April, 1974

Transit-Times

Vol. 16 No. 10

Blind Kids Learn About Buses
THE MAN AND THE MAP—Billy S. Lyle, newly appointed assistant transportation superintendent in charge of the Dial-a-Ride operation, shows the 4.9 square mile area of Richmond where the experimental system will be operated this summer. The Dial-a-Ride area is bounded generally by the Richmond-San Pablo city line, Highway 80, Cutting Blvd. and the Atchison, Topeka and Santa Fe rail right-of-way.

Dial-a-Ride fare set at 25 cents; Service will start July 15

A fare of 25 cents has been set for AC Transit’s experimental Dial-a-Ride service in central Richmond.

Service will start July 15 with buses operating door-to-door from 5 a.m. to 1 a.m., seven days a week.

The District’s Board of Directors, in approving the tariff by majority vote, agreed to a fare that would be especially attractive to low income and low mobility citizens traveling around the Dial-a-Ride area.

Transfers, however, will not be given to Dial-a-Ride passengers, nor will transfers from regular lines be honored aboard the experimental buses.

Riders making connections with other AC Transit buses or with BART will pay regular fares for those trips.

The basic adult bus fare for a combined Dial-a-Ride and fixed bus route trip would be a minimum of 50 cents.

Senior citizens who use Dial-a-Ride also will pay the 25 cent fare. On regular AC Transit service, senior citizens can ride for ten cents, except during commute hours.

In recommending the fare, General Manager Alan L. Bingham said the 25 cent rate is consistent with the objective of providing improved transit service at an operating cost comparable to present costs on developing feeder routes.

“Many people will have greater mobility. We can expect increased patronage from those who have not had easy access to public transit. And we expect many to be attracted by good security, particularly at night time,” Bingham explained.

The 25 cent fare was advocated by the Richmond City Council, the Richmond Model Cities Program, and Greater Richmond Inter-Faith Program and Richmond City Manager Kenneth H. Smith.

Buses will run to area

Regional parks this year

Because of the potential of a gasoline shortage this summer and the need for East Bay residents to stay close to home, special bus service to five Bay Area regional parks will be operated by AC Transit, beginning next month.

Buses will load at various BART stations and operate to the parks, but also will pick up passengers along the way. Parks served will be: Lake Chabot, Don Castro, Point Pinole, Tilden and the Roberts recreation area of Redwood.

Don Castro and Point Pinole service will operate weekends only from May 4 through Labor Day, Sept. 2.

The Lake Chabot, Roberts and Tilden services will operate weekends from May 4 through May 27, then daily through Labor Day.
Blind kids “see” Bus by touch

As part of a continuing program to aid blind people in their use of public transit, AC Transit last month dispatched a bus and a team of employees to Castro Valley to teach blind youngsters in that community what a bus is like.

In all, four schools were visited and about 50 youngsters were involved. The children were allowed to feel the bus, inside and out, and had its operation explained to them.

New pamphlets Aboard buses To help riders

A “Welcome Aboard” leaflet, designed to make bus riding easier for passengers, has become “standard equipment” on all AC Transit buses.

Drivers are carrying the leaflets, as well as timetables, for distribution to passengers with questions.

Leaflets also have been placed on “take one” hooks aboard all District buses to help the riding public get the most for their bus fare.

The leaflets were produced as a special aid for operators, who can use it to answer questions on fares, zone charges and riding bargains, such as the slop off and go again transfer plan, the shop-a-round pass and the Sunday and holiday excursion pass.

Service improvements aid Workers, senior citizens

Changes to improve transit services in Hayward and San Leandro went into effect this month.

Line 91B, a special customerized service already in operation between the Eden Roc and Spanish Ranch areas to Southland Shopping Center in Hayward, has been extended to Josephine Lum Lodge, a senior citizens residence.

The line operates Tuesdays and Fridays only to carry senior citizens to the huge shopping center.

In San Leandro, Line 60 has been extended from BART/San Leandro to the Adams Industrial tract. The change provides an alternate line for workers who use public transit during commute hours.

THE COVER — A helping hand to a blind girl is given by Training Instructor George Silva.

5
Information booth goes directly to potential riders

An information booth which goes directly to potential bus riders—including right into factories—is AC Transit's latest effort to encourage greater use of public transit.

People who need information about routes, running times and transfer connections are getting person-to-person answers to their questions from two AC Transit drivers who are visiting industrial plants, government buildings and other offices in a cooperative effort between the District and employers.

The two drivers are supplied with pocket timetables, schedules, brochures and maps of all AC Transit lines, plus information on the BART system, and are able to work out specific routes, including transfer connections where necessary, for anyone interested in using public transit to get from home to job or for any other trip within AC Transit's boundaries.

