New safe-driving record set
Dial-A-Ride experiment ends

The District will abandon its Richmond Dial-A-Ride service Sept. 5 — last day of operation — because it costs too much per passenger to operate.

Night time and weekend service were phased out earlier this month. Weekend service stopped effective July 28 and weekday service hours were cut back to 6 a.m. to 8 p.m.

Dial-A-Ride had been operating 5 a.m. to 1 a.m. seven days a week.

Fares remained at 25 cents, with senior citizens and handicapped paying 10 cents in off-peak hours.

Board members agreed July 9 that Dial-A-Ride was successful and offered great potential, including door step convenience and security. But it was too expensive to continue.

Cost prohibitive

Net operating loss per ride is expected to average $3.64 for the yearlong experiment, while total net operating loss is projected at $1,038,445. The project started September 16, 1974, and is considered one of the most efficient operations of its kind in the country.

Twelve bases especially tailored for the project were carrying an average of 950 a day and occasionally topped 1,100.

Social benefits offered by the door-to-door service and the opportunity presented for people to safely travel by public transportation were extensive.

Concept worked

President Kimi Fujii of Hayward commented, "We found out the concept worked. But it has been costly and all of us have been concerned in behalf of other taxpayers of the District."

Extensive analysis has shown built-up urban areas, already dependent on transit are not appropriate locations for Dial-A-Ride, due to the limited capacity of the specialized service. Alan L. Bingham, General Manager, told directors.

Neighborhood fixed routes in Richmond are carrying too many riders to consider their abandonment in favor of a Dial-A-Ride, he added.

"We can find very little demonstrated need for service beyond what fixed routes already are providing in Richmond. Where suburban areas have built up without transit, there is some applicability for Dial-A-Ride," Bingham said.

Consultants wrong

Consultants who picked a five square mile area of central Richmond for the project site, estimated a large percentage of patronage would come from BART riders and from senior citizens and other low mobility persons. Neither supposition materialized.

Over 50 percent of the people who used Dial-A-Ride were under 25 years of age and most had access to fixed route transportation, surveys have disclosed.

In a message to Division 5 personnel, Bingham said he believed they have been personally involved and dedicated to making Dial-A-Ride a successful operation.

"It has given AC Transit valuable experience, as well as providing a unique service for many people," he told controllers and drivers.

Personnel praised

"You have done your job and contributed greatly to an important experiment. I am very proud of your efforts and accomplishments and the other folks at AC Transit join me. I am sure, in saluting your hard work and your endeavors," the General Manager stated.
Peter and Adele Bosco seek True equality through retirement

For nine years Peter and Adele Bosco took turns bossing each other, but from now on it looks like Adele will have the upper hand.

Peter, a 34 year veteran of transit service, retired this month to his Colfax home, the domain of his wife.

"At least before, I had the opportunity to supervise her at work. But now the story will change," Bosco said.

For nine years, Adele worked as a District bus driver while Bosco served as a supervisor. Adele retired on Jan. 1, 1973.

Despite Bosco's loss of official supervisory authority of his wife, he's looking forward to retirement.

In 1941, he joined the old Key System working in the train control tower and quickly moved to positions of motorman, conductor and train master.

When train service ended, he transferred to the equivalent post of bus supervisor in 1952.

"Everyday was a challenge; there was always something new to cope with. But I enjoyed it all," he said.

Four years ago, the Boscos purchased their home in Colfax, which rests on two acres "of the most beautiful land you'll ever see."

He plans to spend much time exploring the mountainous region with his Boston terriers, Penny and Sparky.

"As far as sitting in a rocking chair, that's out of the question," Bosco laughed.

Close to 100 persons attended his farewell dinner July 11 held at Curly's restaurant in Richmond as Bosco invited all to drop by when in the Colfax area.

All Divisions beat Safety goal, Record set

Emeryville, Richmond and Seminary Divisions all topped the safe-driving goal in June, making it the second consecutive month for all Divisions to have done so.

It was the 14th straight month Seminary has beaten the goal — and now is one month away from tying Richmond's 1971 record of 15 months.

