

**1976 News Releases**

1976 NEWS RELEASE

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

S-1  
January 2, 1976

Contact: -Michael Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

In order to provide better balanced parking at its suburban stations BART is re-introducing "mid-day parking", which will be strictly enforced beginning Monday, January 12.

Though mid-day parking has been in effect in the past, it has not been enforced for some time pending the installation of new "parking restriction signs" which meet specified state and federal regulations.

"The new signs are now in place and should be strictly observed by BART patrons using the parking lots," said BART Police Officer Brian E. Newlon, who is coordinating the program.

He said the mid-day parking program will serve a dual purpose. The first will be to provide an uncongested area adjacent to the stations for pick-up and drop-off of patrons during commute hours. And the second is to insure that parking is available for patrons who use the system during the non-commute period, particularly the hours between 9 a.m. and 4 p.m.

Traffic patterns in some of the BART parking lots have also been changed to insure better flow and provide additional parking stalls as well. The specific stations benefiting by the parking stall additions are: Concord with 15; Pleasant Hill with 77; Walnut Creek with 42; Orinda with 8; El Cerrito Del Norte with 17; Fremont with 35; and Union City with 16, or an aggregate 210 new spaces.

Newlon said that in making these much needed additions, some flexibility in the parking lots ingress and egress was sacrificed but is more than offset by the increased capacity.

MORE

JANUARY

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He said that yellow notices explaining the "mid-day" program will be handed out at all affected stations, and placed on car windows as well, for the week of January 5. He cautioned that beginning January 12 BART police will begin issuing citations to those cars improperly parked.

"The signs tell the story," Newlon emphasized. He said patrons should check the signs carefully when parking.

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S-2  
January 2, 1976

Contact: Michael Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

FREMONT PARKING LOT CHANGES

BART has instituted several adjustments at its Fremont Station parking lot in order to better facilitate traffic flow and immediately create 35 additional new parking spaces.

As part of the program two streets have been designated one way. The previous two-way street bordering on Lot E behind the station is now one way, and the one-way street along Lot B has been extended to Lot A.

Also, the roadway directly in front of the station will now be reserved for buses only and no longer used for pick-up and drop-off of patrons.

"This is due to the increased number of buses now serving the Fremont Station," said BART Police Officer Brian E. Newlon who is coordinating the program.

He said that traffic jams along this area in the past make it necessary to strictly enforce the new designation and cautioned patrons to observe the new signs.

Beginning January 12 patrons using this restricted section will be subject to the issuance of a "moving citation" calling for a fine of \$20.50. The fine is set by the Fremont Municipal District.

MORE

Drop-off and pick-up of patrons may now take place in parking lot "C" directly adjacent to the front of the Fremont Station between 7 a.m. and 9 a.m., and 4 p.m. to 7 p.m. From 9 a.m. to 4 p.m. parking lot C will be reserved for mid-day parking only so that patrons wishing to use the system during the non-commute hours will have a place to park.

"We believe the new traffic plan will offer better control and safety, and generally benefit BART patrons using the Fremont Station," Officer Newlon said.

Recently the BART Board of Directors approved the expansion of the Fremont Parking facilities to create 361 new spaces. Estimated to cost \$1.1 million, construction of the new section is forecast to begin in early summer of this year. It is expected that 83 percent of the construction cost and right-of-way for the planned new addition will come from the Federal Aid Urban Highway Program with local Transit Development Act money making up the difference.

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S-3  
January 2, 1976

Contact: Michael Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

## EXPANSION OF BART'S LAFAYETTE PARKING

Surfacing of a supplemental parking lot for BART's Lafayette Station is now under way and forecast for completion by early or mid-February.

The new supplement is located on the corner of Deerhill and Oakhill Roads and will provide an additional 300 parking spaces. This will bring the total number of available spaces serving the Lafayette BART Station to 950.

The new temporary surfacing will be on land leased by the City of Lafayette from the California Department of Transportation. While BART will pay for the improvement, which will cost \$38,000, the City of Lafayette will maintain the lot following its completion.

During the construction period, this land, which has been used in the past for overflow parking, will be closed off.

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S-4  
January 5, 1976

David M. Soblin  
Acting Manager of Public Information

FOR IMMEDIATE RELEASE:

Oakland, California --- John Glenn, founder and president of John Glenn Adjustors, has been named chairman of the Special Ways and Means Committee of the San Francisco Bay Area Rapid Transit District (BART). He assumes his new post immediately.

