Coach carries Season's Greetings
I wish to commend one of your drivers (John Siedentopf) for assistance I received.

I discovered my briefcase missing just after I debarked from a bus at the Hayward BART station. I promptly called AC Transit and was assured by the woman who answered that the bus I had ridden would return about an hour later. I ended up watching #91 buses for more than two hours, and Mr. Siedentopf was one of the drivers I questioned briefly as he passed on his rounds.

On his next turn into the BART station, he invited me to finish his run and return to the bus yard with him. There, he located the bus I had been on and checked in all possible locations.

Although the briefcase has not turned up, I feel grateful for his help, even to the point of dropping me at BART after our unsuccessful search. I urge you to consider establishing another place to purchase AC monthly passes in a central Alameda County location that is easily accessible to the people you serve.

Lynn M. Clifford
Fremont

(Ed. Note: Budget and staffing limitations (see Pg. 3) have so far prevented a program of off-site sales of that category of pass, though mail order is a convenient alternative.)
Transit Terminal

New signs will aid in transbay bus use

Transbay bus patrons soon will be noting a new look in signs atop bus poles at the Transit Terminal in San Francisco. It will mark the first step in a broad plan to improve the quality of transit information at that key site.

Bus route signs at all stops in the Terminal are being replaced as of December with pole-top signs featuring a new, easier-to-read, more eye-catching format.

A second phase of the project, scheduled for early 1983, calls for installation of four-sided “Guide-A-Ride” information holders at each appropriate stop. These information modules — already tested and in use at other points within AC Transit’s service area — will offer transbay travelers at point-of-boarding such information as schedule departure times; route schematics; and helpful information applicable to using the buses in general, including fares, monthly passes, and miscellaneous “how to ride” tips.

The new system of signage within the San Francisco terminal is expected to reap benefits even beyond its initial aims of improving rider understanding of and easing the problem of updating information and announcing any changes in schedules or routes. The greater flexibility of the signage program opens the door, for instance, to providing point-of-boarding transit information to sightless patrons. Thus, the District is now looking into the feasibility of providing Braille data as one component of the “Guide-A-Ride” units.

AC Transit’s own efforts to upgrade and revamp Transit Terminal signage will be followed in 1983 by a Regional Transit Association plan to further improve and increase the informational resources available to transbay travelers. The RTA program has two targets: improving inter- and terminal directional signage and installing a more effective information center at the site, dispensing service data relating to all public transit systems operating in or near the First & Mission facility.

Board schedules swearing-in ceremony

Four Directors elected by District voters on November 2 will be sworn-in January 12 during the Board’s first meeting of 1983. Reclaiming Board seats are Roy Nakadegawa, Director-at-Large; John McDonnell, Ward 3; and William J. Bettencourt, Ward 4. Linda Shepard, Ward 5, will assume the seat vacated by Jean Holmes, who did not seek re-election.

The Cover — As in many holidays past, AC Transit’s special coach dressed in seasonal decor was very much a part of the East Bay’s ecumenical November-December celebrations. November 26 saw the cheery coach roll into regular revenue service, and as December made its debut the colorful bus was pressed into community service to carry celebrants to Oakland’s tree-lighting ceremony at Jack London Square. Skilled and willing hands of Maintenance Department personnel brought about the transformation from workday public transit vehicle to festive fun coach. See Page 11 for examples of decorated buses from earlier years.

Revitalization of bus fleet continues with deliveries of buses, transfer-issuers

Delivery of new coaches and installation of new equipment for transfer-issuance are taking place as part of AC Transit’s program of keeping the bus fleet revitalized and modernized.

The status report on new bus arrivals shows that 123 Neoplans and Gilligs are expected to be delivered in the late November to late December period. The District earlier took delivery of 15 Flyers and part of the total Gillig order of 141 coaches.

New units for issuing AC Transit’s “new look” transfers have been installed in buses operating out of Richmond Division, and similar work began in late fall at Emeryville Division.

The new equipment dispenses transfers that riders can more easily understand and that drivers can more quickly and accurately scan for validation. Each transfer is usable on the date and until the time (one hour after issuance) printed clearly on its face.

Approximately 778 transfer machines (of a total order of 915) have been received for installation, with the balance due before the end of December.

Old fareboxes find home

Two surplus non-registering fareboxes are finding their way “back home” as a result of the latest cooperative efforts of AC Transit and the Bay Area Electric Railway Museum in Rio Vista. They are being installed within cars of the Key System collection of rolling stock faithfully restored by museum members to mint conditions.

The Railway Museum has several Key System streetcars, trains, and vintage buses within its extensive collection.
Safety and Security: Two AC Transit functions share similar goals

Safety means cooperative, on-site efforts

An effective, dynamic safety program cannot be administered from behind a desk, believes AC Transit's new safety coordinator Raymond Granaada, who assumed the post November 1.

This activist approach means to Granaada that safety problems must be both spotted and solved before they occur — in the field. That requires, he says, the creation of a climate of constant safety awareness and cooperative, cross-departmental efforts in establishing and administering safeguards and solutions.

