

1978 News Releases

JANUARY, 1978

- U-1 BART's Bargain Saturdays
- U-2 Lost and Found Auction
- U-3 Special Train to Warrior's Games
- U-4 50¢ Fare on BART
- U-5 BART's Traveling Music Schedule
- U-6 Correction to Lost & Found Release
- U-7 A.C. Transit Strike Survey
- U-8 Traveling Music Schedule
- U-9 BART's First Regular Saturday Above Forecast
- U-10 Basketball To BART
- U-11 New BART Shuttle in Hayward
- U-12 Saturday Train Capacity Increased
- U-13 BART To Warriors and Globetrotters
- U-14 Traveling Music Schedule
- U-15 BART Impact on Bay Area Reviewed
- U-16 BART Moves Closer to Full Potential
- U-17 BART Begins Selection of New Director
- U-18 Passenger Information Research Project -(MTC only)
- U-19 BART's Traveling Music Program in Final Week
- U-20 BART's Final 50¢ Saturday
- U-21 BART Dismayed over No Express Bus Service
- U-22 BART to Offer One Free Day of Train Service
- U-23 Free BART Bus Service for One Month
- U-24 BART Land Sale Spurs Oakland Project
- U-25 Free Day on BART
- U-26 Warrior Train

FEBRUARY, 1978

- U-27 BART Express Buses
- U-28 Back to Normal Fares
- U-29 BART Bulletin - No Fare Day
- U-30 BART's Quarter Million Day
- U-31 Schedule for BART, Brahms & Beethoven
- U-32 BART to the Horse Races
- U-33 Board Meeting
- U-34 Valentine's Day/TAMHOE TRIP - Photos sent
- U-35 "P" Line Route Change
Nello's Honorary-Mexican American
- U-36 Warriors Game
Correction to U-32
- U-37 Board Special Meeting to Vote on Candidates
- U-38 BART Seeking Transportation Advertising Co.
- U-39 Warriors Schedule
- U-40 BART to Chinese New Year's Parade
- U-41 Washington's Birthday Bargain on BART
- U-42 BART Express Bus will Extend to Brentwood on Saturday
- U-43 BART to Hold Public Hearing on Federal Grants
- U-44 Chinese New Year/Washington's Birthday
- U-45 Special Board Meeting
- U-46 New Director Selected by BART Board (Roslyn Baltimore)
- U-47 BART to Golden Gate Fields

FEBRUARY, 1978, cont.

- U-48 Vehicle Auction
- U-49 Free Express Bus Service Ends
- U-50 BART to Warriors on Wednesday

MARCH, 1978

- U-51 Arbor Day at City Center
- U-52 Derby Day on BART
- U-53 BART to Warriors
- U-54 Valentine's Day Tour Successful
- U-55 Deaf Patrons Can Talk to BART on Phone
- U-56 BART/Warrior Schedules
- U-57 BART Commercial Takes Top Spot
- U-58 BART to Parade (St. Patrick's Day-Oakland)
- U-59 BART Receives Funds From Law Suit
- U-60 BART Administration Committee Okays Goals
- U-61 Final Construction on BART Fremont Station
- U-62 BART/Warriors Schedule
- U-63 BART to Virginia Slims
- U-64 Preview Oakland Ballet at 19th Street Station
- U-65 Virginia Slims Followup
- U-66 Ballet at BART Station
- U-67 BART to Hold Public Hearing
- U-68 Walnut Creek Shuttle

APRIL, 1978

- U-69 BART/Warriors Schedule
- U-70 RSS Public Hearing
- U-71 Roslyn Baltimore
- U-72 Admin. Recommendation for Flat Fare
- U-73 BART to Go Before CPUC
- U-74 BART/CPUC Hearing
- U-75 Fremont Barking - Final Phase
- U-76 BART/CPUC Hearing on Service Improvements (Business Wire only)
- U-77 BART'n Bus to Picturesque Monterey/Carmel (Business Wire only)
- U-78 BART Wage & Salary Review
- U-79 BART Passenger Bench Contract in Question
- U-80 Garfinkle to Represent BART on S.F. Terminal Authority
- U-81 BART Board Approves 2d Tier Fare Schedule
- U-82 BART to Jazz Sounds at the Hyatt Regency
- U-83 Make BART Your European Charter Flight Connection
- U-84 BART's 1978/79 Budget
- U-85 First Station Remotely Staffed (Ashby)
- U-86 BART to Transfer Land to S.F. for U.N. Plaza

MAY 1978

- U-87 - (Inadvertently assigned to release on Stompers - not used)
- U-88 - Fremont Parking Lot Construction
- U-89 - BART & Bus to Reno
 - Garfinkle's Letter to Quentin Kopp on Hallidie Plaza
- U-90 - Correction to U-89
- U-91 - BART's Administration Committee Recommends Extending Hours
- U-92 - Board Approves Eventual Richmond/Daly City Service levels.
- U-93 - BART Plans to Expand Oakland Shop Facilities.
- U-94 - BART to Dedicate Sculpture at Embarcadero Station.
- U-95 - Steven De Staebler - the Artist.
- U-96 - Sculpture Dedication Tomorrow at Embarcadero
- U-97 - Guess BART's Patronage on Memorial Day & Win Tickets to PIPPIN
- U-98 - BART Seeks New Daly City "Tail Track"
- U-99 - Merritt Hospital Will Measure Your Blood Pressure at 19th Street Station.
- U-100- BART to do Passenger Survey
- U-101- Passengers Log 2 Billion Miles
- U-102- Take BART on Your Family Outing on Memorial Day
- U-103- BART Express Bus Special for Memorial Day
- U-104- BART Director Glenn Sees 50¢ Flat Fare Mem. Day As a Test.
- U-105- BART -- Record High Car Availability
- U-106- Change in BART Express Bus Schedule
- U-107- San Francisco Health Department to Measure Blood Pressure.
- U-108- BART Board Actions
- U-109- Special to Passenger Transport (written by Bob Kraehe)
- U-110- Memorial Day 50¢ Fare

JUNE 1978

- U-111- BART Announces Memorial Day Contest Winners
 - Sidebar to Editors - Names of Contest Winners
- U-112- Special BART Train for A's Game
- U-113- Join CityDance '78 on BART
- U-114- Take BART to the A's Game
- U-115- BART Looks at Proposition 13 Impact
- U-116- BART Engineer Moves to Teknekron
- U-117- BART Gets CPUC Approval for Sunday Service
- U-118- BART's Marketing Director Resigns
- U-119- Emergency Disaster Drill
- U-120- Memo to Editors on Emergency Drill
- U-121- BART Board to Cut Budget
- U-122- BART Announces Major Budget Cutbacks in Wake of Prop. 13
- U-123- Administration Committee Recommends Additional \$2 million Cut
- U-124- Correction to U-123
- U-125- BART to Begin Regular Sunday Service
- U-126- BART General Manager Resigns
- U-127- BART Board Adopts Reduced Budget.
- U-128- BART General Manager Resigns (Business Wire only)
- U-129- BART Extends Saturday Service Hours.
- U-130- BART's Sunday Service Begins

JULY 1978

- U-131 4TH of July BART Service
- U-132 BART's First Sunday Proves Popular
- U-133 BART To The Coliseum
- U-134 BART to The Concord Pavilion
- U-135 BART President Forms Special Committee to find new General Manager
- U-136 BART " " " " " " , etc. (National News Only)
- U-137 BART's Weekend Service a Boon to Sports Fans
- U-138 BART's Stations Fully Stocked with New Printed Timetables
- U-139 BART Calls Back Station Agents
- U-140 BART Goes to the Rock Concert
- U-141 BART Flags at Half Mast
- U-142 BART To The Rolling Stones
- U-143 BART's General Manager Selection Committee Holds First Meeting
- U-144 Record Crowds to BART Coliseum
- U-145 BART signs Contract with TAI for Advertising Franchise
- U-146 BART General Manager to try System in Wheelchair
- U-147 Merritt Hospital Will Again Measure your Blood Pressure - 19th St. Sta.

AUGUST 1978

- U-148 BART's General Manager Selection Comm. seeks Exec. Research Firm
- U-149 A Month of Sundays
- U-150 Let BART Take You Out to the Ballgame.
- U-151 Court Hearing on BART C.O.L.A. Postponed
- U-152 BART/CalTrans Carpool Program - *Concord*
- U-153 This Weekend on BART

- U-154 Permit Requirements Suspended for Bikes on Weekends
- U-155 BART Board Committee Votes to Increase Minimum Fare
- U-156 Press Conference for Drugs on BART
- U-157 BART Adds Second Special Phone for Deaf
- U-158 BART Transfer Policy with WestCat.
- U-159 BART Board Sets Property Tax Rate
- U-160 BART To Raiders/Rams Game
- U-161 BART's Assistant G.M. Resigns
- U-162 Full Service for Labor Day
- U-163 BART to the Circus

SEPTEMBER 1978

- U-164 BART's New Travel Guides
- U-165 Fred Peil Resigns
- U-166 BART Observes 6th Birthday (Business Wire Only)
- U-167 BART Observes 6th Birthday - mailed out
- U-168 Sarah Coventry -- LPGA
- U-169 Board Names New Secretary
- U-170 BART Receives Federal Grant
- U-171 Raiders/Patriots & BART Meet Sunday
- U-172 Bay Area Restaurant Guide
- U-173 BART Express Buses Increase
- U-174 BART Express "D" Line Expands Service
- U-175 Additional Cars on Fremont Line for SP work stoppage (Bus. Wire only)
- U-176 Daly City Parking Permits
- U-177 Contract for Fremont Station Addition

OCTOBER 1978

- U-178 BART's Book Bonus Begins Today
- U-179 It's a BART Weekend
- U-180 BART's Book Bonus Continues
- U-181 City of Concord Transfer Policy
- U-182 BART To Hold Public Auction of Used Vehicles
- U-183 Raiders/Chiefs game
- U-184 BART Agrees to Special Entrance for Hong Kong USA
- U-185 BART Board Adopts Hiring & Promotion Policy
- U-186 BART to Assess Restroom Buzzer System
- U-187 BART Shows Strong Fiscal Surplus
- U-188 Bank of America to Drop BART Ticket Sales Program
- U-189 Bruins, Bears & BART
- U-190 Performance Schedule for C.C. Symphony at BART Stations
- U-191 Merritt Hospital to do Blood Pressure at 19th Street
- U-192 Raiders & Merle Haggard Concert
- U-193 BART's New Fremont Parking Facility Dedicated
- U-194 Contra Costa Bus Transfer Policy
- U-195 BART to Hold Admin Meeting in Fremont
- U-196 BART Police Seek Information on BART Car Fire

NOVEMBER 1978

- U-197 Herringer to Join Transamerica
- U-198 Cal/Washington State Game
- U-199 BART Operates Normal Service on Veteran's Day
- U-200 BART/Bonanza to Great America
- U-201 BART Police Crackdown on Parking Lot Use
- U-202 BART Patronage Above Forecast for October
- U-203 BART to Bob Dylan Concert
- U-204 BART & Bus to Big Game
- U-205 BART's Thanksgiving Day Schedule
- U-206 BART Operates Thanksgiving Day
- U-207 "Subways" An Underground Exhibit
- U-208 ~~SL7 Fire~~ Silver Android Rides BART
- U-209 ~~Rumford~~ Resigns as BART's Police Chief
- U-210 BART to a Coliseum Weekend
- U-211 BART to Operate on Normal Schedules During Wet Weather

DECEMBER 1978

- U-212 BART offers Holiday Bonus Fare
- U-213 Silver Android (followup w/Memo to Editors
- U-214 Director Ussery Sworn In
- U-215 Underground Exhibit at Powell Street Station
- U-216 Partial Free Day for Kids.
- U-217 BART to Raider Game
- U-218 BART Board Elects New Officers
Glenn Named BART VP
- U-219 BART's Sunday Bonus on Christmas
- U-220 \$50 Fine for Smoking
- U-221 Christmas Day Bonus Fare
- U-222 St. Paul's Choir at Walnut Creek
- U-223 New General Manager Named (Keith Bernard)
- U-224 Lost & Found Auction
- U-225 BART's December Bonuses - A Roundup
- U-226 BART's New Year's Eve
- U-227 BART's No Smoking Reminder

JANUARY

NEWS RELEASE

U-1

BART

FOR IMMEDIATE RELEASE

BART'S BARGAIN SATURDAYS

For the first four Saturdays of BART's regular Saturday service which begins January 7, the transit district will be offering a special reduced fare.

Maximum fare for all one-way trips will be 50 cents while trips costing less than 50 cents will be on the normal fare schedule.

Along with being able to take trips from the farthest outlying points to any other point on the system for the single low 50 cent fare, the same amount will also be good for sightseeing excursions around the system and return to point of entry.

BART Director John Glenn of Fremont, an advocate of the flat fare of 50 cents for all rides, stated that this will serve as an excellent test to ascertain if a single reduced fare will produce more revenue than the graduated fare.

"While previous holiday tests of the reduced flat fare gave some encouraging indications, the Saturday fare reduction during January will be the first ongoing opportunity to better appraise the concept." said Glenn who chairs the board's administration committee.

- MORE -

2-2-2-2-2-2-2

In order to accommodate the special 50 cent tickets, without reprogramming the automatic fare equipment around the system, special ticket deposit boxes will be located at the exit gates just inside each station. Patrons will be asked to deposit their 50 cent tickets in the boxes as they exit.

Patrons who hold high value tickets should purchase new tickets for Saturday trips that might normally cost more than the 50 cent maximum. Discount ticket holders should use their discount tickets for all trips.

Trains will operate from 9 a.m. to midnight. Until approximately 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.

All north/south, east/west train-to-train connections can be made at MacArthur, 19th Street and 12th Street City Center stations in Oakland.

#

January 3, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-3

FOR IMMEDIATE RELEASE

SPECIAL BART TRAIN FOR WARRIOR FANS

On Wednesday, January 4, and Friday, January 6, BART will provide a special direct San Francisco/Daly City train following each Warriors game at the Oakland Coliseum Arena.

Otherwise BART will operate on normal evening schedules Wednesday and Friday nights 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.

Wednesday the Warriors take on the Chicago Bulls and Friday they meet with the Detroit Pistons. Wednesday's game is scheduled to start at 7:30 and should end by approximately 10:30. Friday the game will start at 8 p.m. and should finish about 11 p.m.

The Coliseum Arena is easily accessible from the BART Coliseum Station via a direct walkway.

#

January 3, 1978

Contact: Mike Healy, Manager
Office of Public Information



NEWS RELEASE

BART

U-4

FOR IMMEDIATE RELEASE

BART'S REGULAR SATURDAY SERVICE

For BART's regular Saturday service, beginning this Saturday, January 7, trains will operate from 9 a.m. to midnight. Until approximately 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.

As a special introduction to BART's regular Saturday service the transit district is offering a reduced maximum fare of 50 cents for rides anywhere on the system. The reduced fare will be scheduled during the four Saturdays of January.

Special ticket deposit boxes will be located at the exit gates to deposit the 50 cent ticket as patrons exit.

#

January 5, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-5

BART

FOR IMMEDIATE RELEASE

BART'S TRAVELING MUSIC SCHEDULE

On Thursday, January 5, between 4 p.m. and 6 p.m. BART commuters at the Montgomery Street Station will travel through the station to the flute and violin music of "BACH ETC." At the same time Powell Street Station patrons will encounter the scintillating sounds of "Ron McGlashan" and his euphonium, while at the 19th Street Station in Oakland "Ger Agrey Thatcher" will sing and play his guitar for BART's Oakland riders.

On Friday, January 6, from 4 p.m. to 6 p.m. the Montgomery Street Station will feature "Viqui Denman" singing her own music while she plays her guitar, while at the Powell Street Station "Banjos U.S.A." will belt out "sing along" music on banjos, spoons and a gutbucket. Over in Oakland the "Crabgrass Revival" will provide downhome fun for the 19th Street Station patrons with banjos, guitars, violins and mandolins.

For BART's first regular Saturday service, January 7, a violin soloist "Ziquin" will play his favorite tunes for commuters and shoppers from 12 noon to 2 p.m. at the Powell Street Station, and at the same time the "1st Corinthians 13," a vocal group, will serenade the 19th Street Station travelers.

#

January 4, 1978

Contact: Mike Healy, Manager
Office of Public Information



NEWS RELEASE

BART

U-6

FOR IMMEDIATE RELEASE

CORRECTION TO BART AUCTION HOURS

The auction of BART's Lost & Found articles will be held in the Coliseum Station Parking lot Saturday, January 7, starting at 10 a.m., rather than at 11 a.m., as announced previously.

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 12 noon (not 2 p.m.), Monday, January 9. Failure to pay for and pick up items by 12 noon on Monday, January 9, will cause forfeiture of the deposit and the sale will be made void.

Inspection of all items offered at the auction will be between 9 a.m. and 10 a.m.

Auction will start at 10 a.m., with inspection at 9 a.m., and final payment and pickup must be made by 12 noon on Monday, January 9.

#

January 5, 1978

Contact: Mike Healy, Manager
Office of Public Information

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NEWS RELEASE

BART

U-7

FOR IMMEDIATE RELEASE

AC TRANSIT STRIKE SURVEY

A survey taken by BART indicates that of an estimated 12,000 regular bus commuters now riding BART during the extended AC Transit strike, 1,500 daily riders may continue riding BART.

This was one of the findings of major interest to BART management, who in early December requested Management Information Associates of San Francisco to survey strikebound AC Transit riders using BART.

The market research firm based its findings on a large sample of regular AC Transit commuters interviewed at five BART stations registering large patronage increases during the strike: Berkeley, MacArthur, Fruitvale in the East Bay and Embarcadero and Montgomery in San Francisco.

"The strike gave us an opportunity to do some research into why bus riders now using BART weren't using BART before the strike, and how they were reacting to BART in general," said BART's Marketing & Communications Director Diane Levine. "We immediately lengthened our peak-hour trains to accommodate the sudden influx of AC Transit commuters as best we could."

- MORE -

2-2-2-2-2-2

Concord/Daly City and Fremont/Daly City line trains were increased from seven to ten cars, and all Richmond/Fremont line trains from five to seven cars during commute hours.

"Unfortunately, due to present safety restrictions, we could not increase the number of trains during the strike," said Levine. "Not surprisingly, the survey indicates that we should be able to attract many more bus commuters on a permanent basis when we can decrease crowding by increasing the number of trains."

Of over 380 bus riders surveyed, 19 percent said they intended to stay with BART after the strike primarily because of its speed, comfort and convenience, in that order. Interestingly, about 20 percent of these people said they would try riding the bus to work and riding BART home.

As might be expected, over 75 percent of the riders indicated they would return to commuting on AC Transit after the strike, primarily because of convenience in getting to work. Bus stops close to their homes, and also close to work for East Bay employees, was clearly the major concern. Second, was the lesser cost of bus fare. Third, was the direct bus routes to San Francisco for trans-bay commuters, as opposed to transferring on BART at MacArthur Station from the Richmond line to San Francisco-bound trains. Crowded trains and reliability were also a concern.

3-3-3-3-3-3

"For the riders, AC Transit is preferred to BART in ratings of convenience, cost, overall travel time and on-time arrivals," said Levine. "It means that AC Transit not only offers very good service, but they are also much more accessible to their riders than BART is."

Levine noted, however, that improvements in BART service scheduled for this Spring should make rapid transit more comfortable and less crowded for both East Bay and transbay service. The improvements planned include additional trains, direct Richmond/Daly City service, and shorter times between trains.

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January 6, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-8

FOR IMMEDIATE RELEASE

BART'S TRAVELING MUSIC SCHEDULE

On Wednesday, January 11, between 4 p.m. and 6 p.m., BART commuters at the Montgomery Street Station will be serenaded with medieval and early renaissance music performed by the "ARS NOVA" group.

And on Thursday, January 12, between 4 p.m. and 6 p.m. Montgomery Street Station commuters will enjoy the guitar and mandolin playing of "DON SLIZESKI."

Friday, January 13 at the Powell Street Station between 4 p.m. and 6 p.m. the "DAYDREAMS PRODUCTION" - a young married couple who have recently arrived from Los Angeles will play their guitar and accordian.

For BART's Saturday shoppers at the Powell Street Station between 12 noon and 2 p.m. "TWO IN JOY" will sing and play guitars.

#

January 9, 1978

Contact: Mike Healy, Manager
Office of Public Information



NEWS RELEASE

BART

U-9

FOR IMMEDIATE RELEASE

BART'S FIRST REGULAR SATURDAY ABOVE FORECAST

Ridership of 72,500 on BART this past Saturday, which marked the beginning of regular Saturday service for the transit system, was 19 percent above forecast, according to the District's analysts.

This was also 12 percent above the 64,800 average over the previous seven Saturdays of special holiday service.

Taking into account the special 50 cent one-way maximum fare BART forecasters projected an average ridership of 60,800 for the four Saturdays of January.

Since there were no major events going on around the Bay Area on Saturday, it appeared that many of the riders were shopping and sightseeing.

BART will continue the 50 cent maximum fare for one-way trips during the next three Saturdays. Operating hours will be from 9 a.m. to midnight.

#

January 9, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-10

FOR IMMEDIATE RELEASE

BART AND BASKETBALL

Tonight, Tuesday, January 10, the U.S.F. Dons will take on the fighting Irish of Notre Dame in the Oakland Coliseum Arena at 8 p.m., and BART will provide a special direct (no transfer) train to San Francisco/Daly City immediately following the game.

BART will provide the same direct (no transfer) train immediately following Friday night's game, January 13, when the Warriors meet the New York Knicks, and on Saturday night when the Warriors tangle with the New Orleans Jazz.

All three games are scheduled to start at 8 p.m. and should end at approximately 10 p.m.

BART will otherwise operate on a normal evening schedule providing direct Fremont/Richmond and Concord/Daly City service at 20 minute intervals until midnight. Patrons with destinations on the Fremont/Daly City or Richmond lines may transfer as usual at 12th Street City Center, 19th Street or MacArthur stations in Oakland.

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January 10, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-11

FOR IMMEDIATE RELEASE

NEW BART SHUTTLE IN HAYWARD

A new shuttle service between the BART Hayward Station and the new Alameda County Hall of Justice building in Hayward will begin operating Monday, January 16, from 7:30 a.m. to 6 p.m. weekdays.

The shuttle is free and available to anyone who wants to use it to travel non-stop between BART and the Hall of Justice on Amador Street in the Winton Avenue Government complex. Other stops may eventually be added to the five-minute trip if there is sufficient demand from the riders.

The new shuttle - as yet unnamed - is a joint BART/Alameda County project with initial funding of \$175,000 on a two-year experimental basis. A grant of TDA funds (State transit subsidy monies) to BART provides 75% of the funding, with the remaining 25% coming out of Alameda County's general fund.

The shuttle will be run by the Bay Area Limousine Service, a contract operator who also runs the "Oakland Air-BART" shuttle between the BART Coliseum/Airport Station and Oakland International Airport.

- MORE -

2-2-2-2-2-2-2

Like "Oakland Air-BART," two vans will be used - one at each end of the shuttle. When one van begins its five-minute trip in one direction, it radios the other van to start its trip in the opposite direction. The 14-passenger vans will be replaced in several months with 29-passenger vans equipped with wheelchair lifts.

The new shuttle is the brainchild of Joseph P. Bort of Oakland, longtime Alameda County Supervisor and member of the Metropolitan Transportation Commission.

"It was conceived as a better environmental answer to a growing parking and traffic problem in the government complex than one of constructing a \$4.5 million multi-level parking building," said Supervisor Bort. "If we can get enough county employees and citizens coming to the complex by transit, the parking lot there now should be sufficient."

BART Director John Glenn called the new shuttle "another example of Supervisor Bort's strong advocacy of public transit over the years." He also cited Supervisor Bort's influential roles in establishing the "Humphrey Go-BART" shuttle between the BART Berkeley Station and the University of California's Berkeley campus, the "Oakland Air-BART" shuttle, and the BART-to-Coliseum walkway.

"All of these projects are successful and have substantially increased the attraction of rapid transit to the public," said Director Glenn.

3-3-3-3-3-3

An appropriate name for the no-name shuttle will be determined in a contest among the riders, with a \$100 cash prize going to the winner. Entry blanks will be available on the vehicles through Friday, March 31, when the contest closes. A committee of representatives from BART, Alameda County and the Hayward Chamber of Commerce will select the winning entry, which will be announced in early April.

Administrative officer for the shuttle is Richard Harrison, the Fleet Manager of Alameda County, whose office is located at 400 MacArthur Boulevard in Oakland. His telephone number is 874-6010.

For passenger information, call BART Information: 783-BART in the Hayward area, or 465-BART in the Oakland area.

#

January 12, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-12

BART

FOR IMMEDIATE RELEASE

SATURDAY TRAIN CAPACITY INCREASED

Seating capacity is being increased by 20 percent to 33 percent on all BART trains this Saturday, January 14, to accommodate continued heavy ridership spurred by the special 50-cent Saturday fare offered through January.

"We're adding cars to all 24 trains in Saturday service, which means the trains should be less crowded than they were this past Saturday," said Field Services Director William Fleisher. "We were pleasantly surprised that the heavy demand experienced during the December holidays seems to be carrying over for regular Saturday service in 1978."

Last Saturday's ridership was 72,500, which was close to the December high marks of 75,000 to 78,000. The 72,500 level was 12 percent above the 64,800 average of the previous seven Saturdays of holiday season, and 19 percent above the January forecast.

A major impetus to Saturday ridership is the special 50-cent maximum fare being offered on Saturdays which is good for both one-way and excursion trips. The special discount fare will be offered for the next three Saturdays.

2-2-2-2-2-2

Tickets purchased from vendors should be for a maximum of 50 cents (unless trip fare is less) for any trip. Patrons using the 50-cent tickets, should deposit them in special boxes located at the exit gates.

Saturday trains will be running at 15-minute intervals on all three routes from 9 a.m. to 7 p.m. After 7 p.m. the system will phase into evening two-route service - Concord/Daly City and Richmond/Fremont. Trains will run at 20-minute intervals until the stations close at midnight.

#

January 12, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-211

FOR IMMEDIATE RELEASE

BART TO OPERATE ON NORMAL SCHEDULE DURING WET WEATHER CONDITIONS

Good news for BART patrons! Beginning Monday, December 4, come rain, sleet, or even snow, BART trains will no longer be required to operate in what has come to be known as "Impeded Mode," or deliberately slowed service. Instead trains will be able to operate at normal speeds in wet weather.

Previously BART had to operate its trains at 75 percent of normal speeds to ensure safe stopping in wet weather. A recently completed project, involving re-signaling of the system to stretch out the braking rates for trains, now makes the reduced speed procedure unnecessary.

BART's General Manager Frank C. Herringer noted that the long trip times in wet weather have been frustrating to BART patrons. "The elimination of impeded mode has been an important BART goal for several years, and I am particularly pleased that we were able to make the necessary modifications before the upcoming winter," Herringer said.

#

November 30, 1978

Mike Healy, Director
Public Affairs

DECEMBER

NEWS RELEASE

BART

U-13

FOR IMMEDIATE RELEASE

BART TO WARRIORS AND GLOBETROTTERS

BART will provide a special direct (no transfer) train to San Francisco/Daly City immediately following the basketball game between the Warriors and the Washington Bullets on Wednesday, January 18, and on Friday, January 20, when the Warriors meet the Phoenix Suns, in the Oakland Coliseum Arena.

The same direct (no transfer) service will be provided by BART immediately following the Harlem Globetrotters exhibition game on Saturday, January 21.

All three games are scheduled to start at 8 p.m. and the two Warriors games should end at approximately 10 p.m., with the Globetrotters exhibition game ending approximately 11 p.m.

BART will otherwise operate on a normal evening schedule providing direct Richmond/Fremont and Concord/Daly City service at 20-minute intervals until midnight. Patrons with destinations on the Fremont/Daly City or Richmond lines may transfer as usual at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

#

January 16, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-14

BART

FOR IMMEDIATE RELEASE

BART'S TRAVELING MUSIC SCHEDULE

Wednesday (January 18):

Montgomery Street Station, 4 p.m. to 6 p.m. Vocals by
Peggy Kang of San Francisco.

Thursday (January 19):

Montgomery Street Station, 4 p.m. to 6 p.m. Solo violinist
Wynn Westover performing.

Friday (January 20):

Montgomery Street Station, 4 p.m. to 6 p.m. "Banjos U.S.A."
is back by popular demand, performing its "down home funk"
music on banjos, gut buckets and spoons.

Powell Street Station, 4 p.m. to 6 p.m. The barbershop
quartet "Barbary Coasters" performing.

19th Street Station, 4 p.m. to 6 p.m. "Blue Mountain Music,"
another guitar-banjo group performing.

Saturday (January 21):

Powell Street Station, 12 noon to 2 p.m. Songs and guitar
music by Irene "Honey Hot Child" Siegel.

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Contact: Tish Ward, Consumer Services Rep.
465-4100, X465

January 16, 1978

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

NEWS RELEASE

BART

U-15

FOR RELEASE JANUARY 19, 1978

BART'S IMPACT ON BAY AREA REVIEWED

WASHINGTON, D.C., (January 19)---Frank C. Herringer, General Manager of the San Francisco Bay Area Rapid Transit (BART) System today took issue with some of the transit system's academic critics.

Speaking before the Transit Research Board (TRB) in Washington, D.C., Herringer said that while a system such as BART may not be suited for any other city, it is a reasonable and successful response to the unique requirements and desires of the San Francisco Bay Area.

One major criticism Herringer challenged was the claim of some theoreticians that BART has had no effect on regional development.

He said BART was designed and built along already well-established corridors to help preserve and enhance the environment and a life style that is unique to the Bay Area. This meant, not only the preservation of open spaces, but also the encouragement of appropriate development clustered near, or with easy accessibility to, BART systems.

2-2-2-2-2

"And there is strong evidence to indicate that BART in fact has done and continues to do just that," Herringer said. "In the City of San Francisco alone 34 major office buildings providing 16 million square feet of space have been added since 1965. This represents about 40% of all office space in San Francisco. And another seven million square feet is planned for the downtown area."

Herringer noted that a real estate trade magazine recently published an article which credited BART with influencing more than two billion dollars worth of new and commercial development construction near or adjacent to its lines.

Herringer also commented on BART's impact on congestion: "While BART has provided essential new capacity, it has not reduced traffic congestion. Congestion in the Bay Area exists, as it does to an equal or greater degree in New York, Paris, London, Mexico City and virtually every other major city in the world with good transit.

"Knowledgable transportation analysts recognize that reduction in congestion is not an achievable goal," he said. "It is legitimate and deserved to criticize the early promoters of BART for suggesting something that could not reasonably be expected to happen. It is not, however, legitimate to criticize BART for not accomplishing something that any competent professional knows should not

3-3-3-3-3

have been expected in the first place."

In terms of ridership in general, Herringer noted a continuing growth trend. This past year ridership was approximately 36 million trips representing a 5.5% increase over the previous year's 34 million trips--without any service expansions. This was ahead of the national trend which for the same period rose .5%.

"BART is right for San Francisco," Herringer said. He said it has already become an integral part of the excellent public transit network in the Bay Area and complements the focus of new development in the manner called for by city and regional plans. The topography and the life style of this unique region makes the BART concept the inevitable solution to the understandable desire to 'preserve and enhance'."

#

January 18, 1978

Contact: Mike Healy, Manager
Office of Public Information

Business Wire

NEWS RELEASE

U-16

BART

FOR IMMEDIATE RELEASE

BART MOVES CLOSER TO FULL POTENTIAL

WASHINGTON, D.C., (January 19)---BART General Manager Frank C. Herringer today said the transit system this year would take major steps forward in its program toward improving reliability and reaching full seven day service.

Speaking in Washington, D.C., where he is attending the 57th annual meeting of the Transit Research Board, Herringer said BART, which has just begun regular Saturday service, would increase the number of trains on the system this spring, subject to Public Utilities Commission (PUC) approval, and plans to provide full weekend service by this summer. "Putting more trains into service will include the start-up of the long-awaited direct service between Richmond and San Francisco-Daly City," Herringer noted.

The changes necessary to increase the number of trains will also improve the flexibility of operation, and should therefore result in better on-time performance. Moreover, a rewiring of the electronic speed commands currently in progress and scheduled

2-2-2-2-2

for completion in mid-1978, will make it possible to operate at high speeds in wet weather, again subject to approval by the PUC. BART currently reduces train speeds during wet weather as a precautionary measure. BART trains travel up to 80 miles per hour.

#

January 18, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-17

FOR IMMEDIATE RELEASE

BART BEGINS SELECTION OF NEW DIRECTOR

Candidates for the seat on the BART Board of Directors recently vacated by Ella Hill Hutch of Voting District #7 are invited to submit their names and qualifications to the District Secretary by noon of February 6, BART President Harvey W. Glasser announced today.

Mrs. Hutch resigned her seat as of January 8, when she assumed her duties as a member of the San Francisco Board of Supervisors.

BART Voting District #7 encompasses the western areas of Oakland, Alameda and Berkeley, and all of Emeryville. In San Francisco, the district covers the South of Market area, Bayshore, Hunters Point, Bayview, and parts of Potrero, the Western Addition and Haight-Ashbury areas.

"Candidates must be registered voters of Voting District #7," said Dr. Glasser. "Beyond that, it will be a matter of who the members of the Board feel is best qualified to serve out Mrs. Hutch's term."

Dr. Glasser cautioned prospective candidates that, should they be appointed by the Board, they will be up for reelection in November of this year and again in November 1980. This year's election is required by law because Mrs. Hutch served less than two years of her elected four-year term.

2-2-2-2-2

"We would like to see a good selection of qualified candidates, but we feel all applicants should be fully aware of the burden of political activity that goes with the appointment," Dr. Glasser emphasized.

Dr. Glasser has suggested the following schedule for the selection process:

- February 6: Deadline for receipt of applications is 12 noon.
- February 9: Directors begin interviewing applicants following their regular 9 a.m. meeting, continuing into the evening.
- February 10: Directors will continue interviews at 9 a.m. and continue until all are completed.
- February 22: Directors convene at 9 a.m. for final selection.
- February 23: Directors vote on appointment.

Applicants should submit their names and personal resumes and qualifications to District Secretary Richard J. Shephard, at BART headquarters, 800 Madison Street, Oakland, Ca., 94607.

Prospective applicants may verify what BART Voting District they reside in by contacting the Registrar of Voters in San Francisco or Alameda County.

#

January 18, 1978

Contact: Bob Kraehe, Public Information
Officer
Office of Public Information

NEWS RELEASE

SPECIAL to MTC Trans Action
Newsletter

BART

U-18

FOR IMMEDIATE RELEASE

PASSENGER INFORMATION RESEARCH PROJECT

PROPOSED BY BART STAFF

Transportation, perhaps more than any other consumer service, requires that its consumers receive a daily flow of information about the most basic things they need to know such as ticketing procedures, routes, entry and exit points, and passenger do's and don'ts.

Operators tend to assume that regular riders know more than they do about their system. It's important to make consumers as familiar and as comfortable with the working of the system as quickly and painlessly as possible. Unusual trips present more difficulties than routine trips.

The techniques of transmitting this essential information, to raise awareness levels among consumers, seem to be generally lacking among transit lines compared to the commercial world, whose lifeblood depends upon consumer awareness.

These are the major observations underlying a new BART ~~proposal~~ ^{PROJECT} for planning and evaluating new passenger information devices and techniques. * Its objectives revolve around the identification and improvement of passenger information and methods of transmitting it to the passengers and public.

* Funding for the project was recently approved by U.S. Sec. of Transportation
BAY AREA RAPID TRANSIT DISTRICT 800 MADISON STREET, OAKLAND, CALIFORNIA 94607 (415) 465-4100
Brock ADAMS

2-2-2-2-2

Cost of the project totals \$118,750, with 80% funding ~~sought~~ from DOT, and 20% to come from BART.

Solutions and alternatives developed in the project are seen as being a valuable demonstration for other U.S. transit systems -- bus and rail -- as well as all transit lines in the Bay Area.

Heading the proposed project ~~would~~^{will} be BART's Marketing/ Communications Director Diane Levine, supported by BART's Marketing Manager Jim Brennan. Communications and graphics/design consultants would be retained to develop and evaluate the various passenger information alternatives.

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January 20, 1978

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

BART

U-19

FOR IMMEDIATE RELEASE

BART'S "TRAVELING MUSIC" PROGRAM IN FINAL WEEK

BART' experimental program "A Little Traveling Music" is in its final week. The program providing live music by various volunteer groups was conducted in BART stations during December and January on a test basis.

