

Amtrak NEWS

A NEWSLETTER FOR AMTRAK EMPLOYEES

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Training Theme Highlights New Advertising Campaign

"America is Getting into Training," is the timely theme of Amtrak's new and exciting advertising campaign for 1980.

Explains Joe Falsetti, senior director, advertising and sales promotion, "As in any new campaign, you develop a theme that relates to what is happening both within the company and in the outside world.

"As far as the company is concerned, we've got a fresh new system and a bright future.

"In the outside world, people are getting increasingly into some type of physical activity, such as tennis, jogging, swimming, golf. America is getting into physical fitness. It's getting into training.

"But, it also is getting into training in another sense. It's discovering trains, Amtrak trains. It's finding out that Amtrak is an effective alternative to the private car.

"We hope to capitalize on this interest in training and trains by making the country aware of our service, our enthusiasm and our role in the national transportation picture."

The new campaign began on January 14 over radio in Amtrak's top 38 markets across the country. The radio campaign will last eight weeks and feature a variety of musical arrangements such as pop, disco, country and western, and Latin. The commercials will air in sequence so that each market gets to hear all four versions.

There is even a special Spanish-language version for markets such as San Diego-Los Angeles and New York City where there are high concentrations of Latin-Americans.

While the radio campaign hits full stride, newspaper ads in cities along the criteria/regional balance routes

will begin. The newspaper phase of the campaign, which will grow to include ultimately over 300 separate markets, will continue through the year in cities along all Amtrak routes.

New television commercials are also included in the long-distance planning. Filming started by the end of January for first airing in late April and early May. These spots will be telecast for between eight and 18 weeks, and from 10 to 15 times a week, depending upon the market.

Also on the horizon is an eight-page insert for the June Issue of the *Reader's Digest*. That full-color presentation will detail to the *Digest's* 47 million readers the variety of accommodations, meals and trains that are operated by Amtrak and the areas it serves.

The *Reader's Digest* spectacular promises to be the major advertising

event in the travel industry this year.

The "America is Getting into Training" program was formally presented to Amtrak's district sales managers at a special meeting in New Orleans on January 8-9. Sales personnel were briefed on the new '80s campaign and provided with sample promotion kits.

The kits will be sent to all Amtrak sales offices, stations, reservations offices and key Amtrak travel agents.

The kits promote Amtrak's "Training" message with lapel button, pens, stickers, note pads, posters and counter signs. These kits will be updated periodically as new promotional aids are developed.

Through the fresh 1980 campaign, Amtrak expects to convey to its potential customers that it is an exciting system, one that all employees are excited about and one that will serve the American public well.



Photo By Bill Kraville

Amtrak's first new AEM-7 high-speed electric locomotive for Northeast Corridor service arrived at Wilmington, Delaware, from General Motors La Grange, Illinois, plant on Saturday, January 19. After initial inspections, the unit—No. 900—was sent on a round-trip test run hauling GM's test car and five cars to Perryville, Maryland. The unit will continue its test program until May when it will go into revenue service.

Justice Department Sues Southern Pacific, Cites Freight Train Preference Over Amtrak

The United States Department of Justice filed suit on December 20 against the Southern Pacific Transportation Company alleging that the SP violated federal law by favoring its freight trains over Amtrak's passenger trains on one of its routes.

As a result of this freight preference the *Sunset Limited* did not finish a single trip on time during July, August, September or October, according to the complaint filed in U.S. District Court in Washington.

During the first two weeks of December, the train was late every day and on four occasions that delay amounted to over nine hours.

One train did operate "on time" in November.

The complaint confines itself to SP operations on the 362-mile segment of the route between New Orleans and Houston, and seeks to enforce a preference of passenger trains over freight trains which Congress directed in the Amtrak Act.

The suit contends that most of the delays occur on the New Orleans-Houston segment although it comprises only 18 per cent of the *Sunset's* total 2,032-mile route.

At a press conference in Washington on the day the suit was filed, Amtrak President Alan S. Boyd, said, "Our passengers deserve to ride on trains that leave on time and arrive on time. Far too often, that is not happening.

"A pattern of late arrivals and late departures would be unacceptable at any time but it is particularly disturbing at a time like now when more and more people are looking to us as an alternative to the automobile.

"We want those passengers to get good service and come back."

Amtrak had requested Justice Department to file the suit on behalf of itself and its passengers.

In a memorandum filed with the suit, the Justice Department asked the court for a temporary restraining

order that would immediately direct the SP to prevent any avoidable freight train interference.

Justice had filed the suit just before the Christmas holidays so that the heavy seasonal ridership would not suffer serious delays.

Judge John G. Penn set a hearing for the following day when he entered the temporary order restraining the Southern Pacific from failing to give preference to Amtrak's passenger trains.

Judge Penn said the order would remain in effect until a hearing on the Justice Department's motion for a preliminary injunction which he scheduled for 10 a.m., February 4. At that time he could issue a more permanent order.

Attorneys for the SP, who denied that the railroad had given its freights preference over Amtrak trains, did not contest the judge's order.

Boyd said, "This was an excellent first step in improving the performance of our trains."

Boyd further noted, "I hope we don't have to ask the Justice Department to do this in the future.

"My contention is that Amtrak

and the railroads of this country are in a partnership and partners just don't go around suing each other.

"We have taken this action reluctantly."

Boyd noted that the SP "does a pretty good job for us" on the other trains it operates such as the *Coast Starlight* and *San Francisco Zephyr*. He also cited the Union Pacific, Seaboard Coast Line and Southern railroads for delivering good service. He also indicated that the Milwaukee Road was doing its best under difficult conditions.

"In recent months, Conrail has also been doing a good job," he said. "It had been pretty bad in the past but its improvements lately are quite substantial."

Boyd also stressed that not all delays are railroad-caused. "Some are caused by our own problems," he said. "But, we have to work together with the railroads to improve the system."

