

1977 News Releases

1977 NEWS RELEASES

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JANUARY

1-1



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

FOR IMMEDIATE RELEASE

NEW YEAR'S EVE BART SERVICE SUCCESSFUL

BART's special New Year's Eve service, with last train runs at 2:30 a.m. New Year's Day morning, drew the highest late night ridership of the year.

Total patronage for New Year's Eve was 93,700 with 13,428 riding after 8:00 p.m. This is 14.5 percent of the daily total. Normally BART trains carry between 4000 and 6000 riders during the regular 8:00 p.m. to midnight period.

This was the first time since BART began operating that this special "into-the-morning" service was provided.

BART General Manager Frank C. Herringer said he was extremely pleased and appreciative for the contribution made by the many station agents, train operators and management personnel who volunteered to work the extra long hours rather than be out celebrating themselves.

"Without their support the special New Year's Eve service would not have been possible", Herringer said.

He added that many BART employees who worked through the morning expressed the thought that this was a good way to wish the public a happy new year and thanks for their patronage over the past year.

Some of the New Year's Eve attractions with easy access from BART were rock concerts held at the Oakland Coliseum, Paramount Theatre,

Berkeley Civic Center, and the San Francisco Cow Palace, which is easily reached via Muni shuttle from the Balboa Park Station. Also, dancing in the lobby of the Hyatt Regency Hotel a few steps away from Embarcadero Station proved an attraction.

The last passengers exited the system at approximately 4:00 a.m. New Year's Day.

###

January 3, 1977

Contact:
Mike Healy
Office of Public Information

T-2
E-2



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

FOR IMMEDIATE RELEASE

FIRST BART BOARD MEETING FOR 1977

At its first meeting for the new year, set for Thursday, January 6, the BART Board of Directors will be inviting public comment on proposed new rules pertaining to directors' expense accounts.

The revised rules are being recommended by the newly formed Special Expense Account Review Committee, which met for the first time Thursday, December 30. The special committee was formed by Board President Barclay Simpson to review all aspects regarding past expense account procedures and to develop new guidelines.

Making up the special committee are Board President Simpson, Directors John Kirkwood, Arthur Shartsis and Robert Allen.

Also on Thursday's Board Meeting agenda will be reports from the Board's Administration and Engineering Committees, and General Manager Frank Herringer. An Executive session will follow to consider matters within the Attorney-Client privilege.

The Board meeting is scheduled to begin at 9:00 a.m. in the Board of Directors room at the BART Administration Building, 800 Madison Street, Oakland.

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January 3, 1977

Contact:
Mike Healy
Office of Public Information

NEWS ANNOUNCEMENT

1/7/76

As a result of late evening negotiations, Thursday, January 6, 1977, the BART Supervisory and Professional Association (BARTSPA) has cancelled their strike deadline of Monday, January 10, 1977. No new strike deadline has been set at this time. Further negotiations are anticipated.

STATEMENT ON NEGOTIATIONS WITH BART SUPERVISORY
AND PROFESSIONAL ASSOCIATION

For the past month BART top management has been in negotiations with representatives of a newly formed association numbering approximately 111 management personnel. This association, known as the "BART Supervisory and Professional Association", is not affiliated with the other unions which represent 1,600 of the 2,000 BART employees. However, it is a recognized bargaining unit in accordance with State law.

While many of the issues have been resolved, the Association's negotiating team ended negotiations Monday night threatening a strike Monday, January 10, unless their proposals for higher wages and overtime payments are met. Present compensation including benefits for these employees range between \$23,589 and \$31,892. Their average compensation with benefits is \$27,600, and they receive an automatic quarterly percentage increase based on the movement in the consumer price index.

BART General Manager Frank C. Herringer commented that "It is inconceivable to me that some 125 highly paid managerial personnel would even consider the possibility of inconveniencing 133,000 daily passengers over increased wages and benefits." He said that while no meetings are scheduled at this time, it is believed that further negotiating sessions will take place between now and the threatened strike deadline.

FACT SHEET

BART SUPERVISORY AND PROFESSIONAL
ASSOCIATION

1. Background - The BART Supervisory and Professional Association (BARTSPA) represents management-level personnel numbering approximately 110. While the Association is not affiliated with other unions which represent 1600 of the 2000 BART employees, it is a recognized bargaining unit in accordance with State law. The unit was recognized following an election for representation in June 1976.

2. Types of Positions - The Association is made up of personnel who hold the following kinds of positions:

Maintenance shop superintendents supervising from approximately 100 to as many as 500 personnel.

(Typical Salary: \$26,300).

Transportation Supervisors (9) responsible for a total of over 400 line personnel (Salary: \$26,622).

Train Control Maintenance Superintendent supervising 91 people (Salary: \$26,691).

Central Control Supervisors (Salary: \$26,622) and train controllers (Salary: \$23,342).

Payroll Supervisor (Salary: \$26,092).

Research Analysts (Salary \$26,343).

3. Demands - On September 20, 1976 the Association representatives presented a list of demands to the District. The demands were primarily concerned with wage and benefit increases and job security.

4. Negotiations - On December 1, 1976 BART top management began negotiations with the Association. The negotiations continued through the month. On January 3, an offer by the District was rejected and a strike threatened for 12:01 a.m., Monday, January 10.

5. Issues - While many of the areas of concern have been resolved, wages remain an issue. The Association is asking for an across the board increase in salary and for premium overtime payments. The District believes it would be inappropriate to grant premium overtime payments and across the board wage increases to management personnel who are already well compensated. It has offered increases based on individual merit and straight time payment for overtime in certain situations. Given that these individuals already receive automatic cost of living increases quarterly and that the District has granted numerous concessions regarding job security, working conditions, and fringe benefits; the wage offer is felt to be reasonable.



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
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T-3

FOR IMMEDIATE RELEASE

TWO BART BOARD MEETINGS THIS WEEK

The BART Board of Directors will hold a regular meeting this Thursday, January 13, at 9 a.m., and a special meeting on Friday, January 14, at 4 p.m.

The agenda for Thursday's meeting will include a public hearing on the proposed Conflict of Interest code and an executive session to take up matters within the attorney-client privilege.

The special meeting Friday has been scheduled to discuss matters concerning affirmative action with the Honorable Nicholas C. Petris, Senator of the State of California.

Thursday's meeting will be held in the Board of Director's room located on the first floor of the BART Administration Building, 800 Madison Street, Oakland.

The special Friday meeting will be held in Senator Petris' office, Room 1018, 1111 Jackson Street, Oakland.

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January 10, 1976

Contact: Mike Healy, Acting Manager
Public Information Office

M E M O

from

mike healy

T-4

Glenn,

Please call in to

Burnie Wain

add my name to

contact

Called; 1-10-77

Della

or Mike.



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-4

FOR IMMEDIATE RELEASE

BART congratulates the Oakland Raiders and will be providing extra trains tonight, Monday, January 10, following the special celebration party for Raider fans at the Oakland Coliseum.

When the victory party is over, at approximately 10 p.m., BART will be there to take you home with extra northbound and southbound trains.

The walkway connecting BART's Coliseum Station with the Coliseum makes BART a convenient way to go.

#

January 10, 1977

Contact: Mike Healy
Acting Manager
Public Information Office

NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-5
FOR IMMEDIATE RELEASE

In response to a letter from Director Arthur J. Shartsis on behalf of the BART Special Expense Account Review Committee requesting documentation for \$3086.00 in 1975 expenses, Director Elmer B. Cooper has deposited with BART a check for this amount, less \$747.28 owed to him by BART for recent expenses. Clearance of Mr. Cooper's check for \$2338.72 will satisfactorily resolve all potential expense account claims detailed in Mr. Shartsis' letter.

Mr. Cooper has indicated that he is proceeding in this manner to immediately resolve any questions regarding his expense accounts, and that he reserves his right to seek to recover appropriate amounts from BART.

The Special Expense Account Review Committee was established by BART Board President Barclay Simpson to investigate alleged past improprieties in expense accounts; to revise expense account rules; and to dispose of recent overdue expense accounts. The Committee has recommended revised and tightened expense account rules and payment of overdue expense accounts, and both of these recommendations have been adopted by the full Board. The review of past expense accounts

of all Directors, applying the same standards of documentation as have been applied to Director Cooper, is continuing and is expected to be completed shortly, at which time the Committee will make its final recommendations to the Board.

In addition to Directors Simpson and Shartsis, the Special Expense Account Review Committee includes Directors Robert Allen, Harvey Glasser, and John Kirkwood.

January 11, 1977

Contact: Mike Healy
Office of Public Information



B. AREA RAPID TRANSIT DISTRICT
 800 Madison Street
 Oakland, California 94607
 Telephone 465-4100

January 10, 1977

Mr. Elmer B. Cooper
 1504 Noe Street
 San Francisco, California

ELMER B. COOPER
 PRESIDENT

Dear Elmer:

NELLO J. BIANCO
 VICE PRESIDENT

FRANK C. HERRINGER
 GENERAL MANAGER

BART Director of Finance William Goelz has completed his review of Directors' expenses for 1975. The scope of his review is described in detail in the First Interim Report to the Special Expense Account Review Committee, dated December 30, 1976. As a result of his review, he has concluded that the following items in your expense reimbursement records are undocumented:

<p>DIRECTORS</p> <p>JAMES D. HILL 1ST DISTRICT</p> <p>NELLO J. BIANCO 2ND DISTRICT</p> <p>RICHARD O. CLARK 3RD DISTRICT</p> <p>HARVEY W. GLASSER, M.D. 4TH DISTRICT</p> <p>ROBERT S. ALLEN 5TH DISTRICT</p> <p>JOHN GLENN 6TH DISTRICT</p> <p>ELLA HILL HUTCH 7TH DISTRICT</p> <p>ELMER B. COOPER 8TH DISTRICT</p> <p>JOHN H. KIRKWOOD 9TH DISTRICT</p>	<p>February 1975</p> <p>March 1975</p> <p>April 1975</p> <p>May 1975</p>	<p>Telephone & Secretarial Service Documentation submitted Balance</p> <p>Telephone Documentation submitted Balance</p> <p>Undocumented Meals</p> <p>Trip-San Francisco-New York, N.Y.- Washington, D.C.-San Francisco Airfare - no receipt provided Per diem 3/7/75 - 3/10/75</p> <p>Undocumented meals</p> <p>Trip-Sacramento-Washington, D.C.- Sacramento -- Airfare no receipt provided Per diem 4/19/75 - 4/20/75</p> <p>Trip to Washington, D.C.- Airfare - UAL ticket used to support reimbursement was returned by Cooper to UAL for credit. No other evidence to support airfare has been provided Taxi to and from D.C. airport - no receipt submitted Per diem - 5/9/75 - 5/11/75 No evidence of BART business being conducted on 5/9/75 - 5/11/75</p>	<p>\$195.00</p> <p><u>40.75</u></p> <p>154.25</p> <p>81.49</p> <p><u>64.75</u></p> <p>16.74</p> <p>227.81</p> <p>533.11</p> <p>80.00</p> <p>240.14</p> <p>478.73</p> <p>40.00</p> <p>488.74</p> <p>25.00</p> <p>60.00</p>
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January 10, 1977

June 1975	Secretarial Assistance - No documentation	150.00
	Telephone	76.36
	Specific items on documents	<u>68.11</u>
	Balance	8.25
August 1975	Check No. 570 8/29/75 Dolores Cameron	200.00
September 1975	Check No. 591 9/26/75 Postmaster	200.00
	Check No. 593 9/26/75 Dolores Cameron	100.00
	Undocumented meals	<u>83.23</u>
		\$3,086.00

The above amounts for undocumented meals have been determined by taking the total charges for meals in a given month and subtracting the total amount of documented meals in the same month. You may want to review these records with Mr. Goelz so that you can determine which meals in those months have been documented. He is prepared to review this with you as well as any other questions you may have regarding the requested documents. You should also feel free to call President Simpson or me about any questions you may have.

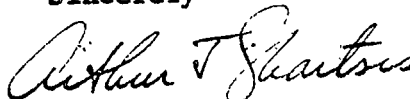
We continue to consider that time is of the essence and would like to resolve these matters promptly and completely. Could you please provide us with documentation for each of these expenses no later than January 17, 1977.

President Simpson has advised me that a meeting of the Special Expense Account Review Committee has been scheduled for the latter part of the week of January 17, 1977, and I will recommend to the Special Committee that we take final action on the basis of the records which we have in our possession.

I will be preparing a report which will supplement the First Interim Report and submit it to the Committee at that time. I will provide you with a copy of my second report when it is completed. It is my understanding that the Secretary of the Board has provided you with a copy of the First Interim Report. I have also been advised that you were in contact with Mr. Goelz by telephone on January 6, 1977, and that he provided you with a copy of the First Interim Report at your San Francisco address.

This letter constitutes our final request to you for documents for expenses you claimed during 1975. I look forward to hearing from you soon regarding the requested documentation.

Sincerely



Arthur J. Shartsis

CC All Directors
Mr. Frank C. Herringer
Mr. William F. Goelz



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-6

FOR IMMEDIATE RELEASE

BART & MIDDLE MANAGEMENT RATIFY FIRST CONTRACT

BART General Manager Frank C. Herringer today said that he was pleased to announce ratification of an agreement between the District and the newly formed Supervisory and Professional Association (BARTSPA), numbering 114 middle management employees.

Both the BART Board of Directors and the Association membership today voted to ratify the agreement (the first of its kind), which was tentatively reached Saturday, January 8, following month-long negotiations.

In announcing the agreement Herringer stated, "It is a fair and equitable settlement that takes into account the interest of the taxpayers, BART patrons and the affected BART employees."

BARTSPA is a recognized bargaining unit under the provisions of the original BART enabling legislation, which gives all District employees the right to bargain collectively.

MORE

2-2-2-2-2

The three-year agreement, which runs from January 8, 1977, to December 31, 1979, continues the present cost-of-living adjustment, and provides for base compensation increases approximating four to five percent in total over the three years, to establish equitable differentials between subordinates and supervisors and to reward meritorious performance. In addition, under certain circumstances, excessive quantities of directed extra time worked will be compensated for at straight time rates. In the fringe benefit area, if the group can achieve low sick leave usage, it will receive improved short-term disability insurance terms.

Herringer said the total incremental annual cost to the District will amount to approximately \$110,000 which will be absorbed in the present District budget.

Additionally, the settlement contains a "No Strike/No Lockout" provision and maintains District prerogatives with regard to discharge as a result of reorganization, reduction in force, or unsatisfactory performance by an individual. In the event BARTSPA chooses to contest a discharge and an arbitrator finds that a discharge has been arbitrary or capricious (and not for reasons of economy or performance), the District may at its option nevertheless discharge the employee by

MORE

3-3-3-3-3

paying a penalty ranging from one month of salary for employees with less than a year of service to 24 months' salary for those with four or more years of service.

In summarizing the agreement, Herringer said "the stability of a three-year contract will enable us to continue to focus our attention on continued system improvement so that BART might better serve the people of the Bay Area."

He said he was particularly pleased that this settlement was reached without any disruption to BART's 133,000 daily riders.

#

January 13, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-7

FOR IMMEDIATE RELEASE

ATARI AT BART PROVES SUCCESSFUL

A bank of six electronic games from Atari located at BART's Powell Street Station in San Francisco has proven highly successful in its first five weeks of operation with the transit district's share of the proceeds totalling \$1,791.

In terms of revenue this is equal to 2591 additional riders for the period, using the average fare of \$.69 paid during the month of December.

The bank of visual games was installed on the platform (train) level of the station on November 30, 1976 to offer a diversion for passengers while they wait for a train. Information about BART operations, night service, and various destinations served by the transit system are graphically displayed through a continuous slide show located on top of the machines.

Each game costs \$.25 and takes 90 seconds to play. The games, played on large video-like screens, range from "Pong" in which two people may square off, to challenging one's ability for guiding a space ship.

MORE

2-2-2-2-2-..

Total proceeds from the Atari Theatre since its installation amount to \$3,582, with BART receiving 50% as its share. While BART provides the space, Atari maintains and services the machines.

#

January 17, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



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800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-8

FOR IMMEDIATE RELEASE

BART TO CONDUCT EMERGENCY DRILLS

BART this Saturday, January 22, will conduct an emergency response drill in its transbay tube, beginning at 10 a.m.

This exercise, one of two scheduled for this month, is designed to test and evaluate BART's emergency response plan in coordination with local fire, police and medical agencies.

Participating in this Saturday's drill, along with BART personnel, will be the Oakland Fire and Police Departments, the Alameda County Office of Emergency Service, and the San Francisco Fire Department. Two trains will be used to support the exercise, one working out of the Oakland West Station, and another from the Civic Center Station in San Francisco.

On Saturday, January 29, another such drill will be held approximately midway between the Walnut Creek and Pleasant Hill Stations.

#

January 18, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-9

FOR IMMEDIATE RELEASE

BART BEGINS LOOKING TO WEEKEND SERVICE

In order to meet BART's objective of providing weekend service in 1977, while staying within State mandated financial constraints, BART in the next months will be testing the impact of a limited station staffing with two select stations.

While BART has no plans for cutting back the present size of the station agent force, successful testing of this approach could support the transit district's desire to offer weekend service without additional staffing and thus minimize any major adverse effect on operating costs.

The two stations selected for the test will be appropriately modified to permit easy usage by patrons without the presence of a station agent.

Modifications may include the installation of additional courtesy telephones so that passengers may call for any required assistance, closed circuit television monitoring of important station areas, modification of agent controlled elevators so that handicapped patrons may use them without assistance, and capability to remotely control service gates.

#

January 18, 1977

Contact: Mike Healy
Acting Manager
Public Information Office

NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-10

FOR IMMEDIATE RELEASE

BART Director Elmer B. Cooper of San Francisco has resigned his position as an elected member of the District's Board of Directors effective January 21, 1977.

In a letter to General Manager Frank C. Herringer, Mr. Cooper stated that he resigned because private business concerns have caused him to spend an ever-increasing amount of time outside of the Bay Area, and he therefore could no longer devote the time and energy necessary to be a well-informed Director.

He stated, "I believe that BART has made very substantial progress over the past year and a half. I look forward to that progress continuing under your leadership."

Mr. Cooper was elected to the BART Board in November 1974 for a term that expires in November 1978. Under the District Act, the BART Board of Directors will select a replacement to serve the remainder of Mr. Cooper's term of office.

#

January 19, 1977

Contact: Mike Healy
Acting Manager
Office of Public Information

M E M O

from

mike healy

Alvin,

Please have Wells Type
up envelopes addressed
to following -

Ed Dougeny
Chronicle - East Boy Bureau

Don Martiney
Examiner - (East Boy Bureau)
County Administration Press Room.

Harve Demore - Trib

Bob Worby - Daily Review

Jarvis Roberts - CC Times

Rich Vogt County News Bureau



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800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-11

FOR IMMEDIATE RELEASE

BART POSTPONES SECOND DRILL

The emergency exercise scheduled by BART for this coming Saturday, January 29, in the Walnut Creek area has been postponed due to withdrawal of support by local agencies scheduled to participate.

While the exercise will be rescheduled at a later date, BART will hold a limited emergency response exercise this Saturday for internal practice only.

BART held an exercise on Saturday, January 22, in its transbay tube with the Oakland Fire and Police Departments, the Alameda County Office of Emergency Service, and the San Francisco Fire Department participating.

BART Assistant General Manager, Robert Gallaway, praised the agencies participating Saturday for their quick and most professional response during the exercise.

The exercise, which began at 10 a.m., and ended at 1:30 p.m., was designed to evaluate BART's emergency response plan. The drill went smoothly and was termed successful.

#

January 25, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

January 25, 1977

MEMO TO EDITORS

On Wednesday January 26 at 3:30 p.m., we will be observing something of a milestone when BART's 100,000,000th passenger will be entering the system. We will mark the occasion at the fare gates of the Post and Sutter Street entrance to the Montgomery Street Station. This would be on the mezzanine level by the special entranceway to the Wells Fargo Building.

In recognition of this event BART General Manager Frank Herringer, and other District officials will be on hand to present the 100,000,000th passenger with a certificate and special gift. Selection of a particular patron will be done precisely at 3:30 p.m. as he or she comes through the gate.

Hope to see you there. Please contact me if you have any questions about this.

A handwritten signature in cursive script that reads "Michael Healy".

Michael Healy
Office of Public Information

M E M O

from

mike healy

Special list

Memo on 100,000,000

Power

Steve Coven - S. F. Chronicle

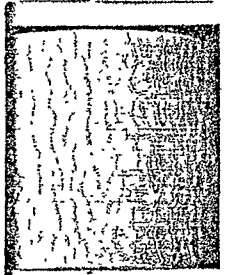
Bill Burkhardt - S. F. Examiner

M E M O

from

mike healy

Memo to
Editors or
100,000,000



Plow,

Plow how Wells target
up envelopes addressed

to following -

Ed Doegery
Chronicle - East Bay Bureau

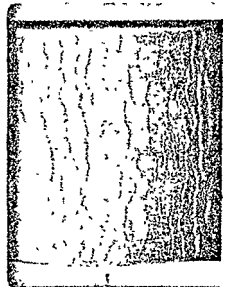
Don Montminy
Examiner - (East Bay Bureau)
County Administration Press Room

Home Democrat - Trade

Bob Worby - Daily Review

Justin Roberts - CC Times

Paul Vogt - County News Bureau



M E M O

from

B

mike

healy

for Simpson Letter

Harry Damon - Trib

Justin Roberts - CC Tami

Rick Vogt - " "

Keth Harman - Berkeley Gazette

Don Borsuk - S.F. Progress

BART

BAY AREA RAPID TRANSIT DISTRICT
890 Madison Street
Oakland, California 94607
Telephone 465-4100

ADDRESSED IN ORIGINAL FORM TO:

Senators Holmdahl
Nejedly
Alquist
Petris
Behr

Assemblymen Boatwright
McAlister
Mori

January 24, 1977

BAPCLAY SIMPSON
PRESIDENT

ELLA HILL HUTCH
VICE PRESIDENT

FRANK C. HERRINGER
GENERAL MANAGER

DIRECTORS

BARCLAY SIMPSON
1ST DISTRICT

NELLO J. BIANCO
2ND DISTRICT

ARTHUR J. SHARTSIS
3RD DISTRICT

HARVEY W. GLASSER, M.D.
4TH DISTRICT

ROBERT S. ALLEN
5TH DISTRICT

JOHN GLENN
6TH DISTRICT

ELLA HILL HUTCH
7TH DISTRICT

ELMER B. COOPER
8TH DISTRICT

JOHN H. KIRKWOOD
9TH DISTRICT

The Honorable John W. Holmdahl
Senator, 8th District
State Capitol
Sacramento, CA 95814

Dear Senator Holmdahl:

In the belief that you have not reviewed them and are considering legislation affecting them, I am enclosing a copy of the BART Board of Directors' revised expense account rules.

These rules were passed by the Board on January 6, 1977, by an eight to nothing vote.

Preventing the recurrence of past expense account abuses was the top priority of the new Board and its President. Two key changes ensure that taxpayers no longer need be concerned about profligate use of their money by individual Board members:

1. The Administration Committee, and then the full Board, has to approve all Directors' expenses. Their meetings are public and the press receives advance notice.
2. All trips outside of California must be precisely documented. The language detailing this requirement is taken directly from the 1976 Alameda County Grand Jury recommendations.

May I suggest that there are few public bodies, including the State Legislature, who have set themselves up to police their expenses as thoroughly and publicly as the new BART Board.

However, I understand that the major target of the bill which you are sponsoring is not expense accounts, but it is Mr. Herringer's salary. If you should be successful, and reduce it to the level of the Governor's, it could be quite costly to the taxpayers.

Our competition for efficient, cost conscious managers is the world of American business. The General Manager of BART's compensation is substantially below the median for top executives of corporations with comparable budgets. And the skills required and pressures of the job are greater.

The Honorable John W. Holmdahl

Page Two

January 24, 1977

I am sure you do not want to see us lose our new team of top operating people; or to see the elimination of the cost saving and service expanding programs just starting to show results; or to have deficits rise at a faster rate--but that is what may happen if your bill becomes law.

Before sponsoring legislation regarding any public entity, wouldn't it be logical to ask for the views of those most concerned and knowledgeable about the operation?

As the new BART President, and one who has no ties to the past, I'd be delighted to make time available to suit your convenience and to bring along any people or data which you feel might aid your deliberations.

Sincerely,

Barc Simpson
President, Board of Directors

Enclosure

Picture Sent



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-12

FOR IMMEDIATE RELEASE

Oakland, California

BART OBSERVES HUNDRED MILLIONTH PASSENGER.

A new milestone was reached by BART today, Wednesday, January 26, when the transit district observed its hundred millionth (100,000,000) passenger enter the system since beginning operations four and a half years ago.

The occasion was symbolically marked at BART's Montgomery Street Station in San Francisco when BART Board President Barclay Simpson and General Manager Frank C. Herringer presented a certificate and gift to Maria Magdalena De Guzman of Daly City, who entered the system at the approximate time estimated for the event to take place. Ms. De Guzman has been commuting from Daly City for about one month, having recently arrived from the Philippines.

Since beginning operations, September 11, 1972, BART trains have traveled 1.4 billion passenger miles.

BART's average daily patronage has grown from 15,247 in 1972, when the first 26-mile leg of the line was operating between Fremont and MacArthur Station in Oakland, to the present 133,000. The highest patronage day was recorded the day after Thanksgiving, November 29, 1974, when 163,408 trips were taken on the system.

- MORE -

2-2-2-2-2

This past year saw a 10,000 gain in daily ridership, from an average 120,897 in 1975 to 131,000 in 1976. BART officials attribute this gain to the advent of late night service in January 1976, the opening of the Embarcadero Station in May, improved service, growing car availability and several successful promotions.

In the coming year BART will be working toward expanding its service to include weekends, direct Richmond/Daly City service, and operating additional trains on the heavily used Concord line during commute hours.

#

January 26, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-13

FOR IMMEDIATE RELEASE

BART BOARD TO SEEK EXEMPTION FROM
OAKLAND'S PROPOSED LICENSE TAX

The BART Board of Directors today voted unanimously to seek exemption from the City of Oakland's Employee License Fee ordinance, scheduled to take effect July 1, 1977.

In adopting the motion, the Board took the position that BART, as a multi-county public agency, should be exempt from any tax of this type. This will be conveyed to the City in writing and by members of the Board personally.

The "License Tax" would require a one percent license fee upon those who engage in any trade, occupation or profession within the limits of the City of Oakland with incomes over \$6,500 annually.

BART has approximately 1,200 employees whose work stations are within the City of Oakland.

#

January 27, 1977

Contact: Mike Healy, Acting Manager
Public Information Office

Picture Sent



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-14

FOR IMMEDIATE RELEASE

BART NAMES NEW ADVERTISING MANAGER

Mr. Joseph C. Page has been named Manager of Advertising and Sales Promotion for the Bay Area Rapid Transit District (BART), it was announced today by the transit District's Director of Marketing and Communications Diane Levine.

Mr. Page, who is 41, brings to BART a wide range of marketing and sales promotion experience.

For the past 15 years he has held various managerial posts in marketing with McGraw-Hill Publications Company headquartered in New York City. His former positions with McGraw-Hill include: Vice President Marketing, General Manager Direct Marketing, Director of Sales Training, Publisher and District Manager for Business Week Magazine.

Mrs. Levine said she was very pleased that Mr. Page was joining the BART staff and believed that he would be making a substantial contribution to the transit district's marketing effort.

As BART's Advertising Manager he will report directly to Mrs. Levine and be responsible for advertising, sales promotions, and sales training programs.

2-2-2-2-2

Mr. Page earned his degree in Marketing from the University of Miami and has done graduate work at Columbia University, Denver University, and the University of Houston.

A resident of San Francisco since August 1976, Mr. Page's appointment took effect Friday, January 28.

#

January 31, 1977

Contact: Mike Healy, Acting Manager
Public Information Office

Picture Sent



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-15

FOR RELEASE TUESDAY
FEBRUARY 1

BART BEGINS NEW BIKE LOCKER PROGRAM

In an effort to encourage the use of bicycles as a viable form of transit access, BART today officially kicked off a brand new bike locker rental program.

The transit district recently installed the new lockers, which will provide 648 additional spaces for bicycles, at all stations except the downtown subway stations. The new lockers are specially designed and fully enclosed for security and weather protection, and may now be rented on a first come first serve basis.

As a special introductory offer BART will give \$5 discounts on all rental agreements until May 1, 1977.

These lockers are owned and maintained by the District and will rent for a base figure of \$5 per month with a three-month minimum and discounts for long term rentals. For three months the rental cost will be \$15; six months \$30; nine months \$45; and one year \$50. All rentals will require a \$10 key deposit refundable upon return of the key at the end of the rental term. ~~During the period of the special introductory offer deduct \$5 from the above rates.~~

- MORE -

BART Passenger Service Supervisor Kay Shirley, who oversees the program said the number of lockers may be expanded in accordance with future demand and praised the East Bay Bicycle Coalition who worked closely with BART in developing the program.

She said applications for rental of the new lockers may be obtained from station agents at all BART stations as well as the bike program office located on the concourse level of the transit district's Lake Merritt Station.

Cost of the new lockers was \$116,897, with \$93,517 being provided under a capital grant from the Urban Mass Transportation Administration, U.S. Department of Transportation. The remaining local share of \$23,379 was paid by the District.

Assuming all spaces are rented, BART would receive \$33,000 annually which would offset the program's maintenance costs.

In addition to the new lockers, BART provides over 1,300 bike racks around the system.

#

January 31, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

CALLED IN TO BUSINESS WIRE
MONDAY - JANUARY 31 - 1:30 P.M.

MEMO TO EDITORS:

Tomorrow, Tuesday, February 1, at 12 noon BART will kick off its new bike locker program with an event at the Oakland West Station. Focus of the event will be a presentation of the first key to one of the new rental lockers to BART Director Robert Allen.

Mr. Allen will be the first person to receive a key to the new specially designed fully enclosed lockers, which have been recently installed at most BART stations. Mr. Allen will rent the locker from BART.

Joining in the presentation will be members of the East Bay Bicycle Coalition. Mr. Allen will then ride a bike from the station to his office, approximately a one mile distance, to dramatize this form of transit access.

The Oakland West Station is located on 7th Avenue and Cypress in Oakland.

Hope to see you there.

January 31, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

FOR TUESDAY, FEBRUARY 1, (P.M. RELEASE)

SIDEBAR - BIKE LOCKER PROGRAM

BART's new bike locker rental program was inaugurated today when Robert S. Allen of Livermore was presented the first key to one of the new lockers.

Presentation of the key was made at 12 noon at BART's Oakland West Station, which is about one mile from Mr. Allen's office. Members of the East Bay Bicycle Coalition joined in for the event.

Mr. Allen, who is a bike enthusiast as well as a BART Director, took advantage of the introductory discount offer and signed up early to rent one of the lockers.

The introductory offer of \$5 discounts on all rental agreements will last until May 1, 1977.

Following receipt of the key, Mr. Allen hopped on a bike and began pedaling back to his office at Southern Pacific.

#

January 31, 1977

Contact: Mike Healy, Acting Manager
Public Information Office

FEBRUARY

NEWS RELEASES

1977

FEBRUARY

- 1 T-16 BART Opens New Spur Track in Daly City
- 3 T-17 Travelodge Condemnation Suit
- 8 T-18 - District Goals
- 9 - Special to Richmond Independent
- 10 T-19 - BART Board Director Candidate Deadline
- 10 T-20 - BART Marketing Ahead of Target
- 10 T-21 - BART To Celebrate Chinese New Year
- 10 T-22 - Reduced Fare for Washington's Birthday
- 15 T-23 - Bargain on Washington's Birthday
- 17 T-24 BART Goes to the Horse Races
- ✓ 17 T-25 BART Express Bus Special for Washington's Birthday
- 18 T-26 Investigation of Feb 14 incident
- 23 T-27 Increase in Patronage for Washington's Birthday
- 24 T-28 Special Director Meeting To Interview Candidates
- 24 T-29 Experiment for Unattended Stations
- 28 T-30 Water Conservation
- 28 T-31 8th District Applicants
- 28 T-32 BART Goes all out for Chinese New Year
- 28 T-33 BART To Chinese New Year Festivities
- 28 T-34 Response to Threatened Service Disruption

See March



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-16

FOR IMMEDIATE RELEASE

BART OPENS NEW SPUR TRACK IN DALY CITY

In a continuing effort to improve system operations, BART this week put a new storage track into service just north of the transit district's Daly City Station.

The new spur track, which will hold a ten-car train, was constructed to give the system additional operating flexibility with regard to train removals, both scheduled and unscheduled. This additional flexibility will be particularly beneficial in helping to minimize system delays due to a disabled train in the San Francisco service area.

Prior to activating this new track siding there were no train storage areas between Daly City and MacArthur Station, or the recently completed spur track south of the Lake Merritt Station in Oakland.

Cost of the new track, including automatic train control, was \$314,000, with \$210,000 being provided under a Federal grant from the Urban Mass Transportation Administration, U. S. Department of Transportation. The remaining share of \$104,000 was funded from local Transit Development Act monies through the Metropolitan Transportation Commission.

Another spur track in Daly City is due to be put into service in August 1977.

#

February 1, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-17

FOR IMMEDIATE RELEASE

BART WINS INVERSE CONDEMNATION SUIT

A jury this past week in San Francisco Superior Court denied Travelodge Corporation a \$180,000 claim against BART and its contractor, Fruin-Colon Corporation and Dravo Corporation, for alleged damages to a Market Street motel.

Following 25 days of trial a jury determined Thursday, January 27, that the construction activity in connection with the Muni-Metro system along the Market Street corridor did not damage a motel owned by Travelodge Corporation and other individuals. The cut and cover construction took place between 1970 and 1973.

The suit, brought by the motel owners, was filed January 21, 1972.

Appearing for BART were independent expert witnesses Robert Lawson of Harding, Lawson & Associates, an engineering and geological firm; Dan Shapiro of Shapiro-Okino-Hom & Associates, a structural engineering firm; and George Wilson of Wilson, Ihrig & Associates, specializing in noise and vibration. They testified that BART construction had not damaged the Market Street Travelodge and that, in fact, the motel was in satisfactory condition.

2-2-2-2-2

Further testimony from George Hilton of UCLA, author of Cable Cars in America, and John Woods former General Manager of San Francisco Muni took into consideration the existence of ruins of the Market Street Railroad Cable Car's powerhouse beneath the foundations of the motel.

BART was represented by John H. Tallett of the firm of Rogers, Vizzard & Tallett, Special Condemnation Counsel, and Lawrence G. Lossing of the firm of Bledsoe, Smith, Cathcart, Boyd & Elliott, counsel retained by BART's liability insurer. The Contractor was represented by Ronald E. Hothem of the firm of Connolly, Johnson & Hothem. The Travelodge Corporation was represented by James M. Berg of the firm of Fitzgerald, Berg & Edgar.

The case was heard in the court of Judge Donald B. King.

#

February 3, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-18

FOR IMMEDIATE RELEASE

As a step toward developing the 1977/78 fiscal budget, the BART Board Administration Committee yesterday adopted overall District goals which include: improvements in reliability and schedule performance; operating within presently available sources of funds, without incurring an unfunded deficit; and to maximize the contribution of operating revenues to operating costs.

The 1977/78 fiscal guidelines also include the goals of providing direct Richmond/Daly City and weekend service and increasing the number of Concord line trains.

While no specific date for the commencement of these basic service elements was set, it was determined that they should take place as soon as financially and technically feasible.

The Administration Committee, chaired by Director Arthur Shartsis of Oakland, received figures from General Manager Frank Herringer which would indicate little adverse impact to the operating deficit resulting from the expanded service levels.

It is estimated that direct Richmond/Daly City service would increase annual system ridership by over 2 million trips and generate revenue on the order of \$1.5 million. The cost to provide this additional level of service is estimated to be about \$2 million which works out to only a 1% increase to the overall operating deficit.

-MORE-

Weekend service, which is hoped to attract an additional annual ridership of approximately 5 million would add only 2% to the overall operating deficit.

Presently, BART trains carry 133,000 daily riders, which amounts to about 34 million passengers annually.

Said Director Shartsis, "The average family in the three BART counties contributes over \$30 annually in property taxes. By comparison, weekend service, which would increase the system's availability by 40% would only cost the taxpayer 40¢ per person annually and that would come out of existing revenue sources."

The full BART Board is expected to adopt these goals for the 1977/78 fiscal year at its regularly scheduled meeting on Thursday, February 10.

#

Tuesday, February 8, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

SPECIAL TO THE RICHMOND INDEPENDENT
FOR PROGRESS EDITION

Richmond, California

By the end of 1976 BART had carried 34,000,000 passengers for the calendar year, with over 3.3 million of the trips being made from along the Richmond line. This works out to almost 10% of the system's total annual ridership for this past year.

When BART begins direct Richmond/Daly City service, which was recently adopted by the transit district's Board of Directors as a fiscal year goal, it is estimated that annual ridership will increase by over 2 million trips and generate revenue on the order of \$1.5 million. The cost to provide this additional level of service is estimated to be about \$2 million, which works out to only a 1% increase to the overall operating deficit.

Weekend service was another goal adopted by the Board for the 1977/78 fiscal year. And while no specific target date for these service expansions was set, it was determined that they should take place as soon as financially and technically feasible.

Meanwhile, this past year BART continued to gear up its Richmond shop and yard to take on the additional workload the eventual new service will require.

- MORE -

2-2-2-2-2

Two new maintenance pits were added to shop facilities along with a new building. This brings the total number of pits to 10, providing more than twice the pit space of BART's other two shops located in Hayward and Concord. With the additional capacity these new pits offer, BART is now able to increase the number of transit cars going through the preventative maintenance (PM) cycle, for which the Richmond shop is primarily responsible. Along with an average of 15 cars that are cycled through the preventative maintenance program daily, the Richmond shop is also responsible for making ready 65 to 70 cars each day for regular service.

The main idea of the PM program, which was designed by BART's staff and outside consultants, is to identify and fix potential failures before they occur and thus reduce the chance for failures occurring during service. This is fundamental to building and maintaining a stable fleet.

As a result of this program, along with additional engineering, BART's car availability increased by over 50% from the beginning of last year to the present. While approximately 200 cars were available on a daily basis in January 1976, today the daily average is around 330, with a 91% reliability factor.

The additional workload of the Richmond facility has required an increase in staff from 75 last year to the present force of 94, plus 13 people who specialize in quality control and reliability.

3-3-3-3-3-3

Working round the clock, seven days a week, the Richmond yard and shop facility has become the backbone of BART's long range transit car maintenance program.

Also, this past year new wind and weather shelters were completed on the train platform level of the Richmond Station. And, on December 16 ground was broken for the planned new cross-platform linking BART with AMTRAK. When this project is completed, which is expected by July of this year, Richmond will become something of a transportation hub. Commuters will be able to transfer directly from trains to rapid transit and vice versa.

#

February 9, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-19

FOR IMMEDIATE RELEASE

BART BOARD DIRECTOR CANDIDATE DEADLINE

The BART Board of Directors today set February 25 as the application deadline for prospective candidates interested in representing San Francisco's eighth district on the Board.

The eighth district seat was vacated with the resignation on January 21 of Director Elmer B. Cooper.

Under the law, the BART Board must select a replacement to fill the vacated seat by March 22, or hold a special election in that district.

BART Board President Barclay Simpson said he and other members of the Board will begin the interviewing process after February 25.

"In the meantime we welcome applications for this seat on the BART Board," Simpson said.

He said those interested must be residents of the eighth district and registered voters.

- MORE -

2-2-2-2-2-2

Potential applicants should contact the District Secretary's office at BART headquarters in Oakland for further information. The number is 465-4100

#

February 10, 1977

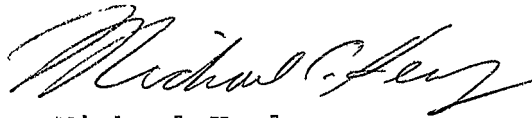
Contact: Mike Healy, Acting Manager
Public Information Office

February 11, 1977

MEMO TO EDITORS:

THE ATTACHED RELEASE, T-20 (PARAGRAPH 2 AND 4) HAS BEEN REVISED FROM THE ORIGINAL WHICH YOU MAY HAVE ALREADY RECEIVED, IN ORDER TO BETTER CLARIFY MEANING OF NUMBERS USED.

PLEASE CONTACT ME IF YOU HAVE ANY QUESTIONS.



Michael Healy
Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-20

FOR IMMEDIATE RELEASE

BART MARKETING AHEAD OF TARGET

The combination of service improvements and marketing brought about substantial ridership gains through January 1977, it was reported this week to the BART Board by the transit district's Director of Marketing and Communications Diane Levine.

Mrs. Levine reported that BART saw the daily ridership trend line grow from a fiscal 1975/76 average of 125,100 to the present trend average of 133,600 during the first seven months of the 1976/77 fiscal year. This results in a projected annual revenue increase of \$1.5 million over the last fiscal year.

"This increase of 8,500 trips per day on the system for the first seven months into our marketing program is ahead of target in terms of the goal we set back in July of last year," Mrs. Levine said.

She said the marketing objective was to reach a daily ridership growth of 10,400 over the 75/76 base of 125,100 by June of 1977. In seven months the district has reached about 82% of this goal. And February figures to date show a daily average ridership of 134,128.

"Our conclusion is that the combination of marketing and service improvements, such as more cars available, more trains, and fewer train removals during operations has contributed significantly to this yield," Mrs. Levine said.

- MORE -

She said Marketing produces a momentum of higher awareness of such improvements, as well as service hours and the many other possibilities BART offers to the public.

Mrs. Levine said a survey taken last July indicated 64% of those surveyed in BART's service area thought the quality of service was good to excellent, but only one third (31%) had any awareness that BART operated after 8 p.m. BART has been operating from 6 a.m. to midnight Monday through Friday for over a year now. A recent survey in November 1976 suggested these figures had risen to 71% and 68% respectively.

The report also showed that as a direct and immediate result of several promotions between July and December there was an incremental trip increase of 280,000. This resulted in additional direct revenue of \$104,167 during the period of the specific promotions while cost of the promotions amounted to \$52,000.

The overall marketing goal for this fiscal year is to increase passenger revenue from \$22,000,000 generated during the 75/76 period to 23,900,000 for fiscal year 76/77, or an addition of \$1,900,000 by June 1977.

#

February 10, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-21

FOR IMMEDIATE RELEASE

BART TO CELEBRATE CHINESE NEW YEAR

BART will be providing special Saturday Service March 5 as a convenience for those people planning on attending the colorful Chinese New Year parade it was announced today by General Manager Frank Herringer.

This will be subject to approval by the California Public Utilities Commission.

Herringer said he was pleased that BART would be able to provide this special service for the famous parade which is a culmination of two weeks of celebration to ring in the new year. Over 500,000 people are expected to attend the festivities over the two week period between February 22 and March 5.

Trains will operate from 12 noon to midnight for that Saturday. Service will be provided on three routes at 15 minute intervals until 7 p.m. and then phase into regular night service of 20 minute intervals on two routes, or direct Richmond/Fremont and Concord/Daly City.

#

February 10, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-22

FOR IMMEDIATE RELEASE

BART REDUCES FARES FOR WASHINGTON'S BIRTHDAY

On Washington's Birthday, February 21, BART plans to have a single reduced fare of 50 cents for all one-way rides.

And horse racing fans who BART to Golden Gate Fields that day will get a bonus of a free ride home on BART, complements of the race track.

In order to take advantage of this special offer, race track goers should pick up a "Free Ride Home on BART" chit at the transit system's North Berkeley Station upon exiting. Then exchange the chit for a BART ticket just inside Golden Gate Fields admission gate and "you're home free."

Shuttle service between BART's North Berkeley Station and the race track will be provided by AC Transit for 25 cents one way.

#

February 14, 1977

Contact: Mike Healy, Acting Manager
Public Information Office

NEWS RELEASE

Dictated to Bus. Wire 2/18 PM



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-22

FOR IMMEDIATE RELEASE

BART REDUCES FARES FOR WASHINGTON'S BIRTHDAY

The Monitor

Washington's Birthday, ~~February 22~~, BART plans to have a single reduced fare of 50 cents for all one-way rides.