This week Spanky's Banjo Band will entertain BART patrons at the Powell Street Station on Friday, January 27, between 4 p.m. and 6 p.m., and on Saturday, January 28, the Mission Minstrels, a choral group, will entertain shoppers between 12 noon and 2 p.m. at the 19th Street Station in Oakland.

"We will evaluate the program during the next few weeks to determine if interest in the program is sufficient to continue," said BART's Consumer Service Representative Tish Ward.

Comments from volunteers and the public should be addressed to Ms. Ward at BART headquarters, 800 Madison Street, Oakland, Ca. 94607. Telephone 465-4100, extension 465.

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January 23, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-20

FOR IMMEDIATE RELEASE

BART'S FINAL 50 CENT SATURDAY

This Saturday, January 28, will be the last Saturday to take advantage of BART's special 50 cent maximum one-way fare.

The transit system has been offering the reduced fare during the month of January as an introduction to regular Saturday service which began January 7.

BART saw its highest Saturday patronage this past Saturday, January 21, when ridership reached approximately 82,000. This was 5 percent above the previous Saturday record of 78,000 set on December 10, 1977. The high patronage count occurred this past Saturday despite a computer problem which stopped trains for about 45 minutes on the system from 9:10 p.m. to 9:55 p.m.

Officials of the transit system said they will be evaluating the overall impact of the 50 cent maximum fare in terms of effectiveness and as a ridership incentive.

- MORE -

2-2-2-2-2-2

BART will continue to operate regular Saturday service from 9 a.m. to midnight. Until approximately 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 evening service of 20-minute intervals on two routes, Concord/Daly City and Richmond/Fremont.

#

January 26, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-21

BART

FOR IMMEDIATE RELEASE

BART DISMAYED OVER NO EXPRESS BUS SERVICE DURING A.C. TRANSIT STRIKE

BART Vice President Nello J. Bianco of Richmond today proposed that the transit district explore the possibility of operating its own Express Buses to ensure that service to outlying areas not be disrupted in the future by possible A.C. Transit strikes.

A.C. Transit operates Express Buses for BART under a cost reimbursement contract. The Express Buses operate over five routes in Alameda and Contra Costa counties connecting BART stations with Pittsburg-Antioch-Brentwood region; Pinole-Martinez; Danville-Alamo-San Ramon Valley and Livermore-Amador Valley. BART began this service on December 2, 1974 in order to serve those communities which were not being directly served by the rail system.

In making his proposal before the BART Board's Administration Committee today, Director Bianco suggested the study be expanded to include all areas in BART's service district which do not now receive any bus service.

"In the interim I have asked that the BART staff look into possible ways of contractually ensuring that our Express Bus service be continued in some fashion in the event of A.C. Transit strikes in the future," Bianco said.

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"Many people in these outlying areas who are paying taxes for BART have come to depend on this service and it is imperative that it not be disrupted due to outside labor disputes. Either drivers should be required to continue operating these buses for BART during work stoppages or BART should be allowed under its contract to bring in another carrier in the interim," he said.

The Administration Committee adopted a motion in support of Bianco's proposal which goes to the full Board for approval tomorrow, Thursday, January 26.

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January 25, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-22

FOR IMMEDIATE RELEASE

BART TO OFFER ONE FREE DAY OF TRAIN SERVICE

BART will be offering a free day of service to the public sometime next week, assuming the end of the A. C. Transit strike.

The action by the District at a Directors' meeting today is an effort to partially make up for inconveniences riders have encountered over the past weeks due to delayed trains and crowded conditions that have persisted during the two months of the A. C. Transit strike. The BART system has been carrying over 25,000 additional passengers per day, with the bulk of these in the peak hours.

The free day idea was recommended to the BART Board of Directors by General Manager Frank Herringer. Board President Harvey Glasser moved acceptance, and his motion was enthusiastically endorsed by a unanimous Board.

In addition to the free day on BART trains, the Board of Directors also authorized that one month of free service be provided by BART's Express Buses. The motion to offer the free month of Express Bus service was made by BART Board Vice President Nello J. Bianco of Richmond.

- MORE -

2-2-2-2-2

The Express Buses, which are operated for BART by A. C. Transit have not operated since the strike. These buses connect BART stations with outlying areas in Alameda and Contra Costa Counties. If the A. C. strike is settled this week, the free service on Express Buses would run from Monday, January 30 to Tuesday, February 28.

General Manager Herringer noted at today's Board meeting that the high patronage during the bus strike, plus other factors, have yielded a very positive budget picture. "The 'free day' will in no way detract from our efforts to improve reliability," Herringer said. "It is our way of thanking our regular passengers for the patience they have exhibited during the poor conditions of the last several weeks."

The date of the free service on BART is to be announced.

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January 26, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-23

FOR IMMEDIATE RELEASE

FREE BART EXPRESS BUS SERVICE FOR ONE MONTH

The BART Board of Directors today voted to make BART Express Bus service free to its patrons for one month following the end of the A.C. Transit strike.

BART Vice President Nello J. Bianco of Richmond made the motion to offer the month of free Express Bus service immediately following the Board's action to offer one free day of train service next week, assuming the end of the A.C. Transit strike.

The Express Buses, which connect BART stations with Pittsburg-Antioch-Brentwood region; Pinole-Martinez; Danville-Alamo-San Ramon Valley and Livermore-Amador Valley, have been idle since November 21 when A. C. drivers and mechanics went on strike. A.C. Transit provides the service for BART under a cost reimbursement contract.

Bianco said the month of free service for Express Bus users was one way of compensating those people who have been inconvenienced by the lack of service for the past two months.

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He further said that he was pleased by the full Board's unanimous endorsement of his proposal to investigate the possibilities of BART operating the Express Bus service or finding some other way to ensure that service be continued in the event of a future A.C. Transit strike.

"After all the Express Bus service is a BART service and should not be affected by outside labor disputes," Bianco said.

If the A.C. strike ends this week the free Express Bus service would begin Monday, January 30, and end Tuesday, February 28.

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January 26, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-24

FOR IMMEDIATE RELEASE

BART LAND SALE SPURS OAKLAND PROJECT

BART Director Arthur J. Shartsis of Oakland announced yesterday that the District will sell two key commercial land parcels it owns, a major step toward clearing the way for Oakland Chinatown's \$100 million redevelopment project called "Hong Kong USA."

The valuable commercial parcels are part of the land acquired between 1964 and 1966 for construction of the "Oakland Wye," the three-way underground intersection of BART's Fremont, Concord and transbay lines. The land above the subway, which comes no closer than 16 feet to the surface, is considered excess property by BART and is now valued at \$585,000.

"The BART Board yesterday unanimously approved the conveyance of the two parcels at current market valuation to the Oakland Redevelopment Agency, which will make them available to the 'Hong Kong USA' developer," said Shartsis. "I've been looking forward to this transaction. It's an opportunity to get more excess BART land back onto the tax rolls and it will be of tremendous benefit to Oakland's Chinatown and the City's entire downtown economy."

- MORE -

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2-2-2-2-2-2

The larger of the two parcels covers approximately 40,000 square feet between the block bounded by Broadway, Franklin, Ninth and Tenth streets. The smaller parcel of approximately 12,500 square feet is located at the northeast corner of Broadway and Tenth streets, located at the northeast corner of Broadway and Tenth streets.

BART purchased the two parcels, plus buildings thereon, for a total cost of \$744,000, then razed the buildings for system construction. With receipt of the current market value of \$585,000 the net cost to BART for the subway right-of-way under the two 5,000 parcels will be \$159,000, plus costs of building demolition. The parcels will be \$159,000, plus costs of building demolition.

"BART is getting a fair price for its excess land, and the City is getting land already cleared for private development. It's an excellent example of cooperation between BART and the Redevelopment Agency," said Shartsis.

The transaction brings the Redevelopment Agency close to acquiring all of the two blocks needed to begin the first phase of "Hong Kong USA." The two blocks are bounded by Broadway, Franklin, Ninth and Eleventh streets.

The second phase of the project will cover two more blocks between Franklin, Webster, Ninth and Eleventh streets. The four-block development will include a shopping complex, a Chinese cultural center, a hotel, office and apartment buildings and underground parking.

3-3-3-3-3-3-3

The project is expected to generate 2,500 construction jobs, 5,500 permanent jobs, and more than \$4 million in taxes to the City annually.

In a related action yesterday, the BART Directors approved the sale of four small residential lots and one small commercial lot to high bidders in an auction held December 15, 1977. The lots, all located near the Southern Freeway and BART right-of-way in San Francisco, sold for a total of \$279,200. Total acquisition cost was \$143,300.

Since July 1, 1977, the BART Board has approved the return of excess District parcels to the tax roles valued at \$1,077,000.

#

January 27, 1978

Contact: Bob Kraehe
Public Information Officer

NEWS RELEASE

BART

U-25

FOR IMMEDIATE RELEASE

FREE DAY ON BART

On Thursday, February 2, BART will throw open the fare gates in all of its stations from 6 a.m. to midnight to allow passengers to ride free in appreciation for the patience exhibited by BART patrons during the A.C. Transit strike.

The end of the A.C. Transit strike is most welcome, and should bring an improvement in the crowded conditions and inconveniences BART riders have experienced over the past weeks.

In addition to the "free day" on BART, all BART Express Bus riders will be provided with free rides for one month beginning today, Monday, January 30, to Tuesday, February 28. The Express Buses, which are operated for BART by A.C. Transit have not operated during the strike.

BART appreciates the support of its riders and is taking this means to say thank you.

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January 30, 1978

Contact: Gloria McCall
Office of Public Information

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-26

FOR IMMEDIATE RELEASE

BART TO WARRIORS GAMES

Tonight, Tuesday, January 31 the Warriors will meet the New Jersey Nets in the Oakland Coliseum Arena, and BART will provide a special direct (no transfer) train to San Francisco/Daly City immediately following the game.

On Thursday, February 2, BART's "free day," the district will provide the same direct (no transfer) train immediately following the game between the Warriors and the Milwaukee Bucks, and this ride will be "on the house."

BART will provide free rides all day Thursday, February 2, from 6 a.m. to midnight, including the trip to the Coliseum and home.

Both games are scheduled to start at 7:30 p.m. and should end at approximately 9:30 p.m.

Also, on Thursday, February 2, BART will be operating longer trains than are normally used during the evening hours (after 7 p.m.) to accommodate the anticipated increase in riders taking advantage of BART's free rides.

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2-2-2-2-2-2

BART will otherwise operate on a normal evening schedule providing direct Richmond/Fremont and Concord/Daly City service at 20-minute intervals until midnight. Patrons with destinations on the Fremont/Daly City or Richmond lines may transfer as usual at 12th Street City Center, 19th Street or MacArthur stations in Oakland.

#

January 31, 1978

Contact: Gloria McCall
Office of Public Information

Mike Healy, Manager
Office of Public Information
465-4100

FEBRUARY

NEWS RELEASE

BART

U-27

FOR IMMEDIATE RELEASE

SOME CONFUSION OVER BART EXPRESS BUSES

There has been some confusion regarding the difference between BART Express Buses and regular A.C. Transit buses which feed to the BART stations.

The free rides from January 30 to February 28 apply to the BART Express Buses only and not to the A.C. Transit buses which carry local commuters to BART stations.

BART Express Buses operate on five routes between several BART stations and outlying areas of Contra Costa and Alameda counties.

BART's Bay Fair and Hayward Stations service the Livermore-Amador Valley area with Express Buses; the Concord Station services the Pittsburg-Antioch-Brentwood region and Martinez; the Walnut Creek Station provides Express Bus service to Danville, Alamo and the San Ramon Valley; and the El Cerrito Del Norte Station connects to Pinole and El Sobrante with the Express Buses.

The BART Express Buses are operated for BART by A.C. Transit on a cost-reimbursement basis.

#

February 1, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information
465-4100

NEWS RELEASE

BART

U-28

FOR IMMEDIATE RELEASE

BART ENTERS SECOND MONTH OF REGULAR SATURDAY SERVICE - BACK TO NORMAL FARES

As BART begins its second month of regular Saturday service this Saturday, February 4, fares will return to normal.

The special 50-cent maximum fare BART featured for the four Saturdays during January, which was primarily an introductory offer to the new service, will be discontinued.

BART Director John Glenn of Fremont said the impact of the 50-cent fare will now go through an evaluation process in terms of its effect as a ridership incentive, and cost effectiveness and be reviewed by the District Board's Administration Committee, which he chairs. "I've always been convinced that a single flat fare would increase our off-peak ridership and revenues more effectively than our current graduated fares are doing."

He said that in the short term the flat fare could be applied to non-commute hour travel only. Then eventually as BART increases its capacity to carry more people during the commute period, apply the flat fare for the entire operating day.

- MORE -

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"I'd like to see BART raise its minimum fare to 50 cents, which I believe is consistent with the concept of BART to primarily serve the 'long haul' riders," said Glenn. "BART should not be competing with A.C. Transit or the San Francisco Muni for the same riders. Instead, the different systems should be complementary to each other and thus benefit the public at large."

After offering Saturday service on a temporary basis during the holiday season for the last three years, BART moved permanently into regular six day service, beginning on January 7. Ridership averaged 73,626 for the four Saturdays in January, compared to an average 64,820 for the seven Saturdays from last November 19 through December 31. A new high mark for Saturday ridership was set on January 21 with 81,992 riders, eclipsing the previous high mark of 78,392 riders on December 10. Both Saturday marks were set during the AC Transit strike, which BART research analysts estimate added approximately 17% to ridership on those days.

Glenn said he will continue to press for the 50-cent flat fare and 50-cent minimum graduated fare for both weekdays and Saturdays.

#

February 1, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

FOR IMMEDIATE RELEASE

BART BULLETIN FOR IMMEDIATE BROADCAST

BART reports that its NO FARE Day is already a runaway success. Some stations are reporting patronage as high as 300 to 400 percent above normal. A large number of students, school groups are taking afternoon trips on the system. BART officials are advising non-commuter riders where possible to complete their afternoon trips by 4 p.m. and begin their evening trips after 6 p.m. in order that all the commuters can get home during the rush hours.

#

February 2, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information
465-4100

NEWS RELEASE

BART

U-30

FOR IMMEDIATE RELEASE

BART'S QUARTER MILLION DAY

During BART's free day yesterday, Thursday, February 2, ridership on the system reached a record high of approximately 250,000 according to the transit district's analysts.

"And that is probably a conservative estimate," said Jim Brennan Manager of Marketing Research.

Brennan said that because the gates in all stations were open the Data Acquisition System which normally records entries and exits was not in operation. One count was taken by the station agents who reported increases over normal patronage from 20 percent for some stations to 400 percent for others. And another sample count was taken throughout the afternoon and commute period by a team of people at key locations.

"While we will probably never know the full extent of yesterday's ridership, there is little question but that the 250,000 figure is well within the ball park, and probably below the actual amount," Brennan said.

- MORE -

2-2-2-2-2-2

BART's previous record high, set on a normal fare day, was November 28, 1977, when ridership reached 192,000. This was one week following the start of the A.C. Transit strike.

While the free day resulted in a revenue loss of about \$100,000 BART officials believe it was more than made up for, not only in creating goodwill, but also in introducing the system to an army of first time users.

"I've never seen so many new faces," said Concord Station Agent Maureen Chaney Tillmannshofer. "People seemed very up and excited about their trips."

Agent Steve Lee reported from the 19th Street Station in Oakland that a large portion of the people coming through his station were shopping at Capwells. He said that twice as many people were coming through than usual. "Some were making an effort to buy a ticket, not realizing it was a free day."

Powell Street Station Agent Roy Sip said he had never seen so many smiling people before and said there were no problems.

- MORE -

3-3-3-3-3-3-3

The day was not completely without problems though. BART Police have reported numerous instances of graffiti on trains and in some stations, littering and in the late evening hours some disorderliness. BART Police made 10 arrests throughout the day, mainly for disturbing the peace and drunkenness. Three to four arrests might be made on a normal day.

BART Police Captain Harold Taylor said that he had doubled the normal complement of police officers patrolling the system.

"I believe we could have used a few more officers on patrol given the number of people who were out there riding up until closing time," he said.

In addition to the single free day offered yesterday, BART is also offering a month of free service on the special Express Buses that connect BART stations in the East Bay with outlying areas in Contra Costa and Alameda counties. This service is operated for BART by A.C. Transit under a contract. The free service will run through February 28.

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February 3, 1978

Contact: Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

BART

U-31

FOR IMMEDIATE RELEASE

PERFORMANCE SCHEDULE FOR BRAHMS, BEETHOVEN AND BART

On Saturday, February 11, the Comprehensive Employment and Training Act (CETA) symphony orchestra will perform free concerts for BART patrons.

BART, which now operates Saturdays on a regular basis, will host the program at various stations on the system throughout the afternoon.

The orchestra, composed of approximately 70 underemployed musicians will convene at the BART Fremont Station at 12 noon and will then disperse into small groups of approximately 15 members to give mini-concerts in several stations throughout the system until 3:30 p.m. All performances will take place on the Concourse level (free area) of the stations, as follows:

12-12:30 p.m.	Fremont Station
1-1:30 p.m.	Hayward Station
1:50-2:20 p.m.	Bay Fair Station
3-3:30 p.m.	12th Street, City Center Station

At 4 p.m. the entire orchestra will gather at Embarcadero Station in San Francisco to entertain BART riders with an hour and a half of symphony compositions of Brahms, Beethoven and Johan Strauss.

2-2-2-2-2-2

There will be five minute breaks each half-hour to give the listeners an opportunity to move about without interupting the music.

According to BART Marketing Representative Sharyn Saslafsky "This is an excellent opportunity for the public to enjoy the symphony and for the musicians to display their talents."

For further information regarding the concert contact Ms. Saslafsky at BART headquarters, 800 Madison Street, Oakland 94607, telephone 465-4100, extension 511.

#

February 6, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-32 -

FOR IMMEDIATE RELEASE

BART GOES TO THE HORSE RACES

The racing season is on at Golden Gate Fields, and in the lucky "Year of the Horse," your best bet of the day could be taking BART and A.C. Transit's "Pony Express" shuttle to the track.

Take BART, Tuesday through Saturday (BART now operates Monday through Saturday), to the North Berkeley Station - then take A.C. Transit's "Pony Express" to Golden Gate Fields. The trip from the North Berkeley Station takes approximately 8 minutes, costs only 35¢, and there is a bus waiting for you.

Patron capacity at Golden Gate Fields is 26,000, and with the parking lot capacity at only 10,000, taking BART and the "Pony Express" is the smart way to play the horses.

Relax on BART to Golden Gate Fields and enjoy your day at the races.

#

February 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-33

FOR IMMEDIATE RELEASE

BART BOARD MEETING THURSDAY

BART President Harvey Glasser has called a meeting of the BART Board of Directors for Thursday, February 9, commencing at 9 a.m. in the Board Room, 800 Madison Street, Oakland, California.

The Board will interview candidates for the seat on the BART Board of Directors recently vacated by Ella Hill Hutch of Election District #7. Mrs. Hutch resigned to assume her new duties as a member of the San Francisco Board of Supervisors on January 8.

The deadline for applications was noon Monday, February 6. Four applicants will be interviewed by the Board in an open meeting.

Also on the agenda is the award of a contract for Closed Circuit television cameras in connection with the first phase of BART's program to remotely staff some of its stations, and whether the District should consider an additional \$25 million layer of liability insurance protection.

- MORE -

2-2-2-2-2-2

General discussion will follow reports from the Administration Committee, the Engineering and Operations Committee and the Public Information and Legislation Committee.

#

February 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

Photos sent:

Tribune

R.Independent

Daily Review

C.C.Times

S.F. Progress

Berekely Gazette

Daily Commercial News

Chronicle

Alameda Times Star

Examiner

NEWS RELEASE

BART

U-34

FOR IMMEDIATE RELEASE

TAKE YOUR VALENTINE TO TAHOE ON BART

In the first of a new BART'n Bus special tour series, Bonanza Tours, Inc., will give you a complete two-day mini vacation at South Lake Tahoe for only \$59 per couple.

Included in the package is round trip transportation from BART's MacArthur Station to South Lake Tahoe, luxurious overnight accommodations at the Cabana Inn, a Valentine's Day party, a special cash bonus, cocktails and food credit coupons from Harrah's.

Departure time is 10 a.m. February 14 from BART's MacArthur Station in Oakland with arrival at the Cabana Inn scheduled for 2 p.m. After the Valentine party, you will be bussed to Harrah's Casino until midnight.

February 15 breakfast will be served at the Cabana from 7:30 a.m. to 9:30 a.m. After checkout at the Cabana at 10 a.m., you will again be bussed to Harrah's until departure for the Bay Area at 3 p.m. Upon arrival at BART's MacArthur Station at 7:30 p.m. you will receive a bouquet of flowers for your lady and two \$1 BART tickets for your ride home.

- MORE -

2-2-2-2-2-2

Tour members must be over 21, and no reservations will be accepted after 5:30 p.m. Friday, February 10.

For further information contact Bonanza Tours, 150 Powell Street, San Francisco, telephone 981-1260, or pick up a reservation request in your BART station and get it in by 5:30 p.m. Friday, February 10.

Additional BART'n Bus tours will include Marriott's Great America, Africa/Marine World U.S.A., the California Wine Country, Sunset Gardens, Carmel and many other interesting destinations.

#

February 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

Della:

Type envelopes for C.C. Times, Antioch Daily
Ledger, Pittsburg Post Dispatch, Tribune,
✓ Chronicle and Examiner.

gm

✓ See Times News Bureau, Martinez, Ca.
✓ Concord Transcript

KWUN - Radio - Concord (K-15)

Brentwood

NEWS RELEASE

BART

U-35

FOR IMMEDIATE RELEASE

ROUTE CHANGE IN BART EXPRESS BUS "P" LINE

Effective immediately the "P" Line BART Express Bus route has been changed to provide two-way service on West Tregallis Road, enabling passengers to arrive and depart from the same stop. Also, new passenger stops will be located on West Tregallis at "G" Street and on West Tregallis at "D" Street outbound, and inbound the new bus stop will be at West Tregallis at "G" Street.

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

Service on all BART Express Busses is free until February 28 as a goodwill gesture by BART management for the inconvenience caused BART Express Bus riders during the A. C. Transit strike.

#

February 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

FOR IMMEDIATE RELEASE

BART Director Nello J. Bianco has been named "Honorary Mexican-American Citizen of the Year" for 1977 by the United Council of Spanish Speaking Organizations of Contra Costa County. He was cited for his "contributions, efforts and dedication of time to the Spanish Speaking Community". The award is the highest honor bestowed upon a non-Hispanic person by the council.

Bianco, a former member of the Richmond City Council and former chairman of that city's personnel board, has been a BART director since 1969 and was president of BART in 1975. He is currently BART's Vice President.

When notified of his selection Bianco said: "I am deeply grateful to be so honored by the United Council. I have great regard for this organization and have enjoyed my relationship with its various individuals and chapters over the years. I will do my best to be worthy of this honor."

Bianco will receive the award at a "MAYA" dinner dance at Hs Lordships Restaurant in Berkeley on Saturday, February 25. The 7:30 p.m. dinner will be preceded by 5:30 p.m. no-host cocktails, and followed by dancing at 9:30 p.m.

#####

Release mailed to: C.C. Times, Antioch Daily Ledger, Pittsburg Post Dispatch, County News Bureau, Concord Transcript, KWUN/Radio, Oakland Tribune. Chronicle, Examiner and Richmond Independent.

NEWS RELEASE

BART

U-36

FOR IMMEDIATE RELEASE

BART/WARRIORS THIS WEEK

With last night's triumph over the Washington Bullets tucked away, the Warriors still have two games to go this week and BART will take you to the Coliseum Arena and home again.

Thursday, February 9, the Warriors will meet the Denver Nuggets at 7:30 p.m., and on Saturday the Warriors will take on the San Antonio Spurs at 8 p.m.

BART will provide a special direct (no transfer) train to San Francisco/Daly City immediately following each game.

BART will otherwise operate on a normal evening schedule providing direct Fremont/Richmond and Concord/Daly City service at 20 minute intervals until midnight. Patrons with destinations on the Fremont/Daly City or Richmond lines may transfer as usual at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

#

February 8, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

CORRECTION TO RELEASE NO. U-32
BART GOES TO THE HORSE RACES

The fare on A.C. Transit's "Pony Express" shuttle from BART's North Berkeley Station to Golden Gate Fields is 35¢, not 25¢ as stated in U-32. Otherwise the information contained in release number U-32 is correct.

#

February 8, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-37

FOR IMMEDIATE RELEASE

BART BOARD TO HOLD SPECIAL MEETING
TO VOTE ON FILLING VACANT SEAT

BART Board President Harvey Glasser today called for a special meeting of the Directors Tuesday, February 21, at 9 a.m. to vote on who shall fill the current vacant seat on the Board.

The current vacancy is in BART Election District #7 and was created with the resignation of Ella Hill Hutch who resigned on January 8 to assume her duties as a newly elected member of the San Francisco Board of Supervisors. The deadline for accepting applications was noon this past Monday, February 6.

The four applicants being considered for the post were individually interviewed over a two-hour period this morning Thursday, February 9, by the BART Board at its regular meeting.

President Glasser requested that the vote be postponed until the special meeting in order to give himself and other Directors an opportunity to meet and talk with applicants individually prior to the final decision.

- MORE -

2-2-2-2-2-2-2

"We have some very good candidates under consideration here and I believe it is imperative to give them an opportunity to meet with those Directors they have not already met with on a one to one basis prior to a vote," said President Glasser.

The four applicants are: Mr. Cyrus Tileston, formerly an employee of the San Francisco Water Department, now retired; Mr. Wilfred T. Ussery, Director of Program Development, San Francisco Housing Authority; Mr. A. Morosi, a semi-retired painting contractor; and Roslyn L. Baltimore, who heads her own consulting firm specializing in land use and real estate.

District #7 comprises the south-east area along San Francisco's waterfront, as well as the U.S. Naval Air Station in Alameda, Emeryville and a portion of Berkeley.

#

February 9, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-38

BART

FOR IMMEDIATE RELEASE

BART SEEKING TRANSPORTATION ADVERTISING COMPANY

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

The franchisee will sell advertising in all approved District rail transit vehicles, passenger stations (excluding private special entrance display cases, private special entrance signs and train destination signs) station plazas and parking lots.

BART will be entertaining proposals between now and March 17, 1978.

Those firms interested should contact Mr. Joe Page, BART's Advertising Manager for further information and a complete procedures packet. Mr. Page may be reached at BART's headquarters, 800 Madison Street, Oakland, 94607, telephone (415) 465-4100.

#

February 13, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-39

FOR IMMEDIATE RELEASE

WARRIORS SCHEDULE

Tuesday, February 14, the Warriors will meet the Boston Celtics in the Oakland Coliseum Arena, and on Friday, February 17, the Warriors will take on the Phoenix Suns. Both games are scheduled to start at 7:30 p.m. and should end at approximately 9:30 p.m.

BART will provide a special direct (no transfer) train to San Francisco/Daly City from the BART Coliseum Station immediately following each game.

BART will otherwise operate on a normal evening schedule providing direct Richmond/Fremont and Concord/Daly City service at 20-minute intervals until midnight. Patrons with destinations on the Fremont/Daly City or Richmond lines may transfer as usual at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

#

February 13, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-41

FOR IMMEDIATE RELEASE

WASHINGTON'S BIRTHDAY BARGAIN ON BART

As everyone knows, Washington's Birthday, Monday, February 20, is one of the year's biggest shopping days, and shoppers will find the first bargain of the day on BART.

As a special offer by the transit district, all one-way rides on the system on Washington's Birthday will cost no more than 75 cents. Patrons who plan 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.

If you prefer to start the Year of the Horse at Golden Gate Fields, you can take BART from anywhere on the system for a maximum fare of 75¢ on Monday to BART's North Berkeley Station then take A.C. Transit's "Pony Express" shuttle to the track. The shuttle bus costs 35¢ and takes approximately 8 minutes from North Berkeley to Golden Gate Fields.

- MORE -

2-2-2-2-2-2-2

BART will provide regular holiday service on Monday, February 20, offering direct Concord/Daly City, Fremont/Daly City and Richmond/Fremont service from 6 a.m. to 7 p.m. at 15-minute intervals. After 7 p.m. the system will phase into normal evening service with trains operating over two routes - Concord/Daly City and Richmond/Fremont lines at 20-minute intervals until midnight.

All north/south, east/west train-to-train connections can be made at MacArthur, 19th Street and 12th Street City Center stations as usual.

#

February 15, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-40

FOR IMMEDIATE RELEASE

BART TO CHINESE NEW YEAR'S PARADE

With over 400,000 people expected to attend the colorful Chinese New Year parade Saturday, February 18, BART will be a good way to get there and back and avoid downtown parking and traffic congestion.

The parade, scheduled to start at 7 p.m., will move from Pine and Battery south on Market Street just above BART's Embarcadero, Montgomery and Powell Street stations.

BART is now operating on Saturday from 9 a.m. to midnight offering direct Concord/Daly City, Fremont/Daly City and Richmond/Fremont service until 7 p.m. at 15-minute intervals, and then at 20-minute intervals on two routes Concord/Daly City and Richmond/Fremont until midnight, with transfer points at 12th Street City Center, 19th Street and MacArthur Stations in Oakland.

#

February 15, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-42

FOR IMMEDIATE RELEASE

BART EXPRESS BUS WILL EXTEND TO BRENTWOOD ON SATURDAYS

BART Vice President Nello Bianco of Richmond today announced that the BART Express "P" line bus would be extended to serve Brentwood on Saturdays. The extended service will begin this Saturday, February 18.

The "P" line Express Buses connect BART's Concord Station with West Pittsburg, Pittsburg, Antioch, Oakley and Brentwood.

"The special Saturday bus will leave Brentwood at 7:43 a.m. and arrive back at 7:14 p.m., allowing for a full day of shopping, sightseeing, entertainment or general travel," Bianco said.

He said that BART has not scheduled Express Bus service to Brentwood on Saturdays before because of low demand indications. However, Barbara Guise, Chairperson of the Eastern Contra Costa Transit Authority has requested the Saturday service to Brentwood as a result of community interest in the service.

- MORE -

2-2-2-2-2-2

Through February 28 the BART Express Bus service is being provided free of charge.

#

February 16, 1978

Contact: Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-43

BART

FOR IMMEDIATE RELEASE

BART TO HOLD PUBLIC HEARING

BART will hold a public hearing this coming Tuesday (February 21) at 3 p.m. to receive views from individuals or organizations concerning two federal grant applications.

The transit district is applying for two capital assistance grants for projects to improve system equipment and operations. One application is for \$3.8 million to upgrade computer equipment and software programs for a wide range of technical and administrative reporting functions. This would represent about 80 percent of the total project cost of \$4.8 million.

The second application is for \$10.1 million to help cover 17 projects designed to improve operations, and maintenance of the system. This would also represent 80 percent of the total cost of the projects estimated to be \$12.6 million.

Funding for the projects is being sought from the U.S. Urban Mass Transportation Administration under Section Three of the Urban Mass Transportation Assistance Act of 1964. Local share for both grants would come from Transportation Development Act monies through the Metropolitan Transportation Commission.

- MORE -

2-2-2-2-2-2-2

The public hearing will be held on the 5th Floor in Room 523 of the BART Administration Building, 800 Madison Street, Oakland. Full information on the applications and the projects is available for public inspection in the District Secretary's office.

#

February 16, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

U-44

BART

FOR IMMEDIATE RELEASE

CHINESE NEW YEAR/WASHINGTON'S BIRTHDAY ON BART

With parking at a premium, the most relaxing way to see the colorful Chinese New Year parade tomorrow night, February 18, is by BART.

The parade, scheduled to start at 7 p.m., will move from Pine and Battery south on Market Street just above BART's Embarcadero, Montgomery and Powell Street stations.

BART operates from 9 a.m. to midnight on Saturdays.

On Monday, February 20, Washington's Birthday, BART will be offering a special reduced maximum fare of 75 cents. Trips taken on the system, no matter how long, will cost the maximum 75 cents. Patrons who plan shorter trips which would normally cost less, or who have discount tickets, should use the regular fare system.

Trains will operate from 6 a.m. to midnight on Monday with direct service on three routes - Concord/Daly City, Fremont/Daly City and Richmond/Fremont until 7 p.m. at 15-minute intervals. After 7 p.m. service will be on two routes - Concord/Daly City and Richmond/Fremont at 20-minute intervals until midnight with transfer points at MacArthur, 12th Street City Center and 19th Street stations in Oakland.

#

February 17, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

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

NEWS RELEASE

U-45

BART

FOR IMMEDIATE RELEASE

BART BOARD TO SELECT NEW DIRECTOR

At a special meeting called by BART Board President Harvey Glasser, scheduled for Tuesday, February 21, at 9 a.m., the Board is expected to select a Director to fill the seat vacated by the resignation of Ella Hill Hutch.

Ms. Hutch resigned her BART Director's post, representing District #7 in San Francisco on January 8 to assume her duties as a newly elected member of the San Francisco Board of Supervisors.

The four applicants were individually interviewed during the regular Board meeting on February 9.

The applicants are: Mr. Cyrus Tileston, formerly an employee of the San Francisco Water Department, now retired; Mr. Wilfred T. Ussery, Director of Program Development, San Francisco Housing Authority; Mr. Angelo Morosi, a semi-retired painting contractor; and Ms. Roslyn L. Baltimore, who heads her own consulting firm specializing in land use and real estate.

District #7 comprises the southeast area along San Francisco's waterfront, the Alameda Naval Air Station, Emeryville and a portion of Berkeley.

#

February 17, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

2-21-78 Pictures to: Chronicle, Examiner, Tribune, Alameda Times Star, C.C. Times
Oakland Post; Sun Reporter (Business Wire & General Dist.)
+ A.P.

NEWS RELEASE

BART

U-46

FOR IMMEDIATE RELEASE

NEW DIRECTOR SELECTED BY BART BOARD

The BART Board of Directors today voted unanimously to select Ms. Roslyn L. Baltimore of San Francisco to represent District #7, which comprises portions of San Francisco's waterfront, as well as the U.S. Naval Air Station in Alameda, Emeryville and a portion of Berkeley. She replaces Ella Hill Hutch who resigned from the BART Board in early January to assume her duties as a San Francisco Supervisor.

Ms. Baltimore, who is thirty-five, was among four candidates from the Seventh District seeking the post on the policy-making board. She is formerly an Assistant Vice President with Wells Fargo Bank and currently heads her own consulting firm specializing in land use and real estate. Ms. Baltimore attended Boston University where she received a Bachelor of Arts degree, and did postgraduate studies at Harvard, where she earned a Masters degree in Business Administration.

Following the appointment, Ms. Baltimore was given the oath of office and her appointment becomes effective immediately. The term will run until November 1978, at which time the seat will be up for election.

- MORE -

2-2-2-2-2-2-2

BART Directors do not receive a salary for their work as members of the Board, but do receive 50 dollars per meeting attended up to a maximum of \$250 per month. The Board is primarily responsible for setting District policy, the annual budget, award of contracts, and hiring all statutory officers.

#

February 21, 1978

Mike Healy, Manager
Office of Public Information
465-4100

NEWS RELEASE

0-47

BART

FOR IMMEDIATE RELEASE

BART TO GOLDEN GATE FIELDS

As any good horse player knows, the "Year of the Horse" has got to be a lucky one at Golden Gate Fields - and, if you go to the track on Wednesdays during February and March - you'll get \$1 off the price of a grandstand admission by picking up a flyer in any BART station and presenting the coupon at the Grandstand ticket office.

Patron capacity at Golden Gate Fields is 26,000 and parking capacity is 10,000 - by taking BART to the North Berkeley Station and the A.C. Transit "Pony Express" shuttle, you can pick up the discount flyer on your way through the BART station - get a \$1 discount into the grandstand and forget traffic and parking problems.

The "Pony Express" shuttle takes about 8 minutes from North Berkeley and costs only 35 cents.

BART operates Monday through Friday from 6 a.m. to midnight, and on Saturdays from 9 a.m. to midnight.

#

February 21, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-48

FOR IMMEDIATE RELEASE

BART TO HOLD PUBLIC AUCTION OF USED VEHICLES

This Saturday, February 25, at 10 a.m., BART will hold a public auction of surplus used vehicles at its Oakland Shop facilities at 601 East 8th Street, Oakland.