He noted that Amtrak, on its part, was taking steps to minimize train delays. He pointed out that Amtrak is purchasing new equipment to replace the old cars and locomotives it in-

Judge Visits SDP40F, Makes Decision

After personally inspecting the cab of an SDP40F locomotive, Federal Judge John Penn, on January 5, ordered the Southern Pacific to allow Amtrak to place two observers in the cab of its locomotives on the New Orleans-Houston leg of the *Sunset Limited* route.

The action resulted from SP's refusal, since the recent Justice Department lawsuit was filed, to allow more than one observer in the cab to become familiar at the scene with causes of delays to the train. SP opposed the extra man

on safety and policy grounds.

Amtrak attorneys, however, pointed out that SP previously had allowed two observers and rebutted the safety argument with an affidavit from a senior Federal Railroad Administration official stating that safety would actually be enhanced with observers present in the cab.

Judge Penn recessed the hearing on Amtrak's motion in order to go to Union Station, Washington, to personally inspect an SDP40F that was made available to him.

herited to ensure fewer mechanical breakdowns.

He showed that maintenance procedures were being streamlined to keep trains from failing once they were out on the line. "That maintenance program is paying off," he stressed. "In the last five months, en route locomotive failures have dropped by 34 per cent."

He also pointed out that in Chicago, which is served by 50 trains a day, Amtrak has substantially completed a \$40 million program to rebuild its maintenance facilities.

In answer to a reporter's question, Boyd said, "With this suit, you might say we're sending a message to the railroad industry. And that message is simple. We are dead serious that the law regarding our operations is upheld in good faith and that we have a cooperative approach to it."

In response to another question regarding possible penalties that could be imposed by the court for poor performance, Boyd said, "Penalties don't do us any good. We don't want penalties, we just want the railroads to provide the good train service for which we are paying."

"I'll readily admit that the railroads aren't getting rich from us but, relative to some of the other commodities they carry, we're certainly paying our way. Particularly, when you consider that we provide our own equipment and they have no investment in that area."

The Justice Department complaint asked the court to order SP's management to rewrite its operating procedures and policies to give passenger trains a clear preference over freight trains and to transmit advice about the passenger train preference in writing to all of its employees involved in handling freight and passenger trains between New Orleans and Houston.

To insure enforcement of the order, the Justice Department asked the court to require SP to report to Amtrak all passenger train delays of over 10 minutes with a full explanation of the cause where freight operations are involved.

Over 109,000 passengers rode the *Sunset Limited* last fiscal year.

Discounts Now Available For Senior Citizens, Handicapped

New 25 per cent discounts for senior citizens and handicapped travelers with no holiday restrictions, no round-trip requirements and no limits on length of stay are now available.

The discounts, which took effect on January 1, apply to any trip at any time on any train, except Metroliners, when the regular one-way coach fare is \$40 or more.

Says William Norman, Amtrak's vice president, marketing, "The new discount is the largest in the industry, the most hassle-free and is the only one which applies to handicapped travelers as well as senior citizens."

The Amtrak plan is intended to reduce the cost of expensive trips for older and handicapped travelers as well as to encourage long-distance travel.

To spotlight the new fares, Florida Congressman Claude Pepper, chairman of the House Select Committee on Aging, bought the first reduced fare ticket in Miami on January 1, the day the plan took effect.

Pepper bought a ticket on the *Silver Meteor* for Savannah, Georgia, although he actually detrained at Hollywood, 25 miles north of Miami. He purchased the Savannah ticket because it was the nearest stop that went over the \$40 limit.

Pepper, who sponsored the legislative amendment enabling Amtrak to implement the reduced fare schedule, praised Amtrak for the discount plan and for adopting an uncomplicated formula.

"This is a great opportunity for the seniors of America to travel to distant places to see their friends and loved ones," he said. "Amtrak is on the right track with this idea and it could usher in a whole new era in rail passenger transportation."

Federal law defines senior citizens as those 65 or older. A driver's license, birth certificate or other official document showing age will be accepted to qualify for the senior citizen fare.

Cards certifying a person as handicapped—such as those issued by government agencies or organizations representing handicapped persons—or a letter from a physician may be used to receive the handicapped discount.

With the introduction of the new special fares, Amtrak will no longer discount fares for attendants traveling with handicapped persons.

A spokesman for two major organizations representing older citizens praised Amtrak for treating the new special discounts "not as subsidy but as a marketing tool which will help strengthen rail passenger service."

Amtrak has made substantial progress in making its stations and trains accessible to passengers with limited mobility. All Amfleet, Turboliner and Superliner passenger cars are equipped with special seats and accessible restrooms. All new stations built by Amtrak have been designed to be barrier free.

In addition, Amtrak management is planning to spend \$27.1 million during the next two fiscal years to alter existing passenger cars and stations to make them more accessible.

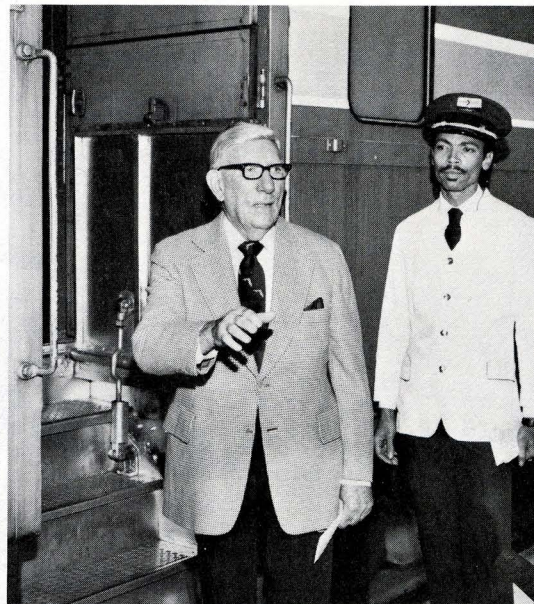


Photo By R. B. Fordyce

Train Attendant Lorenzo Coleman waits as Congressman Claude Pepper, Florida, gets ready to board the *Silver Meteor* after buying the first senior citizens discount ticket.