"I'm looking toward an active program of accident prevention — taking care of problems before they develop."

Granaada's new position (his predecessor was the late Stan Pearce) represents for him two big leaps: a geographic one — he is a native and life-long resident of Southern California — and one in size of employer (from the 80-coach San Bernardino County Transit System (OMNITRANS) to AC Transit, one of the largest public systems in the state).

He served as Director of Personnel and Safety for the 250-employee southland system, which he joined not long after receiving his BA degree in Political Science and Administration from University of California, Riverside.

Getting employees to address the problem of safety before accidents happen is a classic challenge: "There's a lot to be done," Granaada says.

For instance, regularly scheduled work-site "tail-gate meetings" may evolve to allow employees at all levels input, involvement, and active participation in spotting and solving actual and potential safety hazards.

"A program must be rooted in on-site awareness and follow-through," Granaada says. "The key factor lies in the field on a daily basis."

Using safety statistics to better advantage is another aim, made possible, Granaada sees, by AC Transit's increased computer capability. His approach would be to generate statistics that are more useful in the whole spectrum of safety — from driver training to pin-pointing places or conditions under which accidents are regularly occurring.

Yet another task he considers important is developing an emergency preparedness program based on assuring the welfare of employees in any emergency situation — natural or man-made. The heart of this would be an easily followed document clearly outlining procedures to be followed in case of bomb threat, earthquake, fire or other emergency.

Granaada will continue to administer the long-standing safe-driving awards program (wherein individual drivers receive recognition for accumulated year-periods free of preventable accidents), as well as the divisional "monthly safety hodgepodge" incentive system. Administratively, he reports to Oso D. Gould, Risk Manager.

Viewing his job as very much a cooperative venture, he expects to be working closely with various departments and with all levels of supervision and management.

"I look forward to making my contribution," he concludes.

Security operates onboard, on street

AC Transit's riders are seeing more and more uniformed security and law enforcement personnel on District buses and on the streets.

"Security is becoming more visible to the riders in our community," says Charles Lacy, security coordinator, "and you better believe it'll be more visible to those few who insist on breaking the rules."

In addition to working with the private security firm employed by the District and with local law enforcement agencies to maintain an increased level of visibility, Lacy is fast developing the kinds of 'behind-the-scenes' systems that will help combat recurring problems.

One major task planned for 1983: further refinement of programs which will enable the District to record and react to detailed information about the exact nature of problems on each and every route; to undertake statistical evaluations of 'incident' occurrences reports, analyzing patterns of trouble spots; and, importantly, to identify in great detail the costs of on-street and internal security problems.

Then there are plans for further enhancement of the positive results yielded in a striking 1982 success story: the productive efforts of the relatively new 'United Bay Area Youth' — an offshoot of Oakland's 'Community Values Campaign' — which has seen young leaders of street groups become actively involved in discouraging vandalism and anti-social activities on the buses. The best measure of their success is in a definite dollar-saving reduction in maintenance costs for keeping the buses shipshape.

Another problem the District, and in particular the security coordinator, is tackling is the number of complaints about smoking — including the smoking of marijuana — on buses.

"This is a tough question, because effective action to discourage this kind of rule-breaking requires issuance of misdemeanor citations by peace officers."

"They're helping as much as they can," Lacy noted, "but we've been forced to study some ideas about broadening the powers of other public servants to include the issuance of these citations: that too would be a great help."

Additionally, of course, drivers, supervisors and security personnel have been stepping up their efforts to issue verbal warnings on the buses — and to eject those riders who refuse to comply with District bus-riding rules. And Lacy plans further advertisement of the fact that, with recent passage of a new California State Penal Code section, many activities (including smoking on board) are now infractions of law subject to penalties.

In a different area, AC Transit is leading a Regional Transit Association effort to develop an effective training film (and accompanying program) to help teach bus drivers and road supervisors how to anticipate controversies and defuse them before tempers get out of hand. The pilot training film is scheduled for completion in Spring, 1983.

(Continued on Page 8)
Driver praised for response in rider medical crisis

Quick action by an AC Transit bus driver which helped save a passenger’s life has been recognized and commended by the Board of Directors.

Operator William R. Benedict was honored at the December 8 Board meeting with an official commendation for his “exemplary behavior” in time of crisis.

Benedict was operating his Line U-Pleasanton-Livermore bus during the morning commute from BART/Hayward on November 18 when he was informed a passenger was experiencing difficulty breathing.

Benedict looked back at the passenger and decided to detour his bus to Eden Hospital in Castro Valley. He delivered Everett Wise to the emergency room entrance, where doctors immediately put him on a respirator and life-saving drugs.

The Board commendation stated:

“Whereas, Mr. William R. Benedict has distinguished himself by exhibiting meritorious concern for a fellow citizen; and

Security requires wide effort

(Continued from Page 7)

“This is an area where there are no ‘textbook’ correct answers,” Lacy says. “But training involving very realistic situations — the kinds of things drivers really run into every day — will help them recognize signals of impending danger.”

