French bus gets
Road testing
I wanted to express my deep appreciation for the kindness and courtesy exhibited by one of your supervisory employees, Charles Dunn, who was stationed at the Oakland Coliseum after a Warrior's game last month.

My son is handicapped. I took him to the game in San Francisco, and after the game I lost him in the crowd.

Mr. Dunn was extremely kind, courteous, and very helpful to me. He contacted the security guards, and they instituted a search. Fortunately, my son was found in the nurse's office.

Since we had missed our San Francisco express, he gave us a ride to the bus line.

William A. Healy
San Francisco

I have long enjoyed using AC Transit. On the rainy morning when I left my purse on the bus, three employees were especially considerate and helpful: the switchboard operator who traced the bus; J. J. Mullen, the supervisor who paged the bus driver; and R. H. Barnhill, the driver who found and returned my purse.

A thoughtless mistake on my part led to a confirmation of my good opinion of AC Transit personnel's courtesy and thoughtfulness. Thank you all.

Irene Heller
Berkeley

This is a note to commend one of your drivers (Leonard D. Morrow). He was courteous, considerate, helpful, and an excellent, safe driver. He is outstanding.

Tessie L. Loewenstein
San Leandro

Yesterday I waited at the corner of Chatham and Beaumont for a bus home from work. I looked up from my bus schedule to see a bus approaching, and I waited for him to stop he accelerated and began to drive on by. I shouted and waited for him to stop, but he continued on without stopping.

Please let your drivers know that just because a person is reading (waiting for buses can be pretty tedious) the driver should not assume that the person does not want their bus. They should at least stop and find out!

It is a shame for a few thoughtless individuals to tarnish your otherwise excellent reputation.

Diana M. Fletcher
Oakland

Our 'Stockholders' Write

(Ed. Note: We sincerely regret the occurrence of this incident, which has been referred to the Transportation Department for investigation and corrective action.)

Riding on the bus one day, I saw many people on their way:

A young mother, with a child,
A young man, with a cane,
A woman with a cane,
A gray-haired man with steps so slow,
A man with a cane finds a front seat,
An elderly couple, dressed so neat,
A man with a cane, dressed so neat,
A young mother, with a child,
A woman with a cane.

I wonder where all these people go?

Ife Loewenstein
San Leandro

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San Leandro

Board hears of Jarvis-Gann effects

Passage of the Jarvis-Gann tax initiative, according to Robert E. Nisbet, acting general manager, would have "severe" effects on AC Transit, according to Robert E. Nisbet, acting general manager. Nisbet, in a report to the Board of Directors April 26, stated that the ballot proposition's approval on June 6 could require an 80 percent reduction in bus service.

In outlining the effects of Jarvis-Gann, Nisbet said the anticipated $60 million in District revenue in 1978-79 could be slashed by $39 million — up to $23 million from property tax alone.

Nisbet pointed out that not only would local property tax be cut, but an additional $16 million in matching funds from federal and state sources would be affected because of the requirement of "maintenance of local effort," which he identified as property tax revenues.

The Jarvis-Gann initiative's provisions do not identify where and how revenues would be distributed from the one percent maximum tax levy, Nisbet said.

Propportionate share?

"Whether or not AC Transit would get its proportionate share is questionable in the light of the fact that other public activities relying heavily on property taxes, such as police, fire, and schools, will be seeking funds out of the same one percent," he stated.

Should the transit system get its proportionate share of one percent, it would only amount to $5 million for District 1 (San Pablo and Richmond) on the north, to the south Hayward city limits) and $25,000 for District 2 (Fremont and Newark). This would be a reduction from the estimated $23 million in tax revenues projected if the Jarvis-Gann initiative does not pass.

Nisbet told the board of directors, "The only property tax that the District would be assured of would be approximately $1.2 million to continue to pay principal and interest on the outstanding bonds of the District."

He also indicated passage of the tax in...
Let it rain or blow, More riders will be Covered by shelters

Additional weather protection for Oakland bus riders will be provided by the installation of 30 new bus shelters authorized by the Board of Directors this month.