Lower assessment seen by taxpayers As fiscal year brings reduction

Taxpayers can look forward to a District tax decrease of from five to seven cents during this fiscal year, which began July 1.

Amount of tax reduction will depend on final figures relating to population and cost of living increases as compared to assessed valuation increases.

However, some tax savings can be expected by residents in Alameda, Albany, Berkeley, El Cerrito, Emeryville, Hayward, Oakland, Piedmont, Richmond, San Leandro, San Pablo and the Hayward-Castro Valley-San Lorenzo area.

Property taxes were boosted last year to a consolidated rate of 53.6 cents per $100 of assessed valuation, after a two-month strike, to help offset increased labor costs and other escalating expenses.

A portion of the tax, however, could be charged under State law for only a one year period — and the new rate will be cut accordingly.

Exact tax rates will not be set until August, when final assessment valuations are released. But an operating estimate adopted by the Board of Directors projects a consolidated tax rate of approximately 46 cents.

1,100 discount applicants processed

Open less than a month, the District's center for issuance of the Bay Region Transit Discount card has distributed more than 1,100 eligibility packets to handicapped applicants.

Participating transit properties began honoring the card July 1.

By that date, the center had processed more than 120 cards providing disabled holders with reduced fare transportation.

The same card also is being issued to senior citizens, who are entitled to the same discount.

Discounts vary from property to property, with AC Transit offering a 10 cent fare during off-peak hours in the East Bay and approximately half fare on transbay lines.
Lawrence A. Rosenberg

Rosenberg to attend Fall Carnegie seminar

Lawrence A. Rosenberg, District Secretary and Administrative Projects Manager, will attend a six-week long seminar this fall.

Rosenberg will join other transit industry personnel from around the United States and from several foreign countries in an intensive program studying new concepts in transit management.

The seminar will begin Sept. 8 in Pittsburgh, Pa. Following 100 hours of classroom study during four weeks at Carnegie Mellon University, the group will spend two weeks touring various transit systems.

‘Tilden Tripper’ Gets heavy use

Summer burst into full bloom this month for bicycle enthusiasts with the help of AC Transit.

Some 144 bicycles and their owners were transported to Tilden Park between June 14 and July 14, the first month of the District’s ‘Tilden Tripper’ service.

Although the summer run began last year, it was curtailed due to the strike of July and August.

This year, however, it’s apparent that cyclists are taking full advantage of an opportunity to reserve their strength for Tilden Park excursions by riding the bus.

Also being offered through Sept. 1 are coach trips to Don Castro, Lake Chabot and Roberts Parks for summer recreation by means of AC Transit.

Fares are 25 cents and an additional 25 cents for bicycles carried on the “Tilden Tripper.”

Cost of operating service to the parks is being partially borne by the East Bay Regional Park District.

EVALUATED—First, enlarged route map on shelter draws attention of passengers as District evaluates its results.

Ninth year of Sunshine Tours rolls

There’s nothing wrong with going off in all directions — especially if you are taking AC Transit’s Sunshine Summer Fun Tours.

This year 25 different scheduled trips are providing residents and visitors with opportunities to see such varied spots as Alcatraz Island, Carmel, Napa Valley wineries, Stanford University and Marine World.

Ninth year of tours

This is the ninth year Summer Tours have been offered, providing a special service for people and making use of equipment and drivers in off-peak hours.

Originally, in 1967, there was a single tour of local attractions such as the Mormon Temple, Alameda’s Gold Coast, the Coliseum, Berkeley and other places in the immediate vicinity.

The first year AC Transit tour buses carried 612 passengers.

In 1975, an estimated 6,000 passengers will be carried as the expanded tours continue through August 29. For many, the tours serve as the only “vacation” activity.

In fact, many riders have informed the District their entire year was spent looking forward to the tours. And some see too it that the season doesn’t pass without them having taken all tours offered.

Determined by survey

Destinations of the tours are determined by earlier surveys of passengers to see where they want to go. However, all destinations are picked on the basis that riders can reach them and return to Oakland in a single day.