Included in the auction are 4 vans, 2 pick-up trucks and 6 sedans.

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, February 27. Payments must be made by certified check, cashier's check, money order or traveler's check. Personal checks will not be accepted.

Pre-auction inspection of the vehicles will be offered from 9 a.m. to 10 a.m. on the day of the auction.

#

February 22, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-49

BART

FOR IMMEDIATE RELEASE

BART'S FREE EXPRESS BUS SERVICE ENDS

Effective Wednesday, March 1, BART Express Buses, which serve outlying areas of Contra Costa and Alameda Counties, will begin charging regular fares again.

BART has been providing free Express Bus service to its patrons since January 30 as a goodwill gesture to compensate patrons for any inconvenience caused by the A.C. Transit strike. The Express Buses are operated for BART by A.C. Transit on a cost-reimbursement contract.

BART Express Buses connect the Pittsburg, Antioch, Oakley, Brentwood and Martinez areas with the Concord Station; Alamo, Danville, San Ramon and Dublin areas with the Walnut Creek Station; Dublin, Pleasanton and Livermore areas with the Hayward and Bay Fair Stations; and the Pinole area to the El Cerrito Del Norte Station.

The fares on BART Express Buses range from 25 cents to 50 cents depending on the distance traveled.

#

February 23, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

Sent to sports writer too.

NEWS RELEASE

U-50

BART

FOR IMMEDIATE RELEASE

BART TO WARRIORS ON WEDNESDAY

Immediately following Wednesday night's game between the Warriors and the Philadelphia 76'ers, BART will provide a direct (no transfer) train 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. Patrons with destinations on the Fremont/Daly City or Richmond lines may transfer as usual at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

The game is scheduled to start at 7:30 p.m., and should end at approximately 9:30 p.m.

The Coliseum Arena is easily accessible from BART's Coliseum Station via a walkway.

#

February 27, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

MARCH

NEWS RELEASE

BART

U-51

FOR IMMEDIATE RELEASE

TREES AND ART AT CITY CENTER STATION FOR ARBOR DAY

BART's 12th Street City Center Station in Oakland will be bedecked with living trees and student artwork during the week of March 6 to 10, in conjunction with the City of Oakland's celebration of Arbor Day, March 7.

The trees are being provided for display in the free area of the 12th Street City Center Station by the City of Oakland as part of a massive downtown "reforestation" project. And the artwork represents the work of students from each of Oakland's public schools, grades one through seven.

Highlighting the week will be the City of Oakland's celebrity show starting at 10 a.m. Tuesday, March 7, at the Oakland City Hall Plaza, adjacent to the 12th Street Station. Included in the guests are Governor Jerry Brown (who will arrive at noon), singers Tressa Lewis, star of the Broadway musical "Evolution of the Blues," and Odia Coates, star singer with Epic records. Also appearing will be a surprise guest movie star of a recent Academy Award winning movie. There will also be a wide spectrum of professional performers from Oakland and other areas of California.

- MORE -

2-2-2-2-2-2-2-2

BART will be operating on normal weekday schedules from 6 a.m. to midnight to take you to the display at BART's City Center Station and the City Hall Plaza to enjoy the free displays and festivities.

#

March 3, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-52

FOR IMMEDIATE RELEASE

DERBY DAY ON BART

Tomorrow, Saturday, March 4, is one of the big racing days at Golden Gate Fields - the California Derby - and the most relaxing way to enjoy this event is by taking BART to the North Berkeley Station and A.C. Transit's "Pony Express" shuttle to the track.

The California Derby is the first meet in a \$550,000 series called the California Golden Triple, and a capacity crowd is expected to attend.

BART operates on Saturday from 9 a.m. to approximately 7 p.m. on three routes - Concord/Daly City, Richmond/Fremont and Fremont/Daly City at 15-minute intervals. After 7 p.m. the system phases into 20-minute intervals on two routes - Concord/Daly City and Richmond/Fremont until midnight.

Post time is 12:30 and BART and the "Pony Express" will get you there without traffic or parking problems.

#

March 3, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information
465-4100

NEWS RELEASE

BART

U-53

FOR IMMEDIATE RELEASE

BART TO WARRIORS GAME

Immediately following the game Wednesday night, March 8, between the Warriors and the Cleveland Cavaliers, BART will provide a 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 transfers can be made at MacArthur, 19th Street, or 12th Street City Center stations in Oakland.

The game is scheduled to start at 7:30 p.m. and should end at approximately 9:30 p.m.

The Coliseum Arena is easily accessible from BART's Coliseum Station via a walkway.

#

March 6, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

Picture sent to ~~Tribune, Richmond Independent, Daily Review~~
~~S.F. Times, Progress~~. Also photos given to John
Pritchard for travel & trade mags.

NEWS RELEASE

BART

U-54

FOR IMMEDIATE RELEASE

BART'N BUS TOUR - A BONANZA

From every corner of the three county BART District couples arrived by BART at the MacArthur Station to take the BART'N Bus tour offered by Bonanza Bus Tours, Inc., on Valentine's Day.

Thirty-four couples filled the two large modern buses which left the MacArthur Station at 10 a.m. on February 14 to spend two days at Tahoe's South Shore.

Bonanza Bus Tours considered the trip very successful and is making plans for regularly scheduled trips from other BART stations on a year-round basis. Additional BART'N Bus tours will include Marriott's Great America, Africa/Marine World U.S.A., the California Wine Country and many other interesting destinations.

The next BART'N Bus event will be a one-day tour scheduled for Wednesday, April 12, to the Carmel/Monterey area leaving from BART's MacArthur Station.

- MORE -

2-2-2-2-2-2-2

The price of \$21.50 per person will include a round-trip reserved seat on a deluxe motor coach, lunch, a free gift and a \$1 BART return home ticket from MacArthur Station, compliments of Bonanza Bus Tours.

The tour will also include a sightseeing trip through Monterey, Pacific Grove, the famous Pebble Beach 17-mile drive and time to browse through Carmel's quaint shops.

Watch for flyers on this and future tours at your BART station.

#

March 8, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-55

BART

FOR IMMEDIATE RELEASE

DEAF PATRONS CAN 'TALK' TO BART ON TELEPHONE

Bay Area transit riders who are deaf will soon be able to telephone BART for information on train service and bus connections as easily as persons with normal hearing do now.

Effective Monday, March 13, deaf callers can call a special BART number reserved for their use (839-2220) toll-free from anywhere in the three BART counties and "talk" with an information clerk via a newly-installed telecommunications device in the Information Center. The deaf caller must be using the same device on his end of the line, however.

The new service works this way: when 839-2220 rings in the BART Information Center, the clerk immediately attaches the telephone receiver to the new telecommunications device, called a "Porta-Printer." The compact Porta-Printer is smaller than an electric portable typewriter and has a keyboard very similar to the standard typewriter keyboard.

The deaf caller merely types out his or her message on his own Porta-Printer -- there are approximately 2,000 of them in the Bay Area presently being used by individuals or various organizations and agencies. The caller's message is typed out on a paper roll similar to that used on a calculating machine.

- MORE -

2-2-2-2-2-2-2-2

The BART clerk's Porta-Printer, activated by telephone tones, types out on its paper roll the message the caller is typing on his machine. The clerk then replies to the caller from his or her keyboard and the telecommunication process is reversed. The back-and-forth keyboard "conversation" continues until the caller has the information needed.

"Our new Porta-Printer service makes the BART Information Center as easy to contact for deaf persons as it is for persons with normal hearing," said Barbara Neustadter, a BART planner who heads up BART programs aimed at increasing the system's accessibility to handicapped persons. "Deaf persons tell us they often find it aggravating to have to depend on other persons to make phone calls for them."

Neustadter said the machines are being used by the Southern California Rapid Transit District and the new Washington (D.C.) Metro system, with the latter receiving an average of 50 calls per day from deaf patrons.

The Porta-Printer machines, which cost \$800 each, are lightweight and portable. Deaf persons fortunate enough to own one can, if they desire, use them from any telephone on the system, as well as from home and other locations.

- MORE -

3-3-3-3-3-3-3

Manufactured by Krown Research in Los Angeles, the Porta-Printer is an evolutionary spinoff of the good old Western Union teletype machine which revolutionized the newspaper industry. Its particular advantage over other models is that it provides permanent paper records of calls for both parties. On the way in the not-too-distant future are more compact devices -- reportedly smaller than a pocket calculator -- which will fit right into the receiver, keyboard and all.

BART's Information Center receives upward of 2,000 calls daily. Up to 11 telephone information clerks are kept busy during the peak hours answering calls in English, Spanish and Chinese. The bulk of the information requests concern bus and BART connections with A.C. Transit and Muni, as well as BART's own five express bus lines to 17 communities in outlying Contra Costa and Alameda counties.

An increasing number of travelers are also requesting Amtrak train schedules, leaving from the BART/Amtrak station in Richmond to Sacramento, Truckee, Reno and points east.

The Information Center is open throughout BART's revenue service hours: 6 a.m. to 12 midnight weekdays and 9 a.m. to 12 midnight on Saturdays.

#

March 8, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

BART

U-56

FOR IMMEDIATE RELEASE

BART/WARRIORS SCHEDULE

Thursday, March 16, the Warriors will take on the Atlanta Hawks in the Oakland Coliseum Arena at 7:30 p.m., and BART will provide a special direct (no transfer) train to San Francisco/Daly City immediately following the game.

BART will provide the same direct (no transfer) train immediately following Saturday night's game, March 18, when the Warriors meet the New Orleans Jazz at 8 p.m. in the Coliseum Arena.

BART will otherwise operate on normal evening schedules both nights providing direct Fremont/Richmond and Concord/Daly City service at 20-minute intervals until midnight. All north/south, east/west train to train transfers can be made at MacArthur, 19th Street or 12th Street City Center stations in Oakland.

The Coliseum Arena is easily accessible from BART's Coliseum Station via a walkway.

#

March 13, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-57

FOR IMMEDIATE RELEASE

BART COMMERCIAL TAKES TOP SPOT

At the 18th annual International Broadcasting Awards, held at the Hollywood Century Plaza on Tuesday, March 7, the commercial featuring Rabbi Herbert Morris of San Francisco won first place in the category of commercials of 10 seconds or less.

The commercial was one of a series announcing BART's Saturday service. The other commercials in the series featured San Francisco's Mayor George Moscone, San Francisco Attorney Melvin Belli and ex-49er Coach Monte Clarke.

Chiat/Day, BART's Advertising agency, is the only West Coast agency to receive an award in the television category.

Chuck Phillips, Executive Vice President/General Manager of Chiat/Day accepted the award for the agency.

#

March 13, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-58

BART

FOR IMMEDIATE RELEASE

BART TO OAKLAND'S PARADE

As its first, the City of Oakland is planning one of the largest St. Patrick's Day parades in the West this Friday, March 17, and BART will take you right to the scene with no traffic or parking problems.

The parade will represent, not only the Irish, but every cultural and ethnic group in Northern California with bands, floats, dancing groups, etc.

Scheduled to start at 3 p.m. at Lake Merritt Park, the parade will continue to Broadway, pass the reviewing stand at City Center and on to Jack London Square.

Take BART to either the 19th Street or 12th Street City Center Station and you will be right where the action is.

#

March 15, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-59

FOR IMMEDIATE RELEASE

BART RECEIVES FUNDS FROM LAW SUIT SETTLEMENT

The Bay Area Rapid Transit (BART) District has received \$13.7 million as the final cash portion of the overall settlement on its lawsuit against Parsons, Brinckerhoff, Tudor-Bechtel; Rohr Industries, Inc.; Westinghouse and Bulova.

BART received the cash portion of the settlement yesterday, Tuesday, March 14, through a special escrow account set up by all parties to the action.

Directors of the transit district approved the settlement of the three-year old law suit on December 8, 1977. Under terms of the agreement the net cash value of the overall settlement to BART is \$28,700,000 which includes the release of claims against the District. In addition, BART has received access to documents describing the equipment of the system, patent licenses, and consultation on technical matters.

BART General Manager Frank C. Herringer said that the money will ultimately be applied to various capital projects that are essential to improving the reliability of the system.

#

March 15, 1978

Mike Healy, Manager
Office of Public Information

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

NEWS RELEASE

U-60

BART

FOR IMMEDIATE RELEASE

BART'S ADMINISTRATION COMMITTEE OKAYS DISTRICT'S 1978/79 GOALS & OBJECTIVES

The BART Board's Administration Committee today reviewed and recommended to the full Board approval of the District's goals and objectives for the coming fiscal year, among which was to institute regular Sunday service by July 1, 1978, subject to approval by the California Public Utilities Commission.

The Committee, which is chaired by Director John Glenn of Fremont also approved the objective of increasing Saturday operations to provide full 18 hour service by September 1, 1978.

Currently BART's Saturday trains operate on a 15-hour schedule from 9 a.m. to midnight.

Other objectives passed along to the full Board for approval include increasing the number of trains on the system during peak commute travel hours to 46, with a view to reducing crowded trains, and increasing the average weekday patron trips by 12 percent between December 1977 and December 1978.

- MORE -

2-2-2-2-2-2

Also approved by the Committee was the recommendation that the Board give notice of withdrawal from the Social Security System. If approved by the full Board, there would be a two-year waiting period during which time a thorough evaluation of the advantages and disadvantages of participation in the Social Security System, as well as other options, would be undertaken. The District could rescind the notice of intent to withdraw at any time during the two year waiting period.

Other members of the BART Board's Administration Committee include Directors Robert Allen of Livermore and Arthur Shartsis of Oakland.

The BART Board will hold its next regular meeting on Thursday, March 23.

#

March 15, 1978

Mike Healy, Manager
Office of Public Information

61

3-16-78

San Jose Mercury News
Hayward Daily Rev.

San Mateo Times
Tremont Argus

Oakland Tribune

DATE _____ HOUR _____

TO _____

WHILE YOU WERE OUT

M _____

OF _____

PHONE _____

AREA CODE

PHONE NUMBER

TELEPHONED	<input type="checkbox"/>	RETURNED CALL	<input type="checkbox"/>	LEFT PACKAGE	<input type="checkbox"/>
PLEASE CALL	<input type="checkbox"/>	WAS IN	<input type="checkbox"/>	PLEASE SEE ME	<input type="checkbox"/>
WILL CALL AGAIN	<input type="checkbox"/>	WILL RETURN	<input type="checkbox"/>	IMPORTANT	<input type="checkbox"/>

MESSAGE

SIGNED _____

NEWS RELEASE

U-61

BART

FOR IMMEDIATE RELEASE

FINAL CONSTRUCTION TO BEGIN ON BART FREMONT STATION PARKING ADDITION

BART is now preparing to begin the final construction phase of the supplemental parking area for the Fremont Station, it was announced today by BART Director John Glenn.

Before work begins, scheduled for April 10, BART will grade and fence off an area behind Washington Hospital to provide temporary parking until the new lot is completed in September. BART is leasing the area from the hospital for \$1 for the six month period.

Glenn praised the cooperative effort on the part of Washington Hospital and BART to provide a benefit to the public at minimal cost.

Construction on the new lot first began last June with the filling of a portion of the Tyson Lagoon and has since been providing over 300 additional parking spaces for Fremont Station patrons during the settling period. When completed the total number of spaces for this station will be approximately 1,000.

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

- MORE -

2-2-2-2-2-2

He said that the new lot will also include a "Bus-to-BART intermodal transfer facility which is planned to accommodate 12 buses on the east side of the station, thus reducing traffic congestion on the west side.

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

Glenn, who worked closely with the City of Fremont in helping to guide the project to fruition during its inception, noted that BART and Alameda County have been leaders in the use of FAU funds for transit purposes.

#

March 16, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-62

FOR IMMEDIATE RELEASE

BART/WARRIORS SCHEDULE

Tuesday night, March 21, the Warriors will take on the Buffalo Bills in the Oakland Coliseum Arena at 7:30 p.m., and BART will provide a special direct (no transfer) train to San Francisco/Daly City immediately following the game.

BART will provide the same direct (no transfer) train immediately following Thursday night's game, March 23, when the Warriors meet the Indiana Pacers, and on Saturday, March 25, when the Warriors meet the New York Knicks.

Thursday night's game is scheduled to start at 7:30 p.m., and Saturday's at 8 p.m.

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 transfers can be made at MacArthur, 19th Street or 12th Street City Center stations in Oakland.

#

March 20, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-63

FOR IMMEDIATE RELEASE

BART TO THE VIRGINIA SLIMS

Flyers offering a \$1 discount on any loge or balcony seat for the Virginia Slims Tennis Tournament at the Oakland Coliseum are now available in all BART stations, courtesy of Virginia Slims.

Starting at 7 p.m. on Wednesday, March 29, the top stars of women's tennis will compete for the \$50,000 first prize and the first jewel in the Triple Crown of women's tennis in the Oakland Coliseum Arena.

The flyers, offering the \$1 discount, can be used on any or all three nights, March 29, 30, and 31st by presenting a coupon each night at the Coliseum box office.

The Oakland Coliseum Arena is easily accessible by BART via a connecting aerial walkway.

#

March 24, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-64

BART

FOR IMMEDIATE RELEASE

PREVIEW BALLET PERFORMANCE AT BART

To preview a portion of what's in store for you when the Oakland Ballet presents its opening night performance at the Paramount Theater on April 7, drop by BART's 19th Street Station in Oakland Saturday, April 1, at 12 noon.

Lance James and Danna Cardovia will perform a portion of Brahms' Intermezzi, one of the opening night ballets, choreographed by Marke Wilde. Also on Saturday, Gymnopedies, with music written by Eric Satie and Choreographed by Ronn Guidi, will be performed by Joni Jacobson, Ron Thiele and Shirley Reevie.

If you like what you see at the Ballet preview you can pick up a flyer at the 19th Street, or at any BART station, which will entitle you to a \$1 discount on your opening night ticket purchase.

Additional performances by the Oakland Ballet at the Paramount Theater will take place on April 14. For ticket information call 465-6400.

BART's 19th Street Station in Oakland is easily accessible from any point on the BART system, and is just one block from the Paramount Theater.

#

March 27, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-65

FOR IMMEDIATE RELEASE

BART & TENNIS - A LOVE MATCH

Wednesday, March 29, will find such tennis greats as Evonne Goolagong, Rosie Casals, Wendy Turnbull, Betty Stove, Martina Navratilova and Kerry Reed at the Oakland Coliseum Arena as the \$50,000 Triple Crown of women's tennis gets underway at 7 p.m.

You can watch the matches at a \$1 discount on any loge or balcony seat by picking up a flyer at any BART station and presenting the attached coupon at the Coliseum Arena box office.

The flyers, offering the \$1 discount, can be used on any or all three nights, March 29, 30, and 31st by presenting a coupon each night at the box office.

The Oakland Coliseum Arena is easily accessible by BART via a connecting aerial walkway.

#

March 27, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-66

BART

FOR IMMEDIATE RELEASE

BALLET COMES TO BART

BART riders will be in for a treat this Saturday, April 1, when members of the Oakland Ballet in full costume will be presenting a free preview of their opening night performance at BART's 19th Street Station in Oakland.

The music and dancing is scheduled to begin at 12 noon and end around 1 p.m. on the concourse level of the station, which is located between 17th and 20th streets on Broadway.

Lance James and Danna Cardovia will perform a portion of Brahms' Intermezzi, one of the opening night ballets, choreographed by Mark Wilde. Also on Saturday, Gymnopedies, with music written by Eric Satie and choreographed by Ronn Guidi, will be performed by Joni Jacobson, Ron Thiele and Shirley Reevie.

The Ballet will open at the Paramount Theater in Oakland on Friday, April 7, and you can pick up a flyer at any BART station containing a coupon for a \$1 discount to the opening night performance, courtesy of the Oakland Ballet.

The Paramount Theater is adjacent to BART's 19th Street Station.

#

March 30, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-67

FOR IMMEDIATE RELEASE

BART TO HOLD PUBLIC HEARING

BART will hold a public hearing at 3 p.m. this coming Monday (April 3) to receive views from the public concerning its application for federal funding to increase the number of remotely staffed transit stations, improve station signage, and replace outmoded systemwide communications lines.

The District is seeking a capital assistance grant from the U.S. Urban Mass Transportation Administration for \$9 million for 80 percent funding of three projects whose total cost is \$11.3 million.

The first project would enable BART to expand remotely staffed station operations from a currently planned level of eight stations to 24 stations.

The second project would extend station signage in conjunction with the remotely staffed stations, and provide other passenger information improvements.

The third project would replace systemwide cabling to meet all current and anticipated communications needs.

Local share for the \$9 million grant sought would be \$2.3 million, to come from state sales tax monies under the Transportation Development Act, as allocated by the Metropolitan Transportation Commission (MTC).

-MORE-

2-2-2-2-2

The public hearing will be held in the first floor board room of the BART Administration Building, 800 Madison Street, Oakland. Full information on the applications and the projects is available for public inspection in the District Secretary's office.

#

March 29, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

BART

U-68

FOR IMMEDIATE RELEASE

NEW TRANSFER DISCOUNT FOR WALNUT CREEK
SHOPPER SHUTTLE FROM BART STATION

A new one-way transfer arrangement has now been completed, courtesy of the City of Walnut Creek, to provide BART patrons with a free one-way "shuttle bus" trip from BART's Walnut Creek Station to the downtown Walnut Creek shopping area, with a nominal charge to return to the BART station. Including other stops, the trip from the BART station to the Broadway Plaza takes approximately 15 minutes.

BART provides direct service to Walnut Creek from Daly City/San Francisco, with an easy transfer for Richmond and Fremont line patrons at the MacArthur Station in Oakland.

The shuttle buses operate from 6 a.m. to 8 p.m. Monday through Friday at 15-minute intervals and from 9 a.m. to 7 p.m. on Saturday at 30-minute intervals, which coincides well with BART's service for weekday or Saturday shopping trips to Walnut Creek.

The new arrangement will allow all Bay Area residents to exercise their spirit of shopping adventure by taking BART and the shuttle bus to Walnut Creek.

#

March 30, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

APRIL

NEWS RELEASE

BART

U-69

FOR IMMEDIATE RELEASE

BART/WARRIORS SCHEDULE

Tuesday, April 4, the Warriors will meet the Kansas City Kings in the Oakland Coliseum Arena at 7:30 p.m., and BART will provide a special direct (no transfer) train to San Francisco/Daly City immediately following the game.

BART will provide the same direct (no transfer) trains immediately following Thursday night's game, April 6, when the Warriors meet the Portland Trailblazers, and Saturday night, April 8, when the Warriors meet with the Seattle Superersonics. Thursday night's game is scheduled to start at 7:30 p.m., and Saturday night's at 8 p.m.

BART will otherwise operate on normal evening schedules on all three nights providing direct Fremont/Richmond and Concord/Daly City service at 20-minute intervals until midnight. All north/south, east/west train to train transfers can be made at MacArthur, 19th Street or 12th Street City Center stations in Oakland.

The Coliseum Arena is easily accessible from BART's Coliseum Station via a walkway.

April 3, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

SENT OUT ON BUSINESS WIRE APRIL 3, 1978

U-70

FOR IMMEDIATE RELEASE

PUBLIC HEARING ON BART'S
REMOTEY STAFFED STATIONS

An estimated 150 persons attended the public hearing held by BART at 3 p.m. this afternoon to receive views concerning its application for Federal funding to increase the number of remotely staffed transit station (RSS), improve station signage, and replace outmoded systemwide communications lines.

It is estimated the RSS will ultimately save BART approximately \$1 million annually.

Most of those attending were there to protest BART's \$3.6 million program to expand the number of its remotely staffed transit stations from eight to 24 stations. The District is seeking 80 percent Federal funding of the program through a grant application to the U.S. Urban Transportation Administration. The public hearing is a routine Federal requirement of all such applications for Federal funding.

- MORE -

2-2-2-2-2-2-2

BART General Manager Frank C. Herringer commented: "The purpose of the RSS program is to save money without reducing the quality of service. BART's test program, evaluation by a consultant, and the experience of several other transit systems indicates that the RSS concept results in safer and equally accessible stations, at substantially less cost. Unfortunately, taxpayers and the vast majority of BART riders, who stand to benefit the most from the RSS concept, are never heard from at public hearings."

The first phase of RSS operations will see three stations (Ashby, El Cerrito Plaza and North Berkeley) activated late this month. Five more stations scheduled to be converted by late June include Orinda, Oakland West, Lafayette, Fruitvale and Rockridge. Total cost is \$665,000.

The second phase, expanding the number of RSS stations to 24, would not be authorized until BART management and the BART Directors have thoroughly evaluated RSS operations in the first eight stations to be sure they are providing satisfactory service to all categories of patrons -- handicapped and non-handicapped.

- MORE -

3-3-3-3-3--3

Two other projects included with the RSS grant application included a \$700,000 program to improve station signage systemwide and a \$7 million program to replace cabling systemwide to meet current and future communications needs.

The total grant application covering all three projects is for \$9 million or 80 percent funding to cover the total three-project cost of \$11.3 million. Local share for the \$9 million grant sought would be \$2.3 million, to come from State sales tax monies under the Transportation Development Act, as allocated by the Metropolitan Transportation Commission (MTC).

#

April 3, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

Mailed out on full run.

This release is basically the same as the release sent on the Business wire - with minor changes in the first paragraph.

NEWS RELEASE

BART

U-70

FOR IMMEDIATE RELEASE

PUBLIC HEARING ON BART'S REMOTELY STAFFED STATIONS

An estimated 150 persons attended the public hearing held by BART at 3 p.m. yesterday, Monday, April 3, to receive views concerning its application for Federal funding to increase the number of remotely staffed transit stations (RSS), improve station signage, and replace outmoded systemwide communications lines. The meeting ended at approximately 7:30 p.m. following testimony from about 40 speakers.

It is estimated the RSS program will ultimately save BART approximately \$1 million annually.

Most of those attending were there to protest BART's \$3.6 million program to expand the number of its remotely staffed transit stations from eight to 24 stations. The District is seeking 80 percent Federal funding of the program through a grant application to the U.S. Urban Transportation Administration. The public hearing is a routine Federal requirement of all such applications for Federal funding.

- MORE -

2-2-2-2-2-2-2

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- MORE -

3-3-3-3-3--3

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#

April 3, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

BART

U-71

FOR IMMEDIATE RELEASE

BART DIRECTOR RECEIVES TM AWARD

The newest member of BART's Board of Directors, Roslyn L. Baltimore, has received an award in recognition of outstanding contributions in the field of business and industry from the Age of Enlightenment.

With more than 10 thousand members in San Francisco and Marin County who practice Transcendental Meditation and TM-Sindhi programs, the Age of Enlightenment gives its "Prosperity and Progress" award in celebration of each of the four seasons.

Ms. Baltimore, who is this Spring's recipient, heads her own consulting firm which specializes in development of low and moderate income housing.

Others who have received this award include such noteables as Belva Davis, local newswoman and television hostess, and San Francisco Giant's first baseman Willy McCovey.

Director Baltimore was also saluted by KQED (Channel 44) in San Francisco for her success in gaining the appointment to fill Ella Hill Hutch's seat on the BART Board.

- MORE -

2-2-2-2-2-2

Ms. Baltimore was appointed to the BART Board of Directors
on February 21 to represent District No. 7.

#

April 4, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

BART'S ADMINISTRATION COMMITTEE REQUESTS TEST OF SINGLE LOW FARE

BART Director John Glenn of Fremont today specifically requested a further test of the single low fare concept during a meeting of the Board's Administration Committee.

Glenn, who chairs the Administration Committee said he would like to see BART schedule a day soon when the single low fare of 50 cents could be tested to further determine public response.

BART General Manager Frank C. Herringer suggested the possibility of testing the 50 cent fare during the upcoming Memorial Day holiday. This would fall on Monday, May 29.

Most recently the transit district tested the 50 cent fare concept on the four Saturdays in January during BART's introduction of regular Saturday service. However, the A.C. Transit strike lasted longer than expected, ending around the end of January and thus influenced ridership during the entire test period.

Director Robert Allen, who is a member of the committee, supported Glenn's request.

- MORE -

2-2-2-2-2-2

Ridership during the four Saturdays in January averaged about 65,000 (this excludes additional ridership resulting from the A.C. Transit strike impact) which was 22.6 percent above an adjusted base of 53,000.

Herringer reported that while the 50-cent fare was successful in attracting additional ridership, up approximately 12,000 from the base, BART nevertheless experienced a net average decrease in revenue.

Glenn said another test would offer additional data to further assess the single low fare concept.

#

April 4, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-73

FOR IMMEDIATE RELEASE

BART TO GO BEFORE THE CPUC FOR SERVICE IMPROVEMENTS

Oakland, Ca..... The San Francisco Bay Area Rapid Transit (BART) system will go before the California Public Utilities Commission (CPUC) Friday, April 7, to pave the way for improving service in general, including start-up of direct train operations between Richmond and Daly City.

Following an intensive engineering program over the past two years, which included resignaling the railroad and improvements in the automatic train control system, BART has applied to the CPUC to lift the current requirement that trains operate no closer than one station apart.

"If approved by the CPUC this will be one of the most significant steps toward operating BART as it was originally intended since the system began operating almost six years ago," said BART's Assistant General Manager Robert Gallaway.

He said there is no question that BART still has many technical problems to solve, but by the same token a great deal of progress has been made over the past two years.

- MORE -

2-2-2-2-2-2

Over the past two years BART has seen its daily availability of transit cars increase by about 60 percent and the rate of unscheduled train removals during service has been reduced by about 50 percent.

Gallaway said that the capacity of BART's computers to handle more trains has been increased and that a program is now underway to replace the computer system by 1981 to keep pace with the "state of the art," and meet the changing requirements of the system itself.

#

Mike Healy, Manager
Office of Public Information

April 5, 1978

NEWS RELEASE

U-74
FOR P.M. RELEASE

BART

BART/CPUC HEARING ON SERVICE IMPROVEMENTS

San Francisco, Ca.....The General Manager and Director of Engineering of the Bay Area Rapid Transit District (BART) appeared before the California Public Utilities Commission (CPUC) today to seek approval of new operating procedures that will permit the largest improvements in train service and service reliability since the rapid transit system opened in 1972.

The basic operating change BART is seeking would allow the system to shorten its current one-station separation between all trains -- a constraint BART has been operating under since 1974 at the direction of the CPUC.

The shorter distance between trains and increased flexibility will enable BART to run existing service more reliably because it will reduce the impact of equipment failures on system performance, it will enable the system to recover more rapidly when problems occur, and it will enable a much smoother operation of the merges of lines in Oakland which today cause consistent rush hour delays. In addition BART will be able to increase the number of trains on the system.

- MORE -

2-2-2-2-2-2

The additional trains will enable BART to add a fourth route to the three current routes, providing direct no-transfer service between Richmond and Daly City. Travel times will be significantly reduced for patrons traveling between points along the Richmond lines and the West Bay. BART's current lines are Concord/Daly City, Fremont/Daly City and Richmond/Fremont.

BART's General Manager Frank Herringer, in his testimony before the CPUC Examiner, described how the system's most complex safety problem -- assurance of safe distances between trains for close headway operation under all conceivable conditions -- was finally overcome by completion of massive re-engineering programs.

One program involved the development, installation and testing of a new train protection system -- a supplement to the primary protection system -- whose nickname is "SORS." The second program involved the rewiring of wayside controls to change speed commands and assure ample braking distances for trains under "worst case" conditions systemwide. The work, which began in 1973, was carried out by BART engineers and their consultants under continuous review of the CPUC technical staff.

Emphasizing that BART's primary automatic train protection system assured safe train separation by itself under all but the unlikeliest circumstances, Herringer said that the addition of the supplemental protection system "convincing me beyond a doubt that the operation of BART (on close headways) is safe."

Herringer said in his conclusion:

"With these changes having been made...and increased competence and vigilance having been developed on both BART and CPUC staffs, there is no question in my mind that the operation of the BART system (on close headways) today is several orders of magnitude more safe than was the operation of BART (with one station train separation) three years ago, which was then determined to be adequately safe, as has been verified by experience."

The safety record of BART trains, no passenger fatalities and no serious injuries, is one of the best records in the industry. Since the system opened in September 1972, it has carried 140,000,000 passengers and operated two billion passenger miles.

BART's Engineering Director Melvin Murphy further described what BART has accomplished to improve train protection safety, on the basis of concerns resulting from acceptance tests of the automatic train control system in 1971 and 1972 for the CPUC.

Some failures of the primary train protection system, he noted, were experienced only under the most adverse testing conditions. Nevertheless, this caused concern and led to the CPUC order to operate trains with two-station separation via computer control. Subsequently, on the basis of safety tests, BART was able to get CPUC approval for operating with one-station separation. This inflexible constraint continues to have an adverse impact on service reliability because a delay in one area can frequently spread elsewhere on the system in a short time.

The new SORS system, Murphy explained, will increase operating flexibility by maintaining safe train separation on the basis of shorter track circuits rather than lengthy one-station distances. SORS prohibits trains from being approached any closer than a minimum of 700 feet where short track circuits are located, but generally twice that distance or more where longer track circuits are located. SORS provides this protection regardless of whether the primary control is or is not reliably detecting trains for protection purposes at some instant, which is unlikely.

Braking distances have been lengthened between MacArthur Station and Daly City, Murphy noted, for close headways operation on that segment. The systemwide braking rate originally designed into the system is 2.7 m.p.h./per second. On the basis of exhaustive testing, this rate has been determined too high for wet rail conditions. All trackage exposed to the weather has (or will have) lower braking rates of 1.2 m.p.h./per second to provide ample stoppage safety margins for wet rails. Braking rates for protected rails (underground) are reduced to 1.6 m.p.h./per second.

Murphy also described major design improvements in the wayside equipment transmitting speed commands to trains and onboard equipment decoding the speed commands. Improved circuitry in these components assures that speed commands will always be transmitted and received correctly even under the most adverse conditions.

5-5-5-5-5-5-5

Murphy also described BART's work to increase the capacity of its central control computer to handle the increased number of trains on the system. The existing central computer can handle the number of trains to be operating on the system over the next few years, he noted, but plans are being developed to eventually replace the existing central computer with new systems that can handle the larger number of trains foreseen in future years.

Murphy concluded: "It is our belief that the testing and analysis accomplished with respect to each of these issues demonstrates that the proposed method of close headway operation will provide a level of safety at least comparable to that afforded by the Computer Automated Block System (one station separation)...and improved service to the public."

#

April 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE



BART

U-75

FOR IMMEDIATE RELEASE

FINAL CONSTRUCTION ON BART FREMONT PARKING TO BEGIN TODAY

On Monday, April 10, BART will begin the final phase of construction of the supplemental parking area for the Fremont Station.

During the construction period parking is available to BART patrons behind Washington Hospital. BART Director John Glenn praised the cooperation of the hospital and BART in securing this parking area for the six month period at the minimal cost of \$1.

Director Glenn was also instrumental in achieving the cooperative efforts of the City of Fremont and BART in securing the land use for construction of the 300 additional lots, which will bring the total number of parking spaces at BART's Fremont Station to 1,000.

Glenn said the new lot will also include a "Bus-to-BART" intermodal transfer facility which is planned to accommodate 12 buses on the east side of the station, thus reducing traffic congestion on the west side.

- MORE -

2-2-2-2-2-2-2

Funding for the new parking facility is being provided by Federal Aid Urban Highways (FAU), contributing 83 percent of the construction costs, with the remaining 17 percent coming from Transportation Development Act monies through the Metropolitan Transportation Commission.

#

April 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-76

BART

FOR IMMEDIATE RELEASE

BART/CPUC HEARING ON SERVICE IMPROVEMENTS

San Francisco, Ca.....BART officials appeared before the California Public Utilities Commission (CPUC) today to seek approval of new operating procedures that will permit the largest improvements in train service and service reliability since the rapid transit system opened in 1972.

The basic operating change BART is seeking would allow the system to shorten its current one-station separation between all trains -- a constraint BART has been operating under since 1974 at the direction of the CPUC.

BART's General Manager Frank Herringer and its Director of Engineering Melvin Murphy described the massive engineering effort that has gone into building such large safety margins into the system that lengthy one-station separation of trains is no longer necessary.

Herringer said he was "convinced beyond a doubt" that BART can run trains closer together even more safely today than it could run them one-station apart three years ago. He said the safety of the system has been verified by BART's operating safety record, which is one of the best in the industry.

Lifting the one-station constraint will improve operating flexibility which, in turn, will improve service reliability for all BART patrons, Herringer emphasized.

