

update

A Newsletter for Amtrak Employees

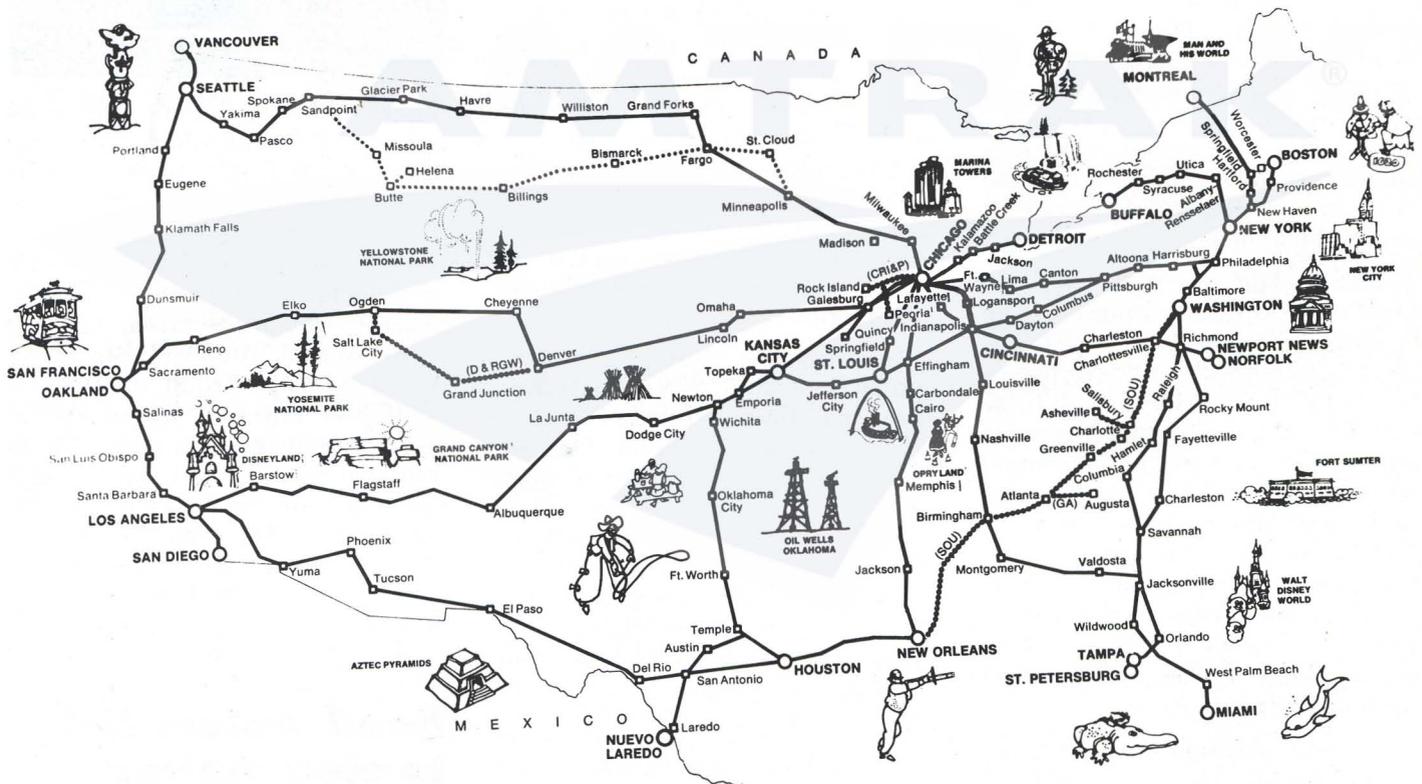


VOLUME 2—ISSUE 7

APRIL 15, 1973

closeup:

the making of a timetable: april 29, 1973



A new, colorful addition to the April 29 timetables will be double page center spread maps illustrated with pictorial symbols of major Amtrak cities.

By April 29, new Amtrak timetables will appear in stations and travel agencies throughout the country. Perhaps Amtrak's most important publication, the timetable catalogs all of Amtrak's activities and is a yardstick for Amtrak progress to date.