City officials and District planners agreed upon 30 heavily-used bus stops - eleven in east Oakland, seven in west Oakland, six in north Oakland, five downtown and one in Montclair — to receive the shelters.

Most of the estimated $111,600 purchase and installation cost would be covered by a federal grant of Urban Aid funds earmarked for the City of Oakland. AC Transit would provide $18,792 in matching funds and labor.

The District will be seeking bids as soon as state CALTRANS officials approve the project. The shelters should be in place and serving bus riders by the end of this year.

Service adjustments made In response to changing Passenger use patterns

Service adjustments were made this month on two lines, reflecting changing patronage patterns.

Eliminated because of lack of patronage were two afternoon bus trips on Line 92 between the Hayward BART station and Southland Shopping Center - the 4:40 p.m. weekday run from BART to Southland and the 5 p.m. schooldays-only run from Southland to BART.

Added on Line L is an extra afternoon trip from San Francisco to East Bay. This additional transbay run departs from the Transit Terminal at 6 p.m. weekdays, arriving at Appian Way and Santa Rita Road, El Sobrante, 51 minutes later.

THE COVER - AC Transit riders will be judging the features of a new French bus during the month of May. Renault's "Berliet PR 100" is an intermediate-size bus newly developed for the world's transit systems. It's 38 feet long, weighs 16,400 pounds and has 41 fabric-covered seats. The carpeted floor is 28 inches above the pavement - about eight inches lower than floors in standard American-made buses. This prototype has a six-cylinder diesel engine, automatic transmission, power steering, air brakes and a combination air bag. A steel spring suspension. As part of the District's continuing program of evaluating developments in transit technology, this bus will be scheduled for regular East Bay service May 1 through May 31. Riders on various neighborhood lines will be asked to comment via survey cards on its passenger comfort and convenience.

Cut-down buses tried In East Contra Costa

The comfort and convenience qualities of two cut-down coaches road-tested on Tri Delta Transit Lines 380, 381, and 382 this month received overall favorable ratings from passengers surveyed.

The 18-passenger models evolved from standard 35-foot General Motors coaches which District maintenance men trimmed six feet in length. The cut-down coaches retain the heavy-duty features of the standard bus, but have such added amenities as carpeted floors and ceilings, bucket-type seats, and a package rack for use by shoppers.

BIRTHDAY BUS - City of Berkeley's April centennial celebration was noted by the District via this mobile greeting card. The "coach with candles" was driven by Operator David Scott in the April 8 parade which high-lighted the city's one-week 100th anniversary celebration. Afterwards, it continued to carry its greeting in service on regular routes in Berkeley.

SAFE DRIVER — Manuel P. Garcez, a Key System AC Transit employee for 34 years, was honored for a 25-year record of safe driving at a ceremony March 28 at Seminary Division. He became the District's 25th recipient of the award. Garcez' transit career began in 1944 when he became a street car operator. Switching to buses in 1947, he compiled an outstanding safety record while transporting some 2 1/2 million passengers 1,131,000 total miles. Members of Garcez' family, including wife Virginia and sons Randy and Jerry, took part in the safety award celebration. The couple has a third son, James, and three grandchildren. The family lives in Oakland.

Commercials win award

AC Transit has received an Award of Merit from the East Bay Advertising and Marketing Association for television commercials in 1977.

The recognition was given March 28 for commercials featuring Oakland Raider All-Pro Linebacker Phil Villapiano and his on-the-street interviews with regular riders.

The award-winning commercial is one of a series of 30-second spots showing on Bay Area stations. It was produced by the District's advertising agency, Steedman, Cooper & Buse, as part of an over-all marketing program aimed at increasing ridership.
Six new destinations have been added to this season's list of "Sunshine Tours," whose twelfth season opens June 10 and concludes September 1.

A total of 20 AC Transit coach tours to 34 highly varied destinations—from historic sites to amusement parks—is on this year's schedule. Cost of the tours, all of which depart from Jack London Square, range from $8 to $16 for adults and from $6 to $14 for children. Excursions are being offered seven days a week during the 83-day season, with the exception of July 4.

