District to explore Pilots project aimed at Reducing bus hold-ups

AC Transit has been asked by the government to participate in a demonstration project aimed at reducing holdups on buses.

The study would be the first of its kind in the nation—and of vital importance to the entire transit industry.

The government has proposed that the District take part in a demonstration project to develop and experiment with various devices and procedures to deter robberies and other acts of violence.

The suggestion was outlined this month for the Board of Directors by E. Sam Davis, director of AC Transit research and planning. The Board, in turn, authorized the staff to investigate the feasibility of such a study.

Davis said the proposal of a demonstration project was made by W. B. Hurd, acting director of the transportation division of the U.S. Department of Housing and Urban Development.

AC Transit was selected because of its progressive efforts in installing a two-way radio system linking 300 buses. Also considered was long-time cooperation between AC Transit, police departments and the Amalgamated Transit Union in trying to prevent hold-ups.

The feasibility study will develop estimated project costs—two thirds to be paid by the government.

Board adopts 1967-68 Operating estimate; Costs up 6.1 percent

AC Transit’s board of directors have adopted a $18,497,600 budget for the 1967-68 fiscal year, providing for service and equipment improvements necessary for continued growth.

The budget tops the spending program for the year just ended by $1,063,400, an increase of 6.1 percent.

Faced, like the rest of the nation, with an economic situation of escalating costs, the directors intensified studies into ways of meeting the increase in expenses.

The budget indicates a deficit of approximately $659,600, but the figure may be substantially reduced because of recent property reassessments, according to John F. Larson, treasurer-controller.

Assessment Increase

Larson said the Knox-Petris Act, which prompted major changes in assessments, particularly in Alameda County, should result in an assessment increase larger than last year’s 4 percent. This could reduce the prospective deficit.

The board deferred action on how to make up the deficit until August, when the final assessment valuation figures are determined.

As it now stands, the deficit is equivalent to a 3.2 cent hike in the present tax rate, currently 16 cents per $100 of assessed valuation.

(Continued on page 5)
Passenger revenue and the number of riders carried took a healthy upward swing during May, putting District operations back on the black side of the ledger for the month.

Revenue totaled $1,231,163, an increase of $50,135 or 4.25 percent compared to revenue generated in May, 1966. On East Bay lines, revenue showed an increase of 2.01 percent, while transbay revenue was up 7.42 percent over the same month a year ago. Transbay commute sales also were up, reaching $195,704, a 6.8 percent boost compared to year-ago sales.

Number of passengers carried during the month totalled 4,637,528, an increase of 3.38 percent over the rider count of May, 1966. Riding was up 2.14 percent on East Bay lines and showed a hike of 8.93 percent on transbay buses.

Operation costs during the month were $1,349,022, up $102,100 or 8.19 percent over a year ago. The District operated 2,044,999 miles of service, an increase of 88,813 miles.

Total income of $1,614,976 was sufficient to cover operational costs, depreciation and bond debt requirements.

Nationally, the transit industry indicated a riding increase of 2.13 for May.

Sunday and holiday pass shows five years of profit

Fun has been a profitable business for AC Transit since the District put the Sunday and holiday excursion pass on sale five years ago. Since the inaugural day, July 1, 1962, drivers have sold 384,335 passes, adding $213,072 to District revenue. Individual sales have more than tripled since the first Sunday.

Goodbye to transit

Veterans hit retirement road

Supervisor W. "Roy" Beckett, 68, is heading back for Tennessee to renew the southern accent he never quite lost, after retiring from 43 years "in transit."

With him went his wife, Mavis, one of the District's women drivers, who retired 14½ years of service.

The District also lost, through retirement, another of its women operators, Mrs. Wilma Stacy, second "lady driver" to be pensioned by AC Transit since it began operation in October, 1960.

Departure of Mrs. Stacy and Mrs. Beckett cut the dwindling number of women operators to 42.

Beckett first went to work for Key System in 1924, leaving in Oct., 1933, during the hard-pressed era of one-man street cars. He returned again in 1934 and after a brief period on the street cars and trains, started driving bus. He was made a supervisor in 1942 and spent his most hectic years at the Ashby-San Pablo Ave. terminal during World War II.

The Becketts, who lived at 421 McKenzie Place, Hayward, have moved to Memphis, Tenn., where the veteran supervisor has five brothers and visions of a pleasant family life and some lazy fishing on "that Mississippi."

Fellow supervisors sped him on his way with a well party at the home of Robert Schmoon in Hayward.

Mrs. Stacy, of 38435 Goodrich Way, Fremont, took over a wheel in March, 1945, after she "saw other girls driving and thought if they could do it, so could I." She spent the last 20 years driving on the R line to San Francisco, working nights.

Mrs. Stacy plans now to go back to Arkansas to "fish and relax for a while." She follows in retirement Mrs. Zatha John, who turned in her badge in 1964.