Tours start and conclude at Jack London Square.

Groups may also arrange for a special tour by contacting the District’s Charter Department.
New MTC grant announced

The District has received an $11.3 million federal grant to pay for 80 percent of the cost of acquiring 121 new buses and related equipment.

The remainder of the $14.1 million project, some $2.8 million, will come from state sales tax funds allocated to the District by the Metropolitan Transportation Commission.

Eighty of the buses will be allocated to Special Transit Service District No. 2, the 11-city region from San Pablo to Hayward. Included in the 80 buses will be 10 small models, 31 standard size buses and 30 articulated models, under present projections.

Forty-one new buses will be allocated to Special Transit Service District No. 2, in Fremont/Newark. Of these, ten will be the standard 40-foot models and 31 will be small coaches, planned for Dial-A-Ride service, which will operate in conjunction with a fixed-route system.

Grant funds also will be used to defray costs of acquiring additional shelters, fareboxes, two-way radios and other equipment.

Three District pensioners die in June, 90 years of transit service given

Three District pensioners died last month, one of whom had seen 40 years of public transit service. Miss Minnie Thurow, 89, died peacefully in her sleep June 14.

Miss Thurow, of 2704 Webster St., Berkeley, was pensioned on Oct. 1, 1951 after beginning her career in the accounting department on February 12, 1911.

She is survived by a sister, Emily F. Shean.

Doyl D. W. French, 61, succumbed to a heart attack June 28 after having worked as an operator for 28 years.

French was hired on December 28, 1945 and worked until his retirement on January 1, 1974.

He is survived by his widow, Alice C. French and four daughters: Dorothy, Barbara, Carolyn and Marilyn. The French family resides at 55 Pacific Ave., West Pittsburgh.

Coronary attack also claimed the life of James L. Warren, 74, a former stores department employee, who died June 6.

He retired on October 1, 1967 after having worked from May 14, 1945. Warren, who lived in Clearlake Highlands, Calif., is survived by a daughter, Joan W. Parker.

BART parking lot price hike
Can be avoided by taking the bus

For commuters wishing to avoid BART parking lot price increases, the answer lies with AC Transit.

The District currently operates 120 bus runs to 22 BART stations in the East Bay. And the cost of riding buses to BART will become even a better bargain when BART raises parking lot prices to 25 and 50 cents Nov. 1.

A usual round trip from home to BART via bus costs only 25 cents, since free bus transfers are available from the paid area of BART.

District equipment is already at a level sufficient for ridership to BART. BART stations are served by bus commute service in the Fremont/Newark area, suburban lines in Contra Costa County as well as regular East Bay lines.

Personnel offices centralized

A new centralized home for AC Transit's Personnel Department is in full operation this month, adding to the efficiency of an already well organized group of workers.

Since Aug. 3, 1961, and until recently, the department had operated through two offices — one located in the Latham Square Building, which houses the District's executive offices, and another at Seminary Division.

Both are now merged on the sixth floor of the downtown Oakland building.

In the past, all applicants for operator and maintenance positions were processed at Seminary while other personnel applied in offices on the fourth floor of Latham Square.

But as the District grew, so grew the personnel department. Expanding from two employees downtown, to a total of 12 now, the 533 square feet of office space on the fourth floor became too crowded.

"It wasn't just a question of space, although that was a large enough problem. We wanted to centralize both our files and our processing operation," explained Robert J. Shamoon, assistant personnel manager.

With both offices merged, the department now has an appreciated 2,000 square feet.

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Applications for employment with the District average 65 per day, Shamoon noted, and have gone close to 100.

Luck holds steady During 13th year In Maintenance

The number 13 may conjure visions of lurking misfortune for some, but to the Maintenance Department it is a milestone of excellence.

For the 13th consecutive year, the department has been awarded the Fleet Owner Maintenance Efficiency Award.

Ceremonies were held May 27 in Chicago with Richard Bertz accepting the award and congratulations from the national Fleet Owner organization.

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All matters dealing with health and welfare programs are routed through Personnel, as are unemployment claims, employee relations and salary reviews.

