Free Round Trip Bus Rides Given to Berkeley Shoppers Under New Plan

Free round-trip bus rides to downtown Berkeley were inaugurated this month under a new “Ride & Shop” validating plan that boosts the university city into the front ranks of transit innovation.

The plan, worked out by the district and a group of major Berkeley merchants, is one of the first of its kind in California.

Inaugurated Nov. 15, it will be given a two-month trial period, which will cover the Christmas trade—a special boom to harassed shoppers.

The “Ride & Shop” program was worked out with the Berkeley Downtown Center, representing the major stores, during several months of discussion.

The proposal has also been presented to chambers of commerce and major downtown business groups throughout the district and meetings have been held in Hayward, San Leandro, Albany, El Cerrito and Oakland.

Convenience for Riders

In taking the lead, Berkeley stores feel bus riders should be provided the same convenience already offered motorists whose parking lot fees are validated, according to Marshall K. Horner, president of Berkeley Downtown Center.

The program is expected to ease traffic congestion through encouraging greater use of public transit and also is expected to attract more people to shop in Berkeley, he added.

The plan is operating Monday through Saturday, including evening hours when most stores will be open for Christmas shopping.

Here is how it works: riders obtain a twin-section ticket from their bus driver when they board a coach.

Ticket per Validation

When one of the sections is validated by a participating store, the holder is entitled to a free ride home. By getting the other ticket validated at another store, the rider has a second free ride, for a trip back to Berkeley on another day.

The 31 downtown stores participating set $2 as the minimum purchase before validation.

The free round trips to Berkeley’s business center are available to residents of Albany, Kensington, Piedmont, Emeryville, Alameda and a major portion of Oakland, as well as Berkeley. Riders from other areas can participate by paying their usual extra zone charge.

To launch the plan, the district and the stores cooperated in a wide publicity and advertising campaign, involving newspapers, advertising media and radio coverage.
Incident Transit Directors
Returned to Office By Large Majority

William J. Bettencourt, president of the board of directors, and three other incumbent members of the board were returned to office this month by a substantial majority of voters.

Retained as directors with Bettencourt, San Leandro business executive, were Col. Robert M. Copeland of Ken- sington, vice president of the board; John L. McDonnell of Oakland and E. Guy Warren of Hayward.

In expressing appreciation to the voters, Bettencourt said the large majority attained by incumbents indicated endorsement of the district's efforts to develop an outstanding transportation system.

He forecast continued expansion and growth of the district in which bus service would be inaugurated in new areas as need arises and it is desired by the people. He noted there are regions outside the district where discussions have already been held concerning possible annexation and new service.

He also said the district would move ahead in developing "park and ride" facilities, "ride and shop" plans, exclusive lanes for buses on freeways and exclusive use of downtown curb lanes during peak hours.

New innovations in equipment will be explored, he said, in an effort to move more people at less cost to the district, and at faster speeds than the present express service—although, for example, it now only takes 14 minutes to travel by express from downtown Oakland to downtown San Leandro.

Such an intensive program to provide faster and more convenient service will most certainly attract increasing passengers to AC Transit, Bettencourt said.

Running in the November election for director of Ward IV, Bettencourt tallied 47,389 votes against the 12,433 given to his opponent, John Muldowney.

Colonel Copeland, who was opposed by four candidates as director-at-large, received 151,545 votes, cast in Alameda and Contra Costa County, as compared to 45,610 votes for J. Howard Arnold; 5,727 votes for Hector Reyna; 40,741 votes for Y. Charles Suda and 25,338 votes for Mrs. Kathe S. Zahn.

McDonnell, another veteran director, polled 51,491 votes as representative of Ward III, against 7,363 for his opponent, R. P. Mitchell.

E. Guy Warren was unopposed as director of Ward V.

Bus Service Extended to Three Areas

Bus service was provided for three new areas this month as the district continued its program of improving transit, particularly in outlying areas.

A new Line 70 will serve residents of Leroy Heights in San Pablo and at the same time provide better transportation for students attending Contra Costa Junior College.

Castro Valley residents are receiving their first direct transbay commuter service to San Francisco with extension of a commuter branch of the transbay Line B.