- MORE -

2-2-2-2-2-2

Also, closer spacing will enable BART to increase the number of trains on the system needed for direct Richmond/Daly City service. He said direct service has been impossible up to now because the one-station spacing prevents the system from operating the extra trains required for adding a fourth route.

#

April 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

SENT OUT ON BUSINESS FIRST ONLY

NEWS RELEASE



BART

U-77

FOR IMMEDIATE RELEASE

BART'n BUS TO PICTURESQUE MONTEREY/CARMEL

Treat yourself to a delightful day of shopping and sightseeing in Monterey and Carmel by taking the second tour in the new Bonanza Tours, Inc., series of BART'n Bus from MacArthur Station on Wednesday, April 12.

The tour will include round trip transportation on a luxurious Bonanza coach, a scenic tour of Monterey and Pacific Grove, through the famous 17-mile drive, and after a banquet box lunch, an afternoon of browsing through Carmel's quaint shops. You will also receive a year's membership in the BART'n Bus Recreational and Touring Club and a \$1 BART ticket from MacArthur Station for your return home, courtesy of Bonanza Tours, Inc., and the cost is only \$21.50 per person.

The bus will depart from MacArthur Station on Wednesday, April 12, at 9:45 a.m, and return to MacArthur Station at 7:30 p.m. Reservations will be accepted through Monday, April 10, at Bonanza Tours, 150 Powell Street, San Francisco, or by calling 981-1260.

#

April 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-78

FOR IMMEDIATE RELEASE

BART WAGE & SALARY REVIEW

A survey of BART union wages and fringe benefits has shown that BART employees in 13 selected technical and office support jobs receive an average of 10 to 44 percent more than comparable positions in other organizations.

The survey of 20 organizations, which included other Bay Area employers as well as other transit systems across the country, was done by the BART Employee Relations Department at the request of the BART Board's Special Salary and Wage Review Committee.

The Committee, comprised of all BART Board members and chaired by Director Arthur J. Shartsis of Oakland, will hold a meeting to discuss the survey on April 12 at 9 a.m. in the BART Board Room at its Lake Merritt Administration Building.

Director Shartsis stated: "The results of this survey are extremely disturbing. While we are interested in having fair wages and salaries at BART, I believe that corrective action is necessary where BART pay levels are significantly higher than in comparable systems and agencies. If we are going to keep fares and costs down, we must have realistic salaries for both union and management employees."

- MORE -

2-2-2-2-2-2

Shartsis went on to say that he had personally invited the Presidents of BART unions to participate in the public hearings. "The bulk of our wages and salaries are paid to union personnel. The high union pay scales were established in 1973 before the present BART Board was elected. The unions will undoubtedly be affected by the Committee's work."

The review of hourly wages is the first step in a comprehensive review of BART wages and benefits in all position levels.

#

April 10, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-79

BART

FOR IMMEDIATE RELEASE

BART PASSENGER BENCH
CONTRACT IN QUESTION

At the request of BART Director Roslyn Baltimore the Board's Engineering and Operations Committee today recommended rejection of all bids received and re-advertising of a contract award to provide and install 146 additional benches around the system.

Director Baltimore had originally requested that the award of this contract be deferred by the BART Board at its March 23 meeting so that she might have an opportunity to investigate why there were no minority bids for this project. Notices of the bid were sent to 98 separate concrete contractors, 32 of which were minority. A total of five bids for the project were received but none from minority contractors.

"I believe the problem with this particular contract is that it was not advertised to reach the proper trade," said Director Baltimore. "That is, it is my impression that the contract specifications for the benches reached primarily those contractors who did not have the particular skills necessary to produce the concrete benches. This allowed only the large concrete companies who had both finish and form-making expertise to compete and thus had the effect of excluding other possible bidders, many of whom are minority contractors.

- MORE -

2-2-2-2-2-2

She said that she would like to see this contract re-advertised and believes that BART should put notices in minority papers as well as the usual trade journals. In all, she feels that the bid notices should be aimed at contractors with the particular skills for this project.

In addition to Director Baltimore's concern BART Assistant General Manager for Operations Robert Gallaway said the apparent low bid of \$51, 371 from Carlin Co., Inc., of San Francisco was too high.

The project, which calls for the cement benches to be installed at bus stops, in stations, and on platforms where needed at all but the downtown stations, will be 80 percent funded from an Urban Mass Transportation Administration grant. The remaining local share is to be funded from Transportation Development Act monies through the Metropolitan Transportation Commission.

The committee recommendation will go to the full Board this Thursday, April 13, for consideration.

#

April 11, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-80

BART

FOR IMMEDIATE RELEASE

GARFINKLE TO REPRESENT BART
ON S. F. TERMINAL AUTHORITY

The BART Board of Directors yesterday voted to appoint Eugene Garfinkle to serve as BART's representative on the San Francisco Bay Area Transportation Terminal Authority.

Director Garfinkle who represents District No. 8 in San Francisco, has been a member of the BART Board since March 1977. He was appointed by the Board to fill a vacant post.

The purpose of the Authority is to develop a regional transit terminal in San Francisco on and immediately adjacent to the site of the existing Eastbay Transit terminal at First and Mission Streets. The facility is owned by the State.

Also represented on the Authority Board are A.C. Transit, Golden Gate Bridge District, City of San Francisco, CalTrans, Metropolitan Transportation Commission, SamTrans, BART and private transportation interests. Members serve without pay.

Garfinkle will replace BART Director John Kirkwood who has represented BART on the Terminal Authority Board since 1974. Garfinkles' appointment becomes effective immediately.

#

April 14, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-81

BART

FOR IMMEDIATE RELEASE

BART BOARD APPROVES SECOND TIER FARE SCHEDULE FOR SYSTEM

A special second tier fare structure was approved yesterday by the BART Board of Directors to be programmed into the system's automatic fare equipment for use at some future time.

The second fare structure, could be used for special promotional events, holidays and general fare testing, calls for a 75 cent maximum for the longest one-way trip and a 20 percent discount for all trips under the 75 cent maximum. For example, if someone were to take a trip normally costing 50 cents, it would only cost 40 cents with the discount.

BART's current basic fare structure ranges from a 30 cent minimum to \$1.45 maximum for the longest one-way trip. Trips taken within the downtown Oakland and San Francisco areas are only 25 cents.

The new second fare structure will now be programmed into the automatic fare equipment but may not actually be used without specific approval from the Board of Directors.

General Manager Frank C. Herringer said this additional capability will give BART increased flexibility in offering special promotional fares at given times.

- MORE -

2-2-2-2-2-2

Also during yesterday's regular meeting of the BART Board, it was announced that the transit district would be offering a reduced flat fare of 50 cents for the upcoming Memorial Day holiday, Monday, May 29.

The flat 50 cent fare, which was specially requested by BART Director John Glenn of Fremont, is aimed at encouraging long distance travel on the system.

#

April 14, 1978

Mike Healy, Manager
Office of Public Information
(415) 465-4100

April 14, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-82

BART

FOR IMMEDIATE RELEASE

BART TO JAZZ SOUNDS AT THE HYATT REGENCY

Operations in the Hyatt Regency's famous Atrium lobby these Saturdays includes free jazz concerts performed by various guest artists, and BART which also operates on Saturdays provides an easy way to the doorstep of the action.

This Saturday, April 22, stop by via BART's Embarcadero Station and catch Vi Redd - a one woman bonanza who sings, and plays the saxophone. Next Saturday, April 29, check out Pepper Adams on the baritone sax. The guest artists perform at 2 p.m.

During May the Regency will be presenting Jazz Concerts from 1 p.m. to 5 p.m. with special guest stars appearing each Saturday at 2 p.m.

May 6 the guest stars will be Jerome Richardson on the Alto sax, and Mundell Lowe on the guitar. On the 13th Sweetie Mitchell, popular jazz singer, will appear with Peewee Claybrook and his alto sax. And on Saturday, May 20, Tressa Lewis, another well-known jazz singer, will appear with Pony Poindexter and his alto sax. The final Saturday in May, the Hyatt Regency will present singer Mark Murphy and Vince Wallace on the tenor sax.

So if you have the Saturday afternoon blahs, hop on BART and jazz it up at the Hyatt Regency.

- M O R E -

2-2-2-2-2-2

BART operates from 9 a.m. to midnight on Saturdays. Trains provide 15 minute service on three routes until 6 p.m. and then 20 minute service on two routes until closing.

#

April 18, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-83

BART

FOR IMMEDIATE RELEASE

MAKE BART YOUR EUROPEAN CHARTER FLIGHT CONNECTION

Now BART can get you off to a good start from its Coliseum Station to a whole series of charter jet tours leaving from Oakland International Airport to six European cities.

Char-Tours, Inc., one of the most experienced charter companies in the U.S., is offering its European-bound tour patrons a free round trip to and from the Coliseum Station via BART and the popular "Oakland-Air BART" shuttle to the airport.

"The Oakland Air-BART" shuttle offers service every 10 minutes from 6 a.m. to midnight on weekdays and from 9 a.m. to midnight on Saturdays, the same hours as the transit system operates.

"We not only offer some of the lowest air fares to the heart of Europe," said Char-Tours Marketing Official Larry Pimental, "our patrons can leave their parking problems and parking expenses at home and start via BART." Patrons are advised not to drive to BART stations as long-term parking is not available at station parking lots.

Minimum round trip fares starting from \$359 are offered by Char-Tours to the following cities: London, Amsterdam, Paris, Frankfurt, Zurich and Milan. From these six points Char-Tours offers a network of tours from four to 32 days at competitive prices.

- M O R E -

2-2-2-2-2-2

Information on the full line of Char-Tours is available from travel agents, or by calling (415) 495-8881 for information. Char-Tours address is P. O. Box 332, San Francisco, Ca. 94101.

#

April 18, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

U-84

BART

FOR IMMEDIATE RELEASE

BART'S 1978/79 BUDGET

BART General Manager Frank C. Herringer today recommended to the District Board's Administration Committee a tentative fully-funded operating budget of \$91.6 million for the 1978/79 fiscal year with no anticipated fare increase.

The proposed budget will provide expanded service levels including full weekend operations and direct Richmond/Daly City service while at the same time decreasing current authorized staffing levels by over 70 positions due to increased productivity.

General Manager Herringer said the proposed budget actually projects a surplus of approximately \$790,000, and he was hopeful that this positive picture could be improved upon further in the coming year.

For the second year in a row the budget has been built from the ground up and tied to specific goals and objectives set by the BART Board of Directors earlier this year. Some of the goals and objectives include the District's continued effort toward improving service performance, operating 46 trains on the system during peak hours (currently 36), including the planned direct Richmond/Daly City service which is subject to California Public Utilities Commission approval, increase the number of hours of operation on Saturdays from the current 15 hours to 18 hours by September 1978, and instituting Sunday service on July 2.

- MORE -

2-2-2-2-2-2

The current fiscal budget is \$82.3 million, and BART projects a \$1.8 million surplus. The proposed tentative budget presented above represents an 11 percent increase over the current year's budget, eight percent of which is the net increase associated with service improvements.

Herringer said the budget as presented did not reflect the possible impacts should Proposition 13, the Jarvis-Gann Initiative, be successful in June.

He said, should that happen BART would have a potential deficit of 16.6 million, 6.7 million directly from the property tax, and the remainder from various other sources which might no longer be available to the District.

Herringer said this could result in eliminating weekend service entirely, cutting back weekday night service from midnight to 8 p.m., reductions in staff, and a significant fare increase.

He said a contingency budget would be prepared to reflect these changes from the current budget proposal should they become necessary.

#

April 26, 1978

Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

BART

U-85

FOR IMMEDIATE RELEASE

FIRST STATION REMOTELY STAFFED

Signs are posted in BART's Ashby Station informing patrons that the station is now being monitored via closed circuit television (CCTV) from the transit system's central control room located in its headquarters at the Lake Merritt Station in Oakland.

Ashby is the first of eight stations scheduled to be converted from on-site Station Agents to remotely staffed operation over the next several months.

The new signs advise patrons with ticketing or other problems to pick up a white courtesy phone in the station and talk directly to the Agent monitoring Ashby Station from BART Central. Beyond that, there won't be any significant change in station operation for the average patron.

BART Supervisors, Station Agents, Police Officers and maintenance personnel will be periodically roving through Ashby Station during the next two weeks to assure a smooth transition into full remotely staffed operation.

- MORE -

2-2-2-2-2-2

"We are convinced that centralized monitoring and control offers better service to patrons, better protection for patrons, and more effective response to emergencies," said BART's Director of Field Services Bill Fleisher.

He said, "The concept is being successfully used by three other transit lines."

"Also, our own tests conducted last year have confirmed their experience," Fleisher said.

BART's experienced Station Agents have taken special training to prepare for their new duties as Monitor Center Operators. Eight station CCTV cameras give detailed views of the station including the train platforms, entry/exit gate areas, ticket vendors, elevators, and concourse areas. Video tape recorders can be switched on whenever the Operators wish to record individuals and their activities if needed for future identification.

Fare gates, service gates, elevators and restroom doors are controlled by the Ashby Station Monitor Operator from BART Central instead of from the Agent's Booth in the station.

- MORE -

3-3-3-3-3-3

North Berkeley is the second station scheduled to begin transitioning from on-site to remotely staffed operation starting next week. No start-up schedule has been set for the third station, El Cerrito Plaza.

The remaining five stations are scheduled for start-up by June or July. They include: Orinda, Oakland West, Lafayette, Fruitvale and Rockridge.

#

April 27, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

BART

U-86

FOR IMMEDIATE RELEASE

BART TO TRANSFER LAND TO
SAN FRANCISCO FOR UN PLAZA

The BART Board of Directors yesterday authorized the transfer of interest in a parcel of land near the transit system's Civic Center Station to the City and County of San Francisco.

BART will receive \$325,000, considered to be fair market value of the property, from the City and County of San Francisco for the acquisition. The property, which is 7,893 square feet, is required by the City for the United Nations Plaza which is actually completed except for the fountain which is in the final stages.

Under a Joint Exercise of Powers agreement BART gave the City permission to go ahead with construction of the plaza pending resolution of the price negotiations.

Originally acquired by the District in 1967, the land is part of a much larger parcel, which was for construction of the Civic Center Station.

The property is located westerly of Seventh and Market Streets.

#

April 28, 1978

Contact: Mike Healy, Manager
Office of Public Information

MAY

Fremont Packing
Lot

Argus ✓

Mercury ✓

Daily Review ✓

Tribune ✓

Chron ✓

Examiner ✓

file

Harjo.

NEWS RELEASE

BART

U-88

FOR IMMEDIATE RELEASE

FINAL CONSTRUCTION ON BART FREMONT PARKING LOT TO GET UNDERWAY

Scheduled for last month, the construction on the Fremont BART Station parking lot was postponed due to inclement weather conditions. It is now scheduled to begin on Monday, May 8, if good weather conditions continue.

During construction BART will provide alternate temporary parking facilities behind Washington Hospital. BART is leasing the property for a total of \$1 for the six-month construction period.

BART Director John Glenn of Fremont, who was instrumental in helping to bring about the project, said the addition, when completed, will bring the total number of parking spaces at BART's Fremont Station to 1,000.

According to Director Glenn, the new lot will also include a "Bus-to-BART" intermodal transfer facility which is planned to accommodate 12 buses on the east side of the station, thus reducing traffic congestion on the west side.

- MORE -

2-2-2-2-2-2

Funding for the new parking facility is being provided by Federal Aid Urban Highways (FAU), contributing 83 percent of the construction costs, with the remaining 17 percent coming from Transportation Development Act monies through the Metropolitan Transportation Commission.

#

May 3, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-89

FOR IMMEDIATE RELEASE

ANOTHER GRAND BART'N BUS TOUR - THIS TIME TO RENO

Another fun-filled BART'n BUS tour is being planned for the weekend of May 12 -- this time to Reno! The tour connects with BART at the MacArthur Station in Oakland.

For only \$50 per couple (\$45 for a single) you will enjoy round trip transportation in a luxurious motor coach, excellent overnight accommodations at Lakemill Lodge, transportation to Reno's brand new MGM GRAND HOTEL, buffet lunch in Boomtown, and cash bonuses.

Also included in the package is a one-year membership in BART and BUS RECREATIONAL and TOURING CLUB, which offers members advanced information on upcoming tour events, a free gift and a \$1 BART ticket to take you from MacArthur Station to your home destination station, courtesy of Bonanza Tours, Inc.

The deadline for reservations for this overnight tour is Monday, May 8. For additional information pick up a flyer at any BART station today and mail in the coupon, or contact Bonanza Tours, Inc., at 150 Powell Street in San Francisco, telephone 981-1260, to make your reservation.

- MORE -

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

2-2-2-2-2-2

Even if you lose at the gaming tables -- you'll still come out
a winner on this tour.

#

May 3, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information



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

SENT TO SAN FRANCISCO CHRONICLE, EXAMINER, PROGRESS AND PRESS ROOM/CITY HALL

April 26, 1978

BARCLAY SIMPSON
PRESIDENT

ELLA HILL HUTCH
VICE PRESIDENT

FRANK C. HERRINGER
GENERAL MANAGER

DIRECTORS

BARCLAY SIMPSON
1ST DISTRICT

NELLO J. BIANCO
2ND DISTRICT

THUR 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

EUGENE GARFINKLE
8TH DISTRICT

JOHN H. KIRKWOOD
9TH DISTRICT

The Honorable Quentin Kopp
City Hall
Room 235
San Francisco, CA. 94102

Dear Quentin:

You will have before your Finance Committee, shortly, for approval an Agreement between the City and County of San Francisco and the Bay Area Rapid Transit District, which pertains to the cleaning and maintenance of Hallidie Plaza. The agreement was worked out after long negotiations to provide that BART will do the cleaning of the plaza as part of its cleaning of the station at a cost which has been agreed to. The undersigned personally, together with various Market Street groups which were vitally interested in trying to clean up the plaza, including the Market Street Development Project took an active interest in finally obtaining the agreement so that the area would be maintained at a high level of cleanliness. It is vitally important to Market Street and to the merchants in the area that this be done. It is also vital to the City and County of San Francisco, and as you know the Convention Bureau's headquarters is located downstairs in the plaza.

I urge that the Finance Committee act speedily and favorably on the proposal.

If there is any question or problem with the proposal as presented, may I ask to be advised.

Very truly yours,

Eugene Garfinkle
Director, District 8

EG:ck
cc. All Supervisors of San Francisco

NEWS RELEASE

BART

U-90

FOR IMMEDIATE RELEASE

CORRECTION TO BART'N BUS RENO TOUR

Correction to typographical error in news release #U-89,
dated May 3, 1978:

Instead of \$50 per couple, paragraph two should read:

For only \$59 per couple (\$45 for a single) you will enjoy
round trip transportation in a luxurious motor coach, excellent
overnight accommodations at Lakemill Lodge, transportation to Reno's
brand new MGM GRAND HOTEL, buffet lunch in Boomtown, and cash bonuses.

#

May 4, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-91

FOR IMMEDIATE RELEASE

BART'S ADMINISTRATION COMMITTEE RECOMMENDS EXTENDING SATURDAY HOURS

The BART Board's Administration Committee yesterday voted to recommend expanding the Saturday service from the current 15 to 18 hours of operation beginning July 1.

This would be two months ahead of the Board's budget objective to increase the Saturday service hours by September 1.

BART now provides service on Saturdays from 9 a.m. to midnight. If the Administration Committee's recommendation is approved by the full Board BART trains would begin carrying passengers at 6 a.m. effective July 1 in an effort to accommodate Saturday morning commuters.

Also recommended by the Administration Committee, in conjunction with the 1978/79 budget review, was to increase late night service on four Express Bus routes serving outlying areas in Alameda and Contra Costa counties.

The recommendation calls for an additional round trip between 9 and 11 p.m. on the Concord to Martinez, and Pittsburg/Antioch routes, the Walnut Creek to Dublin run and the Hayward to Pleasanton/Livermore route.

- MORE -

2-2-2-2-2-2

If approved by the full Board, the additional service would begin in July and provide hourly bus intervals between 9 and 11 p.m. rather than the current two hour intervals. The additional trip on the four mentioned bus routes would be on a three month trial basis during which time patronage response would be assessed.

Addressing the possible impacts of proposition 13, the Jarvis-Gann initiative, BART General Manager Frank C. Herringer said he would recommend a fare increase to offset any deficits rather than service cutbacks.

He said that a fare increase of about 33 percent would allow BART to continue current service levels, but added some staff reductions would still be necessary. The recommendation was for information only at this time.

The Administration Committee will continue to review the proposed 1978/79 budget before it goes to the full Board for consideration.

#

May 4, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-92

FOR IMMEDIATE RELEASE

BART BOARD APPROVES EVENTUAL RICHMOND/DALY CITY SERVICE LEVELS

The BART Board of Directors today unanimously endorsed a proposed specific service level plan for direct Richmond/Daly City service.

BART General Manager Frank C. Herringer, who presented the plan said the schedule will call for Richmond/Daly City trains to operate weekdays on 15 minute intervals from 6 a.m. to 6 p.m. after which time the system normally begins phasing into a two route night service - Concord/Daly City - Richmond/Fremont with trains operating at 20 minute intervals until midnight.

Herringer said this new direct (no transfer) service between Richmond and Daly City would begin approximately 30 days following approval by the California Public Utilities Commission (CPUC) of BART's application to lift current spacing restrictions of trains. Hearings on BART's application have been in progress since April 7, and are expected to continue for several more weeks.

The service level plan received endorsement from Richmond Mayor Donald Wagerman, who spoke before the board today, as well as other attending mayors representing various cities along the Richmond line. They include: Mayors Lewis Howell of Albany; Richard Spellmann of El Cerrito; and Warren Widener of Berkeley. Representatives from Senator John Nejedly's office, Assemblyman John Knox's office; and

- MORE -

2-2-2-2-2-2

Contra Costa Supervisor James P. Kenny were also present and voiced support of the plan.

The service level plan also calls for a continuation of present peak period transbay service from Concord and Fremont, and 15 minute train intervals on all lines during mid-day travel hours.

Herringer said that this would be the initial service pattern for instituting direct Richmond/Daly City service and that it would be refined and adjusted as demand developed. He further stated that BART is moving toward being able to publish specific time-tables for the midday service.

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May 11, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-93

FOR IMMEDIATE RELEASE

BART PLANS TO EXPAND OAKLAND SHOP FACILITIES

Long standing plans to expand and improve BART's Oakland Shop and maintenance facilities took a step forward this past week when the transit district acquired the necessary property for the project, located on 5th Avenue along the Southern Pacific Railway.

BART received title to the four acre parcel of land for \$340,000 under the terms of a stipulated settlement of a condemnation suit pending since 1966. Parties to the settlement were the City of Oakland, the State of California Lands Commission, and the Southern Pacific Railway.

Plans for the new Oakland support facility will eventually call for construction of a maintenance building and storage complex, plus a track for testing specialized track maintenance equipment.

Vince Mahon, Director of BART's Power & Way department said the new facility will accommodate about 400 personnel and greatly benefit system support maintenance.

Power & Way is responsible for maintaining tracks and structures, buildings and grounds, wayside electronics, and the physical system in general.

- MORE -

2-2-2-2-2-2

Mahon said that because of the space limitations at the Oakland Shop facility, materials and equipment are now being stored at various other localities around the system such as the Hayward yard. With the new shops and storage capacity BART would be able to consolidate materials along with the workforce and thus help to expedite maintenance along the trackway.

Cost of the project is estimated to be about \$2 million. BART has applied to the Federal Urban Mass Transportation Administration for 80 percent funding under the capital grant program. The grant application is pending approval. Once approved, the project would take about two years to complete. It is expected that local share for the project would be funded from Transportation Development Act monies.

#

May 16, 1978

Mike Healy, Manager
Office of Public Information

Pics sent to Oakland Trib + Richmond Ind. for

NEWS RELEASE

BART

Berkeley Gazette

U-94

FOR IMMEDIATE RELEASE

BART TO DEDICATE SCULPTURE
AT EMBARCADERO STATION

"Wall Canyon" is the title of the 37-foot high sculpture by Berkeley artist Steven De Staebler to be dedicated this Friday, May 19, at BART's Embarcadero Station in San Francisco.

BART Board President Harvey W. Glasser of Alameda and Market Street Development Project President Albert S. Samuels, Jr., will preside at a modest ceremony which is set for 12 noon at the west end of the Embarcadero Station on the mezzanine level. About 90 invited guests, including representatives from the City of San Francisco, the Market Street Development Association, and other BART officials are expected to attend, as well as the general public.

Mr. De Staebler's stately creation, which is almost 8-feet wide and 18-inches in depth, is attached to the west end wall and rises piece-by-piece from the BART train platform through three levels of open space.

The piece has a multitude of shadings and color graduations which subtly act as a softening counterpoint to its mass.

- MORE -

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Adding to the total effect of the "Wall Canyon" is the special lighting arrangement. The lights are designed to complement the work by simulating the rising and setting of the sun and timed for eight hour cycles. However, for the dedication the cycle will be compressed into minutes to demonstrate the total effect.

The BART Board of Directors commissioned the De Staebler sculpture in November 1975, for \$50,000. He was one of six finalists competing for the commission. Funds for the artwork were set aside years ago as part of the original construction contract for the Embarcadero Station.

BART's Embarcadero Station was opened in May 1976, and was the last of the system's 34 stations to be planned and constructed. It is considered one of the showcase stations on the system. Another sculpture is scheduled to go into the station for the east end wall later on in the year.

The dedication is open to the public and will take place at 12 noon down in the station nearest the Beal & Market Street entrance.

#

May 17, 1978

Mike Healy, Manager
Office of Public Information

Berkeley artist Steven De Staebler on lower level views his work "Wall Canyon" which was unveiled Friday, May 19, at BART's Embarcadero Station in San Francisco. The work of art rises 37 feet through three levels of open space. The special lighting effect is designed to simulate the rising and setting of the sun in a compressed time span.

"Wall Canyon" which was unveiled Friday, May 19, at BART's Embarcadero Station in San Francisco is viewed by lone figure on lower level. The work by Berkeley artist Steven De Staebler rises 37 feet through three levels of open space. The special lighting effect is designed to simulate the rising and setting of the sun in a compressed time span.

NEWS RELEASE

BART

U-95

FOR IMMEDIATE RELEASE

STEVEN DE STAEBLER - THE ARTIST

Steven De Staebler, who was born in St. Louis Missouri 45 years ago has been an artist and sculptor for most of his adult life. He attended Princeton University where he majored in the history of religion before switching to art in his graduate studies.

"Afterall, art had its genesis in religion so it was a natural extension," De Staebler says. "There is certainly a fundamental relationship."

During one of his summers while still attending Princeton he attended Black Mountain College for additional study and was later offered a Fulbright scholarship to study in Italy. However, his induction into the military prevented him from accepting the scholarship.

In 1958 he moved to the Bay Area to continue his studies at the University of California and work with the well-known Bay Area ceramic artist Peter Voulkos.

- MORE -

2-2-2-2-2-2

Mr. De Staebler's sculpture for BART's Embarcadero Station was created out of ceramic and steel and was conceived as two 37-foot columns from 44 separate pieces, 22 pieces per column. The work is curved inward and has a subtle twisting to its front surface plane designed to carry the color changes from top to bottom. The color graduation ranges from golden earth through pink-lavender to a rich blue at the top.

In addition to his Embarcadero Station work, Mr. De Staebler was also commissioned to create a fountain sculpture for the Concord BART station in 1970. Working closely with the architects, this project was completed in 1972. And his background in religion was particularly beneficial for designing a complete sanctuary for the Newman Center Chapel in Berkeley in 1967. His works are also included in collections at the Oakland Museum, the University Museum in Berkeley, the City of San Francisco and the City of Walnut Creek; and, the Lannan Foundation in Palm Beach, Florida.

Mr. De Staebler makes his home in Berkeley with his wife Donna and their two children. His studio is also located in Berkeley.

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May 17, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-96

FOR IMMEDIATE RELEASE

SCULPTURE DEDICATION TOMORROW AT EMBARCADERO STATION

Tomorrow, May 19, at 12 noon, BART Board President Harvey W. Glasser and Market Street Development Project President Albert S. Samuels, Jr., will preside at a modest ceremony dedicating Berkeley artist Steven De Staebler's sculpture "Wall Canyon."

The 37-foot high sculpture is attached to the west end wall of the Embarcadero Station. A multitude of shadings, color graduations and special lighting effects complement the work by simulating the rising and setting of the sun.

The BART Board of Directors commissioned the De Staebler sculpture in November 1975, for \$50,000. Funds for the sculpture were set aside years ago as part of the original construction contract for the Embarcadero Station.

De Staebler, who is a full-time faculty member in the Art Department of San Francisco State University, lives in Berkeley.

Representatives of the City of San Francisco, the Market Street Development Association, other BART officials and the general public are invited to attend.

#

May 18, 1978

Mike Healy, Manager
Office of Public Information
Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-97

BART

FOR IMMEDIATE RELEASE

GUESS BART'S PATRONAGE ON MEMORIAL DAY WIN TICKETS TO PIPPIN

If you're good at guessing games you could be one of the twenty BART riders who will win a pair of tickets to the San Francisco premiere of the Tony-award winning musical PIPPIN at the Orpheum Theater.

All anyone has to do is guess how many people will ride BART on Memorial Day this year -- and we'll even help by telling you that there were 65,000 trips taken on BART last year on Memorial Day.

Pick up a flyer at any BART station, beginning Monday, May 22, fill it out and have it postmarked before midnight May 29 -- and be one of the lucky BART riders to see the Civic Light Opera's first offering of the 1978 season.

BART will be offering a reduced flat fare of 50¢ for all one-way trips, including excursion rides, on Memorial Day. Children up through 4 years of age ride free.

- MORE -

2-2-2-2-2-2

BART will be on a holiday schedule from 6 a.m. to midnight. Trains will be operating at 15-minute intervals over three routes -- direct Concord/Daly City, Fremont/Daly City and Richmond/Fremont -- until 6 p.m., and then 20-minute service on two routes until midnight.

All north/south, east/west train-to-train connections can be made at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

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May 18, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-98

FOR IMMEDIATE RELEASE

BART SEEKS NEW DALY CITY "TAIL TRACK"

As a further step toward improving train service BART is planning to construct a short extension of track beyond the Daly City Station to improve train turn-back capabilities. The Daly City Station is now the terminal point for the transit system's San Francisco line.

Extensive testing over the past year has indicated the current track configuration at the Daly City Station may make it difficult to reduce train intervals below 3.5 minutes. Ultimately BART hopes to reduce train intervals between San Francisco and the East Bay to 2 minutes.

The proposed project calls for building a "tail track" to extend beyond the station by about 6,000 feet. The additional track will also generate an operating cost savings by providing storage space for extra off-peak trains which now have to be taken back to the East Bay for storage. The ability to store the extra trains at Daly City could result in significant savings in car miles, thus reducing labor and power costs.

BART is currently in negotiations with the Southern Pacific Transportation Company to purchase a portion of right-of-way to meet the "tail track" requirement.

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May 19, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-99

BART

FOR IMMEDIATE RELEASE

MERRITT HOSPITAL WILL MEASURE YOUR BLOOD PRESSURE AT BART'S 19TH STREET STATION

Members of the public along with BART riders will have an opportunity to have their blood pressure measured free of charge by Merritt Hospital nurses at BART's 19th Street Station in Oakland this Friday, May 26. Hours of the special community program will be from 10 a.m. to 6 p.m.

The screening program facilities will be located near the ticket machines at the north end of the station adjacent to the 20th Street entrance.

Since few or no symptoms are associated with hypertension, prompt detection and medical treatment to lower the blood pressure is needed to combat this leading cardiovascular disease, according to hospital officials.

Participants in the screening program will receive free literature and view a special videotape on hypertension.

BART provides direct service from Daly City, Concord, Fremont and Richmond to Oakland's 19th Street Station.

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May 22, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-100

BART

FOR IMMEDIATE RELEASE

BART TO CONDUCT SIXTH ANNUAL PASSENGER SURVEY

On Wednesday, May 24, BART will once again ask its passengers to participate in the transit district's operating and marketing decision-making process by answering a brief questionnaire on why and where they are traveling.

This will be the sixth time BART has directly sought patron comments on how and why they use the system. Previous studies provided passenger-profile knowledge basic to developing both BART marketing and planning programs, as well as to provide data to the Metropolitan Transportation Commission's federally funded, long-range assessment of BART's impacts on the Bay Area.

Results of this, and future surveys, will be used to develop ongoing and long-range operating and marketing programs, and to identify such immediate service needs as areas of high parking lot usage and feeder bus demand.

Interviewers will be located at BART's 34 station platforms asking a random sample of patrons (14 years and older), to participate in the survey. Responding passengers will be requested to complete their questionnaire during their trip and deposit them in containers near the fare gates where they exit.

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The questionnaire takes only a few minutes to complete, and covers such items as trip origin, destination, purpose, and method of getting to and from the station.

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Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-101

BART

FOR IMMEDIATE RELEASE

BART PASSENGERS LOG 2 BILLION MILES

BART passengers traveled their two billionth mile on the system sometime today, May 23, according to a District's research analyst.

Passenger miles, an important yardstick used in the transit industry, are derived from a sophisticated data acquisition system. It tabulates the mileage of all trips taken on the system by continuously tracking all fare gate entries and exits.

"It took us 44 months to accumulate one billion passenger miles and 24.5 months to reach the two billion mark," said BART Senior Research Analyst Virginia Webster. "The system was running about five million passenger miles a month after it opened in September 1972. At the one billion mark in April 1976, we were running 36 million miles monthly. Last month we ran 40 million passenger miles."

The rise in passenger miles, of course, reflects major gains in system patronage. For the July - April period of the current 1977-78 fiscal year, the cumulative weekday average was 147,409 trips. The figure is 4.5 percent ahead of forecast and 11 percent ahead of the previous July - April period. BART's ongoing ridership growth received a substantial boost from the A.C. Transit strike which shut down bus service in the East Bay for 10 weeks in late 1977.

- MORE -

2-2-2-2-2-2

Expanded BART service is another factor in the rise of passenger miles. In January 1976, BART extended weekday operations from an 8 p.m. closing to 12 midnight closing time for all stations. In April, late night business (after 8 p.m.) averaged 8,192 each week-night, a 36 percent increase of the previous April.

Regular Saturday service, which began last January 7, brought a further rise in passenger miles. Ridership averaged 51,183 for the five Saturdays in April. As of July 1, Saturday service will be extended from the current 9 a.m. to midnight schedule to a 6 a.m. starting time, similar to the weekday hours.

Still another jump in passenger miles is expected to come from the July 2 start-up of 9 a.m. to midnight Sunday service, scheduled for July 2.

#

May 23, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

U-102

BART

FOR IMMEDIATE RELEASE

TAKE BART ON YOUR FAMILY OUTING MEMORIAL DAY

A special flat fare of 50¢ for all one-way trips and excursion rides will be offered by BART on Memorial Day, Monday, May 29.

According to BART Passenger Service Manager David Soblin families traveling on Memorial Day should find the reduced fare particularly beneficial.

"A family of four could travel from Concord, Fremont or Richmond to downtown San Francisco or Oakland for only \$2," Soblin said.

Courtesy of the Orpheum Theater, twenty pairs of tickets to the Tony-award winning musical PIPPIN will be given to those twenty people who guess the number of BART riders on Memorial Day. Pick up a flyer at any BART station -- have it postmarked before midnight May 29 -- and be a winner. Sixty-five thousand trips were taken on BART on Memorial Day last year -- so you can take it from there.

Patrons who normally use discount tickets should use the regular fare system

- MORE -

2-2-2-2-2-2-2

BART will provide regular holiday service on Monday, May 29, with direct Daly City/Concord, Daly City/Fremont and Richmond/Fremont service from 6 a.m. to 7 p.m. at 15-minute intervals. After 7 p.m. the system will phase into normal evening service with trains operating over two routes Daly City/Concord and Richmond/Fremont at 20-minute intervals until midnight.

All north/south, east/west train-to-train connections can be made at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

Make this Memorial Day family outing a memorable one by taking advantage of BART's bargain 50¢ fare.

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May 23, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-103

BART

FOR IMMEDIATE RELEASE

BART EXPRESS BUS SPECIAL FOR MEMORIAL DAY

BART is offering a special reduced flat fare of 50¢ for all one-way and excursion rides on Memorial Day, and as a special bonus all BART Express Buses will be free on Memorial 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.

