AC Transit began a new fiscal year this month with expectations of continuing its improvement program without a further increase in property taxes.

In adopting a $15,433,100 "break-even" budget for the next 12 months, the district closely estimated its costs and revenue, as well as probable conditions to be faced.

The budget provides for acquisition of 30 new buses and wage increases of almost 4 percent, scheduled for union and non-union employees in December and January.

The budget also takes into account efforts to develop coordinated transportation with the Bay Area Rapid Transit District and potential effect of such coordination upon the structure of AC Transit and public transportation in the district.

Projects Programed

In presenting operating estimates to the board of directors, K. F. Hensel, general manager, pointed out that "any long range commitments we make this year in terms of manpower, equipment or levels of service must be such as will fit into these future operations on a coordinated basis."

With no change in the present tax rate of 12.5 cents per $100 of assessed valuation, he predicted the district would be able to make further service improvements in keeping with population changes and growth.

Replacement of at least 30 older buses with new units will increase the district fleet of new buses to 370.

The budget is an increase of $361,600 over projection for the fiscal year just ended, with most of the boost allocated to negotiated wage hikes and equipment renewal. The payroll for the district represents nearly 63 percent of the budget.

Expenses Cut

In making detailed operation projections, John F. Larson, treasurer-controller, said he took into account the general manager's extensive program to curtail expenses, including achievement of levels of maintenance which reflect good practice while reducing costs.

Despite growing costs — in line with the district's own continued growth — total expenses for the past year were 1.42 per cent under previous estimations as a result of this program, Larson added. He estimated expenses for the new fiscal year would increase only 2.5 percent over the past operating experience.

The projection, based on studies of the district's past and current experience, expects passenger revenue to increase about 1 per cent. Tax levy is calculated at $2,253,500.

Major expenses for the coming year include, in addition to wages, bond principal and interest, $1,188,220; equipment renewal, $900,000; and taxes and bridge tolls, $948,900.
Metromedia Takes Over Bus Advertising

Advertising on AC Transit buses was taken over this month by Metro Transit Advertising division of Metromedia, Inc., which has expanded its activities in the transit advertising field through acquisition of Fielder, Sorensen & Davis, Inc.

Purchase of Fielder, Sorensen & Davis, well-known Bay area transit advertising firm, was announced jointly by John W. Kluge, president and chairman of Metromedia, and E. B. Sorensen, president of the local company.

Fielder, Sorensen & Davis, founded in 1940, had franchises for advertising inside and outside transit vehicles in Oakland, San Jose, Sacramento and San Francisco, including AC Transit's motor coaches and San Francisco's famed cable cars.

The acquisition represents the second major step in Metromedia's expansion into the field. Last year, the firm was awarded the transit advertising franchise for the system operated by Los Angeles Metropolitan Transit Authority.

A coast-to-coast diversified communications company prominent in a number of media fields, Metromedia has led extensive research into effectiveness of transit advertising which is expected to lead to increased use of the medium and raise standards of transit advertising.

Sorensen will join the Metro Transit Advertising division as vice president of sales development.

New Operators Added To District Work Rolls

- Bus drivers made up the crew of new employees who joined the district in June. They included:

**Emeryville Division**


**Richmond Division**

M. J. Dube, 4556 Appian Way, El Sobrante; R. H. Bent, 7847 MacArthur Blvd., Oakland; E. F. Shepherd, 1212 Coalinda Ave., Richmond; Billy Parsons, 1525 Dover Ave., San Pablo.

**Seminary Division**


**Rinehart to Head Appeal**

Ray H. Rinehart, director at large for AC Transit, will serve as general chairman of the 1964-65 campaign activities for United Cerebral Palsy in Alameda County. Rinehart, well known for his interest in community affairs, will supervise the residential appeal for January.

District operations leveled off in May, presenting virtually the same financial picture as that shown for the same month in 1963. Passenger revenue totaled $1,670,481, an increase of $10,835 or 1 percent over last year's revenue for May.

Number of passengers carried on East Bay and transbay lines came to 4,538,537, as compared to the 4,554,596 carried the previous May, a decrease of .35 percent. Commute book sales also showed a slight decrease of .5 percent, with 166,825 sold for the month, as against 167,607 sold in May, a year ago.