Extension of Line 55 to serve Marina Faire also brought the first bus transportation to that residential section of San Leandro.

With inauguration of Line 70, residents of Leroy Heights will have access to downtown Richmond, the El Portal shopping center and to other district service, both transbay and local.

Employees Near Quota in United Crusade

AC Transit employees steamed into the final stages of the 1962 United Bay Area Crusade this month with a record of 99.1 percent of their quota.

With 10 days to go before the campaign was due to close, some 1,251 employees had pledged $13,381 toward a quota of $13,495. The contribution to date already was 3.8 percent over the total collected last year.

Efforts were being made during the last days to raise the participation to a full 100 percent, with all 1,385 workers taking part.

The district-wide drive has been headed by John F. Larson, treasurer, as vice chairman. De- partmental chairmen include: J. G. Goodman, Ellen Eeos, T. P. Mc-
Directors Pass Tax Savings on to Riders

Savings from repeal of a 10 percent Federal transportation tax was passed along to district bus riders this month. Opposed to retaining the amount of the tax, the district directors voted unanimously to give passengers the benefit of the savings of the Federal tax repeal.

The result: a five-cent reduction in fares between San Francisco and southern Alameda County.

The tax, imposed during World War II to curtail civilian travel, was lifted by the government at midnight, Nov. 15.

The lower fares affect service to Hayward, Castro Valley, San Lorenzo, Palma Celia and parts of San Leandro. Because the district's fare structure does not involve penny amounts, the reduction on one-way fares was rounded out to the nearest five-cent figure.

At the same time, the directors approved placing into effect a round-trip fare of $1.40 for the fourth zone, south of Tennyson Rd. Previously, fares were on a one-way basis only.

Preparedness Program

Set Up For Emergency

Because of the important role of transportation facilities in the event of local or national emergencies, the district is setting up a program of preparedness to meet such contingencies.

Procedures are being developed by D. J. Potter, transportation manager, who also is representing the district on the City of Oakland Civil Defense and Disaster Council.

In the event of an emergency, the district will coordinate its activities—including buses and personnel—with the law enforcement service, as a part of the transportation section. It will also make its vehicles and personnel available for transportation of disaster victims and other personnel, according to a chart set up by Civil Defense.

Named to assist Potter were J. D. Goodman, transportation superintendent of the Emeryville division, and T. P. McLean, transportation superintendent, Seminary division.

More East Bay residents rode AC Transit in September than they did a year ago, but it was the smallest monthly increase in business since early in 1961.

Some 4,184,000 riders were carried during the month, an increase of 52,500 passengers, or 1.3 percent. Transbay commute book sales were up 4 percent over September, 1961, showing an increase of $5,700 to $147,200 for total book sales.

For the nation's entire transit industry, riding experienced a decrease of 2.74 percent.

Passenger revenue for the month of $1,014,900 plus other income of $70,100 was adequate to meet all operating costs, which were up 6.8 percent over September, 1961. This income provided for amortization and depreciation, but was not sufficient for all bonded debt requirements. Surplus carry-over funds and anticipated savings from the district's new self-insurance program are expected to offset the deficit for the month of $49,003.

Miles operated in September totaled 1,823,800, an increase of 40,251 or 2.3 percent over September, 1961.
Welcome Extended to New Workers

Welcomed into service with AC Transit during October were the following new employees:

**General Offices**
- Tabulating: Arthur M. Gregg, 246 Central Ave., San Francisco, tabulating machine operator—data processing.
- Accounting: Arthur B. Towers, 715 Bay St., Oakland, vanit clerk.

**Emeryville Division**
- Maintenance: Arthur L. Hoffman, 2333 Harrison St., Oakland; Herbert M. Neimeyer, 680 Harris Rd., Hayward; Carl L. Dewitt, 477 Kentucky Ave., Berkeley, service employee. Bart D.

Expansion Planned at 'Park and Ride' Center

Expansion of the Berkeley 'Park and Ride' site at Henry and Berryman Sts. has been assured AC Transit through extension of a use permit granted by the Berkeley City Council.