Although Amtrak's actual timetable staff is small—three members of the Advertising Department—timetable production requires suc-

cessful "interfacing" with almost every Amtrak department. It is and must be a cooperative effort.

Planning for the timetable begins four to six months before a schedule change. At that time, representatives of the Marketing Department meet with local Amtrak sales managers to consider possible improvements to schedules, consists, etc. Results of these meetings are discussed with the Operations Department. Any

changes agreed upon are next presented to the appropriate railroads. Proposed changes are analyzed and track charts studied to determine the most realistic schedules. Ninety days before the effective date of the timetable, Operations gives Marketing adjusted schedules; seventy-five days before the effective date changes should be firm.

It is not always possible to observe
(Continued on Page 2, Cols. One and Two)

timetable

(Continued from page 1)

the seventy-five day limit on acceptance of changes. Sometimes schedule changes must be taken right up to the eve of printing. This causes what Timetable Senior Analyst Bruce Heard describes as "anxious moments always." There are many ramifications of a last minute change in service. For example, route changes may leave a "hole" in the schedule and also necessitate revision of the timetable map, which is kept current with each timetable, and the schematic map index.

However, the procedure for finalizing schedule changes has improved with each timetable issued. According to Mr. Heard, Amtrak is exceptionally well organized for only two years' experience in timetable production. As he explained, "It took fifty years of timetable production procedures to get a railroad timetable out one month in advance of each schedule change."

Once changes are established, the timetable staff begins the exacting procedure of adjusting the galleys, large page proofs of the previous timetable. Bruce Heard and Timetable Analyst Frank Gordinier, work on the galleys with an assortment of colored pencils, scissors and paste. Mr. Heard learned much of the precise "art of correction" from Norm Ford of Penn Central's Passenger Department who produced Penn Central's timetables before Amtrak and helped with the production of Amtrak's October 29 issue.

Another individual indispensable to timetable production is E. L. Thompson, Superintendent Schedules. Bruce Heard stated that "It would be virtually impossible to produce a timetable without Tommy Thompson's unlimited knowledge of routes, schedules, and consists."

Approximately forty-five days before the effective date of the timetable, corrected galleys are sent to the printer, Ditler Bros. in Atlanta. Galleys normally make about three round trips between Amtrak and the printer before they are accurate and ready for sign offs by all departments concerned.

While galley corrections are being made, special ads and art work are being created for the timetable. Art work has become more sophisticated with each timetable issued. For the April 29 issues, five different covers were designed including one in four colors.

At the same time, Roger Deminna of the Advertising Department is busy supervising distribution procedures. One of Mr. Deminna's many tasks is continually updating distribution lists and revising distribution quantities to insure an adequate supply of timetables throughout the Amtrak system.

There will be five versions of the new April 29 timetable, plus eleven convenient cards for use on trains and in stations. "All America Schedules" is designed primarily for ticket and travel agents; its table numbers correspond with those in "All America Tariff #3." The traditional "Eastern Corridor Timetable" has been renamed "East Coast Schedules" and includes for the first time Broadway Limited, National Limited and James Whitcomb Riley/George Washington schedules.

Formerly the "Consolidated Regional Timetable," "National Schedules" has been expanded to show all U.S. service including Amtrak's northeast corridor service in quick reference format. The fourth timetable, previously New York-Washington service, has been extended to New Haven-Washington service. The New York-Philadelphia timetable has been redesigned and streamlined to give it a modern, horizontal format.

Virtually all major U.S. routes (excluding the northeast corridor) will be covered by the eleven 4 x 9 inch cards, which are designed for frequent travelers who don't want to be encumbered by the entire Amtrak timetable. The new cards are more economical and should alleviate station supply problems.