New destinations to be offered this year are Busch Brewery/Rio Vista Railroad Museum; Del Valle Reservoir/Concannon Winery; Muir Woods/Marin French Cheese Company; Beaulieu Vineyards/Calistoga Steam Train; James-town Sierra Railroad; and Eastridge Shopping Center/Egyptian Museum.

Popular tours from previous seasons being offered again include such fun sites as Great America, Frontier Village, and Marine World; historic locations such as Sutter's Fort, Columbia State Park; and Fort Point; and favored tourist attractions such as Winchester House, Sunset Magazine, and Point Reyes.

An informational brochure with tour dates and prices is now in preparation.

In previous years, tours have proven to be particularly appealing to those without private transportation and to those simply wishing to avoid traffic and parking hassles at much-visited sites.

Last year, 3,161 tour passengers, of which about 90% were adults, took part in 104 excursions during an 83-day season.
Virginia B. Dennison

"Selling" System was second career

With her official retirement as Marketing Manager on April 1, Virginia B. Dennison completed the second of two active careers.

After a more-than-two-decades career in newspaper journalism that would provide enough variety and color to satisfy a script writer, Mrs. Dennison began, in 1960, a second career devoted to helping forge AC Transit's image as a dynamic, "people-oriented" system.

New techniques

In so doing, she became the first woman management executive in the public transit industry and also helped pioneer certain transit marketing techniques later adopted by other U.S. transit systems.

While all this was going on, she managed also to maintain (and extensively remodel) her long-time home in Orinda and to share a family life with husband Keith — now retired after a 43-year career as an Oakland Tribune photographer — and their two daughters: Sally, 26, now a teacher in Oregon; and Jenny, 20, a UC student.

More responsibilities

With Bingham's appointment to the General Manager post in 1967, Mrs. Dennison assumed increased responsibilities. For many years her duties included editing Transit Times, started by Bingham in 1958 to promote formation of the District and later broadened in scope to become a vehicle for informing the public, legislators, others in the transit industry, and employees about District operations and activities.

In early 1970, she became Public Information Manager. Of her tenure in this position (re-designated Marketing Manager in 1977), she says she is proudest of "our overall job of giving information to the people about the system that is theirs, that they own.

The heavy responsibilities inherent in the job were lightened, she states, because of "the great working relationship" with others within the organization who were "very supportive."

In breaking new ground as a female executive in a male-dominated industry, she was aided, too, by the knowledge that her departmental programs — based on a high-pragmatic marketing philosophy — "had the complete backing of the General Manager."

Transit "pros" begin leisure lives

The rule of never disconnecting a customer might, on occasion, have been harder to adhere to during 22 years as a PBX information clerk if Otha Guiles hadn't liked people so much.

As it was, she deftly fielded, over the years, all kinds of questions from people of all ages — in many cases "upset and unhappy" people — developing, she says, a particular "understanding of children and the very elderly."

Wayne N. Noorda

In the years since then, he says, he's performed virtually every supervising assignment while working his way to the top of the seniority list — a position he held several years.

"I just never had a desire for one of those inside jobs," Noorda says. "I always liked the freedom on the road."

Retiring as of April 1, he says he'll divide his time between chores around his San Leandro home, which he shares with his wife, Beatrice, and his favorite hobby.

"Don't bother me," Noorda says these days. "I'm doing golfing."

When Helen Bailey, then a piano teacher, patriotically responded to a World War II call for transit workers, she little realized that it would be a permanent career switch. As of her April 1 retirement from Transportation Department, however, she had completed 35 years of clerical/secretarial service, including 20 years as secretary for the Amalgamated Transit Union.

Her leisure time is already crammed with club, church, and recreational activities (including performing some Hawaiian-style dancing), but she has (continued on page 10)
Death claims 2 employees, 3 pensioners

Two System employees and three retirees died in recent weeks.

Norman C. Williams, 40, supervisor of schedules, General Office, died April 14 in Franklin, Maine. He had suffered from cancer.

A resident of San Francisco, Williams had been with AC Transit for 15 years. Initial clerical/secretarial positions led to advancement to schedule analyst in 1965, then to assistant to the supervisor of schedules in 1973. His promotion to supervisor of schedules came in 1973.

