The handy little shuttle
With the Downtown sound
As a participant in your recent “Thank You” Sweepstakes, I have received your congratulatory letter and my Monthly Pass for November. I have been a rider of the System for a number of years — both local and transbay — and look forward to receiving your Monthly Pass for the next 11 months.

Thank you for the reliable service you have provided and for the opportunity to participate in your sweepstakes.

Dorothy Evans Richmond

This short letter is just to say “thank you” for the AC Transit Monthly Pass that was sent to my home on October 20. This is one of the few times in my life that I have actually won something. I ride AC Transit quite often (twice daily; I do not drive). So, as you can see, this Pass will really come in handy for me. Not only will I be able to save a few dollars, but also a little time.

When I saw the letter in the mailbox I said to myself, “Oh, my God; I’ve won a bus.” But when I read the letter I realized I’d won something much more valuable.

Marsha McNairy Oakland

In August my husband and I moved from San Francisco to Oakland. This was after much prompting on my part as my husband was convinced that commuting on the Bay Bridge would be a nightmare. We commute most often on the C-H Express. I return at night on the V and 18. Your buses run precisely as scheduled. Drivers make an effort to assure themselves that all passengers have been boarded and seated before moving on. Every morning and afternoon we are greeted by a smile and friendly hello.

You offer the best advertisement for living in the East Bay.

Missie Morris Oakland

I want to thank you and your company for the year’s worth of Transbay Passes. When I sent in my card, I never dreamed I would win anything. You made my whole day a great one.

I’ve been a faithful rider for 13 years, going from Richmond to San Francisco and I think your company’s the greatest.

Linda Smith El Sobrante

Hats off to AC Transit!

Many, many thanks for our free Monthly Pass. It is greatly appreciated, especially in these days of inflation. Have been commuting to San Francisco for thirty years now. It’s the only way to go.

K.G. Crowley Alameda

In August my husband and I moved from San Francisco to Oakland. This was after much prompting on my part as my husband was convinced that commuting on the Bay Bridge would be a nightmare.

We commute most often on the C-H Express. I return at night on the V and 18. Your buses run precisely as scheduled. Drivers make an effort to assure themselves that all passengers have been boarded and seated before moving on. Every morning and afternoon we are greeted by a smile and friendly hello.

You offer the best advertisement for living in the East Bay.

Missie Morris Oakland

SEND-OFF — Readied by Maintenance personnel such as Sylvia Jones (left), the muralized minibuses made their debut in ceremonies with Oakland Mayor Lionel Wilson and General Manager Robert E. Nisbet (right). The decidedly “upbeat” look and sound of the mini-coaches are a distinctive touch on downtown streets.

Tuneful transit

Colorful coaches make debut

A new, distinctly different service was launched in mid-month to meet a need for quick, easy, economical access to a wide variety of downtown Oakland destinations.

Inauguration of this shuttle service was marked by ceremonies in front of City Hall on Monday morning, November 24, with Oakland Mayor Lionel Wilson, plus other officials and friends of transit, taking part.

These “Downtown Oakland only” mini-buses feature a bright, colorful appearance, plus a cheerful, though muted, musical signature to tell potential riders that the coach is about to arrive. They are decorated with stylized musical instruments in vibrant colors selected to be distinctive on city streets.

On weekdays, they will ply a two-way loop (Broadway, Embarcadero, Oak/Madison Streets and 20th St.), with buses operating middays at ten-minute intervals between about 9:30 a.m. and 4:30 p.m. and at half-hour intervals during the early-morning and late afternoon commute periods.

The buses will accommodate all sorts of trips for a basic fare of 25 cents: lunch at Jack London Square and Jack London Village; shopping all day long at Broadway; midday visits to Lake Merritt or the Oakland Library or Museum; quick trips to Laney College or Kaiser Center or to the Alameda County administrative offices.

A 50-cent, all day “Shop-Around Pass” also will be available to shuttle passengers, who can use it for unlimited rides on the shuttle itself and on all other AC Transit buses in Oakland’s central business district, plus the ride home.

Riders taking a bus or BART to downtown Oakland may use a regular transfer to board the shuttle, but no transfers will be issued on board.

To market this new service, ensuring that the broadest possible spectrum of residents and visitors learn of its convenience, the System has called upon the promotional assistance of merchants and other Oakland agencies, institutions and organizations. Packets of informational materials have been widely distributed. Promotional window posters and counter cards, plus pocket timetables, also have been made available to blanket the downtown area with information on the new service.