~~and maximum~~

And horse racing fans who BART to Golden Gate Fields that day will get a bonus of a free ride home on BART, compliments of the race track.

In order to take advantage of this special offer, race track goers should pick up a "Free Ride Home on BART" chit at the transit system's North Berkeley Station upon exiting. Then exchange the chit for a BART ticket just inside Golden Gate Fields admission gate and "you're home free."

Shuttle service between BART's North Berkeley Station and the race track will be provided by AC Transit for 25 cents one way.

#

February 18, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-23

FOR IMMEDIATE RELEASE

BARGAIN ON BART WASHINGTON'S BIRTHDAY

With Washington's Birthday Monday, February 21, being one of the year's traditional sale days, shoppers will find their first bargain on BART.

As a special offer by the transit district, all one way rides to any point on the system that day will cost no more than 50 cents. Patrons who plan on shorter trips which would normally cost less, or who have discount tickets, should use the regular fare system.

A special Washington's Birthday flyer, which may be obtained in all BART stations, identifies the many shopping areas and centers with easy access to the transit system.

The flyer also tells how horse racing fans who BART to Golden Gate Fields in Albany will be eligible for a bonus of a free ride home on BART, compliments of the race track.

The special holiday schedule calls for trains to run every 15 minutes on three routes from 6 a.m., to 6 p.m., and then every 20 minutes on the Richmond/Fremont and Concord/Daly City lines until the midnight closing.

Patrons should check last train schedules posted in stations as they vary between lines.

#

February 15, 1977

Contact: Mike Healy, Acting Manager
Public Information Office



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-24

FOR IMMEDIATE RELEASE

BART GOES TO THE HORSE RACES

Going to the horse races at Golden Gate Fields this Monday, Washington's Birthday?

You can get there by BART for no more than 50 cents, and receive a bonus of a free BART ride home, compliments of the Race Track.

Race track goers may pick up a coupon when exiting the North Berkeley Station and exchange it just inside the Golden Gate Fields admission gate for a free "return trip" BART ticket. The eight minute shuttle trip between the North Berkeley Station and the race track will be provided by AC Transit for 25 cents one way.

Shoppers on this traditional sale day will also find BART a good way to beat the traffic and parking hassles. Special Washington Birthday flyers are available in all BART stations which list major shopping centers with easy access to the system.

#

February 17, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-25

FOR IMMEDIATE RELEASE

BART EXPRESS BUS SPECIAL FOR WASHINGTON'S BIRTHDAY

BART Express Buses will be free on Washington's Birthday Monday, February 21, when boarded at BART stations. This is in addition to the transit system's special Washington Birthday fare maximum of 50 cents for all one-way train trips.

Patrons boarding BART Express Buses at any other point, except at the stations they service, will be charged the normal fare.

Express buses serve outlying areas in Alameda and Contra Costa Counties and operate along four routes on holidays.

The "U" route connects BART's Hayward Station with Dublin, Pleasanton and Livermore; the "D" route connects the Walnut Creek Station with Alamo, Danville, San Ramon and Dublin; the "M" line connects the Concord Station with Martinez via the Sun Valley Shopping Center; and the "P" line links the Concord Station with Pittsburg and Antioch.

Express buses will operate a holiday schedule providing hourly service. Exact schedules may be obtained in all East Bay BART stations for individual lines and final departure times.

#

February 17, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-26

FOR IMMEDIATE RELEASE

BART has commenced a full internal investigation into circumstances surrounding an incident in which a train moved through a nonaligned switch Monday Evening, February 14.

The incident began at approximately 6 p.m. when a Daly City bound train was taken out of service at BART's Rockridge Station and reversed back to the Concord Yard. This required a switch alignment for cross-over to the east-bound track. Following completion of this procedure, a second train, also bound for Daly City, moved through the misrouted switch, causing the front wheels of the lead car to go around, ("splitting the switch").

The switch was cleared at 8:10 p.m. and normal service was restored by 8:50 p.m. In the interim, a bus bridge was initiated between Mac Arthur and Orinda Stations in order to minimize passenger inconvenience.

The investigation of this incident, which is headed by BART's Director of Safety Ralph Weule, is being conducted to determine the cause, and to develop any recommended procedural changes which might prevent similar occurrences in the future. Such recommendations would also attempt to identify any strategy errors which may have contributed to the delay in restoring full service.

- MORE -

Chis
2-2-2-2-2-2

This investigation is being conducted in cooperation with the National Transportation Safety Board and the PUC, with results estimated to be available on or before March 3, 1977.

#

February 18, 1977

Contact: Mike Healy, Acting Manager
Public Information Office

Bus. Wire



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-27

FOR IMMEDIATE RELEASE

BART SEES MARKED INCREASE OVER
LAST YEAR'S WASHINGTON'S BIRTHDAY

Rainy weather or not Bay Area people were on the move Monday, Washington's Birthday, with BART seeing a 64 percent increase in ridership over the same holiday the previous year.

BART patrons took in excess of 82,000 trips on the system Monday, generating revenue of approximately \$41,000, while Washington's Birthday in 1976 saw 50,000 trips taken, generating about \$35,000 using the average trip cost for that period of 70 cents. This holiday the transit system's fare was reduced to a 50 cent maximum for all one-way trips.

Additionally, BART Express Buses serving the outlying areas of Alameda and Contra Costa counties were free when boarded at BART stations.

#

February 23, 1977

Contact: Mike Healy
Office of Public Information

Bus wire



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-28

FOR IMMEDIATE RELEASE

In an effort to encourage maximum public participation, the BART Board of Directors will hold a special public interview session Tuesday, March 1, at 6 p.m., for prospective candidates to fill the Board's currently vacant 8th District seat. The interviews will be held in the Board of Director's room at the transit District's headquarters, 800 Madison Street, Oakland.

The 8th District comprises the southwest portion of San Francisco, taking in the Sunset, Ingleside and Outer Mission areas.

The deadline for applications, which may be made through the transit District Secretary's office in Oakland, is Friday, February 25. To date 13 applications have been received.

BART Board President Barc Simpson said directors have been interviewing applicants individually.

He said in order to be scheduled for the public interview at the March 1 meeting, applicants must be suggested by one or more directors.

"We will be looking at candidates from the point of view of he or she serving the best interests of the taxpayers on the BART Board," said Simpson.

2-2-2-2-2

Individual interviews will be 20 minutes each in alphabetical order. Each applicant will be given five minutes to make a presentation with the remaining 15 minutes devoted to questions from directors, members of the public, and press.

Anyone wishing to ask questions of prospective candidates at the public interview should submit them in writing to the Board President during the proceedings.

"We are continuing to welcome applications for this seat on the BART Board," Simpson said. "But they must be in before 5 p.m., Friday, February 25."

Anyone interested must be a resident of the 8th District and a registered voter.

Simpson said the Board is expected to vote on a candidate at the regularly scheduled meeting March 10.

#

February 23, 1977

Contact: Mike Healy
Office of Public Information

Bus. wire



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-29

FOR IMMEDIATE RELEASE

Beginning in March, BART will commence an experiment to determine the feasibility of remotely attending some of its less heavily used stations. New features have been installed in those stations selected which should improve security and safety for BART patrons.

The two stations selected for this experiment will be Rockridge and Ashby, which have been specially modified with additional television monitoring, special patron phones, and remote controls for emergency gates and elevators so that handicapped persons may use them without assistance.

BART personnel have been reviewing all aspects of this concept and will continuously monitor the stations from a nearby control point during the test. BART Police will be close at hand in case immediate assistance should be required.

BART is conducting this experiment with a view to financing weekend service by minimizing the additional personnel costs involved.

#

February 24, 1977

Contact: Mike Healy
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-30

FOR IMMEDIATE RELEASE

BART TO CONSERVE WATER

BART has commenced a water conservation program with an overall goal of reducing the District's consumption by 25 percent, it was announced today by General Manager Frank C. Herringer.

Herringer said the transit district has taken several steps to ensure a reduction in water usage around the system, effective immediately.

The conservation program includes:

A reduction of landscape irrigation to the absolute minimum necessary to sustain plant life; transit vehicle washing reduced by 50 percent (two of BART's three transit car washers recycle the water); all faucets in buildings to have water flow reduced by approximately 50 percent; toilet and urinal flushings decreased by 25 - 35 percent in all district administration and shop facilities.

In addition, any necessary repair for water main breaks will be given priority over all non-operation related maintenance.

"We believe these measures will help to contribute to the overall community effort to conserve our water resources," Herringer said.

#

February 28, 1977

Contact: Mike Healy
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-31

FOR IMMEDIATE RELEASE

Because of the number of applicants for BART's 8th District seat, the Board of Directors will now hold two public interview sessions for candidates, it was announced today by Board President Barc Simpson.

The public interviews of prospective candidates for the currently vacant seat on the BART Board will be held on Tuesday March 1 and Wednesday March 2 at 6 p.m., in the Board room of the transit district's Oakland headquarters.

By the 5 p.m., Friday, February 25, deadline over 40 applications had been received.

Applicants will be interviewed in alphabetical order. Members of the public and press who wish to ask questions of prospective candidates should submit them in writing to the Board President during the proceedings.

Said Simpson, "We are making an all out effort to encourage as much public participation in the selection process as possible." He said that all applicants will be offered the opportunity to be interviewed.

- MORE -

2-2-2-2-2

The 8th District comprises the southwest portion of San Francisco taking in the Sunset, Ingleside and outer Mission areas.

#

February 28, 1977

Contact: Mike Healy, Acting Manager
OFFICE OF PUBLIC INFORMATION



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-32

FOR IMMEDIATE RELEASE

BART GOES ALL OUT FOR CHINESE NEW YEAR

Special Chinese New Year flyers containing a bonus coupon are now available in all BART stations.

Along with listing some of the many activities around San Francisco during the festival week, the colorful "Orient Express" flyers also include a coupon which will get you a free booklet of exquisite Chinese recipes, while they last, when dining at the Empress of China restaurant. The Empress of China is an easy connection from either BART's Embarcadero or Montgomery Street Stations.

Topping off the festival week, BART will operate on Saturday, March 5, to get you to the famous Chinese New Year Parade.

BART trains will operate from 12 noon to midnight. Service will be provided on three routes at 15 minute intervals until 7 p.m., and then phase into regular night service of 20 minute intervals which provides direct Richmond/Fremont and Concord/Daly City service.

#

February 28, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-33

FOR IMMEDIATE RELEASE

BART TO THE CHINESE NEW YEAR FESTIVITIES THIS SATURDAY

See the famous San Francisco Chinese New Year Parade via BART this coming Saturday, March 5. BART will be providing special service for the occasion.

The Golden Dragon Parade, celebrating the Year of the Serpent, will be moving along Market Street only a step away from BART's Embarcadero, Montgomery and Powell Street Stations.

While the Saturday parade begins at 7 p.m., the city will be teeming with activity early in the day, and BART trains will get you there and back from noon until midnight.

Saturday trains will operate at 15-minute intervals (8 minutes in San Francisco), offering direct Concord/Daly City, Fremont/Daly City and Richmond/Fremont service until 7 p.m., and then phase into a regular night schedule.

The night trains will operate along two routes at 20 minute intervals, providing direct Richmond/Fremont and Concord/Daly City service.

- MORE -

26
2-2-2-2-2

In the meantime, BART can get you to the Golden Dragon display at Three Embarcadero Center, special ice sculpture and brush painting demonstrations at Macy's, or the Emporium where Chinese chefs will be demonstrating artful techniques of wok cooking.

A schedule of specific events for the week may be obtained at any BART station.

#

February 28, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Bus. Wire



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-34

FOR IMMEDIATE RELEASE

RESPONSE STATEMENT TO THREATENED SERVICE DISRUPTION

BART HAS NO REASON TO BELIEVE THERE WILL BE ANY DISRUPTION IN SERVICE ON TUESDAY, MARCH 1, PARTICULARLY SINCE AMALAGAMATED TRANSIT UNION LOCAL 1555 HAS INFORMED THEIR MEMBERS THAT UNDER NO CIRCUMSTANCES ARE THEY TO ABSENT THEMSELVES FROM THEIR RESPECTIVE WORK LOCATIONS IN ORDER TO ATTEND A SPECIAL MEETING WHICH THE UNION HAS CALLED FOR 4 A.M. TUESDAY MORNING.

IN THE INTERIM BART MANAGEMENT WILL BE WORKING WITH THE UNION IN AN EFFORT TO RESOLVE ANY PROBLEMS THE UNION FEELS IT HAS.

#

FEBRUARY 28, 1977

CONTACT MIKE HEALY

PUBLIC INFORMATION OFFICE



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-35

FOR IMMEDIATE RELEASE

UPDATED STATEMENT

BART Management and representatives of Amalgamated Transit Union local 1555 met today between 4 and 7 p.m., at the transit district's headquarters in Oakland in an effort to resolve some problems the union feels it has.

While no agreement was reached and no subsequent meetings are scheduled at this time, BART has no reason to believe there will be any disruption in service tomorrow morning, Tuesday, March 1.

Although the union has scheduled a 4 a.m., meeting tomorrow morning, it has advised its members that under no circumstances are they to absent themselves from their respective work locations in order to attend.

BART Assistant General Manager Robert Gallaway, who met with union leader Joe Grima, said the union has always honored its contract in the past and it is expected it will continue to honor the contract, which contains a no strike, no lockout provision. The three-year contract was signed in July, 1976.

It is expected that service will commence normal operations tomorrow morning at 6 a.m.

#

February 28, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

UPDATED STATEMENT

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It is expected that service will commence normal tomorrow morning at 6 a.m.

MARCH

NEWS RELEASE

MARCH

- 3/1 T-36 Chinese Lion Dancers
- 3/1 ✓ T-37 March 5 Service Doubtful
- 3/3 T-38 Nov. 14 Derailment at Rockridge
- 3/3 T-39 Labor Dispute Resolved
- 3/4 T-40 Sp. Saturday Service - March 5
- 3/7 T-41 "D" + "Y" Express Buses - New Routes + Stops
- 3/7 T-42 Sat Chinese New Year Patronage
- 3/8 T-43 BART Tightens Late Night Schedule
- 3/8 T-44 BART, ST. PAT'S DAY, Sweepstakes
- 3/8 T-45 Hayward Parking
- 3/10 T-46 BART Signs Outside Agreement w/Auditors
- 3/10 T-47 **BART BOARD SELECTS 8th DISTRICT DIRECTOR**
replaces Bianco commendation award
- 3/14 T-48 New BART DIRECTOR TO BE SWORN IN
- 3/16 T-49 ST. PATRICK'S DAY DRAWING
- 3/17 T-50 BART Patronage Up for February
- 3/17 T-51 ST. PAT'S DAY DRAWING WINNER
- 3/21 T-52 BART Express Buses Ridership - 2 Yr. Growth
- 3/22 T-53 Chinese & Spanish Brochures distribution
- 3/24 T-54 Special Ways & Means Committee
- 3/25 T-55 P Line Express Buses
- 3/30 T-56 BART To Buy Sun Shields
- 3/31 T-57 BART Bike Lockers Disc. trial in effect

Picture Sent



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-36

FOR IMMEDIATE RELEASE

In keeping with this week's Chinese New Year festivities, the spectacular Lion Dancers troupe will be making an appearance on BART Wednesday, March 2.

Beginning at 8:30 a.m., the Lion Dancers, numbering between 7 and 10 performers, will be featured at BART's Montgomery Street Station in San Francisco.

The troupe will then move, via train, across the bay to the Central Berkeley Station for a 9:30 a.m., appearance; the 19th Street Station in downtown Oakland at 10:30 a.m.; and return to the Powell Street Station for an 11:30 a.m., show.

The dancers will be performing on the mezzanine level of these stations with each show lasting between 20 to 30 minutes.

This Saturday, March 5, BART will be operating from 12 noon to midnight as the festivities are highlighted with the famous Chinese New Year Parade.

The Parade, which begins at 7 p.m., will move along Market Street only a step away from BART's Embarcadero, Montgomery or Powell Street Stations.

#

March 1, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Bus Wire



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-37

FOR IMMEDIATE RELEASE

Following a day-long meeting between BART top management and representatives of Amalgamated Transit Union, Local 1555, the concerns expressed by both sides remained unresolved, but it is not contemplated that there will be any impact on regular BART service.

While several items were discussed, the meeting focused on two specific issues: whether and by what process BART should proceed with its plan to test the feasibility of remotely attending stations, and the union's ban on overtime which, if enforced, could result in the transit district not being able to provide special Saturday service for an estimated 71,000 riders March 5.

The special service for this coming Saturday, which was requested by many groups in the Bay Area, has been planned to help alleviate traffic and parking problems in downtown San Francisco experienced during past Chinese New Year celebrations, and this year's California Derby Day at Golden Gate Fields.

The union, although it previously agreed to work in effort to offer this service, is now taking the position that it will fine a full day's pay to any member who volunteers to work this coming Saturday.

2-2-2-2-2

The District will seek instant arbitration in an effort to proceed with the Saturday service.

On the subject of remotely staffed stations, it is anticipated that the union will request arbitration on this unresolved issue.

General Manager Frank C. Herring commented that while he was concerned about the problems with Chinese New Year service this Saturday, he is pleased that the union's issues were being addressed in an orderly fashion according to terms of the three-year contract signed by BART and the Union in July, 1976.

#

March 2, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-38

FOR IMMEDIATE RELEASE

BART COMPLETES DERAILMENT INVESTIGATION

An investigation into the circumstances surrounding a recent incident in which the front wheels of a slow moving train went aground as a result of a nonaligned switch, has been completed by BART.

The incident, which occurred at approximately 6 p.m., February 14, just east of BART's Rockridge Station, involved a west-bound train moving manually through an improperly aligned switch. The switch had been aligned for cross-over to the east-bound track prior to the incident so that the train ahead could be reversed and taken to the Concord yard.

Findings of the investigation showed that several required procedures had not been properly followed and the personnel involved have received appropriate discipline.

A full report of the investigation has been forwarded to the California Public Utilities Commission for review.

#

March 3, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-39

FOR IMMEDIATE RELEASE

BART LABOR DISPUTE RESOLVED

The disputes between BART and the Union regarding unmanned stations and the Union's refusal to work overtime to provide service on Chinese New Years were submitted to and decided by Arbitrator San Kagel in a "quickie" arbitration today.

The District asked Arbitrator Kagel to enjoin the overtime ban imposed by the Union and the Union asked Arbitrator Kagel to enjoin the operation of unmanned stations.

Kagel decided the Union should lift the ban on overtime for Chinese New Year's service, Saturday, March 5, and on regular service. He also decided that BART could continue its test period of substituting cameras for agents but required that there be a station agent on the premises while the test was in progress. The Arbitrator did not decide whether the District could operate unmanned stations after the test period.

On this matter, Kagel ruled that if BART wanted to operate without agents after the test period, the parties should negotiate on the issue and any unsettled matters would be arbitrated.

- MORE -

2-2-2-2-2

He also stated his decision did not decide whether in other circumstances either the Union or the District could ban overtime, nor did his decision decide the staffing of stations or the broader questions that would be involved when the District commenced six or seven day operations.

He also urged the parties to continue good faith negotiations on other matters, stating that both parties had a duty to the public to work cooperatively in good faith to resolve any labor-management disputes.

Both the Union and BART stated they would abide by the Kagel awards. The Union is instructing its officers and stewards to make an affirmative good faith effort to get sufficient volunteers for Chinese New Years and both parties express confidence the service will be provided.

The District agreed to the Kagel conditions for its test of camera and remote operations on the Rockridge and Ashby stations.

###

March 3, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

DICTATED TO BUSINESS WIRE 4/3/77



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-40

FOR IMMEDIATE RELEASE

BART TO PROVIDE SPECIAL SERVICE SATURDAY

With over 400,000 people expected to attend the Chinese New Year Parade tomorrow, Saturday, March 5, BART will be a good way to get there and back and avoid downtown parking and traffic congestion.

BART will be providing special service for the occasion, operating from 12 noon to midnight. The Saturday trains will operate at 15-minute intervals (8-minutes in San Francisco), offering direct Concord/Daly City - Fremont/Daly City - and Richmond/Fremont service until 7 p.m., and then phase into a regular night schedule until midnight.

The colorful Chinese New Year Parade will be moving along Market Street, only a step away from BART's Embarcadero, Montgomery and Powell Street Stations.

In the East Bay, California Derby Day at Golden Gate Fields is also expected to attract a large crowd, estimated to number approximately 25,000, and BART will be there too. Horse racing enthusiasts who plan to BART to the Derby may exit at either Central or North Berkeley Stations, and transfer to an AC Transit Shuttle bus for an easy trip to Golden Gate Fields.

#

March 4, 1977.

Contact: Mike Healy, Acting Manager
Office of Public Information

Dictated and mailed to Rick Vogt and Ron Rodriguez of Leshar News Service and Pleasanton Times, respectively.



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-41

FOR IMMEDIATE RELEASE

BART ADDS "D" AND "U" LINE EXPRESS BUS STOPS

Effective Monday, March 7, BART "D" Line Express Buses will be expanded to include the Bollinger Canyon section of San Ramon, it was announced by BART Board President Barc Simpson. In addition, there will be a new stop located at Main Street and Creekside on this line.

The "D" Line buses, which link BART's Walnut Creek Station with Alamo, Danville, San Ramon and Dublin, will be re-routed from Norris Canyon Road and Twin Creeks Drive in both directions to operate along Bollinger Canyon, creating four new stops. The new route will re-connect with San Ramon Valley Blvd. via Crow Canyon Road.

The new Bollinger Canyon Road stops are located at Norris Canyon Road, Ascension, Dos Rios, and Crow Canyon in both directions.

While the stop at Norris Canyon and Twin Creeks will be discontinued, the stops on Twin Creeks at Crow Canyon will now be located on Crow Canyon at Twin Creeks.

A new stop has also been installed for Express Buses operating along the "U" and "UP" lines on Santa Rita Road at Black in Pleasanton.

- MORE -

2-2-2-2-2

New pocket time-tables for this expanded service, which also reflect recent adjustments in BART's night service schedule, are available at the Walnut Creek, Bay Fair or Hayward Stations. They may also be obtained on the Express Buses or by phoning the toll free BART Information Center at 462-BART or 933-BART.

#

March 7, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

DICTATED TO BUSINESS WIRE 2/7/77



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-42

FOR IMMEDIATE RELEASE

BART RUNS EXTRA TRAINS FOR CHINESE NEW YEAR

As a result of large returning crowds from the Chinese New Year Parade in San Francisco Saturday, March 5, BART put three extra trains into service between 8:30 and 9:30 p.m.

One extra train was dispatched from Daly City to Concord, one from Daly City to Fremont, and one between Richmond and Fremont for added transfer capacity.

For the entire operating day, between 12 noon and midnight, BART trains carried approximately 59,000 patrons. Revenue for the day, using the average trip cost of \$.70, amounted to approximately \$41,300.

The Montgomery Street Station saw the heaviest traffic for this special Saturday service, registering about 13,000 entries.

This is the highest recorded patronage for any of BART's past special Saturday operations.

#

March 7, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-43

FOR IMMEDIATE RELEASE

BART REVISES LATE NIGHT SCHEDULE

In order to decrease transfer times between lines during late night service, BART has slightly adjusted its evening schedule including last train departure times.

The new schedules will be posted in all BART stations by early next week. In the interim, patrons should consult station agents for exact departure times for last trains leaving end of line stations.

BART's revised evening schedule now makes it possible to offer six minute transfers for patrons traveling between San Francisco and points along the Richmond line. Prior late evening transfer time for Richmond line patrons took 12 minutes. The new Richmond line transfer time is the same service BART has been providing late evening San Francisco/Fremont riders.

Also, new "U" and "D" line BART Express Bus schedules reflecting the improved service are now available in the Walnut Creek, Bay Fair, and Hayward Stations and on the buses. New schedules for other Express Bus lines will be available in approximately one week.

#

March 8, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-44

FOR IMMEDIATE RELEASE

BART ST. PAT. DAY SWEEPSTAKES

A free trip to Ireland for two will be the grand prize in BART's own St. Patrick's Day sweepstakes Thursday, March 17.

Special "win a trip to Ireland" green-clover flyers which contain entry blanks for the BART sweepstakes are now available in all of the transit district's stations.

The opportunity to win the free trip, via Aer Lingus (Irish Airlines) and AMTRAK, is open to the general public along with BART riders.

All you have to do is pick up a flyer, fill out the attached entry coupon (one per person) and deposit it with a BART station agent before midnight Monday, March 14.

A drawing of the entries will be held at 12 noon in Hallidie Plaza on Thursday, March 17.

The winning entry and guest will travel by AMTRAK to Chicago and board Aer Lingus for Dublin, Ireland. The trip must be taken before September 17, 1977.

Second prize in the BART sweepstakes will be a handcrafted waterford crystal bowl.

The special St. Patrick's Day flyer also contains information on how to make easy connections from BART to ships, plane and trains.

#

March 8, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

2-2-2-2-2

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#

March 8, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-45

FOR IMMEDIATE RELEASE

ADDITIONAL PARKING FOR SOUTH HAYWARD STATION

Beginning today BART will be providing 390 additional parking spaces at its South Hayward Station, bringing the total to 880.

Under construction since August 1976, the new parking facility is located adjacent to the old parking lot on the south side of the station.

Total cost of the project was \$218,000 with \$180,800, or 82.94 percent, being funded under a Federal Aid Urban Highway grant. The remaining \$37,200 was provided from Transit Development Act funds.

This new supplemental facility will be designated as an unrestricted parking area.

#

March 9, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-46

BART SIGNS AGREEMENT WITH OUTSIDE AUDITOR

BART today signed an agreement with Hurdman and Cranstoun, San Francisco based Certified Public Accountants, to perform the transit district's annual independent audit.

In selecting Hurdman and Cranstoun, who had the lowest proposed fee among seven competing firms, the BART Board of Directors has set a new cost-saving precedent for the District by having required a five year projected ceiling on the proposals. This approach was at the direction of Arthur Shartsis, Chairman of the Administration Committee.

As a result, the successful proposal calls for a fee of \$32,000 maximum per year, with a five year ceiling of \$150,000, with no escalation. While the agreement with the selected auditor will have to be renewed annually by the Board, the five year ceiling commitment remains, which does result in a saving of \$10,000 over the cost on a per annum basis.

BART's outside audit cost for the 1975/76 fiscal year was \$43,000.

The Board voted to accept the low five-year proposal at its regular meeting on February 24. The agreement was signed on behalf of the District by Board President Barc Simpson.

#

March 10, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Contra Costa Times

County News Bureau

7 - Richmond Advertiser + Terry Sellers
City Desk

Martinez News

Albany Times

Daily Review

Oakland Tribune

San Francisco - 87 Progers

Part - Dispatch - Pittsburg

Contra Costa Ledger

Examiner -

Dan Martens

Chronicle -

Bill Burkhardt

El Cerrito Journal

San Pablo News

Skip

sent
1/17
reclay

Monday, March 14, 1977

FOR IMMEDIATE RELEASE

BART Director Nello J. Bianco of Richmond, has received the first Resolution of Commendation ever given by the Contra Costa County Mayors' Conference.

Bianco received the commendation at the March 3 Conference meeting held in Lafayette. The Resolution, read by conference Chairman Richard La Pointe, Mayor of Concord, honored Director Bianco for ".....outstanding service to the Conference and to all citizens of Contra Costa County as an officer and member of the Board of Directors of the San Francisco Bay Area Rapid Transit District."

It touched upon Director Bianco's service at BART since his appointment in 1969 to his election in 1974, when he received more votes than all 134 candidates who ran in that election, to his terms as President and Vice President of BART. He resigned the latter position in August, 1976, and he was commended for that move for "publicly and forthrightly expressing his disagreement with expense account policies of members of the District Board."

The Resolution concluded by praising Director Bianco "for his exemplary conduct in public office in the highest and noblest tradition to which all public representatives should aspire."

#

Dictated to Business Wire

Picture Sent



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-47

FOR IMMEDIATE RELEASE

BART BOARD SELECTS 8TH DISTRICT DIRECTOR

On Thursday, March 10, 1977, the present Board of Directors of BART voted 7 to 1 to appoint Eugene Garfinkle as a new member of the Board, representing District 8 in San Francisco.

The balloting was conducted by the eight elected officials from the three BART counties.

The position was formerly held by Elmer Cooper, who resigned for personal business reasons. Eugene Garfinkle will serve the full term until November 1978, at which time he will stand for election by his constituency.

Three candidates were nominated in the first vote, with none receiving a majority; however, Garfinkle was appointed in the second vote.

Eugene Garfinkle is a partner in the law firm of Dreher, Dreher & Garfinkle, with offices located in downtown San Francisco. Mr. Garfinkle resides at 20 San Andreas Way in the 8th District in San Francisco.

#####

March 10, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

DICTATE TO BUSINESS WIRE



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-48

FOR IMMEDIATE RELEASE

NEW BART DIRECTOR TO BE SWORN IN

Eugene Garfinkle will be sworn in as the newest member of the BART Board of Directors tomorrow, Tuesday, March 15, in the Glen Park Station in San Francisco. The swearing-in will take place at 12:30 p.m.

Mr. Garfinkle was appointed by the BART Board of Directors on March 10 to fill the 8th District seat which had been vacated on January 21 with the resignation of former Director Elmer Cooper. Garfinkle's term will expire in November 1978.

Administering the oath to Mr. Garfinkle will be San Francisco Superior Court Judge Harry W. Low.

#

March 14, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-49

FOR IMMEDIATE RELEASE

The drawing to determine the winner of BART's special St. Patrick's Day Sweepstakes will be held this Thursday, March 17, at 12 noon in Hallidie Plaza.

Winner of the grand prize will receive a round trip to Dublin, Ireland, for two via Aer Lingus (Irish Airlines), and AMTRAK.

BART Vice President Ella Hill Hutch of San Francisco will make the drawing in the plaza, adjacent to the Powell Street Station.

Second prize in the BART sweepstakes will be a handcrafted Waterford crystal bowl.

The deadline for entering the drawing, for which entry blanks were available in all BART stations, was midnight Monday, March 14.

The winning entry and guest will travel by AMTRAK to Chicago and board Aer Lingus for Dublin, Ireland. The trip must be taken before September 17, 1977.

#

March 16, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-50

FOR IMMEDIATE RELEASE

BART PATRONAGE UP IN FEBRUARY

BART saw a ridership gain during the month of February with a daily average patronage of approximately 136,000 compared with the January average of about 132,000. Record day for the month was Lincoln's birthday, February 11, with 141,981 trips being taken.

The average exceeded the monthly forecast by 5.1 percent according to the transit district's analysts, and was 10 percent above the daily average for February 1976, which was 123,614.

For both January and February the average net fare paid was \$.70, while the average trip length was about 13 miles. This works out to about \$95,000 in net daily revenue.

While 50 percent of the total trips taken this month were during the peak commute hours, there was an 8 percent increase in late night travel (after 8 p.m.,) over January and a 17.3 percent increase over February 1976.

Transit car availability reached a record high average for February of 333 daily, or in excess of a 60 percent increase over February 1976.

- MORE -

2-2-2-2-2

During January 240,818 transfers were made from BART to AC Transit in the East Bay and 81,863 to Muni in the West Bay.

To date BART has carried 103,069,606 riders over 1.4 billion passenger miles.

#

March 17, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Dictated to BUSINESS WIRE

Picture Sent



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-51

FOR IMMEDIATE RELEASE

BART Vice President Ella Hill Hutch of San Francisco today picked the lucky entries in the transit district's St. Patrick's Day Sweepstakes in a 12 noon drawing at Hallidie Plaza.

Winner of the grand prize, a round trip for two to Dublin, Ireland, was Jun S. Isiderio of San Francisco. Transportation will be by AMTRAK and Aer Lingus (Irish Airlines).

The second prize, a hand-crafted crystal Waterford bowl, was won by Jack Stansfield of Oakland.

In drawing the two winners among several thousand entries, Mrs. Hutch said this event demonstrated the use of public transportation in conjunction with other forms of transportation.

This will be particularly highlighted with the BART/AMTRAK linkup this coming July when the cross platform at the Richmond Station is scheduled for completion.

Mrs. Hutch thanked representatives of Aer Lingus and AMTRAK for participating in this event.

#

March 17, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

T-52

FOR IMMEDIATE RELEASE

BART EXPRESS BUSES SEE RIDERSHIP GROW IN TWO YEARS OF OPERATION

Since beginning operations little over two years ago, BART Express Buses have seen ridership increase 176 percent.

When the Express Buses, serving outlying areas in Contra Costa and Alameda Counties, began operating in December 1974, the average daily ridership was 1,700 for the combined five lines. Express Buses presently carry 4,700 daily.

"The most significant factor observed is the growth of non-commute period usage and school trips, which amount to approximately half of the total patronage," said BART Express Bus Manager Ray Ceder.

He said it is estimated that about half of the daily patronage make a direct connection to BART trains while the remaining trips are taken between or within the individual communities served.

Total revenue from the Express Bus service over the two year period amounts to approximately \$600,000 with a total operating expenditure of \$4.3 million. Presently revenue contributes about 16.3 percent to operating costs.

The Express Bus service is operated for BART by AC Transit under a cost-reimbursement contract. The five routes served connect BART's Bay Fair and Hayward Stations to the Livermore-Amador Valley;

2-2-2-2-2

the Concord Station to the Pittsburg-Antioch-Brentwood region; the Concord Station to Martinez; Walnut Creek Station to Danville, Alamo and the San Ramon Valley; and the El Cerrito Del Norte Station to Pinole during peak travel hours only.

Intervals between buses vary according to route, but generally are every 30 minutes during morning and evening rush hours, hourly during mid-day and 2 hours during late evening operation.

Express Buses operate Monday through Friday from 5:30 a.m., to 11 p.m. Time tables for specific lines may be obtained in East Bay BART stations and on the buses.

#

March 21, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-53

BART

FOR IMMEDIATE RELEASE

BART this week will introduce two new "All About BART" brochures in Chinese and Spanish to the transit system's family of information publications.

The colorful new brochures will be available in BART's 34 stations by Friday, March 25.

Designed to be a handy pocket guide, these brochures offer specific information on how to use the system's automatic fare vending equipment, night service information, bus connections, parking at BART stations, regular and special discount fares.

Additionally, there is information on making easy bus connections between BART and the Oakland and San Francisco International Airports, the "bikes on BART" program, plus destinations of interest with easy access to stations.

"We have produced these new brochures as part of a continuing effort to provide improved and useful transit information for the public," said BART's Manager of Advertising, Joe Page.

← MORE -

2-2-2-2-2

He said BART last year introduced all new information brochures tailored for individual communities served by the transit system as well as a special "Over, Under and Around San Francisco" brochure for out-of-town visitors. This publication is distributed through hotels and convention and visitors bureaus and lists major Bay Area attractions with easy accessibility from stations.

#

March 22, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-54.

BART

FOR IMMEDIATE RELEASE

BART TO HOLD SPECIAL MEETINGS

A meeting of the BART Board's Special Ways and Means Committee has been called for 9 a.m., Wednesday, March 30, it was announced today by BART Director Nello Bianco of Richmond.

Bianco, who is chairperson of the Ways and Means Committee, today said that he is calling the meeting in order to study proposed legislation to extend the half-cent transaction and use tax in the three BART counties.

He said the committee will study the language and impact of the proposed bill with a view to making a recommendation to the full BART Board concerning the District's position.

Also, BART Director Arthur Shartsis has called for a meeting of the Administration Committee to be held at 8 a.m., Wednesday, March 30, and BART President Barclay Simpson has called a special Board meeting to be held following the Ways and Means Committee.

The meetings will be held at the transit district's administration building, 800 Madison Street, Oakland.

#

March 24, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Distributors
Tribune ✓
Chronicle ✓
Examiner ✓
CC Times ✓
County Bureau ✓
Antioch Ledger ✓
Pittsburg Post Dispatch ✓

NEWS RELEASE

BART

T-55

FOR IMMEDIATE RELEASE

Transfers between BART P line Express Buses and local East Contra Costa County bus service scheduled to begin in June was approved yesterday by the BART Board of Directors.

The P line connects West Pittsburg, Pittsburg, Antioch, Oakley and Brentwood with BART's Concord Station.

"The revised policy will benefit patrons by eliminating any additional cost when connecting to the Express Buses for trips outside the local service area," said BART Director Nello Bianco.

"For example, if a patron takes a local bus within Pittsburg and transfers to a BART Express Bus to go to the Concord BART Station, it will cost no more than \$.50, the present cost to make the entire trip on the Express Bus," Bianco said.

The new local service is being planned by the East Contra Costa County Transit Authority and will include service within the communities of West Pittsburg, Pittsburg, Antioch and Brentwood.

When the new local service begins, adjustments in BART Express Bus routings for those areas is planned which will shorten the travel time between BART's Concord Station and the East County area.

#

March 25, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-56

FOR IMMEDIATE RELEASE

BART TO BUY SUN SHIELDS

The BART Board of Directors has approved a bid submitted by A. R. Peterson & Son of Hayward to supply the transit system with special sun shields for trackside electronic control boxes.

The metal sun shields have been ordered in an effort to minimize the occurrence of electronic problems on the line resulting from temperature variations, specifically during the hot weather months. The electronic irregularities occur when the transit district's automatic control system registers a given track zone as being occupied by a train when it is not, possibly resulting in an operational delay.

While BART's preventative maintenance program has greatly reduced the occurrence of such electronic problems, the system experiences a significant rise during particularly hot days.

"We hope to reduce such incidents during hot weather by at least one third with the sun shields," said BART's Assistant General Manager for Operations, Robert Gallaway.

He said such a reduction would benefit the passenger by further improving train reliability and service in general.

- MORE -

2-2-2-2-2-2

As the low bidder among three competing companies, A. R. Peterson & Son will supply approximately 1,300 shields at a total cost of \$43,653, or about \$30.00 per unit. The sun shield units are scheduled for delivery in May. District maintenance personnel will install the units with completion anticipated for this coming summer.

BART has been testing the solar effects on its trackside electronic equipment since early 1974.

#

March 30, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-57

FOR IMMEDIATE RELEASE

BART BIKE LOCKER DISCOUNTS STILL IN EFFECT

Discounts are still being offered by BART on the leasing of its brand new bike lockers according to BART Passenger Service Supervisor Kay Shirley.

Ms. Shirley, who oversees the bike locker program, said the special introductory offer of \$5 discounts on all rental agreements will be in effect until May 1, 1977.

In an effort to encourage the use of bicycles as a good form of transit access BART recently completed installation of the new lockers in all stations except downtown subway stations. The new lockers provide a total of 648 fully enclosed spaces for bikes throughout the system.

Rental applications may be obtained from station agents or the bike program office located on the concourse level of the transit district's Lake Merritt Station.

The lockers rent for a base figure of \$5 per month with a three month minimum and discounts for long term rentals.

#

March 31, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

APRIL

NEWS RELEASES

APRIL

- 4/4 T-58 - BART Committee on Affirmative Action
- 4/4 T-59 - BART To Install Earthquake Sensors
- 4/4 T-60 - BART Car Availability Up This Past Week
- 4/5 ^{weed} _{press} only BIANCO Named To State Transportation Board
- 4/5 T-61 BART Seeking ADVERTISING AGENCY
- 4/6 T-62 Fremont Parking Lot Addition
- 4/6 BART Director Named To State Trans. Comm.
- 4/11 T-63 BART To Provide Extra Trains For A's Game
- ✓ T-64 FIRST MEETING of Affirmative Action Committee
- 4/14 T-65 BART Seeks to Strengthen Smoking Rule
- 4/14 T-66 BART Looking At Power Savings
- 4/18 T-67 FREE Tickets To Tennis Show
- 4/22 T-68 Special to SF Examiner - Urban & Suburban Develop.
- 4/25 T-69 Additional Parking on Concord Line
- ✓ T-70 Free Giant Tickets
- ✓ T-71 " " " Sport Editors only
- ~~4/26 T-72 BART Receives State Award (deleted)~~
- ~~4/28 T-73 BART TO MAKE STUDY OF ORGANIZATION (deleted)~~

NEWS RELEASE



T-58

BART

FOR IMMEDIATE RELEASE

BART COMMITTEE ON AFFIRMATIVE ACTION

BART President Barc Simpson today announced the formation of a special Board committee to evaluate the transit district's overall affirmative action program and goals.

The newly created committee will be chaired by BART Director Harvey Glasser of Alameda and composed of Directors Ella Hill Hutch of San Francisco, who will be vice chairperson, and Simpson.

Simpson said the committee was formed in response to questions raised at the Thursday, March 24, Board meeting by members of the public and the BART Black Caucus concerning the District's affirmative action program.

He added that BART established an aggressive Affirmative Action Program in 1975, which has received strong support from General Manager Frank Herringer as well as the Board of Directors, resulting in substantial overall achievements in this area.

Simpson said that 40% of BART's employees are in fact minorities compared with 32.6% minority population in the three BART counties. As of March 4, 1977, there were 427 supervisory and managerial positions at BART, with 144 being filled by minorities and 15 being filled

- MORE -

2-2-2-2-2

by women. In addition, over 50 women were hired in 1977 for non-traditional jobs in the area of transit vehicle maintenance, electronics, engineering and police.

"While this does not mean that we are satisfied, I believe it does demonstrate the District's serious commitment toward filling available positions with qualified minorities and women, and the vigorous pursuit of affirmative action," Simpson said.

The new committee will be charged with the task of looking into all aspects of the program.

#

April 4, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-59

BART

FOR IMMEDIATE RELEASE

BART TO INSTALL EARTHQUAKE SENSORS

As a part of an overall effort toward system improvement, BART has awarded a contract to provide special instrumentation for sensing seismic activity along key areas of the line.

The contract has been awarded to Howell Electric Company of Oakland as low bidder among five competing firms for a total bid price of \$22,000.

Howell Electric Company will supply the District with seismic sensor alarms to be located on the system at the Concord, Walnut Creek, Rockridge, El Cerrito Del Norte, Bay Fair, Fremont, Embarcadero and Daly City stations.

The seismic sensor system will be installed by BART personnel and linked directly to BART's Central Control and Station Agent consoles at the eight stations.

"An automatic detection system of this kind offers the best and fastest means of measuring any seismic activity along critical locations on the BART line," said Robert Gallaway, BART's Assistant General Manager of operations.

- MORE -

2-2-2-2-2-2

He said the new seismic system will keep BART's Central Control instantly advised in case some form of emergency response is required.

The project will be two thirds Federally funded under an Urban Mass Transportation Administration grant. Completion of the sensor installation is scheduled for August 1977.

#

April 4, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE



T-60

BART

FOR IMMEDIATE RELEASE

BART TRANSIT CAR AVAILABILITY UP THIS PAST WEEK

BART this past week reached a record high in transit car availability with 367 being recorded for Monday, March 28, and a daily average of 350.

This is the highest weekly average experienced by the transit system since beginning operations over four and a half years ago. Last year at this time, an average of 234 cars were available on a daily basis.

The high car availability translates into overall better service to the passenger by giving the system more operating flexibility, long trains, with several spare trains for backup.

BART's Director of Maintenance, Richard Demko, primarily attributes the progress made in this area to a strong team effort on the part of maintenance personnel.

He said that even with more cars operating, or available for operations on a daily basis, the failure rate trend is on a downward swing.

- MORE -

"While equipment problems still exist, an increased emphasis on our preventative maintenance program has contributed considerably to substantial progress made toward increasing the daily availability of transit vehicles for service," Demko said.

The preventative maintenance program calls for transit cars to be cycled through BART's three shops located at Richmond, Concord and Hayward every 250 hours whether or not a problem has been reported, and again every 1,500 for total checkout.

Demko said this program helps BART keep ahead of the problems before they occur.

#

April 4, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

SPECIAL TO THE WEED PRESS

FOR IMMEDIATE RELEASE

Picture Sent

FORMER WEED RESIDENT NAMED TO
STATE TRANSPORTATION COMMITTEE

Former Weed resident Nello Bianco has been named by State Assembly Speaker Leo McCarthy to the State's Department of Transportation Advisory Committee.

