Merchants cooperate . . . sell tokens

"Ready-Fare" plan off to successful start
At a regular meeting June 30, the Board of Directors:
- Authorized General Manager to submit names of mayors of 11 cities served by district and to pay registration fee and cost of annual dinner for those accepting invitation to attend annual meeting of American Transit Association, on motion of Director Rinehart.
- Renewed agreement with Contra Costa County for furnishing school bus service to Sherwood Forest area of El Sobrante, on motion of Director Coburn. (See story, Pg. 9.)
- Adopted resolution executing contract with U.S. Department of Housing and Urban Development for demonstration grant in connection with project to reduce hold-ups and robberies, on motion of Director Berk. (See story, Pg. 9)
- Approved revision to Line 78 to permit district to pay registration fee and Rinehart. (See story, Pg. 9)
- Approved modifications in tariff regulations in conjunction with “Ready-Fare” plan, including development of East Bay ticket book, on motion of Director Rinehart. (See story, Pg. 3)

SAFETY MARK TOPPED

BY TWO DIVISIONS

The free treat of coffee and doughnuts became “a habit” for drivers at Richmond and Emeryville Divisions this month, as both again topped the safety goal of 13,000 miles per accident.

Richmond drivers turned in 13,899 miles, fourth month in a row they have surpassed the safety goal. Emeryville operators, with 12,900 miles, have topped the goal for the past three months.

The result was a new mark for drivers of 11 days in June, best record since the safety goal was established in 1958.

New “Ready-Fare” plan off to smooth start with rider, community help

With overwhelming support from passengers—and the community—the District rolled with well-organized smoothness this month into a “Ready-Fare” plan designed to eliminate assaults and robberies on buses.

Initial experience indicated the plan was an outstanding success.

Most passengers were boarding with exact fares ready, indicating full knowledge efforts to protect drivers and passengers.

The result was apparent as the plan went into operation. Passengers rode as usual, but with fares ready. They spoke knowingly and approvingly of the plan. There were few complaints.

Business and financial concerns, as well as smaller neighborhood stores, co-operated in selling tokens as a public convenience.

As the plan went into operation, nearly 300 outlets were supplied with tokens for sale, and more volunteer firms were being added daily. Initial delivery of tokens to the outlets by Brinks armed cars provided another “first” for East Bay transit history.

TOKEN OUTLETS

Take-one sheets, listing locations where tokens could be purchased and centers where refund coupons could be redeemed, were available on all buses and were being updated each Monday.

Bus drivers also were amply supplied with leaflets, explaining the “Ready-Fare” plan. Leaflets also were available at outlets selling tokens.

Before the plan went into operation, all drivers went back to school to learn how to accurately and patiently explain to passengers they would be able to ride safer, and just about as easy as ever. The training sessions, held at all three divisions, acquainted operators with procedures—and full accord with the action. Schedules operated without delay. Operators found the time required to occasionally punch and deposit a refund coupon was compensated by elimination of change making.

Coupons issued, including those voided, dropped from 494 on first working day to 423 three days later, a reduction of more than 50 percent.

The plan, which included elimination of cash, tokens and tickets carried by the District’s 1025 bus drivers, was introduced with the most extensive informational program in District experience. Television and radio stations carried announcements as a public service. Both gave wide news coverage to every feature of the plan. Newspapers used numerous articles and photographs and carried editorials, lauding the District’s efforts to protect drivers and passengers.

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Camera records action
As plan to stop bus
Crimes is activated

INTO ACTION — Wheels start rolling for start of "Ready-Fare" plan. Top, left, printers turn out refund coupons. At right, operator H. J. Gross walks off run with gillet box for last time. Above, drivers get instruction from Stanley Pearce, training instructor, on details of new plan. At left, bus driver Dave Scott counts out change before turning in cash and stock.

SWITCHOVER — As District switches from "no cash" to "Ready-Fare", operators, top left, turn in stock. Above, Brinks armored car driver John Ward makes first delivery of tokens to secretary Carol Wolf. Foster, left, marks where tokens can be purchased. Below, maintenance worker Jack Rutherford posts "no money" sign in bus. Bus driver E. G. Courant becomes first to drive without tickets, tokens or change. Counting first day’s receipts are W. G. Skilling, assistant treasurer, and Charles Pไหม, assistant cashier.
Bay area daily newspapers urge community support of "Ready-Fare" plan

Tribune Editorial Page

"The Eastbay's highly successful bus system will face a serious operational challenge this Sunday when drivers cease making change.