Basic aim of the informational campaign is emphasizing that the new service truly is a thrifty, easy-to-use transit alternative and a cheerful and handy addition to the downtown Oakland scene.

Pocket timetables depicting the shuttle route, schedule, and the shuttle stops are available at the Customer Services Center, 508 16th St.
Affirmative Action Plan Receives update, approval By AC District Directors

Providing equal employment opportunity to all, without regard to race, color, religion, sex, age or national origin, is a basic tenet of good management, according to the latest update of the District's Affirmative Action Plan.

This plan, just adopted by District Directors, reaffirms AC Transit's commitment to provide equal opportunity to all employees and all qualified job applicants.

The update includes specific provisions for accommodation, where appropriate, of handicapped persons. Vietnam-era veterans are another group recognized in affirmative action provisions.

Both plan and commitment are in accordance with federal and state Equal Employment Opportunity guidelines; and both focus on identifying job areas where some categories of people may be underutilized, with goals and timetables for achieving equal opportunity for all.

General Manager Robert E. Nisbet stated in summary that individual merit, including knowledge and ability, will be weighed in hiring and promotion, and the District definitely is "committed to achieving the stated goals and timetables and to undertake other actions enumerated in the Plan to implement its affirmative action efforts."

System files applications For bus purchase grants

AC Transit is seeking federal help in buying 151 new buses, plus several support vehicles, two-way radio installations, and fare-boxes.

Following a public hearing November 12, District Directors approved applications for federal assistance to fund purchases totalling about $28 million. If approved, the grants would enable AC Transit to go out to bid this Spring, with actual delivery expected in mid-1982.

Eighty percent of the total cost of the new equipment is being sought from the federal government, with the balance to be covered by local matching funds.

The additions would be used to replace some existing buses and to make possible additional service projected in the Five-Year Plan.
Retirement round-up

Malinak enjoys new Tennessee home

(Ed. Note: Virginia B. Dennison, former Marketing Manager and a retiree herself since 1978, contributed this article on the retirement of her long-time associate in service to transit.)

The corn is in; the winter wheat has been planted. And Zada Malinak, who made a giant leap from a busy job as supervisor of PBX Information to a 108-acre farm in the backwoods of Tennessee, says she couldn't be happier.

Her quiet departure after 34 years of service caught everyone by surprise — there were no goodbyes or fuss.

"I'm a very private person. I just had to leave that way," Zada says.

Her retirement wasn't totally unexpected, though, since Zada had talked of moving to a mobile home in Nevada, where she could look over the desert. But why a farm in Tennessee instead?

"Nevada just wasn't big enough. I finally decided to do something to please myself. I just love being lazy. And I can walk in the woods, I can walk through the fields. I can go fishing. I have a creek running through the farm and beautiful trees which are just beginning to turn color now."

Zada also has a new, modern house, with deck and patio, and a happy selection of nearby relatives: three aunts, two uncles and "lots of cousins". Her farm is eight miles from the small town of Finger, Tenn., and has the serenity and isolation important to Zada after the busy years of work which made her something of a legend in the transit industry — particularly for her help to other transit systems, Bay Area and nationwide, in improving or installing telephone communications systems.

Under her direction, AC Transit clerks became justly noted for their pleasant relations with customers and their ability to answer varied questions. For Zada, it was an around-the-clock job.

...it all began when she went to work as a telephone operator at Key System on December 18, 1945. The Key had six or eight operators then.

There were strikes, the energy crisis, the move from Oakland to Emeryville that changed all the phone numbers, but Zada remembers the good and bad with acceptance.

"But, oh, it always was so busy. And you don't know how happy I am now, just doing what I want to do."

Retirement round-up

Varied leisure plans lure retirees

Keeping busy in retirement is no problem for Reginald Botell who, after winding up a 26-year period of transit service, now finds more time to test his Bay sailing skills as captain of the family's 28-foot sloop "Adequate". He reports also that he's been working hard on once-neglected chores around his Castro Valley home since he retired as a central dispatcher, Emeryville Division.

Botell joined Key System as a driver in 1954, just two days after arriving in the Bay Area following a move from his native England, where he had worked as a corn chandler and, earlier, completed a seven-year stint of army service. After three years as a driver, he moved into positions as dispatcher and supervisor before joining Central Dispatch.

With two children still at home — Margaret, 16, and Patricia, 14½ — family matters are high on Botell's leisure life agenda. He and wife Doris also have two grown children, Reg and Stephanie.

New lifestyle

Frank Florence, former driver at Seminary Division, has made a dramatic switch in lifestyles: he has moved to the more rural reaches of Northern California — to Oakdale, specifically — where he is now involved in buying and selling cattle.

