Board hears rider survey results

Who are the people who ride AC Transit and what are their travel patterns?

In an effort to answer these questions and others, an on-board survey of approximately 43,000 bus passengers has been completed and the results presented to the Board of Directors June 6.

Conducted by Crain and Associates, an independent research firm, the survey describes passengers’ trips, payment methods, fare levels and socioeconomic characteristics.

A total of 1,553 trips, representing about 10 percent of daily scheduled trips, provided the statistical data to assist in planning future levels of service and identifying the public transit market. Passengers were surveyed for six weeks last fall. The resulting information was placed on a computer, producing a printout of some 250 pages.

Survey statistics

The findings of the survey include:

- The majority (52 percent) of riders walked a little less than three blocks to catch their bus. Those who drove (4 percent) traveled over four-and-one-half miles.
- Sixteen percent of the riders responded to the survey had transferred from another AC Transit bus and about five percent had transferred from BART. Additionally, of those people already on the bus, about 25 percent were planning to transfer to another AC Transit coach, BART or some other public transit system.
- The average trip length on the bus was 4.1 miles on weekdays, 3.2 miles on Saturdays and 3.7 miles on Sundays.
- Nearly 30 percent of the passengers were going to their home, while 33 percent were coming from home.
- Most riders (57.8 percent on weekdays) said they used AC Transit at least four days per week.
- In the category “reason for the trip,” 31.2 percent of weekday travelers said they were using the bus for travel to or from work; 22 percent for school; 8.2 percent for personal business; 4.7 percent for shopping; 3.7 percent for social-recreational; 3.4 percent for medical-dental reasons.

Nearly 25 percent of weekday bus riders had a car available for their trip, but chose public transit instead.

- About 56 percent of passengers were female and 44 percent male.

Age ranges

- Less than one percent of weekday riders were under five years of age; 2.6 percent were between 5 and 12; 15.8 percent between 13 and 17; 30.9 percent between 18 and 30; 21.3 percent between 30 and 59; 2.4 percent between 60 and 64; 5.1 percent 65 and older.

Weekends showed an increase in the categories of younger and older persons but a decrease for those from 18 to 59.

Household income for weekday riders showed that 22.2 percent earned under $7,000 annually; 17.7 percent earned between $7,000 and $15,000; 10.6 percent, between $15,000 and $25,000; 7.7 percent, over $25,000.

- Ethnic background of weekday riders included 33.2 percent white; 30.5 percent black; 6.6 percent Asian; 5 percent Mexican or Hispanic; 1.1 percent American Indian; 2.1 percent, other. On Saturdays the break-down remained about the same, but Sundays showed an increase in black and Hispanic riders with a corresponding decrease in other categories.

Personnel post

Leland G. Skilling, senior personnel analyst since 1977, has been promoted to assistant personnel manager. Skilling began his career with AC Transit as a cashier-clerk in Treasury in 1930. His experience also includes managing the Oakland Terminal for Dealers Transit, Inc. He has a daughter, Teri, 23, and a son, Jeff, 17.
**New look** buses to be added to fleet

East Bay bus riders can look forward to the comfort and convenience provided by about 200 new buses — an addition to the AC Transit fleet which should be on the streets in less than one year.

District directors, at a June 6 meeting, decided not to buy new “Advanced Design Buses” and authorized seeking of bids for up to 200 “new look” coaches.

The big difference between these two types of buses is in characteristics and in price. General Manager Robert E. Nisbet noted. The “new look” bus approximates the characteristics of the vehicles with which AC Transit riders are now familiar, the buses now in the District’s fleet. These standard buses — including makes built in Canada with many American-made components — will cost an estimated $115,000 each.

Divisions meet safety mark

Newark Division’s safe-driving record for May — 28,105 miles per chargeable accident — was best in that month’s standings. Emeryville took second place with 17,055 miles per mishap.

Richmond Division also achieved the month’s “safety bogey” (13,250 miles per accident) with its record of 15,449 miles per mishap. Seminary Division’s May record was 13,905 miles per accident.

During the month, District operators drove a total of 2,638,847 miles.

Death claims three with transit service records

Two retirees and a driver who was within a few days of retirement died last month.

Ray L. Bryant, 62, whose retirement as a driver was to take effect June 1, died of a heart attack in Hayward May 25.