Innovations in the April 29 timetable are almost too numerous to list. New, easily recognizable visual symbols indicate dining, tray and snack service, baggage and auto rental facilities. Symbols used throughout the station index design-

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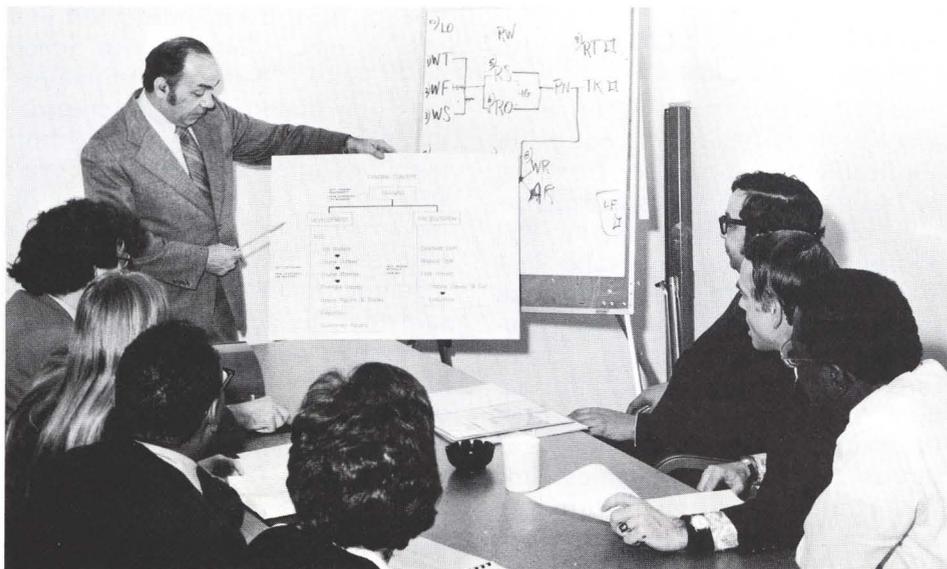


Barbara Morris of Public Relations and Jim Dietz of Reservation Control try out the latest addition to the reception area in Amtrak's Washington, D.C. headquarters. The new Amtrak coach seats on display are manufacturers prototypes recently ordered to replace coach seats on many Amtrak routes. Designed by Amtrak's Design Group, they incorporate the latest in transportation seating including tray tables for at-seat dining; reclining seat backs; optional foot and leg rests and center arm rests. The versatile seats may be used anywhere in the Amtrak system, from high density corridor coaches to long distance routes.

flood waters fail to stop amtrak

With Amtrak's help, employees of the Union Electric Company of St. Louis were able to report to work April 3-5 despite rising Mississippi River flood waters.

At Union Electric's request, Amtrak provided a five-car coach train to transport approximately 450 of the company's employees from Bellefontaine, Missouri to the Sioux Power Plant at West Alton, Missouri, a distance of nine miles. The five Amtrak coaches operated were detached from the Quincy-Chicago service.



Director of Amtrak's Manpower Development Center, Richard Shurtz, reviews training concepts with staff members at the Silver Spring facility.

innovative ideas abound at amtrak training center

Amtrak's employee training program has come a long way since the days of railroad "posting" when an old timer would leave his own work to back up each new hire. With the assistance of the Departments of Health, Education and Welfare and Labor, Amtrak has established the Manpower Development Center to develop the latest training materials and techniques for most service and operations jobs in the rail passenger industry.

Although Amtrak's Training Department has been engaged in employee training since Amtrak's advent, the Manpower Development Center came into existence June 30, 1972. On that date, contracts were signed with HEW and Labor providing for manpower training programs to facilitate the transition to new passenger technology. Under contract provisions, Amtrak will present ten prototype classes for reservations, information and ticketing; on-board service and operations personnel. The purpose of these classes is to validate and test the effectiveness of the training materials.

A staff of writers and instructors is currently developing curriculum, job analysis, course outlines and materials for each job category. Modern techniques are utilized to constantly update and validate course content and direction.

Located in new headquarters at 962 Wayne Street, Silver Spring, Maryland, the Manpower Development Center has facilities for in-house training besides housing the staff of writers and instructors who are busy creating training materials. The center also includes field instructors who give on-the-job training to new hires and training on an individual basis as needed. A major program currently in progress in the field is the training of reservation, information and ticketing personnel to operate the computerized Northeast Central Reservation Office (NECRO) located at Bensalem, Pa.

