

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

Minutes of Special Meeting of  
the Board of Directors of the District

July 30, 1968

Upon notice duly given, the Directors of the Southern California Rapid Transit District met at a special meeting in the District Board Room, 1060 South Broadway, Los Angeles, California, at 11:00 a.m. on July 30, 1968, at which time President Don C. McMillan called the meeting to order.

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

Also present were Acting General Manager & General Counsel Milton McKay; Assistant General Manager in charge of Rapid Transit Development Jack R. Gilstrap; Chief Engineer Richard Gallagher; Director of Rapid Transit Planning John Curtis; Director of Public Information Richard L. Manning; Secretary Virginia L. Rees; and the public.

President McMillan announced that the meeting had been called to consider the Report of the Legislative & Public Information Committee on matters relating to the Public Information Program, and to take any action in regard thereto deemed appropriate.

Director Krauch, Chairman of the Legislative & Public Information Committee, reported that the Committee had met and interviewed nine firms and persons qualified to serve as public information consultant to the District's Public Information Department. He further stated that the purpose was to consider the means by which the District will be assisted in its public duty to in a fair and proper manner inform the communities and people in the District about the rail and bus rapid transit system proposed by the District in its Final Report.

Director Krauch further reported that the rapid transit program requires the use of an outside consultant to insure that the program is effective in bringing to the public the information it needs to intelligently consider the merits of the proposed system. And, he further stated that every effort had been made to assure that the District complies with the standards applicable to a public agency.

Thereupon Director Krauch stated that it was the Committee's recommendation that the firm of Rogers, Cowan & Brenner, Inc. of 250 North Canon Drive, Beverly Hills, California, be appointed as Public Information Consultant to the District's Public Information Department.

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

WHEREAS, a recognized need exists for additional transportation capacity in the form of mass rapid transit to augment the present and planned system of freeways and highways to provide a balanced transportation network to insure the

healthy economic growth of the Los Angeles area; and

WHEREAS, the District is charged under Part 3 of Division 10 of the Public Utilities Code with responsibility of providing a comprehensive mass rapid transit system for the Southern California area, within the southern portion of the County of Los Angeles; and

WHEREAS, during the past eleven years the District and its predecessor organization, the Los Angeles Metropolitan Transit Authority, have accomplished feasibility and preliminary engineering studies and investigations; and

WHEREAS, under Part 3 of Division 10 of the Public Utilities Code, the District is directed and has caused to be prepared a Preliminary Report and a Final Report under Section 30636 thereof as to a rapid transit service and system, and is authorized to place a proposition to improve public transportation by establishing a rapid transit system through voter approval of a bonded indebtedness of \$2.5 billion; and

WHEREAS, the public information program relating to the proposed rapid transit system requires the District to inform the public in a fair and adequate manner as to the system so that the public may make an informed judgment at the November 5, 1968 election on the proposition; and

WHEREAS, the District has determined that public information consultant services cannot be done within the time available by the personnel presently employed by the District; and

WHEREAS, the District has concluded that it is impossible to recruit and orient additional qualified personnel for the District Staff at a rate sufficient to complete the public information services required within the time available; and

WHEREAS, the Legislative & Public Information Committee recommends that the firm of Rogers, Cowan & Brenner, Inc. be appointed as public information consultant to the District's Public Information Department; and

WHEREAS, the firm of Rogers, Cowan & Brenner, Inc. is composed of qualified personnel in sufficient numbers capable of furnishing professional and technical

services of the type needed for the performance of such services within the available time; and

WHEREAS, the firm of Rogers, Cowan & Brenner, Inc. is prepared and willing to perform the public information consultant services;

NOW, THEREFORE, BE IT RESOLVED, that the Acting General Manager be and he hereby is authorized to execute on behalf of the District a contract between the Southern California Rapid Transit District and Rogers, Cowan & Brenner, Inc. of 250 North Canon Drive, Beverly Hills, California, covering public information consultant services in relation to the development of a rapid transit system in Los Angeles County, California, at a total fee of \$15,000.00 plus out-of-pocket expenses incurred in the course of the project; form of contract subject to approval of the General Counsel.

There being no further business, the meeting adjourned.

  
Secretary