Bryant, who joined AC Transit in 1962, completed his last day of work at Seminary Division in April. He had assured several weeks of vacation/holiday credits with which he was bridging the time period before retirement. He is survived by his widow, Lupe, and two sons, Wayne and Jim. He lived in Hayward.

Cecil J. Hipsley, 69, who retired as chief clerk at Seminary Division in 1972, died in Santa Cruz May 20. Services and burial took place in that city, where Hipsley had made his retirement home.

He is survived by his widow, Evelyn, and two children: Douglas Hipsley and Joann Houk.

Ralph Adams, 59, who had been a driver at Seminary Division when he retired in 1975, died May 31 in Hayward. Adams had completed 30 years of service at retirement.

Survivors include two daughters, Diane and Deborah. The family home is in San Leandro.

Lucchesi receives MTC honor
Passenger Trips April, 1979 April, 1978 % Change
East Bay.................... 3,541,913 3,636,120 -2.6
Transbay.................... 1,250,721 1,130,187 10.7
Fremont/Newark............ 117,435 108,269 8.5
Contract Services:*......
BART......................... 155,337 99,539 56.1
Concord..................... 58,693 51,192 14.7
Pleasant Hill............... 13,900 11,118 25.0
Moraga/Orinda.............. 20,084 11,226 79.9
Pittsburg/Antioch/Brentwood 14,674 10,085 45.5
Total....................... 5,172,757 5,057,736 2.3
Fare Revenue
East Bay.................... $948,462 $683,565 38.8
Transbay.................... 858,826 591,218 45.3
Fremont/Newark............ 30,531 20,901 46.1
Contract services:*......
BART......................... 48,918 32,023 52.8
Concord..................... 11,949 8,690 37.5
Pleasant Hill............... 1,655 1,685 1.9
Moraga/Orinda.............. 4,451 1,706 149.2
Pittsburg/Antioch/Brentwood 3,699 2,521 46.7
Total....................... $1,908,692 $1,342,389 42.2
Service Miles
East Bay.................... 1,324,751 1,335,874 -2.2
Transbay.................... 749,795 775,190 -3.3
Fremont/Newark............ 130,537 128,412 3.3
Contract services:*......
BART......................... 203,432 134,718 51.0
Concord..................... 54,473 44,073 23.6
Pleasant Hill............... 9,887 9,424 4.9
Moraga/Orinda.............. 24,335 15,880 53.2
Pittsburg/Antioch/Brentwood 32,602 31,240 5.0
Total....................... 2,530,012 2,490,811 1.6

*Contract service to Pinole-Hercules-Rodeo-Crockett began Sept. 5, 1978. This service is extension of Line 78A; statistical data is included in East Bay.

3 year passenger trip comparison

JAN FEB MAR APR MAY JUNE JULY AUG, SEP OCT NOV DEC
At an adjourned regular meeting June 6, the Board of Directors:
- Authorized President and/or Director Holmes to represent the Board at full Metropolitan Transportation Commission meetings and Grant Review Allocations Committee meetings, on motion of Director Bettencourt.
- Accepted Final Report of the On-Board Survey conducted by Crain & Associates, on motion of Director Holmes.
- Approved continuation of limited service to the Willamette Shipyard; operation of Summer Park Service June 17-September 3, contingent upon subsidy to defray out-of-pocket costs; discontinuation of special service to Raider games; and minor re-routing of Lines F, 14, 42, and 51, on motion of Director Holmes.
- Cancelled bid for purchase of Advance Design Buses and authorized advertising and soliciting bids for standard diesel buses with wheelchair lifts, subject to UMTA approval, on motion of Director Holmes.
- Adopted a series of personnel recommendations, on motion of Director McDonnell.

At a regular meeting June 13, the Board of Directors:
- Authorized one participant to attend the Professional Program in Urban Transportation at Carnegie-Mellon University beginning Sept. 10, 1979, on motion of Director Fajans.
- Authorized two District representatives to travel to Seattle, Wash., and Vancouver, B.C., to inspect and gather information on “New Look” standard coaches manufactured by Flyer Industries Ltd., and GMC of Canada, on motion of Director Holmes.
- Authorized award of contract for furnishing automotive filters, in joint procurement with Regional Transit Association, to Hausman Bus Sales and Parts Co., on motion of Director Bettencourt.