Signal plan alerts riders
To timing of fare changes
Local cash fares rise slightly

Before the District's new commute-hour Local cash fare schedule was to take effect December 4, an informational program got underway to apprise riders of the easily available fare-paying alternatives whose use avoids paying more for bus trips.

The new cash fare for peak period (6 to 9 a.m. / 4 to 7 p.m. weekdays) Local trips has been set at: adults, 85 cents per trip (rather than 75 cents); youth (ages 5-16), 75 cents (instead of 50 cents). Cash fares for seniors and certified disabled riders remain unchanged.

The information campaign, which included distribution of rider newsletters, placement of ads, and posting of onboard car cards, conveyed assurances that regular patrons can easily avoid paying the higher cash fares by taking advantage of the District's broad range of Monthly Passes or Convenience Tickets, whose prices remain unchanged.

At $30 monthly, the promotional material points out, the Adult pass saves more than 11 percent compared to the cash cost ($1.70 each) of twenty commute-hour round trips — and the pass is good for unlimited local rides during its entire valid period.

Similarly, the $16 Youth pass (also good for unlimited rides) saves nearly 50 percent compared to the cash cost (75 cents per trip) of 40 commute hour rides.

While promoting both the convenience and cost-saving aspects of its line of passes, the District also broadened the number of locations where the show-and-go cards can be purchased, then made available a brochure listing the sales sites. The brochure can be obtained from drivers or by calling Transit Information.

For instance, Adult Local passes are available at dozens of supermarkets and other retailers from San Pablo to Fremont. Youth passes may be obtained at neighborhood schools throughout the East Bay, and at various over-the-counter outlets.

In addition, the District continues to offer mail-order purchase of both types of passes, plus Tickets. Pre-addressed forms are available from drivers for this particularly popular method of obtaining prepaid fare cards. The tickets still cost only $15 for a 20-ride (Local) book, with 10-ride Youth ticket strips selling for just $5.

Heavy promotion of the Pass and Ticket instruments is tailored to minimize any fare-rise impact on regular riders, since the modest hike in the basic cash fare was mandatory in order to qualify the District for over one-million dollars in available regional funding.

Pass upgrade introduced

A new Monthly Pass upgrade for regular Intercity Express riders is now available.

When added to the familiar $30 Adult Local pass, the new $10 sticker allows for unlimited use of Local and Express routes during the entire valid period.

In addition to being available at AC Transit Customer Services offices in downtown Oakland and San Francisco, the new pass option is on sale (beginning with the December, 1988 Pass) at a growing number of retail outlets located along various of the Intercity Express bus routes.

The $10 sticker, like all other AC Transit passes, also may be purchased by mail. Pre-addressed mail-order envelopes are available from drivers throughout the System's 800-bus fleet.
Under a new General Manager, James L O'Sullivan, who assumed his post in late summer, the District has moved toward an augmented and strengthened top management staff through the addition of Leslie V. Porter, chief financial officer; Kenneth O. Stanley, director of planning and research; and Ron Julian, risk manager.

Leslie V. Porter's extensive high-level experience in both public and private sector organizations encompassed positions with the Ford Foundation, where his seven-year tenure included responsibilities as assistant treasurer; the Overseas Private Investment Corporation, where he carried out responsibilities as vice-president and chief financial officer; and Watson, Rice and Company, a regional CPA firm in which he served as a partner prior to accepting his new AC Transit assignment.

A graduate of New York University and holder of an MBA degree from Harvard, Porter has appeared as a guest-expert on the popular PBS television program, "Wall Street Week."

Kenneth O. Stanley's new responsibilities for the District are grouped under the title of Director of Planning and Research. He joins AC Transit following a 21-year career with Tri-Met — Portland, Oregon's public transit agency, where he was Director of Rail Operations Planning. Stanley has a broad, hands-on familiarity with public transit operations, since his tenure at Tri-Met was marked by his rise through the ranks from bus driver to management.

Bringing some two decades of experience in the field to his newly-assumed position as Risk Manager, Ron Julian served, just prior to joining the District, in an equivalent position with the DiGiorgio Corporation. Earlier, he completed some 18 years with Bechtel.