The new "ready fare" plan is designed to eliminate the temptation for bandits to hold up an AC Transit driver for his cash fares and change. It was enacted in response to requests by drivers following a series of bus robberies this year.

It deserves utmost support.

AC Transit, which acquired the privately owned Key System Transit Lines in 1960, has earned public patronage by offering passengers new buses, courteous drivers and fast schedules. The public has responded by defying a national trend. While many bus systems have either lost business or remained static, AC Transit has lured passengers away from private automobiles.

With the cooperation of the public and the business community, the fare changeover need not affect the usual high level of service.

Eliminating the change-making and token selling function of the drivers will unquestionably be an inconvenience for passengers. But it also will reduce the prospect of a driver (or passenger) being hurt in a hold-up. It seems a small enough price to pay...

Times-Star

"AC Transit will launch a new fare program around the middle of next month which will take all cash out of the hands of the system's bus drivers and thereby, hopefully, end the skyrocketing rate of bus holdups.

AC General Manager Alan Bingham, who was in the office yesterday to discuss the new plan, admitted that it comes complete with a multitude of headaches. But if it saves just one life, it will be well worth the headaches...

The Daily Review

"Residents in San Leandro, San Lorenzo, Hayward, Castro Valley and other communities served by the Alameda-Contra Costa Transit District face a slight inconvenience that may help save lives and assure continued, uninterrupted bus service throughout the East Bay... the "ready-fare plan" is in effect on AC Transit buses and drivers will no longer carry money. Riders may pay exact fares in cash, tokens or tickets and the driver...

The INDEPENDENT

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San Francisco Examiner

"Beginning July 14 Alameda-Contra Costa transit system will remove temptation for hoodlums to hold up buses. Day and night, drivers will carry no cash. This will cause some inconvenience to patrons who neglect to carry tokens or the precise amount of the cash fare. But such inconvenience is certainly to be preferred to the death or, as recently happened, the serious wounding of a driver.

The new procedure will be tried out for six months. San Francisco's Municipal Railway should closely follow the East Bay experiment and others in Washington and Baltimore...

Tribune Editorial Page

"The "no cash" fare program being launched by AC Transit, in an effort to reduce the number of bus holdups, will depend for its success upon the cooperation of a wider segment of the community than just the bus riders and AC Transit's staff...

One of the biggest tasks in making the fare changeover with a minimum of public inconvenience is the establishment of a sufficient number of bus tickets and token outlets.

AC Transit district officials are requesting the cooperation of retail business and banks in this effort. We hope the business community will give its assistance in broadening the ticket-token distribution system so that bus patrons will find it convenient to purchase their fares in advance...

It was the brutal shooting and robbing of driver Ralph Livingston on Oakland's Shattuck avenue that spurred the decision of the district directors to put the plan into operation at the earliest opportunity. But, much earlier, the district was evolving plans to deter would-be bandits.

On May 27, the U.S. Department of Housing and Urban Development agreed to a requested grant of $300,000, two-thirds of the total cost of a 18-month study into ways of reducing crimes on public transportation systems. The study, as co-sponsors of the study, is also contributing..."
Fuel tax relief bill becomes law; District to save estimated $280,000

Legislation, which will save AC Transit an estimated $280,000 a year in fuel taxes, became effective this month after it was signed into law by Governor Ronald Reagan.

The measure, authored by Sen. James R. Mills, D-San Diego, reduces diesel fuel taxes paid by privately and publicly-owned urban transit systems from seven cents to one cent per gallon.

The legislation materially aids transportation properties in continuing operations and relieves some of the financial burden placed on property taxpayers in underwriting costs of transit.

Because it concerns tax on diesel only, it does not affect money going to cities for local street improvements.

The Governor endorsed the bill several months ago and made it part of his legislative program. He emphasized the bill would assist minorities, the aged and low-income families by providing better transit services to and from work, particularly in core areas of cities.