BART Express Buses operate on five routes between several BART stations and outlying areas of Contra Costa and Alameda counties.

BART's Bay Fair and Hayward stations service the Livermore-Amador Valley area via the "U" Express Bus; the "D" route connects the Walnut Creek Station with Alamo, Danville, San Ramon and Dublin; BART's Concord Station services Martinez and the Sun Valley Shopping Center via the "M" line, and Pittsburg, Antioch, Oakley and Brentwood with the "P" Express Bus; the "Q" Express Bus will take you from BART's El Cerrito Del Norte Station to Pinole.

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 23, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

Tribune

Daily Review

San Mateo Times

Argus

San Jose Mercury

KFMR

NEWS RELEASE

BART

U-104

FOR IMMEDIATE RELEASE

BART DIRECTOR GLENN SEES 50 CENT MEMORIAL DAY FARE AS A TEST

BART Director John Glenn of Fremont today said he hopes to see the single 50-cent fare being offered by the transit district this coming Memorial Day holiday, Monday, May 29, act as a strong ridership incentive.

Director Glenn proposed the possibility of testing the 50-cent fare during Memorial Day at the April 4 meeting of the Board's Administration Committee which he chairs.

He said the 50-cent fare should be especially appealing for families or groups who may desire to take long distance trips on the system, and if it does prove out as a successful incentive, would like to see it considered as a replacement for the current fare structure.

Glenn said that the 50-cent fare concept was successful in attracting additional ridership during the first four Saturdays in January (up approximately 12,000 from a base of 53,000) but resulted in a net average decrease in revenue over February when fares were normal.

- MORE -

2-2-2-2-2-2-2

He said this Memorial Day will be a good testing ground for the reduced flat fare and offer additional data to further assess its concept and appeal.

As in the past on special fare days, people planning on using the system Memorial Day should purchase a regular 50-cent ticket from the fare vending machines and then drop it in a box near the gates as they exit. Patrons who have discount tickets should use the regular fare system.

BART will operate from 6 a.m. to midnight with trains providing three route service at 15-minute intervals until 6 p.m., and then 20-minute service until midnight.

#

May 24, 1978

Mike Healy, Manager
Office of Public Information

Progress

Rich. Independent

Berkeley Gazette

C. C. Times

S. F. Examiner

H. Daily Review

Oakland Tribune

S. F. Chron.

" Examiner

pics sent

NEWS RELEASE

U-105

BART

FOR IMMEDIATE RELEASE

BART -- RECORD HIGH CAR AVAILABILITY

The 375 men and women of BART's Rolling Stock and Shops Department completed a tough climb up their own kind of Mount Everest by making over 400 transit cars available for revenue service this morning -- for the first time ever.

The number of cars available for making up revenue trains at 4 a.m. was 403 to be exact, or 93 percent of BART's total 432-car operating fleet.

The dramatic turnaround in the number of cars BART's maintenance shops at Hayward, Richmond and Concord are able to make ready for service each revenue day is the key to BART's expanded six-day service and 10-car rush-hour trains.

Within two years, availability has moved from a 245-car daily average to this month's 390-plus cars: from one of the lowest in the industry to one of the highest in the industry.

- MORE -

2-2-2-2-2-2

"Increased productivity of our shop personnel is the most important thing that got us from 245 cars daily in May 1976, to today's 403 cars," said Rolling Stock & Shops Director Richard Demko. "We're keeping 150 more cars in service today, which are running 25 percent more car miles, and we're doing it with fewer people.

Increased productivity, said Demko, came from shop-wide training programs, a more uniform approach to car modifications throughout the fleet, and vastly improved parts procurement procedures.

"Two years ago 30 or more of the cars in the fleet were unserviceable just because they were waiting on parts," said Demko. "At one time up to 35 percent of the fleet was down because of parts. Now we are averaging five down cars a day waiting on parts."

Improved engineering support to the shop maintenance areas was another important factor in the turnaround, said Demko.

The biggest improvements in equipment reliability have been in friction brakes, in-car train controls, propulsion systems and auxiliary electric systems.

"Reliability improvements come from developing good engineering fixes, then making those fixes throughout the fleet in an orderly manner," Demko emphasized. "Lastly, it takes a good preventive maintenance program to minimize expensive downtime and unscheduled shop repairs as much as possible."

3-3-3-3-3-3

BART's 90-plus percent fleet availability will become even more vital when the system's current 36 peak-hour trains are increased to support direct Richmond/Daly City service. When this happens, trains will be spaced from six minutes to a minimum three minutes apart through the transbay tube and San Francisco to Daly City.

Operating demands on the equipment will also increase when Saturday service expands on July 1 (from 9 a.m. to 6 a.m. starting time) and Sunday service starts up on July 2.

#

May 25, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

U-106

BART

FOR IMMEDIATE RELEASE

CHANGE IN BART EXPRESS BUS SCHEDULE MEMORIAL DAY

As a bonus to BART's planned 50-cent flat fare on Memorial Day, Monday, May 29, BART Express Buses will be free on this day when boarded at the transit district's stations.

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

Operating on a holiday schedule, the "U" Express Bus will operate from BART's Hayward Station to service the Livermore-Amador Valley area; the "D" route will connect the Walnut Creek Station with Alamo, Danville, San Ramon and Dublin; and the "M" line will service Martinez and the Sun Valley Shopping Center from BART's Concord Station, and Pittsburg, Antioch, Oakley and Brentwood will be serviced by the "P" Express Bus out of the Concord Station. The "Q" line from BART's El Cerrito Del Norte Station will not be in service on Memorial Day.

The BART Express Buses will provide holiday hourly service. Exact schedules and final departure times may be obtained on the buses or at East Bay BART stations.

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May 25, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-107

FOR IMMEDIATE RELEASE

S.F. HEALTH DEPARTMENT WILL MEASURE YOUR
BLOOD PRESSURE AT BART'S 24TH STREET STATION

As a special community service the San Francisco Health Department will be offering free blood pressure check-ups at BART's 24th Street Station Tuesday, May 30. The hours will be from 11 a.m. to 2 p.m.

Members of the public along with BART riders will have an opportunity to have their blood pressure measured for indications of hypertension. According to Health Department officials hypertension is a leading cause of cardiovascular disease and often goes undetected because so few symptoms are associated with it.

BART's 24th Street Station is located at 24th and Mission Streets in San Francisco. People who take advantage of the free screening program will also receive free literature on hypertension and what to do about it.

#

May 25, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-108

FOR IMMEDIATE RELEASE

BART BOARD ACTIONS

The BART Board of Directors today at a regular meeting authorized publication of the coming fiscal year budget pamphlet which will be available for the public upon request on or after June 5.

BART's proposed budget for the 1978/79 fiscal year is \$92.6 million. The pamphlet will outline projected labor and non-labor costs.

In other actions the BART Board approved a Joint Powers Agreement with the City of Concord, City of Walnut Creek and Contra Costa County to construct a trail which will provide access to BART stations for bicyclists. The project will be called the Concord Bikeway Project and will provide a trail connecting Concord, Pleasant Hill and Walnut Creek.

Scheduled for construction in late 1978 or early 1979, the bikeway project will cost \$537,000 with the Federal Highway Administration funding \$362,000 and the State \$84,750. The local share of \$76,250 will be funded by all parties to the joint agreement, with BART's share to be \$6,862.

#

May 25, 1978

Mike Healy, Manager
Office of Public Information

Oakland, California.....A report card issued on BART's performance over the past 15 months indicates that it made progress with respect to four important "R's" in the transit industry: service Reliability, Ridership, Revenues and fiscal Responsibility.

The "report card" is actually a far-reaching assessment of BART's performance against a series of goals and objectives adopted by the agency's Board of Directors in February 1977. It's part of a larger 56-page report, called the "BART Five-Year Plan," updated each year to keep Federal and State transit officials and legislators informed as to BART's funding requirements.

"We started by replacing BART's previous service goals, long-standing since 1962, with more realistic goals that we had a reasonable chance of achieving," said BART's General Manager Frank Herringer. "There was no possibility of achieving, for example, 90-second headways, 105 trains operating, and 260,000 trips daily in the short run. These objectives were causing unrealistic expectations outside of BART and hampering our planning."

With a reassessment of service and demand levels in 1976, BART management concluded that, based on foreseeable events, at most BART could be expected to achieve 50-train operation by 1981, with 80 percent availability of 450 cars, and minimum three-minute headways. Technically, the system could probably handle 200,000 daily trips by 1981. However, the demand would more realistically approximate 180,000, provided off-peak business was strongly promoted. Currently daily ridership is at the 145,000 level.

"Once we had our new goals set within a five-year framework, we were able to develop more specific objectives around them with specific due dates," said Herringer. "We tried to avoid overreaching ourselves. At the same time, we wanted the objectives challenging and well-known by the public so every BART employee could identify with them and work toward them in his or her own job."

Harvey Glasser, President of the BART Board of Directors, summed up the results:

"Of 19 important short-run objectives adopted by the Board in April 1977, 18 of them have been accomplished -- and in most cases bettered in results and time schedules. The objective we have not met thus far is an increase to 42 operating trains and start-up of direct Richmond/Daly City service by March 1, 1978. However, this hinges upon our obtaining approval of important modifications to BART's automatic train control system. Such approval is still pending at this time."

The modification to the train control system, noted by President Glasser, concerns a secondary train protection system developed as a backup to the basic protection system. CPUC approval of the new backup system is necessary if BART is to reduce headways to a minimum three minutes through the transbay tube in order to run more trains on the system. A fourth or direct route between Richmond and Daly City cannot be added until the number of trains can be substantially increased from the current 36 to maintain service levels systemwide.

A related objective involves other modifications to the train control system to lengthen braking distances by changing wayside speed profiles. Greater safety margins were deemed necessary for close headway operation, particularly for wet rail stopping. Re-signaling of the segments first needed -- the transbay tube and San Francisco line -- was accomplished two weeks ahead of the January 1 target date.

Two service objectives involved the expansion of service from weekdays to Saturdays and Sundays. Saturday service, offered through the 1977 holiday season as in prior years, became part of regular six-day service on January 7. Sunday service start-up, targeted for June, will begin on July 2.

Service reliability was substantially improved by bettering four vital operating yardsticks from January 1977 levels as follows:

Objective: a 50 percent reduction in average daily off-loads by June 1978. By April, off-loads were down 43 percent (to 1.17 per 1,000 car hours) and the prognosis for meeting the June target looked good.

Objective: a 20 percent reduction in bad order train removals by December 1977. Bad orders were down 24 percent by December and down 35 percent (to 2.69 removals per 1,000 revenue car hours) for April 1978.

Objective: A 50 percent reduction in train slow-downs due to operating problems by June 1978. As of April the rate had dropped 78 percent (to 1.07 per 1,000 revenue car hours) despite the one-station train separation constraint still in force on the system.

Objective: An increase in average daily car availability from 306 to 350 cars available for each peak period by February 1978. The

figure was up to 379 cars by December 1977 and 390 cars in April 1978. Fleet availability was holding at the 90 percent level, when a record high of 403 cars on May 23 sent it up to 93 percent.

Evaluation and long-range planning to improve parking and bus transit access to all BART stations was the last service-related objective accomplished. Improved station access is considered by management as vital to patronage growth in the 1980's as increased train capacity.

Other objectives met on schedule include development of safety audits systemwide, and improved programs for system, industrial and patron safety. Another important safety objective was the development of a maintenance vehicle detection device which will be installed on all non-revenue rail vehicles this year.

A major objective, related to service improvements and aggressive marketing programs, is maintaining a six percent rate of ridership growth for the current fiscal year. This objective is being easily met. April's weekday ridership averaged 145,409, which was 7.4 percent over the previous April and 3 percent above forecast. The total year's gain should be greater due to the substantial impact of a 10-week strike which shut down A.C. Transit bus service in the East Bay from November 29 to January 29.

"All seven objectives set in administration and finance for the 1977-78 fiscal year have been met," said President Glasser. "By far, the most important ones are achieving a ratio of non-tax revenues to operating expenses substantially above that required by law, and new State Legislation to permanently fund the major part of BART's operating expenses."

The first objective was bettering a 35 percent operating ratio for the current fiscal year. As of March, BART was well above target with a 40 percent ratio gained from rising passenger revenues, plus increasingly effective cost controls.

The second financial objective was met by the passage of State legislation (AB1107) making an extra half-cent sales tax levied in BART counties a permanent subsidy for public transit lines in the San Francisco Bay Area. Since 1975, BART had been receiving 100 percent of the sales tax revenues for operating purposes, but the tax was never permanent. Although BART's fixed share has been reduced from 100 percent to 75 percent, the legislation achieves stable funding for BART operations which has long been a critical need.

The remaining administrative objectives pertained to improving a wide range of management reporting systems, plus programs to improve employee performance, productivity and motivation.

Robert D. Kraehe
Public Information Officer
Bay Area Rapid Transit

May 26, 1978

NEWS RELEASE

BART

U-110

FOR IMMEDIATE RELEASE

MEMORIAL DAY 50¢ FARE

BART's single flat fare of 50¢ being offered on Memorial Day is just that -- a flat fare -- regardless of where you want to ride on BART.

The 50¢ fare is for both short and long trips.

BART will operate from 6 a.m. to midnight with trains providing three route service at 15-minute intervals until 6 p.m., and then 20-minute service until midnight.

#

May 26, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information
(415) 465-4100

JUNE

NEWS RELEASE

BART

U-111

FOR IMMEDIATE RELEASE

BART ANNOUNCES MEMORIAL DAY CONTEST WINNERS

BART now has twenty winners in its Memorial Day ridership contest, 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 29. When all the figures were tabulated the actual ridership came to 48,010. BART offered a special reduced flat fare of .50 cents for the holiday.

Winning entry guesses ranged from 12,273 to 842,371. The closest entry guess came from Ronald E. Winters of Fremont, who guessed 48,129.

Contest winners will receive two tickets to PIPPIN, courtesy of the Orpheum Theater in San Francisco.

#

NOTE TO EDITORS: See Sidebar for local interest.

June 1, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

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 El Cerrito: Dolly Chew
From Fremont: Ronald E. Winters
From Hayward: Al Gradwohl; Brian Plaughter
From Livermore: Roy Miehle
From Oakland: Jim Babas; Pat Louie; Elizabeth P. MacPherson;
Tony Tam; Emma Yolanda Ruiz Velaser;
From Richmond: Al Silvestri
From San Francisco: Catherine A. Brandi; Jesse Caldwell; Richard
Hernandez; Tom J. Ilaio; Evelyn Moller;
Phyllis B. Murphy; Perla L. Padua; Alice Ward.
From Union City: A. Flynn

Each winner will receive two tickets to the Tony-award winning musical PIPPIN, courtesy of the Orpheum Theater in San Francisco.

#

June 1, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

BUSINESS WIRE ONLY

U-112

FOR IMMEDIATE RELEASE

SPECIAL BART TRAIN FOR "A's" GAME

Tonight, Monday, June 5, the Oakland A's will meet the Boston Red Sox in the Oakland Coliseum, and BART will provide a special direct San Francisco/Daly City train following the game.

Otherwise, BART will operate on a normal evening schedule with direct Fremont/Richmond and Concord/Daly City service at 20-minute intervals until midnight.

The game is scheduled to start at 7:30 p.m., and should be over by approximately 10 p.m.

The Coliseum is easily accessible from the BART Coliseum Station via a direct walkway.

#

June 5, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information
(415) 465-4100

NEWS RELEASE

U-113

BART

FOR IMMEDIATE RELEASE

JOIN CITYDANCE '78 ON BART

Join Anna Halprin and the San Francisco Dancers' Workshop on Saturday, June 10, in CITYDANCE '78. The day-long festivities are free and may be reviewed at three BART stations along the way.

At 9:30 a.m. at BART's 24th Street Station Plaza, Adela Chu will invite your participation in a Mardi Gras type Salsa dance accompanied by bongo drummers.

Travel with the group on BART from 24th Street to Hallidie Plaza at BART's Powell Street Station for collective musical creativity at 11 a.m.

In the afternoon, 3:30 p.m., the group will gather at Embarcadero Plaza, just outside BART's Embarcadero Station for a kaleidoscope of color, masks, mimes and the world's largest kite. The music will include the Longfellow Gospel Choir from Berkeley, bagpiper Jack Cunningham, Rafiel and other Bay Area musicians.

On Thursday, June 8, take BART to the Civic Center Station for a sneak preview of CITYDANCE '78, to be held at the San Francisco Museum of Art from 6 p.m. to 8 p.m.

#

June 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

Office of Public Information

NEWS RELEASE

BART

U-114

BUSINESS WIRE ONLY

FOR IMMEDIATE RELEASE

TAKE BART TO THE "A's" GAME

When the Oakland "A's" tangle with the California Angels in a double header at the Oakland Coliseum tonight, Wednesday, June 7, don't you tangle with the traffic. Take BART to the Coliseum Station -- the Coliseum is easily accessible from the station via an aerial walkway.

BART will provide special direct (no transfer) service to San Francisco/Daly City immediately following the second game. Otherwise BART will operate on a normal evening schedule with direct Fremont/Richmond and Concord/Daly City service at 20-minute intervals until midnight.

The double header is scheduled to start at 6 p.m. and the second game should be over by 11 p.m.

#

June 7, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information
(415) 465-4100

NEWS RELEASE

BART

U-115

FOR IMMEDIATE RELEASE

BART LOOKS AT PROPOSITION 13 IMPACT

BART General Manager Frank C. Herringer yesterday presented the transit district board's Administration Committee with an outline of the estimated impact Proposition 13, the Jarvis-Gann Initiative, will have on BART.

Herringer said that Proposition 13 could result in a loss of about \$20 million in operating assistance from various sources. These would include a direct loss of \$6.7 million from the property tax, and a combined loss of \$12.5 million from federal assistance and local sales tax claims.

He told the committee that, while \$10 million of the estimated loss could be made up by shifting various improvement programs scheduled for fiscal year 1978/79 to capital funding and defer other work, there would still be a net unfunded deficit of \$9.1 million. This would have to be made up through budget cuts, including a staff reduction of between 150 to 200, plus service reductions or a fare increase.

The full board will consider the budget at its Thursday, June 15 meeting.

#

June 9, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-116

FOR IMMEDIATE RELEASE

BART ENGINEER MOVES TO TEKNEKRON

BART's Director of Engineering, Melvin H. Murphy will be leaving the transit district's organization next month to join Teknekron Inc. of Berkeley, it was announced today by BART General Manager Frank C. Herringer.

Herringer said that Mr. Murphy has played a major role in efforts to improve the reliability of the system and bring to fruition an intensive engineering program aimed at generally improving the overall train operation.

"He has brought a high degree of leadership and management skill to the engineering department," Herringer said.

Mr. Murphy joined the District in May, 1975 as a project engineer and was appointed Director of Engineering in August, 1976. Prior to coming to BART, he was an engineer with the City of Oakland.

Mr. Murphy will continue with BART through June 30 and begin his new assignment with Teknekron on July 5, as Assistant Manager of the Transportation Systems Division.

#

June 9, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-117

FOR IMMEDIATE RELEASE

BART GETS CPUC APPROVAL FOR SUNDAY SERVICE

Oakland, Ca.....BART today received approval from the California Public Utilities Commission (CPUC) on its application to provide regular Sunday service. The transit district plans to begin the new service on Sunday, July 2.

The Commission granted BART the authority to operate on Sundays for one year to allow its staff the opportunity to assess what-if-any impact might result on track maintenance. BART normally schedules track maintenance on Sundays and during hours when trains are not in revenue service.

Service hours for Sunday operations will be from 9 a.m. to midnight at 20-minute intervals over two routes -- Concord/Daly City and Richmond/Fremont.

BART began moving toward full weekend service with the start-up of regular Saturday operations on January 7.

- MORE -

2-2-2-2-2-2-2

Currently BART operates from 9 a.m. to midnight on Saturdays, but will expand operating hours on July 1 to begin the service day at 6 a.m. The new Saturday hours will coincide with BART's normal weekday hours in order to accommodate the early Saturday morning commute.

#

June 13, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-118

FOR IMMEDIATE RELEASE

BART'S MARKETING DIRECTOR RESIGNS

BART's Director of Marketing and Communications, Diané D. Levine, has resigned her position with the organization it was announced today by General Manager Frank C. Herringer. Her resignation will become effective October 1, 1978.

At General Manager Herringer's request, Mrs. Levine has consented to stay on through September in order to effect a smooth transition as the marketing function is adjusted to reflect the impact of the passage of Proposition 13, and to complete her work with the Regional Transit Association.

Herringer said that it was with sincere regret that he accepted her resignation and noted that she had done an outstanding job in creating an innovative and viable marketing program where none existed.

Mrs. Levine came to BART in March 1976, and immediately set about the task of formulating and carrying out an overall marketing program for the transit district.

"These programs have contributed to increased ridership and revenue and a successful introduction of Saturday service," Herringer said.

- MORE -

2-2-2-2-2-2-2

Mrs. Levine said that she was very pleased to have been a part of the many accomplishments BART has seen over the past two years as the transit system continued to move toward its full potential.

#

June 14, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-119

FOR IMMEDIATE RELEASE

EMERGENCY DRILL IN TRANSBAY TUBE SUNDAY

An emergency exercise will take place in the transbay tube on Sunday, June 18, between 10 a.m. and 12 noon, which will simulate a fire aboard a BART train and the subsequent response of BART and fire department personnel.

At approximately 10 a.m. the operator of an eastbound train will stop at midpoint in the transbay tube and notify BART central that the next to last car in his train is on fire and the last car is filled with smoke.

What follows will be an uncoupling of the last two cars to isolate them from the remaining five cars on the train, plus a simulated evacuation of the passengers by the operator from the "smoke-filled" cars. Meanwhile, special firefighter crews of both San Francisco and Oakland Fire Departments will enter the tube in emergency vehicles from both east and west vent structures. Another crew will move into the tube aboard a "rescue train" which has been parked at Embarcadero Station for that purpose. The parked train is a substitute for a revenue service train which, in a real emergency, would be off-loaded of passengers and commandeered by the firefighters for transport into the tube.

2-2-2-2-2-2-2

"The purpose of the exercise is to evaluate response and the process of getting men and equipment a good distance into the tube for an emergency," said BART System Safety Supervisor Don McElroy. "Good coordination between BART and the fire departments is particularly important in tube emergencies."

Observers will include other BART and fire department personnel, plus representatives from the California Public Utilities Commission and the National Transportation Safety Board.

Several exercises have been held in the transbay tube since it opened on September 16, 1974. The last exercise was held on August 18, 1977, to evaluate BART's internal operating procedures for evacuating passengers from the tube in emergencies. BART safety officials arrange exercises at regular intervals for evaluation of responses to all types of emergencies on the system.

#

June 15, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

BART

U-120

FOR IMMEDIATE RELEASE

MEMO TO ASSIGNMENT EDITORS:

Any reporter, photographer or cameraman wishing to cover the emergency exercise scheduled for Sunday morning in the transbay tube (see attached release) may do so by boarding the "rescue train" at Embarcadero Station at 9:45 a.m. The train will depart with the firefighter team no later than 10 a.m.

A BART Police Officer will admit news media representatives at the Davis and Market Street entrance, one block west of the Hyatt Regency Hotel. Be prepared to properly identify yourself.

This exercise does not promise much in the way of visuals as fire and smoke will be simulated and movement of spectators will be limited. It is primarily an exercise in assessing a given location in the tube.

We have been requested to see that any media coverage is unobtrusive and does not interfere with the exercise. Please do not come to the station unless specifically for the purpose of coverage.

I'll be on hand, also.

Bob Kraehe

NEWS RELEASE

U-121

BART

FOR IMMEDIATE RELEASE

BART BOARD TO CUT BUDGET

The BART Board of Directors has adopted a policy of cutting the proposed 1978/79 fiscal budget by \$5 to \$7 million as a first step toward meeting the impacts associated with Proposition 13.

Further discussion of a possible fare increase or service reduction was set aside for the time being.

Board President Harvey Glasser of Alameda said he believed that in voting for the Jarvis-Gann initiative the people have given "us" a clear message. That message is a demand for greater operating efficiency without necessarily diminishing service or increasing fares, which are in fact a form of substitute tax.

He said that in view of this mandate it was important for BART to make every effort to maintain current service levels and go forward with planned service improvements including the start-up of regular Sunday service beginning July 2.

"Therefore, we've set a goal of \$5 to \$7 million in budget cuts to be made across the organization entailing some reductions in staff and non-labor budget items or materials. It appears this will require the cutting of about 150 positions," Glasser said.

- MORE -

2-2-2-2-2-2-2-2

Director John Glenn of Fremont, who chairs the Board's Administration Committee, which reviews the BART budget, also recommended this course of action to the Board, which was endorsed by all those present. Director Bob Allen of Livermore, while favoring the budget cuts, expressed his belief that the Board should simultaneously consider fare increases.

BART General Manager Frank C. Herringer said that he had already instituted a hiring and promotion freeze, and has stopped the search for the new senior management position of Assistant General Manager for Administration. The details of the budget reductions will be developed by next week, but Herringer commented that they will affect both union and non-union personnel.

The transit district could lose as much as \$20 million in funding assistance directly and indirectly as a result of Proposition 13. BART's pre-election budget proposal for fiscal year 1978/79 was for \$91.6 million.

The Board's Administration Committee will meet on Wednesday, June 21, to further consider the budget.

#

June 16, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-122

BART

FOR IMMEDIATE RELEASE

BART ANNOUNCES MAJOR BUDGET CUTBACKS IN WAKE OF PROPOSITION 13

BART General Manager Frank C. Herringer announced today that approximately 150 positions proposed for the 1978/79 BART budget will be eliminated, for a savings of over \$5 million. This first step in dealing with the impact of Proposition 13 had been endorsed by the BART Board of Directors at its June 15 meeting.

Today, 41 management and other non-union personnel received notification that their positions were being eliminated. An additional 18 presently vacant management and non-union positions have been canceled. Herringer noted that the streamlining will concentrate key administrative responsibilities among fewer management positions, and is not expected to adversely affect the operating efficiency of the system.

The leaders of the BART unions have been informed that approximately 100 union positions are also slated for elimination. Discussions began today with union representatives to explore alternatives to layoffs of union personnel. Union representatives have previously mentioned concepts such as cancellation of cost-of-living wage increases, schedule changes, and job sharing.

"The reductions affect all departments, and all levels of the organization," Herringer said. "For example, about 50 of the 150 positions are

compensated in excess of \$25,000 per year. We have attempted to approach

the reductions in a responsible manner, and have planned them so they will have the minimum direct impact on train service."

Major cutbacks are planned in areas such as marketing, contract management, planning and research. From the riding public's point of view, the most visible impact of the cutbacks will probably be the planned reduction in Station Agents, which could result in some stations being without an agent for short periods of time during the mid-day, unless schedule changes can be worked out with the union.

Herringer reaffirmed the District's intention to continue with plans to begin Sunday service on July 2, and advance the starting time for Saturday service to 6 a.m. on July 1. In addition, he stated that there would be no reduction in the District's efforts to improve reliability and institute direct Richmond/Daly City service.

Approximately \$2 million in reductions of the proposed BART non-labor budget for 1978/79 will be discussed with the Board's Administration Committee at its meeting tomorrow morning at 9 a.m. Consideration of potential fare increases required to balance the budget have been deferred pending the expense cuts and a more firm assessment of the financial assistance that will be available to BART under Proposition 13.

June 20, 1978

Contact: Bob Kraehe
Public Information Office
(415) 465-4100

NEWS RELEASE

BART

U-123

FOR IMMEDIATE RELEASE

The BART Board's Administration Committee, chaired by Director John Glenn of Fremont, yesterday recommended an additional \$2 million reduction in the District's 1978-79 budget, bringing the total cut-backs proposed in the wake of Proposition 13 to \$7 million.

On Tuesday BART General Manager Frank Herringer announced the elimination of approximately 150 management and union positions for a saving of \$4 million from the new 1978-79 fiscal year budget now under review by the District's Board of Directors.

The streamlining focuses mainly on administrative and non-operating positions and is not expected to adversely affect the operating efficiency of the system.

"BART management has done a superb job in planning well in advance for the possible impact of Proposition 13 on the District's revenues, then implementing its plan in an orderly, responsible manner," commented Director Barclay Simpson of Walnut Creek at the meeting.

- MORE -

2-2-2-2-2-2

The additional \$2 million cuts recommended by the Committee yesterday are non-labor expenses. The major area was elimination of \$600,000 in marketing programs.

Other major non-labor savings included: a \$415,000 savings in insurance premiums (to be realized by increased self-insured provisions); and a \$484,000 savings in traction power through economies in off-peak train operations with minimum impact on service.

A 50 percent reduction in travel expenses was adopted and other areas of professional and technical services were also cut back.

The proposed budget will go before the full Board for approval at its June 29 meeting.

#

June 22, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

BART

U-124

FOR IMMEDIATE RELEASE

NOTE: This release is a correction to release #U-123 which was mailed to you yesterday, June 22. The figure in paragraph #2 should read \$5 million (U-123 mailed yesterday states \$4 million) please correct this figure in your copy.

The BART Board's Administration Committee, chaired by Director John Glenn of Fremont, Wednesday, June 21, recommended an additional \$2 million reduction in the District's 1978-79 budget, bringing the total cutbacks proposed in the wake of Proposition 13 to \$7 million.

On Tuesday BART General Manager Frank Herringer announced the elimination of approximately 150 management and union positions for a saving of \$5 million from the new 1978-79 fiscal year budget now under review by the District's Board of Directors.

The streamlining focuses mainly on administrative and non-operating positions and is not expected to adversely affect the operating efficiency of the system.

"BART management has done a superb job in planning well in advance for the possible impact of Proposition 13 on the District's revenues, then implementing its plan in an orderly, responsible manner," commented Director Barclay Simpson of Walnut Creek at the meeting.

- MORE -

2-2-2-2-2-2

The additional \$2 million cuts recommended by the Committee yesterday are non-labor expenses. The major area was elimination of \$600,000 in marketing programs.

Other major non-labor savings included: a \$415,000 savings in insurance premiums (to be realized by increased self-insured provisions); and a \$484,000 savings in traction power through economies in off-peak train operations with minimum impact on service.

A 50 percent reduction in travel expenses was adopted and other areas of professional and technical services were also cut back.

The proposed budget will go before the full Board for approval at its June 29 meeting.

#

June 23, 1978

Mike Healy, Manager
Office of Public Information

Contact: Bob Kraehe
Office of Public Information

NEWS RELEASE

U-125

BART

FOR IMMEDIATE RELEASE

BART TO BEGIN REGULAR SUNDAY SERVICE

BART, this Sunday, July 2, will begin regular Sunday operations, bringing the District in line with its long-term goal of providing full seven-day a week service.

Service hours for Sunday will be from 9 a.m. to midnight at 20-minute intervals over two routes -- Concord/Daly City and Richmond/Fremont. All train to train transfers may be made at the MacArthur, 19th Street or 12th Street City Center Stations in Oakland.

BART began moving toward full weekend service with the startup of regular Saturday operations on January 7 of this year. This Saturday the transit district will advance hours of operation to 6 a.m. from the current 9 a.m. to midnight schedule in order to accommodate early Saturday morning commuters.

Coinciding with the startup of Sunday service will be BART Express Bus service which connects several East Bay stations with outlying areas in Alameda and Contra Costa counties. Also Oakland Air BART shuttle service which provides transportation between BART's Coliseum Station and the airport will also be operating from 8:30 a.m. to midnight.

- MORE -

2-2-2-2-2-2-2

Also, in July, BART will provide its riders with another first -- printed service schedules. The schedules will be followed all day Sundays and Monday through Saturday evenings (7 p.m. to closing), allowing Sunday and evening BART riders to plan their trips within convenient and predictable time frames.

The printed train timetables will be available in all BART stations by the end of next week. However, if you need a schedule sooner you can obtain one by calling BART's Passenger Service Office at 465-4100 and one will be mailed to you.

For immediate information on exact times for your trip dial the local BART Information Center in your area:

San Francisco/Daly City	788-BART
South San Francisco/San Bruno	873-BART
Fremont/Union City	793-BART
Hayward/San Leandro	783-BART
Oakland/Berkeley/Orinda	465-BART
Richmond/El Cerrito	236-BART
Lafayette/Concord	933-BART
Livermore/Pleasanton	462-BART
Antioch/Pittsburg	754-BART

#

June 29, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-126

BART

FOR IMMEDIATE RELEASE

BART GENERAL MANAGER RESIGNS

BART General Manager Frank C. Herringer today informed the BART Board of Directors that he has decided to resign at the end of 1978.

Herringer, appointed to his position on July 1, 1975, said he was announcing his departure well in advance to give the Board sufficient time to search for a successor. He stated, "I have enjoyed my three years at BART, and have accomplished much of what I set out to do. I feel it is now time for me to pursue other opportunities." While he has no specific plans at present, he said it was likely he would return to a private sector position. Prior to coming to BART, Herringer was Administrator of the U. S. Urban Mass Transportation Administration and on the White House staff. Herringer, 35, was a Principal with an international management consulting firm in New York before going to Washington in 1971.

Board President Harvey W. Glasser of Alameda praised Herringer's record, and said, "As I look back on the chaotic state that BART was in when Frank Herringer arrived, and compare that to the situation today, I am astounded at the progress we have made. It is understandable why Frank feels it is time to move on, but his leadership will be missed at BART."

2-2-2-2-2

Frank's performance and impact indicate clearly the importance of attracting first rate management to complex public entities like BART."

In the three years Herringer has been at BART, the system's hours of service have been expanded by 75 per cent, the proportion of cars in a mechanically ready state at the beginning of the day has nearly doubled, while the failure rate of cars in service has been reduced by more than one half.

In addition to the technical improvements, Glasser pointed to BART's sound fiscal condition, the settlement on terms extremely favorable to BART of the litigation against its suppliers, the strong stand taken during the strike by BART Police Officers in 1977, and the well planned response to the passage of Proposition 13 as particularly notable achievements during Herringer's tenure as General Manager.

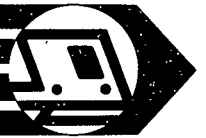
President Glasser said that he would consult with other Board members prior to announcing an approach to selecting a new BART General Manager.

Mr. Herringer's salary during his entire time at BART was \$68,500.

June 29, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE



BART

U-127

FOR IMMEDIATE RELEASE

BART BOARD ADOPTS REDUCED BUDGET

BART's Board of Directors today adopted a reduced budget for the 1978/79 fiscal year while at the same time pledging to make every effort to maintain current service levels and go forward with planned service improvement.

The budget of \$84.5 million, which represents a \$7 million cut from the \$91.6 million expenditure originally proposed in April, provides for expanding Saturday service hours, regular Sunday service beginning this Sunday, July 2, and direct Richmond/Daly City service, subject to approval by the California Public Utilities Commission.

Even with the \$7 million cut, achieved through staff reductions (150 management and union positions) and other non-labor efficiencies, the adopted budget will begin the fiscal year, starting July 1, with a \$4.4 million unfunded deficit.

"Proposition 13 has dictated that a public agency like BART be run as efficiently as a comparable transportation system in the private sector," said BART Board President Harvey W. Glasser of Alameda.

- MORE -

2-2-2-2-2-2

He said, the budget reduction is just a first step in meeting the financial impacts expected to result from Proposition 13.

Glasser also said, the Board has resolved to defer any final action to make up the remaining deficit until the impacts can be fully assessed.

General Manager Frank C. Herringer said that while the proposed budget is stringent, the economies should not adversely affect service, "BART will expand service considerably in the next year, and still have a budget that responds to the spirit of Proposition 13," Herringer stated.

#

June 29, 1978

Mike Healy, Manager
Office of Public Information

BUSINESS WIRE ONLY

U-128

FOR IMMEDIATE RELEASE

Oakland, Ca.....BART General Manager Frank C. Herringer today informed the BART Board of Directors that he has decided to resign at the end of 1978.

Herringer, appointed to his position on July 1, 1975, said he was announcing his departure well in advance to give the Board sufficient time to search for a successor. He stated, "I have enjoyed my three years at BART, and have accomplished much of what I set out to do. I feel it is now time for me to pursue other opportunities." While he has no specific plans at present, he said it was likely he would return to a private sector position. Prior to coming to BART, Herringer was Administrator of the U.S. Urban Mass Transportation Administration and on the White House staff. Herringer, 35, was a Principal with an international management consulting firm in New York before going to Washington in 1971.

