Car-pooling: When is it a help?
When is it a hindrance?
Legislators hear funding plea

District Directors joined representatives of other Bay Area transit systems early this month to carry to the nation's capitol an urgent plea for continued operating assistance to the nation's mass transportation systems.

The message to Capitol Hill: "Stop funding cuts!"

AC Transit Directors conferred with key members of the House and Senate committees which have direct impact on mass transportation funding. Key cause for concern: the Reagan Administration's latest budget proposals to cut funds for domestic programs, which would mean loss of over $7 million from AC Transit's operating budget next fiscal year.

"Cuts of that magnitude would have major adverse impact on AC Transit and its riders — particularly the transit dependent who have no other mobility options," warns Board President Linda Shepard. "That message had to get to federal decision makers, and they listened."

Administration plans would eliminate all transit operating assistance to major metropolitan areas — including the Eastbay — and substantially cut allocations to transit capital programs, including new bus purchases. Such a cut in operating assistance would take away less than 10 percent of AC Transit's projected budget, but the effect would be to reduce transportation service levels severely.

"We understand and support efforts to restore balance to the Federal budget," Shepard states. "But we also expect that well-reasoned efforts to do so would involve cuts in all areas — not a disproportionate slashing of funding for vitally needed social and environmental programs, like mass transportation, which contribute so much to the quality of life in communities across America."

"AC Transit contributes directly and indirectly to the economy of Eastbay communities," the Board President notes. "That economy has been on the road to recovery, and AC Transit has played a part in the resurgence. We transport tens of thousands to jobs, medical appointments, school, recreational activities, and other destinations every day. In the process, we provide jobs and business opportunities."

According to AC Transit's 1985 ridership survey:

- Nearly 255,000 riders use buses each weekday.
- 75 percent say they are truly transit dependent — lacking automobiles to meet their transportation needs.
- 72 percent report they use buses at least five days a week.
- 42 percent are commuting to work while another 25 percent are traveling to or from school.
- 9 percent of weekday riders — and 13 percent of weekend patrons — are over 60 years of age.

"The Congress must recognize the value of the District's continuing contribution to these riders and to our community, even if the President doesn't," Shepard states.

"And given the reception we received on Capitol Hill, it seems quite likely that our representatives will be somewhat more sensitive to the needs of this District and its patrons."

Ridership shows Gains in Fremont

The number of bus riders in Fremont, Newark and Union City has increased 4.3% over last year, according to Don Larson, research and planning manager, who spoke March 18 to the Tri-City Transit Advisory Committee. AC Transit currently carries 12,780 passengers daily in the Fremont/Newark/Union City area compared to 12,247 a year ago.

Larson presented figures showing that Line 47-Fremont Blvd.-Ohlone College gained the most riders — 25.8%. Second-highest gain was on Line DB-Dumbarton Bridge service — up 24.3%.
Shepard talks to District group

The task of maximizing the productivity and effectiveness of AC Transit's workforce tops the list of the District's objectives for 1986, states Board President Linda Shepard.

At the Management Association's March meeting, the Board President listed several factors influencing AC Transit's 1986 action agenda: the naming of a new Acting General Manager; the directors' dedication to fostering greater productivity in District activities; and a Board commitment to aggressive utilization of innovative human resources programs and projects.

"This will be a year of change and challenge," Shepard stated. "In recent months and years, AC Transit has experienced many major changes and there will be more to come. Change and growth is necessary if AC Transit is going to continue to exist; collectively, we must grow as we redefine our organization to meet future requirements.

"Jobs performed by AC Transit employees are vitally important," she stated, "because we impact directly the people of the entire metropolitan East Bay. We serve working people of all ages, as well as school children, senior citizens and disabled riders. Nearly three-quarters of these patrons have no other alternative - the bus service we operate is their basic transportation option.

"The very reason for AC Transit to serve, to exist - the organization as well as individual employees - be actively involved, not only in serving the communities of the metropolitan East Bay, but also in communicating with the people of the service area to obtain their input and support.

"The very reason for AC Transit's existence is to serve bus riders and I am confident that the District — and its employees — will continue to do an increasingly effective job of that," she told the association.

"It is our tradition at AC Transit to serve, and you may rest assured that a dedicated, hard-working Board of Directors will vigilantly foster and pursue cooperative efforts on the part of all employees - from the Acting General Manager to the newest new hire — to continue and expand on this tradition."

