Anti-crime alertness campaign
Wins APTA transit-ad award
Our 'Stockholders' Write

The riders of the 83-A bus wish to compliment one of your most efficient drivers, Mr. Al McClain, on the wonderful job that he is doing. He is always on time and on the job, and is most courteous in giving out information when needed.

We surely hope that he will keep this run, because in doing so, we know that we will arrive at work on time.

Wilma Dodds
E. E. Harris, Sr.
Maxine Epps
Annie Harvell
T. Mouton
Shirley Clay
J. D. Jefferson

Because it is important to me that I get to work on time, my morning commute on the 51M is significant.

The driver, Heinz Lankford, is always on time. With his caution, courtesy, consideration and cheerful attitude to all passengers, he is a competent transit operator.

A. Petersen Runo
Alameda

I ride the 40 bus quite often with Kim Sullivan, who is always courteous, helpful and patient in explaining fares, transfers, and other bus lines, and never loses her temper, however heavy the traffic.

AC Transit should be proud to have her as an employee.

William Pepperell
Hayward

There have been many times when I have complained about the services of AC Transit throughout the 13-plus years I've lived in the East Bay. I, as many commuters, have groaned and winced when a new fare increase is announced.

However, having experienced direct employee/customer relations with Pam Jenkins, I will withhold any further minor complaints regarding your services.

Since moving to San Francisco, I've had to obtain various transbay information. Recently, I approached your counter demanding the fastest way to Oakland. Ms. Jenkins was extremely pleasant and patient considering my attitude. She excelled in her ability to communicate with the public in a professional manner.

I strongly suggest you consider her a positive asset to your company, and I thank her for her assistance.

Mark J. Walton
San Francisco

In all fairness to the AC Transit system, you must be complimented with having one of the best systems in the country. Actually, the service is excellent.

I have lived in Boston, Mass., Oakland; and for two years near Wilmington, Del., where nothing runs on Sundays.

Your $4 card for Seniors is also very much appreciated by me.

Mrs. Lillian Farkas
Oakland

APTA award

Anti-crime ad “nabs” national award

An AC Transit public-interest advertising campaign launched last Spring won industry-wide recognition this month in the form of a first-place award announced at the annual meeting of the American Public Transit Association in Boston.

The System’s “Reach Out and Nab Someone” campaign was singled out for the top honor in competition with entries from other transit properties across the United States and in Canada. AC Transit’s winning campaign—competing in the “transit outdoor” category—adapted the theme of a well known commercial to urge citizen alertness and cooperation in quelling crime on buses, in the streets, and within the community at large. Launched in support of a statewide citizens’ crime prevention program called “WeTIP”, it urged bus riders to call a toll-free number (800-472-7785) to report lawbreakers.

AC Transit also received an honorable-mention at the APTA gathering for the art work used in the Spring, 1982, advertising campaign aimed at introducing three additions to the System’s family of Monthly Passes. The art work was integrated within an informational campaign to alert three categories of bus patrons—senior citizens, youths, and the handicapped—to newly available “Show and Go” passes for their riding convenience.

AC Transit’s advertising agency, Busse & Cummins, San Francisco, submitted the entries. The APTA honors were accepted by Marketing Manager Mike Mills.

THE COVER — Most AC Transit advertising is, naturally, aimed at selling the wide-reaching, complicated network of bus services; at informing patrons of changes affecting their use of the buses; and at introducing new riding conveniences, such as monthly passes. Another category of advertising, however, reflects the System’s partnership in helping solve certain pervasive community problems. Within this public-service category, the citizen-alert “Reach Out and Nab Someone” campaign earned a first-place award at the annual meeting of the American Public Transit Association.

AWARD WINNERS — AC Transit’s advertising and over-all public information effort was particularly heavy in Spring, 1982, encompassing announcements of major service realignment, a revised transfer policy, fare increases, introduction of three new monthly passes, and backing of the statewide anti-crime “WeTIP” program.

The aim of any such information blitz is reaching the targeted group with a timely message presented within an eye-catching format. It’s an added plus to win outside recognition, as occurred this month with an APTA first-place for the “Reach Out and Nab Someone” (top right) campaign and an honorable-mention for art work (above) to introduce the new passes. This month also, “Bus Ride” magazine’s competition gave the runner-up award to AC Transit’s route map/guide for the quality of its graphics.
Life-cycle cost is bus buying factor

Can AC Transit save future bus operating costs by rethinking current bus procurement requirements?

The District Board of Directors and management staff think so, and they have launched an innovative plan called “Life Cycle Cost Evaluation.” The new procedure, adopted by the Board this month, calls for information on bus bids which has not been required in the past.

Previously, manufacturers submitted bids for building buses and a contract was awarded to the low bidder. Under the new plan, bidders are required to estimate what future costs the District will incur in six categories. Differences in future costs will be weighed against manufacturing costs to determine what the actual “life cycle costs” of the buses will be.

The six categories used for evaluation are Fuel Consumption, Oil Consumption, Brakes, Engine, Transmission, and Preventive Maintenance.

The new procedures can mean long-term savings and might result in an apparent low bidder not receiving the contract after evaluation of life costs.

For example, one manufacturer may bid $160,000 per bus on a proposal, while a second manufacturer bids $162,000 per vehicle. However, on examination of the latter, the total cost for all six categories of life-cycle costs may be lower; therefore the second bid needs additional consideration. The lower life cycle cost could result in award to the second bidder, although the initial bid costs for the bus may appear higher.

“We think this can result in substantial savings to AC Transit,” says Board President Jean Holmes. “We are still refining our requirements, but the concept is now a definite part of our procurement procedures,” Holmes said.