Julian is a graduate of the University of Wisconsin, where he earned a BS degree in economics. He succeeds Ozro D. Gould, who retired after more than 20 years with the District.

**Project earns MTC award**

**Board backs APTA accessibility aims**

The Board of Directors went on record in November as to their concurrence with conclusions of the American Public Transit Association's "Task Force on Elderly and Disabled Persons Service."

In adopting the resolution which grew out of the Task Force's lengthy study, AC Transit's policy-makers endorsed APTA's concept that "transportation of elderly persons and individuals with disabilities constitutes one of the principal missions of the public transit industry."

Concepts contained in the resolution included:
- that transit providers join with the federal government and organizations representing the elderly and disabled "to formulate comprehensive policies and programs which make public transit systems accessible to all people;"
- that paratransit services be provided in areas "where it is locally determined to be of significant value to the community."

**Retiree ranks lose five Who served area riders**

Five District retirees died during the Fall period.

William H. Dobbs, 86, who was an Emeryville Division driver with 21 years of service when he retired in 1964, met his death November 18 in Hayward. A friend, Jean McCool, survives.

Samuel L. Morgan, 65, died November 17 in Marysville. At the time of his retirement in 1972, he was an Emeryville Division driver with 18 years of service.

Two sisters, Ruth McIntyre and Ruby Whitman, are survivors.

Fred C. Bint, 71, who was a driver at Seminary Division with 29 years of service when he retired in 1979, died November 11 in Los Angeles County.

Survivors include his widow, Margaret, and a daughter, Cherly Bennett.

A retired Richmond Division driver, Howard A. Kelner, 75, died November 1 in Nevada County. His service to transit spanned nearly 30 years.

A cousin, Billie Teninty, survives.

Leonard P. Morgan, 64, a former PBX Information Clerk who retired in 1986, died October 18. At retirement, he had completed 16 years of District service.

Morgan leaves his widow, Betty, and daughter, Lisa.
New names are added To recognition list For work excellence

IN THE SPOTLIGHT — With his wife Charlene present at the event, Hayward Maintenance Foreman Peter Lendway (above) was honored as "Non-Union Employee of the Quarter" for the second quarter. His selection was based on the “superb leadership qualities” which he has exhibited since assuming the position in 1985.

Sharing the “Mechanic of the Quarter” title with another Mechanic “B,” Calvin Rhine, Jr. (below), Hayward’s Samuel West (right) was singled-out for, among other qualities, the "exceptional manner" in which he accepted duties and responsibilities “beyond his prescribed duties.”

GOOD WORK — Larry Young, Richmond, chosen “Bus Driver of the Quarter,” was singled out for job performance “going above and beyond his duty.” He began driving for the District in 1960, and his skills have been tapped also for line instructor duties.

EARNED PRAISE — Hayward Dispatcher Verlin (Leroy) Hart (above, far left) receives congratulations from George Grandison (center) and Ben Davis while accepting the plaque and other prizes he earned as the second quarter’s “Clerical Employee of the Quarter.” His selection was based on various qualities, plus “just plain hard work.”

GOOD WORK — Hayward Dispatcher Verlin (Leroy) Hart (above, far left) receives congratulations from George Grandison (center) and Ben Davis while accepting the plaque and other prizes he earned as the second quarter’s “Clerical Employee of the Quarter.” His selection was based on various qualities, plus “just plain hard work.”

WINNERS ALL — Newest “Clerical Employee of the Quarter” is Dispatcher Oliver Whipple (above, with General Manager James O’Sullivan), who was honored at October 20 ceremonies recognizing him as a dependable deliverer of service amid the heavy pressure of getting runs out on time. Another Emeryville employee to be honored for the same third quarter period is Mechanic “A” Man-Cheuk Woo (top left with divisional maintenance superintendent Anthony Hale), named “Maintenance Employee of the Quarter” for, among other qualities, perfect attendance and dedication.

ANOTHER HONOREE — East Oakland Transportation Superintendent Eugene Cota displays the plaque presented him as the third quarter’s “Management Employee of the Quarter” — a title for which he was nominated by his assistant superintendent and office manager, who praised his willingness “to share his knowledge and experience” in ways conducive to encouraging top performances.