Established in 1973 by the legislature, the committee is charged with acting in an advisory capacity to the State's Department of Transportation in the development of various transportation reports.

Bianco, who now lives in Richmond with his wife Betty and their three children, is the senior member of the Bay Area Rapid Transit District (BART) Board of Directors. He was elected to the BART Board in 1974, receiving the highest number of votes among 134 candidates who ran for the nine member body in the three counties that make up the transit district.

First appointed to the BART Board in 1969 by the Contra Costa County Board of Supervisors, Bianco served as its vice president in 1973 and president in 1974. He was vice president again in 1976, but resigned that office over his disagreement with expense account policies of the Board, which have since been amended. As a result, Bianco was honored by the Contra Costa County Mayors' conference

- MORE -

2-2-2-2-2

recently by being the recipient of the first Resolution of Commendation ever given by that public body. The resolution commended him for "publicly and forthrightly expressing his disagreement" "and concluded by praising Director Bianco for his exemplary conduct in public office in the highest and noblest tradition to which all public representatives should aspire."

Additionally, Bianco has received both State Senate and Assembly resolutions commending him for his public service.

Before and during his first years on the BART Board, before it became an elected body, Bianco served on the Richmond City Council and was chairman of that City's Personnel Board. He also served as a member of the Port Commission, the Richmond Redevelopment Commission and the Richmond Housing Authority Commission.

#

April 5, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Picture sent

NEWS RELEASE

T-61

BART

FOR IMMEDIATE RELEASE

BART SEEKING ADVERTISING AGENCY

The San Francisco Bay Area Rapid Transit District (BART) is now inviting proposals from advertising agencies interested in seeking this account, it was announced today by BART's Director of Marketing and Communications Diane Levine.

She said that as a result of a shift in marketing emphasis during this past year, BART's current advertising agency Wilton, Coombs & Colnett, Inc., (WCC) of San Francisco has resigned the account effective April 30, 1977.

"We regret WCC's withdrawal from the account and believe that our relationship over the past six years has been a productive one," said Mrs. Levine.

She said BART will be entertaining proposals to seek a replacement between now and July 30, 1977.

Those agencies interested should contact Mr. Joe Page, BART's Manager of Advertising for further information and a complete procedures packet. Mr. Page may be reached at the Transit District's Oakland headquarters 800 Madison Street, Oakland. (415) 465-4100.
#

April 5, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Piclow Sent

MAILED TO: Martinez Gazette; Pittsburg Post Dispatch; Antioch Daily Ledger;
Justin Roberts, Contra Costa Times.

FOR IMMEDIATE RELEASE

BART DIRECTOR NAMED TO STATE
TRANSPORTATION COMMITTEE

BART Director Nello Bianco of Richmond has been named by State Assembly Speaker Leo McCarthy to the State's Department of Transportation Advisory Committee.

Established in 1973, the committee is charged with acting in an advisory capacity to the State's Department of Transportation in the development of various transportation reports.

Bianco was first appointed to the BART Board in 1969 by the Contra Costa County Board of Supervisors and then won his present seat in the Board's first election in 1974. In that election he received the highest number of votes among 134 candidates who ran for the nine member body in the three counties that make up the transit district. During his years on the BART Board, Bianco has twice served as vice president and president in 1974.

Bianco has received both State Senate and Assembly resolutions commending him for his public service.

- MORE -

2-2-2-2-2

When notified of the appointment to the Transportation Advisory Committee, Bianco said he was pleased and honored to have been selected and voiced his support of rapid transit's role in contributing to the quality of life in the Bay Area.

#

April 6, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

M E M O

from

mike healy

Diane,

Would plan to send them
out tomorrow -

- 1 Review
- 1 Trib
- 1 Chronil
- 1 Examine
- 1 San Jose Merc.
- Radio & TV.

So it goes.

MH

NEWS RELEASE

T-62

BART

FOR IMMEDIATE RELEASE

FREMONT PARKING ADDITION BEGINS CONSTRUCTION

The first phase of construction on the planned supplemental parking for BART's Fremont Station has begun, it was announced by BART Director John Glenn.

Glenn, who worked closely with the City of Fremont in helping to guide the project to fruition, said the new facility, when completed, will increase parking by 300 spaces.

This will bring the total number of spaces for this station to 1,000 as well as improve bus access and double present loading zone capacity.

"I'm very pleased to see this project underway because it represents another important step toward improved transit access," said Glenn.

He said that in keeping with the goal of increasing accessibility to BART, he was also pleased to see the recent completion of a supplemental parking facility at the South Hayward Station. This new parking area is now providing 390 additional spaces.

- MORE -

2-2-2-2-2-2

The first phase of the Fremont project calls for a portion of the Tyson Lagoon to be filled. This is expected to be completed by early June 1977, at which time temporary parking on the addition will be available during the settling period. Following the settling period, which will take about a year, the final paving will take place.

Funding for the new parking facility, which will cost \$590,605, is being provided by Federal Aid Urban Highways (FAU), contributing 83 percent of construction costs with the remaining 17 percent coming from Transit Development Act monies.

Glenn noted that BART and Alameda County have been leaders in the use of FAU funds for transit purposes.

He said the FAU funding has also been obtained for a future project to create new access through the east side of the Fremont Station. This would include the installation of additional automatic fare equipment to ease the commute hour traffic flow at this station which is heavily utilized.

#

April 6, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-63

BARTFOR IMMEDIATE RELEASE

BART TO PROVIDE EXTRA TRAINS FROM
THE OAKLAND COLISEUM THIS EVENING

Sports fans planning on attending the baseball game at the Oakland Coliseum tonight should find BART a good bet to avoid traffic and parking congestion.

Extra "after game" trains will be provided by the transit system this evening following the game between the Oakland A's and the Los Angeles California Angels.

Two extra northbound trains will be specially timed to meet the homegoing crowds at BART's Coliseum Station immediately following the conclusion of the game. The game is scheduled to begin at 7:30 p.m., and end at approximately 10 p.m., with about 25,000 people expected to attend.

Along with the extra trains BART plans to double the normal length of its regular late evening trains, in both directions, from three to six cars, providing additional capacity.

BART will also be providing special after-game service tomorrow night for the big play-off opener between the Golden State Warriors and Detroit. The game starts at 8 p.m., at the Oakland Coliseum Arena.

#

April 11, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-64

FOR IMMEDIATE RELEASE

The first meeting of the BART Board's Special Affirmative Action Committee has been set for this Wednesday, April 13, it was announced today by Director Harvey Glasser of Alameda who chairs the committee.

Commencing at 9 a.m., the meeting will be held in the Board of Director's room at BART's Administration Building, 800 Madison Street, Oakland.

The newly formed committee also includes BART Directors Ella Hill Hutch of San Francisco, who is vice chairperson, and Marc Simpson of Walnut Creek, who is president of the Board.

Glasser said the committee will review the current status of BART's overall affirmative action program.

#

April 11, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-65

BART

FOR IMMEDIATE RELEASE

BART SEEKS TO STRENGTHEN SMOKING RULE

The BART Board of Directors today adopted a tough stance on the transit system's no-smoking rule.

Following a report and recommendation given by Director Harvey Glasser, Chairperson of the Board's Public Information and Legislation Committee, the full Board moved to enforce the District's smoking regulations by seeking legislation for imposing fines of not more than \$50.

In adopting its motion, the BART Board authorized the General Manager to seek legislation which would amend the Public Utilities Code making violation of the smoking rule an infraction and subject to a citation.

The no-smoking rule was originally adopted by the BART Board in 1971 and prohibits smoking inside the paid areas of the system and on trains. However, according to District officials this has been difficult to enforce without the weight of such a measure behind it.

- MORE -

Glasser said he supported the rule prohibiting smoking on BART trains because it eliminates a potential fire hazard as there are no ashtrays or other facilities for extinguishing or disposal.

He further noted it has been the District's experience that people who smoke on the platforms tend to continue when boarding trains. Also, smoking on platforms results in litter and increased maintenance requirements.

"A number of public and private transit companies have recently issued strong policies prohibiting smoking due to safety considerations and the discomfort caused non-smoking patrons," he said.

#

April 14, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-66

FOR IMMEDIATE RELEASE

BART LOOKING AT POWER SAVINGS

In an effort to effect energy savings and reduce probable power cost increases in the coming fiscal year, BART has begun an all out campaign to cut its electrical consumption.

This past fiscal year BART saw its electrical bill rise from a budgeted \$4,000,000 to a projected \$5,500,000 through June 1977 as a result of the lack of hydroelectric power due to the drought. This has required Pacific Gas and Electric, which supplies BART's power, to make up the difference with fossil fuel.

A further power cost increase of up to 67 percent is possible in the 1977/78 fiscal year, which could bring the cost to \$10,000,000.

One new program now being tested by BART may pave the way for cutting power costs by up to 10 percent, or from \$700,000 to \$1,000,000 annually. The program calls for shutting down power on storage tracks during non-operating hours. When not being used BART keeps transit cars stored in its three yards located at Concord, Richmond and Hayward.

- MORE -

2-2-2-2-2-2

This past Saturday, April 9, as part of the testing program the transit district turned off the power at the Concord yard which stores between 150 and 170 cars when not in operation.

"This experiment, which lasted one day, showed savings of enough power to furnish electricity for more than 350 average residences for a month," said BART's Supervisor of Operations Engineering Bob Miller.

Miller said the District has always kept the transit cars energized during non-operation because past experience seemed to indicate that this practice was beneficial for start-up purposes.

He said that this energy-saving program will be tied to a re-evaluation of this practice.

While this is only one area where an energy cut may be possible, it would represent a significant saving. However, BART will also be looking at many other ways to cut power usage in the coming months.

#

April 14, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE



BART

T-67

FOR IMMEDIATE RELEASE

FREE TENNIS SHOW TICKETS TO BART PATRONS

Ride BART to the Northern California Tennis Show April 21 and 22, present your BART ticket at the Civic Auditorium Box Office and receive two Tennis Show tickets for the price of one.

On Thursday, April 21, Billie Jean King and Rosie Casals will challenge the winners of the KIOI tournament in an exhibition match, and Friday's feature match will be between Sportscaster Wayne Walker and Bobby Riggs.

The Tennis Show, sponsored by King Enterprises, will be presented from 6 p.m., to 10 p.m., on Thursday and 12 noon to 10 p.m., on Friday, giving BART patrons ample time to get back to the Civic Center Station before last train departures.

#

April 18, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-68

FOR IMMEDIATE RELEASE

SPECIAL TO SAN FRANCISCO EXAMINER

While BART's influence on urban and suburban development has yet to be fully assessed, it is probably fair to say that the nation's newest completed rail transit system has contributed to a healthy 2 billion dollars, or more, worth of construction near or adjacent to its lines.

BART may not have been the sole reason for such development, but there is no question that it was a major consideration by planners and underwriters looking at how projects will interface with transportation. For moving people, particularly into and out of suburban areas, is of uppermost importance when projecting growth trends in order to determine construction needs.

Currently the Metropolitan Transportation Commission is studying BART's impact on development as part of a long range assessment.

After four and a half years of operation, BART, which has seen good and bad days, is coming into its own. When the system opened its doors September 11, 1972, it was initially carrying about 100,000 riders a week. Today the system carries between 135,000 to 140,000 riders per day.

- MORE -

During 1976 the system carried 34,000,000 passengers, which was 3,000,000 more than the previous year, or about a 9.2 percent increase. To date the system has carried well over 100,000,000 passengers more than a billion and a quarter passenger miles. The average trip length per passenger is around 13 miles.

About 52 percent of BART's total patron trips on a daily basis is made during the morning and evening commute periods as people stream in and out of the suburban areas of Contra Costa and southern and northern Alameda county.

For the month of March, the transit system carried 922,000 riders in the East Bay, 891,147 in the West Bay and 1,259,898 transbay. During the peak travel hours, the greatest percentage of transbay trips are being made by Contra Costa County commuters. Survey's have shown that a good portion of BART's mid-day and late evening passengers are making trips for shopping, recreation and to attend entertainment events which are easily accessible to the system's 34 stations.

All n' all, BART is doing what it planned to do, move people. And in an age when public transportation, particularly in light of the energy picture, is being revitalized throughout the nation, the advent of BART seems perfectly timed.

But it was not mere coincidence that brought BART into being during this new period of mass transit consciousness. It was, in fact, the result of some far-sighted thinking which stretches back almost a quarter of century following the post-war building boom.

One of the major objectives during the early thinking was to point the way for orderly urbanization and economic expansion of the region, while at the same time minimizing the need for additional freeways.

And while BART was never meant to be the answer to all urban problems, its role is and will be a significant one.

#

April 22, 1977

Contact: Mike Healy
Office of Public Information

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

ADDITIONAL BART PARKING ON CONCORD LINE

In a continuing effort to improve transportation access for BART riders, an additional 573 parking spaces have been added recently to the various BART stations serving the Concord line.

By restriping to make more spaces for compact cars and changing the traffic flow, BART has added 145 additional parking spaces at Pleasant Hill; 71 spaces at Orinda; 42 at Walnut Creek and 15 at Concord.

Also some of the red curbing was eliminated to create these additional parking spaces, and with one-way traffic, peak-hour congestion around the stations has been alleviated.

Aggregate surfacing on the upper lot at Lafayette Station is providing 300 additional parking spaces for commuters from that area.

Funding for this project, which cost approximately \$6,000, was provided from BART's local resources including some monies from Transit Development Act funds.

#

April 25, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-70

FOR IMMEDIATE RELEASE

SAN FRANCISCO GIANTS DAYS ON BART

This week your BART ticket could be worth \$4.00 more than the value of the ticket or the cost of a ride on the transit system's silver trains.

Beginning Tuesday, April 26, through Friday, April 29, BART will be giving away a total of 2,600 reserved seats, 650 per day, to see the San Francisco Giants in action at Candlestick Park.

Gift certificates, worth one reserved seat each, valued at \$4.00, are compliments of the Giants and will be given to BART ticket holders on a first-come first-serve basis at the transit system's Civic Center Station in San Francisco. One per customer.

For this special giveaway an information booth will be located in the United Nations Plaza area of the Civic Center Station between the hours of 11:30 a.m., and 2:30 p.m., on Tuesday and Wednesday, April 26 and 27. On Thursday, April 28, the booth will be opened between the hours of 9 a.m., and 12 noon. Friday the giveaway information booth will be open from 4 p.m., to 6 p.m.

Once received the gift certificate may be exchanged for the reserved seat at the Candlestick Park box office in person, or by mail. The certificate is good for the entire 1977 season of home games.

2-2-2-2-2-2

San Francisco Muni provides special baseball shuttle service between Candlestick Park and BART's Powell Street Station (4th and Market exit); and also Balboa Park Station.

For exact information on schedules call BART's toll-free information center. From San Francisco/Daly City area the number is 788-BART; from Fremont/Union City area 793-BART; from Hayward/San Leandro 783-BART; from Livermore/Pleasanton 462-BART; from Oakland/Berkeley/Orinda 465-BART; from Richmond/El Cerrito 236-BART; from South San Francisco/San Bruno 873-BART; from Lafayette/Walnut Creek/Concord area 933-BART and from Antioch/Pittsburg 754-BART.

#

April 25, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-71

BART

FOR IMMEDIATE RELEASE

SPECIAL TO SPORTS EDITORS

GIANTS TICKET BONANZA ON BART

Giants fans will discover a bonus on their BART ride this week in the form of a gift certificate worth a \$4.00 reserve seat at Candlestick park.

BART has 2,600 gift certificates to give away between Tuesday, April 26, and Friday, April 29. The certificates, compliments of the Giants, will go at the rate of 650 per day and may be obtained at a special BART information booth in United Nations Plaza area of the Civic Center Station on a first-come first-serve basis.

The booth will be open from 11:30 a.m., to 2:30 p.m., on Tuesday and Wednesday, April 26 and 27. On Thursday, April 28, the booth will be open between the hours of 9 a.m., and 12 noon. Friday the giveaway information booth will be open from 4 p.m., to 6 p.m.

Show your BART ticket and receive a free certificate good for any home game during the 1977 season. One per customer. Then exchange the certificate at the Candlestick Park box office for the game of your choice, or handle by mail.

Seats and location selection on given game days is subject to availability.

#

April 25, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASES

MAY

- T-72 - BART extends Bike Locker Discounts
- T-73 - Energy Expo
- T-74 - BART Saves Energy on Parts Procurement
Sp. to Ellen Burns - Green Pages Mag. Florida
- T-75 BART's New Baby
- T-76 BART Patronage Above Forecast for April
- T-77 BART to Conduct New Passengers Profile Study
- T-78 BART Experience Day
- T-79 Memorial Day Flyer
- T-80 Apprenticeship Program
- T-81 BART to Reduce Fare Memorial Day
- T-82 - BART Experience Day - Mission San Jose Hi
- T-83 " " " San Ramon Valley Hi
- T-84 " " " Calaveras High
- T-85 BART Express Bus Special for Mem. Day
- T-86 BART on Holiday Schedule Monday
- T-87 Sidebar to Memorial Day Schedule

NEWS RELEASE

T-72

BART

FOR IMMEDIATE RELEASE

BART EXTENDS BIKE LOCKER DISCOUNTS

The deadline for discounts on the leasing of BART's brand new bike lockers has been extended to July 1, 1977, according to BART Consumer Service Supervisor Kay Shirley, who oversees the program.

The last day to take advantage of the discounts had originally been set for May 1, but has been extended to reinforce the effort to encourage the use of bicycles as a form of transit access.

Ms. Shirley said the special introductory offer of \$5 discounts will apply to all lease agreements for the new fully enclosed lockers. The lockers rent for a base figure of \$5 per month with a minimum of three months.

The new lockers, which provide spaces for 648 bicycles around the system, have been installed at all stations except the downtown subway stations.

Applications for rental of the lockers may be obtained from BART station agents, or the bike program office located on the concourse level of the transit district's Lake Merritt Station.

#

May 3, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-73

FOR IMMEDIATE RELEASE

ENERGY EXPO DISCOUNTS TO BART RIDERS

Friday, May 6, is your chance to save energy and money. By riding BART to the "Energy Expo" at Brooks Hall in San Francisco and presenting your BART ticket at the box office you will receive a one dollar discount to the exposition.

Brooks Hall is only a short walk from BART's Civic Center Station, which is located on Market at Hyde.

Through hundreds of exciting displays and exhibits, the Electric & Gas Industries Association will feature energy conservation methods which can be applied for home use.

The Energy Exposition will be open from 10 a.m. to 10 p.m., Friday and Saturday, and until 6 p.m., on Sunday.

BART operates from 6 a.m., until midnight Monday through Friday.

#

May 3, 1977

Contact: Mike Healy, Acting Manager.
Office of Public Information

NEWS RELEASE

T-74

BART

FOR IMMEDIATE RELEASE

BART SAVES MONEY ON PARTS PROCUREMENT

A combination of mechanical and electrical engineering effort will save BART an estimated \$90,000 for the procurement of spare propulsion parts for transit vehicles according to BART Assistant General Manager Robert Gallaway.

The focus of this saving is on key sub-assembly elements in BART's propulsion system called "thyristors." Thyristors control various electrical functions such as dynamic (motor) braking and traction propulsion power.

Gallaway said that through reverse engineering BART was able to break the thyristor down to its component parts and operational requirements. This paved the way for development of component specifications and working with potential vendors for product qualifying and testing criteria.

"This process enabled us to set up a more competitive situation in bidding, where in the past the original supplier was always in the best position to bid successfully and dictate delivery schedules, resulting in higher costs and excessive lead or delivery times," Gallaway said.

- MORE -

Contracts were awarded this past week by the BART Board of Directors to three separate companies for 670 thyristor components for a total cost (excluding sales tax) of \$103,305, as opposed to a cost of \$193,305 for the same parts had they been bid as a sole source procurement.

"Another major factor in determining the successful bidders was each company's ability to meet BART's delivery requirements," Gallaway said. BART made specific delivery time requirements a part of the qualifying bidding criteria and was able to obtain commitments from bidders to deliver some parts within 45 days.

The successful bidders for these contracts were National Electronics, Westinghouse Electronic Corp., and International Rectifier Corp. With the awarding of these contracts approximately one year's part requirements with scheduled delivery times will be satisfied. Additional product qualifying will be continued in an effort to further ensure quality, reliability and competition.

#

May 4, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

Special to Ellen Burns
GREEN PAGES Magazine
641 West Fairbanks
Winter Park, Fla.

FOR IMMEDIATE RELEASE

CAPTION

Disabled patrons, traveling on their own, are a familiar sight on BART, the new Rapid Transit System linking San Francisco, Oakland and other cities and communities in three of the San Francisco Bay Area's most heavily populated counties.

The nation's first system designed with special station elevators and other facilities for the disabled throughout the entire system, BART has dramatically expanded the mobility of thousands of disabled and elderly persons since it first opened in 1972.

#

May 9, 1977

Contact: Office of Public Information

NEWS RELEASE

T-75

BART

FOR IMMEDIATE RELEASE

BART'S NEW BABY

A breakthrough for BART's electronic maintenance was unveiled today before the District Board's Engineering Committee, and is expected to further the transit system's effort toward improved service.

The step forward comes in the form of a brand new electronic testing device, designed and developed by a team of BART engineers headed by Ron Tolmei, who made the presentation to the committee.

San Francisco BART Director John Kirkwood, who chairs the committee, said the creation of this device marks a significant step toward improved maintenance of BART's electronic equipment.

"This new unit should directly benefit passengers by translating into fewer operating problems, and improve overall system performance as a result of better quality control," Kirkwood said.

Tolmei, who has been with BART less than a year, said this new diagnostic instrument is one of a kind. It was designed to quickly and accurately test individual performance of the various types of special circuit boards the system uses for automatic operation, and total integrated electronic units.

- MORE -

The machine, which was designed and constructed over a two month period at a material cost of approximately \$300, is considered a major breakthrough in support of BART's computer maintenance program on a systemwide basis and particularly with regard to preventive maintenance for transit vehicles.

"Prior to now all such testing was done manually and was not only time consuming, but it was difficult to detect marginal problems with the equipment," said Tolmei.

Under the direction of the transit system's Director of Engineering Melvin Murphy, the new device was the creation of BART's own think tank. Others involved in the effort along with Tolmei were BART engineers John Prowznik, Paul Master, Peter Bice, Howard Harcourt and Dean Watson.

The new testing device will be put to work immediately at BART's Hayward maintenance facilities.

#

May 10, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-76

FOR IMMEDIATE RELEASE

BART PATRONAGE ABOVE FORECAST FOR APRIL

BART patronage for the month of April rose four percent above forecast, according to the transit district's analysts, with an average daily ridership of 135,347.

Forecast for April, based on historical growth trends, projected average daily ridership to be 130,045.

In terms of revenue about \$92,000 per day was generated for the 21 weekdays of operation in April, using a net average trip fare of \$.67.5. Also, the average trip length held at about 13 miles.

Record day for the month was Tuesday April 5, during Easter week, with about 143,000 trips being taken. Also late night trains, (after 8 p.m.) carried 6,022 riders daily, a three (3) percent gain over March during which late night trains carried 5,852.

BART officials attribute this overall steady growth trend to continued improvements in service, and an aggressive marketing effort which began in July 1976.

- MORE -

"This is not to say that BART has solved all its problems or that we don't have poor service days," said General Manager Frank Herringer.

"But I believe we have made significant strides over the past year which have translated into generally better service to the rider. This has been particularly true in the area of available cars for service on a daily basis which has greatly strengthened our operating flexibility," Herringer said.

The average number of transit cars available on a daily basis this past month was 351, while in April 1976 the figure was 247.

To date BART has carried about 110,000,000 riders over 1.5 billion passenger miles. And since September 1974, when the transbay tube opened, over 36,000,000 trips have been made on BART between East and West Bay communities.

#

May 12, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-77

BART

FOR IMMEDIATE RELEASE

BART TO CONDUCT NEW PASSENGER PROFILE SURVEY

On Wednesday, May 18, BART will be asking many of its passengers to participate in a survey which will be conducted at all of the system's 34 stations from 6 a.m., to 4 p.m., and from 6:30 p.m., to 10:30 p.m.

During the times of the survey, passengers will be selected at random by interviewers as they enter the system and given a short questionnaire to be filled out during the course of their trip. The questionnaire, which is completely anonymous, may then be deposited upon exiting.

The passenger survey will attempt to answer such questions as who uses BART, trip origin and destination, what means were used to get to and from BART stations, and for what purpose various trips are made.

"This information will help us to better determine passenger needs in such areas as parking lot usage, feeder bus demand and other modes of transit access, for long-range planning and marketing purposes," said BART Passenger Service Manager James Brennan.

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He said this was the fifth such survey to be taken on BART since beginning operations.

It is expected that 10,000 of the questionnaires will be given out during the periods of the survey.

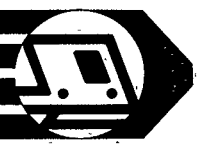
Brennan said that final results of the study are expected to be completed by late August or early September.

#

May 16, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE



T-78

BART

FOR IMMEDIATE RELEASE

BART HOLDS SECOND ANNUAL "EXPERIENCE DAY"

On Monday, May 23, students representing numerous high schools in Alameda, Contra Costa and San Francisco counties will participate in a special one-day workshop entitled "BART Experience Day."

The day-long workshop, the second to be held by the transit district, will take place at BART's Oakland headquarters, 800 Madison Street. BART's first such workshop was held in April 1976.

All high schools in the three BART counties have been invited to send student representatives.

The purpose of the program is to reach out to young people in hopes of providing a better understanding of public transportation and offer some insight into what the transit industry might mean to them in the future.

Under BART sponsorship, the session will offer students an in-depth look behind the scenes of the transit system's operations, and acquaint them with the many and varied roles of public transportation in the community.

- MORE -

The "BART Experience Day" agenda will include remarks by General Manager Frank Herringer and BART Board President Barc Simpson as well as other members of the Board of Directors. There will also be a film on operations, a tour, briefings and several work sessions conducted by key personnel.

The day will conclude with a critique and discussion by students followed by a general question and answer period. The program will begin at 8:30 a.m., and end at 3 p.m.

#

May 18, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-79

BART

FOR IMMEDIATE RELEASE

BART patrons should look for a special Memorial Day flyer, available in all BART stations beginning Tuesday, May 24.

The colorful flyer tells all about BART's plans for the Memorial Day holiday which will include a special \$.50 fare for all one-way and excursion trips on the system for that day, Monday, May 30.

Also there will be prizes in the offing for winners of BART's "guesstimate" contest which calls for entrants to guess how many people ride the system Memorial Day.

Anyone wishing to enter may do so by filling out the Memorial Day flyer coupon and mailing it directly to BART, 800 Madison Street, Oakland 94607. Entry coupons may also be deposited in a special box located at the Lake Merritt Station in Oakland.

Entries must be deposited or postmarked prior to midnight Monday, May 30, to be eligible. A possible 20 winners will receive a family box seat for a Giants home game of their choice during the remainder of the 1977 season.

#

May 19, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-80

BART

FOR IMMEDIATE RELEASE

BART SIGNS FIRST APPRENTICESHIP AGREEMENT

BART today, Friday, May 20, signed its first apprenticeship program agreement with the State of California and United Public Employees Local (UPE) 390 at the transit district's Oakland headquarters.

Signing for the District was BART Director of Affirmative Action & Training Ernest Howard, with Paul Varacalli, Executive Secretary for UPE Local 390, Milt Waalkins, Chairperson for the UPE BART chapter and Joe Smith, Training Committee Chairperson representing the union. Mr. Robert Becker represented the California Department of Industrial Relations.

The program, which was developed in conjunction with UPE 390 will seek to develop apprenticeships in general maintenance for a four year period. Following the four year period those persons in the program would then be eligible for journeyman status as recognized by the State.

"This is strictly a pilot program at this time and we will be monitoring its progress closely," said Howard.

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He said the apprenticeship period would consist of a combination of classroom and on-the-job training to develop a broad range of basic skills and use of tools in the area of building and ground mechanics.

Howard said that personnel already employed by the District would be offered an opportunity to enter the program first before going outside.

The new program, which is scheduled to begin in July, 1977, is an outgrowth of the July, 1976, labor agreement between BART and the Union.

#

May 20, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-81

BART

FOR IMMEDIATE RELEASE

BART TO REDUCE FARE MEMORIAL DAY

A special reduced fare of \$.50 for all one-way trips and excursion rides will be offered by BART on Memorial Day, Monday, May 30.

The reduced fare is being offered in an effort to encourage a variety of trip purposes on the system such as sightseeing, travel to and from places of entertainment, or shopping to take advantage of one of the year's biggest sale days.

"Families traveling on Memorial Day should find the reduced fare particularly beneficial," said BART Passenger Service Manager James Brennan.

He said a family of four could travel from Concord, Fremont or Richmond to downtown San Francisco or Oakland for \$2 and save gas and parking costs as well as avoid traffic congestion and bridge tolls for transbay trips.

BART is also holding a Memorial Day contest. Flyers giving details on how to enter are now available in all of the system's stations. The contest calls for entrants to guess how many trips will be taken on BART throughout the Memorial Day holiday.

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The twenty entrants who come closest to the figure will receive a certificate worth a box seat good for the entire family for a Giants game of their choice at Candlestick Park. The gift certificate, compliments of the Giants, will be good for any of the Giants home games during the remainder of the 1977 baseball season.

#

May 23, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-82

FOR IMMEDIATE RELEASE

SPECIAL TO HAYWARD DAILY REVIEW

STUDENTS LIKE "BART EXPERIENCE DAY"

Al Des Ruisseau, a sophomore student at Mission San Jose High School in Fremont spent Monday, May 23, learning about BART. He was one of 30 students attending "BART Experience Day," a special program sponsored by the transit district to reach out to young people in the Bay Area.

All high schools in the three BART counties were invited to send student representatives.

In commenting on the day's program, Des Ruisseau, who is 16, said he thought the program was very beneficial in that students were given an opportunity to learn from behind the scene what makes BART run.

"I think it's a very worthwhile program particularly in that it shows the many kinds of jobs that are done at BART and how young people might consider transit in terms of future career opportunities," he said.

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The day-long workshop, which took place at BART's Oakland headquarters, is the second to be held by the transit district. The first workshop was held in April 1976.

#

May 26, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

FOR IMMEDIATE RELEASE **BART**

SPECIAL TO PLEASANTON TIMES

STUDENTS LIKE "BART EXPERIENCE DAY"

Kathy Buckley, a sophomore student at San Ramon Valley High School in Danville spent Monday, May 23, learning about BART. Kathy was one of 30 students representing high schools in the three BART counties attending an all day program at the transit district's headquarters in Oakland.

In commenting on the day's program, Kathy, who is 16, said she felt she learned a great deal about what it takes to operate a transit system such as BART.

"It was very educational in that it's hard to imagine all the things that go into running a transit system on a day-to-day basis until you get a first hand look," she said.

BART Board President Barc Simpson, who welcomed the students at the beginning of the day said he was very pleased at the participation and believed it important that young people learn as much about the system as possible.

The purpose of the program was to reach out to young people in hopes of providing an overall better understanding of public transportation and offer some insight into what the transit industry might

- more -

2-2-2-2-2

mean to them in the future.

The day-long workshop was the second to be held by the transit district. The first workshop was held in April 1976.

#

May 23, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-84

BART

FOR IMMEDIATE RELEASE

SPECIAL TO CONTRA COSTA TIMES

STUDENTS LIKE "BART EXPERIENCE DAY"

Kirk McInnis, a junior at Acalanes High School in Lafayette spent Monday, May 23, learning about BART.

He was one of 30 students attending "BART Experience Day" a special program sponsored by the transit district to reach out to young people in the Bay Area.

All high schools in the three BART counties were invited to send student representatives.

In commenting on the day's program, McInnis, who is 17, said he thought he was seeing a side of BART he did not know existed - primarily in all the behind the scene activity that goes into operating the system.

"I thought the program was very educational and really made the idea of public transportation come alive," he said.

BART Board President Barc Simpson of Walnut Creek, who welcomed the students at the beginning of the day said he was very pleased at the participation and believed it important that young people learn as much about the system as possible.

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"After all, it is your system," Simpson told the group.

The day-long workshop, which took place at BART's Oakland headquarters is the second to be held by the transit district. The first workshop was held in April 1976.

#

May 23, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

1-86

BART

FOR IMMEDIATE RELEASE

BART EXPRESS BUS SPECIAL FOR MEMORIAL DAY

As a bonus to BART's planned fare reduction for Memorial Day, Monday, May 30, BART Express Buses will be free on this day when boarded at the transit system's stations.

Patrons boarding BART Express Buses at any other point, except at the stations they serve, will be charged the normal fare.

Express buses serve outlying areas in Alameda and Contra Costa Counties.

The "U" route connects BART's Hayward Station with Dublin, Pleasanton and Livermore; the "D" route connects the Walnut Creek Station with Alamo, Danville, San Ramon and Dublin; the "M" line connects the Concord Station with Martinez via the Sun Valley Shopping Center; and the "P" line links the Concord Station with Pittsburg and Antioch.

Operating on a holiday schedule Memorial Day, Express Buses will provide hourly service. Exact schedules and final departure times may be obtained on the buses or at East Bay BART stations.

#

May 24, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-86

FOR IMMEDIATE RELEASE

BART ON HOLIDAY SCHEDULE MONDAY

BART trains will operate on a special holiday schedule this Memorial Day, Monday, May 30.

Trains will offer 15-minute service on all routes beginning at 6 a.m., and then phase into normal night service after 7:30 p.m., until midnight closing. Night trains will provide direct Concord/Daly City and Richmond/Fremont service with transfer points in downtown Oakland and MacArthur Stations.

As a special holiday offer by the transit district all one-way rides to any point on the system that day will cost no more than 50 cents. Patrons who plan on shorter trips which would normally cost less, or who have discount tickets, should use the regular fare system.

As a bonus to BART's planned fare reduction for Memorial Day, BART Express Buses, which serve the outlying areas in Alameda and Contra Costa Counties, will be free on this day when boarded at the transit system's stations.

Also, there will be prizes in the offing for winners of BART's "guesstimate" contest which calls for entrants to guess how many people ride the system Memorial Day.

- MORE -

2-2-2-2-2

To enter you may fill out the special red, blue and white Memorial Day flyer available in all BART stations, and mail it in before midnight this Monday. A possible 20 winners will receive a family box seat for a Giants home game of their choice during the remainder of the 1977 season.

The flyer also notes many of the destinations of interest which are easily accessible to BART stations for Memorial Day travelers.

#

May 26, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-87

BART

FOR IMMEDIATE RELEASE

SIDEBAR TO MEMORIAL DAY SPECIAL

BART is a good way to get you to and from the Oakland Coliseum Monday where several rock groups including the Eagles, and the Steve Miller band will be performing at an all day concert.

With about 57,000 people expected to attend, traffic congestion and parking problems can be avoided by letting BART take you to the music. Extra trains will be on standby if needed to offer additional service.

The short aerial walkway from the BART station to the Coliseum makes it especially convenient.

BART's special reduced fare of 50 cents maximum for all one-way trips should be an added incentive.

#

May 26, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

JUNE

NEWS RELEASE



BART

T-88

FOR IMMEDIATE RELEASE

BART'S 1977/78 BUDGET PROPOSAL

BART General Manager Frank C. Herringer today recommended to the Administration Committee of the District's Board of Directors the adoption of a balanced budget for the 1977/78 fiscal year, without a fare increase. In fact, if power costs are at normal levels, BART could experience a surplus of over \$5 million, after all available sources of funds (including the one-half cent sales tax) are taken into consideration. If extraordinary power costs materialize as a result of the drought, a surplus of approximately \$100,000 would still be achieved.

The budget, built around the District's goals and objectives, is actually based on a reduced level of staffing required to operate the current BART service. The total projected expense of \$82.3 million, however, includes provision for Saturday service beginning in November, direct Richmond/Daly City service in March 1978, and a contingency of nearly \$5 million for the possible extraordinary power costs.

Herringer stated that the recommended budget demonstrated that BART is determined to operate within available fiscal resources, maintain its fares at reasonable levels, and at the same time improve its service.

2-2-2-2-2

Projections for the current fiscal year (1976/77) reveal that a budgeted \$3.5 million unfunded deficit has been eliminated, even though power costs are \$1.4 million higher than originally budgeted. Herringer commented that this excellent financial result has been paralleled by a substantial increase in the availability of transit cars for service, and a decrease in the failure rate.

Following review and recommendations by the Administration Committee, the budget will go to the full BART Board for preliminary adoption on June 9 as a prelude to a public hearing scheduled for June 23.

#

June 1, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-89

BART

FOR IMMEDIATE RELEASE

MARKED GAIN IN BART'S MEMORIAL DAY PATRONAGE OVER LAST YEAR

BART saw about a 40 percent increase in patronage for this Memorial Day over the same holiday last year according to District analysts' preliminary figures.

Ridership during this Memorial Day holiday reached approximately 70,000, representing a 40 percent gain over last year's 50,000 trips.

This year BART reduced fares to a maximum of 50 cents for all one-way trips and excursion rides.

Additionally, BART Express buses serving outlying areas of Alameda and Contra Costa counties were free when boarded at BART stations.

In conjunction with Memorial Day activities many thousands of riders used BART to get to and from an all day concert at the Oakland Coliseum, horse races at Golden Gate Fields and to San Francisco stations to connect with the Muni's Candlestick Park Shuttle, as well as shopping and sight-seeing.

The winners of BART's guesstimate contest, the 20 entries coming closest in guessing the actual number of trips taken on the system Memorial Day, will be announced Friday, June 3. Winners will receive a certificate good for a family box seat for a Giants game of their choice during the remainder of the season.

#

June 1, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

BAY AREA RAPID TRANSIT DISTRICT, 800 MADISON STREET, OAKLAND, CALIFORNIA 94607 (415) 465-4100

NEWS RELEASE

F-90

BART

FOR IMMEDIATE RELEASE

BART ANNOUNCES MEMORIAL DAY CONTEST WINNERS

From about 3,000 entries in its special Memorial Day "guesstimate" contest, BART now has 20 winners, it was announced today.

The contest called for guessing how many actual trips were taken on the system during the Memorial Day holiday Monday, May 30. When all the figures were tabulated the actual ridership came to 72,802, which is more than a 40 percent increase over last year's 50,000 trips.

Winning entry guesses ranged from 69,000 to 77,000. The closest entry guess came from Sergio Gerin of Oakland who estimated Memorial Day ridership at 72,000.

Guesstimate winners will receive a certificate good for a family box seat to a Giant's game of their choice during the remainder of the baseball season.

#

NOTE TO EDITORS: See Sidebar for local interest.

June 2, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

FOR IMMEDIATE RELEASE

BART

SIDEBAR - LOCAL INTEREST

WINNERS IN THE BART MEMORIAL DAY CONTEST

Making up the 20 winners in BART's special Memorial Day Contest by local area were:

From Alameda: Tomi Yoshiwara.

From Albany: Mr. G. C. Denney.

From El Cerrito: Robert Lindow.

From Concord: Glyn Ebling; Charles Dunn; and Lela Faye Dunn.

From Daly City: Lorelle Carlley

From Fremont: Joy Marie Figueroa

From Oakland: Sergio Gerin, W.E. Darker, II; Jerry Weldon; Norma Comstock; and Rev. Francisco Orellana.

From Orinda: Anders F. Jepson.

From San Francisco: Paul A. Harrell, II; Catherine A. Branai; Connie Hodgerney; and Kenneth Chia.

From San Lorenzo: Helena Weiss.

From San Pablo: Gordon E. Miller.

#

June 2, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-91

FOR IMMEDIATE RELEASE

BART GIVES CERTIFICATE OF MERIT TO YOUNG HERO

BART Board President Barc Simpson and General Manager Frank Herringer today presented 11-year old Victor Mendez of San Francisco with a special Certificate of Merit for the youth's action last January which resulted in saving the life of a three-day old baby boy.

On Friday, January 28, Mendez heard what sounded like a baby whimpering from inside a locker at BART's Powell Street Station and immediately summoned BART Police Officers Robert Varin and Fred Crabtree.

The officers, together with a San Francisco Fire Department rescue crew, broke open the coin operated locker to discover the baby boy wrapped in a swaddling cloth inside a plastic bag. The baby was taken in satisfactory condition to San Francisco General Hospital and later turned over to the Youth Guidance Center.

It is thought that the abandoned baby would have suffocated soon had it not been for the alert action of Mendez.

- MORE -

2-2-2-2-2

The certificate was presented to the youth at 11 a.m., this morning in General Manager Herringer's office. Mendez was accompanied by his mother Anita Mendez.

#

June 8, 1977

Contact: Mike Healy, Acting Manager,
Office of Public Information

MEMO TO EDITORS

On Wednesday morning, June 8, at 11 a.m., BART Board President Barc Simpson and General Manager Frank Herringer, along with BART Police Chief Bill Rumford will present a "Certificate of Merit" to 11-year old Victor Mendez of San Francisco whose actions on January 28, 1977, resulted in saving the life of a three-day old baby boy. The boy was found abandoned in a coin-operated locker at BART's Powell Street Station.

The presentation will be made in General Manager Herringer's office, 800 Madison Street, Oakland.

#

June 8, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-92

BART

FOR IMMEDIATE RELEASE

BART RECEIVES STATE AWARD

OAKLAND, CA.....The Bay Area Rapid Transit District (BART) today was the recipient of an award for "outstanding public service" from the California State Department of Rehabilitation.

The certificate, distinguished by the official gold and blue ribbon seal of California, was presented to BART Board President Barc Simpson in appreciation for the transit district's accomplishments in making the system accessible to the handicapped.

BART is the first completed rail transit system in the nation, and possibly the world, to offer 100 percent mobility to the handicapped.

Also, a special award was given to BART planner Barbara Neustadter in recognition of her contribution as Chairperson of the System's Task Force on handicapped access.

Ms. Neustadter was one of the principal architects of BART's discount fare program for the handicapped. This program offers a 75 percent reduction in normal fares to handicapped persons who have obtained a special identification card through BART or other major Bay Area Transit agencies.

- MORE -

2-2-2-2-2

The awards were presented by Ed Roberts, Director, Department of Rehabilitation, State of California.

#

June 9, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Bus. Wire

NEWS RELEASE

T-93

BART

FOR IMMEDIATE RELEASE

BART'S MIDNIGHT TRAIN

Effective today, Monday, June 13, BART will adjust its last-train schedules to insure that patrons who enter any one of the system's 34 stations before midnight will be assured of catching a train. The new schedule will also insure patrons of connecting trains if transferring is required to reach their destination station.

All stations will uniformly close down their entry gates at 12 midnight. Prior scheduling called for the last trains to leave end-of-line terminals at varying times ranging from 10:50 p.m., to 12:20 a.m. Last trains will now rendezvous at MacArthur Station for final transfer of passengers. Transfers may also be made at the 12th and 19th Street stations in downtown Oakland.

"We believe this new schedule will be much more convenient for late night BART travelers than the old schedule," said BART's Director of Field Services Bill Fleisher.

He noted that some flexibility has been built into the new schedule in that a patron who comes to a BART station after midnight where the last train has not yet passed through will be able to enter.

- MORE -

2-2-2-2-2

BART's late night schedule calls for trains to operate at 20-minute intervals, offering direct service between Concord/Daly City and Richmond/Fremont.

#

June 13, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-94

BART

FOR IMMEDIATE RELEASE

BART IMPROVES ON ITS BRAKE DISKS

BART will soon benefit from a new "split disk" brake the transit system's engineers and technicians have developed in an effort to further streamline transit car maintenance and operational performance.

Following two years of experimentation and development of specifications, the BART Board has authorized purchase of 600 of the split disks, which will reduce current brake replacement time per wheel from 24 man hours to 4 man hours. BART now uses a single piece disk which requires that the truck assembly be removed from the car and the wheel taken off for replacement.

"The new split disk will translate into a much more efficient operation by not requiring this lengthy process," said BART's Director of Rolling Stock and Shops Maintenance Richard Demko.

He said the new brake will also have an increased lifespan from the current 225,000 miles to 300,000 miles because of improved heat dissipation which will eliminate thermal cracking and premature failures.

