A unique employee recognition program was being contemplated this month to honor workers in all departments for distinguished service benefitting the district.

The program follows a study of similar recognition methods practiced by other transit properties. Its goal includes acknowledgement, not only within the district, but before the public, of the unlimited contributions made by workers to the service performed by AC Transit.

Different from usual "driver of the month" awards, however, the plan will include all employees—although operators admittedly will be in the most favorable position to receive public recommendations.

Plans call for a distinguished service award to be made each month, with consideration given to the nominee’s all-around performance record for the past 12 months.

Features of the employee’s past performance record will include the worker’s record of courtesy, personal appearance, safety record, cooperative attitude toward fellow employees and whether or not he is on time reporting for assignments. In the case of an operator, judges will check on whether he maintains a good schedule without “running sharp,” waits for transferring passengers, and assists others in making transfer connections.

Consideration also will be given to significant improvement by the employee in the suggested categories.

Nominations for the award can be made through a letter from the public, by a fellow employee, or by an immediate superior.

(Continued on page 2)
New “Tailoring” to Improve Operations

Keeping pace with shifts in population and service usage, the district scheduled adjustments this month on four lines serving East Bay cities and San Francisco.

Changes involved operating frequency and line rerouting to provide faster service.

The “tailoring” of routes is in accord with the district’s policy of making better use of equipment and providing for continued expansion in areas where it is needed.

Among improvements is extension of Line 79 (High Street) to a new terminal at Mountain Blvd. and Knoll Ave., which will provide service for residents above Tomkins Ave. in the Leona Heights area. The Alameda end of the line will be rerouted during midday hours to furnish direct service from East Oakland to Park St. business area.

Rerouting of certain transbay commute schedules on Line W in Alameda will step-up service between the South Shore and San Francisco, eliminating a large loop and cutting traveling time up to ten minutes. Another bus also will be added to morning and evening schedules.

Line 55 also will be rerouted to furnish more convenient service to San Leandro’s central business district.

Changes in routing of Line 68 in El Cerrito will improve operating conditions by eliminating a winding street and steep grade.

Proposed revisions to Line 63 in Alameda were held in abeyance pending further studies into advisability of extending the line over Eighth St.

Specific adjustments include:

- **Line 79 (High St.)** — Extension of terminal from Daisy St. and Tomkins Ave. to Mountain Blvd. and Knoll Ave. in Leona Heights. In Alameda, the line will be rerouted from High St. to Park St. business district during midday hours, 9 a.m. to 2 p.m. During other hours, buses will continue to operate from East Oakland to Bay Farm Island over present High St. route.

- **Line 55 (Davis-Dutton)** — Reroute line through San Leandro central business district from Dutton Ave. via East 14th St. Juana Ave. and Clarke St. to Davis St. during midday and evening commute hours, Monday through Friday.

- **Line W (Encinal)** — Reduce travel time 7 to 10 minutes by rerouting several transbay buses through South Shore area directly to San Francisco. Frequency of peak hour service also will be increased.

- **Line 68 (El Cerrito)** — Reroute portion of line between Fairmount Ave. and Stockton St. via Ashbury Ave. to improve street operating conditions.

San Leandro to Have ’Shop-a-Round’ Pass

The “Shop-a-Round” pass, which has given downtown Oakland passengers bargain riding since March, will be expanded for a four-months experimental period to San Leandro.

Boundaries for use of the pass in San Leandro will include East 14th St. and Washington Ave., between Dutton Ave. and Blossom Way or Marina Blvd.

The new customer service also has been continued by directors as a passenger convenience to riders in the downtown Oakland area.

Of special interest to the transit industry nationally and to business centers generally, the pass has proven of favorable value, according to General Manager K. F. Hensel.

It makes use of existing service to provide unlimited free transportation on buses in the central business district, including the trip homeward, after payment of an initial fare.
Boosted by a vigorous growth in transbay travel, district operations took a favorable upswing during June, with increases noted in passenger revenue and in the number of riders carried.

Passenger revenue for the month totaled $1,053,848, an increase of $53,496 or 5.35 percent over June, 1963. The number of passengers carried on East Bay and transbay lines came to 4,293,838, up over 5 percent compared to a year ago.

Transbay riding alone showed an increase of over 9 percent, with 942,080 passengers, compared to 863,594 who rode in June a year ago. Commute book sales totaled $178,573 as compared to the $152,960 figure for the previous June, an increase of 16.7 percent.

The district’s total income for June of $1,244,813 was sufficient to cover operating expenses of $1,054,171, which were up 5.81 percent over the same month in 1963. The number of passengers carried on East Bay and transbay lines came to 4,293,838, up over 5 percent compared to a year ago.

Income also was sufficient to cover equipment renewal and bond debt requirements. Total miles of passenger operation were up 3 percent, with a tally of 1,874,311 miles, compared to 1,819,804 in June, 1963.

Safety, Training and Employment Offices Consolidated

The safety, training and employment offices have been consolidated into a unified department at the Seminary Division, Seminary Ave. and San Leandro Blvd., for better operational efficiency and to permit more thorough screening of prospective employees.

C. G. Wadsworth, safety engineer, has been assigned immediate supervision of the unified offices, under jurisdiction of H. M. Davis, executive assistant to the general manager.

Our ‘Stockholders’ Write...

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 am happy to report that your driver (G. P. Moore) was very courteous and kind to a blind lady who seemingly had boarded the wrong bus... he helped this lady off the bus and called to gentleman on the corner and asked him to help her across the street, which he did (to get the right bus)... several of the passengers remarked about his kindness and I promised them I would write you...

