Bus top numbering program
Aids police helicopter response
Identification numbers on bus tops
Will be aid in driver safety

AC Transit buses will carry identification numbers on the roof as an aid to driver safety.

The numbers are large enough to be spotted from 1,000 feet during daytime or nighttime hours by police helicopters responding to calls for assistance.

THE COVER — Photograph taken from Oakland Police Department helicopter clearly shows numbers on top of bus. The new system will enable police to pick out specific buses in any emergency.

Given an alarm, police aircraft will be able to pick out the bus involved and land nearby, cutting down the time for response, according to General Manager Alan L. Bingham.

Trial runs by police in Oakland, Rich-
mond and San Francisco show it “really works great,” Bingham said.

Expanded bus identification is one of the first steps in a comprehensive security improvement program now being put together by AC Transit.

The concept of painting coach numbers on the roof came from driver suggestions, Bingham said. The general manager has been riding with operators on night runs to obtain their input for the proposed security program.

Buses already have numbers on the front, side and rear for street level identification.

Each digit of the new roof-top numbers will be 32 inches high and 24 inches wide. The numbers will run lengthwise along the top.

Richmond selected for first Dial-a-Ride Operation in the East Bay

Richmond has been selected as the site for the first Dial-a-Ride system to be operated in the East Bay.

Final approval of Richmond was confirmed at a meeting, this month, of a joint transit Board of Control.

Representatives of AC Transit, BART and Metropolitan Transportation Commission determined the west Contra Costa County city was an “appropriate location for a rapid transit station within the site area to test the potential of Dial-a-Ride” for the pilot project.

DAVE Systems, Dial-a-Ride consultants, earlier had recommended Richmond as the city which offers the “greatest potential for a successful on-call bus transportation system.”

According to John J. Ford, senior vice-president of DAVE Systems, prerequisites for a successful operation include: location of a rapid transit station within the site area to test the potential of Dial-a-Ride as a feeder service; ability to expand into adjoining areas; minimum amount of traffic congestion.

Street patterns, population density, low mobility of residents, racial integration and cooperation of responsible agencies also were factors.

“We were looking for an area that was truly representative of East Bay population characteristics,” Ford said.

With the site picked, consultants are proceeding into plans for implementing the system. Under the Dial-a-Ride program, passengers will be able to phone for doorstep bus service and will be taken to desired locations within specified boundaries, including to a BART station or to another AC Transit bus route.

Site selection was the first phase of a $39,900 study on implementation of Dial-a-Ride within the East Bay. The Federal Government previously approved a $26,600 grant to fund two-thirds of the study, with AC Transit providing the remaining $13,300.

The study is tied in with an existing AC Transit-BART coordination study.
Small 31 passenger bus being tested
For possible use in neighborhoods

A small, 31-passenger bus was scheduled for testing this month for possible future use on neighborhood lines.

The bus is the latest Twin Coach made by Highway Products of Kent, Ohio. During the test it will carry the designation "XMC 31."

Two other experimental vehicles preceded the Twin Coach. One, XMC 77, is better known as the Freeway Train, an articulated bus which carries 77 passengers. The other, XMC 53, is an eight-cylinder General Motors demonstrator coach.

The small bus is powered by a four-cylinder diesel engine and is air-conditioned. It sports bucket seats, carpeting on the sides of the interior to lower noise levels, full-length tinted windows and a rear door exit behind the axle.

Riders will be asked their opinion of the bus during revenue service on different lines.

Ad firm selected to handle
AC Transit media advertising

The San Francisco firm of Steedman, Cooper and Busse, Inc., was selected this month by the Board of Directors to handle media advertising for AC Transit.

Steedman, Cooper and Busse replaces Harvey Scott, veteran advertising man, who retired.

Before settling on the new firm, more than 40 agencies in Alameda, Contra Costa and San Francisco counties were considered.

Arrival of the Twin Coach brought a familiar name back to East Bay transit. Twin Coaches manufactured by the late Frank R. Fageol and his brother were turned out in an East Oakland plant before manufacturing was moved to Ohio. And, at one time, Twin Coaches comprised most of the entire Key System fleet.

Today's Twin Coach carries a similar emblem, but is manufactured by a different firm—with different lines and a different propulsion system.

Veteran workers join
Pensioner ranks

Two veteran transit workers, Clyde T. Fleming and Dudley S. Williams, have joined the ranks of AC Transit pensioners.

Fleming, 58, of 2764 Greenwood Dr., San Pablo, has been a bus driver since July 11, 1947. His official retirement date was June 1 but, because of accumulated vacation, his last day of work was May 17.

Williams, 60, lives at 14023 Saturn Dr., San Leandro and began his transit career Aug. 27, 1947. His official retirement date is Aug. 1, but his last day of work was June 13.

For the past several years, Williams, an Emeryville Division mechanic, has been one of the workers who helped paint AC Transit's gaily-decorated Christmas Bus.

E. Sam Davis takes retirement

One of the longest transit careers on record came to an end this month with the retirement of E. Sam Davis, AC Transit research and planning manager.

Davis began his career in East St. Louis, Illinois, on Nov. 21, 1914, more than 88 years ago.

His official retirement date is Sept. 1, but because of accumulated vacation, his last day on the job was scheduled for June 29.

Davis, now 78, has had an extensive career including work in some capacity for 80 different transit operations in 21 states and two provinces of Canada.