First Amtrak TurboTrains Retired, Used In Boston-New York Service

Amtrak's board of directors approved a management recommendation at its December meeting to retire the three United Aircraft TurboTrains used by Amtrak in the early and mid-1970s between Boston and New York.

The trainsets—which should not be confused with the Turboliners currently operating out of Chicago and New York City—consist of six power dome cars and eight coaches. They were built in 1967 as experimental state-of-the-art trains with a four to six year life expectancy.

The TurboTrains have been out of service for three years now because of excessive maintenance costs and operational problems.

Two of the trains—two power dome cars and a coach—were built by Pullman Standard for the Sikorsky division of United Aircraft in 1967 as test vehicles for a Department of Transportation high speed rail demonstration project in the non-electrified portion of the Northeast Corridor.

The original trackage destined for the project was between Boston and

Providence but this was later extended to New York.

After several thousand miles of testing over the Rock Island, New Haven and Pennsylvania railroads, the original TurboTrain was returned to the plant to join its sister train for installation of interior equipment.

The two trains were then leased by United Aircraft to the Department of Transportation which, in turn, contracted with the Penn Central to operate the trains. The first one began revenue service as an extra fare, daily Boston-New York train on April 8, 1969. The trip took three hours 55 minutes, one way.

After Amtrak came into existence, DOT took one of the trains and sent it on a coast-to-coast, 31-state, 12,191-mile tour.

In December 1972, Amtrak announced the lease of two French-built Turboliners and the purchase of two four-car United Aircraft TurboTrains which had been operating in Canada. The four trains were slated for the Chicago-St. Louis and Chicago-Milwaukee service.

However, on July 20, 1973, one of

the Amtrak-destined TurboTrains was destroyed by fire after a collision with a Canadian National freight train near Montreal.

The second four-car train was purchased that October and arrived in the United States to be previewed by a two-day press run between New York, Albany and Buffalo on October 31-November 1, 1973. It then was put into Boston-New York service.

Amtrak had already purchased, in January 1973, the original two trains which had been enlarged, in 1972, to five car consists.

United Aircraft, on the other hand, citing competition from ANF-Franco—the company that built Amtrak's original Turboliners—quit the passenger train business in 1974.

The three TurboTrains continued in Boston-New York service until the mid-1970s when they were retired and stored, most recently at Washington and Philadelphia.

The original two trains have not received an overhaul since they were placed in service in 1969. The Canadian train has received no major repairs since it arrived in the United States in 1973.

Amtrak engineers estimate that it would cost \$8 million to overhaul and modify the trains for greater reliability. Even if that was done, the trains would still have the problems that made them surplus after arrival of Amfleet equipment.

These include the fact that the TurboTrain is a "unit" train with all cars permanently coupled. As such, when one car had to be repaired, the entire train was put out of service.

Even if Amtrak was to overhaul and modify the old trains, they would have to be assigned to isolated service where a specialized shop and specially-trained personnel would be required to support their operation.

One other factor was the operating cost which was far higher than that for other Amtrak trains.

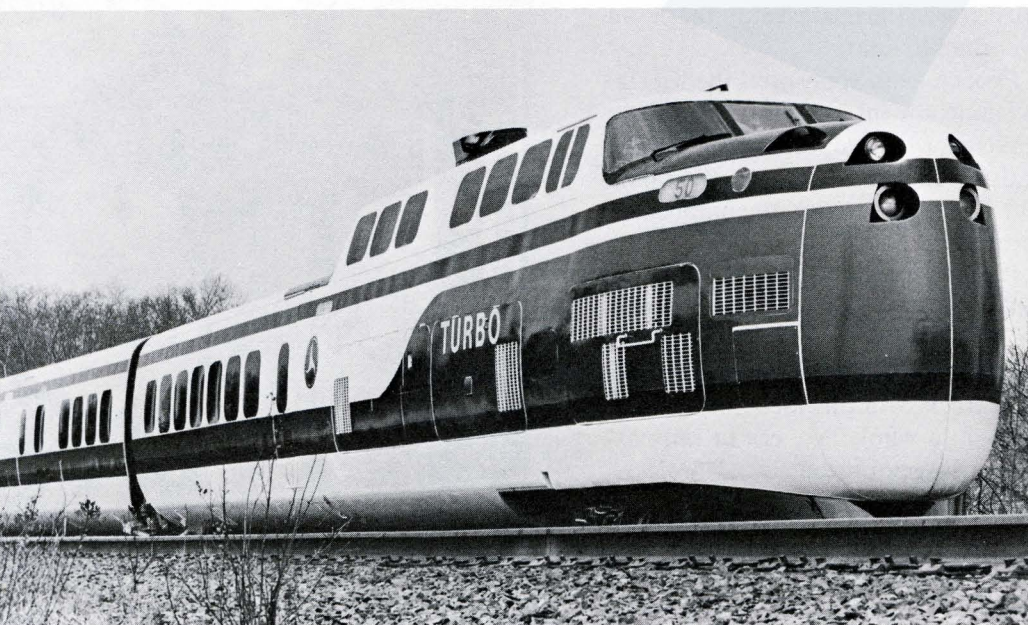


Photo From Trains Magazine Collection

Amtrak's TurboTrains have been retired because of excessive maintenance costs and operational problems.

Electric Linemen's School Located In Philadelphia's Penn Coach Yard

A unique school to train Class A linemen to construct and maintain the electrical system in the Northeast Corridor has been put into service at Penn Coach yard in Philadelphia.

The second class is currently being trained to work the new wire trains that will be used to electrify Amtrak's right-of-way from New Haven to Boston and to upgrade the present electric system between Washington and New York.

