Christmas bus Spreads cheer In East Bay
George Taylor retires after service as District secretary, management executive

George M. Taylor, District secretary and assistant general manager for administration, retired this month after serving AC Transit since its inception.

Taylor, 63, became the first employee of the newly formed AC Transit in 1957, working as a part-time recording secretary and later as administrative officer.

In 1960 he was named secretary of the District, and in 1968, as assistant general manager for administration.

Among the important projects Taylor has guided through channels have been the funding of new buses and the mobile radio equipment which has given AC Transit's fleet an electronic "voice."

Last job involves Federal funding

One of his final jobs involves the application for Federal funding for the buses AC Transit will operate for BART in outlying areas of Alameda and Contra Costa counties.

Taylor also has been active in the national transit industry. He was chairman of the American Transit Association's Marketing Division Administrative Committee in 1972, of the Nominating Committee in 1973, and appeared on the program at the ATA's recent annual meeting in Miami.

Born in Brazil

Taylor was born in Sao Paulo, Brazil, where his parents were missionaries and where he lived until he was 12 years old.

He was graduated from the University of California at Berkeley in 1934 with a degree in Anthropology.

Prior to joining AC Transit, Taylor was closely associated with civic activities and the problems of cities and their growth, first as executive secretary of the Oakland Junior Chamber of Commerce and later as manager of the Oakland Downtown Association.

Between 1949 and 1956, he was manager of the Civic Development Department of the Oakland Chamber of Commerce, with responsibility for staff work relating to traffic, off-street parking, highway development and mass transit projects.

Taylor and his wife of 20 years, Lou Ella, have lived in Walnut Creek for the past 18 years. He has a son, John, from a previous marriage.

New Secretary named

Lawrence A. Rosenberg, 31, has been appointed by the Board of Directors to succeed George Taylor as District secretary, effective Jan. 1, 1974.

He also has been appointed administrative projects manager by General Manager Alan L. Bingham, effective the same date.

Rosenberg, former director of marketing division of the Public Relations Department for World Airways, has worked with Taylor since April in administering and coordinating applications for Federal and State government grants.

A native of Oakland, Rosenberg attended Oakland schools and received his bachelor's and master's degrees from San Francisco State University.

His background includes duties in marketing and financial and financial analysis and planning. Currently, he is a part-time evening instructor in business administration at Chabot College in Hayward.

Rosenberg lives in Oakland with his wife, Helen, and year-old son, Robert.

District to buy larger buses

AC Transit will buy larger buses with greater seating capacity in its next purchase of equipment.

Authority to change current plans for purchase of 42-passenger coaches to 51-passenger coaches was given to General Manager Alan L. Bingham.

Bingham explained that the larger bus would provide more seats for additional passengers who, unexpectedly, will be riding buses and leaving their cars home. AC Transit already is experiencing a noticeable riding increase attributed to the present energy crisis, with transbay patronage up ten percent compared to a year ago, and East Bay rising up five percent, on a week-to-week comparison.

The U.S. Urban Mass Transportation Administration previously approved AC Transit's request to go to bid for 42 new buses, with an option to buy another 78. It is easy to amend specifications to switch to the larger bus, Bingham said.

Delivery of the first 42 buses is expected within a year.

Bingham also told directors the Federal government has assured AC Transit, that as a high priority service, will have all the fuel needed to operate present bus service, if supplies are available.

Decorated holiday bus carries Santa and Season's greetings from Richmond to Hayward

It was an early run for Santa Claus, in the person of Nicholas P. Alevizos, Richmond Division superintendent, when AC Transit rolled its decorated Holiday Bus the day after Thanksgiving.

It was the eleventh year in a row the District has operated a decorated bus over different lines to express holiday greetings to East Bay residents.

Saint Nick, traveling on top of "Santa's Toyland," distributed candy canes and good will from Richmond to Hayward, with the assistance of helpers Marianne Gallegos and Evelyn Frese from PBX/Information.

Waving hands and smiling faces greeted the bus driven by Richard Haley.

Helping to make the trip a success were maintenance personnel Carl Knutson, George Spinella, Moline Barnes, R. Allen Epperhart, and Walt Malek.

The bus, with Santa's sleigh removed, travels various regular routes in the East Bay and across the Bay Bridge to San Francisco during the holiday season.

Popular Christmas music is broadcast via a public address system aboard the bus.

Santa also planned to make an appearance in the Transbay Transit Terminal on Christmas as part of AC Transit's holiday party for commuters.