Elected to the BART Board of Directors on November 5, 1975, by voters of the Sixth BART Electoral District, Glenn campaigned as a strong advocate of the businessman's approach to transit operations with careful attention to passenger service.

The Special Ways and Means Committee of the BART Board was established in August, 1975, to investigate and coordinate recommendations to local, state and federal agencies on BART's long-range operational and capital funding proposals. As committee chairman, Glenn's prime focus will be the clear delineation of BART's financial situation and needs, and responsible legislative solutions to permanent funding for the new transit system. The 1975-76 BART budget is \$69.5 million, including recent extended night service and improvement allowances. An unfunded deficit of \$4.5 million was temporarily eliminated through advancement of that sum from capital funds allocations.

"BART's financial situation is most unique," Glenn stated. "We are virtually the only major mass transit organization in the country without

more

some form of permanent operating subsidy. Until such a subsidy is established, BART cannot run a fully efficient, businesslike operation."

Glenn continued by saying "The Ways and Means Committee is now preparing a proposal to bring before the Legislature early this year. I believe that our solutions to BART's financial problems will be sound and in the best interests to the taxpayers." He concluded, "And I am optimistic that our recommendations will be received favorably by the California lawmakers."

Widely known as a transit specialist, Glenn has been an articulate industry spokesman in the insurance adjustment field. His company, with offices located in Oakland and San Rafael, California, and Portland, Oregon, does its major share of claims work with transportation organizations.

He is a director and past president of the East Bay Adjustors Association, a director of the California Association of Independent Insurance Adjustors, and official of the National Association of Insurance Adjustors. Glenn is also a past president and past area governor of Toastmasters International.

Prior to founding his own firm in 1966, Glenn was Northern California divisional claims manager for the Transit Casualty Company, and was associated with that firm for 14 years.

His other business interests presently include a directorship in the Royal Nu-Foam Corporation of Oakland; and partnerships in a California almond orchard, the Glen Cove Marina, and an apartment complex and industrial park in Richland, Washington.

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S-5  
January 26, 1976

Contact: Michael Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

The Bay Area Rapid Transit District will hold a special seminar for minority contractors on Saturday January 31, 1976, it was announced today by Elmer B. Cooper, President of the BART Board of Directors.

The seminar will begin at 1:00 p.m., in the Board of Directors room at the BART Administration Building, 800 Madison Street, Oakland.

"The purpose of the seminar is to assist minority contractors in becoming involved with the District's future construction projects," Cooper said.

He said the seminar is designed to acquaint prospective minority contractors with current work, and future construction projects such as the West Portal Station in San Francisco, and to answer questions concerning BART's bidding procedures on both construction and procurement contracts.

"I think it is essential that any future BART construction projects involve minority contractors," Cooper said. "And holding such seminars is one way to develop such involvement."

The agenda will include remarks by President Cooper; a policy statement by BART's Assistant General Manager for operations Robert D. Gallaway; and information on procedures and documents required by District Secretary Richard J. Shephard.

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January 26, 1976

This will be followed by a tour of work sites to be conducted by Ms. Charlene Daigre, BART's Affirmative Action Officer, and John Fendel, BART's Director of Construction.

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BAY AREA RAPID TRANSIT DISTRICT  
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S-6  
February 10, 1976

Contact: Michael Healy  
Office of Public Information

SPECIAL TO RICHMOND INDEPENDENT FOR PROGRESS EDITION

As BART moves closer to full service, its Richmond yard and shop facilities gear up to play a key supporting role in present and future system operations.

By the close of 1975, programs were underway at the Richmond facilities that will ultimately translate into both increased car availability and passenger convenience. These programs include the construction of two additional pits, specifically designed for steam cleaning the underside of the transit cars; and the installation of handrails on the entire fleet of cars.

Construction of the new pits, which began in October, 1975, is scheduled for completion by mid-June, 1976, and will cost approximately \$612,000. Two-thirds of this cost will be funded by a grant from the Federal Urban Mass Transit Administration with the local share provided by Transit Development Act funds through the Metropolitan Transportation Commission.