Beside the necessary procedures involved in hiring a new employee, the Personnel Department has its hands full with many other, equally necessary functions.

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AC Transit long has been noted as a leader in maintenance due to its "color key" method of dating equipment replacement.
AC Transit welcomed these new workers in April, May and June:

- Butler Brown, Maintenance, Seminary, Richmond
- Douglas Byrne, Maintenance, Richmond
- Roger C. Cottle, Transportation, Emeryville
- Lerona Lynch, Transportation, Richmond
- Donald R. Isaac, Transportation, Emeryville
- Bernen Thomas, Finance, General Office, Richmond
- Terry R. Murray, Maintenance, Emeryville
- Lucille Jackson, Transportation, Emeryville
- Lenora A. Washington, Transportation, Emeryville
- Roger C. Cottle, Transportation, Emeryville
- Charles Power, Maintenance, Emeryville

Transbay down, East Bay up in May

Transbay lines continued to show losses when compared to May a year ago, however, East Bay lines show growth in revenue and patronage figures during May. Total passenger revenue for April was $1,369,833, down $140,883 or 9.3 percent below the $1,510,716 collected during May, 1974. Transbay revenue of $594,023 was down $176,969 or 23 percent below the $770,992 dropped into fare boxes a year ago. East Bay revenue was $775,810, up $36,086 or 4.9 percent above the $739,724 collected during May, 1974.

AC Transit buses carried 4,737,276 passengers during May, down 371,668 or 7.3 percent from the 5,108,944 carried during the month of May, 1974. Passenger losses were recorded on transbay lines, where patronage dropped 473,393 or 30.2 percent, down to 1,092,196 from the 1,565,589 who rode during the same month a year earlier. On East Bay lines, patronage for the month totaled 3,645,080, up 101,725 or 2.9 percent above the May, 1974 figure of 3,543,355. Nationally, the transit industry indicated a decrease of 1.24 percent in total passengers carried.

Operating costs during May were $3,741,314, up $864,304 or 30 percent from May, 1974 operating costs of $2,877,010. The system operated 2,511,563 miles of service during May, an increase of 90,943 miles or 3.8 percent above the 2,420,620 miles operated during May, 1974. Total income of $3,719,443 left a deficit of $310,641 in meeting full bond debt requirements.
At an adjourned regular meeting June 25, the Board of Directors:
- Rejected all bids for two bill coin changer machines and authorized the General Manager to negotiate on the open market for such equipment, on motion of Director Nakadegawa.
- Extended San Leandro Gold Card program until June 30, 1976, on motion of Director Bettencourt.
- Authorized the General Manager to advertise and seek bids for 120 fire extinguishers and 10 fire hose racks, on motion of Director Rinehart.
- Authorized extension of AC/BART Joint Transfer Agreement, on motion of Director Rinehart.
- Authorized subscription of the District as a continuing member of the Transit Development Corporation, Inc., at a sum of $25,000 for fiscal year 1975-76 only, on motion of Director Rinehart.
- Authorized reduced fare on Richmond Dial-A-Ride of 10 cents during off-peak hours for handicapped and senior citizens, on motion of Director Rinehart. (See story, Pg. 3)

At an adjourned regular meeting July 9, the Board of Directors:
- Authorized abandonment of Richmond Dial-A-Ride service effective Sept. 6, with weekend service ending effective July 20 and weekday hours reduced to 6 a.m. to 8 p.m., on motion of Director Bettencourt. (See Story, Pg. 3)
- Authorized one management representative to participate in transportation seminar, on motion of Director Rinehart. (See story, Pg. 6)
- Authorized AC/BART joint transfer agreement extended to include transfers from express buses to local lines, on motion of Director Rinehart.
- Created new positions to meet requirements of Fremont/Newark Division 6 and Concord contract service, on motion of Director Nakadegawa.
- Authorized the General Manager to advertise and seek bids for shop tools and equipment, on motion of Director McDonnell.
- Authorized Board Members and four management executives, to attend annual APTA meeting in New Orleans, on motion of Director McDonnell.