The transit industry nationally showed a passenger decrease of over 4 percent.

The district's total May income of $1,295,135 was sufficient to cover operating expenses of $1,105,135, which were up 1 percent over the same period in 1963. Income also was sufficient to cover equipment renewal and bond debt requirements. Total miles of passenger operation were down .41 percent, with a tally of 1,935,287 as compared to 1,943,319 miles operated for the same month last year.

**Transit Union Gets Shorter, Streamlined Name**

"The streamlining," under which Alameda Contra Costa Transit District is generally called "AC Transit" so people can say the name without missing a bus, extended this month to the Carmen's Union, Division 192.

The Amalgamated Association of Street Electric Railway and Motor Coach Employees of America has changed its name simply to the Amalgamated Transit Union, according to notice sent to the district by the International.
Women Drivers 'Tell All' About Bargain Pass

Two of the district's women bus drivers had a new "line" in downtown Oakland this month, telling about advantages of the special "Shop-a-Round" pass.

Mrs. Margaret L. Miller and Mrs. Helen L. Pitts, veteran operators from Emeryville Division, were taken off their regular "Broadway beat" to serve as "meet-the-people" ambassadors.

Dressed in special uniforms, with matching stewardess caps, the women passed out information about the pass, which makes use of existing service to offer unlimited transportation from 9 a.m. to 3 p.m. Mondays through Saturdays, in the central district bounded by Grand Ave., Lake Merritt, Fallon St., Jack London Square and Grove St.

In talking with riders; with persons waiting at bus stops; with passersby on the streets and with shoppers in main department stores, the "ambassadors" explained that the pass could be purchased from any bus driver in the downtown section for 25 cents cash or 20 cents token and was good for six hours of riding and for the return trip home, up to 3 p.m.

Their reward, after talking to hundreds of residents, was in discovering a number of them turning up a day or so later on the buses — passes firmly in hand and pleased with the bargain.

In the first three months after the pass was inaugurated, 22,485 passes were sold.

NEW "LINE" — Drivers Mrs. Margaret Miller, left, and Mrs. Helen Pitts tell waiting passengers about advantages of AC Transit's Shop-a-Round Pass, as "meet-the-people" ambassadors.

AC Transit is proud to reprint below a few of the many letters of commendation received during the month — letters unsolicited from residents of the East Bay who are owners of the transit system. Letters were selected at random to represent the quality of courtesy, service and safety demonstrated by AC personnel in their most important relationship with our customers.

I would like to highly commend one of your bus drivers (W. C. GODFREY) . . . there was a bad accident at the intersection of 30th and Telegraph Sts. when the bus arrived shortly after the accident but before the ambulance or the police . . . our driver calmly and with intelligence stopped the bus and put flares in front and in back of the scene . . . collected the man's belongings and put them in the man's hat, directed people not to move the man who had been hit . . . saw to it that the man was covered with blankets and directed traffic around the man . . . until the ambulance came. This was all done in a matter of minutes, coolly, calmly and efficiently.

Mrs. Ruth Berensten
Oakland

You put a halo on many a day for me — when you introduced the "Shoppers' Pass" to Oakland . . . I want to thank you for the privilege of being able to go from store to store, and also having a ride home on the one fare . . . I only wish I could hear my mother and others BOASTING of how many times they use the pass: It seems to be a game with them . . .

Mrs. Edna M. Pague
Oakland

It gives me great pleasure to tell you of a wonderful bus operator (FRANK MARTIN) . . . we moved to Castro Valley from 36 years of San Francisco and believe me, this bus driver beats them all . . .

Mrs. A. Rocks
Castro Valley

While in the bay area for several weeks I had occasion to ride AC buses fairly often . . . specifically the number 18 - Park Blvd. bus. I've been in a good many cities, but I have never run across such courteous, friendly and genuinely helpful drivers as I met on that line. They went out of their way to aid me more than once. I don't know what you do to find such drivers, but I wish you would let other cities in on your secret. Thank you . . . and thank them.

