First Dial-a-Ride Bus
Introduced in Richmond
**Our 'Stockholders' Write**

I would like to express my appreciation for the program of Christmas music put on by your employees in the East Bay Terminal. More than the immediate external effects such a program produces, it would seem to reflect the internal spirit of the entire bus system, a sort of fitting culmination at the year's end to employees to the not-always-easy-to-normally see, are the behind-the-scenes personnel who contribute substantially to the many courtesies extended by your employees to the not-always-easy-to-please public.

To single out any particular employee for outstanding courtesy would be difficult. I would like to thank everyone in AC Transit for the courteous service they have rendered during the past year. Included besides the drivers, supervisors and ticket sellers who are the ones we normally see, are the behind-the-scenes personnel who contribute substantially to making such an efficient transportation system possible. AC Transit has to be the best transportation system in the country!

John J. Carr
SS Hawaiian Enterprise Enroute Honolulu

We have recently had the pleasure of having two of your drivers, Mr. Lawrence H. Abrahamson and Mr. Gerhard Klamp, as our drivers on field trips. They did such an outstanding job that I felt you should know.

Both men were not only courteous and helpful, but always willing to help in any way they could. Mr. Klamp noticed some of the children getting restless and helped direct their energies into making people and animals from rocks and shells. Both men helped the children identify and find the sea animals.

It is a very secure feeling to know that when you take a group of children on a trip that they will be well taken care of as they are in the hands of such capable men.

Patricia Corcoran 6th Grade Teacher Marshall School Oakland

I am a student of Bishop O'Dowd High School. I, like many others, ride from school every day, and I can tell you that the amount of students riding the buses far exceeds the amount of seats available.

To remedy this situation I propose a third bus be put into service on the after school route.

Christopher Duffey Oakland

(A third bus has been added to handle the overload situation.—Ed.)

Your service is great. Your drivers are the most friendly and helpful, your fares the most reasonable.

I need AC more than ever since I recently totaled my car. Down with smog: long live AC.

John Maybury Albany

At 6:30 a.m. it is great to see the T bus on time at 11th and Broadway. Mr. James N. Berchem is always there. AC Transit should have more drivers like him. He is leaving the T run and we all feel badly and we will miss him.

Mrs. Jean Margot Alameda

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**Enthusiastic Richmond crowd gives Dial-a-Ride bus hearty reception**

The sounds of “Tijuana Taxi” drifted across the lawn to the Richmond City Hall Jan. 10 as AC Transit unveiled its prototype small bus for the first “Dial-a-Ride” project in Northern California.

The music by the Tijuana Brass, which is activated by a driver-controlled switch, announced the bus, just as it will when coaches pull up in front of Richmond residences to provide door-to-door service.

Civic and business officials, along with the public were on hand to welcome the 29-foot bus at its debut.

They found the bus “fantastic” and “cute.” Particularly admired was the ability of the bus to make “tight, little turns,” appropriate for the type of operation required for door-to-door transit.

Under the project, given the green light by the AC Transit Board of Directors, residents of a 4.9 square mile area in the center of Richmond will be able to pick up a phone and call for a bus at their door to take them to a destination in the Dial-a-Ride zone.

The Dial-a-Ride buses will connect with the BART/Richmond station and with major AC Transit bus lines.

Service is expected to get underway this summer.

The buses generally will operate in an area bounded by the Richmond-San Pablo city line, Highway 80, Cutting Blvd., and the Atchison, Topeka and Santa Fe rail right-of-way.

The experimental project involves some 44,000 residents in Richmond. It is estimated 460,000 passengers will be carried during the first year, with a net operating deficit of $677,000. An estimated 700,000 passengers will be carried the second year.

To develop a bus, maintenance department workers cut down a 45-passenger, 35-foot coach to a 29 foot bus. Another 12 buses, with seating for 18 people, will be similarly tailored under a $125,482 federal grant.

The small bus has an elegance new to the industry. Both floor and ceiling of the interior are carpeted to reduce engine noise levels.

Mahogany styled paneling was used on compartment walls. Fabric-covered bucket seats along the sides of the bus are a spacious 21 inches wide, with lounge seats across the back of the bus 22 inches wide.