He is survived by his parents, Mr. and Mrs. David E. Williams.

Myrel N. Reed, 59, a transportation supervisor, Emeryville Division, died of a heart attack April 15 while vacationing in Wyoming. He joined AC Transit in 1965 as a driver, became a dispatcher in 1969, then a transportation supervisor in 1971.

A resident of Livermore, Reed is survived by his widow, Dorothy, and two children, Joneen and Marcia.

Retirees tell plans for leisure years ahead

(continued from page 9)

Three retirees, whose combined periods of service in transit numbered more than 100 years, died in March.

Albert Fornaca, a retired Key System electrician, died in Oakland March 12 — one day after his 86th birthday.

A resident of Berkeley, Fornaca had completed 36 years of service at the time of his retirement in 1957. He was a native of Italy.

Survivors include a step-son, Earl E. Buchanan.

Conrad F. Peterson, 75, who retired as an AC Transit mechanic leadman at Seminary Division in 1973, died in Oakland March 23. His period of employment, which dated from 1943, totaled nearly 30 years.

He is survived by his widow, Ann, and a daughter, Jerane Snelder.

Ettore C. Peretti, 90, died March 29 in Oakland. When he retired as a Key System engineering foreman in 1954, he had completed 41 years of transit service.

Peretti’s widow, Virginia, survives.

Table: Passenger Trips and Fare Revenue

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<th>Service Miles</th>
<th>Feb., 1973</th>
<th>Feb., 1977</th>
<th>Change</th>
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<tbody>
<tr>
<td>East Bay</td>
<td>1,333,308</td>
<td>1,506,485</td>
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<tr>
<td>Transbay</td>
<td>899,414</td>
<td>1,046,095</td>
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<td>Fremont/Newark</td>
<td>91,485</td>
<td>97,634</td>
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<td>SART</td>
<td>111,242</td>
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<tr>
<td>Concord</td>
<td>14,706</td>
<td>10,589</td>
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<tr>
<td>Pleasant Hill</td>
<td>9,360</td>
<td>5,076</td>
<td>-46.2</td>
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<tr>
<td>Moraga/Orinda</td>
<td>9,060</td>
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<td>Pittsburg/Antioch/Brentwood</td>
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<td>14,892</td>
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<td>680,576</td>
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<td>Transbay</td>
<td>513,806</td>
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<td>Fremont/Newark</td>
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<td>1,310,342</td>
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<th>Service Miles</th>
<th>Feb., 1973</th>
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<th>Change</th>
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<td>East Bay</td>
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<tr>
<td>Transbay</td>
<td>717,798</td>
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<td>Fremont/Newark</td>
<td>116,785</td>
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<td>Pleasant Hill</td>
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<td>Moraga/Orinda</td>
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<td>7.7</td>
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<td>Total</td>
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<td>2,312,605</td>
<td>-2.2</td>
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At an adjourned regular meeting March 15, the Board of Directors:

- Authorized travel for two District representatives who attended the UMTA Civil Rights Workshop in Washington, D.C., March 13-14, on motion of Director Nakagawa.
- Authorized travel for one District representative to attend meetings of the APTA Transit Security Committee, on motion of Director Rinehart.
- Authorized participation in the Regional Integrated Public Information Demonstration Program, on motion of Director Holmes.

At an adjourned regular meeting March 29, the Board of Directors:

- Authorized General Manager to participate in RTA joint procurement of oil seals, batteries, and bearings, on motion of Director Rinehart.
- Adopted resolution authorizing filing of application with MTC for Transportation Development Act funds for Fiscal Year 1978-79, on motion of Director Bertencourt.
- Approved amended job description for position of General Manager and payment of travel expenses for final candidates, on motion of Director Berk.
- Approved starting salary range for the position of General Manager, on motion of Director Berk.
- Authorized General Manager to lease more office space in the Latham Square Building, on motion of Director Berk.
- Authorized extension of Line 29 - Newark to BART/Union City on Saturdays, on motion of Director Bertencourt.