Planning retirement activities is M. E. Morris, 65, 2937 75th Ave., Oakland, who started work in Nov., 1941. Morris, on the sick list since May, has applied for a pension effective Sept. 1. He plans to spend a while in Paradise, Calif., then move to a mobile home park in Hayward. He'll devote some of his time as a security analyst, a subject he's studied for the past 20 years.

DISTRICT'S THANKS - Framed resolution, expressing appreciation for dedicated service, is presented by John McDonnell, president of board of directors, to Kenneth F. Hensel, retired general manager, before leaving for Phoenix and new home.
Our young riders
Send thanks
And lots of love

Work is full of love, sometimes, especially for drivers who enjoy school bus trips. Love also is what arrives in the mail, in letters written by children to thank a favorite operator.

It came in a pictorial response to Leo Gomez, 1576-B Pacific Ave., Alameda, Emeryville Division operator, from pupils he drives to Montclair School.

Pictures and a batch of letters thanked other operators, including H. B. Roberts, 16137 Via Pinole, San Lorenzo.

Biggest turnout, though — 57 letters — was directed to Carll Miller, 5260 Sunset Dr., El Sobrante, from third graders at Castro School, El Cerrito.

This is how they expressed their gratitude for field trips — in their own way and own versions of spelling:

I hope we go to more places like this. So that I could go. My brother did not go either. . . . Nicchi

"... I know we were noisy and I (if I were you) would have stopped a lot of times. I enjoyed the horse (who was near the whale bones) the dolphin tank the giant Salamander and the Crocodiles . . . Deanna"

"Thank you for going with us on the trip. I liked the ape best because he spit water . . . Room 8"

"I hope you will be our bus driver next year. Three of the people got sick. We all had lots of fun . . . Room 8"

"I am glad you could drive the bus for us on are tri. I am also glad you have a goodishanig on the bus . . . Tim"

"I hope you liked it as much as I liked it and hope you were not dejected by all of us. I thank you for your friendship . . . Kirk"

"Thank you for driving us out to the Aquarium. Your arms must of got tired from driving and carry in the lunches . . . Denise"

"Even if I was not here I wold have liked to go. I hope you and every one liked to have gone. I hoped you liked to go to San Francisco Golden Gate Park.

Dear Leo thank you for taking me to bus.

Escalating expenses topple balance

The boost was attributed mainly to escalating labor expenses, up $1,008,300 or eight percent above present figures.

The district's bill of wages, fringe benefits, payroll taxes and insurance takes a $13,597,500 bite from the budget, or 73.5 percent of the total.

The budget allows for expenditures of $1,125,600 for equipment renewal, continuing the program of adding new buses to replace old coaches in service.

Revenue for the new year was estimated at $14,542,000, a 1.5 percent hike.

The District expects to carry more passengers than ever, with an increase of $207,000 in passenger and charter revenue.

The District also plans to operate more miles, adding 600,000 miles to reach a total of 24,000,000 for the year.

Improved bus acquired for fleet

Advantages demonstrated by an advanced design diesel bus during five months of trial has led to Board action to acquire the model by lease-purchase, at a cost not to exceed $30,000.

The 51-passenger bus, developed by General Motors, has displayed improvements in power, braking, pick-up, higher speed and other operational features during testing in transbay Line L service.

With acquisition of the coach, the District will assign it to local and transbay lines to develop more information, of benefit in considering future purchase of equipment.

The bus is similar to coaches already in service, but has a dual range transmission which provides maximum speed for freeway use and a low speed for use on certain hills. It also has an eight-cylinder engine, two more cylinders than the current standards.

Built into the engine is a retarder which slows down speed when the foot is removed from the throttle.

New workers welcomed

New District workers include:

General Office
Treasury: Rocky B. Dailey, Hayward, junior clerk.

Emeryville Division
Maintenance: William B. Keller, Union City, electrician.

Richmond Division
Maintenance: Ronald K. Frisch, San Pablo; Lynn N. Morrison, Emeryville, service employees.
New signs help sell transit riding

New "red cap" bus stop signs are being rotated among AC Transit's commute lines to illustrate — in eye-catching style — how many minutes it takes the bus to travel from each loading point to San Francisco.

The signs, posted where they "can't be missed" by passing motorists, dramatize comparative travel time. They have generated considerable interest — and a step-up in calls to District information.

Big and showy, the signs were designed for short-term use on lines where motorists could use available bus service and would recognize the comparison between driving time and the time taken by bus to travel the same distance.

The signs are made of cardboard and are 18 inches wide and 50 inches high. They are topped by a red cap, on which "bus stop" is printed in white letters. Large black numerals proclaim, against a white background, the time-ticking message of fast, convenient travel.

Slipped over regular coach stop poles, the signs are left up about two weeks.