The planned program included songs and skits, featuring Supervisor Gene Gardner as master of ceremonies and with music provided by drivers R. R. "Rocky" Shore, Chester B. Anderson and Joseph H. Trout.
Driver produces braille Timetables for the blind

Driver Robert F. Burris of AC Transit's Richmond Division has been lending a helping hand by producing braille timetables for blind passengers.

Burris, who works Line 72 between Oakland and Richmond, became interested in his project because of the number of blind passengers on his run.

"I just felt it was something I wanted to do for them," he says.

Burris contacted Ralph L. Ruggieri, executive director of the Alameda-Contra Costa Lions' Club Blind Center and the two agreed the project would be worthwhile.

Some 200 braille timetables for Line 72 have been produced and distributed. Burris intends to make additional braille schedules for six other routes which are used frequently by blind persons.

Although the timetables are relatively inexpensive at 18 cents per copy, they must be prepared painstakingly by hand. After a master copy is made, which takes about three hours, duplicate copies can be produced in one more hour.

Seminary division drivers
Top goal six months straight

For the sixth month in a row, drivers at AC Transit's Seminary Division have exceeded their safe-driving goal of 13,250 miles per accident. They hit the six month mark by driving an average of 14,772 miles per accident during November.

Joseph W. Ramos dies;
Was old-time worker

Joseph W. Ramos, a pensioner since 1947, died Nov. 30. He was a resident of Berkeley and had worked in public transportation in the East Bay for 29 years. Ramos was 89 and is survived by his son, Jim W. Ramos of Orinda.

Football players
Aid district in new School program

A human relations program, which stars two top football players with the Oakland Raiders, was launched this month by AC Transit.

The players, Otis Sistrunk, six foot four, 260 pound defensive tackle, and Phil Villapiano, six foot two, 220 pound linebacker, are visiting junior high schools throughout the East Bay.

Following a slide program presented by Employee Relations Representative John Rose, the two players talk to the youngsters about the AC Transit team, and relate their football experiences to the operation of a bus system.

The players stress the importance of maintaining equipment, whether on the ball field or in a bus, and urge the youngsters not to commit acts of vandalism.

Other AC Transit employees, including drivers, take part in the program on a volunteer basis, answering questions from students.

Plans are for continuation of the program throughout the school year, perhaps using other well-known athletes in the future.

Agnes Fromhold, Victor McNeely retire;
Both get "boarded" by their co-workers

When Agnes Fromhold and Victor McNeely put in their last days on the job, recently, prior to retirement, they had more in common than their official retirement date of Jan. 1, 1974. Both are veterans of the transit industry: McNeely with 32 years of service, and Mrs. Fromhold with 28. Co-workers gave both of them retirement parties and decorated large boards with their best wishes.
Recent transfer count indicates
Many BART riders also using buses

Approximately 40 percent of BART riders in the East Bay are using AC Transit buses for part of their transit trip, recent figures indicate.

A count of transfers showed 14,726 riders were carried by AC Transit buses serving BART stations on Nov. 28. BART's passenger count for that day was 37,015 passengers, indicating 39.8 percent were involved in an AC Transit ride.

The bus transfer count has been increasing approximately ten percent during the past three months.

The District had projected it would haul only 30 percent of BART's riders, and then not until BART was fully operational to San Francisco.

Bus riders pay regular fares enroute to BART but, on their return trips, they can obtain transfers in the paid areas of stations and present them to bus drivers for free single-fare trips.

BART and AC Transit share the 25 cent cost of each ride.

Riding on the AC Transit shuttle from BART/MacArthur also has jumped dramatically.

The shuttle carried 1188 riders to the

Dispatcher Windrich
Honored for civic work

Richard K. Windrich, dispatcher at Seminary Division, was honored at a dinner last month for his contributions to the community.

Windrich also received a personal letter of congratulations from Governor Ronald Reagan.

Windrich, a native of Indonesia, was honored, along with 24 others, by the International Institute of the East Bay.

The award was a tribute to Windrich's active and outstanding work as a member of the Indonesian community.

During World War II, Windrich and his family were held in a Japanese prisoner-of-war camp.

Transbay Transit Terminal in San Francisco on Dec. 11, an increase of 45 from the previous day and up 188 passengers in less than a month.

The shuttle went into operation in May to carry BART commuters, who arrive at the station from Contra Costa County, to San Francisco. When BART's Concord line opened, there were only 264 shuttle bus users.

Two women succeed in
What were male jobs

Miss Wilma Floyd and Mrs. Estella Dillard are two black women who have much more in common than the fact they both work for AC Transit.