The BART Directors, some of whom were caught by surprise, were unanimous in their praise of Herringer's accomplishments during his three years at BART.

MORE

2-2-2-2-2-2

BART Board President Harvey W. Glasser of Alameda stated, "We owe a great deal to Mr. Herringer. As I compare the chaotic state of BART when he arrived to the situation today, I am astounded at the progress we have made."

Under Herringer's leadership, Glasser noted, BART has been able to expand its service hours by 75 percent and its available fleet of revenue cars by almost 100 percent. Conversely, the failure rate of its cars in service has been reduced by more than 50 percent.

Glasser also pointed to the improvement in BART's fiscal condition, the favorable settlement of the litigation against its suppliers, and the strong stand taken by management during last summer's strike by members of the BART Police Officers' Association. Lastly, is BART management's well-planned response to balance BART's 1978-79 budget in the wake of Proposition 13.

"We have a great deal to thank Mr. Herringer for," said President Glasser, "He has shown us there is no substitute for quality in management."

Herringer's salary has remained at \$68,500 since he assumed his post in 1975.

#

June 29, 1978

Mike Healy, Manager
Office of Public Information
Contact: Bob Kraehe
Public Information Office
465-4100

NEWS RELEASE

BART

U-129

FOR IMMEDIATE RELEASE

BART'S SATURDAY SERVICE HOURS TO BE EXTENDED

Effective Saturday, July 1, BART service hours will be extended to 6 a.m. to midnight, just as every other day during the week.

BART Express Buses will extend their service hours, also, to tie-in with BART connections. The new hours will allow more flexibility for Saturday commuters and "early-bird" shoppers.

Saturday service will be provided over three routes Concord/Daly City, Richmond/Fremont and Fremont/Daly City at 15-minute intervals from 6 a.m. to approximately 7 p.m. 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 until midnight.

Printed schedules will soon be available for Sundays and Monday through Saturday evening service so that entertainment-bound riders can plan their trips within a predictable time frame. Until the schedules are in the stations you can call your local BART Information Center number to get the scheduled times for evening service.

#

June 29, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

NEWS RELEASE

BART

U-130

FOR IMMEDIATE RELEASE

BART'S SUNDAY SERVICE BEGINS

When BART begins regular Sunday service this Sunday, July 2, it will coincide perfectly with 4th of July weekend happenings, among them a double header at the Oakland Coliseum between the A's and the Kansas City Royals. An aerial walkway between the BART station and Coliseum make BARTing to the game especially convenient for fans planning on attending this Sunday. The game begins at 12:30 p.m., and an extra train will stand by for after-game crowds.

Another sure bet for BART riders this Sunday are the festivities scheduled to be held in and around Jack London square beginning at 9 a.m. and running to 5 p.m. Sponsored by the Port of Oakland, the Fourth of July celebration activities will include: a colorful hot-air balloon race beginning at 9:30 a.m.; Oakland Symphony Pop's program at 1 p.m.; Oakland Ballet performance at 3 p.m.; tours of various facilities including the U.S. Navy combat ship U.S.S. Gallant scheduled for 11 a.m.

Other activities include music, sailboat races, refreshments, arts and crafts show and entertainment for the whole family. All activities are free.

- MORE -

2-2-2-2-2-2-2

A special free shuttle bus will provide transportation from BART's 12th Street Oakland City Center Station to the festivities. The free shuttle van-bus may be easily identified by its Oakland AirBART markings, and boarded on the east side of Broadway between 12th and 13th Streets. And BART riders may transfer free to A.C. Transit's #11 bus for the ride to the square.

Fares on Sunday will be normal. Children 4 years of age and under ride free, and youngsters from 5 through 12 years of age may obtain special youth discount tickets at almost all branch banks. The 75 percent discount tickets may be purchased for \$1.50, and are good for \$6 worth of rides.

Sunday service should be a boon to bikers also. Bicyclists may bring their bikes on to the system at any time during the Sunday operating day as well as on Saturdays. Bikers who do not have the regular BART bike permits may pick up a "one-time" pass for their trip from the station agent upon entering the system.

BART's Director of Marketing and Communications Diane Levine said that survey's have shown that a major portion of the Sunday ridership will probably come from regular weekday riders.

- MORE -

3-3-3-3-3-3-3

"We also think people will soon discover a wide range of destinations for Sunday recreation with easy accessibility to BART such as a bike or excursion trip to Sausalito via trains to the Embarcadero Station in San Francisco and then boarding the Golden Gate Ferry for the trip across the Bay," she said.

BART's analysts say that Sunday may be the only day of the week in which the transit system will break even in terms of operating cost to passenger revenue. If BART achieves a patronage goal of between 28 and 30,000 for Sundays it will translate into annual revenue of \$1,055,700. Annual operating cost is projected to be \$1.1 million.

Sunday BART service will be from 9 a.m. to midnight on two routes, direct Concord/Daly City and direct Richmond/Fremont with trains operating at 20-minute intervals.

#

June 30, 1978

Mike Healy, Manager
Office of Public Information
(415) 465-4100

JULY

Bus. Wire Only

NEWS RELEASE

U-131

BART

FOR IMMEDIATE RELEASE

BART'S 4TH OF JULY SCHEDULE

BART trains will operate on a holiday schedule tomorrow, July 4, from 6 a.m. to midnight. Until 7 p.m. trains will operate at 15-minute intervals over three routes -- Concord/Daly City; Richmond/Fremont and Fremont/Daly City.

After 7 p.m. the system will phase into normal evening service at 20-minute intervals over two routes -- Concord/Daly City and Richmond/Fremont. All train to train transfers can be made at 12th Street City Center, 19th Street or MacArthur Stations.

Soccer fans who plan to BART to the Coliseum for the Stomper-Portland game, and stay for the fireworks after the game should check last train schedules by calling BART's Information Center -- 465-4100.

The last train from Coliseum Station to Fremont will be at 12:56; from the Coliseum Station to Richmond at 12:23 (Daly City patrons should take this train and transfer at 12th Street City Center). Concord-bound fans should take the 12:13 train at Coliseum and transfer at 12th Street City Center.

#

July 3, 1978

Mike Healy, Manager
Office of Public Information
Contact: Gloria McCall
Office of Public Information
(415) 465-4100

NEWS RELEASE

BART

U-132

FOR IMMEDIATE RELEASE

BART'S FIRST SUNDAY PROVES POPULAR

BART's first Sunday of regular Sunday service this past weekend proved very popular with ridership surpassing forecasts by about 24 percent.

The transit system's analysts had predicted that Sunday ridership would approximate half of the average Saturday usage, or about 25,000. BART's inaugural Sunday actually reached 31,073.

Spot checks around the system indicated that people were out traveling on BART for a variety of reasons, including sightseeing, family excursions, and bike tripping.

About 1,800 fans took BART to the ballgame at the Oakland Coliseum to see the A's take on the Kansas City Royals. This represented 13.8 percent of the game's attendance.

As a special new feature BART will be providing train timetables for Sunday and Monday through Sunday late evening operations from 7 p.m. to midnight. The new handy wallet-size schedules may now be obtained on a limited basis from agents in the station. By early next week the stations should be fully stocked with the new timetables in the regular brochure racks. BART will mail one upon request by contacting someone in the passenger service department. Call 465-4100.

#

July 3, 1978

Mike Healy, Manager
Office of Public Information

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

NEWS RELEASE

BART

U-133

FOR IMMEDIATE RELEASE

BART TO THE COLISEUM

Baseball fans planning to attend the Oakland "A's" double header with the Minnesota Twins this Friday, July 7, should check the last train schedules to be sure they are at the Coliseum BART station in time to board a train to their home station.

The first game is scheduled to start at 6 p.m., with the second game ending at approximately 12 midnight. The last train to Fremont will leave the Coliseum Station at 12:56; to Richmond at 12:23 (Daly City bound fans should take this train and transfer at 12th Street City Center Station in Oakland); Concord-bound fans should take the 12:13 train at Coliseum Station and transfer to the 12:27 Concord train at 12th Street City Center Station.

Saturday's and Sunday's games between the A's and the Twins are scheduled to start at 1:30 p.m. and end at approximately 4 p.m., so home-bound fans will have no problems catching BART trains home. Saturday, incidentally, is "Cap Day" at the Coliseum.

If you need further information on late-night departure times from BART stations call BART's Information Center at 465-4100.

July 6, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

Office of Public Information

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

NEWS RELEASE

BART

U-134

FOR IMMEDIATE RELEASE

BART'S BUS TO THE CONCORD PAVILION

If you're planning an evening at the Concord Pavilion this weekend, July 7, 8, or 9, you can leave your traffic and parking problems at home. BART and A.C. Transit will take you to the Pavilion and home again -- and all on schedule.

You can pick up a BART Bulletin at any BART station Friday afternoon, July 7, which will give you the A.C. Transit schedule, and also pick up BART's new Sunday and Night Schedule so that you can plan your trip to the Pavilion, or anywhere on the BART system, within a predictable time frame.

Friday night's entertainment at the Pavilion will be Jerry Lee Lewis and Bo Diddley, and Saturday and Sunday nights Kris Kristofferson and Rita Coolidge will appear.

BART now operates on Sundays from 9 a.m. to midnight, and has extended Saturday service hours to 6 a.m. to midnight. Sunday and evening (7 p.m. to midnight) train departures from each station are shown in the new timetable.

#

July 6, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-135

BART

FOR IMMEDIATE RELEASE

BART PRESIDENT FORMS SPECIAL COMMITTEE TO FIND NEW G. M.

BART Board President Harvey Glasser of Alameda today announced that he has formed a special committee to seek and hire a new General Manager to replace Frank C. Herringer who has resigned effective at the end of 1978.

President Glasser has appointed Director Arthur Shartsis of Oakland to chair the committee and Director John Glenn of Fremont to be vice chairperson. The Board as a whole will serve on the committee.

"The committee shall be charged with seeking out high quality executive applicants from both the public and private sectors with a view to ultimately selecting a person with the special qualities and talent necessary to do the job," said Glasser.

He said he believed Frank Herringer has done an outstanding job in meeting the challenges BART faced in its transition from a major construction project to an operating railroad.

"Herringer's accomplishments have clearly demonstrated that in the public as well as in the private sector there is no substitute for top quality management. Furthermore, it is clearly demonstrated that the salaries of high quality top management are cost effective and repay themselves many times over," Glasser said.

- MORE -

2-2-2-2-2-2

"We are sorry to lose Frank and we are determined to find a replacement who will continue the momentum of accomplishments and progress we have seen over the last few years," he said.

Herringer announced his resignation on Thursday, June 29. He was appointed to the position of BART's General Manager by the Board of Directors on July 1, 1975, following a nation-wide search. Prior to joining BART, Herringer was Administrator of the U.S. Urban Mass Transportation Administration.

Future meetings of the special General Manager Selection Committee will be announced.

#

July 11, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

DISTRIBUTION TO NATIONAL NEWS
AND TRADE JOURNALS ONLY.

U-136

FOR IMMEDIATE RELEASE

S.F. BAY AREA RAPID TRANSIT SEEKS NEW GENERAL MANAGER

Oakland, Ca.....The San Francisco Bay Area Rapid Transit (BART) District will soon begin the process of selecting a new General Manager to replace Frank C. Herringer who has resigned effective at the end of 1978.

BART's Board President Harvey W. Glasser today announced that he has formed a special committee of fellow directors to begin a nation-wide search to fill the transit district's top executive post. The committee will be chaired by Director Arthur Shartsis of Oakland with Director John Glenn of Fremont named to act as vice chairperson. The Board as a whole will serve on the committee. The BART Board is comprised of nine members elected from districts within the three counties the system serves, Alameda, Contra Costa and San Francisco.

"The committee shall be charged with seeking out high quality executive applicants from both the public and private sectors with a view to ultimately selecting a person with the special qualities and talent necessary to do the job," said Glasser.

He said he believed Frank Herringer has done an outstanding job in meeting the challenges BART faced in its transition from a major construction project to an operating railroad.

2-2-2-2-2-2-2

"Herringer's accomplishments have clearly demonstrated that in the public as well as in the private sector there is no substitute for top quality management. Furthermore, it is clearly demonstrated that the salaries of high quality top management are cost effective and repay themselves many times over," Glasser said.

"We are sorry to lose Frank and we are determined to find a replacement who will continue the momentum of accomplishments and progress we have seen over the last few years," he said.

Herringer announced his resignation on Thursday, June 29. He was appointed to the position of BART's General Manager by the Board of Directors on July 1, 1975, following a nation-wide search. Prior to joining BART, Herringer was Administrator of the U.S. Urban Mass Transportation Administration.

Future meetings of the special General Manager Selection Committee will be announced.

#

July 12, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-137

FOR IMMEDIATE RELEASE

BART'S WEEKEND SERVICE A BOON TO SPORTS FANS

With BART now operating both Saturdays and Sundays sports fans will find getting to and from weekend events at the Oakland Coliseum a breeze.

The aerial walkway which connects the BART stations with the Coliseum complex is particularly convenient and the transit system's new printed train timetables for Sunday, and Monday through Sunday evening service will make trip planning easy. The new pocket-size train schedules may be obtained in any of the BART stations.

This Saturday, July 15, is "Jacket Day" for the Oakland A's when they will square off with Toronto at 1:30 p.m. Ten thousand A's jackets will be given away free to youngsters 14 years of age or under at this game. BART will have an extra after-game train on hand, if needed.

Next door at the Coliseum Arena the Golden Gaters will face the Los Angeles Strings beginning at 7:30 p.m. This promises to be an exciting evening of tennis when such stars as the Gaters' Virginia Wade and world doubles champion Frew McMillan will clash with Chris Evert and Illie Nastase.

- MORE -

2-2-2-2-2-2

On Sunday, July 16, the A's will meet again with Toronto beginning at 1:30 p.m. and again on Monday at 7:30 p.m. Monday is also "Family Nite" for A's fans and that means half price for game tickets.

BART operates 6 a.m. to midnight Monday through Saturday and 9 a.m. to midnight on Sundays.

#

July 13, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

U-138

BART

FOR IMMEDIATE RELEASE

BART'S STATIONS FULLY STOCKED WITH NEW PRINTED TIMETABLES

BART's 34 stations are now fully stocked with the transit district's brand new timetables. Until now they were only available on a limited basis from station agents.

The new timetable is a handy pocket-size guide to train departure times on a per station basis for Sundays and evening service to minimize waiting time on station platforms during these off-peak hours.

BART operates from 6 a.m. to midnight Monday through Saturday and from 9 a.m. to midnight on Sunday. The new schedules show departures from each station from 9 a.m. to midnight on Sundays, and from 7 p.m. to midnight Monday through Saturday.

For additional information on BART service and connecting bus lines call BART's phone information center at the following toll-free numbers:

So. San Francisco/San Bruno..788-BART
Fremont/Union City.....873-BART
Hayward/San Leandro.....793/BART
Oakland/Berkeley/Orinda.....465-BART
Richmond/El Cerrito.....236-BART

- MORE -

2-2-2-2-2-2-2

Lafayette/Concord.....933-BART

Livermore/Pleasanton....462-BART

Antioch/Pittsburg.....754-BART

#

July 14, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-139

FOR IMMEDIATE RELEASE

BART CALLS BACK STATION AGENTS

BART today ordered a call-back of 20 of the 26 Station Agents who were laid off this past Monday in an effort to insure a high level of service to patrons.

The Station Agents were laid off due to budget reductions associated with Proposition 13. These positions were included in the 150 positions cut from this year's budget.

Originally BART had anticipated that Station Agent layoffs could be avoided entirely through alternative shift and work-week scheduling which would have eliminated inefficient shift overlaps. However, it was not possible to reach agreement with the union on this approach, and the alternative was to allow some of the system's low-volume stations to go unattended during the midday hours only. This proved unacceptable in terms of passenger service, particularly for the handicapped patrons.

The annual cost to bring back the 20 agents will be approximately \$500,000. Other equivalent efficiencies will have to be found in the new fiscal year budget which was reduced by \$7 million when adopted by the Board of Directors on June 29. However, the \$84.5 million budget still has a \$4.5 million unfunded deficit which will be addressed by the transit district's Board of Directors when the financial impacts of Proposition 13 can be fully assessed.

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

- MORE -

2-2-2-2-2-2-2

Those Station Agents affected by the return-to-work request are being contacted and most should be processed by personnel and back on the job by Friday.

#

July 20, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-140

BART

FOR IMMEDIATE RELEASE

BART WILL GEAR UP FOR ROCK CONCERTS

When the Rolling Stones come to town on Wednesday, July 26, for an all-day rock concert at the Oakland Coliseum, BART will be taking extra measures by putting every available car into service.

Midday and early evening trains will all be longer than usual on both the Richmond/Fremont and Fremont/Daly City lines. Concord line trains are usually long trains anyway.

With over 60,000 fans expected to attend BART is a good bet to avoid driving and parking problems. Wednesday's concert is scheduled to begin at 9 a.m. and should end at approximately 6 p.m.

On Sunday, July 23, Arrowsmith is the featured rock group for another "sell-out" concert (from 6 a.m. to 9 p.m.) at the Coliseum, and BART plans to schedule an additional 8-car train on the Richmond/Fremont line after the concert to provide rock fans with a relaxing trip home.

For Sunday and evening schedules -- pick up one of BART's new pocket-size timetables at any BART station -- and you can plan your trip to the Coliseum on Sunday -- or your evening's entertainment within a reasonable time frame.

- MORE -

2-2-2-2-2-2

The Coliseum complex is easily accessible from BART's Coliseum Station via a walkway to the parking lot.

#

July 20, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

U-141

FOR IMMEDIATE RELEASE

BART FLAGS AT HALF MAST

BART flags are at half mast today, Friday July 21, in remembrance of Richard J. Shephard the District's long-time Secretary who passed away this week.

Mr. Shephard who was 55, had been with BART since 1959 and was one of two original staff members remaining at the district.

As a statutory officer reporting directly to the Board of Directors, Mr. Shephard was responsible for coordinating and recording all board and committee meetings as well as contract bidding procedures, District elections, and the District's permanent record archives.

After joining BART in 1959 as an administrative assistant he was appointed District Secretary by the Board of Directors in 1961.

BART staff members, and directors both past and present will gather for a brief memorial by the fountain at the transit district's headquarters in Oakland at 2:30 p.m. on Monday, July 24.

#

July 21, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-142

FOR IMMEDIATE RELEASE

BART TO THE ROLLING STONES

BART saw its highest Sunday service this past Sunday, July 23, with almost 40,000 in ridership.

Several thousand of those riders attended the "Day on the Green" at the Oakland Coliseum -- and this Wednesday with the Rolling Stones appearing at the Coliseum, BART will be putting on longer as well as extra trains after the concert to accommodate home-bound fans.

BART's Director of Field Services, William B. Fleisher, suggests that people planning to attend the Rolling Stones concert buy round-trip tickets on their way to the Coliseum in order to avoid congestion and delays at the ticket machines after the concert.

BART will maintain the additional service Wednesday evening on the Fremont/Richmond line for as long as necessary to provide service to both commuters and Coliseum patrons.

#

July 25, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

BART'S G. M. SELECTION COMMITTEE HOLDS FIRST MEETING

Oakland, Ca.....The San Francisco Bay Area Rapid Transit (BART) District's special committee to seek and hire a new General Manager held its first meeting today, Tuesday, July 25, to begin the selection process. The committee is charge with the task of replacing BART's current General Manager Frank C. Herringer who has resigned effective December 31.

The committee, chaired by Director Arthur Shartsis decided today to send out letters to executive search firms requesting proposals on finding a new chief administrator for the transit district. The letters will go out on August 1, and it is expected that the committee will decide whether to retain a firm in mid-August.

Shartsis has called for a second meeting to be held at 10 a.m. on Tuesday, August 1, in order to work out specific guide-lines for the selection process.

The full BART Board sit on the committee with Director John Glenn of Fremont serving as vice-chairperson.

#

July 26, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

T-144

FOR IMMEDIATE RELEASE

RECORD CROWDS TO BART COLISEUM

Record crowds took BART to the Coliseum in Oakland this morning to see the Rolling Stones day on the green concert.

Fans began their BART trip as early as 5 a.m., and by noon almost 17,000 had detrained at the Coliseum Station. From the BART station it is only a short walk across an aerial walkway to the Coliseum.

In an effort to accommodate the extra ridership, BART increased train lengths on all lines and will be making extra trains available for home-bound crowds after the concert.

#

July 26, 1978

Mike Healy, Manager
Office of Public Information
(415) 465-4100

MAC

AD AGE

Trib - 2 of

Progress - Dan

Chron - Dan White
business & or

Examiner - Jim Willie
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N.Y. Times

Pics sent to above

5924 94

NEWS RELEASE

BART

U-145

FOR IMMEDIATE RELEASE

BART SIGNS CONTRACT WITH TAI FOR ADVERTISING FRANCHISE

Oakland, Ca.....The San Francisco Bay Area Rapid Transit (BART) District has signed a five year multimillion dollar contract with Transit Ads Incorporated (TAI) for BART's display advertising, it has been announced by General Manager Frank C. Herringer.

The contract gives Transit Ads, a California-based company, the exclusive advertising franchise for display billboard space in BART's stations and trains.

Herringer said the contract guarantees BART a minimum of \$1.825 million in advertising revenues over the five year period but that TAI anticipates actual sales to exceed \$5 million with BART receiving a 51 percent share.

He said TAI was the successful bidder among three companies competing for the contract award which was approved by the BART Board of Directors in April.

"We look forward to a prosperous relationship with TAI and believe this company will bring new vitality and creativity to this aspect of BART's operations," Herringer said.

- MORE -

2-2-2-2-2-2-2

TAI also represents several other major public transportation agencies including the Southern California Rapid Transit District in Los Angeles, the Orange County Transit District, San Diego Transit Corporation and the Sacramento Regional Transit Authority.

The contract becomes effective on September 12, coinciding with BART's sixth year in operation. Since beginning service on September 11, 1972, BART has carried 153,590,440 passengers over 2 billion passenger miles. The system serves three Bay Area counties, Alameda, Contra Costa and San Francisco.

#

July 26, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-146

BART

FOR IMMEDIATE RELEASE

BART GENERAL MANAGER TO TRY SYSTEM IN WHEELCHAIR

BART General Manager Frank C. Herringer this Monday will kick-off a program to acquaint the transit district's top executives with first hand knowledge of how to use the system while in a wheelchair.

Accompanying Herringer on his wheelchair trip through the system, scheduled to begin at 4 p.m. from Lake Merritt Station in Oakland, will be Ms. Jane Jackson, who lives in Oakland, and is a founder and President of the local 504 Committee which deals with the rights of handicapped persons under the Federal Rehabilitation Act of 1973.

"The program is to experience the use of the system and whatever problems might be encountered, from the point of view of the handicapped person," Herringer said.

He said the program, suggested by Board member Nello Bianco of Richmond, should help to promote better understanding and sensitivity to the mobility problems of handicapped persons. About 40 of BART's top management staff will participate in the program over a period of time with specific schedules yet to be determined. Wheelchairs for the program are being supplied courtesy of Thrifty Rents in Oakland.

BART is one of the few systems in the world that was designed to be accessible for handicapped persons.

#

July 28, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-147

FOR IMMEDIATE RELEASE

MERRITT HOSPITAL WILL AGAIN MEASURE YOUR
BLOOD PRESSURE AT BART'S 19TH STREET STATION

Members of the public along with BART riders will have another opportunity to have their blood pressure measured free of charge by Merritt Hospital nurses at BART's 19th Street Station in Oakland on Tuesday, August 1, between the hours of 10 a.m. and 6 p.m.

The screening program facilities will be located near the ticket machines at the north end of the station adjacent to the 20th Street entrance.

Since few or no symptoms are associated with hypertension, prompt detection and medical treatment to lower the blood pressure is needed to combat this leading cardiovascular disease, according to hospital officials.

Participants in the screening program will receive free literature and view a special videotape on hypertension.

BART provides direct service from Daly City, Concord, Fremont and Richmond to Oakland's 19th Street Station.

#

July 28, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

AUGUST

NEWS RELEASE

U-148

BART

FOR IMMEDIATE RELEASE

BART'S G.M..SELECTION COMMITTEE SEEKS PROPOSALS FROM EXEC SEARCH FIRMS

Oakland, Ca.....A special Board Committee of the San Francisco Bay Area Rapid Transit (BART) District to seek and hire a new General Manager today took a first step in moving the selection process forward.

The Committee, chaired by BART Director Arthur Shartsis of Oakland sent a letter to several executive search firms inviting proposals outlining an approach to identifying potential candidates for the General Manager position.

BART General Manager Frank C. Herringer who resigned this past June will leave the transit district effective December 31.

Shartsis said the Committee, which is made up of the entire Board, is particularly interested in determining from the executive search firm responses whether or not retaining such a firm is in fact the most advantageous approach in finding the best qualified candidates.

He said the Committee had asked that proposals be forwarded by August 10.

No further meetings of the General Manager Selection Committee are scheduled at this time.

#

August 1, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-149

FOR IMMEDIATE RELEASE

A MONTH OF SUNDAYS ON BART

The first month of BART's regular Sunday service has proven successful according to the transit district's analysts.

Ridership has averaged about 33,000 for the first five Sundays of the new service, which is about 18 percent above forecasts. Analysts projected Sunday ridership to be 28,000 based in part on Sunday ridership trends experienced by other Bay Area public transit agencies and surveys. On Sunday, July 23, BART saw a ridership surge reaching almost 40,000. The surge was partially attributed to the Day on the Green concert at the Oakland Coliseum.

Along with the new Sunday service, BART for the first time published a train timetable for all-day Sunday operations and Monday through Sunday evening service after 7 p.m. The new timetables, which are available in all BART stations, were developed and published in order to make trip planning easier during those hours when trains operate at 20-minute intervals.

- MORE -

2-2-2-2-2-2

The new Sunday service, which began July 2, brought BART into full seven day a week operation. The transit district also expanded Saturday operating hours on July 1 to begin service at 6 a.m. rather than 9 a.m. The three additional hours of Saturday operation have attracted about 6,500 in additional ridership. Saturday ridership which is now averaging about 58,500 had been about 52,000 prior to the expanded hours.

BART's Sunday service hours are from 9 a.m. to midnight and 6 a.m. to midnight Monday through Saturday.

#

August 2, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-150

FOR IMMEDIATE RELEASE

LET BART TAKE YOU OUT TO THE BALLGAME

Whether your sport is baseball, tennis, hockey, basketball or soccer -- you'll find it at the Oakland Coliseum -- and BART will take you to the ballgame and home again, and even help you time your trip with BART's new Sunday and evening pocket-size timetable.

This week it's tennis with the Golden Gaters and baseball with the A's.

Tomorrow night, Thursday, August 3, the Golden Gaters will meet with Phoenix at 7:30 p.m. in the Coliseum Arena, and you can watch the world's tennis greats again on Saturday evening at 7:30 p.m., and if you're lucky enough to pick up a Contra Costa Times you can get a "two for the price of one" coupon, courtesy of the Times for Saturday night's matches.

The Oakland A's are scheduled for three games with Seattle this week -- the first on Friday night at 7:30 p.m., again on Saturday afternoon at 1:30 p.m., and on Sunday they'll play a double header starting at 12:30 p.m.

- MORE -

2-2-2-2-2-2

Monday night is Family Night at the Coliseum -- and the A's will meet California at 7:30 p.m. The A's and California will play ball again on Tuesday night at 7:30.

So if tennis or baseball is your forte -- take BART out to the Coliseum and leave your parking problems at home.

The Coliseum complex is accessible via a walkway from the BART Coliseum Station.

#

August 2, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information

NEWS RELEASE

SENT OUT ON BUSINESS WIRE ONLY - FRIDAY, AUGUST 4, 1978

BART

U-151

FOR IMMEDIATE RELEASE

COURT HEARING ON BART
COST OF LIVING POSTPONED.

The Hearing set for Monday, August 7, in Alameda County Superior Court that involves the issue of whether or not BART may pay cost of living to its employees has been postponed until Friday, August 25.

Both BART and Union attorneys agreed to the postponement in order to allow for more time to prepare for this complex matter.

#

August 4, 1978

Mike Healy, Manager
Office of Public Information
(415) 465-4100

U-152

FOR IMMEDIATE RELEASE

BART/CALTRANS CARPOOL PROGRAM

Beginning this week BART, in conjunction with the California Department of Transportation (CalTrans), will seek applicants for a special new carpool program at the Concord Station.

The new "BARTPOOL" program will offer preferential parking at the Concord Station for BART patrons interested in participating. Information brochures which contain applications are now available at the Concord Station.

According to BART Director Barc Simpson of Walnut Creek, the new carpool program is a trial demonstration project designed to reduce the overcrowded parking conditions at the Concord Station and make more efficient use of the available spaces. This station provides 1074 parking stalls.

"We need to find ways to improve access to the BART system and at the same time reduce or eliminate overflow parking on adjacent residential streets. This program offers some potential in achieving that objective," Simpson said.

- MORE -

2-2-2-2-2-2

He said controlled preferential parking will be made available only for those patrons who sign up for the carpool program. If successful, the program could lead the way for similar programs at other BART stations.

A portion of the parking lot located southwest of the station will be designated as preferential carpool parking. The number of spaces set aside will be determined by the number of applicants. Two or more people arriving at the station in a single automobile will qualify.

For about a month prior to actually making the preferential parking available applications will be sought and computer matched by CalTrans to determine similar trip characteristics among applicants. Once a carpool has been established BART will issue a permit which may be displayed in the windshield of the vehicle being used. Permits will be issued at the Concord Station beginning in mid-September following the pre-registration period.

For additional information interested persons may call
933-BART.

#

August 9, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-153

FOR IMMEDIATE RELEASE

THIS WEEKEND ON BART

BART is planning to have long trains operating on the system this Saturday, August 12, when the Oakland Raiders square off with the New England Patriots for the exciting pre-season exhibition game. Extra standby trains will also be on hand if needed to accommodate after-game crowds.

The game, expected to draw 60,000 fans, is scheduled to start at 6 p.m. and end at around 9 p.m. A convenient aerial walkway connects the BART station with the Oakland Coliseum complex.

For fans traveling to and from the West Bay it should be noted that BART will be performing work along the trackway at Daly City on Saturday, which will require single track service for Fremont trains between the 24th Street and Daly City stations. This could add several more minutes to northbound trips which originate at Daly City or southbound trips beyond the 24th Street Station.

On Sunday all trains will terminate at the Balboa Park Station rather than Daly City while the required trackwork is completed. BART has contracted with San Francisco Muni to provide free shuttle service between Daly City and Balboa Park Stations on Sunday.

- MORE -

2-2-2-2-2-2-2

Buses will depart the stations every 7 minutes from 9 a.m. until 8 p.m. and then every 10 minutes until service is restored or until closing.

#

August 10, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BUSINESS WIRE ONLY

U-154

BART

FOR IMMEDIATE RELEASE

PERMIT REQUIREMENT SUSPENDED
WEEKENDS ONLY
FOR BIKES ON BART

Commencing this Saturday, August 12, BART patrons will be allowed to take their bikes on BART without a permit on Saturdays and Sundays. Bikes are still allowed in the last car of the train only and cannot be transported in the stations by escalator.

Permits will still be required to take your bike on BART during weekdays -- and the same regulations will prevail. Bikes are allowed during the week (with a permit) before 6:30 a.m. and from 9 a.m. to 3:30 p.m., and again after 6:30 p.m.

The suspension of the permit on weekends will be tested from Saturday, August 12, through February 15.

#

August 11, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
Office of Public Information
(415) 465-4100

NEWS RELEASE

BART

U-155

FOR IMMEDIATE RELEASE

BART BOARD COMMITTEE VOTES TO INCREASE MINIMUM FARE

The BART Board's Administration Committee, chaired by Director John Glenn of Fremont, today voted to increase the transit district's minimum fare from 25 cents to 35 cents.

The Committee also voted to increase fares for trips from the Daly City Station to and from downtown San Francisco by 10 cents. Both increases were proposed by Director Robert Allen of Livermore.

Glenn, who supported the increase proposal, said that raising the minimum fare to 35 cents would have the effect of equalizing the minimum fare with rates charged by other local transit operators. Also, the additional revenue would contribute to making up the unfunded deficit BART's 1978/79 fiscal budget now faces in the wake of Proposition 13.

"Even at 35 cents BART would still have one of the lowest minimum fares for a rail transit system in the nation," Glenn said.

The Committee's recommendation will go to the full Board for approval on August 24.

#

August 17, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-156

FOR IMMEDIATE RELEASE

Police officers of the Bay Area Rapid Transit (BART) District today arrested several of the transit system's employees on drug related charges, it was announced today by Assistant General Manager for Operations Robert D. Gallaway.

Gallaway said the arrests came after more than 18 months of investigation by a special investigative unit of the BART police services department which was formed in February 1977.

He said the arrests were mainly for felony charges related to selling, furnishing, and using drugs on District property, and there were some misdemeanor charges. The District was particularly concerned about potential safety problems.

The arrests began at 8 a.m. this morning, Friday, August 18.

#

August 18, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-157

BART

FOR IMMEDIATE RELEASE

BART ADDS SECOND SPECIAL TELEPHONE FOR DEAF PATRONS

BART has now added a second "Porta Printer" in its special permit office in order to further accommodate deaf persons seeking specific information by phone on fare refunds, the bike program, and the system's handicapped facilities.

The new number which may be called toll free from anywhere in the three BART counties -- Alameda, Contra Costa and San Francisco -- is 839-2218. Calls to this number may be made between the hours of 8:30 a.m. and 5 p.m., Monday through Friday.

Since last March deaf patrons have been able to call BART for information on train service and bus connections as easily as people with normal hearing do, through the use of a Porta Printer -- a telecommunications device the size of a portable electric typewriter with a keyboard similar to that of a standard typewriter.

The deaf caller must be using a Porta Printer on his or her end of the line. The toll free number: 839-2220 for general service information may be called between 6 a.m. and midnight Monday through Saturday and 9 a.m. to midnight on Sundays.

- MORE -

2-2-2-2-2-2

Deaf patrons who do not own their own Porta Printers can find one available for their use at many service organizations and agencies.

#

August 22, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

NEWS RELEASE

U-158

BART

FOR IMMEDIATE RELEASE

BART ADOPTS TRANSFER POLICY BETWEEN EXPRESS BUSES AND NEW WEST-CAT SERVICE

Transfers between BART's Q line Express Buses and local West Contra Costa County buses scheduled to begin service in September, was approved today by the BART Board of Directors.

BART's Q line Express Buses connect Pinole with BART's E1 Cerrito Del Norte Station.

"The adoption of this transfer policy will benefit West Contra Costa patrons by eliminating any additional cost when connecting with Express Buses for trips outside the local service area," said BART Vice President Nello Bianco of Richmond.

He said a patron will be able to start his or her trip on a local bus, connect with a Q line Express Bus and go to the BART E1 Cerrito Del Norte Station for no more than 25 cents, which is the present cost to make the entire trip on the Express Bus.

The new West-Cat lines will be operated by the West Contra Costa County Transit Authority to provide local service to the communities of Pinole, Hercules, Crockett, Rodeo, Montalvin Manor, Bay View and Tara Hills.

- MORE -

2-2-2-2-2-2

Currently BART's Q line Express Buses operate only during the commute hours Monday through Friday and all day on Saturday. However, BART is planning to expand the service in October to coincide with train operating hours -- 6 a.m. to midnight Monday through Friday.

#

August 24, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-159

BART

FOR IMMEDIATE RELEASE

BART BOARD SET'S PROPERTY TAX RATE

The BART Board of Director's today set a reduced single tax rate of 35.6 cents to be levied in Alameda, Contra Costa and San Francisco counties for the transit district's debt service for General Obligation bonds.

As a result of Proposition 13, the District's Directors have not set the additional 5 cents tax rate for administrative purposes as in years past. The 5 cent tax was expected to yield about \$6.7 million for operating expenses.

In lieu of this BART will receive a share of the maximum \$4 per \$100 of assessed valuation to be levied by the counties as provided by Proposition 13. The share will amount to about 30 percent of what the 5 cent tax would have generated for the coming year.

Last year's tax rate, set in accordance with previous equalization practices was 38.1 cents for Alameda County, 37.8 cents for Contra Costa County and 38.5 cents for San Francisco County, with the 5 cents added to each.