A list of the Manpower Development Center's functions is as endless as the enthusiasm and energy of its staff. It trains employees of non-Amtrak stations which have Amtrak ticket stock; performs Amtrak corporate training on request (for example, the recent travel agent workshops conducted for the Sales Department) and has its own counseling staff.

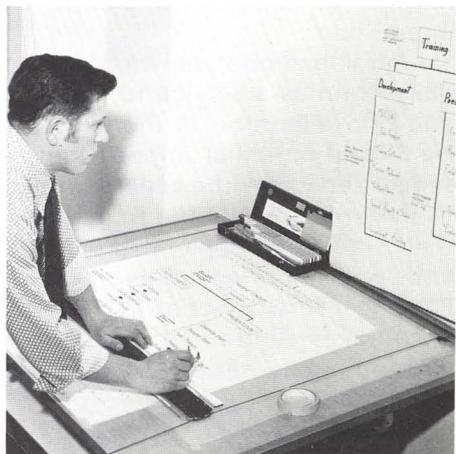
According to Project Director Richard Shurtz, the center's goal is not only the maximum utilization of Amtrak manpower but also the establishment of entrance level requirements which will lead to a rail passenger service career ladder.



Visual display units will provide a vital link between Amtrak passengers and the computer when the new Advanced Reservations and Ticketing System begins operation. Writer-instructor Sonja Jacykewycz points out the machine's special features to Training Center Secretary Kathy Bright.



Writer-Instructor Marie McCarthy selects slides for presentation to training classes for passenger service representatives, reservation agents and other future Amtrak employees.



Technical illustrator Bill Nick puts his talents to use on a wide variety of educational displays used at the training center. Bill's work encompasses everything from charting concept outlines to illustrating frames for slide tapes.



Amtrak's Senior Buyer for the Seattle Commissary, Ray Caldwell, checks the stock of the new Northwest Facility which serves six Amtrak trains: The Empire Builder, North-coast Hiawatha, Coast Starlight/Daylight, Pacific International, Mount Rainier and Puget Sound. The Seattle commissary began operation in March and is one of six which will soon be in operation to supply Amtrak's 220 daily trains. UPDATE will carry an in depth report on Amtrak's commissaries in a coming issue.

amtrak will end potomac special

Experimental service between Washington, D.C. and Parkersburg, West Virginia will be discontinued May 5, 1973 after 19 months of operation.

Amtrak had operated the 351-mile daily train as a service to students and to determine if there was a significant potential interest in passenger service by the general public in the area served. The train began daily service on September 7, 1971 and was operated under the Rail Passenger Service Act of 1970 which encourages Amtrak to experiment with inter-city service outside the basic system.

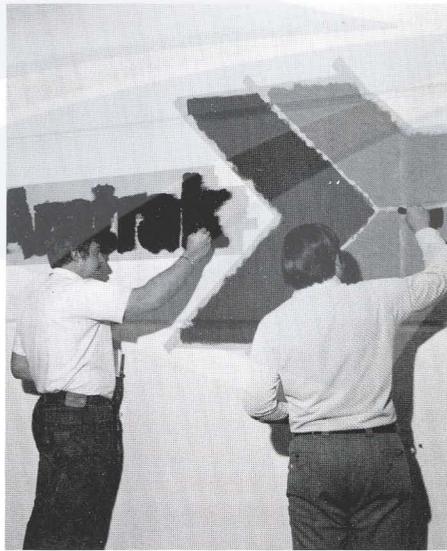
Despite improved schedules, a 10% fare reduction and other promotional efforts—plus continuing the service an additional seven months—the number of riders per month did not increase.

timetable

(Continued from page 2)

nate cities where AirWays Rent-a-Car and Week of Wheels discounts are applicable. A fact-packed "Traveling by Trains" page includes an explanation of the function of the PSR (Passenger Service Rep) and PSA (Passenger Service Agent); Amtrak smoking policy; free baggage regulations, stop over, customs, credit card and lost and found information. A full page has been devoted to trans-continental sleeping car service, New York-Los Angeles. New York-Florida service is featured on two pages with a larger more legible type face.

