Riders praise Bus drivers as "Good People"
Survey of transit needs and improvements
To be conducted in El Sobrante

What type of transit service does a community need to successfully attract residents from cars to public transportation? AC Transit expects to find out in a pilot study which will stress 100 percent coverage of households, businesses and community representatives.

El Sobrante, in western Contra Costa County, has been chosen as the pilot area because of difficult terrain, scattered housing, locations of schools and business centers.

If the project works well in El Sobrante, the transit system plans to try the same procedure in other areas in an attempt to improve the quality of bus transportation to attract additional riders.

The program will include house-to-house coverage through questionnaires, consultation with community and business leaders, plus citizen discussion meetings on transit needs and suggested improvements.

AC Transit hopes to launch the six-month-long study this summer. The Metropolitan Transportation Commission will be asked to fund the $16,560 project with a federal technical study grant.

Suggested service
Proposals will be sought from transportation and planning consultants who would conduct the study and make recommendations on new lines and changes in present routes— including bus frequencies. Estimates of patronage and costs will be included.

"Questionnaires delivered to and picked up from each household would be designed to determine what kind of trips are made by each person, the mode used, frequency, time of day, beginning of trip and destination," General Manager Alan L. Bingham said.

At 90, Hector is no pup
But he is sure frisky

Residents will be asked their desires for transit services to work, shop, school or other purposes. What connections are sought to BART stations and to which station—Richmond or El Cerrito Del Norte—also will be included in the questionnaire.

Staying young is staying active, says John E. Hector, a retired streetcar motorman who celebrated his 90th birthday on April 14, is doing both. He vigorously exercises morning and evenings and only recently gave up weight lifting as a body conditioner.

He still drives his own car around Half Moon Bay, an oceanside community down the coast from San Francisco, where he moved a year ago after living in Oakland for more than six decades.

Hector went to work for Oakland Traction Company, a predecessor of AC Transit, in 1911 as a motorman. In 1922 he began operating the small one-man, single-truck Birney streetcars on the old 5th Ave. line.

He has no specific future plans, he says, "but I definitely intend to stay active." And young.
Don Potter’s retirement
Ends East Bay transit era

When Transportation Manager Donald J. Potter drove out of Emeryville Division April 25, it marked the end of an extraordinary era in East Bay transit history.

Potter, who came to work in 1936, retires officially July 1 after years of service in different departments and as head of the Transportation Department.

For 84 years, there has been a Potter working on the property.

Potter’s father, the late James Pearson Potter, came from Maine in 1850 as an able-bodied seaman aboard a sailing ship which “came round the Horn.”

James Potter jumped ship when the vessel docked in the Bay. He first lived in Alameda and operated a horse car line there. His association with East Bay transit goes back to May 6, 1899.

He was the first superintendent of the San Francisco, Oakland and San Jose Railway—the original Key Route started by Francis M. “Bo-tux” Smith.

The senior Potter died Sept. 14, 1936, as vice president for operations of Key System Transit Lines. Donald Potter started working for Key just two weeks earlier as an inspector and special assistant to Key’s president, Alfred J. Lundberg.

As a mark of respect for James Potter, all Key’s trains, street cars, buses and ferry boats halted for one minute during memorial services. Also, all Key’s flags flew at half-mast for a period.

Donald Potter was born in Oakland on Mar. 11, 1904, and attended Oakland schools. As a teenager, he worked summer jobs for Key, including selling newspapers aboard ferry boats. His pay was 25 cents an hour for a ten-hour day, seven-day per week job.

Potter studied political science at the University of California at Berkeley, graduating with the Class of ’27.

After graduation, he attended Armstrong Business College where he earned a degree in Foreign Trade. He planned to go into the import-export business.

His plans changed during the summer of 1927, however, when he was offered, and accepted, a job as a motor coach driver in Yosemite.

Nine happy years at Yosemite

Potter stayed at Yosemite nine years and recalls them “as the happiest days of my life.” He moved up from driver to dispatcher and, finally, to supervisor of transportation.

“I might have stayed there forever,” he says, “except that, in 1936, my father came up for a vacation. While he was visiting, a serious bus-train accident occurred in Oakland and I drove him back to the Bay Area so he could help in the investigation.