Ready assumes new post

Daniel J. Ready, who joined AC Transit's Legal Department in 1974, has assumed the new position of chief labor attorney for the District.

Ready is an alumnus of UC Berkeley, where he received his undergraduate and MBA degrees, then completed legal studies at the university's Hastings Law School. From his initial assignment at AC Transit as assistant trial attorney, he moved up to trial attorney - his position prior to the current promotion.

He lives in San Francisco.

All divisions achieve safety goal

Newark Division led in September's safety standings, achieving a mileage-per-accident average of 53,265. The three other operating divisions also met the month's safety bogey, with Richmond Division averaging 22,126 miles per mishap; Seminary, 22,032 miles; and Emeryville, 13,717 miles.

District-wide, AC Transit buses compiled a total of 2,571,267 miles in service to urban and suburban East Bay passengers during September.
Retirement round-up

• Chester B. Anderson, Driver, Emeryville Division, 36 years.
• Thomas E. Cost, Driver, Emeryville Division, 22 years.
• Thomas Kotalik, Maintenance, Seminary Division, 10 years.
• Dale L. Rostomily, Driver, Seminary Division, 27 years.

Fremont-Newark meeting scheduled

A public meeting and discussion for Fremont-Newark citizens — the third such forum to be held in the area during the past year — has been scheduled for Monday, Nov. 8, 7:30 p.m., in the Fremont City Council Chambers. Subject is current bus service.

Specifically slated for discussion are results of a survey of area riders and non-riders; suggested route improvements; evaluation of new Line 47 service; and review of general ridership/revenue data.

The meeting is jointly sponsored by the Fremont-Newark advisory committee to AC Transit.

Peripatetic party pleases
Popular perpetual patron

ONBOARD PARTY — Jim Scully, a transit user since 1946, was honored at a party on Line 36 to note his retirement from American President Lines. The surprise was hosted by fellow riders and organized by Jeanne Brookman (with tray).

Cesare P. Angella of Maintenance and four retirees die

Cesare P. Angella, 61, who was a radio technician in Emeryville Division’s Maintenance Department, died September 22 at the division. His span of service was 28 years.

Angella, whose home was in Concord, is survived by his widow, Viola, and two daughters, Sandra Niebuhr and Trish Ventura.

Orville E. Reeves, 80, who was a Seminary Division driver with about 14 years of experience when he retired in 1958, died September 20 in Hayward. Reeves had joined AC Transit’s predecessor organization in 1944.

He is survived by his widow, Clara.

Helen Y. Arnot, 97, and retired for more than three decades, died September 6 in Oakland. She had been employed for 34 years as a PBX operator, always working the graveyard shift, at the time of her retirement in 1952. According to the records, it was the phasing-out of that shift, necessitating a change to more conventional working hours, that motivated Arnot’s retirement. She had joined AC Transit’s predecessor organization in 1918.

She is survived by a niece, Helen Minchin.

Robert R. Bartlett, 76, who was a driver at Emeryville Division when he retired in 1971 after 26 years of transit service, died October 4 at his home in the southern California community of Panorama.

He is survived by his widow, Florence.

Leroy E. Smith, 82, who had completed 46 years of transit service prior to his 1968 retirement, died October 7 in Oakland. He had joined Key System as a streetcar conductor in 1922, working subsequently as motorman, operator on one-man streetcars, and bus driver before becoming a supervisor at the Transbay Transit Terminal in San Francisco.

Smith’s survivors include his widow Rubey, and two children, Richard Smith and Donna Fredrickson.

Bryan A. Key, 85, who had completed 36 years of transit service at the time of his retirement in 1962, died October 7 in Utah.

Key was a bus driver at Emeryville Division when he closed out his career. His employment dated from 1926, when he joined AC Transit’s predecessor organization.

He is survived by his son, Bryan E. Key.

Vignettes of AC Transit activities of the recent past, as gleaned from previous issues of Transit-Times.

• Work began on adapting a newly-acquired, used articulated bus for transbay and East Bay express service. The 75-passenger coach was being re-fitted with automatic transmission, a new engine and seats, and re-located fuel tanks.

• The first day of the month marked a record in passenger revenue — $47,742. This farebox figure was attributed to fair weather, shopping bargains, and popularity of the new “Stop-off and Go-again” transfer plan.

• Richmond Division drivers celebrated Columbus Day with coffee-and-doughnuts, honoring not only the Italian explorer’s feat in finding his way to the New World but to their own homing-in on the best safety record in AC Transit’s history. The celebration-producing safety average, compiled during the previous month, was 18,601 miles per accident.
Actions of the Board

At a regular meeting September 8, the Board of Directors:
- Convened public hearing on application for federal capital improvement grant for purchase of buses.
- Approved 60-day extension of interim BART-to-BUS transfer fee schedule, on motion of Director Rinehart.
- Adopted resolution of recognition marking the retirement of California State Senator John W. Holmdahl, on motion of Director Bettencourt.

At an adjourned regular meeting September 22, the Board of Directors:
- Approved travel of two management representatives to attend annual meeting of Transit Data Summaries Group, to be held November 16-18 in Denver; approved service adjustments on Lines K and R, effective December 5, 1982; authorized General Manager to execute contract with Glen Carroll Productions for film/slide project to be used in driver training; adopted policy regarding bus purchase specifications as they affect the bid-solicitation process, on motions of Director Nakadegawa.

At an adjourned regular meeting September 28, the Board of Directors:
- Adopted addendum to bus purchase contract with Neoplan, on motion of Director Nakadegawa.