THE COVER — Coach head-signs, as shown here, are one element of a new signage system alerting Local riders to the times-of-day when new, slightly higher cash fares are in effect. Inside, signs on fareboxes reinforce the message that cash Local fares increase during commute-hours only (see story, Pg. 3).

TOP DRIVER — Samuel Toney (right) accepts congratulations from Ron Johnson, assistant superintendent, East Oakland, at festivities noting Toney’s selection as “Bus Driver of the Quarter.” A 22-year veteran behind the wheel, Toney entered the job recognition spotlight as a result, his nomination stated, of an impressive record and outstanding attitude, including an eagerness to drive any vehicle which bears the District’s logo.

(Continued on Pg. 7)
FOCUS: Transit People and Projects

Transit info project

REGIONAL OUTREACH — AC Transit's Flo Braneon (center) and MUNI's Victor Dunn (right) were on hand to provide transit information materials to attendees of the mid-November Industry and Business Expo, held at Brooks Hall, San Francisco. The attention-getting setting for their display was a real MUNI cable car, where transit promotional and informational materials were arranged on one of the classic vehicle's side-facing wooden seats. The outreach effort was sponsored by the Bay Area public transit organizations which comprise the Regional Transit Association.

TRANSPORTATION TALK — During UC Berkeley registration, Richard Reveles, PBX/Information clerk, provided information on getting to the campus by bus. It's a traditional outreach effort.

FOCUS: Transit People and Projects

Construction check

FUTURE FACILITIES — Richmond Division Superintendent Carl Kissinger (right) and Transit Office Manager Onesimo Rios inspect progress on construction of facilities now underway. Operations and Maintenance will be housed in the building shown, with parking for employees on the top floor. Scheduled completion of the project is December, 1989.

UNITED GIVERS — East Oakland drivers lent a hand — along with employee donor representatives throughout AC Transit — to help with this year's United Way campaign. Henry Greer (left) received United Way information and encouragement in supporting the community organization's many good causes from Claude Pryor (center) and James Presley.
Actions of the Board

(Continued from Page 12)

- Authorized filing of grant applications for UMTA funding of specified projects and execution of related contracts.

***

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

- Approved terms of employment and contract of new General Manager; approved terms of employment and contracts of new Chief Financial Officer and new Director of Research and Planning; approved settlement of claim in connection with Divisions 2 and 4 construction contract.

***

At a regular meeting August 24, the Board of Directors:

- Authorized travel of Directors and General Manager to attend APTA Annual Meeting in Montreal, Canada, October 2-6.

- Authorized, retroactively, travel of staff member to attend Labor-Management Conference and travel of one Director to attend Advanced Diesel workshop; authorized issuance of Requests for Proposals related to seat upholstery for 30 coaches and to the painting of about 200 coaches; adopted resolution noting the retirement of Risk Manager Ozro D. Gould; authorized travel of Maintenance Director to attend new Flyer Industries Conference in Winnipeg, Canada.

- Approved award of contract for Dum­arton Bridge service to Peninsula Charter Lines, Inc.

- Authorized General Manager to issue Request for Proposal for furnishing fourth-generation computer software systems.

- Authorized upgrade of the Prime Computer System.

- Approved a series of changes related to increases in specified cash local fares and to creation of a new Day Pass.

***

At a regular meeting September 14, the Board of Directors:

- Authorized travel of specified District representatives to attend APTA Annual Meeting in Montreal and Transit 2000 Task Force meeting in New York.

- Approved revised policy on loans, applicable to executive recruitment incentives and compensation.

- Approved support of Contra Costa County Measure C, November 8 ballot.

- Approved contract of employment as General Manager of James O'Sullivan.

- Approved contract of employment as Director of Research and Planning of Kenneth Stanley.

- Approved contract of employment as Chief Financial Officer of Leslie Porter.

***

At an adjourned regular meeting September 28, the Board of Directors:

- Approved specified correction in wording of resolution authorizing and empowering agent of the District to prosecute and defend small claims litigation.

- Authorized General Manager to issue Request for Proposal related to contracting with a third-party administrator to perform Risk Management functions.

