Concord welcomes AC Transit
Tax cut by Board of Directors

Property taxes will be cut 6.3 cents in Special Service District 1 under action taken by the District Board of Directors Aug. 27.

The new consolidated rate for residents of Alameda, Albany, Berkeley, El Cerrito, Emeryville, Hayward, Oakland, Piedmont, Richmond, San Leandro, San Pablo and several unincorporated areas will be 47.3 cents per $100 of assessed valuation.

Personnel Manager Chosen from ranks, Shamoon appointed

Robert J. Shamoon, assistant personnel manager for the past three years, has been elevated to the post of personnel manager.

Shamoon assumes the responsibilities of Harold M. Davis, veteran chief of personnel administration, who retired Aug. 25 after close to 40 years in public transit.

Associated with East Bay public transportation since 1954, Shamoon has worked in the Personnel Department for six years and previously served as a bus driver, dispatcher, transportation supervisor and central dispatcher.

It was the first appointment utilizing the District's new affirmative action hiring and promotion process whereby vacancy posting encourages greater selectivity.

Shamoon was chosen above two other persons who sought and were evaluated for the executive position.

The actual rate in Alameda County is 47.7 cents and in Contra Costa County, 45.3 because of a difference in assessment ratio.

Down from last year

In setting the rate, directors pointed out property taxes were boosted to a consolidated rate of 53.6 for the 1974-75 fiscal year to help offset increased labor costs after a two-month strike.

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

Reserves cited

William J. Bettencourt, director from Ward IV, urged reduction of another two cents. However, Chester C. McGuire, Jr., director at large, was opposed to dipping into reserves and Kimi Fujii, director from Ward V and board president, was concerned at financially restricting service improvements.

The 47.3 tax rate was adopted with Bettencourt and Director William E. Berk of Ward II in opposition.

Lost revenue offset

Loss in tax revenue will be offset by new federal operating subsidies. Operating expenses for this fiscal year are estimated at $46.7 million.

The tax rate for Special Service District 2, covering Fremont and Newark, was set at the maximum 33 cents per $100 assessed valuation to cover improved fixed route service in the commute hours and Dial-A-Ride in the off-peak period.

The Dial-A-Ride system will be implemented on a graduated basis starting next April.

Concord greets AC Transit

Local buses are rolling in Concord this month as the District continues its expansion into suburban areas.

As of Sept. 8, the Contra Costa County community of 94,000 is being served by its first local bus system, bringing public transit to within a quarter mile of 75 per cent of residents.

Six of Concord's seven lines converge on BART/Concord, offering residents economic and easy access to trains as well as business and recreation points. The seventh, operating from the Ignacio Valley section of Concord, runs to BART/Pleasant Hill during peak hours. Buses operate six days per week.

First day service met with an official embrace from Concord city fathers as Mayor Richard Holmes welcomed AC Transit before a gathering of dignitaries during 9 a.m. ceremonies on BART/Concord's west side.

The Metropolitan Transportation Commission was represented by Concord's vice major, Richard LaPointe, who pointed to first day patronage as an omen of success to come.

Echoing this sentiment was State Sen. John Nejedly, left, listens intently as District Board President Kimi Fujii explains transit service while Concord Mayor Richard Holmes looks on.
Riders report on Summer Tours

Even a flat tire on a bus to Carmel could not deflate the enthusiasm of passengers on the Sunshine Summer Fun Tours this year.

The tours proved to be another annual success as AC Transit carried nearly 6,000 passengers on the 25 different trips offered to wineries, historical sites, special events and scenic countryside.

Flat tire nets results

Curiously, the flat tire on the Carmel bus driven by Dave Armstrong netted some positive results. A raft of letters and telephone calls praising the operator and AC Transit followed the incident, adding to the already large number of communications which had been received.

Individual passenger responses reflected the general attitude about the trip. "I very much enjoyed all the fun tours. They are delightful mini-vacations," writes Mrs. Thelma McMenomy of Oakland. "Many of us would not be able to enjoy the summer if AC Transit did not provide this pleasure."

Senior citizens happy

Mrs. K. C. Lamson of El Cerrito says, "You are doing a splendid thing giving these tours and making it possible for many to get out of the city who couldn't otherwise."

G. V. Johnson of Oakland comments, "All your drivers were courteous and helpful."

But for Mrs. Lillian Josephson of Oakland there was a note of sadness. "I just heard about the Sunshine Tours when they are about over."

The survey cards asked people what destination they would suggest for the tours, which operated from June 14 through August 29. A total of 5,946 riders were carried on the tours, which operated from June 14 through August 29.

SET PRECEDENT — Ausbon McCullough, center, is congratulated by District Affirmative Action Supervisor John Rose, right, upon McCullough’s retirement. He was the first black driver hired by the District’s predecessor company. At left, is successor Dave Bell, an AC Transit driver.