"All America Schedules" and "National Schedules" give a more complete picture of major non-Amtrak connecting service, rail and motor coach. In "National Schedules" Canadian connections are shown at Montreal, Vancouver and Detroit.



Ticket Clerks James Church and Richard Grothe recently doubled as painters for a good cause, renovation of the Spokane passenger station concourse. At Amtrak's request, Burlington Northern crews had painted the cement finish concourse. Messrs. Church and Grothe volunteered to add the finishing touches, Amtrak corporate logos at various intervals along the walls. Under the direction of Lead Ticket Clerk Dan Brunner, they made their own stencil taking care to use the proper dimensions and colors. Spokane passengers agree; the colorful logos are just what the concourse needed.

Maps have been redesigned with new visuals. "All America Schedules" and "National Schedules" have new double page center spread maps. The "East Coast" map is more highly detailed with virtually every stop shown. Covers have a new look, more versatile than the traditional blue and white designs of the past.

Senior Analyst Bruce Heard has said that his goal is "to produce a timetable which is the most complete single source of information on Amtrak's service." The new April 29 timetable appears to be just that.

amtrak mini holiday in san francisco

A three-day, two-night miniature holiday in San Francisco has been packaged by Amtrak in cooperation with the San Francisco Convention and Visitors Bureau.

The "San Francisco Holiday" package offers accommodations for two nights at any of 22 hotels; gourmet dining; admission to popular visitor attractions; cocktails at the Top of the Mark or at Henri's Room at the Top and a round-trip cable car pass.

Optional features include bonus coupons for sightseeing; use of a rental car at special rates; coffee at Ghirardelli Square and complimentary admission to a North Beach night club.

Hotel accommodations range from a \$29.95 economy rate to \$52.50 for a deluxe accommodation.

Vacationers receive \$5 credit per person for dining at nine famous San Francisco restaurants. They have their choice of free admission to "The San Francisco Experience" at Bing Crosby's Electrovision Theater in Ghirardelli Square; a combined admission to the Wax Museum and "Old San Francisco" or a cruise around San Francisco Bay.

Rail fares to San Francisco are extra. Vacationers may travel one way by air if they wish. Operated by C G Tour of San Francisco, the package is available from any of Amtrak's 5,300 appointed travel agents. Vacationers using the Amtrak package may book extra nights at the 22 cooperating hotels for as low as \$10 per person, double occupancy.

april 29 changes in amtrak fares

Selective rail passenger fare changes—including higher fares on some western routes but lower fares on some eastern and midwestern routes—will go into effect April 29.

Reductions will include a 19 per cent cut in the coach fare between Chicago and New Orleans on the Panama Limited.

Reduced fares for groups of 15 or more on round-trips will be offered throughout the country. These discounts previously varied widely and were not available on many lines of what is now the Amtrak system.

In an attempt to level "peaks and valleys" of train ridership—generally heavier in many parts of the country on weekends—the Family Fare Plan will now apply only on trips starting Monday through Thursday.

One-way fares between the Middle West and California will remain unchanged and coach trips between Southern California and Chicago actually will be less because of abolishment of the \$5 seat reservation charge. The charge will also be dropped from the New York-Florida and New York-Chicago routes.

Western fares, which have been historically lower than in other parts of the nation, will increase up to 10 per cent on the Chicago-Denver and Seattle-Los Angeles routes for both coach and first-class travel. Long-distance, round-trip first class fares between the Midwest and West Coast will be increased by 6 to 12 per cent, as will some similar round-trip coach fares.

Longer distance Metroliner fares between New York and Baltimore and New York and Washington will remain unchanged while short-distance fares between the New York-New Jersey area and Philadelphia-Wilmington will go up 50 to 75 cents each.

Last June Amtrak reduced basic fares 10 to 25 per cent on ten short-haul and long distance routes in the East, Midwest and West Coast, and fares were raised 5 to 10 per cent on four long-distance routes in the West and South.

Amtrak profile



You may see the name Sue Stevens on a theater program or as the signature on a work of art.

