Mormon Temple

Scenic bus tour introduces riders to attractions of East Bay living
Effectiveness of bus-rail services to Be analyzed in unique joint study

The Bay area's new Metropolitan Transportation Commission has joined with AC Transit and BART in a precedent-setting project to study the effectiveness of coordinated bus-rail services after the first BART line goes into operation early next year.

The project would evaluate the years of planning which have gone into coordinated services, and thoroughly test results after BART trains begin to roll and AC Transit buses begin carrying riders to BART stations.

Results of the in-depth analysis on the Hayward-Oakland line can help further improve service on the first branch to go into operation and provide guidelines for better combined bus-rail services as other BART lines open.

An important phase will be a thorough marketing study, expected to be the first of its kind in the nation.

The study would evaluate the coordinated services offered, including fares, routes, frequency, hours of service and transfer procedures.

An analysis would be made of bus-rail riders to determine if the services, as operated fully meet their needs. Research would encompass BART passengers who drive to stations to determine why they are using their cars. It also would expand to automobile commuters to find out why they are not utilizing public transportation.

Efforts would be made to define revenue and operating revenues for the two systems to aid in evaluating overall financial results from coordinated operations, including a discounted joint fare.

The study is projected at $180,000, with a federal grant expected to cover $120,000 of the cost.

The study would be conducted by a nine-member board of control, with three members from each agency. The MTC would manage the study. The board of control would select a consultant who would perform most of the research work.

Interim budget considered by Board

An interim budget was taken under consideration this month pending settlement of new labor and pension contracts.

A preliminary operating estimate of $24,770,347 was presented to directors for study by the finance committee. The projection is an increase of $705,327 or 2.93 percent over the current fiscal estimate of $24,065,020.

A portion of the added expense is attributed to 205,000 added miles to provide connector service to the Hayward-Oakland BART line for six months and the Richmond-Oakland line for two months, Alan L. Bingham, general manager, told directors.

The budget would result in a deficit of $240,647. No provision has been made in the estimate for any increase in labor or pension benefits.

Negotiations currently are under way between the transit property and Division 192, Amalgamated Transit Union, on new labor and pension contracts which expire simultaneously June 30.

After the signing of a new labor contract, a revised estimate—based on new labor costs and operating experience gained during the 1970-71 fiscal year—will be submitted to directors for consideration.

Bingham told directors additional federal funds totaling $1,463,044 could come to the property during the 1971-72 fiscal year if grant applications are approved on a two-thirds matching basis. The additional funds would result when regional planning requirements are met.

The finance committee also reviewed projections for a fare increase.

Operators set All-time safe Driving record

RICHMOND — General Manager Alan Bingham presents plaque to "Big Chief" Nicholas Alevizos and Richmond drivers. Plaque honors drivers for having topped safety goal for 12 consecutive operating months.

An all-time safe-driving record was recognized this month when drivers at the District's Richmond Division were presented with a new plaque. The plaque commends Richmond drivers for exceeding AC Transit's "miles-per-accident" goal for 12 consecutive operating months —the first time this has happened.

General Manager Alan Bingham presented the award to the drivers, while Richmond Superintendent Nicholas Alevizos donned an Indian chief costume for the event.

Alevizos' theme was to "make war on accidents and beat the drum for safety."

Each month, drivers in the property's three operating divisions compete to beat a goal of 13,250 safe-driving miles per accident.

Since the award, Richmond drivers have added one more month to their record, making it a lucky 13.

EMERYVILLE — Free coffee and doughnuts for beating safety goal were a welcome break in the routine for getting ready for morning runs, a fact proven by the smiles on faces of these Emeryville Division drivers. They are, from left: August Giuliano, Marvin Champagne, Ken Benson, Rod MacGregor, Ray Wall and Frank Armas.
Remodeled bus favored by riders

Commuters had their chance to say what they thought about a restyled AC Transit bus—and they lost no chance to say it.

Their comments were 97.3 percent in favor of the changes, but the written comments didn’t stop there.

Remarks ranged from a compliment to AC Transit as a forerunner in a futuristic society, to the finding: “You’re real groovy, man.”

Contained in the transit property’s plans for a federally financed, long-range improvement program is a project to remodel 81 buses with high-back seats—purchased ten years ago for transbay runs.

Mechanically, the buses are tip-top, but have the type of seats with high backs and arm rests used for long distance travel. They are scheduled on runs across the Bay Bridge.

As an experiment, AC Transit remodeled the interior of one coach, giving it an all-new look. Backs of seats were cut down and the seats re-upholstered in bucket style. Arm rests were removed, providing more open aisle space. Windows were installed under the roof line, adding to a full outside view. New ceiling, new floor covering and side paneling were installed, complementary to a color scheme of light and dark blue.

A chrome job

The fare box was chromed, giving it a metallic elegance.

The bus then was scheduled on different days on lines serving Grand Ave. and Trestle Glen, Piedmont, the Claremont area, and the MacArthur Blvd. corridor to San Leandro and Alameda.

Passengers received a notice which read: “Meet an old friend. Commuters have been riding this bus for years, but you may not recognize it with its new face.”