A parcel rack for shoppers has been located near the door.

A special exterior paint scheme in green, white and persimmon gives the bus an individual appearance.

The bus has a spotlight to pick out house numbers and assist people in moving safely at night.
WINTER WONDERLAND—It was children's delight and drivers' despair when January snow unexpectedly arrived in the East Bay hills. A handful of buses were forced to turn back because of slick streets, but most coaches met the challenge like this Line 18 shown at the corner of Carisbrook Dr. and Skyline Blvd. in Oakland.

Board leaders retain posts For second consecutive year

William J. Bettencourt has been elected to another term as president of the AC Transit board of directors.

Record ridership day

An all-time record for number of riders was established by AC Transit on Monday, Dec. 3.

The single 24-hour count showed 207,327 passengers, 5,361 more riders than the previous high of 201,966 reached April 3, 1970.

The price is right

While other prices continue to rise, the special bargain 10 cent bus fare for senior citizens will stay the same, AC Transit Board of Directors says. People 65 years and older were originally given the special rate on Jan. 1, 1970. They may ride East Bay lines for 10 cents between 9 a.m. and 4 p.m. and from 7 a.m. to 3 a.m. weekdays, plus all day on weekends and certain holidays. Riders must have Medicare cards or special AC Transit ID cards.

VIP WINNER—Keith C. Steckly is $25 richer for his suggestion to move transfer cutters out of the way of drivers' knees to avoid injuries. It was the second time Steckly won the Valuable Ideas Program award. He received $140 in June of 1972 for his design of a modified coolant pressure tester. Steckly is the first AC Transit employee to win the VIP award twice.

East Bay residents informed

On ways to beat fuel shortage

One solution to fuel problems is appearing on bulletin boards in offices and businesses throughout the East Bay.

A poster, with the message "SAVE GAS. Ride to work on public transportation." is being distributed by AC Transit as part of the effort to encourage people to park their car and ride the bus and BART.

The poster message points out riding AC Transit or BART is easy "when you call AC Transit Telephone Information service" for individualized assistance.

The distribution of posters was made with the cooperation of the Oakland Chamber of Commerce, which ran off labels for 2,500 members, and the Richmond Chamber of Commerce, which offered information on businesses in West Contra Costa County. Also cooperating are Chambers of Commerce in El Cerrito, Berkeley, Alameda, San Leandro and Hayward.

The poster has also gone up in city and county offices.

Three transit pensioners

Die near the end of 1973

Three AC Transit pensioners died near the end of 1973.

Jimmie Lee, a mechanic for nearly 22 years, died Dec. 30. He was 82. Collins is survived by his daughter Muriel, of Oakland.

E. G. Collins, who served in public transportation in the Bay Area from Sept. 4, 1918, until May 1, 1955, died Nov. 15. He was 82. Collins is survived by his daughter Muriel, of Oakland.

WORDS TO THE WISE—Posters urging use of public transit are being distributed. Melody Van's response is typical of reception given the project.

UC aids in distribution Of bus riding information

Blue and gold posters blossomed this month around the University of California campus in Berkeley, carrying a message on how to use public transit.

Produced by AC Transit, the cards were posted on all bus stop poles in the campus area.

University officials, mindful of traffic and energy problems, cooperated by putting the posters on campus bulletin boards and kiosks, at eating facilities and parking lots, and in student housing units.

The posters include a map of bus lines serving the campus and each bus stop. Information also indicates what bus to take to reach Albany, Montclair, Piedmont, Oakland, San Francisco, or other parts of Berkeley.

Employees, students, and faculty members are also encouraged to use BART, with a reminder to call AC Transit Information at 693-3335.
Scheduling department gets New and more spacious home

AC Transit's scheduling department found itself in a new home this month as offices were transferred from Division 2 in Emeryville to the general offices in the Latham Square Building, 508 16th St., Oakland.

Scheduling had been headquartered in Emeryville since 1947.

The new facilities represent an expansion of space by about one-third. At Emeryville there was some 2,000 square feet of area. The new offices have 3,100 square feet of space.

There are 20 employees currently working in the scheduling department. The staff has doubled since 1960, when AC Transit took over operations of bus lines.

Telephone numbers for scheduling departments extensions will remain the same as before.