The new split disk will cost less than the old single disk. Unit price is \$619, reduced by \$134 from the old disk cost of \$753 per unit.

- MORE -

2-2-2-2-2

Total cost of the contract, which has been awarded to Knorr Brake Corporation in Rockville, Maryland, is \$395,541, including sales tax.

The new brakes are scheduled for delivery in August, and will be phased into use as the old disks require replacement.

BART engineers are continuing to test other manufacturer's split disks to further improve performance characteristics and to instill competitive cost improvements.

#

June 13, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE



T-95

BART

FOR IMMEDIATE RELEASE

BART SEES MARKED INCREASE IN LATE NIGHT RIDERSHIP

More and more late night travelers (after 8 p.m.) are using BART these days according to the transit district's analysts with the month of May seeing a 33 percent increase over May 1976, and a 17 percent increase over this past April.

Late night ridership for May averaged 7,052 per day, while late night trips during May of last year averaged 5,293 daily. This past April saw an average nighttime ridership of 6,022.

BART officials attribute the increase to a building awareness of the transit system's late night service and the many destinations available, particularly sporting and entertainment events with easy access to stations.

Overall BART patronage for the month of May continued to be above forecast by four percent with an average daily ridership of 135,665.

Based on historical growth trends, District analysts had forecast average daily ridership for May to be slightly above 130,000. Daily revenue generated for the 22 weekdays of operation in May was just above \$92,000.

- MORE -

2-2-2-2-2

Also, on the rise was the transit system's daily car availability. In May the figure, which has been on a steady climb over the past year, reached a daily average of 362, about a 50 percent increase over the May 1976 average, and a slight increase over this past April which saw 351 transit cars available for service daily.

#

June 14, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

NEW FREMONT PARKING LOT OPENS

Beginning this Thursday, June 16, 300 additional parking spaces will be available at BART's Fremont Station it was announced today by Director John Glenn.

Glenn said this will bring the total number of spaces for this station to 1,000 and should help to ease the parking situation.

Construction on the new supplemental parking, which was awarded to Leo F. Piazza Paving Company of San Jose, began in early April with the filling of a portion of the Tyson Lagoon. Gravel has been placed over the filled area for parking during the settling period which is expected to take about a year. Following the settling period the final paving will take place.

Glenn, who was instrumental in helping guide the project to fruition, noted that 83 percent of the new lot's \$590,000 construction cost is being funded by Federal Aid Urban Highways (FAU) with the remaining 17 percent coming from Transit Development Act monies.

He said that a future project to create new access through the east side of the Fremont Station to ease commute hour traffic flow will also receive FAU funding.

#

June 14, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-97

BART

FOR IMMEDIATE RELEASE

BART TO HOLD PUBLIC HEARING ON PRELIMINARY 1977/78 BUDGET

As part of its regularly scheduled meeting Thursday, June 23, the BART Board of Directors will hold a public hearing on the District's proposed 1977/78 fiscal year budget.

The Board adopted a preliminary balanced budget at its June 9 meeting. The preliminary budget calls for normal operating expenses of \$77.1 million, which includes provision for Saturday service beginning in November, and direct Richmond/Daly City service in March 1978.

In addition to the normal operating expenses, a \$5 million contingency has been allowed for possible power cost increases due to this year's drought. If the power costs do materialize there would be a surplus of approximately \$90,000.

Copies of a preliminary budget pamphlet are available to the public and may be obtained from the office of the District Secretary, 800 Madison Street, Oakland. This is just above BART's Lake Merritt Station.

#

June 20, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Picture Sent

NEWS RELEASE



T-98

BART

FOR IMMEDIATE RELEASE

BART BIKE LOCKER DISCOUNTS UNTIL JULY 1

BART will be offering special introductory discounts on its new fully enclosed bike lockers until July 1, 1977.

The introductory offer of \$5 discounts will apply to all lease agreements for the new lockers according to BART Consumer Service Supervisor Kay Shirley, who oversees the program.

She said the lockers are owned and maintained by the District and have been installed at all stations except the downtown subway stations.

The lockers were installed in an effort to encourage the use of bicycles as a form of transit access.

The base rental cost on a per month basis is \$5 with a three-month minimum on all lease agreements. Discounts are also offered for long term rentals.

People interested in renting a locker may obtain an application from BART station agents, or the bike program office at BART's Lake Merritt Station in Oakland.

#

June 20, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART
FOR IMMEDIATE RELEASE

SIDEBAR

BART DIRECTOR FINDS BIKE GOOD ACCESS BETWEEN BART AND OFFICE

BART Director Robert S. Allen of Livermore commutes by train to BART's Oakland West Station every morning and then makes the rest of the journey to his office at Southern Pacific by bicycle.

The distance between the station and his office is about a mile and takes approximately five minutes.

Mr. Allen, who is not an avid bike enthusiast, said he thought it might be a good bet as a practical matter and so took advantage of the introductory discount offer on BART's new bike lockers, signing up early for the program. He is leasing a locker at the Oakland West Station from the transit district for \$5 per month.

"At first I wasn't sure if I would use my bike more often than not to make the trip, but since using it for commuting I find that it not only provides good exercise in general, but it tends to have the effect of being a great spring board to starting off the day," Allen said.

- MORE -

2-2-2-2-2

He said that it is a rare day now when he does not use his bike for the trip between BART and the office and believe's it's an excellent access mode.

The special introductory discount offer on leasing BART's brand new bike lockers is in effect until July 1, 1977. Discounts of \$5 will apply to all lease agreements before the July 1 cut-off date.

These lockers are owned and maintained by the District and rent for a base figure of \$5 per month with a three-month minimum and discounts for long term rentals.

Applications for rental of the lockers may be obtained from BART station agents, or the bike program office located on the concourse level of the transit district's Lake Merritt Station.

#

Contact: Mike Healy, Acting Manager
Office of Public Information

Berkeley Gazette

Oakland Trib

CC Times

Hayward Review

Chronicle

Examiner

Progress

Oakland Post

Release u/pia
pent to

T-99

Release + picture sent

NEWS RELEASE

T-99

BART

FOR IMMEDIATE RELEASE

BART NAMES NEW EMPLOYEE RELATIONS DIRECTOR

Lawrence A. Williams has been appointed Director of Employee Relations for BART, it was announced today by BART General Manager Frank C. Herringer.

For the last six years, Mr. Williams has been Director of Personnel for the City of Berkeley, where he has been responsible for a wide range of personnel and labor relations functions. In addition to the City of Berkeley, he has had experience in the personnel field with other Bay Area employers, including the East Bay Municipal Utilities District and the California State Department of Employment.

Mr. Herringer stated, "Larry Williams is an outstanding personnel executive who is familiar with labor relations in the Bay Area. He was selected after a thorough search for candidates to fill this important and sensitive post. He will be an excellent addition to the BART management team."

As BART's Director of Employee Relations, Mr. Williams will be responsible for employment, salary and benefit administration, and negotiation and administration of collective bargaining agreements, among other functions relating to personnel and labor relations. He will assume the \$38,000 per year post on August 1, replacing James E. Terry, who has resigned.

- MORE -

2-2-2-2-2

Mr. Williams is a graduate of Indiana University, where he received a Bachelor of Science degree in Administration in 1958, and he has taken post graduate courses in personnel management at San Francisco State. He currently resides in Richmond with his wife Shirley and their two children.

#

June 21, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-100

FOR IMMEDIATE RELEASE

LARGEST EMERGENCY DRILL FOR BART

This Saturday, June 25, BART will conduct its biggest full scale emergency response drill to date.

The exercise will take place along the transit district's "C" line in Contra Costa County between Walnut Creek and Pleasant Hill from 9 a.m. until about 12 noon.

This exercise will be coordinated with several Contra Costa County hospitals and emergency response agencies for a total community response effort.

Participating will be representatives from the Consolidated Fire Protection District of Pleasant Hill, Contra Costa County Office of Emergency Services, John Muir and Kaiser Hospitals of Walnut Creek, Mt. Diablo Hospital Medical Center of Concord, Walnut Creek Police Department and Michaels Ambulance Service.

Additionally, there will be 200 volunteers to act as simulated rescue victims from the Concord Chapter of the American Red Cross.

The exercise is designed to test and evaluate BART's emergency response plan in conjunction with other agencies. BART held its last such exercise in the transbay tube January 22.

#

June 21, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

BAY AREA RAPID TRANSIT DISTRICT 800 MADISON STREET, OAKLAND, CALIFORNIA 94607 (415) 465-4100

FOR IMMEDIATE RELEASE

MEMO TO EDITORS

Reporters who plan to cover BART's emergency response drill this Saturday, June 25, are welcome to observe from the train and on the site. The train will leave for the drill area from the Walnut Creek Station a 9:30 a.m. However, observers should come to the station no later than 9:20 a.m.

The drill will be between Walnut Creek and Pleasant Hill. The train will return to the Walnut Creek Station on or about 12 noon. However, transportation will be available during the interim for observers who wish to return prior to the end of the exercise.

#

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-101
FOR IMMEDIATE RELEASE

BART TO HOLD PUBLIC AUCTION 47

BART this Saturday, June 25, will hold a public auction of surplus items at its Shop facilities located at 601 East 8th Street, Oakland.

Included in the items to be auctioned off are nine (9) various types of pick-up trucks, vans and one (1) station wagon; and various surplus personnel uniforms.

"The clothing, which consists of blazers, pants and shirts, will be sold in lots according to category," said BART's Manager of Procurement William Thomas.

He said that if no bids are received for the clothing items as lots they will then be offered as individual items.

Thomas noted that successful bidders will be required to make a payment of at least 25 percent of the bid price at the time of the auction with the balance due not later than 1 p.m., Monday, June 27. Payments shall be made by certified check, cashier's check, traveler's check, money order or bank draft. Personal checks will not be accepted.

The auction will begin at 10 a.m., and is expected to be over by approximately 12 noon. Pre-auction inspection will be offered beginning at 9 a.m.

#

June 21, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

BAY AREA RAPID TRANSIT DISTRICT 800 MADISON STREET, OAKLAND, CALIFORNIA 94607 (415) 465-4100

Bus. Wire

NEWS RELEASE



T-102

FOR IMMEDIATE RELEASE

BART BOARD ADOPTS BUDGET

The BART Board of Directors today, Thursday June 23, adopted a balanced budget for fiscal year 1977/78, beginning July 1.

The budget was adopted following a public hearing and calls for normal operating expenses of \$77.1 million which includes provision for Saturday service beginning in November, and direct Richmond/Daly City service in March 1978.

Additionally, \$5 million has been provided in the budget for power cost increases which will probably occur due to this year's drought, bringing total projected operating expenses to \$82.3 million. If power cost increases fully materialize BART would still see a projected surplus of \$90,000.

During the current fiscal year a \$3.5 million unfunded deficit was eliminated and it is projected that the District will achieve a surplus of approximately \$250,000.

The budget for the coming fiscal year was built around the District's goals and objectives aimed at improved reliability and expanded service while operating within available fiscal resources without a fare increase.

#

June 23, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-103

BART

FOR IMMEDIATE RELEASE

BART'S SERVICE IMPROVEMENTS GOAL

In adopting the budget Thursday, June 23, for the coming fiscal year, the BART Board of Directors took a deliberate and vital step toward some long awaited service improvements, said BART Board President Barc Simpson.

He said that this was the first time the transit system's operating budget had been developed and built around specific goals and objectives, such as achieving Saturday service in November, 1977, and direct Richmond/Daly City service in March, 1978, and at the same time improving on current service.

In commenting on State Legislative Analyst A. Alan Post's report, which recommends deferring Saturday service and Direct Richmond/Daly City trains until the Metropolitan Transportation Commission (MTC) has evaluated their impact, Simpson said the BART Board is determined to fulfill the long-standing promise to the public to provide the new services as soon as technically and financially feasible.

"We believe the service improvement programs we've provided for in the new budget will not only make it technically feasible, but show a better incremental financial picture than does current service in terms of fare revenue contribution to operating costs." Simpson said.

- MORE -

He noted the MTC has already included these service increments in its regional financial plan on this basis.

Simpson expressed appreciation that the Analyst's report basically acknowledges BART's responsible approach in adopting a balanced budget for the coming fiscal period.

It is projected that overall operating revenue in the coming fiscal year will contribute better than 35 percent of operating costs, while the new services are estimated to return about 50 percent. The net cost to provide Saturday and direct Richmond/Daly City service will be less than two percent of the normal operating budget.

Simpson also noted that while the new budget does not contemplate a fare increase for the coming fiscal year, the 1978/79 fiscal year could see a substantial fare increase if BART only receives 70 percent of the half-cent sales tax proceeds as is currently proposed.

A bill authored by State Assembly Speaker Leo McCarthy calls for 70 percent of the half-cent sales tax proceeds in the three BART counties to be earmarked for BART and 30 percent be allocated by MTC to AC Transit, San Francisco Muni, and BART. BART currently receives the full proceeds.

Although the Legislative Analyst is recommending 75 percent be earmarked for BART, the Transit District's Board of Directors is seeking 86 percent to provide improved services and keep fares at a reasonable level in coming years.

#

June 24, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Bob Nalby -

Bob Cuthbertson - Oak Trib.

Paul Vogt - CC Team.

Paul Smith.

Alameda Team.

CC Team City Desk -

Dart Coal.

Both pics of release sent to the
Above

Picture sent

NEWS RELEASE

T-104

BART

FOR IMMEDIATE RELEASE

CRANSTON PRESENTS SPECIAL BART POSTER

United States Senator Alan Cranston today presented the Bay Area Rapid Transit District with an original poster containing a special message to BART riders from the President.

The message on the poster reads: "THANKS FOR TAKING BART AND SAVING FUEL," signed Jimmy Carter.

BART Board President Barc Simpson accepted the poster on behalf of the District in a mini ceremony at the transit system's Powell Street Station in San Francisco.

The colorful poster has already been reproduced and will soon appear in BART transit cars and stations.

Simpson noted that in terms of energy, BART is currently between 8 and 10 times more efficient than the automobile when trains are full.

"We are hopeful this important message from the President will encourage the use of BART and other modes of public transit, particularly during the midday and late evening hours." Simpson said.

He expressed appreciation for Senator Cranston's efforts in securing the President's signature for the poster and his strong support of public transit.

#

June 27, 1977

Mike Healy, Acting Manager
Office of Public Information

FOR IMMEDIATE RELEASE

MEMO TO EDITORS:

At 9:30 this morning (Monday, June 27) Senator Alan Cranston will present BART with the original art-work for a poster containing a personalized message from President Carter to BART patrons. The message reads, "Thanks for taking BART and saving fuel," signed Jimmy Carter. The presentation will take place in Hallidie Plaza, Powell & Market Streets.

#

June 27, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

Picture Sent

NEWS RELEASE

T-105

BART

FOR IMMEDIATE RELEASE

SPECIAL POSTER OFFERING BY BART

BART is offering a limited number of special 21 X 22-inch posters displaying a personalized message to the system's riders from President Carter.

Symbolic of the President's conservation posture, the poster reads "Thank you for taking BART and saving fuel," signed Jimmy Carter, dated June 10, 1977. Considered a collector's item, the poster will cost \$1.00.

A special 4th of July flyer, now available in all BART stations contains an order blank and instructions on how to obtain one of the handsome posters.

The posters will soon appear in BART cars and stations.

#

June 29, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-106

BART

FOR IMMEDIATE RELEASE

BART PLANS SPECIAL FARE FOR YOUTHS ON 4TH

Family • A • Fare is the theme BART has adopted for the upcoming 4th of July holiday with a view to encouraging family travel.

For just 25 cents youths 12 years of age and under, accompanied by an adult, may ride anywhere on the system or take an excursion ride and return to point of entry.

Youths who qualify for this special offer may purchase their 25 cent ticket from fare vending machines in the stations and then drop them in a specially designated box when exiting.

BART should prove a good way to get to Bill Graham/SM Production's Peter Frampton Concert on Monday, July 4th, which will be held at the Oakland Coliseum. Over 55,000 people are expected to attend.

Also, the new Oakland Air-BART shuttle bus will be operating between BART and the Oakland International Airport. One-way trips on the new shuttle service, which is operated by the Port of Oakland, will cost 50 cents.

- MORE -

Some other possibilities for BART riders on the 4th of July might include a trip to Sausalito across the bay in Marin County. From BART's Embarcadero Station in San Francisco it's an easy connection to the ferry. Or BART to Marine World-Africa USA via the Powell Street Station and connect with SamTrans buses for the journey down the Peninsula. SamTrans buses will also operate between the Daly City Station and Half Moon Bay.

BART will operate 15-minute service on all routes between 6 a.m., and 7:30 p.m., and then phase into regular night service until midnight closing.

#

June 29, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-107

BART

FOR IMMEDIATE RELEASE

BRIDGE TOLLS IN PERSPECTIVE

With all the current attention given to scheduled July 1 bridge toll increases it's time to set the record straight said BART Board President Barc Simpson.

"The raising of additional funds for transit in Alameda, Contra Costa and San Francisco through bridge tolls represents only a small segment of an important overall transit funding plan adopted by the Metropolitan Transportation Commission," Simpson said.

The additional revenues will not be for operating subsidy, but are to be allocated by the MTC to AC Transit, San Francisco Muni, and BART for capital improvement purposes only. In BART's case such funds might be applied to a planned new track in downtown Oakland, or for improvements in the transit cars.

"Both transit and automobile users will benefit," Simpson said.

He said transit users will see improved services from the three major operators, and motorists benefit indirectly by also receiving higher levels of service in terms of how public transit positively impacts parking availability in city centers, and travel time due to reduced congestion in the critical transbay corridors.

- MORE -

2-2-2-2-2

"Without public transit you'd see an additional 92,000 trips daily being made back and forth across the San Francisco-Oakland Bay Bridge alone," Simpson said.

"Most importantly, the MTC transit finance plan is a major step toward an improved coordinated effort with the major operators to provide the public with optimum service levels," he said.

BART's recently adopted budget for the 1977/78 fiscal year calls for beginning Saturday service in November and direct Richmond/Daly City service by March 1978.

#

June 29, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE



T-108

BART

FOR IMMEDIATE RELEASE

BART TO THE CONCERT AT THE OAKLAND COLISEUM ON THE 4TH

This 4th of July Bill Graham is presenting a Peter Frampton concert at the Oakland Coliseum, and BART is presenting a way to get you there and back.

The concert is scheduled to begin at 11 a.m. and end at about 5:30 p.m. With over 55,000 people expected to attend, traffic congestion and parking problems can be avoided by letting BART take you to the concert.

Extra trains will be on standby following the music festivities "Day on the Green" if needed to offer additional service.

The short aerial walkway from the BART station to the Coliseum makes it especially convenient.

BART's special reduced fare of 25 cents for youths 12 years of age and under, when accompanied by an adult, should be an added incentive.

#

June 30, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-109

BART

FOR IMMEDIATE RELEASE

BART'S 4TH OF JULY HOLIDAY SCHEDULE

BART trains will operate on a special holiday schedule this Monday, 4th of July holiday.

Trains will offer 15-minute service on three routes beginning at 6 a.m. until 7:30 p.m. and then phase into normal night service until midnight closing. Night trains (after 7:30 p.m.) will provide direct Concord/Daly City and Richmond/Fremont service with transfer points in downtown Oakland and MacArthur stations.

As a special holiday offer by the transit district youths 12 years of age and under, accompanied by an adult, may ride anywhere on the system for no more than 25 cents.

BART Express Buses, which serve the outlying areas in Alameda and Contra Costa Counties, will also offer 25 cent fares for youths 12 and under who are with an adult.

Express Buses will operate on an hourly schedule for this 4th of July holiday.

#

June 30, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

July, 1977

- T-110 Additional BART Express Bus Service "P" Line
- T-111 Additional BART Express Bus Service "U" & "D" Lines
- T-112 Families Take Advantage of BART on 4th of July
- T-113 BART to Provide Limited Train Service
BART to Provide Bus Bridge
- T-114 Barc Simpson's Statement on Strike
- T-115 BART Settles Law Suit in Principle with Suppliers
- T-116 BART to Participate in CETA Program
- T-117 BART to Take Action Against Union
- T-118 BART Patronage Continues to Gain
- T-119 BART Increases Midday Train Lengths
- T-120 BART to Run Extra Trains for "A's" and Gaters Games
- T-121 BART Completes Installation of Sun Shields

AUGUST, 1977

- T-122 BART to the Midday Ballet
- T-123 BART to the Harness Races
- T-124 BART to Offer Full Service for Raider Game
- T-125 BART to Sue ATU
- T-126 BART to Provide Special Full Service Until Midnight Tonight
- T-127 BART Completes Installation of Sun Shields
- T-128 BART Sees One of Its Highest Patronage Days
- T-129 BPOA Pending Strike Threat
- T-130 Special BART Board Committee to Study Salaries & Wages
- T-131 Free Circus Passes to BART Patrons
- T-132 Follow-Up on Free Passes
- T-133 BART Negotiations Continue
Fact Sheet on BPOA Strike to Editors w/issues
- T-134 BART Press Conference Schedule
- T-135 BART Strike Threat
- T-136 BART Gears Up for Possible Strike
- T-137 BART Wins Restraining Order Against Police Strike
- T-138 BART Wins Preliminary Injunction Against Police Strike
- T-139 BART to Circus Tonight
- T-140 BART Takes Firm Position on Threatened Strike
- T-141 BART Cancels Labor Day Service
- T-142 BART to Hold Press Conference Today

SEPTEMBER, 1977

- Joint Press Release--BART & BART Police Local 1008, SEIU
- T-143 BART Observes its Fifth Birthday
- T-144 Fifth Anniversary Roundup
- T-145 What Made BART Tick During Strike
- T-146 BART Passes Third Year of Transbay Service
F.C.H. Memo on Booz, Allen & Hamilton Report
- T-147 Pre-Strike Night Travel Up 26 Percent Over Last Year
- T-148 BART to Continue Test of Employee Ticket Sales
- T-149 BART Starts Fiscal Year With Increased Revenue
- T-150 Wage & Salary Review at BART
- T-151 Affirmative Action Meeting at BART
- T-152 Herringer Luncheon Address in Honolulu

October, 1977

- T-153 BART Pleased with Permanent Half-cent Sales Tax
- T-154 Daly City Parking Facility Completed
- T-155 BART To Receive Direct Marketing Award
- T-156 BART to Receive Two ASCE Awards
- T-157 Follow-up on ASCE Awards
- T-158 BART will Operate Normal Service Veteran's Day
- T-159 BART Booth at Gourmet & Wine Festival
- T-160 Special Wage Review Committee Votes to Suspend Top Management's C.O.L.
- T-161 The BART/Amtrak Connection
- T-162 Third Edition of BART & Buses Now Available
- T-163 Sidebar to BART & Buses
- T-164 BART Board Actions

November, 1977

- T-165 BART Holiday Saturday Service November 19
- T-166 BART To Take a Musical Fling
- T-167 BART Lost & Found Now at City Center
- T-168 BART Board Adopts Transfers for Livermore Bus
- T-169 Booz, Allen & Hamilton Report to Board
- T-170 Meet the Warriors on BART'
- T-171 New Express Bus in Pleasanton
- T-172 BART Begins Saturday Service This Week
- T-173 Santa Takes BART This Year
- T-174 Warriors Go BART Tonight
- T-175 BART/Express Bus Saturday Service
- T-176 Bikes on BART on Saturday
- T-177 Thanksgiving BART Service
- T-178 Musical Groups to Gather at BART's Powell Street Station
Memo to Assignment Editor on Press Preview of Musical Groups
- T-179 Special Holiday Trains for Thanksgiving
- T-180 Nello Bianco Release
- T-181 Take BART to Raiders Game
- T-182 BART Hits All-Time High in Patronage
- T-183 Full Service for Raiders Game
- T-184 BART Again Sets New Record High Patronage
- T-185 BART to Warriors Game
- T-186 BART Kicks Off Music Program

December, 1977

- T-187 BART Director Named To Joint Legislative Committee
- T-188 BART Police Enforcing Station Parking Regulations
- T-189 Warriors Extra Train
- T-190 BART Receives Regular Saturday Service Approval
- T-191 BART Music Program Underway
- T-192 Emergency Drill for BART
- T-193 New President and Vice President for BART Board
- T-194 BART Board Approves Final Settlement of Law Suit with Major Suppliers
- T-195 BART Approves New Shuttle Service
- T-196 Music Program Continues
- T-197 BART & Bus to Southland Shopping Center
- T-198 BART's Saturday Service Proves Most Successful Yet
- T-199 BART to Warriors Game

December, cont.

- T-200 Traveling Music Continues
- T-201 BART President Names New Board Committee Members
- T-202 BART's Christmas Eve Service
- T-203 Warriors Game Service
- T-204 BART's Monday Schedule (Day after Christmas-Holiday)
- T-205 Warriors Game Service
- T-206 Music Into New Year
- T-207 BART Plans Extended Service New Year's Eve
- T-208 BART's Monday After New Year Schedule
- T-209 IT Was a Good Year For BART
- T-210 BART's New Year's Service

JULY

NEWS RELEASE

T-110

BART

FOR IMMEDIATE RELEASE

ADDITIONAL BART EXPRESS BUS SERVICE FOR "P" LINE

Effective Tuesday, July 5, BART Express Bus service will provide an additional evening round trip on the "P" line, it was announced today by BART Director Nello Bianco.

The new trip will begin at the Concord Station at 8:30 p.m. in order to provide service on an hourly basis from that station until 9:28 p.m. Current Express Bus frequency after 7 p.m. is every two hours.

"I am pleased that we were able to make a provision for this additional service in the new fiscal year budget," Bianco said.

He said the new trip will make it a much more convenient connection for evening travelers with destinations between the BART Concord Station and Pittsburg/Antioch.

Timetables with the new scheduled service may be obtained in the Concord Station and on the buses.

#

July 1, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-111

BART

FOR IMMEDIATE RELEASE

ADDITIONAL BART EXPRESS BUS SERVICE ON "U" & "D" LINES

Effective Tuesday, July 5, BART Express Bus service will provide an additional evening round trip on the "U" line, it was announced today by BART Director Robert Allen of Livermore.

The new trip will begin at the BART Hayward Station at 8:06 p.m. in order to provide hourly service from that station until 9:00 p.m. Current Express Bus frequency after 7 p.m. is every two hours.

Allen said that he was pleased a special provision had been made in the new fiscal year budget for this additional service.

"The new trip will make it a much more convenient connection for evening travelers with destinations between the BART Hayward Station and Livermore," Allen said.

The "U" line connects BART with Dublin, Pleasanton and Livermore.

In addition a new northbound trip will also begin on the "D" line at 8:32 p.m. from Dublin to the BART Walnut Creek Station.

Allen said this will connect with the 8:06 p.m. "U" bus from the Hayward BART station and greatly improves other connections at Dublin.

Timetables, which include the new trips, may be obtained in the BART stations or on the buses.

#

July 1, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

T-112

BART

FOR IMMEDIATE RELEASE

FAMILIES TAKE ADVANTAGE OF BART ON 4TH

BART saw an increase in patronage for this 4th of July holiday over last year according to the transit district's tabulated entry counts.

Ridership during this 4th of July was about 56,433, representing a 28 percent increase over last year's 44,000 for the same day.

About 5,000 of the trips taken during the 4th were by youths 12 years of age and under who took advantage of the special 25 cent maximum fare. The youths had to be accompanied by an adult in order to qualify for the special reduced fare.

Between 8,000 and 10,000 persons used BART to attend the Peter Frampton concert - Day on the Green - which was held at the Oakland Coliseum. A connecting walkway from the BART station makes the Coliseum easily accessible for such events.

BART operated from 6 a.m. to midnight providing 15 minute service on three routes until 7:30 p.m., and then phased into normal night service offering 20 minute service on two routes - direct Concord/Daly City and direct Richmond/Fremont.

#

July 6, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART
FOR IMMEDIATE RELEASE

BART TO PROVIDE LIMITED TRAIN SERVICE

Beginning at 4 p.m. today, Friday, June 8, BART will provide limited train service between Daly City and its MacArthur Station in north Oakland. The transit district will be operating 10-car trains at 10 minutes intervals in order to accommodate intra San Francisco and transbay travelers. The trains will be operated by supervisory personnel who are certified to do this job. The limited service will operate until 9 p.m.

Additionally, BART has set up a special free bus bridge between its MacArthur and Concord Stations, serving all stations in between except the Rockridge Station. Patrons taking the train from San Francisco can connect with the bus bridge at the MacArthur Station. The buses will operate at a 5 to 10 minute frequency. The special interim service is being provided by BART in cooperation with AC Transit.

BART has also arranged for special bus shuttle with various charter carriers to provide service between its Fremont and Hayward stations making a stop at Union City.

Information on the various transit connections may be obtained by calling BART's phone information center.

- MORE -

2-2-2-2-2-2

In the interim BART is currently meeting with Amalgamated Transit Union, Local 1555 to resolve an illegal walkout involving train operators which prevented the system from opening for regular service this morning. The arbitrator, agreed to by both BART and the Union is Mr. David Karaasick. The arbitration was requested by BART under the terms of the contractual agreement with the union.

At 4 p.m. today, July 8, BART General Manager Frank Herringer will hold an informal press briefing on the fifth floor of the transit district's Lake Merritt headquarters in Oakland.

#

July 8, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

BART TO PROVIDE FREE BUS BRIDGE

OAKLAND, CA.....

In an effort to accommodate BART Eastbay passengers, the transit system has set up a special bus bridge between its Concord and MacArthur Stations, serving all stations in between. The special interim service, using 18 buses, is being provided in cooperation with AC Transit. Patrons bound for the Westbay may connect with regular AC Buses at the BART MacArthur Station.

BART has also arranged for special bus shuttle with various charter carriers to provide service between its Fremont and Hayward Stations making stops at South Hayward and Union City Stations. These bus bridges provided by BART are free.

In the interim BART is making every effort to resolve an illegal walkout involving train operators which prevented the system from opening for regular service this morning.

#

July 8, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information
Bay Area Rapid Transit District
(415) 465-4100



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

9/15/76
Mailed - 9/15/76 to:

5-70

Barry Wiegand
Passenger Transport
American Public Transit
Assoc., Suite 1200
1100 - 17th Street
Washington, D.C. 20036

SPECIAL TO PASSENGER TRANSPORT

BART BEGINS FIFTH YEAR OF SERVICE

The San Francisco Bay Area Rapid Transit (BART) system last month observed the beginning of its fifth year of operation as the nation's newest completed rail rapid transit system.

BART is a 71-mile fully automated system serving Alameda, Contra Costa and San Francisco counties with trains traveling at speeds up to 80 miles per hour. In the West Bay, BART interfaces with San Francisco Muni Railway bus and cable car service, and A.C. Transit buses in the East Bay. Also, several other public and private transit services connect with BART stations around the system, including ferryboats to Marin County.

When BART first opened the doors for business in September, 1972, it ran eight two-car trains along 26 miles of track between Fremont, in southern Alameda County and MacArthur Station in north Oakland. By the end of the following year, three additional segments had been opened bringing a total of 67.4 miles into operation. With the September 16, 1974, opening of BART's 3.6 mile underwater tube, connecting San Francisco with the East Bay, the entire 71-mile system was brought into service. Since then the system's sleek trains have carried several million customers under the bay to and from San Francisco for purposes of work, shopping, sightseeing, and a variety

2-2-2-2-2

of other reasons. Also the extension of service hours to midnight last January, opened up a new market for the system. With its convenient link to the Oakland Coliseum complex, and proximity to San Francisco and Oakland theatre districts, people began using BART to attend sporting and entertainment events.

Another recent milestone for the BART system was the opening last May of the Embarcadero Station in downtown San Francisco. This was the 34th and last station on the core system to be completed. While the Embarcadero Station was not originally planned, many believe it to be one of the system's most attractive terminals. Located at the foot of Market Street, it provides an important link to one of the cities major redevelopment areas, Embarcadero Center and Golden Gateway project. Muni buses and cable cars, as well as the Sausalito ferry serving southern Marin County are also close at hand.

Today BART operates 33 trains over three lines providing direct service between Concord and San Francisco/Daly City, Fremont and San Francisco/Daly City and Richmond to Fremont. Trains operate Monday through Friday from 6 a.m. to midnight. Basic service presently calls for 12-minute train intervals, over three direct routes (Concord/Daly City, Fremont/Daly City and Fremont/Richmond. After 8 p.m., the schedule is abbreviated to 20-minute intervals with trains running on a service with two direct lines (Concord/Daly City, Richmond/Fremont). As no direct service between Fremont and Daly City is available after 8 p.m., people normally traveling that line are required to transfer in the downtown Oakland and MacArthur Stations.

3-3-3-3-3

BART hopes to add some additional levels of service next summer. These would include direct Richmond/Daly City service, weekend service, and more trains operating at closer headways.

To date, BART trains have carried about 90 million passengers 1.4 billion passenger miles. Present daily ridership averages 133,000.

#

September 15, 1976

David M. Soblin
Manager of Public Information

NEWS RELEASE DISTRIBUTION

5-71

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Senior Citizen Agencies (Bay Area) _____

Agencies for the Handicapped (Bay Area) _____

S-71



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

FOR IMMEDIATE RELEASE:

BART ACTIVITIES DURING BOAT SHOW WEEK

During the week of September 20, BART will provide special amenities to those people who use the transit system to ride to the "Boat Show '77" to be held that week at the Oakland Coliseum Arena.

BART will offer its patrons the opportunity to obtain discount Boat Show tickets and will also provide some special nautical displays in several of its stations. The special discount coupons will reduce 75 cents from the regular ticket price of \$2.50.

The BART Boat Show week activities will be:

September 20-24 - Sailboat displays in the San Francisco Embarcadero and Montgomery Street Stations and in the 12th and 19th Street Stations in downtown Oakland.

September 21 - Boat Show hostesses will distribute discount ticket coupons during the evening commute hours at Embarcadero and Montgomery Street stations. (4 p.m. to 6 p.m.)

September 22 - Discount tickets will be distributed during the morning commute hours at 12th and 19th Street stations. (7 a.m. to 9 a.m.)

September 22 - The Official Boat Show '77 Hostess will make an appearance at the Montgomery Street Station during the evening commute period (4 p.m. to 6 p.m.)

2-2-2-2-2

September 22-24 - Discount ticket coupons will be available between 1 p.m. and 8 p.m., to those passengers attending the show, at a special information booth in the Coliseum Station, which serves the Oakland Coliseum Complex.

#

September 16, 1976

David M. Soblin
Manager of Public Information



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-72

FOR IMMEDIATE RELEASE:

BART INFORMATIONAL PROGRAM FOR BERKELEY

BART representatives will be introducing a new Berkeley Station brochure this month in both downtown Berkeley and the University of California campus. The new Berkeley-oriented transit informational aid, offering particulars on the BART Berkeley Station is one of a series especially geared to the local communities surrounding the transit system's facilities.

A special BART information table will be set up in Sproul Plaza, Tuesday through Friday, September 21-24, between 9 a.m., and 4 p.m. BART staff will distribute the new brochure as well as the comprehensive "East Bay BART & Buses."

During the last week in September, in the downtown Berkeley area, transit information will also be distributed to all employees and shoppers within a 6 block area surrounding the Berkeley Station.

The colorful new handy pocket guide contains complete up-to-date information about how to use the BART system, what banks in Berkeley sell BART high-value and discount tickets, and contains a special section on places of interest around the Bay Area with easy access to and from BART stations.

The new brochure also includes an easy-to-read map indicating one-way fares from Berkeley to all other stations on the system.

#

September 17, 1976

David M. Soblin
Manager of Public Information

HAYWARD DAILY REVIEW ONLY - (ATTENTION BOB NORBERG)

BART Director Robert S. Allen of Livermore (left) and Director of Power & Way Vince Mahon, inspect the new "A-15 Spur" storage track in Oakland. Originally the brain-child of Allen, the new facility will provide an area on the Southern Alameda County line for quick removal of a disabled train, thus clearing the mainline for normal traffic and minimizing service delays. Accomplished for a bare-bones budget, the A-15 track will hold a 10-car train or its equivalent.

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Bureaus

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BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-73

FOR IMMEDIATE RELEASE

ANOTHER STEP TOWARD IMPROVED TRANSIT SERVICE

Another step in a continuing effort to improve transit service was taken today (Monday, September 27) when a new train storage area became operative. Designed to reduce delays due to disabled trains on the main-line, the new facility is located adjacent to the BART Fremont line in Oakland at about 14th Avenue and 12th Street, and is officially designated as the "A-15 Spur."

One of BART's operational problems has been system delays resulting from the inability to remove a crippled train from the main line until it was able to reach one of the three East Bay train yards. Because such trains often operate at extremely slow speeds, following trains must slow down or even stop until the crippled train is withdrawn and the path cleared.

The A-15 spur, with room for a 10-car train, will provide additional flexibility in disabled train removal and assist to minimize delays along the Southern Alameda County line in particular, as well as other lines on the 71-mile system.

Development of the new storage area was accomplished in an economical manner by utilizing existing trackway and making minor physical modifications. The spur is actually a maintenance vehicle track providing access from the Oakland Shops facilities to the main line. By removing a small section of fencing, adding a section of powered third-rail, and making minor modifications to allow automatic alignment of train routes by the

2-2-2-2-2-2

Central Control Center, the A-15 spur was accomplished for a cost of approximately \$13,000.

A similar spur will soon be operational in the Daly City area, which should increase, even more, BART's ability to improve system flexibility and lessen train delays.

#

September 27, 1976

David M. Soblin
Manager of Public Information

NEWS RELEASE DISTRIBUTION

*Called in to
Business Wire*

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BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

FOR IMMEDIATE RELEASE

GOVERNOR SIGNS BART FUNDING BILL

The BART funding bill (AB 3785) was signed into law by Governor Edmund G. Brown, Jr., on September 22, 1976, and will take effect January 1, 1977.

Under the new bill, BART's authority to levy the half-cent sales tax, which will assist the transit district to meet operational expenses, is extended through June 1978. Under past law, such funding would have run out late next year.

Since first authored by Assemblyman John T. Knox (D-Richmond) on March 16 of this year, several key amendments were added in both the Assembly and Senate, which directly affect BART's plans for expansion of service levels to weekends and direct Richmond-Daly City service.

The final version of the bill, as unanimously approved by a joint Senate-Assembly conference committee in late August allows BART to expand service on or after July 1, 1977, if the BART Board of Directors find that funds are available and ^{*the BART General Manager finds} that such added service will not erode operating reliability.

Another amendment by Senator John Nejedly (R-Walnut Creek) requires BART to continue all existing service, which assures that the BART express bus services to the Pittsburg-Antioch and Livermore-Pleasanton areas will remain intact.

*Change made by General Manager after release had gone out.

2-2-2-2-2-2

BART General Manager Herringer expressed his appreciation to Assemblyman Knox for his "constant and effective" leadership in guiding the bill through the Legislature; and commended the BART Directors and members of the conference committee for their efforts.

Herringer said the July 1977 minimum date for expanded service "is in line with BART's priorities," and that all available resources will be used to improve existing service as the first priority.

#

September 24, 1976

David M. Soblin, Manager
Office of Public Information

Called in to Business Wire - 9/28/76

No. 75



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

FOR IMMEDIATE RELEASE:

As part of a continuing effort to streamline BART's top operations management, several reassignments of responsibility were announced today by General Manager Frank C. Herringer.

The changes, which are effective today (Tuesday, September 28) include the following: Mr. Mel Murphy will be the District's new Director of Engineering. Mr. Kris Hari, Director of System Engineering, will be responsible for monitoring all technical programs, and advising the Assistant General Manager-Operations on priorities and resource allocation. Mr. Fred Peil, Director of Technical Services, will take on additional responsibilities, including Purchasing, Stores, Quality Inspection, and Documentation. Mr. Charles O. Kramer, now Director of Safety, and Mr. Raymond R. Carroll, presently Director of Rolling Stock and Shops, will be assigned to help support the technical aspects of BART's current litigation against its major suppliers. While Mr. Ralph Weule will assume the position of Acting Director of Safety, Rolling Stock and Shops will, on a temporary basis, report directly to the Assistant General Manager-Operations, Robert D. Gallaway.

###

September 28, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy
District Press Officer

CONTRA COSTA TIMES ONLY

BART Director Robert S. Allen of Livermore, flanked by Manager of Line Operations Bill Breiner (left) and Director of Power and Way Vince Mahon, inspect the new "A-15 Spur" storage track in Oakland. Originally the brain-child of Allen, the new facility will provide an area for the quick removal of a disabled train, thus clearing the main-line for normal traffic and minimizing service delays. Accomplished for a bare-bones budget, the A-15 storage track will hold a 10-car train, or its equivalent.

NEWS RELEASE DISTRIBUTION

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BART Promotional Release

M.B.



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-76

BART'S PROMOTIONS PROVE SUCCESSFUL

BART's four major August-September promotions proved a good ridership booster over the same period last year according to District Analysts, and threw a bright new light on the system's potential for public use during midday and late evening hours.

Highlighting these promotions was BART's Labor Day Fling which attracted about 150,201 patrons as opposed to last year's Labor Day when trains carried a slim 32,812. As a special incentive BART offered a bargain single low fare of .25¢ to ride anywhere on the system. This resulted in doubling the revenue from \$17,400 last year to \$33,050 this year without additional holiday operating costs. The first time low fare coupled with a colorful Frisbee tournament helped make the Labor Day promotion a huge success.

During August a month long "free ride home" promotion with Oakland Liberty House resulted in the sale of 2,300 BART tickets bringing \$1,640 to the transit district's coffers. Bought by Liberty House, the tickets were a bonus to customers who rode BART in and made purchases of \$5.00 or more. The promotion's success has prompted Liberty House to continue the free ride home on BART program indefinitely.

Also BART trains proved a good way to go for 10,985 Chevrolet dealers attending a convention in San Francisco, generating an additional \$16,989 in revenue. Over a five day period in August the conventioners took BART trains from San Francisco to Oakland's Paramount Theatre and were provided a special shuttle train for their return trip.

Toward the end of August a "BART goes to the Circus" promotion trippled traffic through the system's Coliseum Station over the same period of last year's Circus run with 5,077 more tickets being sold. Over 1,000 free circus passes, provided by Ringling Brothers and Barnum & Baily Circus, were offered by BART to the public through a drawing, adding a festival spirit to the event.

At a recent meeting of BART's Public Information and Legislation Committee, it was noted by the District's Director of Marketing and Communications, Diane Levine, that follow-up surveys showed a strong positive reaction to the promotions on the part of patrons in general.

Ms. Levine emphasized that an important by-product of the promotions has been the creation of a higher public awareness of how BART can serve the public during non-commute hours, and the many destinations available.

"But we still have a long way to go," she maintained, adding that a July survey indicated about 40 percent of the people in BART's service area were unaware the system is open until midnight.

"Because of these successful promotions, we plan to continue with more promotions," said Ms. Levine.

BART's average daily patronage now ranges between 130,000 and 133,000.

#

September 29, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy
Press Officer

Public Awareness Story

NEWS RELEASE DISTRIBUTION

OCTOBER

Dailies - Alameda, Contra Costa & S.F. Counties

Dailies - Other Bay Area Counties

Dailies - Outside Bay Area

Weeklies - Alameda, Contra Cost & S.F. Counties

Weeklies - Other Bay Area Counties

Weeklies - Outside Bay Area

Bureaus

Radio (including ethnic)

TV (including ethnic)

Bay Area College Newspapers

Sunday Supplements

Ethnic Papers

Ethnic Radio/TV

Individuals

Trade & Industry Press

Employee Publications

Magazines

Major U.S. Dailies

Chambers of Commerce (Bay Area)

Major U.S. & Canadian Transit Agencies

Senior Citizen Agencies (Bay Area)

Agencies for the Handicapped (Bay Area)



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

FOR IMMEDIATE RELEASE

REGULAR BART RIDERS LIKE THE SYSTEM

The more you ride BART the more you like it according to findings of a recently completed public opinion survey.

The survey, conducted last July by Drossler Research Corporation, took a random sampling of 900 people in the transit system's service area, which comprises about 2.5 million people. Inquiries touched on such subjects as - why people ride and don't ride BART, frequency of riding, service evaluation, and knowledge of service destinations and hours.