A retiree after 23 years of service, Florence — who came from Shoshone, Idaho — says he is merely following in a family tradition by taking up cattle raising. He describes Oakdale as "God's country. A place where you can get peace of mind". He has, in fact, so absorbed himself in his new life that he was retired for many months before he could be tracked down for an interview.

Of his driving career, Florence says, "I drove all the lines operating out of Seminary Division, and ended up mostly on the K and R Lines."

Outdoor pursuits

With a six-week trip to Canada already logged, Arnold Lindsey — retired as a dispatcher at Emeryville Division — looks forward to other leisure life activities, including the salmon fishing and hunting that he particularly enjoys.

When he was lured to the Bay Area from Canada nearly 20 years ago (he had relatives here), he switched driver's seats also — from long-haul Greyhound buses to AC Transit coaches. He was a driver for six months before becoming a dispatcher.

Lindsey's particular interest in Canada stems not only from his former residency but from the fact that he has two daughters — Barbara and Donna — and five grandchildren who live there. Another lure of Canadian trips, he says, is the fine opportunity for pheasant and deer hunting.

Joining Lindsey in retirement is wife Eva, formerly a railroad clerk. Their home base is Vallejo, where they've lived for the past 11 years.
Telephone info set-up is moved for updating

AC Transit's telephone information center got an electronic facelift early in December which is expected to yield much better information service to East Bay bus riders.

An efficient and dependable solid-state electronic telephone system was installed to replace current call-switching equipment. The telephone company scheduled the switch-over for a week-end when inconvenience to the public would be minimal.

The information system improvements will result in a change in operating hours of all District telephone systems:

- Transit information calls — to 653-3535, 582-3035, 232-5665, 754-4040, 797-6811 and 938-7654 — will be handled between 6 a.m. and midnight Monday through Saturday and between 7 a.m. and midnight Sunday.

Also, for the next few weeks, all business calls to the District's administrative telephone number — 654-7878 — can be handled only between the hours of 6 a.m. and midnight Monday through Friday (except holidays).

Board salutes home team

The business of settling policy for a bus system doesn't allow for too many light moments. One such rare moment came at the November 12 Board meeting of AC Transit's Board of Directors — the passage of a resolution welcoming and congratulating the new owners of the Oakland A's. Replete with a number of "whereas"s and one obligatory "be it resolved," the resolution articulated the Board's view of the A's as "an integral part of the community served by AC Transit," representative of "the spirit of community cooperation and team effort" and of "group success through individual effort."

New owners of the A's are Walter A. Haas, Jr.; Walter J. Haas; and Roy Eisenhardt.

Pass sales quadruple during year

More than 12,000 East Bay bus riders took advantage of the convenience of AC Transit's "show and go" Monthly Passes in October — a number nearly four times as great as a year ago when Passes were introduced.

About 7,000 riders purchased the October Monthly Passes which provided unlimited rides on all local bus service throughout the urban Easy Bay and in Fremont and Newark.

An additional 5,200 commuters purchased Transbay Monthly Passes, which offer the bonus of unlimited riding on local and Intercity Express routes throughout the East Bay during the month of validity.

These figures indicate that more and more bus patrons realize that Monthly Passes really do make bus riding easier, eliminating the need to carry change for exact fare and to handle transfers. Four different Passes are now available.

Local Passes, at $18 a month, are sold at AC Transit's Customer Services office in Oakland, at the Transbay Transit Terminal in San Francisco, and from many East Bay supermarkets, including Consumers Co-op, Emby Foods, Lucky, and Safeway. Also, credit card holders may purchase Passes from BASS (Bay Area Seating Service) by calling 835-4343.

Transbay Monthly Passes — at $36, Zone 1; $45, Zone 2; and $54, Zone 3 — are available from AC Transit or BASS.

Six die who devoted working years to public transit

Dorothy D. Lewis, 70, who was a driver at Emeryville Division before she retired in 1972, died September 17 while hospitalized at Stanford. Before retirement, she had completed nearly three decades of transit service. Her home was in Berkeley.

She is survived by a son, Curtis G. DeHart.

Howard E. Shultz, 56, whose disability retirement occurred in 1974, died October 3 in Susanville. Schultz was a driver at Emeryville Division with 11 years of transit service at the time of his retirement.

Survivors include his widow, Eris, and 11 children — Tommie, Cassady, Sandy, Penny, Jackie, Pamela, Patti, Chantel, Cindy, Melita and Seana. The family home is in Susanville.