New shelter designs

Featuring ad spaces

Studied by District

District Research and Planning personnel and Marketing Department representatives recently examined a display of specially designed bus shelters, with advertising spaces, when they were assembled in San Francisco for MUNI. Four different designs were set up for inspection at Civic Center Plaza, each design representing new concepts, such as flip-up seats rather than fixed benches. The advertising spaces could help produce much needed dollars to ease current financial pressures.

According to Don Larson, research and planning manager, "We have looked at them with the idea of private enterprise investing in transit systems. It seems like a very feasible proposition, and we will be paying a great deal of attention to the concept of having ad space in future bus stop modules.

COVER STORY — District representatives took advantage of MUNI's shelter selection process (the San Francisco system's choice proved to be the one directly above) to study design, materials, and the concept of having ad space in future bus stop modules.

must be weighed, as well as projections of revenue which might derive from the advertising potential.

"One obvious concern we have," Mills said, "is whether the communities where they would be located would find them aesthetically pleasing."

Mills points out that the 350 shelters scheduled for San Francisco this fall will give AC Transit a "good sampling of public opinion on the concept, plus a chance to see how durable the product actually is."
**Transit trends and topics**

**“Casual” carpooling give concern**

A new phenomenon in the East Bay — casual carpools — is rapidly defeating the basic principle behind ride-sharing, which is to reduce the number of commute-hour vehicles on our increasingly crowded highways.

Casual carpooling’s major achievement is to shift hundreds of weekday morning commuters heading across the Bay from high-capacity modes like buses and BART to low-capacity automobiles. It also gives these commuters, and the motorists who pick them up, a free ride across the Bridge — at the expense of other drivers and transit riders also using this corridor.

This activity already has had its effects on AC Transit transbay bus operations, which serve some 36-thousand riders on an average weekday. A 1985 survey estimated that up to 3,000 people a day make casual carpooling contacts at or near transbay bus stops throughout the metropolitan East Bay. It’s simple to compute the resulting farebox revenue loss: up to nearly $1 million a year.

**Free passage**

The practice results from the 75-cent toll for automobiles crossing from the East Bay on the San Francisco-Oakland Bay Bridge. This toll is waived on weekday mornings for automobiles crossing from the East Bay on the San Francisco-Oakland Bay Bridge. This toll is waived on weekday mornings for automobiles crossing from the East Bay on the San Francisco-Oakland Bay Bridge.

**Uncasual consequences**

AC Transit is not opposed to carpools, though some critics label the District as such. We do oppose casual carpools for the following summarized reasons:

- The practice of mixing automobiles, pedestrians and buses at heavily trafficked stops is dangerous. It may yet result in an unnecessary, and most certainly avoidable, accident.
- The great risk of crime stemming from strangers riding with strangers in private cars.
- Casual carpooling’s failure to reduce the number of automobiles crowding the Bay Bridge corridor.
- Parsimonious motorists avoiding a 75-cent bridge toll at the expense of publicly-owned transit systems which must provide maneuver and equipment to give commuters one-way trips back each afternoon.

In other regions, measures have been taken to moderate the adverse impacts that uncontrolled casual carpooling have on more efficient forms of mass transit. AC

(Continued on page 7)
Divisions sponsor safe-driving events

Competition to meet monthly safe-driving goals is carried out at many levels. Individual drivers compete against themselves and each other. Operating divisions — Newark, East Oakland, Emeryville, and Richmond — compete among themselves. The whole System competes by comparing current tallies with previous statistics related to safe driving. All this competition is designed to provide focus on the need to assure passengers the safest possible bus trips.

Acting General Manager Gene Gardiner (himself a former road supervisor) reviewed aspects of the job with Supervisor W. P. Williams (top left) during Emeryville Division's safe-driving coffee March 5. Newark Division drivers Jessie De La Cruz, Jr. (top right) and Dick Wise (left) also said hello to Gardiner.

Safety coffees allow info and idea exchanges

Newark Division Drivers Ruthie Walker (left) and Marion "Moody" McMillan (far left) greet Acting GM Gene Gardiner, as operators gathered at 5:30 a.m. to celebrate achievement of the month's safe-driving goal.

FOCUS: Transit People and Projects

Operators Read rules For Roadeo

ROADEO READING - East Oakland drivers Michael Faulkner (left) and Terry Holmes check out posted information about the 1986 Bus Roadeo, for which competitors are being encouraged to hone their skills in advance on the District's training track.

FREMONT EVENT - AC Transit helped Fremont host Sister City visitors during the community's 30th anniversary celebration. Rainy weather did not dampen spirits of (left) Mayor Nakaji Kozumi, Fukaya, Japan; Vice Mayor Armando Castillo, Puerto Penasco, Mexico; and Fremont City Clerk Doug Eads as they and others set out to tour.