Both men, Billie T. Bishop, 33, of Oakland, and Ronald W. Johnson, 31, of Newark, are experienced drivers who were trained by spending several days answering calls at AC Transit's Information Center. People who were used to hearing soft feminine voices were surprised to hear husky male voices on the line when they called for bus information.

Initially, the booth is being used in downtown Oakland and the East Oakland-San Leandro industrial area.

Drivers continue to aid Oakland Police

AC Transit drivers continue to be major contributors to the success of Oakland Police Department's "Radio Alert" program.

Under the program, businesses and agencies with radio-equipped vehicles cooperate by reporting fires, crimes and suspicious circumstances spotted by drivers in the normal course of driving on Oakland streets.

The Police Department issues a monthly bulletin describing a few of the incidents reported. In the March bulletin, 11 incidents involving fires, crimes and accidents were reported; of that number, seven were reported by AC Transit drivers.

The ANSWER MEN—Drivers Ronald Johnsen, left, and Billie Bishop provide information to employees of Singer Business Machine Co. in San Leandro. Picture was taken during filming for television program. The booth was shown on the national CBS network.

Bus poster wins ad award

A king sized poster developed for use on AC Transit buses has won first place in the "Best in the West" competition sponsored by the American Advertising Federation.

The poster was entered in the category of exterior graphics, transit division, and was chosen from 16 entries in the western region, including Hawaii.

Second place went to a poster entered by KGO-TV, San Francisco; and third place, to Marine World.

The AC Transit poster is now in Washington, D.C., being judged in the National Addy Awards.

The poster was placed on the outside of 100 buses through arrangements with Metro Transit Advertising. A unique mezzo-tint screen process was utilized to give the poster a bold and distinctive look.

Copy highlighted the name of the product and carried the on-going advertising theme: "We get you where you want to go." Colors were eye-catching red, white and yellow.

After 30 years of daily commuting Oakland woman decides to call it quits

It was "30 and out" on April 2 for Thelma Wurick of Oakland as she boarded the Line 46 bus for the last time at 69th and Arthur Streets.

Ms. Wurick called it quits after 30 years of commuting on the line and 47 years of work as a senior clerk for the Fibreboard Corporation of San Francisco.

A daily commuter on the line from the day it opened, Ms. Wurick rode the old red trains before that.

"She's as regular as clockwork, too," driver Jerry Dutil said. "Every morning I come by her house at 7:05, and every morning she'd be there."

Dutil would pick her up at the bus stop and deliver her, a few blocks away, to her transfer point with a Line K bus to San Francisco.

Ms. Wurick rode the reverse route every evening but, she says, "I'm going to rest now; I think I've earned it."

HER LAST TRIP—Thelma Wurick of Oakland boards a Line 46 bus for the last time after 30 years of daily commuting.
AC Transit welcomed these new workers in January, February and March.
NEW EMPLOYEES

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

Carol Moore
PBX/Information
Emeryville

William Morrisey
Transportation
Seminary

Laurence Nelson
Maintenance
Emeryville

John Owens
Transportation
Seminary

Leroy Perry
Transportation
Emeryville

Earl Pighee
Transportation
Emeryville

Horace Resby
Transportation
Seminary

Burley Richardson
Transportation
Seminary

James Roberson
Transportation
Seminary

Dennis Rodriguez
Maintenance
Seminary

George Sherman
Transportation
Emeryville

Susan Simsek
PBX/Information
Emeryville

Kerry Smith
Transportation
Richmond

Robert Stickland
Transportation
Emeryville

Lonnie Taylor
Transportation
Emeryville

Gary Ward
Schedules Dept.
General Office

Ruthie White
Transportation
Emeryville

Francine Wilber
PBX/Information
Emeryville

Ellen York
Accounting
General Office

Michael Zipser
Transportation
Seminary

More impressive gains recorded

Passenger ridership and revenue showed impressive gains in February compared to a year ago, reflecting an eleven month trend.

Total passenger revenue for the month was $1,349,692, up $188,695 or 16.3 percent above the $1,160,697 collected during February, 1973. East Bay revenue was $670,022, up $77,854 or 13.2 percent above the $592,168 collected last year. Transbay revenue was $679,670, up 20 percent or $111,141 from the $568,529 collected in February, 1973.

Commute book sales jumped 20.5 percent above last year, up $53,409 to $314,383 as opposed to the $260,974 collected in February, 1973.