Another high-priority item — protecting District personnel and property — will be heightened next year with the shift of Central Maintenance and Central Stores activities to new facilities in East Oakland and Hayward.

Promoting effective security on the buses and throughout the District is a rewarding task, according to the security coordinator:

“This District’s level of commitment and effort requires constant attention to a great many details and constant, thorough evaluation,” he says. “It gives us some gray hairs, but it’s paying off.”

WELL-DONE — W. R. Benedict receives congratulations from Board President Jean Holmes.

“Whereas, while in the normal course of duty as an AC Transit bus driver, on November 18, 1982, he responded without hesitation to a medical emergency on his bus by swiftly getting his passenger to professional assistance; and

“Whereas, it was later reported by hospital staff that his calm, competent reaction to the emergency apparently saved the passenger’s life;

“Therefore, be it resolved that Mr. Benedict is hereby recognized and commended by the Board of Directors of the Alameda-Contra Costa Transit District for exemplary behavior on behalf of a fellow citizen.”

Benedict, of Newark Division, joined AC Transit April 20, 1970.

WE NAVY SALUTE — AC Transit Director William E. Berk receives recognition from Captain Howard Venezia, commanding officer of the 1400-crew U.S.S. Hector, recently docked in Richmond. The “salute” was for special bus service helpful to all hands during the ship’s visit.

DISCUSSING TRANSIT — The last of the year’s three open forums on area bus service, co-sponsored by AC Transit and the Fremont-Newark citizens’ advisory committee, convened November 8. Those in attendance heard a summary of the results of a ridership attitudes survey, review of overall area ridership/revenue, and evaluation of Line 47 service inaugurated in September. Speaking at microphone (left) is one of the evening’s citizen participants.

RAIL-TO-WHEELS SURVEY — Doyle Dewberry (left), Marketing, and Ted Reynolds, Research & Planning, go through some of the 25,000 questionnaires recently distributed to BART/Bus riders. Aim was to develop data leading to improvements in transfer procedures between the two systems. Evaluation is expected to be completed in January.
**District loses drivers**

**As death claims four**

Miguel Jose Araujo, 55, an Emeryville Division driver with 18 years of District service, died October 30 in Oakland. An Alameda resident, he is survived by his widow, Rosalie; son Michael; and two daughters, Michele McGarrah and Donna Araujo.

Thomas O. Miettinen, 50, an AC Transit driver for 25 years, died November 10 in Hayward. He was assigned to Newark Division and resided in Fremont.

Miettinen is survived by his widow, Isabel, and son, Jerry B. Richmond.

Doreatha J. Haywood, 31, who had been a driver for nearly three years, died November 14 in Oakland. She had worked out of Seminary Division.

A resident of Oakland, she is survived by her husband, James, and two children, James, Jr., and Jasmine.

Loren W. Gardner, 60, a driver at Seminary Division who had completed 19 years of service, died November 18 in Minnesota. His home was in Hayward.

He is survived by his widow, Millicent.

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**Trail-blazer in transit marketing leaves legacy**

Following a one-of-a-kind midlife career — highlighted by pursuit of innovative, energetic approaches to promoting bus ridership — and a subsequent 49-year retirement shadowed by serious illness, Virginia B. Dennison, 68, died October 29 in Oakland.

AC Transit’s first Marketing Manager, Mrs. Dennison was also the industry’s first female management executive. She was hired in 1960 to help promote the fledgling District, and her duties for many years included editing Transit-Times. She became Public Information Manager in 1970 and Marketing Manager in 1977.

Dennison and the District’s late General Manager, Alan L. Bingham, are credited with pioneering such vigorous ridership promotion methods as multi-media advertising, door-to-door information campaigns, PBX customer information services, and wide-ranging publicity programs. Before joining AC Transit, she had been a Bay Area journalist for more than 20 years.

She is survived by her husband, Keith; two daughters, Sally Peterson and Jenny Papka; and grandchildren. She lived in Orinda.
At an adjourned regular meeting October 12, the Board of Directors:

- Scheduled hearing November 10 on grant budget revision for two-way radio equipment, on motion of Director Nakadegawa.
- Awarded contract to C. Overaa and Company for construction of employee parking structure and to Carl N. Swenson Company for renovation of stores building, new central maintenance facility, on motion of Director Rinehart.

At a regular meeting November 10, the Board of Directors:

- Convened public hearing on federal capital assistance grant revision.
- Authorized travel of one District representative to attend Department of Transportation Conference on Civil Rights in Washington, D.C., on December 5-7, on motion of Director Bettencourt.
- Accepted audit for Fiscal 1981-82, on motion of Director Rinehart.
- Authorized travel of Board of Directors to California Association of Publicly Owned Transit Systems meeting in Los Angeles on November 18-19, on motion of Director Bettencourt.
- Extended policy of charging one-half base fare for BART-to-Bus transfers through June 30, 1983, on motion of Director Fajans.
- Adopted resolutions transferring UMTA-funded equipment to Central Contra Costa Transit Authority, and establishing remuneration scale for Directors, on motions of Director Bettencourt.