The new pits will triple the present capacity of steam cleaning undercarriage components, thus increasing the speed that cars can be returned to service. This is particularly important to BART's preventative maintenance (PM) program, for which the Richmond yard will be mainly responsible. With more than twice the working pit space of BART's other two maintenance shops in Hayward and Concord, approximately

M O R E

COMMISIO

FEBRUARY

75 percent of the daily BART service fleet, or 135 transit cars, will be cycled through the Richmond facility under the PM-program each month.

Presently the Richmond facility has a capacity of about 300 cars. However, BART's five year plan calls for additional yard trackage which will increase present capacity by about 75 more cars.

The Richmond shop is also responsible for making ready approximately 65 to 70 cars each day to make up the ten trains, plus spares, necessary to serve the Richmond/Fremont line. In addition the shop also handles about 20 cars a day for unscheduled maintenance, not only to support the Richmond line, but to back up Concord Line operations.

Installation of passenger handrails, which will be attached to the ceiling of all cars, is scheduled to begin by mid-March and completed in July or August. Handrails will be installed at the rate of four cars a day. With round-the-clock activity, all in-service cars should be ready by the end of May, and handrails on the entire fleet should be installed by late July or early August. Cost of this project, funded under an UMTA grant, will total about \$332,000.

BART Vice-President Nello Bianco, who recently made an inspection tour of the Richmond facilities, said he believed 1975 realized giant strides toward bringing BART closer to its full potential on many levels. This includes the implementation of extended night holiday service and permanent late night service which began January 1 of this year. Vice-President Bianco also noted the progress that has been made by BART's engineering task force teams in addressing system and transit car problems. Bianco was instrumental in securing the engineering services of the Lawrence Berkeley Laboratory (LBL) to work with the

M O R E

BART task force. The LBL team is headed by Dr. D. Theodore Scalise of Richmond.

"As a result of this work BART should show noticeable improvement within the next year and a half to two years," Bianco said.

Full service will include more trains in service, resulting in closer intervals, and Saturday and Sunday operations.

Bianco also noted that the work now in progress at the Richmond yard will be instrumental in supporting future direct service between Richmond and San Francisco/Daly City.

"We are hopeful that direct service will commence before the end of this year," Bianco said. "And I am working toward this end. But there is much to be done. Not only do we have to meet certain engineering schedules to overcome present technical constraints, but we must also secure a permanent funding base for operating the system--something that virtually every public transit system has in one form or another."

A glimpse inside BART's Richmond yard and shop facilities reveals a dramatic picture of the enormous tasks that lie behind the scene of running a rail transit system.

Highly trained technicians and maintenance personnel, using specialized tools and the most sophisticated diagnostic equipment, work around the clock, seven days a week to make transit cars ready for service. The work might range from checking out and repairing complex electronic components to replacing traction motors, brake pads, door circuitry, or just tightening a bolt if needed.

When a transit car arrives at the yard under the scheduled or PM program, it is first steam cleaned and then taken into the main shop

M O R E



where a team is assigned to check it out and replace any needed parts. This program is progressive in that it is essentially divided into 12 phases. Transit cars are scheduled to be brought in once every 30 days, completing their full PM cycle over a period of a year, at which time they begin a new cycle.

"Identifying and fixing potential failures before they occur is the main idea behind the PM program," said Raymond W. Carroll, BART's Director of maintenance.

He said such a program is designed to reduce the chance of failures occurring during revenue service, and also add to the life span of the car. This is fundamental to building and maintaining a stable fleet.

While BART looks ahead, so does the Richmond yard as the backbone of the transit District's maintenance program.

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S-7  
February 10, 1976

Contact: Bob Kraehe  
Office of Public Information

FOR IMMEDIATE RELEASE:

BART BEGINS SPECIAL TOURS TO MARK ITS  
SELECTION AS BICENTENNIAL VISITOR SITE

BART is one of six Bay Area projects recently selected for a new public education program highlighting 200 outstanding community projects across the United States, which Americans and tourists from throughout the world will be invited to visit during the 1976 Bicentennial Year.

The program, called "Horizons on Display," was jointly announced on January 30 by Carla A. Hills, U.S. Secretary of Housing and Urban Development (HUD), and John W. Warner, head of the American Revolution Bicentennial Administration (ARBA) in Washington, D.C.

Described as a Bicentennial tribute to outstanding community achievements, the program covers 200 projects -- one for each of the nation's 200 years. Selections were made from the recommendations of governors, mayors, federal agencies, citizen groups, and Bicentennial officials.