Most significant was that frequent riders gave the system high marks in their evaluation as opposed to infrequent and non-riders, suggesting that if you try it over a period of time, you'll like it.

Another significant factor was riders and non-riders reported a definite awareness that BART service performance was much improved this year over the same period last year.

While the survey indicates 75.7 percent of all people in Alameda, Contra Costa, and San Francisco counties have, at one time or another, ridden on the system, BART has so far attracted a steady 22 percent of the market.

The report suggests that speed, comfort and destinations served seem to be the most important factors for the frequent riders which account for 80 percent of total daily trips taken on the system.

2-2-2-2-2

Non-frequent riders, or the remaining 20 percent saw it as a new transport experience, and used the system more for special trips. Also, many infrequent and non-riders reported they were unaware of many of the key destinations BART serves, and among the frequent riders only 55 percent knew that the system operated late night service until midnight.

One of the major conclusions drawn from the report was that BART should broaden its information efforts to reach the non-rider as well as its regular customers.

The survey was done as a prelude to setting the District's marketing objectives.

#

October 4, 1976

Office of Public Information
Contact: Mike Healy
Press Officer

S-78



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

FOR IMMEDIATE RELEASE

BART STATIONS CARRY VOTER REGISTRATION CARDS

As a special public service, mail-in voter registration cards are now available in all Alameda County BART stations.

The voter registration cards, which are good only for Alameda County residents, may be picked up from station agent's booths at the following stations: North Berkeley; Berkeley; Ashby; Rockridge; MacArthur; 19th Street; 12th Street/City Center; Oakland West; Lake Merritt; Fruitvale; Coliseum; San Leandro; Bay Fair; Hayward; South Hayward; Union City; and Fremont.

Those wishing to register may simply fill out the pre-addressed card and send it, postage paid, to the Registrar of Voters of Alameda County.

This new public service was brought about through a cooperative effort between the Registrar of Voters of Alameda County, BART and Amalgamated Transit Union Local 1555.

This convenient way to register will be on a continuing basis.

#

October 4, 1976

Office of Public Information
Contact: Mike Healy
Press Officer



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S79

FOR IMMEDIATE RELEASE

NEW BUDGET OFFICER FOR BART

Joining the BART staff recently was Mrs. Hedy Morant who will fill the newly created position of District Budget Officer.

Formerly Corporate Financial Controller with Litronix, Inc., a Cupertino electronics manufacturer, Mrs. Morant brings to BART an extensive background in accounting, budgeting and financial analysis. Her past experience includes development and implementation of computerized cost control and financial reporting systems.

Born in Cologne, Germany, Mrs. Morant is equivalent to a certified public accountant, with over 20 years of experience.

As Budget Officer for BART, Mrs. Morant will be responsible for developing, evaluating and putting into effect the District's annual operating budget, reporting to the Director of Planning, Budgeting and Research, Mr. Keith Bernard. She will also take control over capital budgets and long-range financial projections.

Mrs. Morant makes her home in San Jose.

#

October 5, 1976

Office of Public Information
Contact: Mike Healy
Press Officer

10-8-76

NEWS RELEASE DISTRIBUTION

Profile Study Distribution

- Dailies - Alameda, Contra Costa & S.F. Counties ✓ ✓ A-1-A-2-A3
- Dailies - Other Bay Area Counties _____
- Dailies - Outside Bay Area _____
- Weeklies - Alameda, Contra Cost & S.F. Counties ✓ ✓ B-1-B-2-B3
- Weeklies - Other Bay Area Counties _____
- Weeklies - Outside Bay Area _____
- Bureaus ✓ A C _____
- Radio (including ethnic) ✓ ✓ D _____
- TV (including ethnic) ✓ E _____
- Bay Area College Newspapers _____
- Sunday Supplements _____
- Ethnic Papers _____
- Ethnic Radio/TV _____
- Individuals ✓ J _____
- Trade & Industry Press _____
- Employee Publications _____
- Magazines _____
- Major U.S. Dailies _____
- Chambers of Commerce (Bay Area) _____
- Major U.S. & Canadian Transit Agencies _____
- Senior Citizen Agencies (Bay Area) _____
- Agencies for the Handicapped (Bay Area) _____

+ 18 major newspapers special letter.

PASSENGER PROFILE STUDY

HOW SURVEY WAS CONDUCTED

WHEN: MAY 17-26, 1976

WHO: MANAGEMENT INFORMATION ASSOCIATES (FIELD WORK) IN CONJUNCTION WITH BART AND METROPOLITAN TRANSPORTATION COMMISSION.

HOW MANY PEOPLE: 8,985 BART RIDERS

INTERVIEW METHOD: PASSENGER COMPLETED QUESTIONNAIRE

SELECTION METHOD: RANDOM PASSENGER SELECTION

CONFIDENCE LIMITS: 95% PROBABILITY THAT SAMPLE VALUES REFLECT TRUE VALUES WITHIN $\pm 2\%$.

PATTERNS OF RIDERSHIP

<u>TIME OF DAY</u>	<u>% RIDERSHIP</u>		<u>% OPERATING TIME</u>
	<u>1976</u>	<u>1975</u>	
PEAK - 4 HOURS	48%	59%	22%
OFF-PEAK - 9 HOURS	46%	41%	50%
EVENING - 5 HOURS	6%	--	28%
18 HOURS	<u>100%</u>	<u>100%</u>	<u>100%</u>

MARKETING SIGNIFICANCE:

- BART IS EFFICIENTLY USED DURING TWO TWO-HOUR PEAK PERIODS.
- THE OFF-PEAK AND EVENING TIME PERIODS WOULD APPEAR EXCELLENT OPPORTUNITIES FOR INCREASED RIDERSHIP.
- THESE THREE TIME PERIODS DESCRIBE DIFFERENT TYPES OF BART PASSENGERS:
 - PEAK PASSENGER - RIDES BETWEEN 6:45 A.M. - 8:45 A.M. OR 4:30 P.M. - 6:30 P.M.
 - OFF PEAK PASSENGER - RIDES BEFORE 6:45 A.M., 8:45 A.M. - 4:30 P.M., 6:30 P.M. - 7:00 P.M.
 - EVENING PASSENGER - RIDES BETWEEN 7:00 P.M. - MIDNIGHT

WHO IS THE BART PASSENGER

	<u>TOTAL</u>	<u>PEAK</u>	<u>OFF PEAK</u>	<u>EVENING</u>	<u>PUBLIC AWARENESS STUDY '76</u>
MALE	53.4	49.0	54.1	71.8	48.2
FEMALE	46.6	51.0	45.9	28.2	51.8
34 OR LESS	61.2	69.7	61.3	68.5	32.8
35 +	38.8	30.3	38.7	31.5	67.2
<\$10,000	31.3	23.6	37.0	35.1	25.4
\$10,000 - \$19,999	33.0	34.8	31.8	31.9	41.6
\$20,000 +	35.7	41.6	31.2	33.0	33.1
H.S. GRAD OR LESS	19.5	16.9	21.8	18.8	40.3
SOME COLLEGE	39.7	40.0	39.6	39.2	29.6
COLLEGE GRAD OR MORE	40.8	43.1	38.6	42.0	30.1
WHITE	82.1	80.9	82.5	85.5	84.8
BLACK	8.7	8.8	8.8	7.8	8.3
OTHER	9.2	10.3	8.7	6.6	6.9

MARKETING SIGNIFICANCE:

- THE BART PASSENGER IS YOUNG, VERY HIGHLY EDUCATED, COVERS ALL INCOME GROUPS AND IS REPRESENTATIVE OF MINORITY GROUPS. AS A WHOLE, THIS TYPE OF GROUP WOULD BE RECEPTIVE TO INFORMATION ABOUT THE SYSTEM AND TRYING NEW THINGS.

WHAT IS THE PURPOSE OF THE TRIP

	<u>TOTAL</u>	<u>PEAK</u>	<u>OFF PEAK</u>	<u>EVENING</u>
WORK/WORK RELATED	65.5%	88.9%	44.3%	40.4%
SCHOOL	12.5	7.9	17.8	8.6
SHOPPING/ERRANDS	11.6	1.3	22.9	8.0
ENTERTAINMENT	9.4	1.9	13.6	37.5
TOURING/EXCURSION	<u>1.0</u>	<u>--</u>	<u>1.4</u>	<u>5.7</u>
	100.0%	100.0%	100.0%	100.0%

MARKETING SIGNIFICANCE:

- BART IS PRIMARILY A WORK TRANSPORTATION SYSTEM AT ALL TIMES OF THE DAY.
- THERE IS GREAT POTENTIAL FOR INCREASING SYSTEM USAGE IN OFF-PEAK AND EVENING TIME PERIODS BY ENCOURAGING THE USE OF BART FOR SHOPPING/ERRANDS, ENTERTAINMENT AND LEISURE BART TRIPS.

FREQUENCY OF RIDERSHIP

		<u>TOTAL</u>	<u>PEAK</u>	<u>OFF PEAK</u>	<u>EVENING</u>
EVERY DAY	} FREQUENT RIDERS	56.6%	77.2%	38.0%	34.9%
3-4 TIMES/WEEK		14.9	12.6	16.7	18.6
1-2 TIMES/WEEK		10.2	4.5	15.7	14.2
LESS THAN 1/WEEK		<u>18.3</u>	<u>5.7</u>	<u>29.6</u>	<u>32.3</u>
		100.0%	100.0%	100.0%	100.0%

MARKETING SIGNIFICANCE:

- 82% OF THOSE WHO RIDE BART IN A GIVEN DAY ARE FREQUENT RIDERS (1 OR MORE TIMES PER WEEK). THE MAJORITY ARE FREQUENT RIDERS IN ALL TIME PERIODS.

COMPARISONS WITH PREVIOUS YEARS

<u>TRIP PURPOSE</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>
WORK/WORK RELATED	70.0%	70.3%	65.5%
SCHOOL	16.2	13.2	12.5
SHOPPING/ERRANDS	10.8	12.4	11.6
ENTERTAINMENT	1.3	3.0	9.4
TOURING/EXCURSION	<u>1.7</u>	<u>1.1</u>	<u>1.0</u>
	100%	100%	100%

FREQUENCY

EVERY DAY	63.2%	60.5%	56.6%
3-4 TIMES/WK	16.9	14.8	14.9
1-2 TIMES/WK	7.6	9.5	10.2
LESS THAN 1/WK	<u>12.3</u>	<u>15.2</u>	<u>18.3</u>
	100%	100%	100%

(Note: Brackets in original document group the first three rows of each column. For 1974, the bracketed sum is 87.7. For 1975, the bracketed sum is 84.8. For 1976, the bracketed sum is 81.7.)

MARKETING SIGNIFICANCE

- BART IS MOVING TOWARD CAPTURING MORE OCCASSIONAL, OFF-PEAK RIDERS, ESPECIALLY FOR ENTERTAINMENT PURPOSES.

HAVE USED BART FOR OTHER PURPOSES

	<u>TOTAL</u>	<u>PEAK</u>	<u>OFF-PEAK</u>	<u>EVENING</u>
Yes	51.4%	45.4%	56.6%	59.2%
No	<u>48.6</u>	<u>54.6</u>	<u>43.4</u>	<u>40.8</u>
	100%	100%	100%	100%

MARKETING SIGNIFICANCE

- ALMOST HALF OF BART'S RIDERS HAVE NEVER USED THE SYSTEM IN MORE THAN ONE WAY; THAT IS, FOR ANYTHING OTHER THAN THEIR USUAL TRIP PURPOSE.

ENCOURAGEMENT AND/OR INFORMATION TO OUR EXISTING RIDERS IS NECESSARY TO EDUCATE THEM ABOUT OTHER TYPES OF TRIPS POSSIBLE ON BART.

OPINION OF BART'S SERVICE

	<u>TOTAL</u>	<u>PEAK</u>	<u>OFF-PEAK</u>	<u>EVENING</u>
A LOT OR SOMEWHAT BETTER	50.1%	49.8%	50.2%	50.2%
SAME	20.2	20.7	20.5	14.0
A LOT OR SOMEWHAT WORSE	7.2	9.6	5.2	3.0
NO OPINION	<u>22.5</u>	<u>19.9</u>	<u>24.2</u>	<u>30.9</u>
	100%	100%	100%	100%

MARKETING SIGNIFICANCE

- BART SERVICE IS PERCEIVED AS HAVING IMPROVED BY PASSENGERS IN ALL TRAVEL TIME PERIODS.
- LESS THAN ONE IN TEN BART RIDERS THINK BART'S SERVICE HAS GOTTEN WORSE, AND HALF BELIEVE IT IS BETTER.

KNOWLEDGE OF SERVICE HOURS

	<u>TOTAL</u>	<u>PEAK</u>	<u>OFF-PEAK</u>	<u>EVENING</u>
6 A.M. - MIDNIGHT	72.0%	73.5%	67.6%	92.0%
CLOSE AT 6 P.M.	2.3	1.8	3.1	.2
CLOSE AT 8 P.M.	12.1	11.6	14.1	1.7
CLOSE AT 10 P.M.	<u>13.6</u>	<u>13.1</u>	<u>15.2</u>	<u>6.1</u>
	100%	100%	100%	100%

MARKETING SIGNIFICANCE

- OVERALL, ALMOST THREE-QUARTERS OF BART RIDERS ARE AWARE THAT THE SYSTEM IS OPEN UNTIL MIDNIGHT. HOWEVER, MANY OF BART'S RIDERS, ESPECIALLY OFF-PEAK PASSENGERS, AREN'T AWARE OF SERVICE IN THE LATER EVENING HOURS. THIS MAY EFFECT THEIR USE OF BART IN THE EVENING. BETTER INFORMATION IS INDICATED FOR OUR PASSENGERS.

MARKETING RECOMMENDATIONS

- BART SERVES ITS PEAK PASSENGERS REGULARLY AND WELL. A LARGE MARKETING OPPORTUNITY EXISTS IN CONVINCING ALL BART PATRONS TO USE THE SYSTEM IN NEW WAYS AND FOR DIFFERENT PURPOSES DURING THE OFF-PEAK AND EVENING HOURS.
- A PROFILE OF THE BART RIDER INDICATES PASSENGERS (YOUNG, EDUCATED) WHO WOULD BE RECEPTIVE TO INFORMATION ABOUT THE SYSTEM AND PROMOTIONAL ACTIVITIES.
- THE BART PASSENGER CAN BE REACHED THROUGH THE MEDIA. 80% READ EITHER THE SAN FRANCISCO CHRONICLE, OAKLAND TRIBUNE OR THE SAN FRANCISCO EXAMINER; HALF LISTEN TO ONE OF SIX BAY AREA RADIO STATIONS (KCBS, KFRC, KSAN, K101, KABL, KSFO) AND 70% WATCH THREE TELEVISION STATIONS (ABC, CBS, NBC).
- BART'S MAJOR USER IS THE PEAK PASSENGER, WHO IS YOUNGER, MORE HIGHLY EDUCATED WITH A HIGHER INCOME THAN ANY OTHER BART RIDER, BUT WHO ONLY USES THE SYSTEM TO GO TO WORK. PEAK PASSENGERS SHOULD BE ENCOURAGED TO ALSO RIDE BART FOR OTHER PURPOSES.



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

October 7, 1976

ELMER B. COOPER
PRESIDENT

NELLO J. BIANCO
VICE PRESIDENT

FRANK C. HERRINGER
GENERAL MANAGER

DIRECTORS

JAMES D. HILL
1ST DISTRICT

NELLO J. BIANCO
2ND DISTRICT

RICHARD O. CLARK
3RD DISTRICT

HARVEY W. GLASSER, M.D.
4TH DISTRICT

ROBERT S. ALLEN
5TH DISTRICT

JOHN GLENN
6TH DISTRICT

ELLA HILL HUTCH
7TH DISTRICT

ELMER B. COOPER
8TH DISTRICT

JOHN H. KIRKWOOD
9TH DISTRICT

Dear Editor:

You might be interested in the most recent (May) BART passenger profile study, based on an in-depth survey of some 8,985 passengers.

Contrary to recent publicity, the study indicates that we are not robbing from the poor to transport the rich. In fact, the findings show that our passengers are rather evenly distributed through all economic groups; and are quite representative of the minority population of the Bay Area.

Furthermore, we were pleased to find that half of our riders perceive that service is better than a year ago. And less than one in ten believe service has become worse.

I believe that there is other information in this study that may prove of use to you in your ongoing reporting on BART. In the future we intend to offer this, and other forms of factual information concerning our operations on a regular basis.

If you have any suggestions as to how we may better serve you, and thus our mutual public, I would appreciate receiving your comments.

Sincerely,

David M. Soblin
Public Information Manager

DMS/km

Enclosure

July 8, 1976

STATEMENT OF BART GENERAL MANAGER, FRANK C. HERRINGER
ANNOUNCING AGREEMENT ON NEW BART LABOR CONTRACT

I am pleased that the agreement reached with SEIU Local 390 and ATU Division 1555 after intensive bargaining has been ratified overwhelmingly by both unions and unanimously by the BART Board. As I will describe in a moment, it is a fair settlement that takes into account the interests of the taxpayers, BART patrons, and BART employees. First, though, I would like to comment on the negotiations themselves.

We reached an equitable agreement without a strike. We were able to do this because we kept the negotiations out of the political arena, because our unions stayed on the job without a contract, and because we bargained hard in good faith. The union leadership aggressively pursued the interests of their members, but at the same time kept in mind the fiscal restraints that all of us at BART have to deal with. The outstanding professional and elected leadership of both unions deserve a lot of credit, and the thanks of the people who depend on BART for transportation. We hope that this experience shows that collective bargaining in the public sector can work, and serve the public interest.

The agreement we reached basically continues the cost-of-living adjustments in our last contract. It is a three-year agreement, with no

general wage increase. There are some increases in fringe benefits (such as an extra floating holiday in the year of the contract), some adjustment in wage rates and job classifications for reasons of equity, and a one percentage point increase in the premium for night shift work in the third year of the contract, but these additional costs are essentially offset by three other major provisions of the contract:

- A 25% reduction in entry level wage rates and a 15% reduction in promotional pay rates.
- A toughening of sick leave procedures which we estimate will result in an average savings of one to two days of sick leave per person.
- An agreement to develop an approach to reducing excess costs caused by current scheduling rules, which will make it more economical to expand to weekend service and increase our peak hour service.

In summary, we have agreed on a contract which in total remains within cost-of-living limits, and while it adds some additional fringe benefits for current employees, at the same it contains offsetting savings that do not come out of the pocket of present employees who are not abusing their sick leave.

Needless to say, I am extremely pleased with the results. I am proud of our people, both labor and management. The stability of a three-year contract will enable us to focus our attention on better serving the people of the Bay Area. I hope that this agreement will give us a

basis for approaching the Legislature and requesting of them at least a similar three-year period of assured financing, so that we can turn all our energies in the years ahead toward improving our operations.

PROPOSED BART AGREEMENT WITH UPE 390, ATU 1555

MAJOR PROVISIONS

1. Three-year term (expires June 30, 1979).
2. Continuation of present cost-of-living escalation.
3. No general wage increase.
4. Adjustment in some classifications and wage rates to achieve equity and parity between union wage scales. (For example, foreworkers in maintenance will now make the same wages as comparable foreworkers in transportation.) Additional 1% pay for swing and graveyard shifts in third year.
5. 25% reduction in entry level wage rates for 90 day probationary period.
15% reduction in promotional pay rates for 90 day probationary period.
(Estimated three-year savings: \$400,000.)
6. Better control of sick leave abuse through tight verification procedures.
7. Additional floating holiday in second year of agreement.
8. Improved disability and dental insurance protection in third year of contract.
9. Miscellaneous work rule changes, some of which increase costs and some of which decrease costs.
10. Agreement to work together to develop within four months mutually beneficial approaches for reducing the costs of expansion of service.

BART LABOR CONTRACT - JULY 1, 1976 - JUNE 30, 1979

FACT SHEET

(Number of employees is approximate)

Total number BART employees 1,950
Total number of employees represented by bargaining units.....1,550

BARGAINING UNITS INVOLVED IN THIS CONTRACT

United Public Employees, Local 390 (Service Employees International Union)

Executive Secretary - Paul Varacalli
Representing two sub-units:

Maintenance.....850 employees
Clerical & Professional.....263 employees

TOTAL SEIU 390.....1,113 employees

Amalgamated Transit Union, Division 1555

President - Henry White
Representing Transportation workers, primarily Train Attendants
and Station Agents.

TOTAL ATU 1555.....437 employees

CONTRACT/NEGOTIATION NOTES:

15-50

Negotiations by the two bargaining units were conducted jointly, as determined by the State Director of Industrial Relations.

Negotiations for this new contract began on May 7, 1976, and continued until a tentative agreement was reached at 8:00 p.m., July 3, 1976.

The agreement was ratified by the BART Board of Directors, July 7, 1976, and the respective union memberships, July 7 and 8, 1976.

The first contract between SEIU 390 and ATU 1555 and BART ran from July 1, 1973, to June 30, 1976.

The new contract is for three years, commencing July 1, 1976, and ending June 30, 1979.

#



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-50
July 20, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy
Office of Public Information

FOR IMMEDIATE RELEASE:

BART POLICE HAVE NEW LOOK

Effective this month BART Police have an important new look.

Gone are the light blue blazers and dark slacks that BART Police Officers have been using since the system first opened almost four years ago.

Taking their place is the traditional navy blue uniform which also identifies other major metropolitan police departments.

"The new uniforms will be of great benefit to the public and also help the officers considerably in the performance of their duties," said BART Police Captain Harold Taylor.

He said that people desiring police assistance in a BART station or on a train will now have no problem in immediately recognizing a BART police officer. In the past there have been occasions when police assistance was desired and BART officers, close at hand, in the old uniform, went unrecognized.

"The old, low key blazer-type uniform just didn't work out quite as well as originally envisioned when the BART Police Department was in the early planning stages," Taylor said.

2-2-2-2-2-2

He further noted the high recognition factor offered by the new uniform seems to generate better public acceptance. While enabling BART police to better assist patrons in general, the new look simplifies a BART officer's apprehension of suspects who, in the past, often challenged an arresting officer's authority - simply because the old uniform was not easily recognized.

While the recognition factor was a major reason for adopting the new uniform there were other practical considerations.

Taylor noted that the new uniform will be easier to maintain and is more compatible with the necessary equipment that each officer is required to carry.

While presenting a generally low key approach to law enforcement, the BART police operate very much like most major departments. With a total of 75 officers, including the chief and two captains, BART police is responsible for patrolling the 71-mile system, including three maintenance yards, 23 parking lots and 34 stations, on a 24-hour seven-day-a-week basis.

Although the majority of the officers joined BART after years of experience with other major police agencies, all have graduated from a police academy and are recognized by the State of California as duly sworn Peace Officers.

- MORE -

3-3-3-3-3-3

Because the BART system serves three counties, its police department must work closely with many local jurisdictions. This requires that each officer have an excellent working knowledge of the numerous individual law enforcement agency's policies and procedures, many of which vary considerably. Through monthly meetings with the chiefs of the various police departments information to benefit mutual assistance is continually updated.

In this regard, the new uniforms will also make it easier for members of other police agencies, as well as the public, to recognize BART Police Officers.

The phasing in of the new uniform, which began on July 1, is now complete.

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BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-51

July 21, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy
Office of Public Information

FOR IMMEDIATE RELEASE:

BART General Manager Frank C. Herringer today said he was pleased by U. S. Secretary of Transportation William T. Coleman, Jr.'s announcement this morning in Washington, D. C., that BART would be the recipient of Federal assistance totaling \$4.1 million.

The two grants, applied for through the Urban Mass Transportation Administration (UMTA), are \$3.7 million in capital improvements and \$400,000 for operating assistance. The operating grant will help to fund BART's nighttime service, begun last January.

While the capital grant will be applied to several system improvements, the major portion will be earmarked for the first phase of engineering for an additional track through the downtown Oakland area. This third track, known as the "K/E Track" will be constructed through an already completed tunnel stretching from the system's MacArthur Station through the Oakland Wye.

"When completed, this new section will offer additional flexibility and greatly assist us in providing improved and expanded service," said Herringer.

2-2-2-2-2-2

Herringer also noted that State Transit Development Act funds ,
applied for through the Metropolitan Transportation Commission, will
provide the local matching share for this and other capital improvement
projects .

#



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-52
July 26, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy
Office of Public Information

FOR IMMEDIATE RELEASE:

BART POLICE HAVE NEW LOOK

Effective this month BART Police have an important new look.

Gone are the light blue blazers and dark slacks that BART Police Officers have been using since the system first opened almost four years ago.

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2-2-2-2-2-2

He further noted the high recognition factor offered by the new uniform seems to generate better public acceptance. While enabling BART police to better assist patrons in general, the new look simplifies a BART officer's apprehension of suspects who, in the past, often challenged an arresting officer's authority - simply because the old uniform was not easily recognized.

While the recognition factor was a major reason for adopting the new uniform there were other practical considerations.

Taylor noted that the new uniform will be easier to maintain and is more compatible with the necessary equipment that each officer is required to carry.

While presenting a generally low key approach to law enforcement, the BART police operate very much like most major departments. With a total of 75 officers, including the chief and two captains, BART police is responsible for patrolling the 71-mile system, including three maintenance yards, 23 parking lots and 34 stations, on a 24-hour seven-day-a-week basis.

Although the majority of the officers joined BART after years of experience with other major police agencies, all have graduated from a police academy and are recognized by the State of California as duly sworn Peace Officers.

- MORE -

3-3-3-3-3-3

Because the BART system serves three counties, its police department must work closely with many local jurisdictions. This requires that each officer have an excellent working knowledge of the numerous individual law enforcement agency's policies and procedures, many of which vary considerably. Through monthly meetings with the chiefs of the various police departments information to benefit mutual assistance is continually updated.

In this regard, the new uniforms will also make it easier for members of other police agencies, as well as the public, to recognize BART Police Officers.

The phasing in of the new uniform, which began on July 1, is now complete.

#

DISTRIBUTION TO ATTACHED LIST



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-53
July 28, 1976

David M. Soblin, Manager
Office of Public Information

FOR IMMEDIATE RELEASE:

"RIDE ON BART AND YOU'RE HOME FREE"

For the entire month of August, Oakland Liberty House customers who take BART to downtown Oakland may get a free ride home. Shoppers who make a purchase of \$5 or more and present their most recent BART ticket, will be reimbursed by Liberty House for an amount equal to their last ride.

The "free ride home" program is part of an unprecedented effort between retailers and BART to encourage public use of rapid transit in the Bay Area.

In addition to the free ride home, Oakland Liberty House will maintain a special BART information booth on the first floor, to provide informational public transit brochures and special gifts, while the supply lasts.

Liberty House is joined by San Francisco-based California Flowers, who will cross the Bay on Monday, August 2, to give away 3,000 long-stemmed roses or carnations to morning commuters at the BART Oakland City Center/12th Street Station. Commuters will also receive a \$1 gift certificate from California Flowers, redeemable with any \$5 purchase for flowers, gifts or candy.

2-2-2-2-2-2

Joanne Gardner, owner of the florist shop, located between Front and Pine Streets, adjacent to the new San Francisco Embarcadero Station, stated, "I love BART and I want to do whatever I can to promote this fabulous system."

#

To:

ALBANY TIMES STAR
● BERKLEY GAZETTE
DAILY REVIEW
TRIB
EL TIMES
~~ALBANY TIMES~~
ALBANY TIMES
~~ALBANY TIMES~~
EL MUNDO
MONTECLAIR

DATE
TODAY
AND PURCHASE

● WHITE OUT
LAST TP

REMAINDER OF PIX
TO SANDER

Ch. 2, 4, 5 & 7 - Chron, Examiner (C. ~~Finan~~, Argues, New Bureau
Rich. Independent - Plus all Major
W/Pix S-54 July 29, 1976 Metros - Radio
& TV



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy
Office of Public Information

FOR IMMEDIATE RELEASE:

Beginning Monday, August 2, BART will be offering a first-time opportunity to passengers and general public to win free passes for the Ringling Brothers and Barnum & Bailey circus, opening at the Oakland Coliseum August 24.

Over five hundred winners are possible, and a special drawing will be held August 16. Each winner will be eligible to receive two passes worth top-priced tickets at the circus box office.

To participate in the free ticket drawing, the public may pick up a special "BART Goes to the Circus" flyer at any of the system's 34 stations between August 2 and August 13. The flyers will have a coupon attached which should be filled out, detached and deposited with a station agent.

Also, for three days beginning Tuesday August 3, a few of BART's own performers, decked out in various animal and clown costumes, will be handing out the coupon-flyers on trains and in stations.

Along with information on the drawing, the "BART Goes to the Circus" flyers will also contain a colorful Iron-on circus clown transfer for T-shirts.

According to BART Consumer Services Supervisor Kay Shirley, who is coordinating the project, all coupon entries must be turned in by August 13 to be eligible for the drawing. The drawing will be held on Monday August 16, with 15 winners selected from each station.

Ms. Shirley said winners would be notified by mail or phone following the drawing and may pick up their circus passes at the same station information booths where the entries were deposited.

The passes will be good for any day the circus plays at the Oakland Coliseum, between August 24 and August 30, or September 1-6 at the San Francisco Cow Palace.

#

SENT TO: Hayward Daily Review; Fremont Argus; Tri-Valley Herald;
Oakland Tribune; San Mateo Times; KFMR Radio; Pleasanton Times



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-55

August 3, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy
Office of Public Information

FOR IMMEDIATE RELEASE:

BART OFFERS CIRCUS TICKETS TO SOUTH COUNTY RESIDENTS

A special "BART Goes to the Circus" information table will be located at the Fremont Hub Shopping Center this Friday, August 6, and the Southland Mall Shopping Center in Hayward, Monday August 9, from 10 a.m. to 5 p.m.

The shopping centers are located at Fremont Blvd. and Mowry Avenue, and along West Winton Avenue respectively.

The purpose of the information table is to offer Southern Alameda County residents an opportunity to win free passes to the Ringling Brothers and Barnum & Bailey circus, opening at the Oakland Coliseum August 24. Also, colorful new brochures specially designed for South County communities served by BART will be introduced. The well-marked information tables at the shopping centers will be attended by a BART employee dressed as a circus clown.

A special drawing will be held on August 16 for the free passes, with over 500 winners possible. Each winner will receive two passes which may be exchanged at the circus box office for two top-priced tickets. The passes will be good for any day the circus plays at the Oakland Coliseum, between August 24 and August 30, or September 1 through 6 at the San Francisco Cow Palace.

AUGUST

Those wishing to participate in the drawing may fill out an entry coupon, available at the shopping center information tables, or in any BART station. The entry coupons are attached to a "BART Goes to the Circus" flyer which also contains an iron-on T-shirt transfer depicting a clown.

"All entries must be in by Friday, August 13 to be eligible for the drawing," said BART Consumer Service Supervisor Kay Shirley.

Ms. Shirley, who is coordinating the project, said the entries may be deposited at the information tables after they are filled out, or at any one of the BART stations.

She said winners would be notified by mail or phone following the drawing.

David M. Soblin

LOCAL DISTRIBUTION ONLY —

- 1) HAYWARD DAILY REVIEW
- 2) OAKLAND TRIB
- 3) SAN MATEO TIMES
- 4) KFMR RADIO
- 5) SAN JOSE MERC/NEWS

Chronicle
& Examiner

02
002
5/4



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-56
August 5, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Office of Public Information

FOR IMMEDIATE RELEASE:

BART will be bringing its "free Ringling Brothers and Barnum & Baily circus pass" opportunity direct to residents of the Hayward and Fremont areas Wednesday, August 11.

Representatives of the transit district will, for this one day only, be making door-to-door calls in the Hayward and Fremont areas to give out an information packet which will include a special "BART Goes to the Circus" flyer. The circus flyer contains a coupon which may be detached, filled out and deposited at the nearest BART station for entry in BART's free circus pass drawing.

Coupons must be deposited on or before Friday, August 13. The drawing will be held on the following Monday, August 16, with 15 winners selected from each station. Each winner will receive two passes worth two top-priced tickets at the circus box office. Winners will be notified by mail or phone and may pick up their circus passes from the same station information booths where entries were deposited.

- MORE -

2-2-2-2-2-2

The passes will be good for any day the circus plays at the Oakland Coliseum between August 24 and August 30, or September 1-6 at the San Francisco Cow Palace.

According to BART Supervisor of Consumer Services Kay Shirley, transit district representatives will also be visiting the Rossmore shopping center for the day as well.

The give-away information packets will also contain items of particular interest for August shoppers, and some news on a Labor Day special for BART riders.

#

David M. Soblin

~~Local Distribution Only~~ —

CONTRA COSTA TIMES

LESTER NEWS BUREAU

KWUN RADIO

OAKLAND TRIBUNE

Rossman News

Chronicle

Examiner

Which papers get
which 2nd pg. 2.
Dose



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-57
August 5, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Office of Public Information

FOR IMMEDIATE RELEASE:

BART will be bringing its "free Ringling Brothers and Barnum & Bailey circus pass" opportunity to Walnut Creek residents Tuesday, August 10.

Representatives of the transit district will, for this one day only, be making door-to-door calls in the Walnut Creek area to give out an information packet which will include a special "BART Goes to the Circus" flyer. The circus flyer contains a coupon which may be detached, filled out and deposited at the nearest BART station for entry in BART's free circus pass drawing.

Coupons must be deposited before Friday, August 13. The drawing will be held on the following Monday, August 16, with 15 winners selected from each station. Each winner will receive two passes worth two top-priced tickets at the circus box office. Winners will be notified by mail or phone and may pick up their circus passes from the same station information booths where entries were deposited.

The passes will be good for any day the circus plays at the Oakland Coliseum between August 24 and August 30, or September 1-6 at the San Francisco Cow Palace.

2-2-2-2-2-2

According to BART's Supervisor of Consumer Services Supervisor Kay Shirley, transit district representatives will also be visiting the Rossmoor shopping center for the day as well.

She said shoppers in the Rossmoor complex will find the BART representatives stationed in front of the United California Bank building, and Safeway store.

The give-away information packets will also contain items of particular interest for August shoppers, and some news on a Labor Day special for BART riders.

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© © Tunisia & H. Dicky Rowland & Yorking

Mama Bear, Papa Bear and a friend have been visiting BART trains and stations this week to offer passengers an opportunity to win free passes to the Ringling Brothers and Barnum & Bailey circus which opens at the Oakland Coliseum on August 24. The "BART Goes to the Circus" flyer which these friendly creatures have been handing out, contain a coupon for entry in the free circus pass drawing to be held Monday August 16. About 90 thousand have been snapped up so far. The drawing is open to the public in general. All entries must be deposited at BART stations by Friday August 13.

To Alameda Times Star

Mr. Bear was a big hit with young ~~riders~~^{BART} riders this week as members of the public snapped up about 90 thousand # special "BART Goes to the Circus" flyers. ~~Through~~ Through August 13 BART will be offering an opportunity to win free passes to the ~~the~~ Ringling Brothers and Barnum & Bailey Circus opening at the Oakland Coliseum August 24.

PIX Sent to:

S.F. Progress & S.F. Examiner (Bill Burkhardt)

BART this week gave out about 90 thousand of their "BART Goes to the Circus" flyers which offer members of the public an opportunity to win free passes to the Ringling Brothers and Barnum & Bailey Circus. A friendly clown explains to a young transit rider how to enter the "free pass" drawing which will be held Friday August 16. All entries must be deposited at BART Stations on or before Friday August 13. The circus opens at the Oakland Coliseum on August 24.

Major Metro - Daily/Weekly - TV/Radio + Individuals

S-58

August 16, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer
Office of Public Information

FOR IMMEDIATE RELEASE:

FREE TENNIS PLAYOFF TICKETS TO BART PASSENGERS

To celebrate their second year of World Team Tennis playoff competition, the Golden Gaters will offer BART riders free tickets for the opening home matches with Chris Evert at the Oakland Coliseum, tomorrow night, Tuesday, August 17, beginning at 7:30 p.m.

Tennis fans riding BART to the opening matches and purchasing one ticket, will be eligible to receive another \$5 ticket free by showing their BART ticket and a special flyer. The flyer is now available at all BART stations.

The BART ticket and flyer must be presented at the Coliseum box office on the night of the Tuesday opening playoff. Free Gaters tickets will be given away on a first come, first serve basis.

Following the matches against the Phoenix Racquets, BART will provide special direct-route, no transfer trains for the return trip to the west bay.

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Major Metros - Daily/Weekly - TV/Radio & Individual



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-59
August 18, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer

FOR IMMEDIATE RELEASE:

BART EFFORTS TO INFORM PUBLIC ON INCREASE

Throughout the month of August, and continuing into the fall and holiday season, BART is escalating its efforts to bring new and improved passenger and consumer information to the public.

This week several new informational aids are being placed in selected BART stations and distributed in several urban and residential areas. In the coming weeks additional material will appear in other key locations including major San Francisco hotels.

"We are not only increasing the accessibility of information on how to ride BART, but are beginning to heighten public awareness to the many travel opportunities available," said Marketing & Communications Director Diane Levine.

"BART can provide a true alternative to the automobile for thousands of people, if they are aware of what BART can do for them. An amazing fact we discovered in a recent survey, that few people realize BART runs trains every weekday night. Only 30% of the people of the Bay Area realize we operate trains every night Monday through Friday until midnight. And we have been providing this late night service for almost a year," she continued.

2-2-2-2-2-2

S-59



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

Some of the new information tools beginning to appear throughout the BART system include a tourist brochure describing highlights of the Bay Area with descriptions as to how they can be reached by train; as well as complete information on fares, parking, bikes on BART and access to airports.

Another helpful aid is a series of brochures individualized by local station, offering special information on that station's surrounding community, as well as basic facts on the BART system. These pamphlets are already available in downtown Oakland, Walnut Creek, Fremont and Hayward, with others for downtown San Francisco and Berkeley soon to be distributed.

Any of these brochures can be obtained by writing BART, attention Passenger Service, 800 Madison Street, Oakland, 94607.

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David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer

SIDEBAR ON HAYWARD DESIGNATED BROCHURES

BART's Hayward Station this week has been stocked with a brand new comprehensive brochure especially designated for the Hayward community.

The colorful new handy pocket guide contains complete up-to-date information about how to use the system, what banks in Hayward sell BART high value and discount tickets, and a special section on places of interest around the Bay Area with easy accessibility to and from BART stations. The new brochure also includes an easy-to-read map showing one way fares from Hayward to all other stations on the system.

BART patrons will find the new brochures available in information racks near the automatic fare vending machines.

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*The Daily Review
Fremont Argus*

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer

SIDEBAR ON FREMONT DESIGNATED BROCHURES

BART's Fremont Station this week has been stocked with a brand new comprehensive brochure especially designated for the Fremont community.

The colorful new handy pocket guide contains complete up-to-date information about how to use the system what banks in Fremont sell BART high value and discount tickets, and a special section on places of interest around the Bay Area with easy accessibility to and from BART stations. The new brochure also includes an easy-to-read map showing one way fares from Hayward to all other stations on the system.

BART patrons will find the new brochures available in information racks near the automatic fare vending machines.

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David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer

SIDEBAR ON WALNUT CREEK DESIGNATED BROCHURES

BART's Walnut Creek Station this week has been stocked with a brand new comprehensive brochure especially designated for the Walnut Creek community.

The colorful new handy pocket guide contains complete up-to-date information about how to use the system, what banks in Walnut Creek sell BART high value and discount tickets, and a special section on places of interest around the Bay Area with easy accessibility to and from BART stations. The new brochure also includes an easy-to-read map showing one way fares from Walnut Creek to all other stations on the system.

BART patrons will find the new brochures available in information racks near the automatic fare vending machines.

#

Major Metro-Daily/Weekly TV-Radio & Individuals



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-60
August 18, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer

FOR IMMEDIATE RELEASE:

BART LOVES DOWNTOWN OAKLAND

BART representatives are introducing a new downtown Oakland BART Stations brochure during this week (August 16-20) in the downtown Oakland area. The new brochure, which gives general transit information and details on the BART City Center/12th Street and 19th Street Stations, is the first in a series especially geared to the local communities surrounding BART stations.

Regina Green, coordinator of the project said, "The cooperation of the Oakland business community is most gratifying. All the major employers have been enthusiastic and see this as an excellent way to inform their employees of the transit alternatives in Downtown Oakland."

In addition to handing out literature in large buildings and high traffic areas, information tables are set up daily from 11:30 a.m. to 1:30 p.m. Several financial institutions have shown their support by offering lobby space for the information tables.

Besides transit information, people who pick up the "BART Loves Downtown Oakland" packet will receive a special value Labor Day BART ticket, while the supply lasts, and information about BART's "Labor Day Fling" Frisbie Contest.

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Major Metro - Daily + Weekly - TV - Radio + Individuals



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

David M. Soblin
Office of Public Information

S-61
August 25, 1976

Contact: Mike Healy
Press Officer

FOR IMMEDIATE RELEASE:

BART General Manager Frank C. Herringer today reaffirmed the transit district's position that improving existing service is "our number one priority."

Speaking before the BART Board of Directors Special Ways and Means Committee, Herringer reported on a number of current and planned engineering programs and emphasized that this work, which should ultimately improve service and reliability, has been and will continue to be given top priority.

Herringer said that in view of the limited funds available in the legislation currently being considered in Sacramento and the many technical tasks to be accomplished, he did not think BART should consider significant service expansions before July 1977.

Herringer said he felt that it was appropriate to reiterate BART's priorities at this time in light of the attention which has focused on proposed service expansions with regard to funding legislation.

A bill, A.B. 3785, authored by Assemblyman John Knox (D) Richmond, to temporarily extend the half cent sales tax in the three BART counties is now being considered by the state legislature. The Assembly

2-2-2-2-2

and Senate passed versions of the bill differ in that the Assembly bill would virtually preclude BART from expanding its service through July of 1978.

An Assembly/Senate conference on the bill is expected later this week.

"I think as the funding bill has progressed through the legislative process some confusion may have developed over what BART's priorities actually are with regard to improvement of current service versus proposed increased service levels," Herringer told the Committee.

"There is no question that improving current service comes first," he said. "This has been the case since this Board took office, and you gave further recognition to this priority by sharply reducing the funds allocated to service expansion when adopting the 1976/77 budget."

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Major Metros - Daily & Weekly - TV - Radio & Individuals

S-62

August 26, 1976



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer

FOR IMMEDIATE RELEASE:

The Board of Directors of the Bay Area Rapid Transit District today set fiscal year 1976/77 property tax rates which are annually required to pay for the system's general obligation construction bonds. The tax rates are set in the three BART District counties of Alameda, Contra Costa and San Francisco.

The 1976/77 rates are 42.2 cents per \$100 of assessed valuation for Alameda County (down from 47.1 cents last fiscal year), 47.8 cents for Contra Costa County (up from 44.7 cents) and 47.1 cents for San Francisco (down from 49.9 cents). These rates are required as payment for annual principal and interest on the bonds; and include a 5 cent per \$100 valuation toward BART administrative costs.

The rates vary due to different assessment practices in each county. These rates are established in accordance with the State Revenue and Taxation Code sections dealing with the equalization of property taxes levied by a district encompassing more than one county.

This year, because a formal request from the Contra Costa County Board of Supervisors, equalization is to be accomplished by adjusting BART's tax rates in each county to compensate for variations in the ratios of the assessed value to full market value of taxable property.

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These ratios for the year 1976/77, as determined by the California State Board of Equalization are: Alameda 25.8 percent, Contra Costa County 22.8 percent, and City and County of San Francisco 23.1 percent. The tax rates adopted today by the BART Board were derived by applying the State ratios to the official assessed valuation figures supplied by the auditors of the three counties.

BART Director of Finance William F. Goelz noted that, while the rate for Alameda and San Francisco Counties decreased from last year's levies, Contra Costa County's had to be increased due to this year's lower ratio in that county. Last year's assessments in Contra Costa County were based on 26.1 percent of assessed valuation, as opposed to 22.8 percent this year.

The BART Board also established a new 1976/77 tax rate of 17.8 cents (down from last year's rate of 19.2 cents) on Berkeley residents for interest and principal payments on a 1966 special local bond issue used to construct a subway through that City, rather than the aerial trackway previously authorized by the voters in the 1962 referendum.