Remodeling changes were explained and riders were asked if they liked the effect, if it gave them a feeling of spaciousness, did they find the new look comfortable, and “does it make you feel more like riding a bus?”

Most said yes.

Some 680 riders said they liked the effect and the changes. Another 77 missed the old seats—mostly because they liked to nap while they rode. The response from passengers was nearly 100 percent.

Many added compliments about the driver. Some wrote on topics of the day, including “women’s lib.” Most liked the new openness and view. One, written in Chinese, said passengers would benefit a lot.

The most common remark was: “It’s beautiful and more comfortable.”

As a result, AC Transit hopes to proceed with additional remodeling.
Business shows decrease during April

A decrease in business activity was reflected in losses in patronage and revenue during April.

Total passenger revenue for the month was $1,329,541, down $50,612 or 3.67 percent below the $1,380,153 collected during April, 1970. East Bay revenue was $694,077, down $44,342 from the $738,419 dropped into fare boxes a year ago—a decrease of 6 percent. Transbay revenue for April was $635,464, down $6,270 or .98 percent below revenue of $641,734 collected during April, 1970.

Commuter book sales totaled $271,792, down $10,996 or 3.9 percent below sales of $282,788 during the same month in 1970.

AC Transit carried 4,459,292 passengers during April, down 256,256 or 5.43 percent below the 4,715,548 carried during the month of April, 1970. East Bay buses carried 3,181,844, down 220,410 or 6.48 percent below the 3,402,254 who rode during the same month a year earlier. On transbay lines, patronage for the month totaled 1,277,448, down 35,846 or 2.73 percent below the April, 1970, figure of 1,313,294.

Operating costs during April were $1,817,571, up $145,888 or 8.73 percent above year-ago expenses of $1,671,683. The system operated 2,182,651 miles of service, a decrease of 32,901 or 6.48 percent below the 1,313,294. The transit industry nationally indicated a riding decrease for the month of 3.92 percent.

3 year passenger revenue comparison

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Pensioners, employees taken by death

A total of seven men, three active employees and four pensioners, have been taken by death in recent weeks.

Francis C. Armiño, 48, a motor coach operator for ten years, died of heart failure on April 28. He had been ill for a year prior to his death.

He is survived by his widow, Katherine, and a son, Charles. He lived at 824 Liberty St., El Cerrito.

Don A. Gilmore, who died April 2, was a driver from July 30, 1941, until his retirement on Oct. 1, 1963. He was 71 at death.

Gilmore is survived by his widow, Margaret E., 3353 - 69th Ave., Oakland.

Charles N. Harrison, a 33-year-old mechanic, died May 29 after an accident. Harrison had worked for AC Transit since Oct. 26, 1960. His survivors include his widow, Pearlie M., and a son, Anthony.

He worked at Emeryville Division and lived at 2723 - 21st Ave., Oakland.

Joseph C. Madrid, 85, who was a motorman for predecessor companies from Nov. 25, 1918, until his retirement on July 1, 1940, died March 10.

Martin J. Merkel, 69, was a retired service employee. His service dated from Dec. 2, 1947, to his retirement April 1, 1968. Death came last March 15.

Fred A. Tyler, 59, died suddenly May 1 at his home, 3017 Humphrey Ave., Richmond. A driver since 1945, Tyler had driven on Line 68 for the last two and one-half years and had been commended a number of times.

A native of Iowa, Tyler is survived by his widow, Frances, five children and ten grandchildren.

Fred H. Williams, 82, died March 25. A mechanic, he started his career on October 21, 1919, and retired Nov. 1, 1953. His widow, Mary, lives in Redding, California.
Actions of the Board

At a regular meeting June 9, the Board of Directors:

- Approved proposed 1971-72 advertising program and budget of $198,393, on motion of Director Berk.
- Approved service realignments of local Routes 14, 90/92 and 91—to take effect when BART initiates service on Oakland-Hayward line, on motion of Director Bettencourt.
- Approved special service fares for events at Memorial Stadium on the University of California campus, on motion of Director Daughtry.
- Authorized General Manager to execute contract with the U.S. Department of Transportation for a capital grant to aid in purchase of 30 coaches and LSN injectors for 462 coaches, on motion of Director Daughtry.
- Approved a joint exercise of powers agreement between AC Transit, BART and MTC, for conduct of technical study, on motion of Director Copeland.

Northbound buses return to Broadway
Ending four years of downtown detours

Northbound buses moved back on Broadway in downtown Oakland on June 21, ending a detour considered unduplicated in local transit history.

All northbound buses moved off Broadway between 9th and 22nd Sts. in January, 1967, to clear the way for BART construction. Buses were routed to Franklin, one block away, where parallel service was offered to passengers.

Returning to two-way operations on the main thoroughfare were: Line 11-AC Transit Latham Square Building Oakland, California 94612


Remaining on Franklin St. were: Line 12-Grand Ave., Line 18-Lakeshore, intercity express Lines 30-San Leandro, 32-San Lorenzo, 34-MacArthur Blvd., 36-Washington Manor, 38-Bancroft Ave. and transbay Line T.