“While I was here, Chester Vargas, who was executive vice-president with Key System, offered me a job which I accepted later that year.”

Potter worked at a number of different jobs for Key System until March 10, 1947, when he was promoted to the post he held until retirement.

Married 41 years, Potter and his wife, Berenice, are parents of Donald Jr., head cashier of a Wenatchee, Washington, bank, and Mrs. Pat Tetrault of Carson City, Nevada.

J. Dale Goodman was appointed to the post of transportation manager this month, following the retirement of Donald J. Potter.

Goodman, 59, is one of the East Bay transit veterans. He dates his seniority from Jan. 19, 1939, when he began his transportation career as an operator of a one-man street car.

He was a conductor aboard bridge trains during the 1939 World’s Fair and held successive jobs as bus driver, instructor, dispatcher and supervisor.

He was one of the first operators in Central Dispatch when it originally was set up.

Goodman became chief supervisor in 1951 and was appointed superintendent of Emeryville Division in 1960, the job he held until his elevation on April 26 to head of transportation on the property.

Born in Emporia, Kansas, on May 24, 1913, Goodman grew up in the Midwest and moved to California in 1936. His first job in California was as a truck driver, hauling cherries, for Southern Pacific Railway.

Married 38 years, Goodman and his wife, Hesper, live at 4035 Laurel Ave., Oakland. They have one son, Wayne.

Passengers praise AC Transit drivers
For friendliness and courtesy

The nicest people not only ride AC Transit buses—they also say some of the nicest things about AC Transit drivers.

And, sometimes, they pass out blue ribbons for performance.

Take Nancy Barnes of Castro Valley for example. She has been a daily passenger for the past several months on the Line 80 bus driven by Kenneth Jackson of 2000 - 36th Ave., Oakland.

Ms. Barnes watched Jackson in action and listened to the friendly manner in which he greeted all passengers. After several months, she decided something should be done to recognize Jackson’s attitude.

She bought a handsome blue ribbon, had it inscribed to the “World’s Best Bus Driver,” and presented it to Jackson of 2000-36th Ave., Oakland.

Other customers note the cleanliness of the buses—an item which is of special pride since considerable effort goes into keeping buses clean, both inside and outside.
Emeryville wins UBAC award

CRUSADERS — United Bay Area Crusade District Chairman Walt Martin, third from right, presents Merit Award plaque to Emeryville Division chairman. From left: Mrs. G. L. Gross, Loren Ball, Miss Avene Bradshaw, Martin, Richard Bertz and George Aker.

A United Bay Area Crusade Merit Award was presented to Emeryville Division this month in recognition of the division’s record during last year’s fundraising effort.

According to AC Transit UBAC Chairman Walter R. Martin, the division produced 50 percent of the contributions received, even though only 42 percent of the District’s employees work out of Emeryville Division.

District is well represented At Redding wedding

When wedding bells rang for George A. Walden recently in Redding, Calif., AC Transit was well represented at the happy ceremony.

Walden, a driver working out of Semi­nary Division, married the former Virginia Helpon of Redding. Standing up with him were two nephews, Dilver Shaw, Martin, Richard Bertz and George Aker.

The couple honeymooned in Hawaii.

Martin also said the same group produced 86 percent of the total of the “Fair-Share” givers who participated in the 1972 Crusade.

Buses will carry fans To baseball contests

Opening of the world champion Oakland A’s baseball season this month was matched by AC Transit buses swinging into action to carry fans direct to the Coliseum on Line 57C-MacArthur Blvd., and on buses from the Transbay Transit Terminal, San Francisco.

Transbay buses operate 50 minutes before game time, with a $1 fare each way. Line 57C operates every 15 minutes, with regular fares being charged. Transfers can be made from major trunk lines in the East Bay to Line 57C.

A’s day games start at 1:30 p.m. and night games at 8 p.m., with the exception of July 4 when a 7 p.m. starting time is scheduled because of a following fireworks display.

TRAVELERS AIDES — PBX Information clerks Bardi Darcey, left, and Kathy Fischer were on hand at spring registration on the College of Alameda campus and at California State University, Hayward. They distributed more than 5,000 informational brochures, route maps and time tables and explained bus connections to BART. Receiving information are students Lawrence and Mary Feth of Alameda.