"Many kinds of projects were considered in the selection process," said Secretary Hills. "Projects throughout the 50 states were chosen for such reasons as improving the quality of community life, innovative approach to community problems, and broad-based involvement by

M O R E

citizens in the achievement." Concerning BART's selection, "Horizons" program coordinator Hugh Allen noted that BART and New Jersey's Lindenwold Line were the only two rapid transit railroads selected.

"BART represents landmark achievements in the civil engineering of a large, modern system, and also in the prime role of aesthetics in its design," said Allen. "The system has tremendous potential for protecting and improving the Bay Area's unique and beautiful Bay Area environment. We believe BART is fulfilling the hopes and dreams of its early planners who, as environmentalists, were far ahead of their time."

As part of the "Horizons" program, BART will offer a series of public tours and briefings of its Operations Center and Administrative Headquarters, adjacent to the Lake Merritt Station in downtown Oakland. The tours will be held at 10:30 a.m. on February 13, 20, 23, and 27 with the first tour scheduled for this Friday. The "Horizons" tour schedule for March will be announced during the last week of February.

"Interested persons should phone in a reservation several days ahead of time as we can handle a maximum of 50 people each Friday," said BART Passenger Service Manager William McDowell, who is coordinating all Bicentennial activities in the District. The Passenger Service Office will take reservations. We are advising visitors to travel to BART headquarters via trains, rather than by automobile, if possible, as the Lake Merritt Station parking lot can only accommodate the riding public and not visitors."

For tour reservations call the BART Office of Passenger Service, 465-4100.

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S-8  
February 10, 1976

Contact: Bob Kraehe  
Office of Public Information

FOR IMMEDIATE RELEASE

## SIDEBAR TO BART-BICENTENNIAL

Geographical distribution of the 200 sites selected in the nationwide "Horizons on Display" program finds California leading with 16 sites -- about twice the number of sites chosen in any other state. Within California, six projects are in the Bay Area, and one in South Lake Tahoe.

Breakdown of Bay Area sites is as follows:

- \*BART, Oakland: transportation and environmental planning.
- \*Bilingual Broadcasting Station KBBF, Santa Rosa: provides media voice to Chicano population.
- \*Jobs for Progress, Inc., San Jose: outstanding job development program for Spanish-Americans.
- \*On Lok Senior Health Services, San Francisco: day care facility for aged Oriental, Filipino, and Italian residents.
- \*Port of Oakland Seventh Street Terminal, Oakland: economic impact.
- \*San Francisco Redevelopment Agency Renewal Projects: including Western Addition, Japanese Center, Diamond Heights, Golden Gateway, Hunter's Point, Ghirardelli Square.

Other California sites are:

- \*Atascadero Solar House, Atascadero: experimental family home with solar energy and other natural design factors.
- \*City of Hope, Duarte: medical complex for major diseases.
- \*East Los Angeles Community Union, Los Angeles: economic and housing development for Chicano community.

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\*Eastrada Courts, Los Angeles: spectacular murals in low-rent housing projects.

\*Fountain Valley School District, Fountain Valley: educational, cultural, recreational programs for all ages.

\*Indian Creek Reservoir, South Tahoe: advanced wastewater treatment to protect Lake Tahoe water.

\*Irvine Company, Newport Beach: housing and community planning.

\*Self-Help Enterprises, Visalia: training and counseling for migrant farmworkers in San Joaquin Valley.

\*Watts Industrial Park, Los Angeles: job development in disadvantaged area.

\*Wild Animal Park, San Diego: outstanding care and display of wild animals.

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# NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT  
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S-9

February 12, 1976

Contact: D. M. Soblin  
Acting Manager, Public Information

FOR IMMEDIATE RELEASE:

NEW BART EMPLOYEE RELATIONS DIRECTOR NAMED

James E. Terry has been named Director of Employee Relations for the Bay Area Rapid Transit District (BART), it was announced today by General Manager Frank C. Herringer. Terry, 49, will replace Mark K. Bowers, who has resigned.

In announcing Terry's appointment General Manager Herringer stated, "BART is most fortunate to have attracted a person who is a highly respected transit manager, and is well grounded in the area of labor relations. His experience in dealing with the complex aspects of overall transit management, along with his intimate knowledge of transit labor relations issues, will greatly add to the effectiveness and efficiency of the BART management team."