- MORE -

2-2-2-2-2-2

Additionally, the BART Board set the tax rate of 16.1 cents for Special Service District No. 1 in the City of Berkeley. This rate is for bonds authorized by the voters of the City of Berkeley for underground construction not included in the original plan approved by voters of the three BART counties in 1962. Last year's rate was 16.3 cents.

#

August 24, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

SENT OUT ON BUSINESS WIRE ONLY - FRIDAY, AUGUST 25 PM

U-160

FOR IMMEDIATE RELEASE

BART TO RAIDERS/RAMS GAME

BART will provide full three route service to the Oakland Coliseum Saturday, August 26, when the Oakland Raiders kick-off to the Los Angeles Rams. After the game BART will provide two route service -- Fremont/Daly City and Fremont/Richmond -- until midnight with extra trains standing by to accommodate home-bound fans.

The game is scheduled to begin at 6 p.m., and should end at approximately 9 p.m. Home-bound fans with destinations on the Daly City/Concord line will be able to transfer at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

According to Coliseum officials the game is a sellout with a planned attendance of approximately 60,000 -- so let BART get you there for the kick-off and home again with no parking or traffic hassles.

The Coliseum is accessible via a short aerial walkway from BART's Coliseum Station.

#

August 25, 1978

Mike Healy, Manager
Office of Public Information

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

Contact: Gloria McCall

(415) 465-4100

NEWS RELEASE

U-16

BART

FOR IMMEDIATE RELEASE

BART'S ASSISTANT GENERAL MANAGER RESIGNS

BART's Assistant General Manager-Operations, Robert D. Gallaway, has resigned his position with the organization it was announced today by General Manager Frank C. Herringer. Gallaway's resignation will become effective October 7, 1978.

Prior to joining BART in November of 1975, Gallaway served in the field of operations with Texas International Airlines, Inc., Frontier Airlines, British West Airways and Trans World Airlines, Inc. He also served as President of the Van de Kamp Division of General Host Corporation and Vice President of General Host.

Herringer said that Gallaway's departure will be a great loss to BART.

"One of the things I was most proud of accomplishing at BART was convincing Bob Gallaway to be Assistant General Manager-Operations. He deserves much of the credit for the progress BART has made in the last few years, and his departure leaves a void that will be very difficult to fill," Herringer said.

- MORE -

2-2-2-2-2-2

Gallaway is leaving BART to assume the position of Executive Vice President of Air California.

#

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

NEWS RELEASE

BART

U-162

FOR IMMEDIATE RELEASE

BART'S LABOR DAY SERVICE

BART will provide full three route service -- Concord/Daly City, Richmond/Fremont and Fremont/Daly City on Labor Day, Monday, September 4.

From 6 a.m. until approximately 7 p.m. BART will provide service on all three routes at 15-minute intervals. After 7 p.m. the system will phase into normal evening service on two routes -- Concord/Daly City and Richmond/Fremont at 20-minute intervals until midnight. Transfers can be made at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

BART's new pocket-size Sunday and evening schedule, obtainable at any BART station will help you plan your evening trip on BART within a reasonable time frame.

BART will also have extra trains standing by at the Coliseum Station to accommodate circus goers home-bound trip on Labor Day.

#

August 31, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

NEWS RELEASE

U-163

BART

FOR IMMEDIATE RELEASE

BART TO THE CIRCUS

This Saturday, September 2, BART will have long trains and several extra trains standing by following the Day on the Green rock concert and Ringling Brothers and Barnum & Bailey Circus at the Oakland Coliseum.

Heavy crowds are expected to attend both events and the aerial walkway from BART's Coliseum Station makes the Coliseum Complex easily accessible by train.

While the Day on The Green concert will be held from 10 a.m. until 6 p.m., the circus has scheduled three separate performances, one at 11 a.m., 2:30 p.m. and 8 p.m. The last performance ends at 11 p.m. and circus-goers will also find extra trains standing by for their home-bound trip.

According to Passenger Service Manager Bill Green, patrons should plan on buying round-trip tickets at their entry station to help avoid any delays due to congestion at the Coliseum Station.

Children up through four years of age ride free.

- MORE -

2-2-2-2-2-2-2

BART operates from 6 a.m. to midnight on Saturdays providing 15 minute service over three routes until approximately 7 p.m., and then 20-minute service on two routes until closing.

#

August 31, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

SEPTEMBER

NEWS RELEASE

FOR IMMEDIATE RELEASE

BART

BART'S NEW TRAVEL GUIDES

BART this week is introducing a new feature for its riders, specially designed brochures with travel tips on sightseeing and recreation sites which are easily accessible via BART.

The colorful, new guides list a wide range of sightseeing attractions and recreational areas, specifying where appropriate, which connecting transits may be used to complete trips.

Nineteen areas in the Bay Area are listed in the Recreational Brochure, among them Golden Gate Park reached by BART and Muni bus #5; the Angel Island Ferry reached by BART and Muni bus #30 to Pier 43-1/2; Tilden Park in Berkeley reach by BART and AC Transit bus #7 or #98; and Fremont Central Park which offers boat rentals, swimming, picnic grounds and general recreations, reached by BART and a short walk or AC #24 bus.

BART's Sightseeing Guide lists 15 different attractions such as the Palace of Fine Arts, reached by BART and Muni bus #30; Golden Gate Ferry to Sausalito or Larkspur, a two-block walk from BART's Embarcadero Station; Jack London Square in the Eastbay reached by BART and AC Transit bus #11, 59, 76 or 34; or the famous John Muir home in Concord, reached by BART and the M shuttle bus.

The new guides will be available in all BART stations by Friday, September 8.

September 7, 1978

#

Mike Healy, Manager
Office of Public Information

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

NEWS RELEASE

FOR IMMEDIATE RELEASE

BART

-BUSINESS WIRE ONLY

BART OBSERVES 6TH BIRTHDAY

Oakland, Ca.....The San Francisco Bay Area Rapid Transit (BART) system this Monday, September 11, will observe its sixth year in operation.

Since first opening the doors for service on September 11, 1972, the transit system has carried better than 160,000,000 riders over 2 billion passenger miles. Approximately 60 million trips have been taken by passengers through the transit system's 3.6 mile transbay tube, while 58 million trips have been taken on the East Bay lines and 42 million on the San Francisco line.

This past fiscal year BART saw its highest patronage period with 38,665,206 in recorded ridership, which in the aggregate works out to a 12 percent increase over the 1976/77 fiscal year ridership of 34,599,515. This was 2.3 percent above forecast and translated into a 12 percent increase in gross farebox revenue over the previous year.

A recent milestone for BART was the start-up of Sunday service on July 2, signaling the fulfillment of its original charter to provide seven-day-week service. Sunday service has been more than making up its incremental operating costs out of the farebox. Revenues generated from the new service have been about 10 percent above the incremental operating costs.

2-2-2-2-2-2

An area where BART has seen significant growth in patronage has been during the off-peak evening hours. When the transit system began late night service until midnight in January 1976, ridership averaged about 3,000 after 8 p.m., but has since grown to an average of about 8,000 for a little less than a 200 percent increase.

On September 16 the District will also mark the fourth year of transbay service.

#

September 8, 1978

Mike Healy, Manager
Office of Public Information
(415) 465-4100

NEWS RELEASE

U-67
FOR IMMEDIATE RELEASE

BART

BART OBSERVES 6TH BIRTHDAY

Oakland, Ca.....The San Francisco Bay Area Rapid Transit (BART) system today, Monday, September 11, will observe its sixth year in operation.

Since first opening the doors for service on September 11, 1972, the transit system has carried better than 160,000,000 riders over 2 billion passenger miles. Approximately 60 million trips have been taken by passengers through the transit system's 3.6 mile transbay tube, while 58 million trips have been taken on the East Bay lines and 42 million on the San Francisco line.

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2-2-2-2-2-2

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On September 16 the District will also mark the fourth year of transbay service.

#

September 11, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-168

FOR IMMEDIATE RELEASE

BART'S DIRECTOR OF TECHNICAL PLANNING RESIGNS

Fred L. Peil, BART's Director of Technical Services has resigned his post with the Bay Area Rapid Transit District, effective October 1, it was announced today by Assistant General Manager-Operations Robert D. Gallaway.

Mr. Peil is leaving BART to assume a new position as an Assistant Secretary of Transportation for the State of Washington. His principal responsibility will be for marine operations which includes the ferry boat service and toll authority.

Peil, who is 37, joined BART in December 1975 as the head of the then newly created Department of Technical Planning which was later expanded and changed to "Technical Services." His responsibilities in this position have included not only technical planning, but quality assurance, purchasing, and contract administration, as well as industrial engineering and documentation.

Prior to joining BART, Peil served as Director/Controller of Technical Services for Texas International Airlines in Houston, Texas.

#

September 11, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-168

FOR IMMEDIATE RELEASE

BART TO ROUND HILL COUNTRY CLUB THIS WEEKEND

Round Hill Country Club in Alamo presents you with the \$100,000 LPGA Sarah Coventry tournament starting today, September 13, through Sunday, September 17 -- and BART presents you with a coupon worth \$1 off the admission price -- just pick up a flyer in any BART station. and present the coupon at the gate.

While the \$1 discount is good Wednesday through Sunday -- Sarah Coventry will provide a "free" shuttle bus from BART's Walnut Creek Station to Round Hill Country Club in Alamo on Saturday and Sunday.

What an easy way to watch Nancy Lopez, Laura Baugh, Hollis Stacey and defending champion Jane Blalock -- just to name a few -- tee off. So hop on BART, be sure to pick up a flyer on your way through the station, and head for the hill -- Round Hill Country Club in Alamo, that is!

#

September 13, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

NEWS RELEASE

U-169

BART

FOR IMMEDIATE RELEASE

BART BOARD NAMES NEW SECRETARY

The BART Board of Directors today unanimously voted to name Mr. Phillip O. Ormsbee the new District Secretary.

Mr. Ormsbee, who has held this office in an acting capacity since late July when the former District Secretary, Richard J. Shephard, passed away, joined BART in 1966. Since coming to the District he has held the positions of Information Officer, Director of Public Relations, Director of Special Services and most recently Executive Assistant to the General Manager and Deputy District Secretary.

Prior to joining BART Mr. Ormsbee, who is 45, was Managing Editor of the Contra Costa Suns newspapers, a group of four weekly newspapers published in central Contra Costa County. He is a graduate of Middlebury College in Vermont.

As District Secretary, Mr. Ormsbee is a statutory officer reporting directly to the Board of Directors and will be responsible for coordinating and recording all board and committee meetings as well as contract bidding procedures, District elections, and the District's permanent record archives.

- MORE -

2-2-2-2-2-2

Mr. Ormsbee and his family make their home in Concord.

Along with naming a new secretary the Board of Directors also named Christine Apple as Assistant Secretary to act in the secretary's absence as well as generally assist in coordinating the various functions of the office. Ms. Apple came to BART in January 1972 as a secretary in the Labor Relations Department. In 1973 she joined the District Secretary's office where she has worked ever since.

#

September 14, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-170

BART

BUSINESS WIRE ONLY

FOR IMMEDIATE RELEASE:

BART RECEIVES FEDERAL GRANT

Oakland, Calif. . . The San Francisco Bay Area Rapid Transit (BART) District today received notification that a grant in the amount of \$14,729,480 has been approved by the Urban Mass Transportation Administration (UMTA).

The grant application submitted by BART last January will provide funding for several items and projects as part of the transit district's improvement program. They include expansion of the system's Oakland Shop and storage complex to better facilitate system maintenance, modifications to improve the performance of the transit vehicle traction motors, a general upgrading of the system's handicapped facilities, cable replacement, and replacement of all of the seat cushions on the transit vehicles with a material that offers a higher resistance to heat and which is the current state of the art. Specifications for the new seats will call for the use of neoprene rather than polyurethane.

Most of these projects will be completed over the next two years.

###

September 15, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

BART

U-171

FOR IMMEDIATE RELEASE

RAIDERS/PATRIOTS AND BART MEET SUNDAY

BART will provide additional trains for home-bound fans on Sunday, September 24, when the Oakland Raiders and the New England Patriots kick-off the 1978 football season at the Oakland Coliseum.

The game is scheduled to begin at 6 p.m. and should end at approximately 9 p.m. BART will provide two route service -- Fremont/Richmond and Concord/Daly City -- until midnight. Patrons leaving the Coliseum with destinations on the Concord/Daly City line should transfer at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

According to Coliseum officials the game is a sellout with a planned attendance of approximately 60,000 -- and BART will handle your traffic and parking problems for you.

The Oakland Coliseum is easily accessible via a short walkway from BART's Coliseum Station.

#

September 20, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

NEWS RELEASE

BART

U-172

FOR IMMEDIATE RELEASE

FROM BART WITH LOVE -- THE LITTLE BIG BOOK

Beginning next Monday, October 2, BART will be offering a special bonus to patrons who purchase their BART tickets at participating banks.

With the purchase of a BART ticket at any one of over 200 branch banks in the Bay Area patrons will receive, while they last, a copy of BART's "Bay Area Restaurant and Travel Guide" book.

This handy 64-page pocket guide offers tips on things to do, sight seeing adventures, exciting places to eat on both sides of the bay, plus historical notes of interest -- all rolled into one. Also included is a fold-out map depicting the downtown areas of both San Francisco and the East Bay, making the little book an all around good traveling companion. It should also be noted that the restaurants listed in the book have been reviewed by "Jack Shelton's Private Guide to Restaurants," and are all easily accessible by BART and other forms of public transportation.

Since BART began operations back in 1972 most branch banks in the Bay Area have carried BART tickets as a special convenience.

- MORE -

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

According to BART's Manager of Station Operations, Jack McDowell, purchasing BART tickets at the bank is a good way to avoid congestion at the automatic fare machines in stations, particularly during rush hour travel.

McDowell said that the banks carry high value tickets in \$10 and \$20 denominations as well as discount tickets for senior citizens, handicapped persons and youths from five through 12 years of age.

BART suggests that those people who want to take advantage of this special book bonus offering, check with their bank to make sure it is one of the participating banks.

#

September 26, 1978

Mike Healy, Manager
Office of Public Information

NEWS RELEASE

U-173

BART

FOR IMMEDIATE RELEASE

BART EXPRESS BUSES INCREASE SERVICE

BART Director Nello J. Bianco of Richmond announced today that the BART Express "M" line bus will begin operating on one-half hour schedules commencing Monday, October 2, and will extend its route into eastern Martinez via Howe Road and Pacific Boulevard on alternate trips during the midday on an experimental basis at the request of the City of Martinez.

According to Director Bianco the new half-hour schedules during the day will help alleviate overcrowding during school commute hours.

The "M" line will also connect with the "D" line bus at Sun Valley Shopping Center allowing residents of Martinez access to Walnut Creek, Alamo, Danville and other central Contra Costa areas.

Director Bianco also announced the "Q" line Express Bus now serving the Pinole area will be rerouted eastbound via Appian Way, San Pablo, Tennent Avenue and Pinole Valley Road -- and then continue on the regular route. Midday service on this line will be increased to 45 minute frequencies with night service on an hourly frequency on weekdays. Saturday service will also be increased to 45 minute frequencies. No Saturday or Sunday night service will be provided.

- MORE -

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

Express Bus schedules are available at all BART stations and
on Express Buses.

#

September 28, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

NEWS RELEASE

U-174

BART

FOR IMMEDIATE RELEASE

BART EXPRESS "D" LINE BUS EXPANDS SERVICE

BART Director Barclay Simpson of Walnut Creek announced today that the BART Express "D" line bus now operating out of the Walnut Creek Station through the San Ramon Valley to Dublin will extend service to Sun Valley Shopping Center and Diablo Valley College commencing Monday, October 2.

Present weekday midday hourly service will be increased to 30 minute service.

According to Director Simpson, extending the "D" line bus to Sun Valley Shopping Center and Diablo Valley College will allow BART patrons from Livermore to Dublin better access to shopping areas and schools.

BART Express Bus schedules can be obtained at all BART stations and on Express Buses.

#

September 28, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall

NEWS RELEASE

BART

BUSINESS WIRE ONLY

U-175

FOR IMMEDIATE RELEASE

BART will beef up its morning commute service on the Fremont Daly City line beginning tomorrow (Friday, September 29) in an effort to help alleviate any commute problems due to the Southern Pacific work stoppage. The transit district will be putting additional cars into service on this line.

The additional capacity should be beneficial for both Fremont and Daly City commuters.

#

September 28, 1978

Mike Healy, Manager
Office of Public Information

Contact: Gloria McCall
(415) 465-4100

NEWS RELEASE

BART

U-176

FOR IMMEDIATE RELEASE

BART BOARD APPROVES PERMIT PARKING
AT DALY CITY STATION

Permit parking for BART district residents in a 250 space auxiliary parking lot at Daly City Station was approved today by the BART Board of Directors.

As soon as the lot is available for use -- which should be in approximately two months -- BART will issue applications for parking permit stickers to all qualified applicants.

The acquisition of the auxiliary parking lot will entitle district resident/permit holders to park in this facility on a first-come-first-serve basis.

Permits must be renewed each year to verify district residency.

#

September 29, 1978

Mike Healy, Manager
Office of Public Affairs

Contact: Gloria McCall

NEWS RELEASE

U-177

BART

FOR IMMEDIATE RELEASE

BART AWARDS CONTRACT FOR FREMONT STATION ADDITION

The BART Board of Directors today awarded a \$269,000 contract for construction of an east entrance to the transit district's busy Fremont Station. The motion to approve the award was made by Director John Glenn of Fremont.

Low bidder among the four competing companies was Garrison Construction Company, a minority contractor based in San Francisco.

Director Glenn received high praise from BART Board President Harvey Glasser for his efforts in bringing this project as well as other Fremont Station improvements to fruition.

Glenn said the new entrance would greatly improve access to the station by opening the east side to the parking lot and the new bus transfer location and improve overall traffic flow.

He said the project includes a glass enclosed waiting area and additional fare vending equipment.

- MORE -

2-2-2-2-2-2

Director Roslyn Baltimore of San Francisco, who seconded Director Glenn's motion, commended the BART staff for efforts to seek bids from qualified minority contractors.

The project cost will come from three separate funding sources, \$207,500 from a Federal Aid to Urban System (FAU) grant; \$21,250 from the California Department of Transportation; and the remaining costs from Transportation Development Act monies through the Metropolitan Transportation Commission.

Notice to proceed is expected in early October with completion estimated to be in April 1979.

#

September 29, 1978

Mike Healy, Manager
Office of Public Information

OCTOBER

NEWS RELEASE

BART

U-178

FOR IMMEDIATE RELEASE

BART'S BOOK BONUS BEGINS TODAY

Beginning today, Monday, October 2, patrons who purchase their BART tickets at the bank will also receive a special Bay Area Restaurant and Travel Guide book bonus.

The handy 64-page pocket guides will be handed out with the purchase of a BART ticket, while they last. Most banks and their branches are participating in the special book bonus, but BART suggests that people check with their bank ahead of time to make sure.

Among the tips contained in the little book are a listing of 60 restaurants in San Francisco and the East Bay, places of interest to see, historical notes on the region and a fold-out map depicting the downtown areas of both sides of the bay. A major feature of the guide is that the restaurants listed are all easily accessible by BART and other forms of public transportation.

Over 300 branch banks in the Bay Area sell BART tickets as a special convenience, including discount tickets for senior citizens, handicapped persons and youths from five through 12 years of age.

#

October 2, 1978

Mike Healy, Director
Office of Public Affairs

NEWS RELEASE

BART

U-179

FOR IMMEDIATE RELEASE

IT'S A BART WEEKEND

BART will provide additional trains for home-bound fans until midnight on Saturday and Sunday this weekend, October 7 and 8, for both football and rock.

College football on Saturday at Cal, pro football on Sunday at the Coliseum and the YES rock concert in the Coliseum Arena on both Saturday and Sunday add up to a weekend of entertainment, all easily accessible by BART.

The California Bears and the University of Oregon Ducks will kick-off at Memorial Stadium at 1 p.m. on Saturday. Transfer from BART to A.C. Transit's No. 51 bus at the Central Berkeley Station or BART's Rockridge Station for service to the stadium. A.C. will add extra buses on Saturday to accommodate football fans.

The YES concert is scheduled to start at 8 p.m. and end at approximately midnight on Saturday and Sunday -- rock fans should check BART's Sunday and Evening Schedule for last train departures from the Coliseum Station to assure themselves transportation home.

- MORE -

2-2-2-2-2-2

The Oakland Raiders will meet with the Houston Oilers in the Coliseum on Sunday with kick-off time scheduled for 1 p.m. Both Saturday's Cal game and Sunday's Raider game should end at approximately 4 p.m.

The Coliseum Complex is easily accessible from BART's Coliseum Station via an aerial walkway.

#

October 4, 1978

Mike Healy, Director
Office of Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-180

FOR IMMEDIATE RELEASE

BART'S BOOK BONUS CONTINUES

While they last BART's Bay Area Restaurant and Travel Guide book bonus continues to be an added incentive for the transit system's patrons to purchase their BART tickets at the bank.

Though most banks in BART's service area are carrying the book, patrons planning on taking advantage of this limited special are urged to check with their bank first to be sure it is participating, or that it has not run out of the supply.

The Bay Area Restaurant and Travel Guide is 64 pages in a handy pocket-size and lists 60 restaurants in San Francisco and the East Bay, as well as interesting places to visit in the Bay Area, all with easy access to public transportation. It also includes a fold out map of downtown San Francisco, Oakland and Berkeley.

Over 300 branch banks sell BART tickets as a special convenience, including discount tickets for senior citizens, handicapped persons and youths from five through 12 years of age.

#

October 9, 1978

Mike Healy, Director
Office of Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-181

FOR IMMEDIATE RELEASE

CITY OF CONCORD TRANSFER POLICY

Effective today, Monday, October 9, 1978, patrons using local Concord feeder buses will be able to transfer to and from BART Express Buses.

At the request of the City of Concord the BART Board of Directors at its meeting on Thursday, September 29, adopted a policy allowing passengers to transfer from Concord feeder buses to BART Express Buses. BART Express Bus riders presently can transfer to local service.

The policy adopted by the BART Board will provide the same service for Pleasant Hill and Walnut Creek on concurrence by the two cities.

The adoption of this policy will allow a complete interface of transit services in all of those East Bay areas served by the BART Express Bus system.

#

October 9, 1978

Mike Healy, Director
Office of Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-182

FOR IMMEDIATE RELEASE

BART TO HOLD PUBLIC AUCTION OF USED VEHICLES

This Saturday, October 14, at 10 a.m., BART will hold a public auction of surplus used vehicles at its Oakland Shop facilities at 601 East 8th Street, Oakland.

Included in the auction are nine sedans, five vans, three pickup trucks and various automobile tools and parts.

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 12 noon on Monday, October 16. Payments must be made by certified check, cashier's check, money order or traveler's check. Personal checks will not be accepted.

Pre-auction inspection of the vehicles will be offered from 9 a.m. to 10 a.m. on the day of the auction.

For further information contact Ross-Dove Company, Auctioneers, 3742 Mission Street, San Francisco, telephone 826-6500.

#

October 10, 1978

Mike Healy, Director
Office of Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-183

FOR IMMEDIATE RELEASE

RAIDERS/CHIEFS AT COLISEUM

BART will be standing by with extra trains to accommodate after game crowds on Sunday, October 15, when the Oakland Raiders and the Kansas City Chiefs kick-off at the Coliseum.

The game is scheduled to begin at 1 p.m. and should end at approximately 4 p.m. Home-bound fans with destinations on the Daly City/Concord line will be able to transfer at 12th Street City Center, 19th Street or MacArthur stations in Oakland.

BART will also provide additional trains, if necessary, on Saturday, October 14, when the Warriors meet with San Diego in the Coliseum Arena.

Head out for the Oakland Coliseum Complex this weekend, but leave traffic and parking problems at home and relax on BART.

#

October 10, 1978

Mike Healy, Director
Office of Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-184

FOR IMMEDIATE RELEASE

BART AGREES TO SPECIAL ENTRANCE
FOR HONG KONG USA PROJECT

BART Director Arthur J. Shartsis of Oakland announced today that the transit district has agreed to the construction of a special entrance way from the 12th Street City Center Station in Oakland to the proposed \$100 million Hong Kong/USA complex.

Approval of the entrance way was given by the BART Board of Directors today at the Board's regularly scheduled meeting.

Costs to construct the special entrance will be borne by California Sunrise, Inc., the developers of Hong Kong/USA, which is part of the Chinatown Redevelopment project.

Upon approval by the Board, Shartsis commented that he believed this to be a very good project and very important to the community and the kind of thing BART should encourage.

He said the entrance way will provide a convenient and vital access link between the complex and BART, which will be to the benefit of all.

- MORE -

2-2-2-2-2-2

The Hong Kong/USA project, which may begin construction as early as mid-1979, will cover a four-block area located between Broadway and Webster Streets and 9th and 11th Streets. The special entrance would be constructed from a point in the station close to 11th Street.

Currently BART has several special entrances from the system to adjacent businesses such as Capwell's in Oakland, the Wells Fargo building and the Emporium and Woolworth's in San Francisco.

#

October 12, 1978

Mike Healy, Director
Office of Public Affairs

NEWS RELEASE

BART

U-185

FOR IMMEDIATE RELEASE

BART BOARD ADOPTS HIRING & PROMOTION POLICY

The BART Board of Directors yesterday, October 12, voted to approve a policy which sets out to clearly define the transit district's hiring and promotion practices.

Authored by BART Vice President Nello Bianco of Richmond, the new Board policy covers eight specific points.

They are as follows:

1. All hiring and promotion procedures shall be subject to the District's Affirmative Action Program and applicable Collective Bargaining Agreement provisions.
2. All position openings shall be posted to allow interested BART employees the opportunity to apply.
3. For promotional positions, if there are equally qualified applicants, priority consideration shall be given to employees in the department and secondary consideration to other employees of the District.
4. The evaluation process for promotional positions shall allow appropriate consideration for time in service with the District.

- MORE -

2-2-2-2-2-2-2

5. For entry-level positions, recruitment efforts shall be confined to the three BART counties.
6. This policy shall not apply to positions of managerial level and above.
7. A quarterly report shall be submitted to the Board of Directors reporting the number of personnel hired from outside the BART counties.
8. To the extent permitted by law, this policy shall be followed. Exceptions may also be made in unusual circumstances or emergencies as determined by the Board of Directors or the General Manager

The policy statement becomes effective immediately.

#

October 13, 1978

Mike Healy, Director
Office of Public Affairs

NEWS RELEASE

BART

U-187
FOR IMMEDIATE RELEASE

BART BOARD ADOPTS HIRING & PROMOTION POLICY

The BART Board of Directors yesterday, October 12, voted to approve a policy which sets out to clearly define the transit district's hiring and promotion practices.

Authored by BART Vice President Nello Bianco of Richmond, the new Board policy cover's eight specific points.

They are as follows:

1. All hiring and promotion procedures shall be subject to the District's Affirmative Action Program and applicable Collective Bargaining Agreement provisions.
2. All position openings shall be posted to allow interested BART employees the opportunity to apply.
3. For promotional positions, if there are equally qualified applicants, priority consideration shall be given to employees in the department and secondary consideration to other employees of the District.
4. The evaluation process for promotional positions shall allow appropriate consideration for time in service with the District.

- MORE -

2-2-2-2-2-2

5. For entry-level positions, recruitment efforts shall be confined to the three BART counties.
6. This policy shall not apply to positions of managerial level and above.
7. A quarterly report shall be submitted to the Board of Directors reporting the number of personnel hired from outside the BART counties.
8. To the extent permitted by law, this policy shall be followed. Exceptions may also be made in unusual circumstances or emergencies as determined by the Board of Directors or the General Manager.

Bianco, who served on the Richmond personnel board while a member of the Richmond City Council said he believed it was very important to prioritize considerations with regard to hiring and promotion practices.

"I think it's important that people who live in the three BART counties and who pay for BART through their taxes should be given first option on job opportunities with the district," Bianco said.

- MORE -

3-3-3-3-3-3

He authored a similar policy statement for the City of Richmond. The adoption of the policy by the BART board came after about a year of effort on the part of Bianco.

The policy statement becomes effective immediately.

#

October 16, 1978

Mike Healy, Director
Public Affairs

NEWS RELEASE

U-186

BART

FOR IMMEDIATE RELEASE

BART TO ASSESS REST-ROOM BUZZER SYSTEM

The Administration Committee of the BART Board of Directors, chaired by Director John Glenn of Fremont, has asked the BART staff to re-evaluate the current system patrons use in order to gain entrance to restrooms in BART stations.

Since beginning operations patrons wishing to use the restroom facilities have had to see the station agent, who then activates the door with a buzzer from the booth.

All BART stations have restrooms which were originally equipped with the buzzer to unlock doors for security reasons. However, all of the doors may be locked from the inside and BART will be re-assessing the need to continue the buzzer system.

Director Glenn said he believed this system may offer an unnecessary inconvenience to patrons. Often the agents may be busy helping other patrons and not able to comply immediately with a request.

BART staff will report back to the committee on the matter.

#

October 16, 1978

Mike Healy, Director
Office of Public Affairs

NEWS RELEASE

BART

U-187

FOR IMMEDIATE RELEASE

BART SHOWS STRONG FISCAL SURPLUS

BART General Manager Frank C. Herringer today reported a gross fiscal operating surplus of \$6.7 million to the transit district Board's Administration Committee.

Herringer said he was pleased to submit BART's year-end financial report which indicated that better than 40 percent of the District's operating costs came from operating revenues.

He said he attributed the surplus to a combination of factors including increased efficiencies, an operating cost reduction during the two week strike by BART police last fall, continued patronage growth and a ridership surge during the A.C. Transit strike which lasted about two months.

Net passenger revenues for the 1977/78 period were 7.8 percent or \$2.03 million higher than projected. Net operating revenue for the year was approximately \$30 million.

BART saw its highest patronage year since beginning operations with ridership reaching 38,665,206. The advent of regular Saturday service in January contributed 1.4 million in ridership to the fiscal year total.

#

October 16, 1978

Mike Healy, Director

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

NEWS RELEASE

BART

U-188

FOR IMMEDIATE RELEASE

BANK OF AMERICA TO DROP
BART TICKET SALES PROGRAM

Effective Wednesday, October 25, the Bank of America will no longer carry BART tickets as part of their service.

Since beginning operations back in 1972 the Bank of America along with most other banks in the Bay Area have, as a special service, sold BART "high value" tickets, and in more recent years discount tickets for senior citizens, handicapped persons and youths from five through 12 years of age.

Even though Bank of America plans to drop out of the program, most other Bay Area banks and their branches will continue the service. Over 250 branch banks will continue to carry BART tickets. These are regular BART tickets and sold in \$10 and \$20 denominations, and special discount tickets in \$6 denominations.

In the meantime BART is exploring new ways in which tickets might be distributed at "off-site" locations in an effort to expand this convenience to its patrons.

#

October 18, 1978

Mike Healy, Director
Office of Public Affairs

NEWS RELEASE

BART

U-189

FOR IMMEDIATE RELEASE

BRUINS, BEARS AND BART

BART will be standing by with extra trains to accommodate after-game crowds on Saturday, October 21, when the U.C.L.A. Bruins square off with the California Bears at Cal's Memorial Stadium.

The game is scheduled to begin at 1 p.m. and should end at approximately 4 p.m. Daly City/Concord passengers may transfer from BART to A.C. Transit's #51 bus at BART's Rockridge Station for service to Memorial Stadium. A.C. Transit's #51 bus will also operate from the Central Berkeley Station for fans who want to transfer from the Richmond/Fremont line.

BART and A.C. Transit make it easy to get to and from Memorial Stadium in Berkeley with no parking or traffic problems.

#

October 18, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

U-190

BART

FOR IMMEDIATE RELEASE

PERFORMANCE SCHEDULE FOR CONTRA COSTA SYMPHONY AT BART

From Tuesday, October 24, through Friday, October 27, a trio of musicians from the Contra Costa Symphony will provide free concerts at six East Bay BART stations from 5 p.m. to 7 p.m.

On Tuesday, October 24, the trio will appear at BART's Orinda and Lafayette stations. Patrons of BART's Walnut Creek station will be entertained on Wednesday, October 25. On Thursday, October 26, the trio will entertain BART patrons at the Pleasant Hill Station, and on Friday the trio will be at both El Cerrito Plaza and El Cerrito Del Norte stations.

The appearance of the Contra Costa Symphony Association's musicians at the BART stations provides an excellent opportunity for East Bay BART commuters to enjoy a preview of the Contra Costa Symphony prior to the opening of the fall season in Kensington on November 5. The symphony will also present performances in Orinda on November 6 and 7, and in Walnut Creek on November 8.

#

October 18, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-191

FOR IMMEDIATE RELEASE

MERRITT HOSPITAL WILL MEASURE YOUR
BLOOD PRESSURE AT BART'S 19TH STREET STATION

On Tuesday, October 24, Merritt Hospital nurses will again offer free blood pressure tests at BART's 19th Street Station in Oakland. Hours of the special community program will be from 10 a.m. to 6 p.m.

The screening program facilities will be located near the ticket machines at the north end of the station adjacent to the 20th Street entrance.

According to hospital officials few, if any, symptoms are associated with hypertension and prompt medical attention and treatment are vital to lower the blood pressure to combat this leading cardiovascular disease.

Participants in the screening program will receive free literature and view a special videotape on hypertension.

BART provides direct service from Daly City, Concord, Fremont and Richmond to Oakland's 19th Street Station.

#

October 19, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-192

FOR IMMEDIATE RELEASE

BART TO FOOTBALL AND COUNTRY WESTERN ON SUNDAY

BART will be standing by with extra trains to accommodate after-game and after-concert crowds on Sunday, October 29, at the Oakland Coliseum Complex.

The Oakland Raiders will vie with the San Diego Chargers in the Coliseum with kick-off time scheduled for 1 p.m. The game should end at approximately 4 p.m., and BART will provide additional trains to Fremont and Richmond. BART will also have direct Daly City trains standing by to accommodate San Francisco fans, if necessary.

Country Western fans planning to attend the Merle Haggard/Marty Robbins concert in the Coliseum Arena on Sunday should pick up a Sunday and evening schedule at any BART station to check train departure times from the Coliseum Station after the concert. BART will have additional trains standing by after the concert if necessary. The concert is scheduled to start at 8 p.m., and should end at approximately 11:30 p.m.

#

October 25, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-193

FOR IMMEDIATE RELEASE

BART'S NEW FREMONT PARKING FACILITY TO BE DEDICATED

BART Director John W. Glenn of Fremont will preside over a modest ribbon-cutting ceremony this Friday, October 27, to dedicate the new parking lot at BART's Fremont Station. The dedication will be at 11 a.m.

The new Fremont parking facility has increased parking availability at this busy station by over 300 spaces bringing the total to about 1,000.

Construction of the new lot began a year ago last June with the filling of a portion of the Tyson Lagoon, providing temporary parking during the settling period.

Eighty-three percent of the \$600,000 cost of the project was provided by Federal Aid Urban (FAU) highway funds, with the remaining 17 percent coming from California Transportation Development Act monies.

Glen who worked closely with the City of Fremont in helping guide the project to fruition, noted that BART and Alameda County have been leaders in the use of FAU funds for transit purposes.

- MORE -

2-2-2-2-2-2

In addition to the parking facility dedication, there will also be a ground-breaking ceremony to mark the start of construction of a new entrance and bus access to the east side of the Fremont Station.

Glenn said this was the second phase of the overall project to provide improved accessibility to this station and enhance the general traffic flow.

Construction of the new entrance way and bus access will cost \$269,000 and is expected to be completed in April 1979. The project funding will come from three separate sources, \$207,500 from an FAU grant; \$21,250 from the California Department of Transportation; and the remaining costs from TDA monies through the Metropolitan Transportation Commission.

Glenn said the project includes a glass enclosed waiting area and additional fare vending equipment.

#

October 25, 1978

Mike Healy, Director
Public Affairs

NEWS RELEASE

U-194

BART

FOR IMMEDIATE RELEASE

CONTRA COSTA BUS TRANSFER POLICY

Effective Wednesday, November 1, BART patrons using local feeder buses in Walnut Creek will be able to transfer to and from BART Express Buses.

The mutual honoring of transfers policy adopted by the BART Board of Directors is already in force in both Pleasant Hill and the City of Concord.

The adoption of the policy by the City of Walnut Creek will now allow a complete interface of transit service in all of the Contra Costa areas served by the BART Express Bus system.