Jodie L. Vinson, 74, who was a driver at Richmond Division at the time of his retirement in 1973, died October 4 in Concord, where he made his home. His transit employment spanned 30 years and included serving as business agent for his union local from 1965 to 1967.

Survivors include his widow, Viola, and three children — James, Roger, and Virginia.

Louis A. Cooper, 86, whose transit service spanned 39 years, culminating in his retirement in 1969, died October 13 in Oakland. Though he retired as a building maintenance employee, he had previously "walked track" for many years as a Key System rail inspector. In this job, he "walked" the Bay Bridge from the day the first train crossed the span in 1939 until the last train made the trip in 1958. Cooper leaves his widow, Celeste.

John A. Bernard, 85, who was a mechanic at Emeryville Division prior to his retirement in 1966, died October 18 in Oakland. At retirement he had completed almost 21 years of transit service. An Oakland resident, Bernard is survived by six children: Wilbur, Milton, Richard, Doloras, Jeanette, and John.

Glenn Eggars, 73, who retired in 1974 as a mechanic at Richmond Division, died October 31 in San Pablo. His transit service spanned 27 years.

A Richmond resident, Eggars leaves his widow, Mary, and two children: John and Mary.
AC Transit riders in Fremont and Newark participated in a federally-funded ridership survey conducted November 3 through November 9. Statistical information garnered in the survey will aid in planning service improvements for Southern Alameda County patrons.

Information sought from area riders included distance traveled, methods of fare payment, extent of bus usage, and socioeconomic data.

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**FARE REVENUE-SERVICE MILES**

<table>
<thead>
<tr>
<th>Division</th>
<th>July 1980</th>
<th>July 1979</th>
<th>% Change</th>
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(1) Contract service to Pinole-Hercules-Rodeo-Crockett began Sept. 5, 1978. This service is extension of Line 79A; statistical data is included in East Bay.

**FOCUS: Transit People and Projects**

Assistant Superintendent Les Minear, celebrating 50 years of service with AC Transit and predecessor companies, cut an anniversary cake (left) at a surprise celebration staged by some of his co-workers, including (right) Loren Ball, assistant transportation manager, and Etta Ball, Finance. Minear began as a collector on Key System trains November 18, 1930.

All divisions completed the first month of the holiday season — November — with full marks for meeting the safe-driving goal of 13,250 miles per chargeable accident. November's figures credit Newark Division with an average of 38,118 miles per chargeable mishap; Richmond, with 18,749 miles per incident; Emeryville, with 17,545 miles; and Seminary, with 14,895 miles.

**Divisions meet safety goal**

**Golden milestone**

Assistant Superintendent Les Minear, celebrating 50 years of service with AC Transit and predecessor companies, cut an anniversary cake (left) at a surprise celebration staged by some of his co-workers, including (right) Loren Ball, assistant transportation manager, and Etta Ball, Finance. Minear began as a collector on Key System trains November 18, 1930.
Actions of the Board

At an adjourned regular meeting October 15, the Board of Directors:
- Authorized General Manager to advertise and seek bids for printing route maps, on motion of Director Bettencourt.
- Authorized travel of one District representative to attend UMTA Seminar/Workshop in Equal Opportunity through Affirmative Action in Washington, D.C., October 20-23, on motion of Director Rinehart.
- Authorized travel of one District representative to attend annual Safety Congress in Chicago October 20-23, on motion of Director Rinehart.
- Authorized addition of nine permanent staff positions to Finance Department, on motion of Director Rinehart.
- Authorized General Manager to lease additional warehousing space, on motion of Director McDonnell.

* * *

At an adjourned regular meeting October 29, the Board of Directors:
- Authorized sale of four surplus automobiles to highest bidder or bidders, with minimum acceptable figures established, on motion of Director Bettencourt.
- Referred bids for furnishing copy machines to management for evaluation, on motion of Director Rinehart.
- Granted travel authority for one District representative to study elderly and handicapped programs in Seattle, St. Louis and Denver, on motion of Director Fajans.
- Re-established Pension Plan contribution rates for Fiscal 1980-81, on motion of Director Rinehart.
- Adopted resolution establishing appropriations limit for tax proceeds for Fiscal 1980-81, on motion of Director Rinehart.
- Approved a series of service extensions and adjustments, on motion of Director Rinehart.

* * *

At a regular meeting November 12, the Board of Directors:
- Rejected all bids received for joint procurement, with Regional Transit Association, of printing paper products, on motion of Director Rinehart.
- Granted travel authority to Board members desiring to participate in Nov. 20-21 meeting of California Association (Continued on page 8)