His responsibilities have included: setting up new operations; rerouting programs; fare collections; labor negotiations; research and representing transit agencies before governmental bodies.

Davis also has been involved in the actual operation of 25 transit agencies.

Davis' association with East Bay transit dates back to 1953 when he joined Key System Transit Lines as director of schedules. Later he became transit engineer and manager of research and planning.

Richmond drivers safe-driving
String now at five months

Richmond Division drivers, who make it a habit to break the monthly safe-driving goal of 13,250 miles per accident, did it again during May by averaging 13,610 miles.

It was the fifth month in a row they have gone over the top.

Emeryville Division operators also exceeded the mark during May with 13,565 safe-driving miles per accident.

Davis has two sons, Donald, the president of a printing company in Kansas City, and Allen, senior production engineer for North American Aviation in Garden Grove, California. He also has three grandchildren.

Davis and his wife, Ruth, live in Castro Valley. He confesses to no definite plans for his retirement except that, after 58 years, he will "sleep in late—until at least until 6 a.m."

He is noted for a pixieish sense of humor. Asked if he would do it all over again, he said he would do "most of the things the same way again. There are a few I wouldn't, but I'm not going to tell you about those."

Special flyers on bus routes
In certain areas now ready

Special flyers describing bus service within specific areas of the AC Transit district are available now, with more on the way.

During the past several months, small flyers with information on bus routes within the cities of Alameda, Berkeley and Hayward, and to specific locations such as Kaiser Hospital in Hayward, have been prepared by AC Transit.

The flyers carry maps of the area involved, information on lines which serve the area and, in some cases, schedules.

Other areas for which flyers have been printed include the Emeryville Marina, Hayward City Center and Hayward Industrial Area. Future flyers will be printed for El Cerrito, the University of California, and a "football special" for Golden Bear games in Memorial Stadium, Berkeley.

To date, more than 100,000 individual flyers have been printed and distributed—either along with municipal service bills or through chambers of commerce or other groups.
Drivers, other employees, receive 5.5 percent Pay hike effective in July

AC Transit bus drivers will receive a 29 cents an hour wage boost in July under terms of a two-year contract signed a year ago between the district and Division 192, Amalgamated Transit Union.

Drivers wages will go from the current base of $5.20 per hour to $5.49, plus three cents per hour in cost-of-living increases granted since last July, for a new hourly total of $5.52.

The 29 cent increase—within the Cost of Living Council guidelines—works out to 5.5 percent, the same percentage increase which will be given to clerical, maintenance and non-union employees.

In addition to more pay for workers, new provisions were worked out on guaranteed holidays and vacations.

Two workers, two pensioners die

Two AC Transit workers and two pensioners died within recent weeks.

Willie L. Battles, a mechanic at Seminary Division, succumbed to a heart attack April 17. He was 58. Battles lived at 1124 16th St., Oakland, and is survived at that address by his widow, Arvilla. His employment date was Oct. 28, 1947.

Driver Thomas Lee Teal from Seminary Division was killed in a tragic accident on District property May 4 when he was hit by a bus. Teal lived at 2707 Durant Ave., Oakland, and is survived by a son, Terrence and a daughter, Laura. He had worked for AC Transit since May 8, 1968, and was 35 at his death.

Pensioner Lee Bixler, 73, died Mar. 15. He lived at 9901 Edes Ave., Oakland.

A mechanic, Bixler worked from Sept. 29, 1945, until his retirement Oct. 1, 1969. He is survived by his widow, Ruby. Word has been received that Allen R. Murcersmith died Feb. 24 in Ft. Worth, Texas, at the age of 79. Murcersmith started work May 6, 1928, and retired June 1, 1959, as a driver.

He is survived by two sisters: Etta D. Maddux and Emma V. Rose.

Roland R. Sulberg, a retired bus driver, died May 15 at the age of 78. Sulberg began his transit career Jan. 31, 1944, and retired Nov. 1, 1985. He lived at 14637 Pansy St., San Leandro, and is survived at that address by his widow, Leone.
Actions of the Board

At an adjourned regular meeting May 30, the Board of Directors:
• Adopted a position that, upon the redesign of the Transbay Transit Terminal, San Francisco, transit operators not be charged for use of such facilities, on motion of Director Nakadegawa.
• Accepted recommendation of consultants that the site for a Dial-a-Ride system be located within the city of Richmond, on motion of Director Berk. (See story, Pg. 3)
• Rerouted lines 12, 83, 88, 91 and 92 to provide better bus services within areas served by these lines, on motion of Director Berk.

At a regular meeting June 13, the Board of Directors:
• Approved painting numbers on tops of coaches as an aid in identifying buses from police helicopters, on motion of Director Copeland. (See story, Pg. 3)
• Authorized participation in Urban Mass Transportation Administration seminar on Civil Rights, on motion of Director Rinehart.
• Extended three morning and three afternoon trips on Line 42 further into Alameda Naval Air Station, on motion of Director Berk.
• Reaffirmed previous action awarding contract for one-on-half ton van to lowest responsive bidder, on motion of Vice-president Fujii.
• Approved advertising budget of $200,000 for 1973-74 fiscal year, on motion of Director McDonnell.
• Authorized construction of prototype bus schedule information sign at BART/Hayward, at a cost not to exceed $1,000, on motion of Director McDonnell.
• Selected firm of Steedman, Cooper and Busse, Inc., as advertising agency for AC Transit, on motion of Director McDonnell. (See story, Pg. 4)