The first class of 11 "graduated" on November 9 with each student receiving a certificate of accomplishment. The former students are now working on the NECIP wire train out of Wilmington, Delaware.

Funded by the Federal Railway Administration, the electric traction linemen's training school combines classroom work with actual experience in a simulated outdoor work setting where the students can undergo "hands on" training.

The outdoor facility is the only one of its kind in the country.

James A. Early, assistant chief engineer, communications and signals/electric traction, notes that the very fact there is so little electric railroading in this country forced Amtrak to develop its own training program.

"The 10 week course," he says, "is equal to about one and one half years in the field. We feel that this training, coupled with actual field experience, will result in a very fine Class A lineman."

Another advocate of the program from its very beginning was Richard D. Johnson, Amtrak's project manager, Northeast Corridor Improvement Project. He recognized the need for improved railroad training to accompany the federally funded \$2 billion Corridor project and encouraged the development of the course.

Eric Sloane, manager of training, who is in charge of the program, ex-

plains that a great deal of emphasis was first put on designing a curriculum and teacher's guide to provide a systematic training approach.

Sloane said they first began by analyzing exactly what an electric traction lineman's duties were. "We talked to field people and picked their brains to find out what normally was being done out in the field. We then determined what additional material was needed and then put it all together. It took about five weeks for this initial research."

The result was that for the first time the electric traction department had a standardized new-hire training program.

An additional eight weeks was then needed to implement the program.

The course begins with classroom orientation, then rapidly moves into the "hands on" training at the outdoor site. During the first four weeks basic skills are emphasized. There is also a course in Cardio-Pulmonary Resuscitation, or CPR, and aerial rescue techniques.

For the final six weeks, emphasis is on intensive "basic training," much of its repetitious and arduous but completely necessary. Field work is done immediately outside the classrooms in a small yard where the ET department has built scale mockups of actual facilities found on the railroad.

In a fenced-in area measuring about 600-by-50 feet, students first learn to use a variety of tools and equipment. They then climb 50-foot-high steel poles, change insulators, apply protective grounding devices, repair wires and carry out pole-top rescues.

The facility includes two hydraulic lifts, which are used to simulate a wire train, and two catenary systems—one built at ground level to familiarize the students, the other as it actually exists on the railroad.

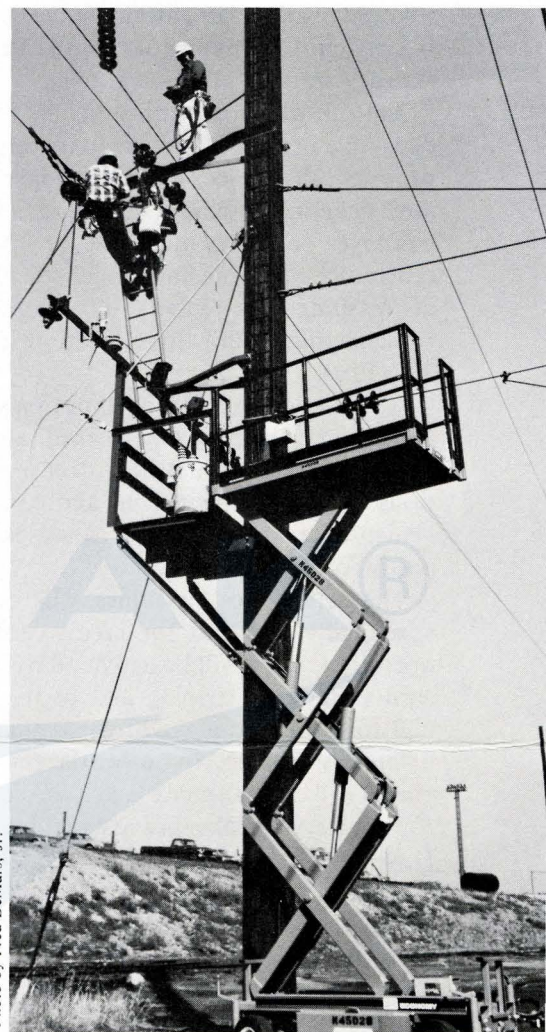


Photo by Fred DeMars, Jr.

Student linemen work on simulated catenary wires at the Penn Coach yard school.

Initial investment in the school is estimated at \$160,000. There are four instructors, all experienced Class A linemen. All were selected for the teaching jobs from within the company.

The old Pullman service building, which in years past housed a commissary and dormitories for crews in long-distance passenger service, has been converted into classrooms for the ET school.

The new facility will be used in the future to update present employees on the latest advances in electric traction.

Automatic Ticket Machines Coming

Amtrak's board of directors has authorized the company to develop, test and evaluate an automatic ticketing system for possible use in the future at Amtrak's busiest stations.

Amtrak will work with suppliers to develop a prototype system consisting of two self-service, passenger-operated ticketing machines as well as an employee-operated one. The prototype units will be installed and tested at Washington's Union Station and Philadelphia's 30th Street Station in July 1980.

Automatic ticketing machines may prove to be the best way to facilitate large numbers of ticketing transactions being more expedient and convenient for the passenger and less costly for Amtrak.

The self-service machines will be specifically designed for credit card operation. They will be activated by a card's magnetic striping and be limited to those major credit cards that offer this feature. Initially, the machines will only dispense coach tickets for unreserved trains in the Corridor. However, they will also be able to sell a coach ticket for a reserved train if the passenger enters a reservation number indicating that he indeed does hold a bonafide reservation.

The machines will be similar in operation to those used in many banks to conduct transactions in off-hours.

The machines could well play an important role in Amtrak's future as business increases. Over the past 12 months, Amtrak has experienced an 18 per cent increase in short-distance ridership and market projections indicate ridership will double in high density corridors over the next decade.

Washington's Union Station and Philadelphia's 30th Street Station were picked for the prototype program because of their heavy passenger volume making them ideal test market locations. Amtrak personnel will monitor the program and check customer reaction to the new system.