Total exemption statewide amounts to almost $1,300,000, less than one tenth of one percent of the $500,000,000 collected in gasoline and diesel taxes each year for highway and freeway use.

Orthopedically handicapped youngsters from the C.A. Whitton School were using regular District buses to attend a special summer recreation program, as result of a practice session arranged to put wheels under the children.

Training instructor George Silva worked with each child, explaining the best hand-holding procedure to fit each problem. They also learned how to pay a fare, how to sit down and how to leave. Especially, they were assured of driver cooperation, when it comes to handling wheel chairs and crutches.

After the class, 33 youngsters were able to use District buses to attend the summer program at the Cerebral Palsy Center for Orthopedically handicapped youngsters.

Service improvements given Approval by directors

Rerouting of Line 78-Carlson Blvd. to serve Crescent Park, new Richmond development, and extension of a limited number of trips on the line to the Bethlehem Steel plant at Point Pinole were approved by the Board of Directors.

Renewal of a special service contract with Sherwood Forest area of El Sobrante also was approved, assuring students of continued bus transit to DeAnza and Juan Crespi schools.

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Work begins on bus crime study

Experts from University of California and Stanford Research Institute began work this month on the study project being piloted by AC Transit into means of reducing assaults and robberies aboard the nation's transit systems.

The study is geared to determine extent of bus crimes, what is being done to handle the problem and what can be done. The District's own experiences with bus crimes will be Dr. Gordon E. Misner, visiting associate professor, School of Criminology, University of California.

Heading the phase concerned with obtaining data on bus crimes will be Dr. Paul Gray, senior research engineer, Systems Evaluation Department, Stanford Research Institute, Menlo Park. Small-scale experiments also will be conducted to verify feasibility of suggested deterrents.

Go-ahead on the project came with approval of a governmental grant of $306,000, two-thirds of total cost of $390,000. The national headquarters of Amalgamated Transit Union is contributing $30,000. Transit properties are making their contribution in direct services.

A top criminologist will be consultant. Project director is G. M. Taylor, assistant general manager for administration.

Supply expert named as assistant manager

John A. Krajcar, 47, who has spent most of his life "ordering supplies and tracking things down," has been named assistant manager of purchases and stores. Krajcar, of 3863 Huntington Street, Oakland, joined Key System in 1946 after World War II service with the Army Signal Corps in the Pacific-in supply. He has been with the District since it went into operation. A widower, Krajcar divides his interest and help among six children.

The investigation of available and proposed technology will be conducted simultaneously on participating transit properties. Small-scale experiments also will be conducted to verify feasibility of suggested deterrents.

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Directing the phase concerned with investigation of technical and operational methods that might be applicable will be Dr. Paul Gray, senior research engineer, Systems Evaluation Department, Stanford Research Institute, Menlo Park.

To obtain data, criminologists will conduct field studies on the District's network to form a work pattern that then can be extended to four participating properties. Already committed as participants are Atlanta Transit System and the nation's transit systems.

Experiences of bus drivers, practices of police in handling such crimes, and what men in custody can suggest to discourage or prevent successful attempts will be evaluated. Views of transit and union representatives will be included.

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Data processing moves into new era

The data processing department clicked and flashed into the advanced world of electronic information processing this month with delivery and installation of an IBM computer.

 Appropriately, the computer was "christened" with the payroll—a job that will take four to six hours under the new system, compared to two and a half days under the old method. The computer—a 360 model 20—will replace unit record equipment in the department and will also have prime time available for additional applications in other activities.

 Currently, its tasks include the writing of checks for employees and pensioners, including deductions and the W-2 forms at the end of the year. It also will post general books and trial balance. It will handle income statements, revenue accounting, fuel and oil consumption accounting, claims reserve accounting, material and supplies distribution, inventory, accident statistics, accounts receivable and payable and bus mileage, according to John Stockman, data processing supervisor. Directing the new "brain" is John Ebbinga, operator-programmer.

**IN MEMORIAM**

E. R. Newman, 96, of Orland, pensioned in 1948 from transportation department, died June 4. He entered service in December, 1925.