Buses carried 4,553,098 passengers in February, up 14.5 percent or 577,419 riders above the 3,975,679 carried during the same month last year. East Bay riders totaled 3,176,139 or 368,611 more than last year's figure of 2,807,528, an increase of 13.1 percent. On transbay lines, patronage jumped 17.9 percent with 1,376,959 patrons riding, representing an increase of 208,808 above the February, 1973, figure of 1,168,151.

Nationally, the transit industry indicated an increase of 11.29 percent in total passengers carried.

Operating costs during February were $2,386,233, up $326,187 or 15.9 percent above year-ago expenses of $2,058,046. The system operated 2,102,726 miles of service during February, an increase of 79,557 miles or 3.9 percent above the 2,023,169 miles operated in February, 1973.

Total income of $2,661,605 covered operational costs and left a surplus of $35,988 after meeting full bond debt requirements.

3 year passenger revenue comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>1971</th>
<th>1972</th>
<th>1973</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,200,000</td>
<td>1,220,000</td>
<td>1,240,000</td>
<td></td>
</tr>
<tr>
<td>1,300,000</td>
<td>1,320,000</td>
<td>1,340,000</td>
<td></td>
</tr>
<tr>
<td>1,400,000</td>
<td>1,420,000</td>
<td>1,440,000</td>
<td></td>
</tr>
<tr>
<td>1,500,000</td>
<td>1,520,000</td>
<td>1,540,000</td>
<td></td>
</tr>
<tr>
<td>1,600,000</td>
<td>1,620,000</td>
<td>1,640,000</td>
<td></td>
</tr>
<tr>
<td>1,700,000</td>
<td>1,720,000</td>
<td>1,740,000</td>
<td></td>
</tr>
<tr>
<td>1,800,000</td>
<td>1,820,000</td>
<td>1,840,000</td>
<td></td>
</tr>
<tr>
<td>1,900,000</td>
<td>1,920,000</td>
<td>1,940,000</td>
<td></td>
</tr>
<tr>
<td>2,000,000</td>
<td>2,020,000</td>
<td>2,040,000</td>
<td></td>
</tr>
<tr>
<td>2,100,000</td>
<td>2,120,000</td>
<td>2,140,000</td>
<td></td>
</tr>
<tr>
<td>2,200,000</td>
<td>2,220,000</td>
<td>2,240,000</td>
<td></td>
</tr>
<tr>
<td>2,300,000</td>
<td>2,320,000</td>
<td>2,340,000</td>
<td></td>
</tr>
<tr>
<td>2,400,000</td>
<td>2,420,000</td>
<td>2,440,000</td>
<td></td>
</tr>
<tr>
<td>2,500,000</td>
<td>2,520,000</td>
<td>2,540,000</td>
<td></td>
</tr>
</tbody>
</table>

JAN. FEB. MAR. APR. MAY JUNE JULY AUG. SEPT. OCT. NOV. DEC.
At an adjourned regular meeting Mar. 27, the Board of Directors:

- Extended Line 60 from BART/San Leandro to serve industrial area along Doolittle Dr. and Adams Ave., on motion of Director Berk.
- Authorized testing of articulated bus for approximately 30 days, providing MTC absorbs cost of putting coach in revenue service, on motion of Director Berk.
- Inaugurated new summer service to five East Bay regional parks, on motion of Director Rinehart.
- Authorized payment of postage costs in connection with Director Nakadegawa's visit to Japan to inspect transit properties, on motion of Director McDonnell.

At a regular meeting April 10, the Board of Directors:

- Adopted a 25-cent, one-way fare with no transfer privileges for the Dial-a-Ride experiment in Richmond, on motion of Director Nakadegawa.
- Established boundaries and hours of operation of Dial-a-Ride project, on motion of Director Berk.
- Created new positions to meet requirements of Dial-a-Ride, on motion of Director Copeland.
- Awarded contract for metal parcel racks for Dial-a-Ride buses to Bell Metal Fabricators, subject to specification compliance and approval of UMTA, on motion of Director Rinehart.
- Authorized board members and five management executives to attend ATA Regional Conference, on motion of Director McDonnell.
- Granted Director Nakadegawa authority to be absent from upcoming Board meeting to facilitate his tour of Japan, on motion of Director Copeland.
- Authorized General Manager, in filling a position, to select a starting salary range lower than that approved by the Board for the position, on motion of Director Copeland.
- Approved minor service adjustments, on motion of Director Berk.
- Authorized operation of summer sightseeing tours, on motion of Director Berk. (See story, Pg. 5)
- Approved participation in demonstration project to provide free, off-peak bus service to senior citizens in San Leandro for a three month period, with the City of San Leandro covering total costs, on motion of Director Berk.
- Authorized up to $1000 for feasibility analysis of instituting service across the Hayward-San Mateo bridge, on motion of Director Berk.