1980 Business Plan Prepared

For the first time in its history, Amtrak has established key departmental goals and objectives that translate the corporation's over-all mission into specific actions for the current fiscal year.

In developing this plan, the corporate planning department has, since last October, coordinated joint efforts of all Amtrak departments in establishing specific, measurable 1980 goals to improve Amtrak's current ability to serve its customers and to establish a sound basis for further, more extensive improvement in later years.

"Simply stated, the passenger is Amtrak's most important consideration and, if given proper service, will be our greatest supporter," says Amtrak President Alan S. Boyd.

"In addition," says Boyd, "we need to improve our efficiency to show Congress and the administration that we are giving the taxpaying public the most for its money."

Operational And Service Improvements

Primary 1980 service and performance targets to which Amtrak management is committed include:

1. Attaining a revenue to operating expense ratio of at least 40 per cent (not including depreciation and interest expenses).
2. Improving systemwide on-time performance from the current 60 per cent to 70, notwithstanding heavy Northeast Corridor Improvement Project work.
3. Improving air conditioning reliability by 35 per cent for next summer's cooling season.
4. Reducing equipment bad order ratios:
 - Cars: from current 16.4 per cent to 13 by October.
 - Locomotives: from current 21 per cent to 15 by October.

Throughout the Amtrak system, intense effort will be made to ensure that equipment shown in timetables will be available and in proper working order. This will be done by improved maintenance, which should reduce the need for last-minute car and locomotive substitutions.

Reliability of air-conditioning and heating systems will be improved by intensive off-season maintenance, as well as by converting at least 200 cars from steam to head-end electric power. This renovated equipment is already proving its value on the *Lake Shore Limited* and will be put into service on other routes as quickly as possible.

The first new AEM-7 high-speed electric locomotive has arrived oning the value of Amtrak's new bi-level cars. Other western long-distance trains will feature the new cars as they become available.

The first new AEM7 high-speed electric locomotive has arrived on Amtrak property and is undergoing tests before entering revenue service later this year.

Plans are also going forward for Amtrak to supplement its present fleet with about 200 new single-level cars. They will give passengers on eastern long-distance routes the level of service offered short-distance passengers with Amfleet equipment and western passengers with Superliners.

New Commissary For Chicago

Another important element is to meet and complete the requirements of the Northeast Corridor Improvement Project.

Stricter attention to passenger needs will be given by the corporation's newly formed passenger services department. A key part of this is establishment of passenger service manager positions at 13 key locations. Each manager will have full responsibility, within his or her assigned area, to coordinate all passenger service activities, on board the trains and at stations, to ensure the best possible service for Amtrak's customers.

In order to test ideas and methods to make sure they work, a program is being developed to make one long-distance train a model of passenger-oriented service.

Management Systems Improvements

These 1980 goals are fundamental to Amtrak's success and public perception of Amtrak as a viable, professionally-managed private transportation service company:

- Establishment of a contractual basis for Amtrak funding, both capital and operating.
- Increasing state-subsidized 403 (b) services within funding and equipment availability.
- Resolving the status, goals and funding for Washington Union Station/National Visitor Center and NECIP, and making Union Station a model for other stations across the country.

More emphasis will be placed on greater minority participation in both Amtrak contracts and employment. This will contribute to national and local social needs as Amtrak creates an improved passenger service environment.

Amtrak's ability to develop and carry out the expanding and more business-like role the corporation's mission statement envisions depends importantly on strengthening management's effectiveness.

An important part of this is building employee morale as well as the conviction that Amtrak can be and will become the foremost passenger transportation company in the nation.

Another important part of increasing effectiveness is decentralizing authority, responsibility and information to the persons best equipped to make decisions.

Alternatives to conventional management systems are being evaluated in an attempt to achieve new levels of productivity, to raise revenue levels and reduce the proportion of continued federal support.

Corporate planning has devoted a major departmental effort to performance measurement in order to accurately follow progress toward meeting the company's objectives.

In addition to the 1980 fiscal year business plan, Amtrak must also establish and implement workable long-range programs. It is in the midst of developing a new five-year corporate plan which is due for release by the end of April. This is a major, important effort for most departments, as many things are changing and the plan provides a key way to tie all facets together.

Amtrak's board of directors has also approved construction of a \$6 million commissary and warehouse at Chicago's 12th Street yard.

The new facility is part of a \$40.6 million modernization program of the 12th and 16th Street yards that began in 1977 and is scheduled for completion in 1981.

Construction of the new building will begin this spring and is expected to be completed in mid-1981.

Once the new facility is finished, all commissary functions and material storage facilities will be consolidated at the 12th Street yard.

The existing commissary is located at 21st Street.

A consolidated operation will increase productivity and shorten the time it takes to stock a train with necessary supplies. Working conditions for the more than 100 persons employed by the Chicago commissary operation will also be greatly improved.

Chicago is one of Amtrak's busiest maintenance and supply points. Food supplies worth \$25-30,000 are stocked on Amtrak trains there each day.

The construction of the combination commissary/warehouse is part of the third phase of a multi-phase program to completely rehabilitate the Chicago yards. In the first phase of the program, a locomotive servicing facility and five car servicing tracks were constructed. The second phase involved construction of two additional car servicing tracks, a modern three-track enginehouse and a three-track car shop.

Wheel turning facilities, an equipment washer and a maintenance-of-way facility are being constructed now as part of the third phase.

In the fourth phase, additional car servicing tracks and utilities, train inspection pits and a car storage yard will be built.

Construction of still more car servicing tracks and train inspection pits will occur in the fifth phase.

Hot Line To President Boyd

Question: I work in Philadelphia and wonder why we rent offices at Suburban Station when there are several floors of office space at 30th Street Station which we own? Also, couldn't the facilities at Bensalem be moved there too?