The new tax rates, effective for the period July 1, 1976 to June 30 1977, will be used to fund a debt service budget of \$44,537,788 for BART general construction bonds, and \$720,844 for the Berkeley special issue.

#

Major Mktg: Dailies + Weeklies - TV, Radio + Individuals



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-63
August 30, 1976

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer

FOR IMMEDIATE RELEASE:

RIDE BART FOR 25-CENTS ON LABOR DAY

For the first time since beginning operations four years ago, BART will be offering a special 25 cent, one-way fare this Labor Day, Monday, September 6.

On Labor Day only everyone will be able to take a ride from the BART station of their choice to any point on the system for the low flat fare. ^{LH} Five year olds and under ride free.

This special holiday offering means someone could take a one-way ride from the farthest outlying points on the system to such areas as Berkeley, Oakland or downtown San Francisco for 25 cents. Also, the same amount will allow a three hour sightseeing excursion around the entire system and return to their point of entry.

Additionally, express buses serving outlying locations such as Pittsburg-Antioch, Brentwood, Livermore - Amador Valley, Martinez and Danville will be free for trips leaving BART stations. No transfer will be required. Patrons taking the express buses from any other point to BART stations will be charged the normal fare.

BART Passenger Service Manager, Jack McDowell, noted that people taking advantage of the system's "Labor Day Fling" should bring correct change for their trips.

2-2-2-2-2-2

"These are special Labor Day tickets and may be purchased from the automatic fare vending machines in the stations only. The dollar slots on the fare machines will be blocked so that only change will be accepted for the low fare tickets." McDowell said.

He said that regular BART tickets should ^{not} be used on Labor Day, except the special discounted tickets held by senior citizens and the handicapped.

In order to accommodate the special 25 cent tickets, without reprogramming the automatic fare equipment around the system, special ticket deposit boxes will be located at the exit gate just inside each station. Patrons will be asked to deposit their 25 cent tickets as they exit.

The Labor Day schedule calls for trains to run at 15-minute intervals on all three lines from 6 a.m. to 6 p.m. After 6 p.m. BART will switch to its regular night schedule until closing at approximately midnight. Night trains operate at 20-minute intervals with direct service between Concord/Daly City and Richmond/Fremont. Transfers may be made at the downtown Oakland and MacArthur Stations.

#

Major Metros - TV - Radio + Individuals
Tables + Weeklies

S-64

September 1, 1976



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer

FOR IMMEDIATE RELEASE:

BART TAKES A LABOR DAY FLING-FRISBEE CONTEST

In keeping with its theme of taking a Labor Day Fling this Monday, September 6, BART will be adding some extra fun for holiday riders.

In addition to the 25 cent special one-way fare for the day Monday, there will also be a BART Frisbee Contest with several prizes in the offing. This "Frisbee Fling," will be held in two rounds at various BART stations around the East Bay. The qualifying rounds will be held at San Leandro, Orinda, Ashby and Oakland West stations parking lots between 12 noon and 3 p.m. Qualifiers in these contests will then be invited to participate in the finals to be held at the MacArthur Station in north Oakland at 4 p.m.

On hand to demonstrate professional techniques and act as judges in the Frisbee contest finals will be international frisbee champions Tom McRann and Vic Malafronte.

The divisions for entrants will be broken down by four age groups: 11 and under; 12-15; 16-50; 51 and over. Prizes will be awarded for two separate categories, one for distance and the other for accuracy.

Prizes will include Dinner for two at Phil Lehr's Steakery and Benihana of Tokyo, in San Francisco; tickets for Marine World Africa USA and San Francisco Giants Baseball; and two cases (one per winner) of Franzia Brothers Champagne.

SEPTEMBER

##

NEWS RELEASE

Major Metros - Daily & Weekly - Radio - TV and Individuals

S-65

September 2, 1976



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

David M. Soblin, Manager
Office of Public Information

Contact: Mike Healy, Press Officer

FOR IMMEDIATE RELEASE:

Free rides will be offered on BART express buses Labor Day, Monday September 6, when taken away from those BART stations served by the special buses. This is in addition to BART's special Labor Day train fare of 25 cents for one-way trips to anywhere on the system.

Patrons boarding BART express buses at any other point, except at the stations they serve, will be charged the normal fare.

The express bus service is operated by AC Transit under contract with BART and serves outlying areas in Alameda and Contra Costa Counties. The routes connect BART's Bay Fair and Hayward Stations to the Livermore-Amador Valley; the Concord Station to the Pittsburg-Antioch-Brentwood region and Martinez; Walnut Creek Station to Danville, Alamo and the San Ramon Valley.

BART's Labor Day train schedule calls for trains to run at 15-minute intervals on all three lines from 6 a.m. to 6 p.m. After 6 p.m. BART will switch to its regular nite schedule until closing at approximately midnight. Nite trains operate at 20-minute intervals with direct service between Concord/Daly City and Richmond/Fremont. Transfers may be made at the two downtown Oakland and MacArthur Stations.

- MORE -

2-2-2-2-2-2

Express buses will operate on a holiday schedule until approximately 11 p.m. However, individual lines vary and bus time tables, available in all Eastbay BART stations, should be consulted for frequency and final departure times.

#

Major Metrics Daily/Weekly - TV/Radio/Individuals & Trade

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BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-66
September 7, 1976

David M. Soblin
Public Information Manager

Contact: Mike Healy
Press Officer

FOR IMMEDIATE RELEASE:

Record Labor Day crowds rode the BART system Monday, September 6, with patronage totaling over 142,000.

According to the transit district's analysts, this was the most successful Labor Day the system has experienced since beginning operations four years ago.

Last Labor Day BART trains carried about 32,000 people. Present normal daily patronage now averages 132,000.

This Labor Day, as a special incentive, BART offered a bargain single systemwide low fare of 25 cents. A major objective in offering the low-cost fare was to both provide a holiday incentive for family travel, and to introduce the advantages of BART to new riders. Early analysis of the Labor Day ridership indicates that at least 40 percent of the passengers were family groups and over 50 percent of the people were making their initial BART trip.

In addition to the special Labor Day fare, BART held its "First Annual Frisbee Tournament" which drew hundreds of contestants in all age brackets. This colorful event was held through semi-final rounds at various east bay BART station parking lots, with finals taking place at the MacArthur Station in north Oakland. An array of prizes went to the winners. Because of the tournament's success BART officials say it will be considered as a possible annual event.

Based on observation from BART personnel working around the system, people were taking trips for a myriad of reasons ranging from sightseeing to taking advantage of some of the downtown Oakland and San Francisco department store sales. Agents at BART's Embarcadero Station reported that many riders were also making connections to the Sausalito ferryboat for trips to Marin County. The Sausalito Ferry terminal is a block from the Embarcadero Station.

The 25 cent fare included the "excursion ride," which allows passengers to ride around the entire system for three hours and return to their point of entry. Such excursion rides normally cost a dollar. Free BART express bus rides to outlying areas, when boarded at specified BART stations in Alameda and Contra Costa Counties, were offered as well.

#

Should go to:

Haywood Review

Independent N/A

Valley Times ^{call} board

CC County News Bureau.

CC Times

Oak Trib.

Form No. 0061

BAY AREA RAPID TRANSIT

Routing Slip

From _____

Date Initiated _____

To	Person	Initials	Use Routing Sequence Numbers to Designate Person Concerned
1			<input type="checkbox"/> Referred for appropriate action <input type="checkbox"/> For concurrence <input type="checkbox"/> For comment <input type="checkbox"/> For information <input type="checkbox"/> For approval <input type="checkbox"/> Please discuss with me <input type="checkbox"/> Read and retain <input type="checkbox"/> Return before filing <input type="checkbox"/> Note & send to central files
2			
3			
4			
5			
6			

Comments:

S-67
September 9, 1976



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

David M. Soblin
Public Information Manager

Contact: Mike Healy
Press Officer

FOR IMMEDIATE RELEASE:

Effective Monday, September 13, 1976, four new additional BART express bus stops will be added to the D and U lines serving patrons in the Livermore-Amador Valley, it was announced by BART Director Robert J. Allen.

A new stop is being added in Livermore at North L and 1st Street on the U line to provide service to the downtown area.

On the D line in San Ramon, two new stops are being added; one at Pine Valley Road and San Ramon Valley Blvd., and the other at Montevideo Road and San Ramon Valley Blvd. These stops have been long sought by the San Ramon Homeowners Association, and completion of Tareyton Road now allows the addition of these stops.

A new stop is also being added in Danville, on the D line at Danville Boulevard at Hemme Avenue. This stop is being added at the request of local residents.

For any additional train or bus service information dial 462-BART.

#

Should go to:

C.C. Turner.

County News Bureau

Antonia Lodge

Oakland Tribune

Martinez News (Goyette)

Concord Transcript

S.F. Chronicle.



Form No. 0061

BAY AREA RAPID TRANSIT

Routing Slip

From _____

Date Initiated _____

To	Person	Initials	Use Routing Sequence Numbers to Designate Person Concerned
1			<input type="checkbox"/> Referred for appropriate action <input type="checkbox"/> For concurrence <input type="checkbox"/> For comment <input type="checkbox"/> For information <input type="checkbox"/> For approval <input type="checkbox"/> Please discuss with me <input type="checkbox"/> Read and retain <input type="checkbox"/> Return before filing <input type="checkbox"/> Note & send to central files
2			
3			
4			
5			
6			

Comments:



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

S-68
September 9, 1976

David M. Soblin
Public Information Manager

Contact: Mike Healy
Press Officer

FOR IMMEDIATE RELEASE:

Effective Monday, September 13, 1976, three new additional BART Express bus stops are being added in areas served by the M and P buses, which originate at the Concord Station. It was announced by BART Director Nello J. Bianco.

In response to a request from the City of Pleasant Hill, a new stop is being added at Old Quarry Road and Concord Avenue to serve the large residential area in that vicinity. This stop is served by the M line, which provides service to Sun Valley Shopping Center, Diablo Valley College and Martinez.

In Concord, a new stop on the P line is being added at Sun View Terrace and Port Chicago Highway.

At the request of the City of Antioch another new P line stop will be added at Buchanan Road and Mission Road, to bring better service to the large surrounding residential area.

For additional train or bus service information, dial 754-BART.

#

Major Dailies/Weeklies - Radio/TV - Individuals and S-69
Trade Magazines



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

FOR RELEASE, MONDAY, SEPTEMBER 13, 1976

NEW BART DIRECTOR OF FIELD SERVICES NAMED

William B. Fleisher (36) has been appointed Director of Field Services for the Bay Area Rapid Transit District (BART), it was announced today by General Manager Frank C. Herringer.

In announcing the appointment Herringer stated, "Mr. Fleisher is an outstanding executive, with a record of success in all aspects of railroads and sophisticated transportation environments, particularly in the areas of staff and line operations. His selection is the culmination of a nationwide search for the best person available to fill this critical position."

As head of the newly-created Department of Field Services, Fleisher will administrate the activities of BART's Central Control and Transportation Line operations, as well as the BART Police Services Department. He will report directly to Assistant General Manager for Operations Robert D. Gallaway.

Gallaway described the new position as one that, "Requires a tough, aggressive, self-starting and innovative manager who can accomplish difficult goals with a limited staff and austere budget."

"I believe that Bill Fleisher meets these standards and will take on the challenge with an experienced, intelligent and fresh approach," Gallaway said.

- MORE -

2-2-2-2-2-2

Prior to joining BART, Fleisher was Director of the Labor-Management Task Force on Rail Transportation's Chicago Terminal Project, a joint labor and management effort to reduce car movement time through, to and from the 7,600 miles of tracks of the Chicago terminal. As part of this task, Fleisher and his staff of five, and consultants, worked with 26 railroads and approximately 650 union representatives to experiment with changes in union rules or management practices in order to improve rail service.

Fleisher has also served as a senior staff analyst for the Association of American Railroads, Chief of Staff to the Regional Vice President of the Burlington Northern Railroad in Portland, Oregon, and prior to that was Trainmaster for the Great Northern Railway in Montana and North Dakota. During this period he was responsible for such duties as general administration, contracts, mechanical engineering, car supplies, train and switching operations and customer relations.

He is a graduate of the Harvard Graduate School of Business Administration, with a Masters in Business Administration, and holds a Bachelor of Science degree in Civil Engineering from Purdue University. He also served as an officer in the United States Army Corps of Engineers.

Fleisher will assume the new \$39,600 position effective immediately.

#

September 13, 1976

David M. Soblin
Manager of Public Information

NEWS RELEASE

T-114

BARTFOR IMMEDIATE RELEASE

PERSONAL STATEMENT REGARDING FRIDAY'S WORK STOPPAGE
BY BART PRESIDENT BARC SIMPSON

Oakland, Ca.....

BART had a strike last Friday in which everyone lost. But the biggest losers were the people of the three Bay Area Counties. It cost them hundreds of thousands of extra hours on jammed freeways, plus over \$100,000 dollars in lost BART fares..

This "public be damned" wildcat strike was totally without warning. Safety had nothing to do with it. It was caused by a handfull of power hungry individuals who want their union to have veto power over labor cost savings. If this tactic is allowed to prevail, the taxpayers of the three Bay Area counties, whether union members, homemakers, or business and professional people, are going to find BART's deficit constantly growing.

Over 60% of BART's operating costs are covered by union contracts, and another 10% is due to non-unionized management. In a deficit operation supported by tax dollars, no job in either area should be sacred.

#

July 11, 1977

Contact: Barc Simpson, President
BART Board of Directors
(415) 562-7775

NEWS RELEASE

T-115

BARTFOR IMMEDIATE RELEASE

BART SETTLES LAW SUIT IN PRINCIPLE WITH MAJOR SUPPLIERS

BART today announced a settlement in principle of BART's lawsuit against Parsons Brinckerhoff-Tudor-Bechtel, Rohr and Westinghouse. The settlement is contingent on agreement by all the parties of final terms and conditions which are expected to be worked out over the next few weeks.

Under the terms of the proposed settlement of the litigation, BART will receive a net value of \$28,700,000 from the defendants, including payment of \$15 million in cash (\$1.3 million of which has already been credited to BART) and the release of \$49.4 million in claims against BART, which have been valued by the District at approximately \$14 million. The defendants will also provide BART with access to documents describing the equipment of the system, will make available to BART patent licenses, and will consult with BART on technical matters.

In addition, Rohr agreed to settle a separate \$15 million claim against BART for money due under the Transit Vehicle Contract for \$6.2 million. BART will submit a request for reimbursement for approximately 80% of this payment from the Urban Mass Transportation Administration (UMTA) under the terms of an existing UMTA grant to BART. The overall settlement is contingent on UMTA approval of the BART request.

- MORE -

The settlement had been evaluated and recommended by BART General Manager Frank Herringer, BART General Counsel Malcolm Barrett, and its Special Counsel, Robert Raven of the San Francisco firm of Morrison and Foerster. The BART Board reviewed and approved the recommendations of its staff and attorneys.

The cash received from the defendants, together with \$18 million BART had reserved for the claims against it and for future litigation expenses, amounts to \$33 million that is now available to the District, and will be used for future capital expenditures necessary to improving the reliability and service levels offered by the system. The money can be used to match Federal capital grants, to upgrade the transit cars, replace the central computer system, and perform other needed modifications.

The lawsuit involved over 20 million pages of documents and would have involved the testimony of hundreds of witnesses had it been tried in court. BART costs for lawyers (\$1.27 million), technical experts (\$530 thousand), and documents preparation (\$1.75 million) have exceeded three and a half million dollars and were expected to total over thirteen million dollars before conclusion of the lawsuit.

- MORE -

3-3-3-3-3

The BART Board complimented Morrison and Foerster on their conduct of the litigation, and noted that if the litigation had not been filed, the taxpayers would have lost millions of dollars that would otherwise have been paid to the defendants.

#

July 18, 1977

Contact: Mike Healy, Manager
Office of Public Information

*Called into Business Wire &
regular distribution*

NEWS RELEASE

BART

T-116

FOR IMMEDIATE RELEASE

BART TO PARTICIPATE IN CETA PROGRAM

BART will participate with the City of Richmond to provide employment for seven of the City's residents under the Federal Comprehensive Employment and Training Act (CETA) program, it was announced today.

Total cost of the program, which runs for one year, will be \$95,377. As the prime grantee the City of Richmond has agreed to allocate a portion of its CETA funds in the amount of \$89,564 toward the program. BART will contribute \$5,813.

"I believe that this is a unique opportunity for BART to participate in a program which will benefit the community," said BART Board Director Nello Bianco of Richmond. He said it will be of particular benefit for participants who will be in a position which should increase prospects for long term employment when the program ends.

Six of the positions will be as trainees in Purchasing and Material Control, and one position will be as a professional in Information Systems.

- MORE -

2-2-2-2-2-2

BART has already received the required number of applications for the program from interested Richmond residents.

BART Director Bianco said he was especially pleased to see BART and the City of Richmond jointly participating in this program and praised the staff efforts of both agencies toward this end.

It is expected that the program will begin around the end of July or August 1.

#

July 15, 1977

Contact: Mike Healy, Manager
Office of Public Information

Bus. Wire & Usual mailing

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

BART TO TAKE ACTION AGAINST UNION

Oakland, Ca.....

The BART Board of Directors today voted to take action against Amalgamated Transit Union (ATU), Local 1555 in connection with the Friday, July 8, surprise walkout by the transit system's train operators.

ATU, Local 1555, represents approximately 400 of the transit district's operation employees, primarily train operators and station agents.

While the BART Board by a unanimous vote (five members of the Board were present) authorized the General Manager to institute appropriate action through the District's General Counsel, no dollar amount has been set. However, lost revenues alone for Friday, July 8, have been estimated to amount to over \$100,000.

It is expected that the action will be instituted in the near future.

#

July 18, 1977

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

T-118

BART

FOR IMMEDIATE RELEASE

32

BART PATRONAGE CONTINUES TO GAIN

For the first two weeks in July (excluding the 4th of July holiday and the one day disruption on Friday, July 8), BART's ridership has continued to rise, reaching a daily average of 138,611, with four days seeing over 140,000 during this period.

The new high average represents 8,000 more trips than for the first two weeks in July, 1976, when the average daily ridership was 130,425.

During the month of June BART saw patronage rise 4 percent above forecast with an average daily ridership of 136,304.

Daily ridership for May averaged 135,665 and 135,347 in April.

The forecast for June, according to the transit district's analysts, projected average daily ridership to be 131,000, based on historical growth trends.

Revenue generated during the 22 weekdays of operations in June amounted to an average of about \$103,182 per day, using a base average trip fare paid of 75.7 cents.

- MORE -

2-2-2-2-2

Also night patronage (trips taken after 8 p.m.) continued to rise showing a 5.3 percent increase over May with persons taking an average of 7,424 trips per day.

BART officials attribute the continued rise in patronage to a combination of factors. These would include various service improvements such as longer trains, fewer delays, and a general building of public awareness of the destination possibilities offered by the system.

Total ridership for the month of June was approximately 4 million, with better than 1.2 million trips being made transbay.

To date BART has carried 115 million riders 1.6 billion passenger miles.

#

July 22, 1977

Contact: Mike Healy, Manager
Office of Public Information

Normal mailing

NEWS RELEASE

T-119

BART

FOR IMMEDIATE RELEASE

BART INCREASES MIDDAY TRAIN LENGTHS

In order to accommodate a significant increase in midday ridership between San Francisco and the East Bay, BART has lengthened midday trains.

Forty cars have been added to the trains serving the Fremont/Daly City and Concord/Daly City lines between the hours of 9 a.m. and 4 p.m. Prior scheduling called for three-car trains on the Fremont line and four-car trains on the Concord line following the morning commute period.

The trains serving these lines have been lengthened to five and six cars respectively.

BART's ridership, with some fluctuation, has been averaging better than 140,000 daily, an increase of between 4,000 and 5,000 over the daily average in June.

BART's Director of Field Services Bill Fleisher said most of the additional trips are being made between 9 a.m. and 11 a.m., and between 1:30 p.m. and 4 p.m.

- MORE -

2-2-2-2-2

He attributed the patronage increase in part to summer vacation, coupled with a generally higher public awareness of destinations served by the system, particularly with regard to shopping and entertainment in the downtown area.

BART's transit car availability has been averaging a record high of 375 daily, or about 91 percent of the system's maintenance fleet.

#

July 27, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-120

BART

FOR IMMEDIATE RELEASE

TO RADIO & TV STATIONS ONLY
BUSINESS WIRE

BART TO RUN EXTRA TRAINS FOR "A's" and "GATERS" GAMES

BART tonight will be running extra after-game trains, as well as longer trains to serve baseball and tennis fans who are planning an evening at the Oakland Coliseum.

Tonight the Oakland "A's" take on the California Angels, and next door at the arena the Golden Gaters will square off with the San Diego Friars. Rod Laver and a host of tennis stars representing the Friars will meet the Gaters, led by Frew McMillan in what promises to be one of the all-time exciting matches from World Team Tennis.

Both events are expected to end by around 10:30 p.m. BART's Oakland Coliseum/Airport Station offers easy accessibility to the Coliseum complex via a walkway direct from the station.

#

July 27, 1977

Contact: Mike Healy, Manager
Office of Public Information
Bay Area Rapid Transit
(415) 465-4100

NEWS RELEASE

T-120-A

BART

FOR IMMEDIATE RELEASE

TO RADIO & TV STATIONS ONLY
BUSINESS WIRE

BART WILL HAVE EXTRA TRAINS STANDING BY
FOR GATERS & "A's" EVENTS TONIGHT

Oakland, Ca.....

With record crowds expected to see Ilie Nastase in action tonight for top notch tennis at the Oakland Coliseum Arena, BART will be standing by to accommodate home-bound fans with extra trains.

BART's night trains will also be longer than normal as well.

The tennis match, between the Golden Gaters and the Los Angeles Strings, as well as the Oakland "A's" vs. Baltimore game, will begin at 7:30 p.m. at the Oakland Coliseum Complex. BART's Oakland Coliseum/Airport Station offers easy accessibility to the events via a walkway direct from the station.

Both events are expected to end around 10:30 p.m.

#

August 1, 1977

Contact: Mike Healy, Manager
Office of Public Information
Bay Area Rapid Transit
(415) 465-4100

NEWS RELEASE

T-121

BART

FOR IMMEDIATE RELEASE

BART COMPLETES INSTALLATION OF SUN SHIELDS

BART this week has completed the installation of special sun shields which have been placed over the transit system's trackside electronic control boxes.

The metal sun shields were ordered and installed in an effort to minimize electronic problems on the line resulting from temperature variations, particularly during the hot weather months.

Past experience has shown that during hot weather the system experienced a rise in electronic irregularities. These occurred when the transit district's automatic control system registered a given track zone as being occupied by a train when it was not, possibly resulting in an operational delay.

Though BART's preventative maintenance program has greatly reduced the occurrence of such electronic problems, the new sun shields are expected to effect a further reduction by at least one third.

BART's Assistant General Manager for Operations, Robert Gallaway, said a reduction of such incidents would benefit the passenger by further improving train reliability and service in general.

- MORE -

2-2-2-2-2-2-2

BART ordered the sun shields from A. R. Peterson & Son, who was the low bidder, at a total cost of \$43,653. They were installed on 1,200 electronic boxes by the transit district's maintenance personnel over a two month period.

#

July 28, 1977

Contact: Mike Healy, Manager
Office of Public Information

AUGUST

NEWS RELEASE

BART

T-122

FOR IMMEDIATE RELEASE

BART TO THE MIDDAY BALLET

Oakland, Ca.....

A good bet for midday BART riders this Wednesday is a special free performance by four Bay Area dance companies at the Hyatt Regency in San Francisco.

Beginning at 12 noon to 1 p.m. in the Atrium lobby of the hotel, members of the Oakland Ballet, Dance Spectrum, Xogregos Performing Company, and the Pacific Ballet will celebrate summer with a special free performance.

BART's Embarcadero Station, which is only a few steps from the entrance to the Hyatt Regency, is the place to exit for this one.

This is sure to be a colorful performance by these well known dance troupes.

#

August 2, 1977

Contact: Mike Healy, Manager
Office of Public Information
Bay Area Rapid Transit
(415) 465-4100

NEWS RELEASE

T-123

BART

FOR IMMEDIATE RELEASE

BART A GOOD BET TO GET TO THE HARNESS RACES

One way^{berl} to beat the crowds attending the harness races at Golden Gate Fields is BART to the transit system's Berkeley or North Berkeley Station.

From these stations it's an easy connection to an AC Transit "Pony Express" shuttle bus (line 94) for an eight minute trip to the races. The shuttle costs 35¢ for a one-way trip.

Wednesdays through Saturdays post time is 7:45 p.m., and 1 p.m. on Sundays. While BART does not currently operate on weekends, AC buses bound for the track will serve the Berkeley and North Berkeley Stations Saturday and Sunday for those who want to avoid parking congestion at Golden Gate Fields.

The harness races are scheduled to continue through August 14.

#

August 2, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-124

FOR IMMEDIATE RELEASE

BART TO OFFER FULL SERVICE FOR RAIDERS EXHIBITION GAME

As a special convenience to Raider fans, and to ease expected traffic and parking congestion, BART will be providing full three route service for the Monday night, August 8, game between the Oakland Raiders and the Houston Oilers at the Oakland Coliseum.

The game, expected to draw over 50,000 fans, is scheduled to begin at 8 p.m., and should be over by 11 p.m. Special BART trains will be standing by to accommodate home-bound fans. Also direct service between Fremont and Daly City will be provided until midnight, as well as direct Fremont/Richmond and Daly City/Concord service.

BART's Oakland Coliseum/Airport Station offers easy access to the Coliseum via a walkway from the station.

For information on local bus connections to BART, patrons may call BART's information center at 465-4100, or check your telephone directory for a toll free number in your area.

#

August 3, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-125

BART

FOR IMMEDIATE RELEASE

At the direction of the BART Board, the District today took the first step in its effort to recover the \$250,000 in damages caused by the strike of members of the Amalgamated Transit Union, Division 1555, on July 8, 1977.

The opening move in BART's effort is the filing with the union of a grievance to recover the \$250,000 in damages, as is permitted by the collective bargaining agreement. The agreement provides for disputes between the District and the union to be processed according to a grievance procedure leading to arbitration of those grievances that cannot be resolved between the District and the union.

BART's grievance seeks \$250,000 in damages, representing the approximate costs to the District that were caused by the strike. It also raises the question of whether an assessment of damages is arbitrable within the meaning of the agreement.

BART General Manager Frank C. Herringer explained that if the grievance is not resolved prior to reaching arbitration, and if the arbitrator decides that the question of damages is not arbitrable, the District's next step would be court action. If the arbitrator decides to hear the question of damages, the District will then present its arguments for damages to the arbitrator. Herringer noted that BART is here demonstrating the kind of full good faith compliance with its labor agreement that it also expects from the union.

#

August 3, 1977

Contact: Mike Healy, Acting Manager
Office of Public Information

NEWS RELEASE

BART

T-126

FOR IMMEDIATE RELEASE

BUSINESS WIRE: LOCAL RADIO AND
TV ONLY

BART TO PROVIDE SPECIAL FULL SERVICE UNTIL MIDNIGHT TONIGHT

With over 50,000 fans expected to attend tonight's Raider game at the Oakland Coliseum, BART will provide full three route service until midnight to ease traffic congestion and parking problems.

The Oakland Coliseum is easily accessible from the Coliseum/Airport Station via a walkway from the station.

BART will provide direct service between Fremont and Daly City, as well as direct Fremont/Richmond and Daly City/Concord service until midnight. (The game is expected to be over by 11 p.m.)

Information on local bus connections to BART may be obtained by calling 465-4100, or check your telephone directory for a toll free number in your area.

#

August 8, 1977

Contact: Mike Healy, Manager
Office of Public Information
Bay Area Rapid Transit
(415) 465-5100

Normal Distribution

NEWS RELEASE

T-127

BART

FOR IMMEDIATE RELEASE

BART COMPLETES INSTALLATION OF SUN SHIELDS

BART has completed the installation of special sun shields which have been placed over the transit system's trackside electronic control boxes.

The metal sun shields were ordered and installed in an effort to minimize electronic problems on the line resulting from temperature variations, particularly during the hot weather months.

Past experience has shown that during hot weather the system experienced a rise in electronic irregularities. These occurred when the transit district's automatic control system registered a given track zone as being occupied by a train when it was not, possibly resulting in an operational delay.

Though BART's preventative maintenance program has greatly reduced the occurrence of such electronic problems, the new sun shields are expected to effect a further reduction by at least one third.

BART's Assistant General Manager for Operations, Robert Gallaway, said a reduction of such incidents would benefit the passenger by further improving train reliability and service in general.

- MORE -

2-2-2-2-2

BART ordered the sun shields from A. R. Peterson & Son, who was the low bidder, at a total cost of \$43,653. They were installed on 1,200 electronic boxes by the transit district's maintenance personnel over a two month period.

#

August 10, 1977

Contact: Mike Healy, Manager
Office of Public Information

Bus Wire

NEWS RELEASE

T-128

BART

FOR IMMEDIATE RELEASE

BART SEES ONE OF ITS HIGHEST PATRONAGE DAYS

BART yesterday saw ridership reach 155,523, one of its highest patronage days since beginning operations almost five years ago.

The transit system's highest recorded day was the day after Thanksgiving, November 29, 1974, when patrons took 163,400 trips.

While patronage has been averaging about 144,000 daily since the beginning of this month, over 13,000 trips were taken on BART to attend last night's Raider game at the Oakland Coliseum. About 13 percent of the people who attended the game used BART.

BART provided special full three route service through the evening to midnight to accommodate the game going crowds.

For this period a year ago BART patronage averaged little more than 130,000 daily.

#

August 9, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-129

BART

FOR IMMEDIATE RELEASE

BART General Manager Frank C. Herringer today told the district's Directors that the BART Police Officers Association (BPOA) has given notice that a strike could be called any time after Wednesday, August 17.

Negotiations between the District and BPOA, which has recently become affiliated with the Service Employees International Union, have been in progress for approximately six months.

"We hope to avoid any disruption of service, and we will be making every effort to keep the public informed while we continue to attempt to resolve the issues being negotiated," General Manager Herringer said.

#

August 11, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-130

BART

FOR IMMEDIATE RELEASE

SPECIAL BART BOARD COMMITTEE TO STUDY SALARIES & WAGES

BART Board President Barc Simpson announced today that he has appointed a special Board Committee to make a thorough review of the transit district's salary and wage scales.

Simpson said that he has taken this step to address concerns of individual Board members as well as the general public who support the system.

"This is a crucial area for cost control as over 70 percent of BART's operating budget is attributed to labor costs in pay and benefits."

Simpson said.

He said the Special Salary and Wage Review Committee will be working with management to study and evaluate BART's current pay scales on all levels as they relate to comparable jobs and scales in the private and public sectors.

The special new committee will be charged with making any recommendations it deems appropriate to the full Board upon its findings.

The Committee is composed of Directors John Glenn of Fremont, who will be the Chairperson; Eugene Garfinkle of San Francisco, Vice Chairperson; Robert Allen of Livermore; John Kirkwood of San Francisco; and, Arthur Shartsis of Oakland.

#

August 11, 1977

Contact: Mike Healy, Manager
Office of Public Information

Picture and story sent to: C.C. Times, Pleasanton Times, Daily Review, County News Bureau, Richmond Independent, Oakland Tribune, Alameda Times Star - Release only sent to usual run.

NEWS RELEASE

T-131

BART

FOR IMMEDIATE RELEASE

Today, AUGUST 17

FREE CIRCUS PASSES TO BART PATRONS WEDNESDAY, AUGUST 17.

BART patrons will be in for a special treat Wednesday, August 17, if they happen to meet up with well known Bay Area clown-mime, Hinton Harrison, who will be traveling around on the system between 10 a.m. and 2 p.m.

Hinton will be passing out complimentary passes to the spectacular Ringling Brothers and Barnum & Bailey circus, good for specific performances.

The circus will be at the Oakland Coliseum from August 23 to August 30, and at the San Francisco Cow Palace from September 1 to September 5.

Not only will Hinton, who will be in easily recognizable costume, be giving away 500 circus passes to BART patrons during his travels, but he will also throw balloons and posters into the deal. The free passes, balloons and posters are compliments of the circus.

Lucky BART passengers who receive passes may redeem them at the Coliseum box office for tickets to specific performances, subject to seating availability.

- MORE -

2-2-2-2-2

Wednesday, August 17, will be the only day the free passes will be available on the BART system. The passes will be distributed by Hinton at Random while they last.

Look for BART's colorful "Circus Train" flyer in all BART stations, as countdown to circus time begins.

#

August 12, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-132

BART

FOR IMMEDIATE RELEASE

CIRCUS PASSES TO BART PATRONS TODAY, AUGUST 17

Oakland, Ca.....

Today, August 17, BART patrons are in for a special treat if they happen to meet up with well known Bay Area clown-mime, Hinton Harrison, who will be traveling the system between 10 a.m. and 2 p.m.

Hinton, who will be easily recognizable in his costume, will be giving away 500 circus passes to BART patrons at random during his travels. He will also throw balloons and posters into the deal.

Lucky BART passengers who receive passes may redeem them at the Coliseum box office for tickets to specific performances for the one and only Ringling Brothers and Barnum & Bailey Circus at the Oakland Coliseum from August 23 to August 30.

#

August 17, 1977

Contact: Mike Healy, Manager
Office of Public Information
Bay Area Rapid Transit
(415) 465-4100

NEWS RELEASE

T-133

BART

FOR IMMEDIATE RELEASE

BART NEGOTIATIONS CONTINUE

Oakland, Ca.....

Negotiations between the Bay Area Rapid Transit District and the BART Police Officers Association (BPOA) resumed yesterday, Tuesday, August 16, in an effort to resolve the remaining issues of a new contract proposal.

The negotiations began at 1 p.m., and ended at 4:30 p.m., with some progress being made.

Negotiations will resume at 3 p.m. today (Wednesday, August 17).

#

August 17, 1977

Contact: Mike Healy, Manager
Office of Public Information
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BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

MEMO TO EDITORS

Attached for your perusal and background information are, in our view, the key issues remaining to be resolved between BART and the BART Police Officers Association (BPOA). I have also attached a basic fact sheet which I hope you might find useful for your coverage of this story.

We will continue to keep you posted as things develop.

A handwritten signature in cursive script, appearing to read "Mike Healy".

Mike Healy
Manager, Office of Public Information
Bay Area Rapid Transit District
(415) 465-4100

FACT SHEET ON BART POLICE OFFICERS

1. The contract between the District and the BART Police Officers Association (BPOA) expired on January 31, 1977.
2. Negotiations for a new contract have been taking place for about six months.
3. All but six or seven of approximately 100 issues have been disposed of during the negotiations.
4. BPOA, Local 1008, is affiliated with Service Employees International Union.
5. BPOA represents approximately 70 people out of about 95 people in the section. The section includes two captains, three lieutenants, 11 sergeants and 61 officers, and non-support personnel. The two captains, two of the lieutenants and eight of the sergeants are not members of BPOA.
6. On Wednesday, August 10, BPOA gave the district notice that a strike could be called any time after Wednesday, August 17.
7. BPOA took a strike vote on Saturday, August 13, and is expected to seek strike sanction from the labor council on Friday, August 19.

#

Mike Healy, Manager
Office of Public Information
Bay Area Rapid Transit
(415) 465-4100

PAY

The BPOA contends that its members are bona fide police officers, and thus should receive compensation equivalent to that of other police officers in the Bay Area. BART accepts that contention and has therefore offered an increase that will make the BART officers compensation equal to that of the average of 14 jurisdictions in the Bay Area.

The wage offer amounts to a 9% increase, plus a 2% cost of living adjustment, making the total increase 11 percent. This would raise the salary of a police officer who has been with BART three years from \$1,375 per month to \$1,528 per month, or \$18,336 per year. In addition, police officers receive a special pension plan permitting them to retire at age 50, and other fringe benefits which add 40 percent to their wage cost, resulting in a total of wages plus fringes for three year officers of \$25,670, not including the costs of holidays, vacations, sick leave or overtime.

Moreover, BART has offered a cost of living provision that would increase wages quarterly over the life of the contract in amounts equivalent to the percentage change in the cost of living index. The basic wage offer is retroactive to February, 1977, and the average police officer will receive \$724 in retroactive pay when the contract is signed.

BPOA rejected this offer, and is demanding an additional 3.34 percent increase, to make up for "lost" cost of living escalation since February, 1977.

BENEFICIAL PRACTICES

BPOA is demanding that the contract contain a clause which would in effect mandate that any current practice which is "beneficial" to police officers be continued. If BART chose to change a beneficial practice, the BPOA could enforce this provision with outside arbitration.

BART is willing to negotiate on any specific practice that the BPOA can identify, but is not willing to give blanket assurance to the BPOA that all current practices will be continued. It is felt that this kind of provision will make future efficiencies nearly impossible.

PICKET LINES

The BPOA demands that BART acknowledge their right to observe picket lines set up by other unions.

BART contends that it is precisely when other unions strike that the police officers are most needed to protect the taxpayers' \$1.6 billion investment in BART property, as well as the safety of patrons.

Police are paid a premium wage in recognition of the professional responsibility they assume. It is, of course, customary for police officers - even those affiliated with labor unions - to cross picket line in the course of performing their duties. If BART police officers are to be paid equivalent to other police officers, they should be held to the same standards of responsibility.

UNION REPRESENTATION

The BART Police Officers Association (BPOA) demands that BART recognize it as the bargaining agent for Police Sergeants, Lieutenants and Captains, as well as Officers.

Since 12 of the 16 Captains, Sergeants and Lieutenants at BART have resigned from BPOA, and since Captains, Sergeants and Lieutenants were not included in the bargaining unit as defined by the State Mediation and Conciliation Service, to compel these management personnel to come under the jurisdiction of the union would be unthinkable.

BART has made known to BPOA its intention to grant Captains, Sergeants and Lieutenants wage increases and other benefits at least equivalent to those offered to Officers.

T-134

FOR IMMEDIATE RELEASE

FOR BUSINESS WIRE ONLY

BART PRESS CONFERENCE SCHEDULED

BART General Manager Frank C. Herringer has called a special press conference to be held at 3 p.m. today, Friday August 19, in the BART Board of Directors room, at the transit districts' headquarters, 800 Madison Street, Oakland.

The conference will concern the threatened strike by the BART Police Officers Association.

August 19, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

7-199

BART

FOR IMMEDIATE RELEASE

BART STRIKE THREAT

BART General Manager Frank C. Herringer today announced that a threatened strike by the BART Police Officers Association (BPOA) now appears imminent, and could possibly be called as early as Tuesday, August 23.

BART will be operating normal service Monday from 6 a.m. to midnight.

While it is still uncertain what the impact of such a strike might be, it is BART's intention to continue to provide service to the public. However, such service may be limited and BART is recommending that users make plans for alternative means of transportation where possible.

For those areas, such as East Contra Costa where direct parallel service to Oakland and the West Bay is unavailable, car pools might be one consideration. BART parking lots could be utilized for this purpose. For information on car pools the California Department of Transportation's special car pool number is 861-POOL.

People who use BART are urged to buy high value tickets in advance, either at stations or branch banks, or bring the correct change required for specific trips.

- MORE -

Herringer said that talks between BART and BPOA local 1008 broke off at 12 noon yesterday, Thursday, August 18, and that an offer by the district to bring in state mediators in an effort to avert a strike was rejected by the union.

"Overall, I think it is deplorable that a small group of people may disrupt and inconvenience hundreds of thousands of commuters. I apologize to the commuters in advance for the problems they may face Tuesday, and pledge that we will pursue every avenue, including court action, to restore service to normal as soon as possible," Herringer said.

"In the meantime we will continue to keep the public informed of our operations and schedules, as well as further developments with regard to the strike situation," Herringer said.

#

August 19, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-136

BART

FOR IMMEDIATE RELEASE

BART GEARS UP FOR POSSIBLE STRIKE

In the event of a strike by the BART Police Officers Association tomorrow, Tuesday, August 23, BART has made contingency plans to provide the public with limited service from 6 a.m. to 7 p.m.

Trains will operate over two lines providing direct service between Concord and Daly City and between Richmond and Fremont.

During the morning and evening commute periods, trains will run at 15-minute intervals, and then at 30 minute intervals during the mid-day hours.

People who are planning on using BART from points along the Fremont line for transbay trips will have to transfer to San Francisco bound trains at either the 12th or 19th Street Stations in downtown Oakland.

Long trains will be provided during the commute periods, however BART is urging users to consider alternative means of transportation, such as car pools or parallel bus service where available. For additional information regarding car pools, the California Department of Transportation car pool number is 861-POOL.

- MORE -

2-2-2-2-2

Also, people who plan to use BART during the strike are urged to buy high value tickets in advance, either at branch banks or stations, or bring correct change required for specific trips.

If the threatened strike does occur BART will pursue every avenue, including court action, to restore service to normal as soon as possible.

#

August 22, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-137

BART

FOR IMMEDIATE RELEASE

BART WINS RESTRAINING ORDER AGAINST POLICE STRIKE

BART late this afternoon sought and won a temporary restraining order against the BART Police Officers Association, BPOA, Local 1008 and individual officers of the union in an effort to avert a threatened strike.

The action, taken by Alameda Superior Court Judge Harold Hove, orders the BART Police to show cause why the union should not be enjoined from striking, picketing, or interfering with work at the transit District's facilities. A further hearing has been set for 2 p.m. tomorrow, Tuesday August 23 in Alameda Superior Court, Dept. 19.

BART General Manager Frank C. Herringer praised the protection afforded the public by the order.

In view of the order, a threatened strike by the union set for 12:01 a.m. Tuesday morning, would be illegal.

The major question of concern will be whether BART Police as public employees have the right to strike.

August 23, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-138

BART

FOR IMMEDIATE RELEASE

BART WINS PRELIMINARY INJUNCTION AGAINST POLICE STRIKE

August 23rd at approximately 3:30 p.m. BART won a preliminary injunction against the BART Police Officers Association, (BPOA) Local 1008 and individual officers of the union in an effort to avert a threatened strike.

The action, taken by Alameda County Superior Court Judge William J. Hayes, enjoins the BART police from striking, picketing, or interfering with work at the transit District's facilities.

BART General Manager, Frank C. Herringer praised the protection afforded the public by the order.

In view of the order, a strike by the union would be illegal and strikers could be held in contempt of court.

BART does not expect strike threats to continue and does expect all employees to continue to report to work. Service should continue as normal.

BART has asked BPOA to reopen negotiations.

August 23, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-139

BART

FOR IMMEDIATE RELEASE

BART TO THE CIRCUS TONIGHT

Baseball fans and circus-goers can count on extra-long BART trains to take them to the Oakland Coliseum tonight (Tuesday, August 23) and back home again, with normal system-wide service assured to 12 midnight.

"We expect one of the heaviest ridership nights we've ever had because of the Oakland-Toronto game at 7:30 p.m. and the opening performance of Ringling Brothers and Barnum & Bailey at 8 p.m. tonight," said BART Field Services Director William Fleischer.

Specially decorated BART "circus trains" will take circus "kids" (of all ages) to the Coliseum Station for two performances daily, tonight through August 30. Trains will not run for the August 27-28 weekend performances, however.

August 23, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-140

BART

FOR IMMEDIATE RELEASE

BART TAKES FIRM POSITION ON THREATENED STRIKE

BART General Manager Frank C. Herringer today said that the District will regard any strike by BART Police as a violation of a preliminary injunction issued yesterday by Alameda Superior Court Judge William J. Hayes.

Herringer said that it is the District's position that all employees are expected to report for work. Members of the two other major unions, which represent approximately 1700 BART employees, who honor illegal picket lines will be in violation of their contracts.

"I would consider any breach of the injunction to be a serious matter," said Herringer, "and would hope that the Police Officers consider their course of action carefully."

BART and the BPOA resumed talks last evening for three hours in a further effort to resolve the issues. It is uncertain at this time whether any new formal talks will take place, although the two sides have been talking informally throughout the day.