Mrs. Ann Styaert
Oakland

... I am trying to point out the excellent, efficient, well mannered job of one of your drivers... (W. M. Scott)... His conscientiousness is, I’m sure, noticed by all or at least a good majority of the daily passengers. He is constantly going out of his way to be helpful to his riders... not to mention his excellent driving habits. I, for one, certainly appreciate his attitude, especially with all the racial problems occurring of late...

Sue Adams
Oakland

... I would like you to know how very courteous, efficient and pleasant the bus driver (G. B. Davis, Sr.) was on the 15 bus...

Mrs. M. McMILLAN
San Francisco

The members of the Pilgrim Rest Baptist Church would like to say thanks for sending us such a nice bus and a professional driver (S. C. Bonners)... for our trip to Seaside... he was really on the job, never talking while driving and always first off the bus to help us. He wore a very pleasing expression while driving, we can say he is one of the best. The bus was clean and comfortable and on time for leaving. The baggage accommodation was nice for your coats, hats and other things while riding...

Rev. P. E. Pierce, pastor
Oakland

During a recent visit to San Francisco, I took one of your buses from the Transbay Terminal to Berkeley... I had only a vague idea of the location of my friend’s house and therefore asked the driver (M. M. McMillan) for directions. This was during the rush hour, but instead of the brief answer I expected, I received some very detailed and useful information delivered in a courteous, pleasant way. When I got off, he pointed out the corner where I could catch the connecting bus and the direction from which it would come... at one point, two small children carelessly began to cross the street... he stopped and waited for them to cross safely... I believe he reflects much credit to your organization.

Ralph B. Hirsch
Washington, D. C.

I had the misfortune to leave my handbag on a bus... I wish to commend your operator (Leonard Strickland)... he was most courteous and helpful in assisting me to recover my handbag quickly with a minimum of inconvenience... to me...

Marion B. Miller
Berkeley
Students Get Service to Skyline High

Students will continue to get special AC Transit bus service to Skyline High School when classes start next month—but it will cost them an extra five cents a day.

An agreement, worked out between the transit district and the school board, assured continuation of the service this month, with students paying the usual 10 cents to get to school in the morning, but 15 cents to ride home.

The extra nickel will be turned over to the school district to help defray the costs of the off-route mileage to the hill area high school.

By adding this estimated revenue of about $9000 a year, the school board believes it will be able to cut in half the subsidy paid to the district.

Earlier, school officials had decided to eliminate the $21,000 annual bus subsidy and instead had suggested the transit district expand its service to include Skyline High.

District directors, however, reaffirmed transit district policy that it could not provide special off-route service to any one school, at the expense of other taxpayers and passengers in the district.

Staff meetings between the two districts resulted in the proposal to collect the extra fare from the students to help meet the school bus expense.

Driver Rescues Family from Burning Car

One of the district's newer drivers proved his courage, training and quick thinking when he rescued a professor's wife and four young children from a burning car, put out the flames before the auto exploded and, his "job" done, jumped back on his bus and professionally continued on his run.

The efficient and well-appreciated action of O. G. Rios of 571 20th St., Richmond, might have gone unheralded if one of his passengers hadn't been William H. Coburn, Jr., vice president of the district's board of directors, who reported the incident to Rios' superior, N. P. Allevizos, superintendent of the Richmond division.

Rios, who went to work in April, was stopped in his Line 7 bus for a red light at University Ave. and Oxford St. in Berkeley when a small station wagon, driven by Mrs. R. A. Schooley, 1124-C 9th St., Albany, pulled along side of the bus with flames shooting from the rear of the car.

Well aware of the danger of an explo-
sion, Rios jumped from the bus, helped Mrs. Schooley get Laurie, 7, Kathleen, 5, Marcia, 3, and John, 1, from the car. He grabbed his own fire extinguisher from the coach, opened the back of the Cor-vair and had the flames under control "before service station men on the corner even knew anything was wrong," according to Mrs. Schooley.

With everything under control and the fire department on the scene, Rios continued with his run, handling the rush hour accident so quickly he was able to keep to his schedule.

The fire department credited Rios with an efficient and outstanding job and said the fire was due to a broken fan belt which caused the motor to overheat and set fire to oil.

Mrs. Schooley's husband, who is studying for his Ph.D at University of California, was on the campus at the time of the incident. Schooley is an instructor in anatomy and physiology at University of San Francisco.
At an adjourned regular meeting July 22, 1964, the Board of Directors:

- Adjusted eligibility requirements for retirement and disability benefits for seven staff members employed by the District prior to take-over of Key System Transit Lines, on motion of Director Bettencourt.
- Extended for indefinite period Shop-a-Round Pass in downtown Oakland, on motion of Director Bettencourt.
- Authorized affiliation with El Cerrito Chamber of Commerce, on motion of Director Bettencourt.

At the regular meeting August 12, 1964, the Board of Directors:

- Adopted Project Development Committee's recommendations for service improvements to Lines 68, 55, 79 and transbay Line W, on motion of Director Coburn.
- Extended "Shop-a-Round" pass to San Leandro for a four-months experimental period, on motion of Director Bettencourt.
- Adopted a resolution calling for election of three directors on November 3 and consolidating election with general state election on same date, on motion of Director Coburn.
- Fixed tax rate for the 1964-65 fiscal year at 12.5 cents per $100 of assessed valuation, on motion of Director McDonnell.

### New Employees Join AC Transit Family

The following new employees joined AC Transit during July:

**Emeryville Division**
- PBX - Information: Lorencita Lopez, 1948 17th St., San Pablo.

**Richmond Division**

**Seminary Division**
- Bus Operators: R. B. Wieber, 27821 Gainseville Ave., Hayward; R. J. Lun, Jr., 1823 S. 5th Ave., Oakland; Sammie Carter, 1479 55th Ave., Oakland; H. S. Thompson, 2828 22nd Ave., Oakland.