Prior to the adoption of this transfer policy BART Express Bus riders could transfer only from Express Buses to local feeder buses.

#

October 26, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE



BART

U-195

FOR IMMEDIATE RELEASE

BART TO HOLD MEETING IN FREMONT

BART Director John Glenn of Fremont has called a special meeting of the BART Board's Administration Committee to be held on Thursday, November 2, at 10 a.m. in Fremont Civic Center.

Glenn, who chairs the Administration Committee, has called the meeting for the purpose of hearing comments from the public on a proposed extension of BART rail service to the Warm Springs District of Fremont.

Although such an extension was included in early BART studies and is shown on the Fremont General Plan, a detailed alignment has not been identified. During the next few months, BART engineers plan to develop a recommended alignment and cost estimate for BART Board consideration.

The potential extension would be about 6 miles in length and generally follow the existing Southern Pacific and Western Pacific rail-lines between Lake Elizabeth and Warm Springs. Two stations would be included, one in the vicinity of Washington Blvd., and the second in the Warm Springs area. The extension would bring BART service closer to developing areas in Fremont and reduce traffic and parking problems at the present Fremont Station.

2-2-2-2-2-2

Members of the public are invited to attend the meeting and express their view about this potential BART extension.

The meeting will be held in the City Council Chambers.

#

October 26, 1978

Mike Healy, Director
Public Affairs

NEWS RELEASE

BART

BUSINESS WIRE ONLY

U-196

FOR IMMEDIATE RELEASE

BART POLICE SEEKING INFORMATION

Oakland, Ca.....

BART Police are seeking information related to a fire which occurred aboard the last car on a Fremont to Daly City train this past Friday evening, October 27. The train was stopped at Lake Merritt at 4:56 p.m., where it was evacuated and the fire extinguished.

-Anyone who had been on that train is requested to call BART Police Detective Mark Howard at 832-0920. Any information provided will be kept in strict confidence.

#

October 30, 1978

Mike Healy, Director
Public Affairs
(415) 465-4100

NOVEMBER

NEWS RELEASE

U-197

BART

FOR IMMEDIATE RELEASE

HERRINGER TO JOIN TRANSAMERICA

Frank C. Herringer, General Manager of the San Francisco Bay Area Rapid Transit system (BART), will be named Vice President and Assistant to the Chairman of Transamerica Corporation, it was announced today by John R. Beckett, Transamerica's Chairman and President. On June 30, Herringer had declared his intention to resign his position with BART at the end of the current calendar year.

In his new position, which he will assume on February 1, 1979, Herringer will be providing support to Mr. Beckett in all aspects of Transamerica's activities.

Transamerica Corporation, headquartered in San Francisco, is a multi-market company engaged primarily in the service business. In 1977, it earned \$169 million on revenues of \$3.2 billion. Its subsidiaries include Occidental Life Insurance Company of California, Transamerica Insurance Corporation, Pacific Finance Loans, United Artists Corporation, Trans International Airlines, and Budget Rent-a-Car Corporation.

Prior to joining BART as its chief executive officer in July of 1975, Herringer was Administrator of the U.S. Urban Mass Transportation Administration, a position to which he was appointed by the President and confirmed by the Senate on February 1, 1973. Before going to

- MORE -

2-2-2-2-2-2

Washington to join the White House staff in 1971, Herringer was a Principal with the management consulting firm of Cresap, McCormick and Paget, Inc. in New York. He is a Phi Beta Kappa graduate of Dartmouth College and received an MBA degree in 1965 from the Amos Tuck School of Business Administration at Dartmouth.

Herringer, 35, lives with his wife Nancy in Lafayette, California.

#

November 6, 1978

Mike Healy, Director
Public Affairs

NEWS RELEASE

BART

U-198

FOR IMMEDIATE RELEASE

BART AND BUS TO CAL GAME

BART will be standing by with extra trains to accommodate after-game crowds on Saturday, November 11, when the California Bears and the Washington State Cougars kick-off at Cal's Memorial Stadium.

The game is scheduled to begin at 1 p.m. and should end at approximately 4 p.m. Daly City/Concord passengers may transfer from BART to A.C. Transit's #51 bus at BART's Rockridge Station for service to Memorial Stadium. A.C. Transit's #51 bus also operates from the Central Berkeley Station for fans transferring from the Richmond/Fremont line.

BART and A.C. Transit make it easy to get to and from Memorial Stadium in Berkeley with no parking or traffic problems.

#

November 8, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

U-199

BART

FOR IMMEDIATE RELEASE

BART OPERATES ON NORMAL SERVICE VETERAN'S DAY

BART will provide regular weekday service on Veteran's Day, Friday, November 10.

Trains will operate on three routes -- Concord/Daly City, Richmond/Fremont and Fremont/Daly City at 12 minute intervals from 6 a.m. to approximately 7 p.m. After 7 p.m. the system will phase into normal evening service on two routes -- Concord/Daly City and Richmond/Fremont at 20-minute intervals until midnight. All train-to-train transfers can be made at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

BART's Express Buses will also operate on regular weekday schedules to accommodate BART patrons transferring to Express Buses.

BART's Sunday and Evening schedules are available at all BART stations to help you minimize waiting on station platforms on Sunday and after 7 p.m. Monday through Saturday.

#

November 8, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

8-200

BART

FOR IMMEDIATE RELEASE

BART/BONANZA TO GREAT AMERICA

BART patrons and members of the public can now pick up flyers at ten BART stations to make reservations for another fun-filled Bonanza Bus tour -- this time to Marriott's GREAT AMERICA on Saturday, November 18.

The flyers are available at these stations: Concord, Pleasant Hill, Walnut Creek and Richmond in Contra Costa County; Fremont, Hayward, Bay Fair and central Berkeley in Alameda County; and Daly City and 24th Street stations in San Francisco.

For only \$19.50 per person (\$17.50 from 4 to 12 years of age, and free for children 3 and under) you will enjoy round trip transportation in a luxurious motor coach, admission to Marriott's Great America, including all the rides and shows, a complete lunch, a surprise gift and a \$1 BART ticket (courtesy of Bonanza Tours).

The tour bus will leave BART's MacArthur Station at 10:30 a.m. on November 18 -- and will arrive back at MacArthur Station at 7 p.m., which gives you a full 7 hours of fun at Marriott's.

Pick up a flyer at one of the above BART stations, clip the coupon and mail your reservation to Bonanza Tours, 150 Powell Street, San Francisco 94102 by November 15 -- or call Bonanza Tours at 981-1260 before 5:30 p.m. Friday, November 17.

#

November 9, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

U-201

BART

FOR IMMEDIATE RELEASE

BART POLICE TO CRACK DOWN ON NON-PATRONS USING PARKING LOTS

BART Police will be keeping a sharp eye out for those cars left at BART parking lots by people who rendezvous there and then ride to work in car pools.

While the transit district encourages carpooling to BART stations BART Police will ticket cars left in lots by non-riders as parking space for commuters and midday riders is at a premium. Bail for tickets ranges between \$5 and \$10 depending on the jurisdiction.

For purposes of parking in BART's parking lots a patron is defined as someone who enters the system in the morning immediately after parking his or her automobile.

"Patrons must enter the paid area of the station in the morning immediately after parking in order not to be a candidate for a ticket," said BART Police Sergeant Brian Newlon who administrates BART's parking and traffic regulations.

He said the incidences of non-patrons using the lots for parking has been particularly high along the Concord line in Contra Costa County.

BART currently provides over 20,000 free parking spaces for its patrons around the system.

#

November 9, 1978

Mike Healy, Director
Public Affairs

NEWS RELEASE

U-202

BART

FOR IMMEDIATE RELEASE

BART PATRONAGE ABOVE FORECAST FOR OCTOBER

BART patronage overall rose 3.8 percent above forecast for the month of October according to the transit district's analysts -- with an average weekday ridership of approximately 148,000. This represents an 8.5 percent increase over October a year ago, which saw an average 136,300 daily.

Weekend patronage climbed more than 20 percent above forecast for the month with ridership totaling 430,125 trips, nearly 79,000 above forecast for October. Total ridership for the month reached 3,685,093.

Peak period ridership constituted 50.3 percent of the weekday trips, representing a 3.5 percent increase over September. During the same period last year, October 1977, ridership for the month totaled 2,863,129, representing 821,964 fewer trips than in 1978.

To date BART has carried 167,875,740 riders over 2.24 billion passenger miles. Since the opening the transbay tube patrons have taken 62.2 million trips on BART between East and West Bay communities.

#

November 14, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

U-203

BART

BUSINESS WIRE ONLY

FOR IMMEDIATE RELEASE

BART TO BOB DYLAN CONCERT

Oakland, Ca....

BART, tonight, Tuesday, November 14, will be standing by with extra trains if needed to accommodate fans attending the Bob Dylan concert at the Oakland Coliseum Arena.

The concert is scheduled to start at 8 p.m. and should end about 11:30 -- homebound fans should check BART's Sunday and Evening Schedule for last train departures from the Coliseum Station to assure themselves transportation home -- particularly if their trip requires a train-to-train transfer.

BART operates from 6 a.m. to midnight Monday through Saturday and 9 a.m. to midnight on Sundays.

#

November 14, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-204

FOR IMMEDIATE RELEASE

BART AND BUS TO THE BIG GAME

BART will be standing by with extra trains to accommodate after-game crowds Saturday, November 18, when the California Bears and the Stanford Cardinals square off for the 81st annual Big Game at Cal's Memorial Stadium

The game is scheduled to begin at 1 p.m. and should end at approximately 4 p.m. Daly City/Concord passengers may transfer from BART to A.C. Transit's #51 bus at BART's Rockridge Station for service to Memorial Stadium. A.C. Transit's #51 bus also operates from the Central Berkeley Station for fans transferring from the Richmond/Fremont line.

Parking will be at a premium in Berkeley on Saturday, so save yourself time and energy by taking BART and A.C. Transit to the game.

#

November 14, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-205

FOR IMMEDIATE RELEASE

BART'S THANKSGIVING DAY SCHEDULE

BART will operate from 6 a.m. to midnight on Thanksgiving Day, Thursday, November 23, providing two route service -- Concord/Daly City and Fremont/Richmond.

Trains will be scheduled at 20-minute intervals for the entire operating day. Train to train transfer points are at 12th Street City Center, 19th Street and MacArthur Stations in Oakland.

BART patrons planning to travel in the Bay Area on Thanksgiving day should pick up a Sunday and Evening Schedule to minimize waiting time on station platforms.

All BART Express Buses will operate on regular Sunday schedules on the Thanksgiving holiday.

For additional information on BART service and connecting bus lines call BART's phone information center listed under S. F. Bay Area Rapid Transit in your local telephone directory.

#

November 15, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-206

FOR IMMEDIATE RELEASE

BART OPERATES THANKSGIVING DAY

On Thanksgiving Day this Thursday BART will open at 6 a.m. and operate until midnight providing 20-minute service over two routes--Concord/Daly City and Richmond/Fremont.

The 20-minute schedule coincides with the transit system's regular evening and Sunday train intervals which may be found on a printed schedule available at most BART stations. The handy pocket-sized train timetable has been a popular item which offers patrons a way of planning their trips to minimize waiting time on station platforms.

All BART Express Buses will operate on regular Saturday and holiday schedules for the Thanksgiving Day holiday, and not on a Sunday schedule as originally reported. This means that the Express Buses will also begin at approximately 6 a.m. to coincide with BART's train service. See Express Bus Time Tables which are available on the Express Buses or in BART Stations.

Information on BART service and connecting bus lines may be obtained by calling BART's toll-free phone information center lines. Those numbers are:

From - Fremont/Union City area	793-BART
Hayward/San Leandro area	783-BART
Oakland/Berkeley/Orinda	465-BART
Richmond/El Cerrito	236-BART
Antioch/Pittsburg	754-BART
San Francisco/Daly City	788-BART
So. San Francisco/San Bruno	873-BART
Lafayette/Concord	933-BART
Livermore/Pleasanton	462-BART

#

November 20, 1978

Mike Healy Director
Public Affairs

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

NEWS RELEASE

U-207

BART

FOR IMMEDIATE RELEASE

"SUBWAYS, AN UNDERGROUND EXHIBIT"
TO OPEN AT BART'S POWELL STATION

Oakland, Ca.....Beginning this Wednesday, November 29, and for the entire month of December, BART will be hosting a large photographic and diagram exhibit representing 13 of the world's outstanding subway systems at BART's Powell Street Station in San Francisco.

The exhibit titled -- "Subways, an Underground Exhibit," will be on display free to the public on the concourse level of the station near the Hallidie Plaza entrance.

Consisting of 63 lighted colorful panels, the show is sponsored by the Cooper-Hewitt Museum of New York and funded by the Urban Mass Transit Administration and the National Endowment for the Arts. The exhibit has been on a national tour arranged by the Smithsonian Institution Traveling Exhibition Service.

The 13 city subway systems depicted in this exhibit are Boston, London, Mexico City, Montreal, Moscow, Munich, New York, Paris, Stockholm, Tokyo, Vienna, Washington, and of course San Francisco.

- MORE -

2-2-2-2-2-2

By presenting a simple side-by-side comparison of subway architecture, the psychology of each city involved has been revealed. One striking example of imaginative design is shown in the Stockholm system where blasted tunnels are left unfinished and artists commissioned to paint or sculpt each "grotto" into a personalized cave. The results vary from underwater motifs to neo-neolithic cave painting to modern abstract murals. Conversely, Moscow's ornate marbled and chandeliered stations disguise their underground origins.

A free 32-page catalogue entitled "SUBWAYS" which supplements the wealth of information presented by the exhibit will be available upon request -- while they last. There is a limited supply. This publication contains facts, articles, maps and pictures of those systems represented and some general facts about urban transit. Also included are notes on more efficient design changes, improved signage, and even urban crime.

The exhibit may be viewed during BART's normal operation hours from 6 a.m. to midnight Monday through Saturday and 9 a.m. to midnight on Sundays.

#

November 27, 1978

Mike Healy, Director
Office of Public Affairs

NEWS RELEASE

U-208

BART

FOR IMMEDIATE RELEASE

SL7 THE SILVER ANDROID RIDES BART

Each Saturday in December Rainbow, the San Francisco Mime, will present as a special feature for BART patrons his space-age character, SL7-The Silver Android. Rainbow portrays his science fiction character as a mechanical man.

The Silver Android will travel the underground via a BART train from the Powell Street Station to the Embarcadero Station at 12 noon, 1 p.m., 2 p.m. and 3 p.m. on each of the Saturdays in December.

Rainbow will venture into a futuristic fantasy, as a lively art. Each trip will be videotaped and there will be an instant visual replay presentation of the participants and their excursion on arrival at Embarcadero Station.

These performances are being presented by the Environmental Awareness Theatre, a nonprofit organization, in association with the Eyes and Ears Foundation.

This is a San Francisco based group representing the performing and visual arts dedicated to presenting their conceptual approach to multi-dimensional art and theatre in urban environments for the enjoyment of those who pass their way.

- MORE -

2-2-2-2-2

To join in the fun come to BART's Powell Street Station any Saturday in December at 12, 1, 2 or 3 p.m., and ride with the Silver Android to the Embarcadero Station.

#

November 30, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

U-209

BART

FOR IMMEDIATE RELEASE

RUMFORD RESIGNS AS BART'S POLICE CHIEF

BART General Manager Frank C. Herringer today announced the resignation of BART's Chief of Police Services William B. Rumford, Jr., to become effective December 31.

Chief Rumford, who came to BART in February 1967, resigned to devote full time to a private business -- Off-Shore Industries, Inc., of which he is President. Off-Shore Industries, Inc., is involved in financing and building commercial fishing vessels.

Rumford, who is 45, was named to his current position as BART's Chief of Police Services in March 1976. Prior to that time he had been Assistant Police Chief and was instrumental in all facets of the development of the police services department.

A native of Berkeley, California, Rumford served for several years as a police officer in that city and is presently a member of the Berkeley City Council.

In his letter to General Manager Herringer, Rumford said that after more than 25 years of public service he now wants to pursue a full time career in private industry.

- MORE -

2-2-2-2-2

Herringer commented that it was with sincere regret that he accepted Rumford's resignation.

"I believe that over the years he has contributed enormously to the development of a fine professional police force at BART," Herringer said.

In accepting Rumford's resignation Herringer asked that he be available on an advisory basis for at least a few months into the new year to assure a smooth transition.

Rumford makes his home in Berkeley.

#

November 30, 1978

Mike Healy, Director
Public Affairs

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

BART TO A COLISEUM WEEKEND

BART will provide additional trains, if needed, for home-bound fans on Sunday, December 3, when the Oakland Raiders and the Denver Broncos square-off to a full house at the Oakland Coliseum.

The game is scheduled to begin at 6 p.m. and should end at approximately 9 p.m. BART will provide two route service -- Fremont/Richmond and Concord/Daly City -- until midnight. Patrons leaving the Coliseum with destinations on the Concord/Daly City line should transfer at 12th Street City Center, 19th Street or MacArthur Stations in Oakland.

Rock fans planning to attend the Black Sabbath Concert on Saturday, December 2, in the Coliseum Arena should pick up a BART Sunday and Evening Schedule at any BART station for information on last train departures.

The concert is scheduled to begin at 8 p.m. and should end at approximately 11:30. BART will have extra trains standing by until midnight, if needed. However, if the concert should continue past 11:30 -- BART patrons should leave the Arena in time to catch the last train through the Coliseum Station to their home destination.

#

November 30, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

U-212

BART

FOR IMMEDIATE RELEASE

BART OFFERS HOLIDAY BONUS FARES FOR A MONTH OF SUNDAYS IN DECEMBER

BART will be offering a special reduced fare for each of the remaining four Sundays in December beginning this Sunday, December 10.

During Sundays in December fares will range from 20 cents minimum in the downtown areas to 75 cents maximum for the longest one-way rides. All rides which would normally cost less than 75 cents will be offered for a 20 percent discount. All automatic fare vending machines in BART stations have just completed modifications to accommodate this special fare which will be activated for the next four Sundays.

In addition to the special fares, all BART Express Buses for the next four Sundays only, will be free when boarded at BART stations. BART Express buses, which are operated by AC Transit for BART, serve outlying communities in the East Bay.

The special "second tier" fare structure was approved by the BART Board of Directors last April for use on special occasions or holidays.

#

November 5, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall



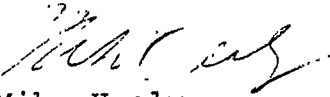
BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

MEMO TO EDITORS

Dear Editor:

J. Rainbow, the mime who is presenting his Android character on BART each Saturday in December, will be holding a special press review of his unique blend of performances and video at BART's Embarcadero Station on Friday, December 8, beginning at 11 a.m. and running through to 1 p.m.

Hope you'll be able to join Mr. Rainbow and his group for a performance and refreshments on the Concourse level of the Embarcadero Station.


Mike Healy
Director
Public Affairs

NEWS RELEASE

U-213

BART

FOR IMMEDIATE RELEASE

THE SILVER ANDROID RIDES BART ON SATURDAYS

Rainbow, the San Francisco Mime, portraying a science fiction character, SL7 The Silver Android, travels underground via BART each Saturday in December.

Starting at Hallidie Plaza at 12 noon, 1, 2 and 3 p.m., SL7 will lead his followers onto BART at Powell Street and take them to the Embarcadero Station -- where they will see an instant replay of their excursion.

The performances are presented by the Environmental Awareness Theatre, a nonprofit organization, in association with the Eyes and Ears Foundation.

Join the Silver Android at the Powell Street BART Station on one of the four remaining Saturdays in December at 12 noon, 1, 2, or 3 p.m.

#

December 6, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

Bus. Wire

BART

U-214

FOR IMMEDIATE RELEASE

NEW DIRECTOR WIL USSERY
TO BE SWORN IN FRIDAY

Wilfred T. Ussery of San Francisco who was recently elected to serve on the BART Board of Directors representing District 7, will be formally sworn in by Appellate Court Judge Clinton White on Friday, December 8, at 4 p.m. The ceremony will take place in the BART Board of Director's room at the transit district's headquarters in Oakland.

Mr. Ussery's term officially began on Wednesday, December 6, following certification of the election results by the Board of Directors.

District 7 comprises a portion of San Francisco, Emeryville and a part of Berkeley.

Mr. Ussery's term is for four years.

#

December 6, 1978

Mike Healy, Director
Public Affairs

NEWS RELEASE

BART

U-215

FOR IMMEDIATE RELEASE

SMITHSONIAN EXHIBIT CONTINUES AT BART'S POWELL STREET STATION THRU DECEMBER

Thousands of people a day continue to view "Subways, an Underground Exhibit," which BART is currently hosting on the concourse level of the Powell Street Station.

The exhibit, sponsored by the Cooper-Hewitt Museum of New York and funded by the Urban Mass Transit Administration and the National Endowment for the Arts, has been on a national tour arranged by the Smithsonian Institute's Traveling Exhibition Service.

Thirteen city subway systems are depicted in the exhibit -- Boston, London, Mexico City, Montreal, Moscow, Munich, New York, Paris, Stockholm, Tokyo, Vienna, Washington, and of course San Francisco.

The exhibit is free of charge to the public and may be viewed during BART's normal operating hours from 6 a.m. to midnight Monday through Saturday and 9 a.m. to midnight on Sundays during December.

A free 32 page catalogue which supplements the "SUBWAYS" information is available free while they last.

#

December 11, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall



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

BACKGROUND

"SUBWAYS, AN UNDERGROUND EXHIBIT" TO OPEN AT BART'S POWELL STATION

Since November 29, and continuing for the entire month of December, BART has been hosting a large photographic and diagram exhibit representing 13 of the world's outstanding subway systems at BART's Powell Street Station in San Francisco.

The exhibit titled -- "Subways, an Underground Exhibit," will be on display free to the public on the concourse level of the station near the Hallidie Plaza entrance.

Consisting of 63 lighted colorful panels, the show is sponsored by the Cooper-Hewitt Museum of New York and funded by the Urban Mass Transit Administration and the National Endowment for the Arts. The exhibit has been on a national tour arranged by the Smithsonian Institution Traveling Exhibition Service.

The 13 city subway systems depicted in this exhibit are Boston, London, Mexico City, Montreal, Moscow, Munich, New York, Paris, Stockholm, Tokyo, Vienna, Washington, and of course San Francisco.

By presenting a simple side-by-side comparison of subway architecture, the psychology of each city involved has been revealed. One striking example of imaginative design is shown in the Stockholm system where blasted tunnels are left unfinished and artists commissioned to paint or sculpt each "grotto" into a personalized cave.

BACKGROUND

2-2-2-2-2

The results vary from underwater motifs to neo-neolithic cave painting to modern abstract murals. Conversely, Moscow's ornate marbled and chandeliered stations disguise their underground origins.

A free 32-page catalogue entitled "SUBWAYS" which supplements the wealth of information presented by the exhibit will be available upon request -- while they last. There is a limited supply. This publication contains facts, articles, maps and pictures of those systems represented and some general facts about urban transit. Also included are notes on more efficient design changes, improved signage, and even urban crime.

The exhibit may be viewed during BART's normal operation hours from 6 a.m. to midnight Monday through Saturday and 9 a.m. to midnight on Sundays.

#

December 11, 1978

Mike Healy, Director
Public Affairs

Business Wire

NEWS RELEASE

BART

U-216

FOR IMMEDIATE RELEASE

A PARTIAL FREE DAY THIS WEDNESDAY
FOR KIDS 12 YEARS OLD AND UNDER

This coming Wednesday, December 13, between the hours of 10 a.m. and 3 p.m. BART will provide free service to kids 12 years of age and under when accompanied by an adult.

A particularly good bet for young riders who want to take advantage of the special no-charge period on BART this Wednesday will be a free performance of highlights from the Nutcracker Ballet which will be given in the lobby of the Hyatt Regency beginning at 12 noon.

The Nutcracker will be performed by members of the San Francisco Ballet School, the Marin Civic Ballet, and the Peninsula Ballet Theatre. Following this there will be ice-skating on a specially built ice rink, also in the hotel's atrium lobby, with the hotel supplying the skates.

The lobby of the Hyatt Regency is only a few short steps from BART's Embarcadero Station.

- MORE -

2-2-2-2-2-

BART officials say the reason for offering the partial free day to the kids is to introduce the system to potential new riders of all ages, and to encourage midday use of the system when trains are not nearly as crowded as during the commute periods.

#

December 11, 1978

Mike Healy, Director
Public Affairs
(415) 465-4100

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

BART TO RAIDERS GAME

BART will be standing by with extra trains to accommodate after game crowds on Sunday, December 17, when the Oakland Raiders and the Minnesota Vikings square off in the Oakland Coliseum.

The game is scheduled to begin at 1 p.m. and should end at approximately 4 p.m. Home-bound fans with destinations on the Daly City/Concord line will be able to transfer at 12th Street City Center, 19th Street or MacArthur stations in Oakland.

Head out for the Oakland Coliseum Sunday and leave traffic and parking problems at home.

And, as an added bonus -- remember that BART is offering 75 cent maximum one-way fares for the longest trips on Sundays in December, with a 20 percent discount on all other trip fares.

#

December 13, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

Business Wire

NEWS RELEASE

U-218

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 John H. Kirkwood of San Francisco to be the Board's new president for the coming year and John W. Glenn of Fremont to be the vice president.

Director Kirkwood, who represents the northern portion of San Francisco (District 9) was first elected to the transit district's Board of Directors in November 1974 and re-elected in November 1976. A native of the Bay Area, Director Kirkwood formerly served as a transit advisor to the San Francisco Planning & Urban Research Association (SPUR), and is currently a board member of SPUR, as well as the National Association of Railway Passengers. A business man in San Francisco, he is very active in Big Brothers.

This past year Director Kirkwood chaired the Board's Engineering and Operations Committee which has been working closely with the BART staff in guiding and planning the District's long-range technical needs and improvements. He has also been an active member of the Board's special Salary and Wage Review Committee.

- MORE -

2-2-2-2-2-2

John W. Glenn was first elected to the BART Board of Directors in November 1974 and re-elected in November of 1978. During this past year Director Glenn chaired the Board's Administration Committee and has been an active member of the Public Information and Legislation Committee, he is also vice chairman of the special G.M. selection committee.

Following the election Director Kirkwood said that he is very pleased with the steady progress the transit district has been making in bringing the system toward full service.

Both Kirkwood and outgoing president Harvey W. Glasser of Alameda praised General Manager Frank C. Herringer, who will be leaving BART on December 31. It was noted that this would be Mr. Herringer's last Board meeting, unless a special meeting happened to be called before the end of the year.

As president, Kirkwood will be charged with making all Board committee assignments and presiding over District Board meetings for the coming year.

The new president and vice president succeed Harvey W. Glasser of Alameda and Nello J. Bianco of Richmond, respectively. Their term of office will begin immediately and run through 1979.

#

December 14, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

FOR IMMEDIATE RELEASE

BART

GLENN NAMED BART VP

Oakland, Ca.....The San Francisco Bay Area Rapid Transit District's Board of Directors today (Thursday, December 14) unanimously elected John W. Glenn of Fremont to be the Board's new vice president.

Glenn was first elected to the BART Board of Directors in November 1974 and re-elected in November 1978. During this past year Glenn chaired the Board's Administration Committee and has been an active member of the Public Information and Legislation Committee. He also serves as vice chairman of the Special General Manager Selection Committee which is charged with seeking a replacement for BART's soon-to-depart General Manager Frank Herringer.

Always a strong advocate of the business man's approach to the transit district and responsiveness to passenger needs, Glenn is founder and president of the John Glenn Adjusters with offices in Oakland, San Rafael, San Jose and Portland, Oregon.

#

December 14, 1978

Mike Healy, Director
Public Affairs

Business Wire & Mail

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

BART'S SUNDAY BONUS FARE ON CHRISTMAS DAY

BART will continue offering a special reduced fare for each of the three remaining Sundays in December -- the 17th, 24th and News Year's Eve.

Christmas Day fares will also be offered at the same special bonus -- from 20 cents minimum in the downtown areas to 75 cents maximum for the longest one-way ride.

In addition to the special fares on Sundays in December and on Christmas day, all BART Express Buses on those days will be free when boarded at BART stations. BART Express buses, which are operated by AC Transit for BART, service outlying communities in the East Bay.

All automatic fare vending machines in BART stations have been modified to accommodate the special Sunday and Christmas day bonus reduced fare. Patrons should pick up the special fare schedules available in all BART stations.

#

December 15, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

FOR IMMEDIATE RELEASE

\$50 FINE FOR SMOKING ON BART

BART patrons may be noticing a new "No Smoking" sign going up in stations and on trains these days which has an added legend -- "Violators Subject to Fine."

Effective January 1, 1979, smokers in the paid areas of BART stations or on trains may be issued a citation by BART police which could result in a fine up to \$50. The amount of the fine will be set by the court in the county where the infraction occurred.

In 1971, prior to the start of revenue operation, BART's Board of Directors adopted a rule to prohibit smoking inside the paid areas of the system. The rule, however, proved difficult to enforce without the court being able to levy fines, and the BART Board voted to seek the appropriate legislation needed.

Assembly Bill 2448, which will empower the courts to impose fines for violating BART's smoking rule, was authored by Assemblyman Floyd Mori (D-Pleasanton) and recently passed into law. It becomes effective January 1, 1979.

#

December 18, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-221

FOR IMMEDIATE RELEASE

BONUS FARES ON BART ON CHRISTMAS DAY

BART will offer special reduced fares on Christmas Day, Monday, December 25 -- with a minimum 20 cent fare for trips in the downtown San Francisco and Oakland areas, and a maximum fare of 75 cents for the longest one-way ride.

BART will operate on Christmas Day from 6 a.m. until midnight providing 20-minute service over two routes -- Concord/Daly City and Richmond/Fremont.

The 20-minute schedule is the same as BART's regular printed Sunday and Evening Schedule, available at most BART stations. By using the schedule patrons can minimize waiting time on station platforms.

All BART Express Buses will also operate on regular holiday schedules on Christmas Day, commencing at approximately 6 a.m., to coincide with BART's service. Express Bus schedules are available on the Express Buses and at BART stations.

#

December 19, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-222

FOR IMMEDIATE RELEASE

ST. PAUL'S CAROLERS AT BART'S
WALNUT CREEK STATION

BART patrons using the Walnut Creek Station will be serenaded with Christmas carols by the St. Paul's Church choir on Thursday, December 21, between 5 p.m. and 6 p.m.

Thursday will mark the fifth anniversary of the St. Paul choir's caroling at BART's Walnut Creek Station -- and BART patrons frequently join in with the choir.

#

December 19, 1978

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BART

U-223

FOR IMMEDIATE RELEASE:

BART'S NEW GENERAL MANAGER NAMED

OAKLAND, CALIF. . . . The Special General Manager Selection Committee of the BART Board of Directors has unanimously named Keith Bernard as the transit district's new General Manager it was announced today by Arthur Shartsis of Oakland who heads up the committee.

Mr. Bernard, who is 40, joined the BART staff in August of 1970, as a planning engineer. He presently holds the dual position of Director of Planning, Budgeting and Research and is a member of the recently created Office of the General Manager.

In making the announcement Director Shartsis noted that the Committee had made an exhaustive search nationwide and believes they interviewed the best available candidates for the job.

"We narrowed the search to seven of the top people in transit management and were very pleased to find that the best person qualified for the job in our view was here at BART," Shartsis said.

2-2-2-2-2

The appointment of Mr. Bernard is expected to be voted on by the Board of Directors sitting as a Board at its next regular meeting scheduled for January 11. As General Manager his salary will be \$55,000.

Mr. Bernard makes his home with his wife Sandra and two children in Berkeley.

#

December 19, 1978

Mike Healy
Director of Public Affairs
465-4100

NEWS RELEASE

BART

U-~~223~~ 224

FOR IMMEDIATE RELEASE

BART'S LOST AND FOUND AUCTION

To the patron who was miraculously cured while riding BART, if you need your crutches again you can retrieve them at BART's Lost and Found Auction on Saturday, January 6, 1979, at 10 a.m., at BART's Coliseum Station.

Whatever you'd like -- from dentures to copies of the Magna Carta -- you'll find among the thousands of items left on BART trains and in BART stations.

The rules of the auction are: all items offered will be as-is, where-is. BART reserves the right to reject any and all offers, and all sales are final. 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 12 noon on Monday, January 8, 1979. Payment must be made in full before any item is released to the successful bidder. Failure to pay for and pick up items by 12 noon on Monday, January 8, will cause forfeiture of the deposit and the sale will be made void. Payment must be by cash, certified check, cashier's check, traveler's check or money order.

- MORE -

2-2-2-2-2

Direct service to BART's Coliseum Station is provided from San Francisco, Richmond/Berkeley areas, Fremont and downtown Oakland. Passengers along the Concord line should transfer to a Fremont-bound train at MacArthur, 19th Street or 12th Street City Center stations.

For further information, interested parties may contact Ross-Dove Company, Auctioneers, 3743 Mission Street, San Francisco, telephone 826-6500.

Auction items can be previewed from 9 a.m. to 10 a.m. on Saturday, January 6, at the Coliseum Station. The auction will start promptly at 10 a.m.

#

December 19, 1978.

Mike Healy, Director
Public Affairs

Contact: Gloria McCall

NEWS RELEASE

BUSINESS WIRE ONLY

FOR IMMEDIATE RELEASE

BART

BART'S DECEMBER BONUSES

- A ROUND-UP -

BART's bonus discount fares during Sundays in December will be in effect this Sunday, December 24, also Christmas Day, Monday, December 25, and New Year's Eve, Sunday, December 31.

The December discount calls for minimum fares of 20 cents for trips in downtown Oakland and San Francisco, with a maximum 75 cent fare for the longest one-way ride on the system. Normally, it would cost \$1.45 for the longest one-way trip on the system.

Also continuing, Rainbow, the San Francisco mime will continue to portray the Silver Android at 12, 1, 2, and 3 p.m. on Saturday, December 23 and Saturday, December 30 -- traveling via BART from Powell Street to Embarcadero Station -- where viewers will see an instant video replay of their trip.

And "Subways, An Underground Exhibit, will remain on display at the Powell Street Station until December 31. This exhibit of 13 city subways worldwide is on national tour with the Smithsonian Traveling Exhibition Service.

- MORE -

2-2-2-2-2-2

BART will be operating 6 a.m. to midnight on Saturday, and
9 a.m. to midnight on Sunday -- Christmas Eve.

#

December 22, 1978

Mike Healy
Director, Public Affairs

Contact: Gloria McCall

NEWS RELEASE

U-226

BART

FOR IMMEDIATE RELEASE

BART'S NEW YEAR'S EVE SERVICE

BART, New Year's Eve, Sunday, December 31, 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.

The Sunday discount bonus of 20 cent minimum fare for downtown San Francisco and Oakland, and 75 cent maximum one-way fare for the longest trip on the system will apply on New Year's Eve -- which is the last Sunday in December, and the last Sunday of the special bonus discount fares.

BART operates from 9 a.m. to midnight on Sunday, 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 be operating on New Year's day from 6 a.m. to midnight providing 20 minute service over two routes -- Concord/Daly City and Richmond/Fremont.

The 20-minute schedule is the same as BART's regular printed Sunday and Evening Schedule, available at most BART stations. By using the schedule, patrons can minimize waiting time on station platforms.

- MORE -

2-2-2-2-2-2

All BART Express Buses, which may be taken free when boarded at BART station this Sunday only, will operate on regular holiday schedules on Monday, New Year's Day. Express Bus schedules are available on the Express Buses and at BART stations.

BART suggests that patrons planning to take advantage of the 2:30 a.m. closing New Year's Eve should plan to be on the station platforms by 2:15 a.m. to avoid missing the last train.

#

Mike Healy
Director of Public Affairs

Contact: Gloria McCall

December 25, 1978

NEWS RELEASE



BART

U-227

FOR IMMEDIATE RELEASE

BART'S NO SMOKING REMINDER

BART patrons are reminded that beginning this Monday, January 1, 1979, violation of the transit system's no-smoking rule may result in a fine of up to \$50.

BART Police will be on a close lookout for smokers in the paid areas of stations and on trains where smoking is prohibited. A citation may be issued by the officers. The amount of the fine will be set by the court in the county where the infraction occurred.

With the passage of Assembly Bill 2448 this past year, authored by Assemblyman Floyd Mori (D-Pleasanton), violation of BART's no-smoking rule will now be an infraction.

December 27, 1978

Mike Healy
Director of Public Affairs

Contact: Gloria McCall