Newark Division
Drivers Ruthie Walker (left) and Marion "Moody" McMillan (far left) greet Acting GM Gene Gardiner, as operators gathered at 5:30 a.m. to celebrate achievement of the month's safe-driving goal.
Service people win prizes with cleaner buses

CLEANING CHAMPS — The Maintenance Department's Linda Dewberry (top left) received congratulations and a monetary prize from East Oakland General Superintendent George Grandison when she became one of more than a dozen District service employees to be recognized for outstanding efforts in the "Clean Bus" program, in which inspectors like Road Supervisor Howard Dupuis (above right) make surprise in-house checks of vehicle cleanliness. Other service employees honored recently were Richmond Division's (above, from left) Timothy Winn, James Clark, Steven Hopson, and Harry Brooks. Employees picked for honors in the incentive program are given their choice of a $50 Savings Bond or a $25 gift certificate. The District's intensified coach cleanliness campaign calls for unannounced teams of inspectors to check bus stairwells, floors, seats, windows (inside and out), exterior body panels, and wheels. Each month a top crew is chosen.

Deaths of AC Transit drivers and two retirees reported

Two drivers and two retirees met their deaths in recent weeks.

Lucio Quintana, 52, a Richmond Division operator with 23 years of transit service, died March 2 in San Pablo, where he made his home. He is survived by his widow, Pamela, and two children, Amy and Rebecca.

Donald R. Cooper, 27, who joined AC Transit as a driver in late 1983, died March 6 in Oakland. After working at East Oakland Division, he had left District service a week before his death.

Cooper is survived by a brother, Brian Gilmer, and a daughter, Sparkle.

Robert Gettys, 59, who was assistant claims manager at the time of his retirement in 1981, died February 28 in San Francisco. His span of AC transit service at retirement was 11 years.

Gettys is survived by his widow, Mary Anne, and four children: Sandra, James, John, and Kristina. The family home is in San Francisco.

Louis R. Lowd, 88, who retired as a driver in 1962 after 36 years of service, died February 22 in Nevada, where he made his home in Carson City. He is survived by his widow, Mary.

One of your drivers (D. B. Barksdale) is a young woman with such an outgoing, friendly and helpful manner that it is actually a pleasure to ride her bus. The passengers miss her on her day off.

You might utilize her talent for good public relations some day as an instructor if you wish to enhance the understanding of your drivers of the importance of good PR.

Miss Barksdale is doing a real job in building good-will for AC Transit.

G. W. Burekhartd
San Leandro

(Ed. Note: Driver Barksdale was also the subject of another commendatory letter, received during the same time-period, which was signed by five of her "morning passengers": Pauline Hadad, Marcie Irwin, Timothy Wu, Arlene Hix, and Rodell Scott.)

Ed Levy has been great: on-time, good disposition, courteous. It's been great knowing the bus will be on time, with him on that route.

Karen Otto
Alameda

I was using the AC Transit bus quite a while, and the lady driver — LaWanda Payne — was so nice and kind to us. I appreciate it.

Thanks for giving us kindness while using the 57M bus.

I really appreciate this driver (Mickie Jefferson). He is very concerned about the passengers and their safety. He is also very polite and always has a friendly smile. He is very considerate.

Mary Tatmon
Oakland

I can't imagine that you have a good morning every day, but you somehow manage to give that impression. I enjoy catching the bus that you drive, because I know that it will be a pleasant and relaxing ride.

I know that I am not the only one who has noticed and benefited from your courteous and friendly manner, and I wanted to let you know that you are definitely appreciated.

Mary Clare James
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Actions of the Board

At an adjourned regular meeting February 26, the Board of Directors:

- Authorized travel of District’s Accessibility Coordinator to attend UMTA Workshop on Bus Wheelchair Accessibility in Seattle May 7-9, on motion of Director Rinehart.

- Authorized Acting General Manager to enter into agreement with Wausau Insurance Company for specified coverage, on motion of Director Rinehart.

- Authorized Acting General Manager to acquire material needed for safety vests to be worn by employees exposed to vehicular traffic; to make specified expenditures to install convex safety mirrors on all buses; to purchase 18 automobiles and 15 pick-up trucks and vans through the State Office of Procurement; and to advertise and seek bids for five wheelchair lift-equipped vans and four trucks, on motion of Director Nakadegawa.

- Authorized specified service changes, on motion of Director Nakadegawa.

- Adopted resolution authorizing adoption of private enterprise participation policy and process, on motion of Director Rinehart.

- Appointed Gene P. Gardiner Acting General Manager, on motion of Director Bettencourt.