Answer: Office space of the second through fifth floors of 30th Street Station is fully occupied, primarily by Conrail. They have been unwilling to agree to a lease that is acceptable to Amtrak, so we've asked them to vacate all space except that which they are legally entitled to, to support their freight and commuter operations in the Northeast Corridor.

In anticipation of that, we have been reviewing our office needs in Philadelphia. Estimates are being prepared for renovating the 30th Street building so we can move over from the Suburban Station, assuming this is economically feasible.

Regarding Bensalem, our studies indicate there wouldn't be enough room at 30th Street to accommodate the reservations bureau.

Q: Someone obviously doesn't know where the *Empire Builder* loads and unloads. I quote the November issue of *Amtrak News*: "Left Chicago on October 13, making all stops to Minneapolis." According to the Twin City map, the train depot is located in St. Paul's Midway district and not in Minneapolis. Also, I can't figure out why the *Builder* goes through the least populated cities in Montana.

A: True, the Amtrak station serving the Minneapolis/St. Paul metropolitan area is located in the Midway district of St. Paul. But, it is acceptable to refer to the largest city in a metropolitan region for purposes of identification.

For example, several major airports, while named for the primary city served, are nowhere near that city's incorporation line. San Francisco's airport is in San Bruno, California, and Baltimore/Washington International is in neither city.

For that matter, Minneapolis/St. Paul International is in Richfield, Minnesota.

The *Empire Builder's* route was specifically chosen by the Secretary of Transportation as part of Amtrak's basic route system because there were few transportation alternatives to Amtrak along much of its route.

DOT said in its report that the more populous southern route—of the former *North Coast Hiawatha*—had sufficient transportation alternatives to Amtrak service.

Q: Why is there now 6,000 horsepower being used on the *Panama Limited* when it used to run with only 3,000 horsepower?

A: The *Panama* is operated with two P30CH locomotives—at 3,000 horsepower each—to increase power reliability for more dependable on-time performance. The train operates over 923 miles on a schedule of 18 hours, 15 minutes and enroute there are 23 stops, including two 15-minute, 500-mile inspections.

There are no spare head end power locomotives south of Champaign, Illinois, and the second unit protects the train against a HEP malfunction enroute.

Q: Three suggestions.

1—The vast majority of the 10-and-6 sleepers used on the *Cardinal*, *Montrealer*, *Shenandoah* and *Broadway Limited*, have roomette curtains, sofas and seats that are very faded, stained and generally filthy. Since the cars are in relatively good repair, why can't we just get these cleaned or replaced?

2—Could we get the car cleaners to routinely clean sleeping car baggage racks, mirrors behind the doors in roomettes and inside the cabinet that holds the drinking water and cups? A lot of dirt collects here and is usually forgotten.

3—Anything being done about a booklet or magazine for our passengers?

A: Most of the sleepers on the HEP trains, such as the *Cardinal*, *Montrealer* and *Shenandoah* have been completely refurbished within the past two and a half years, but heavy use of the equipment is starting to take its toll.

This is no excuse for having them dirty, however. The people responsible for their cleanliness have been told to step up their efforts to ensure clean cars.

An inspection of these cars is being made and the ones most in need of new upholstery will be worked on at New Orleans.

Sleeping cars on the *Broadway* are in poor condition because of deferred backshopping. The *Broadway* is being converted to head-end power and that means refurbished cars will be coming out of the shops. This should be accomplished by late spring this year.

You have a definite point on the three areas that you say are missed in the cleaning process. We've contacted our superintendents of maintenance and told them that these areas must be cleaned routinely.

The matter of an on-board magazine is less clear at this moment. We've contacted three publishers about the possibility of a monthly Amtrak publication.

We've received one turn-down, one definite proposal and one interested response.

We'll continue to pursue the project. If we find it's financially feasible and a worthy undertaking, we'll begin working on it.

Q: I'm a brakeman on Metroliners and the other day when we had a freight derailment at Elkton, Maryland, we ended up with all sorts of problems. Because of delayed trains we had all sorts of people trying to get on our Metroliner using excursion tickets, commuter punch tickets and others that didn't have stamps authorizing them to ride on Metroliners.

According to our rules, we're not supposed to let these people aboard.

In the future, when things like this happen and we have to move non-

Metroliner passengers on Metro-liners, could someone please notify the ticket receivers office that all tickets should be honored on all trains?

This would save a lot of embarrassment and a lot of problems.

A: We agree and will notify ticket receivers located in the Northeast Corridor when other than Metroliner tickets are to be honored in this service.

Q: As a Wilmington locomotive inspector, I'm interested in getting some information about the new AEM-7 locomotive.

I've noticed that such information arrives at our offices here but never seems to be available to the inspectors until well after the locomotives have been in service for some months. I'd even be willing to buy my own books if I only knew what department to contact.

A: The first AEM-7 has already arrived at your shop. Acceptance and ownership of the unit will pass on to us after completion of testing which will require several months. During this period, the builder will provide, on site, such technical advice as needed to operate and maintain the unit.

After the locomotive is accepted, formal employee instruction will be held at Philadelphia, Wilmington, Washington, New York, New Haven and Harrisburg. Several sessions will be held at each location so that all shifts are covered. This should occur during April and May to coincide with the introduction of the locomotive into revenue service.

Instruction books should be available then, and they will be distributed as soon as they are received.

Unfortunately, it isn't always possible to have literature when the locomotive is first delivered because the builder usually tries to incorporate all of the latest changes into the first printing of the instruction book.

Q: The payroll is messed up again here in the Northeast Corridor. They claim it's a computer error. At this time of the year we could use our money on time. **Q:** The paydays

here in Penn Coach yard, Philadelphia, come and go but there are very few of them that someone isn't short. Some people wait three, four days for their pay.

A: The Philadelphia payroll office inputs time and attendance data for Corridor employees for check issuance here in Washington. There were several payroll completion problems in December resulting from:

- Computer operations difficulties, including equipment failure.
- Compression because of the calendar, coupled with efforts to pay employees before Christmas.
- Complexities in the transition to the new labor collection and pricing system.
- Timekeeper input errors.