August 24, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-141

BART

FOR IMMEDIATE RELEASE

BART CANCELS LABOR DAY SERVICE

BART today announced that there will be no service on Labor Day (Monday, September 5) which had been previously scheduled.

General Manager Frank Herringer said, "Management and some union personnel have been working exceptionally long hours during the past week to provide essential transit service during the strike by BART Police Officers.

He said, "The limited number of qualified personnel BART has had to operate and maintain the trains have done an outstanding job, and by not running Labor Day we will be better prepared to continue to provide a high quality commute service on Tuesday, September 6."

Talks with the BART Police Officers Association are continuing in an effort to end the 5-day old walkout by approximately 30 Police personnel. Over 60 members of the BART Police Department have continued to perform their assigned duties during the strike, which is in violation of an injunction issued by the Alameda Superior Court.

#

August 30, 1977

Contact: Mike Healy, Manager
Office of Public Information

T-142

FOR IMMEDIATE RELEASE

BART TO HOLD PRESS CONFERENCE TODAY

BART General Manager Frank Herringer will hold a press conference in the BART Board of Directors Room, 800 Madison Street, Oakland, California at 3 p.m. today, Thursday September 1. The purpose of the conference will be to give an up to the minute report on the status of the current six day old strike by BART Police.

September 1, 1977

Contact: Mike Healy, Manager
Office of Public Information

SEPTEMBER

JOINT PRESS RELEASE--BART & BART POLICE LOCAL 1008, SEIU--

BART & THE BART POLICE OFFICERS ASSOCIATION, SEIU, AFL-CIO, ANNOUNCED AT 2:30 THIS MORNING THAT THEY HAD REACHED TENTATIVE AGREEMENT ENDING THE 14-DAY LABOR DISPUTE.

A MAJOR ROADBLOCK TO SETTLEMENT WAS REMOVED WHEN BPOA MEMBERS AGREED TO SUBMIT THE LEGALITY OF THEIR ADMITTED PERSONAL RESPONSIBILITY IN THE STRIKE TO THE COURT SYSTEM, INITIALLY BEFORE JUDGE HAYES OF THE ALAMEDA SUPERIOR COURT.

BOTH SIDES ACKNOWLEDGE THAT THE LEGALITY OF BPOA MEMBERS' PARTICIPATION IN THE STRIKE WOULD BE SETTLED BY THE APPELLATE COURT, AND THE AGREEMENT * INSURES BART'S ABILITY TO CONTINUE TO PROSECUTE THE CONTEMPT ACTIONS.

BECAUSE THE PARTIES AGREED THAT THE PROPRIETY OF THE STRIKERS' ACTIONS WAS APPROPRIATELY TO BE DETERMINED BY THE COURTS, BART AGREED NOT TO DISCIPLINE INTERNALLY.

WITH REGARD TO ANOTHER PRINCIPAL ISSUE, THE PARTIES AGREED THAT THE CONTRACT PROVIDES THAT BART POLICE OFFICERS ARE NOT ENTITLED TO REFUSE TO REPORT TO WORK ON THE GROUNDS THE DISTRICT IS INVOLVED IN A LABOR DISPUTE, AND THAT SUCH A REFUSAL IN VIOLATION OF THAT PROVISION MAY SUBJECT THOSE POLICE OFFICERS TO DISCIPLINE UP TO AND INCLUDING DISCHARGE. THOSE OFFICERS, HOWEVER, WILL NOT PERFORM WORK OF ANY STRIKING EMPLOYEES.

A MEMBERSHIP MEETING AMONG UNION MEMBERS, WHO HAD BEEN STANDING BY SINCE MIDNIGHT, WAS IMMEDIATELY CONVENED AT SEIU LOCAL 390 HEADQUARTERS TO FORMALIZE THE SETTLEMENT.

RATIFICATION BY THE BART BOARD OF DIRECTORS IS EXPECTED TO BE FORTHCOMING AT A THURSDAY SESSION.

MEANWHILE, REPRESENTATIVES OF LOCAL 390 AND ATU LOCAL 1555 HAVE ALREADY BEGUN CALLING THEIR MEMBERSHIP, WHO HONORED THE STRIKE, URGING THEIR IMMEDIATE RETURN TO WORK. SERVICE SHOULD RETURN TO NORMAL BY THE AFTERNOON.

FURTHER DETAILS OF THE ACCORD WILL BE RELEASED SUBSEQUENTLY BY THE PARTIES.

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Picture sent

NEWS RELEASE

BART

T-143

FOR IMMEDIATE RELEASE

BART OBSERVES ITS FIFTH BIRTHDAY

BART will officially celebrate its fifth year in operation tomorrow, Friday, September 9, with a special public cake-cutting ceremony to be held in the fountain area of the Lake Merritt Station beginning at 12 noon. The Lake Merritt Station is located on Oak Street between 8th and 9th in Oakland.

The ceremony will be held tomorrow since the actual anniversary date of September 11 falls on Sunday.

The cake, which will be six feet in length and resemble a BART train, will be cut by Board President Barc Simpson. Attending the ceremony will be BART Board Directors, members of staff and local dignitaries and members of the public who wish to attend.

#

September 8, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-144

BART

FOR IMMEDIATE RELEASE

FIFTH ANNIVERSARY ROUNDUP

The Bay Area Rapid Transit District closed ranks this week after a 14-day strike, just in time to celebrate its fifth anniversary of revenue operations this Sunday, September 11.

After operating a limited, but efficient service since August 25, and setting an all-time record high in transit car availability on a given day (390 cars) with a small management work force, BART was back to full normal operations Thursday.

BART officials are confident that system ridership will quickly return from the daily average of 86,600 during the strike to the pre-strike level of 144,400 this summer.

It was 12 noon on Monday, September 11, 1972, when BART initially opened for revenue operation its first segment from MacArthur Station in north Oakland 26 miles south to Fremont. In its first week of operation the system carried 100,000 riders with its start-up "fleet" of 18 cars shuttling the 12-station loop -- certainly a remarkable feat for a fledgling railroad. "Regular operations" in those days meant eight two-car trains at 12 minute intervals.

- MORE -

On January 29, 1973, the Richmond line opened to put 11 more system miles and six more stations into operation. Daily patronage immediately jumped from 12,000 to 27,000.

On May 21, 1973, BART opened its Concord line extending the system by 19 more miles and six more stations. This scenic line -- hailed as a showcase of transit/freeway corridor planning -- boosted daily system patronage literally overnight from 28,000 to 36,000 trips.

BART passed its first birthday in September 1973, with patronage at the 32,000 level, almost twice the 17,000 level of September 1972.

On November 5, 1973, BART started up its shuttle service between Montgomery Station in downtown San Francisco and Daly City. Patronage immediately jumped from 34,000 to 68,000.

When BART celebrated its second birthday in September 1974, patronage had peaked at 80,000 (due to a gasoline shortage earlier in the year), then leveled off at 69,000. However, on September 16 the long-awaited start-up of transbay service became a reality with crowded revenue trains speeding through the 3.6-mile tube to link the East Bay Area with the West.

Transbay service marked a major step forward in systemwide service: trains increased from 22 to 30, and train lengths went from four and six cars to eight and nine cars. For the first time the system's full 71.5 miles and 33 stations were all in operation.

Patronage jumped, almost overnight, from 69,000 to 114,000 with the advent of transbay service. On November 29, the day after Thanksgiving, the system recorded its all-time high of 163,400 trips, a holiday record which still stands.

BART's third anniversary in September 1975 saw a steadily rising patronage, now up to 122,000 level.

The elegant Embarcadero Station opened on May 27 to make a major impact on the downtown San Francisco financial district. It attracted new BART riders to the system and helped reduce peak-hour congestion at the Montgomery Street Station.

BART passed its fourth birthday in September 1976 with patronage at the 132,000 level.

On January 26, 1977, BART commuter Maria Magdalena De Guzman of Daly City walked through the fare gates at Montgomery Street Station to be honored as the 100 millionth passenger to ride the system since it opened.

If the pre-strike momentum is regained quickly enough, BART officials say, this fifth anniversary, September 1977, could still come in strong to register impressive gains over last year's 132,000 September level.

4-4-4-4-4-4

To date BART trains have carried in excess of 120,000,000 patrons 1.6 billion passenger miles without any accidents resulting in passenger fatalities.

Forecasts indicate that BART's daily ridership by this time next year may exceed 150,000.

#

September 9, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-146

BART

FOR IMMEDIATE RELEASE

BART PASSES THIRD YEAR OF TRANSBAY SERVICE

Recently BART celebrated its fifth year in operation (September 11) and on Friday, September 16, observed its third year of operating through the 3.6 mile-long transbay tube, the key segment of the 71-mile system linking East and Westbay communities.

Since opening the transbay tube for service on September 16, 1974, BART has carried better than 41 million riders between San Francisco and the Eastbay.

Total system ridership since BART began operating September 11, 1972, is approximately 121,000,000.

Currently the average trip length is 13.17 miles and the average fare paid is \$.76.

#

September 19, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-145

BART

FOR IMMEDIATE RELEASE

WHAT MADE BART TICK DURING STRIKE

Oakland, Ca.....

The past weeks saw the San Francisco Bay Area Rapid Transit (BART) system accomplish something unusual.

BART continued to operate while better than 75 percent of its total work force stayed off the job observing a strike by twenty-two of the system's sworn police officers. Out of a total normal work force of 2,150, this left a mere 450 management, supervisory, and some union personnel to operate and maintain the 71-mile system.

While service was reduced to about half normally provided, during the 14-day strike (August 25 - September 7), trains carried better than 80 percent of normal commute ridership and about 70 percent of an overall normal pre-strike day. The average daily ridership just prior to the strike had reached 144,400 and was 86,600 during the strike.

According to BART General Manager Frank C. Herringer, the transit district had begun planning to meet just such an emergency immediately following a surprise walkout by train operators on July 8 of this year which resulted in one of the worst traffic snarls in Bay Area history.

- MORE -

2-2-2-2-2

"We firmly believed that if a work stoppage were to occur some-time again it was important to be in a position to continue to provide at least limited service to the public," Herringer said.

He said continuing to operate not only contributed to strength-ening public confidence in the system, but also provided management with firm underpinnings to negotiating a final settlement with the striking police.

Surprisingly, during the strike, BART's transit car availability on a given day reached the highest level in the system's history with 390 of the 417 in the maintenance fleet in a ready state. Prior to the strike the previous high was 381 revenue cars available. Although all trains were at maximum length of ten cars, there were fewer break-downs than normal, as well.

Part of the contingency planning for work stoppages focused on insuring that enough management personnel were qualified to perform in critical job areas such as train operations and system maintenance, as well as stations. While the majority of those management and supervisory personnel assigned to train operation were former train operators who had moved up, all were extensively retrained and/or trained and certified.

- .MORE -

Other aspects of the contingency operation involved system engineers and technicians fulfilling the day-to-day maintenance requirements in the shops and yards, manning the towers, and keeping wayside equipment in good working order. After matching expertise with functional requirements, special training was provided those personnel who would be assigned to the various field, shop and yard jobs.

An expected union challenge to the ability of the management to run the system during the strike was denied by the California Public Utilities Commission, which found after a careful review that the system operations were "not unsafe."

BART's Assistant General Manager for Operations Robert Gallaway said that an important by-product of this operation was the opportunity for engineers and technicians to get a first hand practical confrontation with the day-to-day workings of the system from the maintenance pits or wherever the work took them.

"I believe this will be beneficial in helping to streamline some of our long range maintenance efforts," he said. "And we will be taking a hard look at what we learned from the experience."

Financially, BART saved in excess of \$1 million during the 14-day strike, or saw a reduction in its daily deficit of between \$100,000 and \$134,000.

4-4-4-4-4-4

The transit district obtained a preliminary injunction prohibiting the strike on August 23 in Alameda County Superior Court. However, the strike was called in defiance of this order and as a result the President and Vice President of the BART Police Officers Local 1008 were jailed for contempt of court and all of the other striking officers were found guilty of contempt and fined. The President and Vice President were released pending appeal after they served two days of their sentence.

BART plans to contest the appeal, and pursue the question whether its police officers have the right to strike to the California Supreme Court, if necessary.

The strike occurred in the first place over the issue of whether the BART police officers had the right to refuse to cross picket lines. A settlement was reached in which the striking officers agreed to cross picket lines.

During a post strike press conference General Manager Herringer commended the 450 personnel who put forth a "magnificent effort" to keep the system operating, and operating well.

#

September 14, 1977

Contact: Mike Healy, Manager
Office of Public Information

On April 28, 1977, the BART Board authorized the General Manager to engage the management consulting firm of Booz, Allen & Hamilton (BAH) to study the organization of the administrative functions of BART at a cost not to exceed \$49,000.

BAH presented a draft report to BART for comment on August 10. Due to the intervening strike by BART police, the report has not yet been revised to incorporate comments and corrections to the draft. A final version is expected to be presented to the BART Board in October.

According to General Manager Frank Herringer, who requested that the study be done, the objective is to examine BART's organization structure to determine whether it can be made more efficient and effective. "BART is changing," Herringer said. "As the intensive efforts to improve reliability and increase service levels begin to show results and as we approach "normal" operations, it is reasonable to assume that a change in organization structure may be appropriate."

While the findings to date are preliminary and subject to change when the report becomes final, Herringer said that the consultant's key findings and recommendations are as follows:

1. For the past several years BART management has organized to accomplish a number of major but short run projects designed to get services and reliability levels up. Although some organizational niceties were foregone, the strategy appears to be working. It was the right choice for the job to be done. But now, as key technical problems get fixed, BART is moving closer to more "normal" operations.

2. A new position of Assistant General Manager for Administration should be established, and many of the administrative functions currently reporting to the General Manager and Assistant General Manager-Operations (retitled Deputy General Manager in the recommended organization) should be consolidated under the new Assistant General Manager-Administration.

3. Through consolidation of functions, it is projected that the eventual savings might be in the order of 26 to 44 positions. These reductions should be analyzed and implemented through the formal budgeting process rather than by a one time reduction in force.

4. BAH observed that BART middle management salaries appear to be above those of comparable positions in private industry, but BART top management salaries are below comparable salaries

elsewhere. It is recommended that a comprehensive salary study be undertaken. The BART Board has already formed a Special Salary and Wage Review Committee under the chairmanship of Director John Glenn of Fremont, and this Committee plans to pursue such a study.

Herringer emphasized that if the new organization structure is adopted, a plan of transition to that structure will still need to be developed. He complimented Booz, Allen & Hamilton on their work to date, and said they were providing him with the objective viewpoint he wanted.

NEWS RELEASE



T-147

BART

FOR IMMEDIATE RELEASE

PRE-STRIKE NIGHT TRAVEL UP 26 PERCENT OVER LAST YEAR

Late night travel on BART this past August was up 26 percent over August 1976 according to the transit district's analysts.

Average daily ridership after 8 p.m., prior to the recent strike, which began August 25 had reached 9,542, while in August of 1976 average daily late night ridership was 7,547. During the strike BART did not operate past 7 p.m. The August figure is 16 percent above July.

Excluding the strike period, average daily ridership in August was 142,354. This represents an increase of nearly 12,000 over August 1976.

BART officials attribute the summer increase to more non-work trips being taken during the midday and late evening hours for shopping, entertainment and sporting events.

"We believe that public awareness of the destinations BART services and our operating hours - 6 a.m. to midnight - is much higher than this time last year," said BART's Director of Marketing and Communications Diane Levine.

- MORE -

2-2-2-2-2-2-2

She said that BART is currently tabulating data from a recent public survey to determine just what that percentage increase has been.

Total ridership for the month was 2,966,149, with 800,860 in the Eastbay, 839,420 in the Westbay and 1,325,869 transbay.

High day for the month was Monday, August 8, with ridership reaching 155,523.

#

September 20, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-148

FOR IMMEDIATE RELEASE

BART TO CONTINUE TEST OF EMPLOYER TICKET SALES

In an effort to determine the impact on BART patronage and revenue, BART has been testing the value of promoting the sale of high value tickets at a 10% discount through four downtown Oakland employers.

Implemented in November, 1976, the program has shown that while the sale of high value tickets increased, ridership did not. As a result, the benefits of discounting the high value tickets did not offset the loss of revenue.

BART plans to continue to develop and test other types of programs with employers so that employees can purchase tickets at their work location. BART also plans to evaluate the potential appeal of a monthly ticket program.

These programs will be developed and tested during the next year.

#

September 22, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-149

FOR IMMEDIATE RELEASE

BART STARTS FISCAL YEAR WITH INCREASED REVENUE

Despite a one-day strike by train operators and a special holiday child's discount fare on the 4th of July, net passenger revenue exceeded forecast for the month of July, according to the General Manager's monthly report to the Board of Directors.

Patronage averaged 139,604 daily trips, or 2.5% above forecast. This represents a 2.4% increase over the average daily trips in June and 7.0% increase over July, 1976. Total patronage during the 21 weekdays of operation in July amounted to 2,715,074. Increased off-peak patronage demand and a higher percent of car availability resulted in a new high for the year in off-peak train lengths.

Operating and labor expenses were below budget for the month. As a result, the normal farebox ratio of 35% and the normal rail cost per passenger mile of 14.6¢ are significantly better than that budgeted.

#

September 27, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-150

BART

FOR IMMEDIATE RELEASE

WAGE AND SALARY REVIEW AT BART

Oakland, Ca

At 9 a.m. this morning, September 27, 1977, the BART Board Special Salary & Wage Review Committee met at BART headquarters. The committee is composed of Directors John Glenn, Chairperson; Eugene Garfinkle; Robert Allen; John Kirkwood and Arthur Shartsis.

At the conclusion of its meeting today, the committee requested Frank C. Herringer, BART General Manager to recommend to the committee a list of managerial positions that should be frozen at current compensation levels pending completion of a comprehensive wage and salary review.

In addition, an approach to a survey of bargaining unit wages will be prepared for review. Further, the committee requested an analysis of BART's personnel turnover.

The next Special Salary & Wage Review Committee meeting is expected to be held the week of October 17.

#

September 27, 1977

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

T-151

BART

FOR IMMEDIATE RELEASE

AFFIRMATIVE ACTION MEETING AT BART

Oakland, Ca....

The BART Board of Directors Affirmative Action Committee met at BART headquarters at 9 a.m. this morning. The Committee is composed of Directors Harvey Glasser, Chairperson of the Committee, Ella Hill Hutch and BART Board President Barc Simpson. Also in attendance were Directors Robert Allen, John Kirkwood and Arthur Shartsis.

The Committee has met on a number of occasions since April 13, 1977 for the purpose of reviewing BART's Affirmative Action program. After general discussion today, which included participation by members of the BART Black Caucus, the BART Women's Alliance, the BART Latin Council and the public at large, twelve specific recommendations were agreed upon. These recommendations will be presented to the Board of Directors at the next Board meeting on October 27.

The overall nature of the recommendations is that the Affirmative Action Program at BART should focus on the need to improve placement of minorities and women in positions at higher levels in the organization. Reports should be forthcoming on a regular basis in order to monitor and ensure that Affirmative Action is ongoing at all levels within BART.

#

September 28, 1977

Contact: Mike Healy, Manager
Office of Public Information

BAY AREA RAPID TRANSIT DISTRICT 800 MADISON STREET, OAKLAND, CALIFORNIA 94607 (415) 465-4100

NEWS RELEASE

BART

T-152

FOR IMMEDIATE RELEASE

BART General Manager Frank C. Herringer today delivered a luncheon address at a transportation forum sponsored by the Aloha Chapter of the National Defense Transportation Association, held at the Mikai Hotel in Honolulu, Hawaii.

Herringer stated that his intention was to clear up some misconceptions about BART and to offer some advice to the City and County of Honolulu as they develop their own plans for mass transit.

"I have found throughout the country that people are generally not aware of the current status of BART," Herringer said. "These misconceptions have been heightened by some recent articles and publications." One of the misconceptions that Herringer cited was that "no one uses BART" when in fact BART carries 26% of the traffic in critical corridors in rush hour. He pointed out that during a recent one-day strike by BART train operators, San Francisco traffic was paralyzed, giving an indication of what the City would be like without BART. The assertion that "most BART ridership comes from former bus riders" is another common misconception. In fact, only 27% of BART riders formerly made the same trip by bus.

- MORE -

BART's technical situation is also not well understood. Some writers have claimed that "50% of BART cars are unavailable for use" when BART has actually made substantial improvements in this area in the past two years, and car availability is now in the 85 to 90% range, which is as good as any mass transit system in the country.

"Without question, BART has many shortcomings," Herringer stated. "We are aware of them, and we are working to eliminate them. Significant progress has been made in almost all areas. Unfortunately, one of the burdens that perhaps will never be overcome is the unrealistically high expectations generated by BART's overly enthusiastic supporters during the formative stages of the project. Critics now tend to confuse the question of whether BART is doing what was promised fifteen years ago with the question of whether BART is a net benefit to the area it was designed to serve. While a complete and conclusive evaluation of BART cannot be made for many years, with the information available to date, I am confident that in the long run BART will be recognized as one of the best investments the people of the San Francisco Bay Area have made."

Herringer commented that there were many lessons that could be learned from the BART experience. He advised Honolulu to be conservative in technology choices and not to attempt to innovate in a number of areas at once, which was the source of many of BART's problems. He also suggested that the transit system should hire the best people they can find, despite the criticisms that might occur from paying high salaries in a

public environment. "Good people will save hundreds of times the premium that you may have to pay them," Herringer asserted. One final piece of advice Herringer offered was, "Most importantly, do not over-promise what the system will accomplish. Have modest expectations, and then be pleasantly surprised with the results."

Herringer noted that when he was Administrator of the U. S. Urban Mass Transportation Administration (UMTA), the Federal agency that hopefully will provide 80% of the funding for a Honolulu mass transit system, the project proposed for Honolulu was considered one of the most justifiable of all projects that at that time were being considered by UMTA.

Herringer concluded his remarks by stating: "Honolulu has many of the same characteristics that made fixed rail a natural for the Bay Area: well-defined corridors, bound by geographic constraints, coupled with a desire to have a prosperous downtown. But above all, I sense here the same kind of love affair with their city that the people of San Francisco have.

"BART may not be a panacea for urban ills, but it is a vital part of the combination of factors that make the San Francisco Bay Area one of the most desirable areas to live and work in the U. S. Without it, we would either build more highways and bridges, or the San Francisco region would not grow and prosper -- alternatives which would have severe impacts on the quality of life. San Francisco chose to avoid these alternatives and build a mass transit system that will provide expandable transportation capacity for decades to come without any adverse impact on the environment.

4-4-4-4-4

I hope you make the same choice."

#

September 30, 1977

Contact: Mike Healy, Manager
Office of Public Information

OCTOBER

NEWS RELEASE

BART

T-153

FOR IMMEDIATE RELEASE

BART PLEASSED WITH PERMANENT HALF-CENT SALES TAX

BART General Manager Frank C. Herringer today said he was pleased that the permanent extension of the one-half percent sales tax to help finance regional transit was passed by the legislature, and signed into law this past week.

Governor Edmund G. Brown, Jr., signed the bill, AB 1107, authored by Assembly Speaker Leo McCarthy, Friday, September 30.

The bill provides that 75 percent of the proceeds from the half-cent sales tax levied in Alameda, Contra Costa and San Francisco counties, will be earmarked for BART and the remaining 25 percent be allocated by the Metropolitan Transportation Commission (MTC) to AC Transit, San Francisco Muni and BART for service improvements. In BART's case such funds could apply to new regular Saturday service, scheduled to begin January 7, 1978, and full weekend service projected for July 1978.

It is estimated that the tax in fiscal year 1978/79 will generate \$41 million in proceeds for BART and \$13 million for disbursement by the MTC.

- MORE -

2-2-2-2-2-2

General Manager Herringer said the permanent extension of the half-cent sales tax, which has been in existence since 1970, will provide BART with long-range financial stability and allow for better long-range planning within available resources.

He said the tax should be viewed as a regional aid to improving overall public transportation in the Bay Area as well as maintaining current levels of service.

#

October 3, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

P-154

BART

FOR IMMEDIATE RELEASE

NEW DALY CITY PARKING FACILITY COMPLETED

On Monday, October 10, BART's new three story parking structure, serving the Daly City Station, was opened for use by the transit district's patrons.

The new structure brings the number of parking spaces for BART commuters at Daly City to approximately 1,600, with 24 of the spaces reserved for handicapped parking.

Under construction since September 30, 1975, with Phase I completed in November, 1976, the new facility will now accommodate over 1,300.

Total cost of the project was approximately \$4.2 million, with 91.5 percent being funded by the Federal Highway Administration. The balance will be funded by Transit Development Act funds and the City of Daly City.

With SamTrans bus service to the Daly City Station and the additional parking spaces, commuting from this area should be eased considerably for BART patrons.

#

October 10, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-155

BART

FOR IMMEDIATE RELEASE

BART TO RECEIVE MARKETING AWARD

BART will receive the "Silver Mailbox" award from the Direct Mail/Marketing Association (DMMA) of New York on Wednesday, October 19, at their 60th Annual Conference to be held at the San Francisco Hilton.

BART's Board Vice President Ella Hill Hutch will accept the award on behalf of BART.

The award is being presented to BART for its "GO BART - GET AWAY KIT" tote bag. Over 9,000 people responded to the offer, indicating that the promotion was successful in increasing public awareness of BART's destinations and services. It also increased ridership some 1,700 weekly trips.

The BART tote bag promotion has become part of the permanent DMMA Library, and will be used in their Traveling Exhibit, which tours the United States, Canada, Europe, Japan and Australia to promote more effective use of direct mail and direct marketing.

#

October 12, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-156

BART

FOR IMMEDIATE RELEASE

BART TO RECEIVE TWO ASCE AWARDS

BART will receive a special "Pioneering Design and Construction" award from the American Society of Civil Engineers (ASCE) Monday, October 17 at their annual meeting, held this year in San Francisco at the Hyatt Regency Hotel.

BART Board President Barclay Simpson will receive the award on behalf of the transit district, from ASCE National President Leland J. Walker.

This is the first such award ever given by the ASCE and is being presented to BART for its civil engineering accomplishments.

A second award, for "Outstanding Civil Engineering Achievement" will also be presented to Simpson, this time by Robert M. Kennedy, President of the California ASCE Council.

#

October 13, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-157

BART

FOR IMMEDIATE RELEASE

BART RECEIVES SPECIAL CIVIL ENGINEERING AWARDS

Oakland, Ca....October 17..

The San Francisco Bay Area Rapid Transit (BART) system today received two awards from the American Society of Civil Engineers (ASCE) at its 125th annual meeting, held this year in San Francisco.

The first was a special "Pioneering Design and Construction" award to BART as a trailbreaker in rail transit technology.

In presenting the award to BART Board President Barc Simpson, ASCE National President Leland J. Walker stated:

"It gives me great pleasure to present this award to BART in recognition of its achievement in advancing the art and science of transportation."

Simpson said he was very pleased and honored to receive the award on behalf of the BART Board of Directors, the staff and the tax payers who own the system.

This was the first such award ever given by the ASCE.

- MORE -

2-2-2-2-2

A second award for "Outstanding Civil Engineering Achievement" was also presented to Simpson, this time by Robert M. Kennedy, President of the California ASCE Council.

This award was given in recognition of BART's planning and engineering with a view to meeting long-range transportation requirements of the Bay Area. Such planning called for intensive study of population growth, economic trends and urban development patterns and was subsequently adopted by regional planners as a blueprint for controlling future development.

Of particular note was meeting the challenge of design and construction of its subway system under San Francisco, Oakland and Berkeley, the 3.6 mile transbay tube, and the advanced concept of its elevated lines.

BART is a 71 mile fixed rail system system serving Alameda, Contra Costa and San Francisco counties.

#

October 17, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-158

BART

FOR IMMEDIATE RELEASE

BART WILL OPERATE NORMAL SERVICE VETERAN'S DAY

BART will operate full normal service on Veteran's Day, Monday, October 24, from 6 a.m. to midnight.

Trains will operate on all routes from 6 a.m. to 7 p.m. and then phase into a normal evening schedule of 20-minute intervals, providing direct Concord/Daly City and Richmond/Fremont service. Transfer points are MacArthur, 19th and 12th Street City Center Stations in Oakland.

One good bet for Bay Area travelers on Monday will be to BART to the San Francisco International Gourmet & Wine Festival, sponsored by the American Cancer Society. The Festival is being held at the Civic Center Auditorium, only one block from BART's Civic Center Station in San Francisco.

This is the first year this famous Festival has been opened to the public. Hours are from 12 noon to 8 p.m.

Look for the BART exhibit booth where the transit system will be offering at a discount its famous new "Bay Area Restaurant and Travel Guide," featuring over 60 distinctive restaurants with easy accessibility to public transportation.

October 20, 1977

#

Contact: Mike Healy, Manager

Office of Public Information
BAY AREA RAPID TRANSIT DISTRICT 800 MADISON STREET, OAKLAND, CALIFORNIA 94607 (415) 465-4100

NEWS RELEASE

T-159

BART

FOR IMMEDIATE RELEASE

BART WILL HAVE EXHIBIT BOOTH AT GOURMET & WINE FESTIVAL

This Saturday, Sunday and Monday BART will have an exhibit booth at the San Francisco International Gourmet & Wine Festival being held at the Civic Auditorium.

The Festival is sponsored by the American Cancer Society.

While BART will not be operating Saturday or Sunday, full normal service will be provided for the Veteran's Day holiday, Monday, October 24.

Available at the BART Festival booth will be the transit system's unique "Bay Area Restaurant and Travel Guide" which features information on over 60 various kinds of restaurants easy to reach by public transportation.

BART's special pocket sized Restaurant and Travel Guide also includes a handy fold-out map showing BART in San Francisco and the Eastbay, and describes 90 cultural and historical sites of interest with information on how to get there.

- MORE -

2-2-2-2-2-2

The Guide, which normally sells for \$2.95, will be offered at a discounted price of \$2.50 only during the Festival.

The Gourmet & Wine Festival promises to be fun for the whole family. Hours for all three Festival days will be from 12 noon to 8 p.m.

#

October 20, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

FOR IMMEDIATE RELEASE **BART**

SPECIAL WAGE REVIEW COMMITTEE VOTES TO SUSPEND TOP MANAGEMENT'S COST OF LIVING

The BART Board's Special Salary and Wage Review Committee today voted to suspend cost of living adjustments for some members of the District's management pending outcome of a salary survey.

If approved by the full Board at its October 27 meeting, the temporary suspension would affect the 27 management personnel at BART who earn over \$35,000 annually.

Cost of living adjustments are made quarterly based on the consumer price index, and have been applied to all BART employees except the General Manager, who has voluntarily refused to accept cost of living adjustments.

General Manager Frank Herringer recommended an inhouse survey be conducted to select "benchmark" hourly classifications for comparative purposes, as well as a survey of other Bay Area employers and transit operators nationwide for comparable wage rates and fringe benefit packages.

All data would be submitted to the Salary and Wage Review Committee for review.

- MORE -

2-2-2-2-2

Herringer said the results should be available in January.

The BART Board's Special Salary and Wage Review Committee was formed in early August, 1977, and is composed of Directors John Glenn of Fremont, who is the Chairperson; Eugene Garfinkle of San Francisco, Vice Chairperson; Robert Allen of Livermore; John Kirkwood of San Francisco and Arthur Shartsis of Oakland.

#

October 21, 1977

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

BART

T-161

FOR IMMEDIATE RELEASE

THE BART/AMTRAK CONNECTION

OAKLAND Ca. October 28.....With the opening today of the new BART/AMTRAK cross platform in Richmond, Bay Area travelers will enjoy an easy new link for long distant train travel.

This unique platform now joins BART directly with AMTRAK at BART's Richmond Terminus Station in West Contra Costa County. A modern new AMTRAK terminal will serve as the crossroads between your regional trip and far away places.

The inauguration of the new inter modal cross platform culminates two years of a joint effort on the part of the California Department of Transportation, Southern Pacific Railway, AMTRAK, and BART. Ground-breaking for the three year demonstration project took place on December 16, 1976.

Currently BART trains depart and arrive at the Richmond Station every 12 minutes from 6 a.m. to 7 p.m. and every 20 minutes from 7 p.m. to midnight, offering direct service to and from Fremont, with transfer points at MacArthur, 19th and 12th Street Stations. BART is planning to add direct Richmond/Daly City service by March, 1978.

For additional information on how BART can get you there call the transit district's toll free information numbers:

- MORE -

2-2-2-2-2-2

From Oakland/Berkeley/Orinda.....465-BART
From Fremont/Union City.....793-BART
Hayward/San Leandro.....783-BART
Richmond/El Cerrito.....236-BART
Lafayette/Concord.....933-BART
Livermore/Pleasanton.....462-BART
Antioch/Pittsburg.....754-BART
San Francisco/Daly City.....788-BART
South San Francisco/San Bruno.....873-BART

#

October 28, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

FOR IMMEDIATE RELEASE

BART

THIRD EDITION OF BART & BUSES NOW AVAILABLE

A completely revised edition of BART's comprehensive public transit map and information brochure, "BART & Buses," is just off the press and available in all BART stations. The full-color publication is free as an aid to Bay Area transit patrons.

First introduced in 1972 and revised in 1975, the new "BART & Buses" has been expanded considerably and serves as a handy pocket guide for regional and intra-city travelers on both sides of the bay.

The guide actually consists of two separate folding maps, one depicting the BART route and other transit lines serving the East Bay and the second presenting the same information for the West Bay. Both sections contain full information about how to use BART, with travel times and fare schedule, toll free telephone information numbers and transfer procedures between BART and other transit lines.

The East Bay map section shows AC Transit bus routes, stops and points of connections with BART in Alameda and Contra Costa Counties. It also includes all of the routes of BART/AC Transit Express Bus Service to outlying county areas, and local AC Transit service schedules for the two East Bay counties.

- MORE -

2-2-2-2-2

By calling BART's toll free numbers, listed in the guide, travelers in the East Bay can also obtain information on various shuttle services from BART stations.

The West Bay section of the guide also provides large, easy-to-read maps showing the BART line and the stops, routes, and schedules for San Francisco Municipal Railway buses, streetcars and cable cars. In addition, this section contains information about the Golden Gate Ferry service, Golden Gate Transit, SamTrans and Southern Pacific Railway.

The "BART & Buses" brochure can be used to plan trips for work, recreation, shopping or just plain sightseeing. However, the supply is limited so patrons should take only what they need, and be careful to retain them for continued reference.

#

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE



BART

FOR IMMEDIATE RELEASE

SIDEBAR

BART'S "SPECIAL PROOFREADER" CONTEST

A sharp eye and a curious nature on the part of BART patrons could be fun and profitable in the coming weeks by entering the transit district's proofreading contest.

Something on the transit system's new issue of the BART and Buses brochure, now available in all BART stations, is a printing error. Because the error does not affect the accuracy of the essential information contained in the brochure, BART officials decided to go ahead and issue the new edition as is, and offer a prize to the first 500 people who can identify the mistake.

As a special convenience for those who wish to test their proofreading skills, BART is making available, along with the brochure, a self-addressed card which may be filled out and sent in to the transit district.

The first 500 winners of the BART proofreading contest will receive a free copy of a new Bay Area Restaurant and Travel Guide which normally sells for \$2.95. This 65-page guide contains a wealth of tips on places to eat and places to go around the Bay Area, which have easy accessibility to public transportation.

All entries must be received by BART before midnight November 30.

#

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE



BART

FOR IMMEDIATE RELEASE

SIDEBAR

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All entries must be received by BART before midnight November

30.

#

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-164

BART

FOR IMMEDIATE RELEASE

BART BOARD ACTIONS

The BART Board of Directors yesterday voted to temporarily suspend cost of living adjustments for some members of the District's management pending the outcome of a district-wide salary and wage review.

The temporary freeze on the cost of living adjustment was recommended to the full Board by the Board's Special Salary and Wage Committee.

Affected by the Board action will be 27 management personnel at BART who earn over \$35,000 annually.

The action was taken with the understanding that it was not meant to impugn the performance of any employee, but rather a temporary action pending a comprehensive evaluation of the transit district's salary and wage structure.

The evaluation will begin with a selection of "benchmark" hourly classifications for comparative purposes, followed by a survey of other Bay Area employers, and transit operators nationwide to determine wage rates and fringe benefits for comparable positions. The completed data will then be reviewed by the Special Salary and Wage Review Committee estimated to be sometime in early January.

- MORE -

2-2-2-2-2-2

In other actions the BART Board also adopted guidelines recommended by the Special Affirmative Action Committee for continued implementation of the transit district's overall affirmative action program and goals. At present, 40.9 percent of BART's total work force of 2,153 are minorities and 19.1 percent are female.

The Board also approved the retention of Chiat/Day Inc. as the District's advertising agency.

#

October 28, 1977

Contact: Mike Healy, Manager
Office of Public Information

Bus Wire & General Dist.

NEWS RELEASE

T-165

BART

FOR IMMEDIATE RELEASE

BART HOLIDAY SATURDAY SERVICE - NOVEMBER 19

With approval from the California Public Utilities Commission, granted yesterday (Tuesday, November 1), BART plans to begin holiday Saturday service on November 19.

The transit system will, for the first time, provide Saturday service for seven consecutive weekends during the holiday season through December 31.

Holiday Saturday trains will operate from 8 a.m. to midnight. From 8 a.m. to 7 p.m. BART will provide service over three routes - Concord/Daly City, Fremont/Daly City and Richmond/Fremont at 15 minute intervals.

After 7 p.m. the system will phase into normal late evening service with trains operating over two routes Concord/Daly City and Richmond/Fremont at 20 minute intervals.

#

November 2, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-166

BART

FOR IMMEDIATE RELEASE

BART TO TAKE A MUSICAL FLING

"Have music, will travel" could very well be the theme of a new experimental program by BART to offer live music in several select stations along the transit system's lines.

BART is looking for volunteer musical groups who might be interested in showcasing their sounds in stations during the months of December and January.

Vocalists are also welcome either as part of a group or as self-accompanying soloists.

In order to register for this program, those interested should come to BART's 19th Street Station in Oakland on Thursday, November 17, between 12 noon and 6 p.m. A registration table will be located near the station agent's booth.

Or come to the Powell Street Station on Friday, November 18, between 12 noon and 6 p.m. That's just inside the Hallidie Plaza entrance at Powell and Market.

Rules of the program prohibit percussion or amplified music. Further information may be obtained from BART's Consumer Service Representative Patricia Ward in the Office of Passenger Service -- (415) 465-4100, extension 465.

#

November 7, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-167

BART

FOR IMMEDIATE RELEASE

BART LOST AND FOUND NOW AT CITY CENTER

Do you ever wonder what happened to that one earring you lost or the wallet you missed at lunchtime -- check with BART's Senior Police Assistant Linda de Vaughn in her new Lost & Found headquarters at BART's 12th Street City Center Station, between 10 a.m. and 6 p.m.

On Friday, November 4, BART moved its Lost & Found to the new location, at the north end of the station, to make it easier for BART patrons to retrieve the items they've left on trains.

People lose everything, especially if they're left-handed, according to Linda, who is a southpaw herself. She has an abundant collection of umbrellas, cameras, jewelry, brief cases, radios, lunch pails, wallets, books, sleeping bags, raincoats, watches, and yes, even a baby stroller.

About twice a year the BART Police hold a public auction to clear out the items. While the date and time have not yet been set, the next auction is coming up soon, so you'd better hurry to retrieve your lost items -- or plan to do some Christmas shopping at BART.

#

November 9, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-169

FOR IMMEDIATE RELEASE

Findings of a just completed study of BART's organization structure concluded that it is now an appropriate time for BART to reorganize its management structure. The recommendation for change at this point in BART's development is "hardly surprising," according to the consultant's report.

In summarizing the report for the BART Board of Directors today, John Lorini, Vice President of Booz, Allen & Hamilton, Inc., the consulting firm that BART hired to conduct the study, indicated that the management emphasis on problem solving for the past several years ". . . was the right choice for the job to be done. But now, as key technical problems get fixed, BART is moving closer to more 'normal' operations."

As a result, according to Lorini, BART should now consider a more traditional administrative structure. He said the first step should be to create a new position of Assistant General Manager of Administration to concentrate on improved cost control, materials management, and other efficiencies. Booz, Allen also recommended a comprehensive study of the BART salary structure, and pointed out possible opportunities for staff

- MORE -

2-2-2-2-2

reductions to be addressed during the regular BART budget process next year.

BART General Manager Frank Herringer praised the report, saying that Booz, Allen & Hamilton had done an excellent job, although he did not necessarily agree with all of its recommendations. The study has been referred to the BART Board's Administration Committee for further review at its meeting scheduled for December 1, 1977.

#

November 11, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-170

BART

FOR IMMEDIATE RELEASE

MEET THE WARRIORS ON BART

Meet and mingle with the Golden State Warriors on BART this Wednesday, November 16.

The entire Warriors team, in uniform, will be riding BART to work at the Oakland Coliseum from four different entry points around the system beginning at 6 p.m. And this will be an excellent opportunity for Warrior fans to meet and talk with their favorite players while en route.

Entering the Walnut Creek Station at 6 p.m. will be Rick Barry, Charles Dudley, Wesley Cox and Ron Redman. At the same time Clifford Ray, Charles Johnson and Ricky Green will be catching the train at the Richmond Station.

From BART's Powell Street Station in San Francisco team members Phil Smith, Bob Parish, Ricky Marsh and Derreck Dickie will be catching a train for the Coliseum at about 6:30 p.m.

Also at 6:30 p.m., Warriors Sunny Parker, E. C. Coleman, Bob McNeil and Ray Epps will be departing from the Fremont BART Station.

- MORE -

2-2-2-2-2-2

While on the trains, Warriors will be handing out schedules, answering questions and chatting with BART riders as they walk through the cars.

One thing is certain, anyone making a point of being on one of the Warrior trains shouldn't fail to spot them.

#

November 14, 1977

Contact: Mike Healy, Manager
Office of Public Information

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street, Oakland, California 94607

MEMO

TO: SPORTS EDITORS

FROM: MIKE HEALY, MANAGER, OFFICE OF PUBLIC INFORMATION

Hope you'll join the Warrior players for their special BART trip to the Coliseum Wednesday evening - November 16. As you are probably aware the Club will be holding its annual "Meet the Team Party" in the Arena shortly after the players arrive. Your press card will gain you admittance to BART for this event trip both to and from the Coliseum:

6 p.m. - Walnut Creek Station - Rick Barry, Charles Dudley, Wesley Cox and Ron Redman.

6 p.m. - Richmond Station - Clifford Ray, Charles Johnson, and Ricky Green.

6:30 p.m. - Powell Street Station - (Hallidie Plaza Entrance)
Phil Smith, Bob Parish, Ricky Marsh, and Derrek Dickie.

6:30 p.m. - Fremont Station - Sonny Parker, E. C. Coleman, Bob McNeil and Ray Epps.


Mike Healy
Manager
Office of Public Information

MH:gm

NEWS RELEASE

T-171

BART

FOR IMMEDIATE RELEASE

NEW BART EXPRESS BUS STOP IN PLEASANTON

Effective today, Tuesday, November 15, there will be a new BART Express Bus stop in Pleasanton, and a route change in Hayward, it was announced by BART Director Robert S. Allen of Livermore.

The new stop is at the intersection of Hopyard Road and Johnson Industrial Drive, serving the growing recreation, restaurant and motel area south of Interstate 580.

BART's UP and U buses serve the new stop. The commute hour UP connects Pleasanton with Dublin and the Bay Fair station. The U bus runs from about 6 a.m. to 11 p.m. between Livermore, Pleasanton, Dublin and the Hayward BART Station. Connections are closely timed in Dublin with the D bus serving San Ramon, Danville, Alamo and Walnut Creek. BART maintains a toll-free number (462-BART) for time, route, fare and connection information.

A new one-way street pattern in Hayward has changed the route of U buses leaving the Hayward BART Station. They now follow C Street to 2nd, with a downtown pickup stop at 2nd and B Streets.

#

November 15, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-172

BART

FOR IMMEDIATE RELEASE

BART BEGINS SATURDAY SERVICE THIS WEEK

This coming Saturday, November 19, BART will begin operating its holiday service.