Fall fun tours conclude After successful season

AC Transit's Fall Fun Tours came to a conclusion in December. Twenty different trips were offered on Wednesdays, Saturdays and Sundays.

Ridership on the tours came to 2,306. Buses traveled a total of 9,080 miles during the excursions.

This was the first year Fall Fun Tours were offered.

The expansion of the scheduling department is part of the District's overall program for improving working conditions and upgrading efficiency.

Vigil and Kassis appointed To transportation positions

Two natives of the Rocky Mountain region find themselves in new positions with AC Transit.

Five-year-veteran Eddie M. Vigil, who originally hails from Denver, Colo., has been promoted to working foreman in the Stores Department.

The 40-year-old Vigil, who was hired in 1968, currently lives in Hayward with his wife Mary and their four children.

Richard L. Kassis, 28, has been hired as assistant trail attorney. Kassis and his wife Jeanne make their home in Emeryville.

He is a native of Cheyenne, Wyo., and a graduate of the University of California, Berkeley, and McGeorge School of Law in Sacramento.

IN THE CHRISTMAS SPIRIT—When AC Transit held its 1973 “Christmas Party for Commuters” at the Transbay Transit Terminal in San Francisco, commuters on their way home were asked to join in the singing of carols. When Supervisor Gene Gardiner, right, who was master of ceremonies for the show, called for volunteers, he got an enthusiastic response, including this man who declined to identify himself. Hundreds of commuters stopped to enjoy the show before continuing on their trips.

‘Customerized’ service scheduled For Hayward mobile home facility

In a continuing effort to tailor transportation to the needs of specific individuals, the Board of Directors has okayed “customerized” service to Spanish Ranch Mobile Home Park in Hayward.

Coaches will roll into the mobile home park at the foot of Tampa St. south of Tennyson Rd. twice a week to take residents on business and shopping trips.

County courthouse given Special transit brochures

Alameda County Courthouse workers and visitors are currently receiving a special brochure explaining bus service to the courthouse and connections to BART.

Prepared by AC Transit, with assistance from county staff, 2,500 brochures are being distributed initially.

Nine veteran employees Join ranks of pensioners

Nine long-time employees of AC Transit are looking forward to a leisurely 1974 in retirement.


McCann, 15099 Edgemoor St., San Leandro, logged 29 years of service behind the wheel. French, 2030 Date St., Concord; Shinpaugh, 921 Chernault Way, Hayward; Whittington, 2300 Ansecon Ave., Oakland; and Fabiano, 2018 Dunn Ave., Richmond, have given 28 years of service.

Eggers, 876 Yuba St., Richmond, was employed for 27 years; Kleier, 2045 Alfreda Blvd., Richmond, 23 years; Mrs. Cooksey, 1742 94th Ave., Oakland, 22 years; and Livingston, 9959 Gibraltar Rd., Oakland, 20 years.

Combined, they have given more than 253 years of service to public transportation.
NEW EMPLOYEES