Project to study East Bay Dial-a-Ride System receives government financing

The Federal government has given its financial backing to develop a Dial-a-Ride bus system within AC Transit’s East Bay service area.

A study grant sought by the District to select an area for an “on-call transportation system, and to prepare preliminary designs, has been approved by the Urban Mass Transportation Administration.

The grant will fund two-thirds of the project, estimated to cost $40,000. AC Transit will contribute the remainder in cash or services.

The study will be made under direction of the Metropolitan Transportation Commission and will be tied in with an existing AC Transit-BART coordination project. The two transit agencies and MTC are joined in a program to maximize effectiveness of bus-rail operation.

“Door to door transportation that can be summoned by a phone call is being tested successfully in other parts of the country and would appear to be of particular value in this area,” General Manager Alan L. Bingham said.

“Dial-a-Ride is expected to help meet the transportation needs of groups with limited mobility—including the elderly, the handicapped, persons from low income households and the non-driver or others with limited access to an automobile.

“Flexible routing and flexible scheduling also provide convenience—and the safety of front door bus transit,” he said.

Richmond drivers exceed goal For third month in a row

By exceeding AC Transit’s safe-driving goal during March, Richmond Division drivers made it three months in a row that they have gone over the top.

The monthly goal is 13,250 safe-driving miles per accident. During March Richmond operators averaged 14,084 miles per accident.

The transit executive said a demand responsive bus system within AC Transit boundaries offers a unique opportunity to test the potential of Dial-a-Ride as a connector service to the BART system.

The study project, which will require 12 weeks of work by an experienced team, will determine the need for specialized transit, where it would work best, what technological know-how is needed, and how to implement the service.

Actual installation of the system would require additional funds to buy the small vehicles that would be needed, Bingham said.

Initial service would be on a limited scale, manually dispatched, in an area which the technical study selects as having the greatest opportunity for success.

SCALE MODELER—Walter C. Meddock of San Leandro, who has built numerous small scale models of the ferry boats which once churned their way across San Francisco Bay, has turned his talents to building model cable cars. Meddock is shown, above, with an exact scale replica of one of the cable cars which ran in Oakland in the late 1880’s.
NEW
EMPLOYEES

AC Transit welcomed these new workers in January, February and March

Bertha Clough
Schedules
Emeryville

Patricia Cutting
Transportation
Seminary

Michael Davbport
Transportation
Richmond

Robert Dickson
Transportation
Emeryville

Anthony Gonzalez
Treasury
Seminary

Emeryville

Harold Kurz
Transportation
Seminary

Norman Mancini
Transportation
Emeryville

Louis Manho
Maintenance
Seminary

Steven Montoya
Maintenance
Richmond

David Herman
Transportation
Seminary

Ruben Hernandez
Transportation
Emeryville

Edward Munn
Transportation
Emeryville

Donna Pate
Transportation
Emeryville

Ronald Rush
Transportation
Seminary

William Sidol
Transportation
Emeryville

Peter Strang
Transportation
Seminary

Edward Sullivan
Transportation
Emeryville

Myrtle Thomas
Data Processing
General Office

Francis Tins
Transportation
Seminary

Dennis Treadway
Transportation
Richmond

Eugene Albert
Transportation
Seminary

Joseph Barnard
Transportation
Seminary

David Blevins
Transportation
Richmond

Jerry Bowen
Transportation
Emeryville

Estea Dillard
Transportation
Richmond

Frank Dominguez
Transportation
Seminary

Daniel Foster
Transportation
Seminary

Lonnie Thiemann
Maintenance
Seminary

Donna Pate
Transportation
Emeryville

Edward Hruneni
Transportation
Emeryville

Francis Tine
Transportation
Seminary

Donna Pate
Transportation
Emeryville

Edward Hruneni
Transportation
Emeryville

Francis Tine
Transportation
Seminary

Donna Pate
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Francis Tine
Transportation
Seminary

Donna Pate
Transportation
Emeryville

Edward Hruneni
Transportation
Emeryville

Francis Tine
Transportation
Seminary
EYE-OPENER — When maintenance relief foreman George Tulpo worked his last shift this month, it also was the start of the day shift so an early morning pastry and coffee farewell party was held for him.