For the first time the transit district will be running trains for seven consecutive Saturdays during the holiday season offering shoppers, sightseers, event-goers and commuters something close to full service through December 31.

Trains will be operating from 8 a.m. to 12 midnight instead of the abbreviated 10 a.m. to 6 p.m. service offered for five Saturdays last year.

Until 7 p.m. trains will offer 15-minute service on three routes - Concord/Daly City, Fremont/Daly City and Richmond/Fremont. After 7 p.m. the system will phase into normal late evening service with trains operating over two routes - Concord/Daly City and Richmond/Fremont at 20-minute intervals.

Also beginning this Saturday BART Express Buses will expand operations to coincide with BART service. Express Buses which connect outlying areas in Alameda and Contra Costa with BART stations, will offer hourly service from 7 a.m. to 7 p.m. After 7 p.m. BART Express Buses will operate at two-hour intervals.

2-2-2-2-2-2-2

Following the holidays BART plans to begin regular Saturday service on January 7, subject to approval by the California Public Utilities Commission.

#

November 15, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-173

BART

FOR IMMEDIATE RELEASE

SANTA TAKES BART THIS YEAR

Breaking a 20 year old tradition this Saturday, November 19, the Emporium's Santa Claus will arrive for his first official day of work via BART instead of by cable car as in the past.

Saturday also signals the first of BART's holiday Saturday service which will run for seven consecutive weekends through December 31.

Those who may want to get an early glimpse of Santa or take the ride to downtown San Francisco with him will find him boarding a train at BART's Oakland West Station at approximately 11:40 a.m.

The Oakland West Station is located on 7th and Cypress Streets in Oakland and is the last East Bay station on the line before the transbay trip to San Francisco.

Upon Santa's arrival at the Powell Street Station around 12 noon he will be met with cheers from his waiting helpers, a young woman dressed as a Christmas tree, and a variety of entertainment, including live music and Christmas carolers. This will all take place on the mezzanine level toward the east end of the Powell Street Station.

- MORE -

2-2-2-2-2-2

BART will be operating from 8 a.m. until midnight.

#

November 16, 1977

Contact: Mike Healy, Manager
Office of Public Information

FOR BUSINESS WIRE ONLY

T-174

FOR IMMEDIATE RELEASE

Oakland, Ca.....

(415) 465-5100

WARRIORS GO BART TONIGHT.

This evening (Wednesday, November 16) the entire Warriors team in uniform will BART to work from four entry points around the system.

Beginning at 6 p.m. Warriors Rick Barry, Charles Dudley, Wesley Cox and Ron Redman will board a BART train at the Walnut Creek Station.

Also at 6 p.m., Clifford Ray, Charles Johnson and Ricky Green will be heading to work from the Richmond Station.

From BART's Powell Street Station in San Francisco team members Phil Smith, Robert Parish, Ricky Marsh and Derreck Dickie will be catching a train for the Coliseum at about 6:30 p.m. And at the same time Warriors Sunny Parker, E. C. Coleman, Bob McNeil and Ray Epps will be departing from the Fremont BART Station.

While on the trains, Warriors will be handing out game schedules and chatting with BART riders as they walk through the cars.

The whole idea behind the trip is to point up the ease with which BART serves the many events that take place at the Oakland Coliseum -- such as the Warriors game with Cleveland Friday night. BART will be providing a special direct San Francisco/Daly City train after the game for that one.

#

November 16, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

BART/EXPRESS BUS SATURDAY SERVICE

Starting this Saturday, November 19, BART Express Bus service will coincide with BART's Saturday service.

From approximately 7 a.m. service on all BART Express Buses will be hourly until 7 p.m. After 7 p.m. the buses will operate at 2 hour intervals until approximately 11 p.m.

For the exact time schedules for Express Bus service from your area call the following numbers:

Oakland/Berkeley/Orinda	465-BART
Fremont/Union City	793-BART
Hayward/San Leandro	783-BART
Richmond/El Cerrito	236-BART
Lafayette/Concord	933-BART
Livermore/Pleasanton	462-BART
Antioch/Pittsburg	754-BART

BART will be operating from 8 a.m. to midnight. From 8 a.m. to 7 p.m. BART will provide service over three routes Concord/Daly City, Fremont/Daly City and Richmond/Fremont. After 7 p.m. the system will phase into normal evening service with trains operating over two routes Concord/Daly City and Richmond/Fremont, with MacArthur Station as the transfer point.

-2-2-2-2-2

BART's special holiday service will run seven weeks through
December 31.

November 17, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-176

FOR IMMEDIATE RELEASE

BIKES ON BART ON SATURDAYS

Saturday bike hikers can now use BART to get to their favorite bike hiking location.

With the start of BART's Saturday holiday service November 19 approximately 3,000 permit holders who use BART to transport their bikes will be able to use BART from 9 a.m. to 3:30 p.m., and after 6:30 p.m. on Saturdays.

According to Consumer Services Supervisor Kay Shirley this will be good news for working people and students who like to bike-hike on weekends.

BART's holiday service will run for seven consecutive Saturdays through December 31.

#

November 17, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-177

FOR IMMEDIATE RELEASE

THANKSGIVING DAY BART SERVICE

On Thanksgiving Day, Thursday, November 24, BART will operate on holiday schedules from 6 a.m. to midnight.

BART will provide limited service with trains every 15-minutes on only two routes, Concord/Daly City and Richmond/Fremont.

After 6 p.m. the system will phase into normal late evening service of 20-minute intervals.

Transfer points are MacArthur Station, 19th Street Station and 12th Street City Center Station.

On Friday, November 25, BART will resume normal weekday schedules of 6 a.m. to midnight.

#

November 21, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

FOR IMMEDIATE RELEASE **BART**

MUSICAL GROUPS TO GATHER AT BART'S POWELL STATION

Five different musical groups will gather at the BART Powell Street Station in San Francisco to kick-off the transit system's "A Little Traveling Music" program, Wednesday, November 30, at 12 noon.

The groups, which will perform from 12 noon to 1 p.m., are Banjos U.S.A. (banjo, gut bucket, spoons, and washboard); Bach, Etc., (cello and flute); ARS Nova Repertoire (medieval and renaissance music); Barbary Coasters (barbershop quartet); Viqui Denman (guitar and vocal).

"A Little Traveling Music" is an experimental program to offer live music in selected stations along the BART lines. Nineteen groups have already signed up for the program, which initially will run through January 1978.

"We hope to bring something extra special to our passengers through this program," said BART Consumer Service Representative Tish Ward. BART has no funds to offer such a program for the riding public, so these groups have volunteered their time to make it possible.

- MORE -

2-2-2-2-2-2

Ward said the program will be evaluated during the December and January trial period and, if successful, may be continued as an on-going feature. Other musicians interested in volunteering for December and January should contact her at 465-4100, extension 465.

#

November 23, 1977

Contact: Mike Healy, Manager
Office of Public Information

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street, Oakland, California 94607

MEMO TO ASSIGNMENT EDITORS

FROM: MIKE HEALY, MANAGER, OFFICE OF PUBLIC INFORMATION

On Wednesday, November 30, from 12 noon to 1 p.m. BART will hold a press preview at the Powell Street Station (Hallidie Plaza) of BART's "Traveling Music" program.

During the month of December BART will be conducting an experiment of having volunteer musicians perform in various BART stations during the noon and afternoon commute hours.

Five of the approximately twenty groups lined up for this program, will perform on November 30.

We hope to see you there!

Mike Healy
Manager
Office of Public Information
(415) 465-4100

BUSINESS WIRE ONLY

T-179

FOR IMMEDIATE RELEASE

SPECIAL HOLIDAY TRAINS FOR THANKSGIVING

BART will provide special holiday trains from 6 a.m. to midnight on Thursday, November 24, for the benefit of BART patrons traveling in the Bay Area to Thanksgiving celebrations.

BART will provide limited service with trains every 15-minutes on only two routes, Concord/Daly City and Richmond/Fremont, with transfer points at MacArthur, 19th Street and 12th Street City Center Stations.

After 6 p.m. the system will phase into normal late evening service of 20-minute intervals.

#

November 23, 1977

Contact: Mike Healy, Manager
Office of Public Information

~~Brentwood News~~

~~Antioch Ledger~~

~~Tribune~~

~~Post Dispatch~~

~~Morning News Gazette~~

~~CATERS~~

~~Richmond Ind.~~

~~San Pablo News~~

~~West OC Newspapers~~

NEWS RELEASE

T-180

BART

FOR IMMEDIATE RELEASE

Oakland, Ca....Director Nello J. Bianco of the San Francisco Bay Area Rapid Transit District today extended his sympathy to the thousands of BART Express Bus riders inconvenienced by Monday's AC Transit strike.

Bianco said: "With our express feeder bus service growing steadily, and with more and more of our BART riders becoming dependent upon those buses, it is very disappointing to me to see the service disrupted by the AC strike." BART contracts with AC Transit to provide express buses to serve its stations from the Brentwood, Antioch and Pittsburg area; Martinez, Rodeo, Pinole and El Sobrante; the San Ramon valley and the Livermore-Pleasanton area.

"Recent figures developed by our staff show that BART's Express Buses now serve more than 5,000 patrons daily," Bianco added. To make them seek other means of transport to our stations and crowded parking lots causes a severe hardship." The Richmond Director from District Two said that a quick settlement of the AC strike, which affects 115,000 riders daily, would be of great benefit to the entire Bay Area.

#

November 23, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

TAKE BART TO RAIDERS GAME

What's better than watching Monday night football on television? Well, of course, taking BART to the Oakland Coliseum to watch the Oakland Raiders and the Buffalo Bills on Monday, November 28.

Last year, even with AC Transit operating, 55,000 Raider fans tried to squeeze into 8,600 Coliseum parking spaces. Your alternative? Take BART and relax.

BART will be operating extra trains to take you to BART's Coliseum Station which is just a short walk to the Coliseum and the Raiders game.

BART will be operating direct Fremont/Daly City service and Fremont/Richmond service after the game, with transfer points at MacArthur, 19th Street and 12th Street City Center Stations.

Remember, Monday, November 28, Oakland Raiders vs the Buffalo Bills. Game starts at 6 p.m., and BART will take you there and get you home.

#

November 25, 1977

Contact: Mike Healy, Manager
Office of Public Information
465-4100

BAY AREA RAPID TRANSIT DISTRICT 800 MADISON STREET, OAKLAND, CALIFORNIA 94607 (415) 465-4100

NEWS RELEASE

FOR IMMEDIATE RELEASE

1462
BART

BART HITS ALL TIME PATRONAGE HIGH

A record single-day BART patronage of 166,395 was recorded yesterday, Tuesday, November 22. This exceeds the transit district's former high mark of 163,405, set the day after Thanksgiving in 1974.

BART officials believe that, due to the AC Transit drivers' strike and the approaching holiday shopping season, the high level of ridership will continue.

Trains will run on Thanksgiving, November 24, and the following Friday, traditionally a big day for shopping trips. The second running of holiday Saturday service also is expected to produce increased passenger volume.

Patronage for the first day of holiday Saturday Service (November 19) generated 48,479 passenger trips. The holiday schedule will continue through December 31, and pending approval by the California Public Utilities Commission, permanent Saturday service will begin on January 7, 1978.

- MORE -

2-2-2-2-2-2-2

On Friday, November 25, BART will operate on normal weekday service from 6 a.m. to midnight. Trains will operate at 15-minute intervals on three routes Concord/Daly City, Fremont/Daly City and Richmond/Fremont.

After 7 p.m. the system will phase into normal late evening service with trains operating over two routes Concord/Daly City and Richmond Fremont. Transfer points are MacArthur, 19th Street and 12th Street City Center Stations.

BART's holiday Saturday service will operate from 8 a.m. to midnight on normal weekday routes and schedules, phasing into regular evening service after 7 p.m.

#

November 23, 1977

Contact: Mike Healy, Manager
Office of Public Information

T-183

FOR IMMEDIATE RELEASE

FULL SERVICE BART FOR TONIGHT'S RAIDER GAME

Oakland, Ca.....

In order to accommodate expected Raider crowds this evening at the Oakland Coliseum, BART will be providing full three-route service until after the game with the Buffalo Bills.

Along with three-route service (direct Fremont/Daly City, Richmond/Fremont and Concord/Daly City), trains will operate at normal 12-minute intervals - 6 minutes on the Fremont line and 6 minutes on the San Francisco line. Normally BART cuts back to two routes after 7 p.m., with trains every 20 minutes.

Attendance for tonight's game at the Coliseum is expected to reach 55,000.

The game starts at 6 p.m. and is expected to be over between 10 and 10:30 p.m.

#

November 28, 1977

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

T-184

BART

FOR IMMEDIATE RELEASE

BART AGAIN SETS NEW RECORD HIGH PATRONAGE

BART ridership yesterday, Monday November 28, zoomed to a new all-time high of approximately 192,000.

An estimated 12,000 people used BART to attend the Raiders game at the Oakland Coliseum for which the transit district provided full three route service until after the game.

Also trains were longer in an effort to provide plenty of capacity for homebound fans.

During the A.C. Transit strike BART will continue to operate longer than normal trains during the morning and evening commute periods.

Last Tuesday and Wednesday BART patronage rose to 166,395, and 167,279 respectively, breaking the transit systems previous record of 163,405 set November 29, 1974.

Also this past weekend BART saw its highest patronage ever achieved for a Saturday with ridership reaching better than 75,000 versus an average of 42,000 per Saturday for the five Saturdays BART operated last year -- with December 18 being the highest -- carrying 53,300

#

November 29, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-185

BART

FOR IMMEDIATE RELEASE

Oakland, Ca.....

BART TO THE WARRIORS GAME TONIGHT

Immediately following the Warriors game tonight at the Oakland Coliseum Arena, BART will provide a special direct (no-transfer) train to San Francisco/Daly City to accommodate home-bound fans.

BART will otherwise operate on a normal evening schedule providing direct Fremont/Richmond and Concord/Daly City service at 20-minute intervals until midnight. Transfer points are MacArthur, 19th Street and 12th Street City Center stations in Oakland.

The Warriors meet the New Jersey Nets beginning at 7:30 p.m. at the Coliseum Arena which is easily accessible from the BART Coliseum Station via a direct walkway.

#

November 29, 1977

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

T-186

BART

FOR IMMEDIATE RELEASE

BART KICKS OFF MUSIC PROGRAM TOMORROW

BART will kick off its new experimental music program tomorrow between 12 noon and 1 p.m. at the Powell Street Station in San Francisco with five different musical groups performing.

The groups will gather on the station's concourse level Hallidie Plaza entrance where they will be providing a variety of sounds. Performing will be the Banjos U.S.A.; Bach, ETC., (cello and flute); ARS Nova Repertoire (medieval and renaissance music); Barbary Coasters (barbershop quartet); Viqui Denman (guitar and vocal).

Approximately 20 groups have signed up so far for the program called "A Little Traveling Music," which is designed to offer live music in various BART stations. The program will be offered on an experimental basis during the months of December and January.

This unique program could not be made possible without the participation of the musical groups who have volunteered their time and talent to make it possible.

#

November 29, 1977

Contact: Mike Healy, Manager
Office of Public Information

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street, Oakland, California 94607.

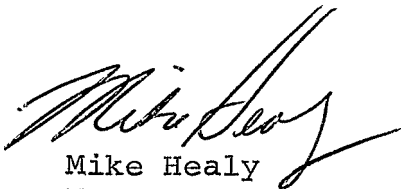
MEMO TO EDITORS

FROM: MIKE HEALY, MANAGER, OFFICE OF PUBLIC INFORMATION.

On Wednesday, November 30, at 7 p.m., BART will host a meeting with members of the handicapped community for the purpose of discussing and evaluating the transit district's proposed plan to "remotely staff" some of its stations.

Attending the meeting will be members of the BART Task Force on Access for Handicapped Persons, which is comprised of handicapped persons, social service agency representatives and BART staff, also BART General Manager Frank Herringer, Assistant General Manager of Operations Robert Gallaway and interested individuals from the community.

The meeting will be held in the Board of Directors room on the first floor of the BART Administration Building, 800 Madison Street, Oakland.



Mike Healy
Manager
Office of Public Information
(415) 465-4100

DECEMBER

NEWS RELEASE

T-187

BART

FOR IMMEDIATE RELEASE

BART DIRECTOR NAMED TO JOINT LEGISLATIVE COMMITTEE

BART Director Eugene Garfinkle of San Francisco has been appointed to serve on the State Legislature's Common Carriers Liability Advisory Committee.

The appointment was made by Assemblyman John T. Knox (D-Richmond) who is chairman of the Joint Legislative Committee on Tort Liability.

The Common Carriers Liability Advisory Committee is one of several committees who are assisting the Legislature in an overall review of laws pertaining to liability for accidents and damage claims.

Garfinkle, an attorney with offices in San Francisco, was appointed to the BART Board of Directors on March 10, 1977, by a vote of the transit district's Directors.

Representing the eighth district, Garfinkle's current term on the BART Board runs until November 24, 1978.

He resides with his family in the St. Francis Wood area of San Francisco.

#

December 1, 1977

Contact: Mike Healy, Manager
Office of Public Information

BAY AREA RAPID TRANSIT DISTRICT 800 MADISON STREET, OAKLAND, CALIFORNIA 94607 (415) 465-4100

NEWS RELEASE

T-188

BART

FOR IMMEDIATE RELEASE

BART POLICE ARE ENFORCING STATION PARKING REGULATIONS

Since the beginning of the AC Transit strike, which began on Monday, November 21, BART Police have had to double efforts to enforce parking restrictions at train stations.

According to BART Police officials the problem seems to have centered in some of the Oakland stations, particularly Fruitvale, MacArthur and Rockridge, where motorists have been parking in red zones, and using the midday parking areas when actually commuting.

"We have been issuing more than the usual number of parking citations since the A.C. strike began," said BART Police Officer Brian Newlon, "because of the excessive parking abuses - like blocking emergency lanes and sandwiching other cars."

The number of citations issued has risen from a daily average of 75 to about 150 throughout the system. Bail for the citations is \$6.

"We, of course, have urged that people form carpools to get to the BART stations where possible. But those who are driving to the stations should be sure they observe the parking signs," Newlon said.

- MORE -

2-2-2-2-2-2

He said BART police are also on the lookout for motorists who are leaving their cars on the BART station parking lots and then car pooling to their destinations.

"The parking spaces are for BART users and we want to make every effort to ensure their availability for our patron's convenience," Newlon said.

BART made every effort to arrange for supplemental parking with owners of property adjacent to many of its stations, but with little success. However, the transit district has made arrangements with the Oakland Coliseum to provide overflow parking space on Lot "A," which may be easily reached by way of the 66th Avenue exit off Route 17 (Nimitz Freeway).

This past week BART has seen the highest daily ridership since beginning operations in 1972, with about 192,000 on Monday, 174,158 on Tuesday and 177,174 on Wednesday.

#

December 2, 1977

Contact: Mike Healy, Manager
Office of Public Information

Sent our on BUSINESS WIRE to all BAY AREA Subscribers

T-189

FOR IMMEDIATE RELEASE

Oakland, Ca....

GO BART TO WARRIORS GAMES

Tonight, Tuesday, December 6, and Thursday night, December 8, BART will provide a special direct San Francisco/Daly City train following each Warriors game at the Oakland Coliseum.

Otherwise, BART will operate on normal evening schedules tonight and Thursday night with direct Fremont/Richmond and Concord/Daly City service at 20-minute intervals until midnight. Transfer points are MacArthur, 19th Street and 12th Street City Center stations in Oakland.

Tonight the Warriors will meet with the Houston Rockets, and on Thursday they vie with the Milwaukee Bucks. Both games are scheduled to start at 7:30 p.m., and will end at approximately 10:30 p.m.

The Coliseum Arena is easily accessible from the BART Coliseum Station via a direct walkway.

#

December 6, 1977

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

T-190

BART

FOR IMMEDIATE RELEASE

BART RECEIVES REGULAR SATURDAY SERVICE APPROVAL

BART today received approval from the California Public Utilities Commission to provide regular Saturday service beginning January 7, 1978.

Regular Saturday service will follow directly on the heels of holiday Saturday service, which the transit system is currently providing through December 31, thus maintaining service continuity.

As part of its budget goal for the 1977/78 fiscal year, BART is targeting Sunday service for June 1978.

Meanwhile the transit district is now providing holiday Saturday service with trains operating from 8 a.m. to midnight. Until 7 p.m. Saturday trains operate on 15-minute intervals over three routes - Concord/Daly City, Fremont/Daly City and Richmond/Fremont.

After 7 p.m. the system phases into regular late evening service with trains operating over two routes - Concord/Daly City and Richmond/Fremont at 20-minute intervals. Transfer points are MacArthur, 19th Street and 12th Street City Center stations in Oakland.

#

December 6, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-191

BART

FOR IMMEDIATE RELEASE

BART MUSIC PROGRAM UNDERWAY

This week BART patrons will be treated to live music in three stations as the transit system's "a little traveling music" program gets underway.

The live music will be provided by a variety of talented volunteer musical groups.

On Thursday, December 8, the ARS Nova Repertoire will bring a special blend of medieval and renaissance music to the Powell Street Station from 4 p.m. to 6 p.m. Also on Thursday from 5 p.m. to 6 p.m. a group known as the Yule-Tide Slides (5 trombone players) will offer a variety of Christmas themes in BART's Montgomery Street Station near the Crocker Plaza entrance.

And on Friday, December 9, the Daydream Production group (guitar and accordion) will be bringing sounds to passersby in the Powell Street Station from 4 p.m. to 6 p.m.

Saturday, December 10, the Mission Minstrels, comprising 18 members, will sing Christmas carols in BART's 19th Street Station in Oakland from 12 noon to 2 p.m.

- MORE -

2-2-2-2-2-2

Also this Saturday, between 12 noon and 2 p.m., Honey Hot Child, a guitarist and vocalist, will be performing at the Powell Street Station near the Hallidie Plaza entrance.

This musical offering by various volunteer groups and individual performers is an experimental program which BART will be evaluating on a trial basis through December and January. So far 23 groups have signed up to participate in the program.

But, according to BART Consumer Service Representative Tish Ward, who is coordinating the musical program, more groups are needed.

She said that those groups or individuals who might be interested should contact her at BART. The number is 465-4100, extension 465.

#

December 7, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-192

FOR IMMEDIATE RELEASE

EMERGENCY DRILL FOR BART

On Sunday, December 11, BART will conduct an emergency response drill on the Richmond line in Berkeley, between the Ashby and MacArthur stations at 10 a.m.

This emergency response drill is designed to test and evaluate BART's emergency response plan in conjunction with other agencies.

Participating in this Sunday's drill, along with approximate 25 BART personnel, will be the Berkeley Fire Department. Also, the Berkeley Police Department will work with the two agencies in helping to coordinate the exercise.

BART held its last such exercise on June 25 in Contra Costa County between Walnut Creek and Pleasant Hill.

#

December 7, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-193

BART

FOR IMMEDIATE RELEASE

BART BOARD ELECTS NEW OFFICERS

Oakland, Ca....The San Francisco Bay Area Rapid Transit District's (BART) Board of Directors today unanimously elected Dr. Harvey Glasser of Alameda to be the Board's new president for the coming year, and Nello Bianco of Richmond to be the vice president.

Dr. Glasser was first elected to the transit district's Board of Directors in November 1974. He represents the 4th district in Alameda County. A resident of the Bay Area since 1959, Dr. Glasser is the founder and president of California Health Services, a hospital consulting and management firm in Alameda.

This past year Dr. Glasser chaired the Board's Public Information and Legislation Committee, and the special Affirmative Action Committee which in recent months took a hard look at the transit district's overall hiring and training programs, making several recommendations for refinement.

Mr. Bianco, who is the senior member of the Board, having served over eight years, is the first person in the district's history to be vice president three terms. He served as vice president in 1973, president in 1974, vice president in 1976 and will now begin his new term as vice president for the coming year.

- MORE -

2-2-2-2-2-2

As chairperson of the Board's Ways and Means Committee this past year, Director Bianco played a key role in helping to achieve financial stability for the district through passage of AB 1107, which extended the half-cent sales tax in the three BART counties for regional transit.

Following the election, Dr. Glasser said that he was very pleased by the progress which the district has made over the past three years, particularly the significant increase in daily transit car availability, the increase in daily patronage, and in this past year the start-up of several programs which will pave the way for service expansions in 1978.

"There is still much to be done and many major decisions to be made in the coming year," Glasser said, "and I look forward to a harmonious effort on the part of the Board."

The new president and vice president succeeded Barclay Simpson of Walnut Creek and Ella Hill Hutch of San Francisco, respectively. Their term of office will begin immediately and run through 1978.

#

December 8, 1977

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

BART

T-194

FOR IMMEDIATE RELEASE

BART BOARD APPROVES FINAL SETTLEMENT OF LAW SUIT WITH MAJOR SUPPLIERS

Oakland, Ca.....

The BART Board of Directors today voted to formalize final agreements with Rohr, Westinghouse, Bulova, and Parsons, Brinkerhoff-Tudor-Bechtel, which culminates in the settlement of the district's three-year-old lawsuit, settled in principle last July.

BART brought suit against its major suppliers in November 1974, alleging non-performance of contract. The suit claimed damages amounting in the aggregate to approximately \$160,000,000.

Under the terms of the proposed settlement of the litigation, BART will receive a net value of \$28,700,000 from the defendants, including payment of \$15 million in cash (\$1.3 million of which has already been credited to BART) and the release of \$49.4 million in claims against BART, which have been valued by the District at approximately \$14 million. The defendants will also provide BART with access to documents describing the equipment of the system, will make available to BART patent licenses, and will consult with BART on technical matters.

- MORE -

2-2-2-2-2-2-2

In addition, Rohr agreed to settle a separate \$15 million claim against BART for money due under the Transit Vehicle Contract for \$6.2 million. BART has submitted a requisition to the Urban Mass Transportation Administration (UMTA) for approximately 80% of the \$6.2 million to be paid to Rohr which will settle the separate \$15 million claim. The overall settlement will not become final until UMTA approves the BART requisition. The remaining \$1.2 million would then be paid from Transportation Development Act monies, allocated through the Metropolitan Transportation Commission as local share funding.

The settlement had been evaluated and recommended by BART General Manager Frank Herringer, BART General Counsel Malcolm Barrett, and its Special Counsel, Robert Raven of the San Francisco firm of Morrison and Foerster. The BART Board reviewed and approved the recommendations of its staff and attorneys.

#

December 8, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-195

BART

FOR IMMEDIATE RELEASE

BART BOARD APPROVES NEW SHUTTLE SERVICE

The BART Board of Directors yesterday, December 8, approved a proposed new free shuttle bus service between the transit system's Hayward Station and the Alameda County Government Center near Winton Avenue and Route 17 (Nimitz freeway) in Hayward.

Under special agreement with BART the county will operate the shuttle service as a demonstration project over a two-year period. The service will be provided by two buses equipped with lifts to accommodate wheelchairs.

The riding time will be 5 minutes each way, with a maximum waiting period of 5 minutes at each end of the run.

Total cost of the two-year project will be \$171,512, with 75% (\$128,633) being funded through the Metropolitan Transportation Commission from Transportation Development Act monies, and the remaining 25% (\$42,879) coming from Alameda County.

According to BART Director John Glenn the new free shuttle service, expected soon, will tie in with the recent opening of the new Hall of Justice at the government center complex to provide easy access to the center for everyone.

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December 9, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-196

FOR IMMEDIATE RELEASE

34

BART'S "TRAVELING MUSIC" PROGRAM DOING WELL

This week BART patrons will be treated to live music in three BART stations as the system's "a little traveling music" program continues.

On Wednesday, December 14, "Peggy Kang and Friends" will serenade BART commuters with Christmas carols between 4 p.m. and 6 p.m. at the Montgomery Street Station. The "Kaiser Koristers," a large caroling group, will entertain BART commuters and shoppers with Christmas carols at the 19th Street Station in Oakland from 5 p.m. to 6 p.m.

Thursday, December 15, between 4 p.m. and 6 p.m. a classical chamber music group, "Bach, Etc.," will entertain at the Montgomery Street Station from 4 p.m. to 6 p.m; and, at the same time "Don Slizeski" will strum a guitar and mandolin at the Powell Street Station. On the same day Oaklanders will be traveling through the 19th Street Station to the music of "Ger Agrey-Thatcher" and his guitar from 4 p.m. to 6 p.m.

- MORE -

2-2-2-2-2-2-2

On Friday, December 16, Montgomery Street Station commuters will be entertained with guitar and banjo music by the "Blue Mountain Music" group between 4 p.m. and 6 p.m.; while the "Barbery Coasters," a barbershop quartet, will sing for the BART patrons at Powell Street Station between 4 p.m. and 6 p.m. Over in Oakland at the 19th Street Station the "Crab Grass Revival" group will provide patrons with a real "down home fun" festival of music.

And, on Saturday, December 17, "Banjos U.S.A." will whip up a storm with their "best of the 30's" music from 12 noon to 2 p.m. at the Powell Street Station. In a softer mood "Richard Shakuhachi" will play his wooden Japanese flute from 12 noon to 2 p.m. in the 19th Street Station in Oakland.

All of the musicians are appearing on a volunteer basis and will continue through December and January while the program is being tested.

Musicians who wish to join the volunteer program should contact BART's Consumer Service Representative Tish Ward at 465-4100, extension 465.

#

December 12, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-197

BART

FOR IMMEDIATE RELEASE

BART & BUS TO SOUTHLAND SHOPPING CENTER

To accommodate its Christmas shopping customers, the Southland Shopping Center will provide free shuttle bus service from BART's Hayward Station to the Center.

The shuttle bus, a 16 passenger station wagon van, will operate Monday through Friday, from 10 a.m. to 6 p.m., with 20 minute intervals at each end of the run.

BART operates from 6 a.m. to midnight Monday through Friday, and operates from 8 a.m. to midnight on Saturdays during the holiday season.

Southland Shopping Center will provide the shuttle service from BART's Hayward Station until Christmas, or until the AC Transit strike is settled.

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December 12, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-198

BART

FOR IMMEDIATE RELEASE

BART SEES RECORD SATURDAY PATRONAGE

The holiday Saturday service currently being provided by BART is shaping up to be the most successful to date, according to the transit district's analysts.

During the first four Saturdays, beginning November 19, BART has seen a 72% increase in average patronage over the first four Saturdays of holiday service in 1976.

Saturday ridership so far this year has averaged better than 69,000 while last year's average for the same period was about 40,000. Record high Saturday ridership for this year was experienced by the transit system on December 10, when the figure reached 78,392.

BART officials attribute the substantial increase from last year to several factors, among them the 25-day old AC Transit strike, expanded hours (8 a.m. to midnight) and higher public awareness of the service.

Through December 31 the transit system will be operating on Saturdays from 8 a.m. to midnight. Saturday trains are operating every 15-minutes over three routes until 7 p.m., and then phase

- MORE -

2-2-2-2-2-2

into 20-minute service over two routes - Concord/Daly City and Richmond/Fremont with transfer points at 12th Street City Center, 19th Street and MacArthur stations.

BART plans to begin regular Saturday service on January 7.

December 16, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-199

BART

FOR IMMEDIATE RELEASE

BART TO WARRIORS GAMES

Immediately following the Warriors games this Wednesday and Friday evenings at the Oakland Coliseum Arena, BART will provide a special direct (no transfer) train to San Francisco/Daly City to accommodate home-bound fans.

BART will otherwise operate on a normal evening schedule providing direct Fremont/Richmond and Concord/Daly City service at 20-minute intervals until midnight. All north/south, east/west train to train connections may be made at the MacArthur, 19th Street and 12th Street City Center stations in Oakland. MacArthur is the system's main transfer station.

Wednesday night the Warriors will tangle with the Boston Celtics and on Friday will take on the Denver Rockets. Both games are scheduled to start at 7:30 p.m., and will end at approximately 10:30 p.m.

The Coliseum complex is easily accessible from the BART Coliseum Station via a direct overpass walkway.

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December 19, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-200

BART

FOR IMMEDIATE RELEASE

BART'S TRAVELING MUSIC CONTINUES

On Wednesday, December 21, the "St Paul Coristers" will provide Christmas cheer at BART's Walnut Creek Station between 5 p.m. and 6:30 p.m. with traditional Christmas carols.

On Thursday, December 22, between 4 p.m. and 6 p.m. "Wynn Westover," a classical violinist, will entertain commuters at the Montgomery Street Station. At the same time Oakland shoppers and commuters will be regaled with carolers. The "De Novo Singers" will perform at the 12th Street Station and the "1st Corinthian 13" group will sing their carols at the 19th Street Station.

Friday, December 23, "Viqui Denman," up from the Troubadour in Los Angeles, will play her guitar and sing her own music. She has written a special Christmas song for the occasion, and will be in the Powell Street Station from 4 p.m. to 6 p.m. The "Oakland Children's Choir" will provide spiritual Christmas music at the 19th Street Station from 4 p.m. to 6 p.m.

On Christmas Eve, "John Mallon" will serenade last minute shoppers at the Powell Street Station with calming violin music from 12 noon to 2:30 p.m.

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December 19, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-201

FOR IMMEDIATE RELEASE

BART PRESIDENT NAMES NEW BOARD COMMITTEE MEMBERS

Bay Area Rapid Transit District President Harvey W. Glasser today named Board of Directors committee members for the calendar year 1978.

Earlier this month the Board elected Director Glasser of Alameda, representing the 4th District, and Nello J. Bianco of Richmond, District 2, to succeed Barc Simpson and Ella Hill Hutch as President and Vice President respectively.

New members of the three standing committees and the special Salary and Wage Review Committee are:

Administration: Chairperson John Glenn of Fremont, District 6; Vice Chairperson Robert S. Allen of Livermore, District 5; and Arthur J. Shartsis of Oakland, District 3.

Engineering & Operations: Chairperson John H. Kirkwood of San Francisco, District 9; Vice Chairperson Barc Simpson of Walnut Creek, District 1; and Eugene Garfinkle of San Francisco, District 8.

- MORE -

Public Information & Legislation: Chairperson Barc Simpson, Vice Chairperson Ella Hill Hutch of San Francisco, District 7; and John Glenn.

Special Salary & Wage Review: Chairperson Arthur J. Shartsis, Vice Chairperson Eugene Garfinkel, Robert Allen, John Glenn, Ella Hill Hutch, John H. Kirkwood, Barc Simpson, Vice President Bianco and President Glasser. While Glasser and Bianco are voting members of this committee they are ex-officio members of all other committees.

In making his committee appointments for the coming year President Glasser indicated that he will recommend to the Board at its next meeting that two of the current special committees be disbanded - the Special Affirmative Action Committee and the Special Ways and Means Committee.

He will propose that the responsibilities of the Special Affirmative Action Committee, of which he was Chairperson last year, will become the particular responsibility of the President and Vice President and be monitored by the full Board.

President Glasser will recommend the Special Ways and Means Committee be disbanded because it has completed its basic mission. Under the guidance of Director Bianco, this committee played a major role in helping to secure the passage of funding legislation which will provide BART with long-term financial stability.

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The committee appointments take effect immediately.

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December 21, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-202

BART

FOR IMMEDIATE RELEASE

BART'S CHRISTMAS EVE SERVICE

On Christmas Eve, Saturday, December 24, BART will provide regular Saturday holiday service with trains operating from 8 a.m. to midnight.

Until 7 p.m. trains will operate at 15-minute intervals on three routes - Concord/Daly City, Richmond/Fremont and Fremont/Daly City. After 7 p.m. the system will phase into normal late evening service with trains operating over two routes - Concord/Daly City and Richmond/Fremont lines at 20-minute intervals.

Patrons with destinations on the Fremont/Daly City or Concord/Daly City lines may transfer as usual at 12th Street City Center, 19th Street or MacArthur stations.

BART will provide holiday Saturday service through December 31, and will start regular Saturday service on January 7, 1978.

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December 21, 1977

Contact: Mike Healy, Manager
Office of Public Information

Business Wire only

T-203

FOR IMMEDIATE RELEASE

Oakland, Ca.....

TAKE BART TO WARRIORS GAME

Immediately following the Warriors game tonight at the Oakland Coliseum Arena, BART will provide a special direct (no transfer) train to San Francisco/Daly City to accommodate home-bound fans.

BART will otherwise operate on a normal evening schedule providing direct Fremont/Richmond and Concord/Daly City service at 20-minute intervals until midnight. All north/south, east/west train to train connections can be made at the MacArthur, 19th Street or 12th Street City Center stations in Oakland. MacArthur is the system's main transfer station.

Tonight's game is scheduled to start at 7:30 p.m. with the Warrior's meeting the Denver Rockets. The game should be over by approximately 10:30 p.m.

The Coliseum complex is easily accessible from the BART Coliseum Station via a direct overpass walway..

December 23, 1977

#

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

BART

T-204

FOR IMMEDIATE RELEASE

Oakland, Ca.....

BART'S MONDAY SCHEDULE

On Monday, December 26, BART will provide service on a special holiday schedule.

Trains will operate from 6 a.m. to midnight on two routes - Concord/Daly City and Richmond/Fremont with train-to-train transfer points at MacArthur, 19th Street and 12th Street City Center Stations.

Until 6 p.m. trains will provide 15-minute service and then phase into evening operations providing service at 20-minute intervals until midnight.

Patrons entering any station on the system on or before midnight will be able to catch a train and make any required transfers.

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December 23, 1977

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

BART

T-205

FOR IMMEDIATE RELEASE

BART TO WARRIORS GAMES

Immediately following the Warriors games tonight, December 27, and Friday, December 30, BART will provide special direct (no transfer) trains to San Francisco/Daly City to accommodate homebound fans.

BART will otherwise operate on a normal evening schedule providing direct Fremont/Richmond and Concord/Daly City service at 20-minute intervals until midnight. All north/south, east/west train to train connections can be made at the MacArthur, 19th Street or 12th Street City Center stations in Oakland. MacArthur is the system's main transfer station.

Both games are scheduled to start at 7:30 p.m. and should be over by approximately 10:30 p.m. Tonight the Warriors meet the Los Angeles Lakers and Friday night will take on the Portland Trailblazers.

The Coliseum complex is easily accessible from the BART Coliseum Station via a direct overpass walkway.

#

December 27, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE



T-206

BART

FOR IMMEDIATE RELEASE

TRAVEL BART MUSICALLY INTO THE NEW YEAR

On Friday, December 30, shoppers and commuters at BART's Powell Street Station will be entertained by the guitar playing and singing of the musical group "Two in Joy" from 4 p.m. to 6 p.m.

New Year's eve, Saturday, Ron McGlashan and his euphonium, (he calls her the silver lady) will herald in the New Year for celebrants at the Powell Street Station from 11 p.m. to 1 a.m. - Auld Lang Syne anyone?

The musicians are appearing on a volunteer basis and will continue through January while the program is being tested.

Musicians who are interested in joining the volunteer program should contact BART's Consumer Service Representative Tish Ward at 465-4100, extension 465.

#

December 27, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-207

BART

FOR IMMEDIATE RELEASE

BART PLANS EXTENDED SERVICE NEW YEAR'S EVE

BART this Saturday, New Year's Eve, will extend its normal late night operating hours until 2:30 a.m. New Year's Day morning to give celebrants a safe and convenient way to get to and from their evening activities.

BART normally runs trains until midnight Monday through Saturday, but as a special convenience to the public will remain open the extra two and a half hours to help ring in the new year.

Trains will begin operating Saturday morning at 8 a.m., offering 15-minute service on three routes - Concord/Daly City, Fremont/Daly City and Richmond/Fremont - until 7 p.m., and then phase into normal two route-20 minute service through the extended service hours. All north/south, east/west train to train connections may be made at MacArthur, 19th Street or 12th Street City Center stations in Oakland.

Last trains will depart from end-line terminals at 2:30 a.m.

Beginning next Saturday, January 7, BART will inaugurate regular Saturday service. Operating hours will be from 9 a.m. to midnight.

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December 29, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

T-208

BART

FOR IMMEDIATE RELEASE

BART'S MONDAY AFTER NEW YEAR SCHEDULE

On Monday, January 2, following New Year's Day, BART will provide service on a special holiday schedule.

Trains will operate from 6 a.m. to midnight on two routes - Concord/Daly City and Richmond/Fremont with train-to-train transfer points at MacArthur, 19th Street and 12th Street City Center stations.

Until 6 p.m. trains will provide 15-minute service and then phase into evening operations providing service at 20-minute intervals until midnight.

Patrons entering any station on the system on or before midnight will be able to catch a train and make any required transfers.

December 29, 1977

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-209

FOR IMMEDIATE RELEASE

IT WAS A GOOD YEAR FOR BART

A general patronage growth trend continued through 1977 translating into an aggregate year-end increase of approximately 2,000,000 over total ridership for the previous year.

Figures to-date indicate that patrons will have taken better than 36,000,000 trips on BART in 1977 compared with 34,000,000 trips taken throughout 1976, or about a 5.5 percent increase.

Starting off the year, BART saw its one hundred millionth patron enter the system at Montgomery Street Station at 3:30 p.m. on January 26. By this time BART trains had traveled 1.4 billion passenger miles since opening the first leg of the system back in September 1972.

And toward the end of the year BART saw its highest patronage day record broken several times culminating in an all-time high when, on Monday, November 28, ridership zoomed to approximately 192,000. The system's previous record high day was recorded the day after Thanksgiving, November 29, 1974, when ridership reached 163,408.

- MORE -

2-2-2-2-2-2

Average daily ridership at the beginning of the year was 133,000 and had grown to 145,000 daily just prior to the A.C. Transit strike which began on November 21. During the strike BART has seen a 20 to 25 percent increase in daily weekday ridership, with a 72 percent increase in holiday Saturday ridership over the previous year, or about 69,000 over about 40,000. BART officials attribute the substantial increase to several factors besides the strike. Among them a highly praised advertising campaign aimed at increasing higher public awareness of the service and expanded service hours.

Other highlights this past year were in the areas of system engineering where a great deal was accomplished to pave the way for expanded service in 1978. Also a continuing effort in maintenance resulted in further increases in daily transit car availability.

By the end of 1976 BART's transit cars had reached an average 300 daily, or a 50 percent increase over the daily average of 200 by the end of 1975. During 1977 the figure rose to approximately 382 or between 80 and 90 percent of the working fleet, comparing well with most other rail transit systems in the country. The higher car availability offers more operational flexibility, allowed for longer trains when and where needed during the year, and will play a most important role when direct Richmond/Daly City service begins, targeted for March 1978. This will translate into trains operating at intervals of approximately 3 minutes in both directions between Oakland and Daly City.

3-3-3-3-3-3

BART officials were particularly gratified this past year with the settlement of its four year old law suit against its major suppliers Parsons Brinckerhoff-Tudor-Bechtel, Rohr and Westinghouse. Under the terms of the settlement BART will receive a net value of \$28,700,000 including a \$15 million cash payment.

BART will enter the new year with regular Saturday service, starting January 7, and will be looking to full weekend service by July. In the interim, BART has targeted March to increase the number of trains on the system from the current base of 30 to 42. This would include the advent of direct Richmond/Daly City.

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December 30, 1977

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

BUSINESS WIRE ONLY

T-210

FOR IMMEDIATE RELEASE

Oakland, Ca.....

BART'S NEW YEAR'S SERVICE

This Saturday, New Year's Eve, BART will extend its normal late night operating hours until 2:30 a.m. New Year's Day morning as a convenience to the public.

Trains will begin operating Saturday morning at 8 a.m., offering 15-minute service on three routes - Concord/Daly City, Fremont/Daly City and Richmond/Fremont until 7 p.m., and then phase into normal two route 20 minute service through the two and one half hours of extended service. All train-to-train connections may be made at MacArthur, 19th Street or 12th Street City Center stations in Oakland.

Last trains will depart from end-line terminals at 2:30 a.m.

On Monday, January 2, BART will provide service on a special holiday schedule.

Trains will operate from 6 a.m. to midnight on two routes, Concord/Daly City and Richmond/Fremont with train-to-train transfers points at MacArthur, 19th Street and 12th Street City Center stations.

Patrons entering any station on the system on or before midnight will be able to catch a train and make any required transfers.

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December 30, 1977

Contact: Mike Healy, Manager
Office of Public Information