In spite of the above, we've been unable to find any case where a pay shortage wasn't corrected within a day or two.

Our manager, payroll, has visited the Philadelphia payroll office and Penn Coach yard for an on-site review of the situation.

Additional fixes, including time-keeping/reporting management, will be implemented, if necessary, to minimize pay errors in the future.

Q: I'm calling regarding connections between the *Shenandoah* and the *Cardinal* at Cincinnati. Westbound the *Shenandoah* makes a connection with the *Cardinal* for Chicago. But, eastbound the *Shenandoah* leaves *Cincinnati*, at 6 p.m., and the *Cardinal* is due there at 6:30 p.m.

Why would a connection be made going but not coming back? It seems asinine to me.

A: We're under a Congressional directive to emphasize short distance and commuter-hour ridership on the *Shenandoah*. That's why the train leaves Washington at 6:25 p.m. and Cincinnati at 6 p.m., and arrives in Cincinnati at 9:10 a.m. and Washington at 9 a.m.

This schedule has already attracted larger numbers of commuters in Washington and we're looking for possible western Ohio stops to serve one-day visitors to Cincinnati.

We broke the eastbound connection with the *Cardinal* reluctantly but had to do so for a 9 a.m. Washington arrival.

Our ultimate objective is to put the *Cardinal* on a daytime schedule between Cincinnati and Washington so that travelers between these two points will have a choice of either a day or a night trip.

Q: I'm a steward on the *Southwest Limited* and we have an early bird dinner available. However, I recently received exactly 10 menus to work with. Can you tell me how I can handle 70 people with only 10 menus since this meal is usually sold out?

A: Because of some poor communications in ordering there was a temporary shortage of these particular menus in Chicago. Supervisors there issued ten per train to be able to cover all trains.

President's Hot Line

U.S.A. 800-424-5191
D.C. only 383-2027

8 a.m. to 8 p.m. (EST)
Monday through Friday

Personnel Hot Line

U.S.A. 800-424-5190
D.C. only 383-3636

24 Hours a Day,
7 Days a Week

Callers to the President's Hot Line can either identify themselves or remain anonymous. Personnel Hot Line callers, obviously, must identify themselves if they wish a reply to their questions.

Employees also have the option of writing instead of calling. Write either "President's Hot Line" or "Personnel Hot Line." c/o Amtrak, 400 N. Capitol St., NW, Washington, D.C. 20001.

Additional menus have been sent to Chicago so you should now have the proper number. If you don't, please phone me and let me know.

Q: I work on the Florida trains out of Jacksonville and would like to know if it is possible to reduce prices on the dining car menus to attract customers that otherwise turn away.

A: Our pricing formula is based on food industry standards and price surveys. Amtrak is generally recognized as providing food at a reasonable price.

We do, in fact, offer items on our menus at lower prices so we can serve passengers who are traveling on a tight budget.

Q: I think that Amtrak should do something to protect passengers from panhandlers who appear at some of our stations, particularly the religious

and political ones who prey on them.

A: The federal government has taken the position that various groups have the constitutional right to solicit in public terminals. In New York, in response to a civil action, Amtrak agreed, under court supervision, to permit the Society for Krishna Consciousness to "work" the station.

Our legal department has determined that, because of that precedent, the same privilege, properly supervised and controlled, be accorded other groups.

We do have controls, particularly at Pennsylvania Station, New York. If the individuals become obnoxious, we can have their organization remove them. But as long as they abide by specific rules of courtesy, we cannot ban them.

Q: The November issue of *Amtrak News* indicated that each office

would receive a copy of Amtrak's 1980 calendar. To date the Baltimore division electric traction department has been unable to obtain one for any of its seven offices although many of them have been distributed throughout the Baltimore division.

A: Each year before the calendar is printed, a memo is sent to all department heads here in Washington to find out how many calendars each will need. The note emphasizes that calendars should funnel through the company pipeline to each and every office and that each department order enough to do so.

When the calendar is printed, each department is then issued the number they requested.

All calendars have been distributed this year but we'll see if we can find a couple for you. In the meantime, make sure that your supervisor knows your needs next year and that he communicates that fact "upstairs."

Keeping Track Of Amtrak

Historic Dallas Station

Dallas Union Station was declared a historic landmark on Friday, November 5, and not one, but three, historical markers were unveiled.

The facility was honored by the National Register of Historic Places as well being declared a Texas and Dallas historic landmark.

This was, according to the Southwest Railroad Historical Society's *Clearance Card* the first time a Dallas facility had been awarded all three honors.

Safety Standings

St. Louis led the other eight divisions in November in the President's Safety Contest with a 1.0 safety ratio. Following closely behind were the Western with 1.8 and the Southern with 2.7.

Albany-Rensselaer led the shops with no injuries and a zero ratio, while seven mechanical facilities—Minneapolis, Detroit, Kansas City, Dallas-Fort Worth, Houston, New Orleans and Buffalo—had no injuries

to earn their coveted zero ratios for the month.

For the year to date, St. Louis leads the divisions with a 3.1 ratio, followed by the Southern with 3.9.

Beech Grove leads the shops with a 10.7 ratio, while Minneapolis and Kansas City continue their injury-free year to maintain their zero ratios.

The safety ratio is a figure that denotes the number of injuries per 200,000 man-hours. All injuries or job-related illnesses that require more than first-aid are counted.

California Crossings

The board of directors has approved a capital expenditure of \$104,720 as Amtrak's share of a \$1 million grade crossing program in California.

Federal funds, provided for in the Federal Highway Department Safety Acts, will pay for 90 per cent of the project with Amtrak financing the remaining 10 per cent.