As result of the favorable action, the district will proceed with plans to permanently pave the area and rearrange parking to accommodate more than the present 51 cars. The district also is seeking city approval to construct a passenger shelter at the parking facility.

Engineer Honored

G. G. Wadsworth, district safety engineer, has been elected to the executive board of the transit section of the National Safety Council.

Wadsworth's appointment to the executive group was commended by AC Transit directors as recognition of his achievements in the safety and accident prevention field.

**IN MEMORIAM**

A Key System veteran from ferry boat days, Robert Anderson, first officer on the boats, died Oct. 14. Mr. Anderson, 79, entered service in 1912 and was pensioned on Jan. 1, 1940. He lived with his wife, Hulda, at 124 Foster St., Vallejo.

Warren L. Carlton, 77, who died Oct. 31, went to work as a street car operator in 1911 and retired in 1954, after 40 years as a supervisor. He lived at 935 Key Route Blvd., Albany.

Leonard C. Courtwright, who died Oct. 31, entered service in 1918 and was retired in 1944 as a motor coach operator. He was 76 and lived at 1501 Boulevard Way, Walnut Creek, with his wife, Pearl.

Residents Take Last Look at Historic Orange Color Before It fades Away

The last orange-colored bus made a nostalgic trip on East Bay streets this month before it was sent to the shops for repainting and renovation.

Its appearance marked the last of the Key System orange, a color that meant transportation to Bay Area residents for well over half a century. Rehabilitation of the last orange-colored bus also marks the end of the district's two-year program of restoring the usable equipment acquired from Key System Transit Lines.

So that residents could say their own good-byes to the long-familiar pumpkin color, the bus was operated through Albany, Berkeley, Oakland and San Leandro on the Shattuck Ave., Telegraph Ave. and Foothill Blvd. lines in a day-long farewell.

For the occasion, the bus was turned into a rolling historical display, with photographs covering the 59-year era of "traction orange" posted in the interior area usually given over to commercial advertising.

The pictures ranged in era from the initial "Key Route" train and ferry service, started in 1903, through the years of street cars and first buses to today's "Transit Liners."

Just as the "key" became the symbol of commute service, the orange was identified with everything that rolled or floated under the banner of the "Key Route" until 1930. Trains remained orange, but street cars were painted blue with cream trim. Two years later, coaches emerged briefly in colors of chocolate and tan.

In 1936, street cars and buses again changed dress, to yellow, with black striping and silver trim. In 1942, they went back to "traction orange." The shade and the trim varied, but the orange hue remained until the district started repainting equipment in its own color scheme.

In all, the district has renovated 276 diesel powered coaches, dieselized and repainted 30 gasoline powered buses, and repainted and rehabilitated another 59 coaches. With 280 new buses, the district now has a fleet of 635 coaches in active service, 16 in storage.
ACTIONS OF THE BOARD

At an adjourned regular meeting October 24, 1961, the Board of Directors:

• Deferred action on disposal of abandoned terminal property at Mission Blvd. and Pinedale Ct., Hayward.

• Authorized Safety Engineer to accept nomination to executive committee of transit section of National Safety Council and to attend committee meeting in Chicago.

• Established policy requiring use of tourist accommodations on air travel by district personnel.

• Approved extension of Line 55 to Marina Faire, Line R to Castro Valley, and inauguration of Line 70 to Leroy Heights.

• Approved transit validation plan in cooperation with downtown Berkeley business firms for two-month trial period.

• Revised one-way and round-trip tariffs between third and fourth fare zones and San Francisco to reflect discontinuance of Federal transportation tax.

• Authorized General Manager to secure bids for purchase of radio communications equipment.

• Commended district employees upon achievement of Fleet Owner Maintenance Efficiency Award for 1962.

At the regular meeting November 14, 1962, the Board of Directors:

• Approved free-ride promotional program in cooperation with El Portal Merchants Assn. for inauguration of Line 70.

• Authorized attorney to represent district interests regarding petition filed with California State Supreme Court and involving jurisdiction of California State Public Utilities Commission.

• Approved allocation of 1½ percent of transit advertising revenue to promote increased use of transit advertising.