AC Transit welcomed these new workers in October, November and December

Henry J. Aguirre
Transportation
Richmond

Albert Avery
Transportation
Emeryville

Larry E. Baugh
Transportation
Seminary

Michael Beaud
Transportation
Richmond

Loshan Bell
Transportation
Richmond

Richard Cardosa
Maintenance
Seminary

C. Leyman
Maintenance
Emeryville

Rosemary Laca
PBX/Information
Emeryville

Lonnie Maness
Transportation
Seminary

Tom Montoya
Transportation
General Office

James Morgan
Transportation
Seminary

Otto Cross
Transportation
Seminary

Donald Chipman
Transportation
Emeryville

Theresa Cooss
Personal
General Office

Gerald Clark
Transportation
Seminary

Lewis Cotton
Transportation
Seminary

C. Layman
Maintenance
Emeryville

James Presley
Transportation
Emeryville

Paul Pierce Jr.
Transportation
Emeryville

Horace Bansom
Transportation
Emeryville

Forrest Rogers
Transportation
Seminary

Alvin Rose
Transportation
Seminary

James Regan
Transportation
Seminary

Evelyn Frees
PBX/Information
Emeryville

Marion Gallegos
PBX/Information
Emeryville

Tyrone Garrison
Transportation
Seminary

Robert Gaylard
Transportation
Seminary

Sandra Sanchez
Accounting
General Office

Malvina Shivers
Transportation
Emeryville

Steven Smith
Transportation
Emeryville

Daniel Stiles
Transportation
Emeryville

Charles Walker
Transportation
Seminary

John Westland
Transportation
Seminary

Andrew Keal
Transportation
Emeryville

William Hamilton
Transportation
Seminary

V. Headley
 Treasury
General Office

Veronica Hunter
Transportation
Emeryville

Delilah Iser
Transportation
Emeryville

Johnny Jackson
Transportation
Emeryville

Varris Hunter
Transportation
Emeryville

American Canyon welcomes these new workers in October, November and December.
A quarter century ago the last electric street cars ran the rails in the East Bay. The trolleys were phased out at the end of 1948 in favor of gasoline and diesel buses. At their peak, about 400 streetcars clicked along the tracks in the East Bay. To recall those memorable coaches, here are some historical photographs from the collection of Harry W. Demoro of Oakland.

Continued ridership increase shown

A continued rise in ridership over the last seven months was reflected again in November.

Total passenger revenue for the month was $1,317,551, up $66,996 or 5.4 percent above the $1,250,555 collected during November, 1972. East Bay revenue was $654,579, down $2,090 or 0.3 percent below last year. However, transbay revenue was $662,972, up $69,986 or 11.5 percent above the $593,986 collected a year ago.

Commute book sales zoomed 14.6 percent above last year, up $39,549 to $311,129 as opposed to the $271,580 collected in 1972 during November. Buses carried 4,459,310 passengers in November, up 4.0 percent or 172,585 riders above the 4,286,725 carried during the same month of 1972. East Bay riders totaled 3,082,653, or 21,962 more than last year's figure of 3,060,691, an increase of 0.7 percent. On transbay lines, patronage jumped by 12.3 percent with 1,376,657 patrons riding, representing an increase of 150,623 above the November, 1972, figure of 1,226,034.

Nationally, the transit industry indicated an increase of 4.0 percent in total passengers carried.

Operating costs during November were $2,393,057, up $324,132 or 15.7 percent above year-ago expenses of $2,068,925. The system operated 2,238,390 miles of service during November, an increase of 104,570 miles or 4.9 percent above the 2,133,820 miles operated in November, 1972.

Total income of $2,625,280 covered operational costs and left a surplus of $418,233 after meeting full bond debt requirements.
Actions of the Board

At an adjourned regular meeting December 26, the Board of Directors:

- Inaugurated weekday commute hour express service between San Francisco and Port of Oakland Industrial Park and special service, on Tuesdays and Fridays, between Spanish Ranch Mobile Home Park in South Hayward and Southland Shopping Center, on motion of Director Berk. (See story, Pg. 7)
- Authorized extension of some trips on Line 51M to provide service to Marriott Inn at Berkeley Marina, on motion of Director Berk.
- Continued service on Line 56 on permanent basis, on motion of Director Berk.
- Rerouted school tripper to James Madison School and added one trip during morning peak hour to Line 57C, on motion of Director Berk.
- Rerouted lines serving BART/San Leandro to bring bus riders closer to station, on motion of Director Berk.
- Returned proposed Affirmative Action Program to Personnel Committee for further study, on motion of Director Copeland.

At an adjourned regular meeting January 2, the Board of Directors:

- Continued senior citizens fare, on motion of Director Rinehart. (See story, Pg. 4)
- Authorized initiation of Dial-a-Ride, on motion of Director Rinehart. (See story, Pg. 3)
- Approved consultant for Dial-a-Ride, on motion of Director Copeland.

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

- Re-elected President Bettencourt and Vice-president Fujii to office, on motion of Director McDonnell. (See story, Pg. 4)
- Authorized General Manager to advertise and seek bids for 38 locked-type, non-registering fareboxes, with an option to purchase 60 additional, on motion of Director Copeland.
- Authorized Manager of Claims to attend and participate in ATA Western Conference Workshop, on motion of Director Nakadegawa.
- Authorized General Manager to attend and participate in Executives' Symposium, on motion of Director McDonnell.