Miss Floyd, a traffic checker, and Mrs. Dillard, a driver, are women succeeding in what, traditionally, are men's jobs.

While women have driven buses for many years, Mrs. Dillard is the first black woman driver in the East Bay.

Miss Floyd is the first woman, black or white, to work as a traffic checker for AC Transit.

Both women like their jobs, but both also are determined to continue their education.

Miss Floyd, 20, plans to attend a college or university to earn a degree in business or sociology, while Mrs. Dillard, 35, plans to learn computer programming.

Transbay riding increase largest ever

Transbay riding experienced the largest one-month increase in AC Transit's history during October—a jump of 13.1 percent above the October, 1972 figure.

Transbay patronage for the month totaled 1,437,358, up 166,418 above the October, 1972, figure of 1,270,940. East Bay buses carried 3,410,608 riders, up 121,289 or 3.7 percent above the 3,289,319 who rode during October, 1972. Total revenue passengers carried during October was 4,847,966, up 287,707 or 6.3 percent above the 4,560,259 carried during the month of October, 1972.

Nationally, the transit industry indicated an increase in revenue passengers of 1.77 percent.

Total passenger revenue during October was $1,419,859, up $85,842 or 6.4 percent above the $1,334,017 collected during October, 1972. Transbay revenue of $696,475 was up $40,149 or 6.3 percent above the $656,326 collected last year. East Bay revenue of $723,384 was up $5,693 or 0.8 percent above the $717,691 dropped into fare boxes a year ago.

Commute book sales totaled $333,608, up $48,940 from sales of $284,728 during the same month a year ago—an increase of 17.2 percent.

Operating costs during October were $2,529,235, up $351,301 or 14.1 percent above year-ago expenses of $2,177,934. The system operated 2,424,576 miles of service during October, an increase of 127,750 miles or 5.6 percent above October, 1972, mileage of 2,296,826.

Total income of $2,724,791 left a deficit of $41,465 in meeting full bond debt requirements and operating costs.

3 year passenger revenue comparison

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At an adjourned regular meeting November 28, the Board of Directors:

- Authorized amending specifications for 42 buses seating 42 riders to 51-pas­
senger coaches instead, subject to UMTA approval, on motion of Director Rine­
hart. (See story, Pg. 3).
- Authorized exercise of option to purchase 45 two-way mobile radios for new coaches, on motion of Director Copeland.
- Awarded contract for furnishing bus washer shelter to Timray Metal Pro­
ducts, Inc., subject to UMTA approval, on motion of Director McDonnell.
- Rejected all responses from fuel suppl­iers and authorized General Manager to negotiate on open market for fuel needs, on motion of Director Rinehart.
- Authorized execution of agreement with Shell Oil Co. to supply fuel needs, on a month-to-month basis at prevailing market prices, on motion of Vice President Fuji.
- Authorized expenditure of up to $3000 for purchase and installation of a loudspeaker system for Board of Directors' meeting room, on motion of Director McDonnell.
- Directed that financial balance sheets be prepared on a semi-annual basis, rather than monthly, on motion of Director Rinehart.
- Extended joint transfer agreement with BART through June 30, 1974, on motion of Director Rinehart.
- Authorized expenditure of up to $3000 for purchase and installation of a loudspeaker system for Board of Directors' meeting room, on motion of Director McDonnell.
- Authorized participation in future Urban Mass Transportation Administra­
tion seminar, on motion of Director Fujii.
- Authorized expenditure of up to $3000 for purchase and installation of a loudspeaker system for Board of Directors' meeting room, on motion of Director McDonnell.

At a regular meeting December 12, the Board of Directors:

- Authorized participation in future Urban Mass Transportation Administra­
tion seminar, on motion of Director Fujii.
- Awarded contract for furnishing bus solvents to Bay Area Petroleum, on mo­
tion of Director Rinehart.
- Approved leasing of additional office space for expanded facilities, on mo­tion of Director Nakadegawa.
- Authorized expenditure of up to $3000 for purchase and installation of a loudspeaker system for Board of Directors' meeting room, on motion of Director McDonnell.

rence A. Rosenberg as District Secretary effective Jan. 1, 1974, and approved creation of position of Administrative Projects Manager, on motion of Director Berk.

At a regular meeting December 12, the Board of Directors:

- Authorized participation in future Urban Mass Transportation Administra­
tion seminar, on motion of Director Fujii.
- Awarded contract for furnishing bus solvents to Bay Area Petroleum, on mo­tion of Director Rinehart.
- Approved leasing of additional office space for expanded facilities, on mo­tion of Director Nakadegawa.