Mrs. William Eldredge

This letter is being written for a group of girls who work at Cal-Farm Insurance Co. We just want you to know how much we appreciate one of your drivers (E. E. MUNSON). We get off at 4:30 sharp . . . he knows we hurry as fast as we can . . . he practically "counts noses" before taking off. This courtesy means a great deal to us . . . after working all day, to have someone show us some considerations sends us home with a smile inside as well as outside.

Aladene Brittain
Oakland
It Helps If This Machine Goes on 'Tear'

A new machine which takes the "tear" out of paper work handled by AC Transit's data processing department was installed this month, adding an additional time-saving service to one of the district's most important departments.

The new imprinter-detacher, or "buster" machine, separates different forms — including payroll checks, takes out carbon paper and signs checks — at about four times the speed the work can be handled manually.

The tedious separating job, previously handled manually, will release time equal to that of two workers for much needed other duties.

John F. Larson, treasurer-controller, explained net time saving in the issuing of checks alone will amount to at least two-thirds of the time now required.

Before, checks were signed on a 20-year-old addressograph machine and then were separated and the margins removed by workers. The machine now does the same job at the rate of 300 checks per minute.

Although the paychecks have special interest from the workers' point of view, the machine also handles vast numbers of other forms, including statements for all departments and the many statistical and accounting records which are a key to all district operations.

It's from this department that comes the statements, ready to analyze, that detail exactly what's happening in every phase of transit operations.

Headed by John T. Stockman, a veteran of 29 years of service, the department has been able to keep up with the district growth and increased work load without additional staff, through use of such machinery as key punches, sorters, tabulators, a calculator, gang punches, interpreter, collator and now, the imprinter-detacher — all of which represent the latest type of data processing equipment prior to a computer system.

'Sunshine Trails' Inspires Drivers and Passengers Into New Look at East Bay

Bus drivers were among residents and tourists taking a different look at the east side of San Francisco bay this month — inspired by a new issue of "Sunshine Trails."

Although not all operators were taking on Peter Pan accomplishments, admittedly they were finding out things they hadn't known previously about attractions "close to home."

First introduced as a tour booklet three years ago, the free pamphlet took a different form this year, with 40 pages devoted to illustrated excursions which may be made easily by bus.

The printed "trips of discovery" are available through Transit Information and also may be picked up at the fourth floor information office in the Latham Square Building, 16th and Telegraph, Oakland. Copies of the booklet were sent to chambers of commerce in different cities and to other sources, ranging from homes for elderly citizens to the U. C. campus.

Typical of the result has been the reply from Raymond Reeves, executive vice president of the Richmond Chamber of Commerce, who wrote "even people who have lived their entire lives in the area find new and interesting information about points of interest they frequently were not aware of . . ."

Equally enthused were operators, who were discovering that there's more to see than their usual bus stops — and who were taking a busman's holiday to do some adventuring on their own.
At an adjourned regular meeting June 24, 1964, the Board of Directors:

- Reaffirmed policy regarding participation in costs of off-route bus operation to service school needs, on motion of Vice President Coburn.
- Approved operating estimate for fiscal year commencing July 1, on motion of Director Rinehart.

At the regular meeting July 8, 1964, the Board of Directors:

- Authorized installation of “Park and Ride” facility at East 14th St. and Euclid Ave., San Leandro, on motion of Vice President Coburn.
- Authorized General Manager to investigate use of articulated buses, on motion of Vice President Coburn.
- Directed General Manager to prepare and submit preliminary application for particular demonstration grants to Federal Housing and Home Finance Agency, on motion of Director Rinehart.
- Offered full assistance and cooperation to City of Pinole in examination of community’s transportation problems, on motion of Director Berk.
- Authorized staff attendance at future meetings of Highway Patrol Advisory Committee regarding discussions on Highway Patrol jurisdiction over safety of transit operations, on motion of Vice President Coburn.

District Advertising Campaign Wins Top Honors

A certificate of special merit was awarded AC Transit this month for its over-all advertising efforts, in competition with advertising campaigns in the western United States.

The district campaign was chosen in the 1964 Creation Competition of the Advertising Association of the West.

Selection was made on approach to the problem, excellence of execution and results. During the fiscal year covered, AC Transit business increased 2.6 per cent, in contrast to a general decline in transit riding noted nationally.

Harvey Scott Advertising, Oakland, is the agency for the district.