, business and civic groups scheduling activities.

On January 7, I attended the organizational meeting of the SCR-67 Advisory Committee, of which I am a member. Daniel Mikesell, of San Bernardino, president of the Southern California Association of Governments (SCAG), was elected chairman. Serving as vice-chairman will be John McDonald, director of engineering and technical services for the Automobile Club of Southern California.

The Advisory Committee will be studying the level of transportation, as well as the types required, particularly in the Los Angeles and San Diego Metropolitan areas. I will be reporting further on the work of the Committee as developments occur.

On January 8, Mr. Gilstrap and I had lunch with Harry Kagan and Stuart Hill, Chief of the Right-of-Way Division of the State Highway Department, to discuss the agreements pending with the State and the Southern Pacific Railroad with respect to the Exclusive Express Busway.

The proposed Busway was the subject of a tour on Wednesday of last week with some 60 representatives of about 20 San Gabriel Valley cities participating, along with Los Angeles County Supervisor Frank G. Bonelli. Directors Gleckman and Krauch, members of the staff, and I hosted the group. We gathered at Division 9 in El Monte, participated in a round-trip briefing along the proposed route of the Busway, and then met for lunch at the Santa Fe Inn.

Director Gleckman acted as Master of Ceremonies at the lunch with Supervisor Bonelli offering supporting remarks. I am happy to report that the San Gabriel Valley city representatives appeared most interested in the project. This kind of direct involvement should go a long way toward obtaining the type of grass roots support which will be felt all the way back to Washington.

Last Thursday, the California State Chamber of Commerce held its annual meeting at the Biltmore Hotel. Neil Petree, State-wide Chairman, California Freeway Support Committee, opposed

the proposal to change the State gas tax funds appropriation to include transportation, smog control and other general uses. Gordon Luce, the outgoing secretary of the State Business and Transportation Agency, stated that automobiles can no longer meet peak traffic demands in California cities and public transportation must be developed to complement them. Local regions can impose a gasoline sales or gallonage tax he suggested, and said it would be entirely up to the electorate. This appears to be the position of the administration at this point in time.

You might also have noted in the press that the sixty-member Constitutional Revision Commission last Thursday recommended that the State gas tax fund be used to finance rapid transit and smog control projects. This proposal now goes to the Legislature and, if approved, it will be placed on the June statewide ballot.

Following the State Chamber meeting, I attended an executive meeting of the California Association of Publicly Owned Transit Systems (CAPOTS) at the airport. The principal subject discussed at this meeting was legislation affecting transportation properties, particularly in Sacramento. It's proposed that the organization present a bill which possibly, we have reason to believe, will be carried by the new Chairman of the Transportation Committee of the Senate, Mr. James Mills, which would grant charter privileges to all public transportation properties. I don't know how successful it will be, but this is an organization effort rather than an individual effort, and I hope it will be successful.

Also last Thursday, Mr. Gallagher attended a meeting in the Mayor's office concerning Central Business District transportation needs and the possibility of using Dodger Stadium as a fringe parking lot and then transporting workers from there to downtown and the Civic Center. This meeting was attended by Supervisor Dorn, Bill Lear, Phil Regan, Walter O'Malley, Jr., and others. That afternoon, Mr. Gallagher spoke to the Los Angeles Traffic Advisory Board concerning the Exclusive Express Busway.

Mr. George Goehler was in Washington last week where he addressed the 49th Annual Meeting of the Highway Research Board, the first time -- to our knowledge -- that a representative of transit has been invited to speak to this highway-oriented group. Mr. Goehler spoke on the subject, "Mass Transportation--Future Research Needs" and followed Carlos Villarreal, Administrator of the Urban Mass Transportation Administration, on the program. There was much interest at the meeting concerning the recently developed transit trust fund and existing competition between automobile and transit oriented groups.

On January 12 I spoke to a luncheon meeting of the Crenshaw Rotary Club, and I spoke about the District's program in general and also the proposed Exclusive Express Busway.

Mr. Gilstrap was in Sacramento last week concerning various District activities. On Thursday, he spoke in Pasadena before a Business Outlook Conference sponsored by the East San Gabriel Valley Associated Chambers of Commerce. He discussed the Busway and the outlook for transit in the 1970's.

Mr. Curtis participated in a discussion at UCLA concerning an analysis of the November 1968 Bond Election.

Mr. Stubbs also was in Washington last week, calling on various federal agencies and Southern California congressional representatives.

1970 will mark the Silver Anniversary of the Operator Safety Program which was initiated in 1945. We are planning a special observance at a future Board Meeting to honor some 20 to 25 of our operators who are to receive their 25-year safety award pins.

Discussions are continuing concerning the potential of RTD to expand its services in the Bunker Hill and Central Business District areas. In this connection, members of the staff recently visited the Minibus plant in Pico Rivera. Minibus is planning to produce several demonstrator models within the next three months and it is possible the District will be offered an opportunity to conduct several tests with these models.

That concludes my report.

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