RED CAPS — Frank Lauricella, left and W.K. O'Sullivan post eye-catching signs.

Fans get word on coliseum service

AC Transit already is covering the field for the pre-season football game between the Oakland Raiders and the San Francisco 49ers at the Oakland Coliseum on Sept. 3 by distributing 100,000 flyers, telling of express service.

The flyers give football fans specific information on how to hop the bus and ride direct to coliseum tunnels.

The card-size notices are being sent to all fans who bought season tickets for Raider games. Central Valley National Bank also is sending out the flyers with commercial checking account statements, assuring wide distribution.

The flyers detail service to the coliseum, including express runs from the Transbay Transit Terminal in San Francisco; from downtown Oakland and from shopping centers in El Cerrito, Alameda, Hayward and Castro Valley. The notice includes information on regular Line 57-Coliseum service.

A map further illustrates where buses can be boarded, pointing up shopping center lots where motorists can easily park and ride — right to the stadium with a coach.

Oakland Park Department provides free bus service for Lake Merritt visitors

An AC Transit bus went hippity-hop and off to the park this month as the Oakland Park Department tried free shuttle service to solve traffic problems.

The department chartered the bus to make continual loops around Lake Merritt on Sundays, giving families a free ride to such popular spots as Children's Fairyland, the bandstand, and Peralta Park. The courtesy services provides easy access to the park, without the hubbub of fighting for parking space.

The shuttle operates between 11 a.m. and 6:30 p.m., starting at the Fairyland stop on Grand Ave. and Park View Terrace. Clockwise, stops are made on Grand near MacArthur Blvd., East 18th St. and Lakeshore Ave., 2nd Ave. and East 11th St., Peralta Park, 19th and Franklin Sts., then on along to Fairyland.

Free parking lots are near all of the stops, except the one on MacArthur Blvd. Park visitors also can ride regular AC Transit service to one of the stops, then hop aboard the free bus.

The bus stops are designated by large, colorful signs. The coach also wears "holiday" attire for the day, with special signs and pennants.

As part of the promotion to introduce the service, the park department had a contest for youngsters to name the bus or the trip. The free shuttle also was featured on television and radio shows and in newspaper publicity.

RIDE FOR FUN — The characters may be fanciful, but the service is real, chartered by Oakland Park Department. Driver William Reynolds punches in visitors from Children's Fairyland, including, from left, Gretchen Butone, Patricia Torres, Eleanor Baswayne.

In Memoriam

GEORGE P. BRISCOE, 72, of 8315 Iris St., Oakland, pensioned July 1, 1962, from Seminary Division transportation department, died July 3. He entered service in 1925.

GEORGE W. PARKER, 89, of 2499 Mavis St., Oakland, whose service record dated back to 1917, died May 18. He retired in 1947 as equipment operator.


FRANK MARINO, 78, of 55th St., Oakland, pensioned from transportation department in 1948, died May 13. He began service in 1917.

ROBERT B. CHACE, 97, of Oneonta, N.Y., who retired in 1935 from Second Ave. car barn, died in March. He started work in 1919.
At an adjourned regular meeting June 28, the Board of Directors:
• Adopted 1967-68 Operating Estimate, on motion of Director Rinehart.
• Approved installation of 375 additional “king-size” advertising frames on District buses, subject to prior feasibility testing, on motion of Director Copeland.
• Approved resolution ascertaining general prevailing rate of per diem wages and fringe benefits on East Bay construction work, on motion of Director Coburn.
• Authorized acquisition of demonstrator General Motors bus, not to exceed $30,000, on motion of Director Rinehart. (See story, Pg. 5.)
• Commended K. F. Hensel for service to District as General Manager, on motion of Director Coburn.

At an adjourned regular meeting June 29, the Board of Directors appointed District Secretary George M. Taylor to serve as Acting General Manager, pending appointment of a successor to retiring General Manager Hensel.

At the regular meeting July 12, the Board of Directors:
• Authorized operation of Saturday level of service on Washington’s Birthday, special school service to Joaquin Miller and Carl Munck schools in Oakland, inauguration of experimental East Bay sight-seeing tour, and denied request for new service to Kaiser School, Bayfair Shopping Center, and Mt. Eden and Baumberg areas, on motion of Director Coburn.
• Awarded contract for reconstruction work at Richmond Division to C. Overaa and Company, on low bid of $78,833, providing bid meets legal qualifications, on motion of Director Coburn.
• Approved establishment of working liaison committee with Bay Area Rapid Transit District and San Francisco Municipal Railway, on motion of Director Bettencourt.
• Authorized payment to Radio Corporation of America in connection with installation of two-way radios, on motion of Director Rinehart.
• Approved powers and duties of newly established District Retirement Board, on motion of Director Coburn.
• Approved by-laws and affiliation with Association of Independent Districts, on motion of Director Coburn.