Three operators
Take retirement

June 1 will be the official retirement date for two long-time operators—Marvin E. Nichols and Jodie L. Vinson—while Frank J. Howell will become a pensioner officially on July 1.

Nichols, of 440 Beverley Ave., San Leandro, began his career on May 22, 1946. He is 62.

Vinson, 66, started work on April 14, 1944. During 1965 and 1966, he took a leave of absence to serve as operating department business agent and vice-president of the transit union local.

Vinson lives at 6026 Wark Ave., Richmond.

Howell’s bus driving career began June 22, 1946. Now 62, he makes his home at 4121 Huckleberry Dr., Concord.

“Two-bit” idea earns
Cash for employee

Sometimes a “two-bit” idea pays off.

In the case of AC Transit worker George Effinger, a simple but valuable idea put $100 into his bank account.

Effinger was awarded the money this month for his suggestion that blow-out fuses be installed in buses, between voltage regulators and alternators.

Such fuses would prevent voltage regulators from burning out in the event of a short or an alternator grounding, Effinger said.

Fuses cost 25 to 30 cents each, while voltage regulators are relatively expensive.

The money was awarded through the District’s Valuable Ideas Program or VIP.

Under VIP, AC Transit employees are eligible to receive ten percent of the estimated net savings to the District which result from an idea or suggestion.

Effinger, who works in the unit room at Seminary Division, has been an employee 28 years.

He lives at 4206 Berdina Rd., Castro Valley.

Larry Rosenberg fills
Newly-created post
Of project coordinator

Larry Rosenberg, former director of marketing statistics for World Airways, has been appointed to fill the newly-created position of project coordinator.

He works with District Secretary George Taylor in administering and coordinating applications for Federal and State government grants.

Rosenberg attended Oakland schools and the University of California at Berkeley. He received his bachelor’s and master’s degrees from San Francisco State University.

Now 30, Rosenberg lives at 271 Leona Ave., Oakland, with his wife, Helen, and six-month-old son, Robert.

With World Airways, Rosenberg had duties in marketing and finance analysis and planning.

Larry Rosenberg
At an adjourned regular meeting March 28, the Board of Directors:

- Awarded contracts for lighting and machinery to low qualified bidder, on motion of Director Rinehart.
- Awarded contract for vinyl seat material and floor covering to low qualified bidder; authorized buying fabric seat covering and other products for refurbishing buses on open market, on motion of Director Copeland.
- Authorized participation in Urban Mass Transportation Seminar, on motion of Vice-President Fujii.
- Authorized employee to help in testing of Transbus prototype coaches, on motion of Director Nakadegawa.
- Engaged Marsh & McLennan, Inc. to evaluate employee health insurance coverage, on motion of Director Nakadegawa.
- Approved adjustments on Lines 40, 47/57, 72B and 81 and inauguration of service in Hayward Industrial area, on motion of Vice-President Fujii.
- Authorized transit survey in El Sobrante, on motion of Director Berk.
- Authorized General Manager to lease eight coaches to Regional Transit system in Sacramento, at fee of $400 each per month, on motion of Director Berk.
- Adopted formula for charging BART for emergency transit services rendered, on motion of Director Rinehart.
- Directed that President of the Board, or his designee, be appointed a member of the Board of Pensions, on motion of Director Rinehart.
- Adopted resolution expressing deep appreciation to Ray Rinehart for his services as President of the Board, on motion of Vice-President Fujii.

At a regular meeting April 11, the Board of Directors:

- Awarded contract for furnishing uniform trousers to low qualified bidder, on motion of Director Rinehart.
- Authorized expenditure, not to exceed $22,500, for continuing experimental security program through June 30, 1973, on motion of Director Copeland.
- Directed preparation of resolution seeking legislation giving transit uses priority in event of diesel fuel shortage, on motion of Director Nakadegawa.
- Authorized Board members and management personnel to attend the Santa Clara Ground Transportation Conference, on motion of Director Nakadegawa.