A member of Amtrak's Public Relations staff, Sue hopes to some day make her name in the world as an actress and a teacher of acting. She recently appeared in the lead role of Thornton Wilder's *THE SKIN OF OUR TEETH* at American University. She has appeared in numerous other American productions including *WHO'S AFRAID OF VIRGINIA WOOLF?*, *AS YOU LIKE IT*, and *WONDERFUL TOWN*, along with Monday Night Staged Readings at Washington Theater Club. Among her most recent work has been the movie *THE EXORCIST* filmed in Georgetown.

Sue attended Tulane University in New Orleans and transferred after two years to American University where she earned a masters degree in directing.

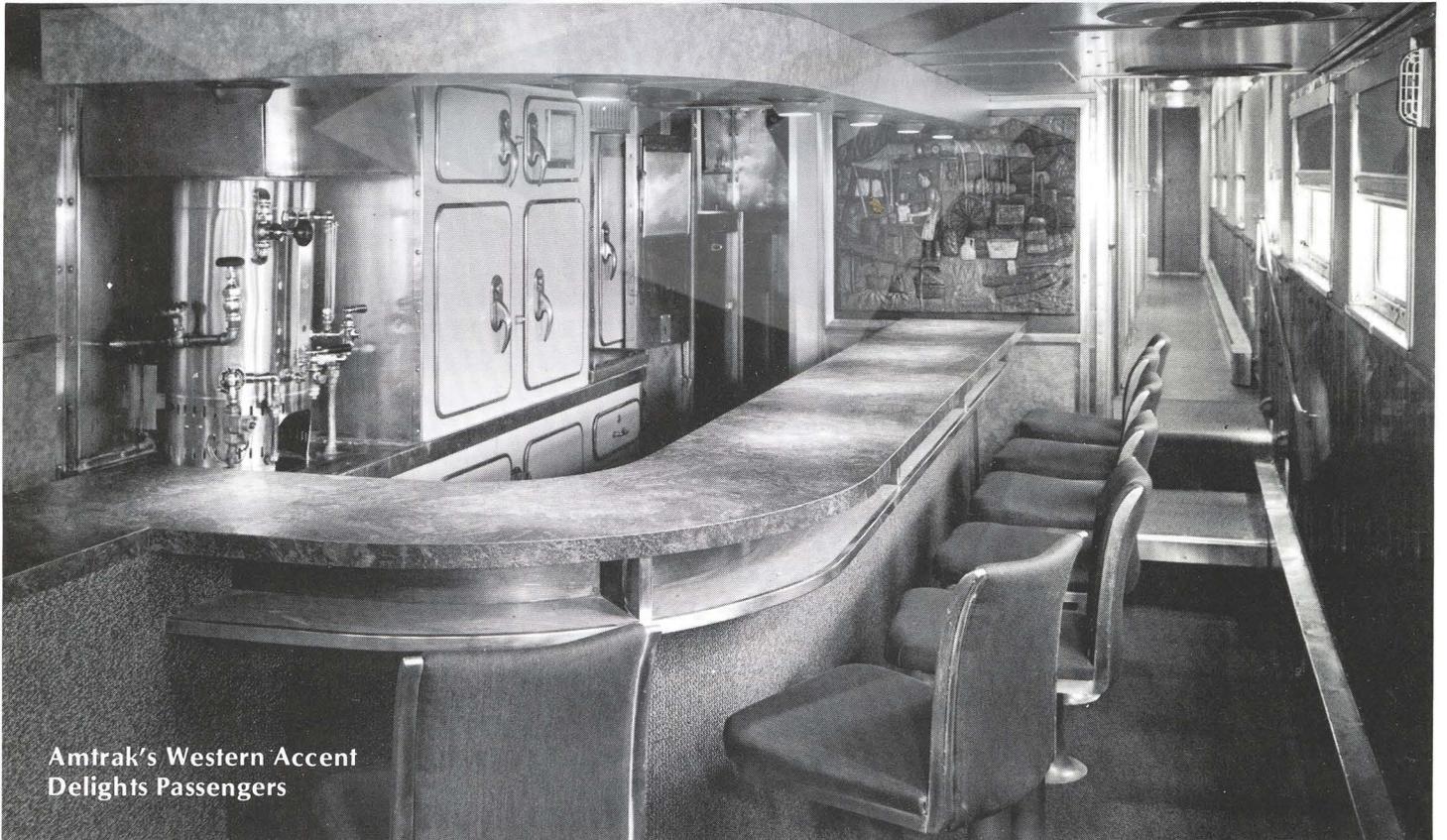
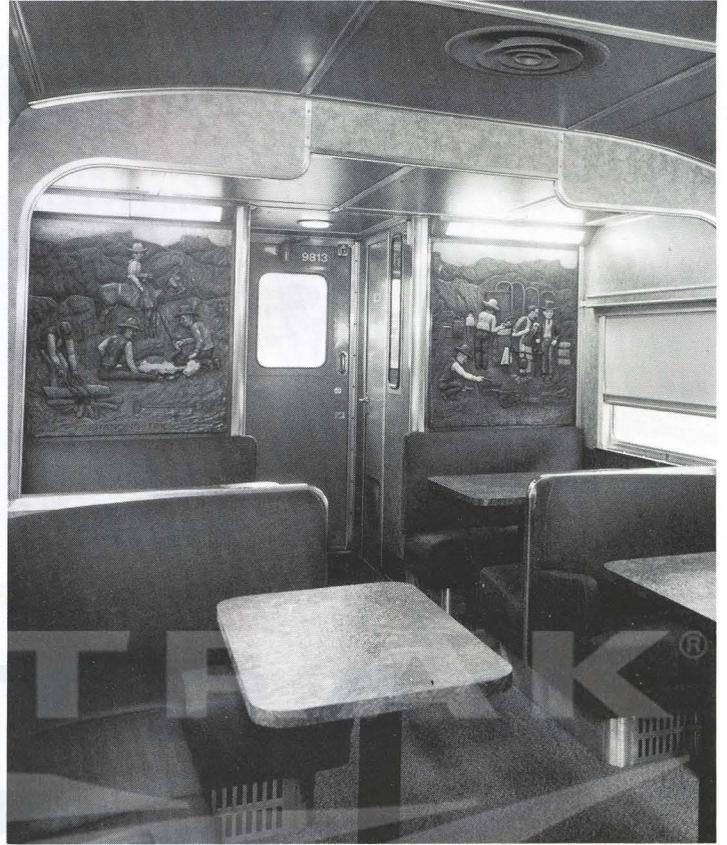
She considers her job at Amtrak an interesting challenge, but it is also preparation for the financial hardships she knows lie ahead—the often grueling and unprofitable life of a beginning actress.