Transit trends and topics

Future mobility: area study set

Recently, Alameda County announced its intention of updating its Countywide Transportation Plan, which dates from the 1950's, by means of the newly-formed Transportation Plan Commission, consisting of representatives of the county, cities, Bay Area transportation providers, and the Metropolitan Transportation Commission.

The Transportation Plan's purpose is to recommend improvements to transit services in Alameda County, and to state highways and major arterials. It is intended to supplement and support, rather than substitute for, regular, detailed circulation planning undertaken by each city, lending a County-wide perspective to any major transportation system improvements.

Since the original 1950's plan was formulated, the County has seen a nearly 50% growth in population, and freeway congestion throughout the County has markedly increased. As the need for highway and transit system improvements has increased, available transportation funding has diminished. Projections for the year 2005 are dire. A projected 40% increase in Alameda County employment will further congest area routes.

The County also considers such planning of particular necessity now because of the realities of current transportation financing. With a new and substantial funding source — the Measure B half-cent sales tax for transportation improvements — the County sees the time as ripe for competing for supplementary state and federal dollars based on the local commitment represented by the Measure B revenues.

Major tasks that the project proposes to accomplish are: compiling and analyzing existing transportation plans; analyzing land use; developing a model for year 2005 travel forecasts; developing alternative transportation strategies; assessing environmental impacts; estimating costs of each alternative; conducting public workshops; establishing improvement priorities; and preparing a financial plan, including a strategy for obtaining new funding.

The costs for the Plan are to be allocated among the Commission's participating bodies, with Alameda County and CalTrans contributing almost three-quarters of the needed funds. Contributions of each city range from $2,000 to $8,000 depending on population size. Total estimated budget for the project is $765,000.

Development of the new Alameda Countywide Transportation Plan is expected to take place over an 18-month period. It will be a cooperative effort, including coordination with adjacent counties. The existing Alameda County Transportation Advisory Committee will provide advice to the new commission, with an outside consultant performing the technical work.

Board Actions (Continued from Page 10)

- Approved participation in Regional Transit Association joint bidding to procure automotive batteries.

***

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

- Approved revised job description for District Secretary position, and immediate posting of same.

- Scheduled Public Hearing to receive comment on the Short-Range Transit Plan.
At a regular meeting July 13, the Board of Directors:

- Authorized travel, retroactively, of one Director to attend APTA Task Force on Accessibility June 27 in Long Beach; authorized award of contract for furnishing 52 buses to New Flyer Industries of Canada; authorized travel of assistant director of maintenance to APTA workshop on Alternate Fuel/Diesel Exhaust Emission Workshop August 14-17 in Tacoma; authorized travel, retroactively, of Directors for purposes of General Manager recruitment; authorized award of contract for furnishing 30 articulated buses to New Flyer.

- Approved adoption of AC/BART Plus Pass as part of District tariff.

- Approved policy on notification of Board members in regard to public meetings/hearings.

- Scheduled Public Hearing for August 17 to receive comment on proposed service and fare adjustments.

- Adopted resolution authorizing filing of grant application in connection with bus facility improvements at El Cerrito Plaza BART station.

At an adjourned regular meeting July 27, the Board of Directors:

- Approved revised Plan for Utilization of Small Businesses Owned and Controlled by Disadvantaged Individuals, with specified amendment.

- Adopted resolution investing Risk Manager and Assistant Risk Manager with authority to handle all phases of the claims procedure.

- Adopted resolution approving Fiscal 1988-89 Operating Budget, subject to specified actions.

New Line DB contractor

After operating transbay commuter bus service via the Dumbarton Bridge for the past four years, AC Transit is turning over Line DB to another provider in February.

Since September, 1984, five public agencies have cooperated in providing Line DB service, which now carries some 400 patrons each weekday between BART/Union City and high-tech employment centers on the Peninsula.

From BART/Union City and local AC Transit routes, Line DB provides West Bay links at the Palo Alto Transit Center with Caltrain rail service as well as local bus networks.

This year, AC Transit was joined by BART, SamTrans, Santa Clara County Transit and Union City Transit — the other agencies supporting Line DB — in a process of evaluating bids for continuing the regional route. The successful bidder was Peninsula Charter Lines, Inc., of Palo Alto.