The project consists of installation of automatic gates and flashing lights

at 11 grade crossings between Los Angeles and Needles. When these improvements are completed, all railroad crossings along the 310-mile route will either be protected by automatic gates with flashing lights or separated entirely from the highway by under or overpasses.

Reno Fun Trains

The Reno Fun Trains have started from the San Francisco Bay area to the noted gambling town for the 16th year as of January 18.

The trains leave Oakland each Friday evening at 6:30 p.m. for the run across the High Sierra. Connecting bus service leaves San Francisco at 6 p.m. Stops are made in both directions at Richmond, Martinez and Sacramento.

The fun trains will operate until April 18, except for Good Friday. They return from Reno each Sunday, except Easter, departing at 11 a.m. and arriving at Oakland at 6:30 p.m. A bus connection is available to San Francisco.

Marketing Department

Reorganized Into Six Units

Amtrak's marketing department has been completely reorganized, as of January 1, into six functional units with three of those headed by newly created assistant vice presidencies.

The six, their department heads, and responsibilities, include:

- Transportation Sales, under Assistant Vice President Jack Gordon, will be responsible for all aspects of revenue generation, including passenger sales, reservations, mail, baggage and express.

- Marketing Planning and Analysis, under Assistant Vice President Bob Gall, will gather and provide data for detailing on-going sales activity as well as for use in future planning.

- Real Estate, under Assistant Vice President Kurt Weissheimer, will explore ways to increase revenues from Amtrak-owned properties.

- Advertising and Sales Promotion, under Senior Director Joe Falsetti, will support the sales function with advertising and other forms of sales promotion.

- Marketing Services Requirements, under Senior Director Eric von Schilgen, will be responsible for establishing service levels and marketing requirements. The group will interface with other Amtrak departments, such as station and on-board services, to insure a top quality Am-

trak product.

- Marketing Support, under Director Brett Tyler, will act as the financial arm and provide additional support to the marketing department.

All six of the new department heads will report directly to William Norman, vice president, marketing.

Says Norman, "This department's mission is to increase Amtrak's intercity rail business by achieving the highest level of revenue, a healthy ridership growth and superior customer service at a cost which produces an acceptable return on the investment.

"This new marketing team, I feel, is a step in that direction."

In other marketing department developments, Bill Smith, formerly manager, sales planning, and Reg Bell, formerly district sales manager, San Francisco, have been named, respectively, regional sales directors of the eastern and western sales regions.

They and Al Kaletta, central region sales director, will report to Jerry Sheehan, who was named director, national sales, with offices in Washington. Sheehan, who had been western region sales manager, will report to Gordon.

Also reporting to Gordon will be Kathy Hartz, formerly district sales manager, Washington, who has been named director, sales programs.

As such, Hartz will be responsible for liaison with field personnel including sales offices, stations and travel agencies. She will also be responsible for international sales, government and military business, national tour programs and interline agreements with other carriers such as buses, airlines, ship lines and other railroads.

Others reporting to Gordon include Frank Kane, manager, mail and baggage; and Phil Held, director, reservations sales.

Notes Gordon, "I'm glad to see the res bureaus back in our shop because, in reality, every R&I agent who answers a call is a salesman.

"To carry that thought even further, I'd like to think of every Amtrak employee as a 'salesperson.'

"Most don't actually sell tickets but by their dealings with potential customers—either face to face, through the mail or over the phone—they can affect whether or not a person chooses to use Amtrak in preference to some other mode of travel."

San Diegan Riders

Ridership on the *San Diegans* increased 48.7 per cent last November compared to November 1978.

A total of 87,619 riders rode the six daily trains in November 1979 compared to 58,924 the previous year.

Do You See The News Wire?

Employees are reminded that Amtrak's public affairs department "publishes" a semi-weekly news service via the ARTS system.

Timely information of interest to employees is inserted into ARTS each Tuesday and Thursday at approximately mid-day.

Access to the news is by the code CTY NEWS.

It is immediately available on ARTS scopes and "hard," or

printed, copies are transmitted overnight to 320 printers over the system.

The printed copies are intended for distribution to all employees at the outlying locations, either by passing from person to person or by posting on bulletin boards.

Amtrak News would like to hear from employees who either do not have access to the employee news service or are unaware of its existence.

AMTRAK NEWS

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Razorback Grid Fans Ride Hogtrain To Sugar Bowl

Some 550 persons climbed aboard a special Amtrak train at Little Rock on New Years Eve to attend the next day's Sugar Bowl football game in New Orleans. The train was chartered by Hogtrain, the Arkansas rail group that has run group moves to University of Arkansas football games the past two seasons.

The move marked the first time in almost two decades that a special train has been operated from Arkansas to a sporting event.

The train moved over the Missouri Pacific to Memphis, then over the Illinois Central Gulf, following the regular route of the *Panama Limited*.

Dubbed the *Sugar Bowl Express*, the special consisted of two locomotives, five 84-seat Amcoaches, two Amcafes, a baggage car that was converted into a disco car, and Hogtrain's private Pullman car, the *Cynthia*.

Enroute to Memphis, the train stopped at Wynne, Arkansas, to pick up 56 passengers. This was the first time in several decades that a passenger train had served Wynne.

Amtrak's New Orleans station is

adjacent to the Super Dome where the Sugar Bowl game was played.

The Sugar Bowl Express left New Orleans after the game, arriving in

Little Rock at 6 a.m., January 2.

The Arkansas fans had no quarrel with Amtrak service but were disappointed with Super Dome service.


Alabama beat the Razorbacks that afternoon going on to be rated the top collegiate football team of 1979.

Arkansas Gazette Photo by Larry Obsitnik



(Left) Missouri Pacific Engineer E.M. Kidd waves a goodbye as Hogtrain prepares to leave Little Rock. (Below) Terry Caldwell, Little Rock, takes a sleepy-eyed look at the Super Dome on arrival at New Orleans. Amtrak's station is adjacent to the huge stadium.

Pine Bluff Commercial Photo By Roger Coley

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