In early 1971 Sue participated in a theater study tour which took her to Russia, Poland and Czechoslovakia. The group she traveled with attended the theater several times a day in the three countries including the famous Moscow Art Theater, Bolshoi Ballet and Moscow Circus. They also interviewed designers, actors and directors during the tour.

Sue's specialty in the art field is batik, a process of painting, waxing and dyeing fabric. The Stevens batiks have proved so popular that it has been difficult for Sue to supply a Bethesda boutique which sells her work. Her needlecraft projects can also be considered works of art and they are also in demand at the shop.

In her spare time Sue studies voice and classifies popular and show music as her favorites. She also easily ranks as a gourmet cook specializing in chicken cuisine.

The life of Sue Stevens, however, has not been without railroad influence. Her grandfather was General Superintendent of Union Railroad, her father is Assistant Director of Labor Relations for Southern Railway and her uncle is President of Central of Georgia.



**Amtrak's Western Accent
Delights Passengers**

A bit of the Old West is preserved in Amtrak's newly refurbished car #9813. The dome-dorm-counter-diner was one of Burlington Northern's Silver series, famous for its western motif. Copper trim on the car's original refrigerator inspired Amtrak's Design Group to refurbish

the car in rust tones. Carpeted throughout in rust tweed, car walls are redone in "barn board" for a weathered, rustic effect. Formica table tops have an antique brass finish and the seats a blue jean look—their denim-like material was created by Levi-Strauss.