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HELPING HAND—Staff member of the Salvation Army's Booth Memorial Hospital fondles baby son of Jaclyn Renee Lyles who, as a single mother, availed herself of the hospital's services for prenatal care and vocational training. After the baby was born Miss Lyles was able to continue her studies in photography at Laney College due to infant care provided by the hospital. Booth Memorial, and the contributions it receives from United Way, pointed Miss Lyles towards self-sufficiency.

District begins United Way drive

The campaign for AC Transit's contributions to United Way begins in earnest this month, with a goal of increasing last year's receipts by 20 per cent.

Every employee of the District will be contacted personally by "donor reps", according to District United Way Chairman Lowell Weight.

Weight added that members of both labor and management will be represented on the steering committee overseeing the eight week campaign.

Gold Card program Begins second year

San Leandro senior citizens will continue to be eligible for "free rides" on buses as a result of action taken by the Board of Directors.

Residents over 60 in San Leandro have been riding AC Transit for free during off-peak hours since a "Gold Card" program was instituted last summer.

San Leandro picks up the tab for annual costs of $52,000. The District has agreed to continue the program through July 1, 1978 on an experimental basis.

With last year's District donations coming to $17,078, Weight believes a 20 per cent increase is possible if every employee donates one dollar monthly.

The largest single contributor in 1974 pledged $20 weekly "and, of course, we hope to see plenty more like that this year," Weight said.

1971 record broken By Seminary drivers

Seminary Division has set a new record in safe driving — a record which hadn't been broken since 1971.

In August, Seminary reached the 16th consecutive month it has broken the District-wide safety goal.

The old record of 15 months, scored by Richmond Division, had stood since 1971. Emeryville Division has reached that level, tying the old record.

The safety goal for August was 13,250 miles driven per accident.

The District-wide average of all Divisions was 15,702, with Seminary's winning mileage at 18,332 miles per accident.

Richmond attained 14,923 and Emeryville scored 14,689.

July ridership report

During July, 4,337,113 passengers trips were made on AC Transit.

Ridership recorded on East Bay local lines amounted to 3,272,243; transbay lines, 934,062, Newark and Fremont, 65,489, and special suburban service to BART stations, 65,319.

There are no comparable figures for July of last year due to a work stoppage that lasted all month.

Nationally, the transit industry showed an increase of 0.54 percent in total passengers carried.

Passenger revenue for the month of July was $1,220,582.

The system operated 2,437,787 miles of service during the month, distributed as follows: East Bay local lines, 1,444,388; transbay, 78,382; Newark and Fremont, 79,283, and suburban service to BART stations, 165,734.

Pleasant Hill bus system proposed

Pleasant Hill is moving ahead to set up a bus system much like Concord's, with AC Transit providing the service on a contract basis.

The service would consist of two routes oriented to BART/Pleasant Hill during the week-day commute period. Two different lines would serve the same general area during midday, with extensions to Sun Valley and Diablo Valley College areas.

Arrangements approved by Pleasant Hill City Council calls for service to start December 8.

Buses would operate on week-days only.

3 year passenger revenue comparison

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At an adjourned regular meeting August 27, the Board of Directors:
- Referred extension of Line 78 in Parchester Village in Richmond to Project Development Committee for evaluation and recommendation, on motion of Director Nakadegawa.
- Authorized participation in National Safety Council annual meeting, on motion of Director Rinehart.
- Authorized travel authority for three District personnel to inspect Ann Arbor, Michigan, Dial-A-Ride system, on motion of Director McDonnell.
- Adopted system design for Special Transit Service District No. 2 which assumes fixed route commute service and 30-minute Dial-A-Ride in off-peak in limited number of zones, on motion of Director Rinehart.
- Agreed to expand District No. 2 Dial-A-Ride into additional zones, when feasible, and to consider suggestions of Transit Advisory Committee toward inauguration of Dial-A-Ride in all zones, on motion of Director Nakadegawa.
- Adopted resolution fixing property taxes in District No. 1 and District No. 2 for fiscal year 1975-76, on motion of Director Rinehart. (See story, Pg. 2)
- Authorized General Manager to retain services of Arthur Young & Co. to conduct an operations review of the Finance Department, on motion of Director Nakadegawa.
- Directed an appropriate resolution be prepared expressing deep appreciation and sincere wishes to Harold M. Davis on his retirement as Assistant General Manager for Personnel of AC Transit, on motion of Director Rinehart. (See picture, Pg. 4)

At a regular meeting Sept. 10, the Board of Directors:
- Adopted Affirmative Action Plan as approved by the Equal Employment Opportunities Commission, on motion of Director Nakadegawa.
- Adopted resolution expressing gratitude to Harold M. Davis on the occasion of his retirement, on motion of Director Rinehart.