Mr. Terry comes to BART after serving as General Manager of the Bi-State Development Agency (Transit Division), St. Louis, Missouri; where he was charged with the responsibility of managing 1800 employees. Bi-State, which operates over 900 diesel buses and carries some 52 million passengers annually, serves sections of Missouri and Illinois.

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Prior to holding the St. Louis position, Terry was General Counsel for the Cleveland Transit System (CTS), holding that post for three years. During this period he served as advisor to the CTS Board of Directors, headed the Legal and Claims Department, and, as a member of the Executive Staff Team, had major input into the system's management decision-making process. While with CTS, Terry was actively engaged in labor relations as a member of the negotiating team, participating in the resolution of a 17-day work stoppage.

Mr. Terry has been actively involved in transit industry affairs, serving on several Committees of the American Public Transit Association. He was selected to represent the transit industry in negotiations with the national transit unions concerning a model labor agreement.

After receiving an AB degree in 1949 from Howard University, Washington, D. C., Terry was then graduated from Western Reserve University in Cleveland, Ohio, with an LLB in 1952. In the same year he was conferred a Doctor of Jurisprudence degree and admitted to practice law with the Supreme Court of Ohio. He was admitted to practice law with the United States District Court in 1957, and the United States Supreme Court in 1968.

Terry has also held major offices with the Boy Scouts of America, Goodwill International, and Kiwanis International; as well as

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memberships in the American Bar Association, Cuyahoga County Bar Association, Cleveland Bar Association, and a trusteeship with the Cleveland Academy of Trial Attorneys.

Terry will assume his position at a salary of \$36,500 per year on March 1, 1976. He currently resides in the St. Louis suburb of Creve Coeur, Missouri, with his wife Elizabeth and three children.

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S-10  
February 12, 1976

Contact: Bob Kraehe  
Office of Public Information

FOR IMMEDIATE RELEASE

BART TO RUN ON HOLIDAY SCHEDULE WASHINGTON'S BIRTHDAY

BART will operate on its regular holiday schedule Washington's Birthday (Monday, February 16), from 6 a.m. until late night closing. Trains on all lines will run every 15 minutes, including the San Francisco line, until 6 p.m., then every 20 minutes at night. The last trains to Concord, Richmond and Fremont will leave as per Last Train Schedules posted in stations.

The Concord-Daly City and Richmond-Fremont routes will have direct service. Transfers will be required at MacArthur Station on Richmond-Daly City trips, and at Oakland City Center/12th Street Station on Fremont-Daly City trips.

"This should be an excellent day for Bay Area families and visitors to the area to take \$1 excursion rides around the entire system," said BART's Passenger Service Manager Jack McDowell.

"Seats should be available for everyone, and our station agents should have more time than usual to answer questions from first-time BART riders."

He advised holiday riders to buy round-trip tickets and to make sure each person in their party has his or her own ticket. Children under five ride free. Patrons should be prepared to buy tickets with change or one dollar bills as change machines cannot change larger bills.

2-2-2-2-2

For train and connecting bus information, dial the toll-free B-A-R-T with local prefixes: San Francisco 788, Oakland-Berkeley 465, Fremont-Union City 793, Walnut Creek-Concord 933, Hayward-San Leandro 783, Richmond-El Cerrito 236, Livermore-Pleasanton 462, and Pittsburg-Antioch 754.

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S-11  
February 27, 1976

Contact: Robert Kraehe  
Office of Public Information

FOR IMMEDIATE RELEASE

## BART RIDERS WOODED BY PRETTY NEWSGIRLS

"I've got news for you," says pretty Pegge Robinson as she hands out complimentary copies of the San Francisco Examiner to patrons in BART's big, new subway stations in the City by the Bay. Out to develop its "subway circulation," the Examiner fielded a platoon of the "best-looking newsgirls in the Golden West" to capture new BART readers. After giving out more than 30,000 copies on three successive nights recently, the famous Hearst flagship newspaper judged the promotion an unqualified success among BART's 123,000 daily riders.

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S-12  
March 3, 1976

Contact: Robert Kraehe  
Office of Public Information

FOR IMMEDIATE RELEASE

BART Director Robert S. Allen announced today that, effective Monday (March 8), BART/AC Transit service to the Hayward and Bay Fair Stations will be expanded in Livermore, Pleasanton, San Ramon, and other points on the D and U lines.

Three new mid-day stops have been added to the U line on Main Street in downtown Pleasanton at Ray, St. Mary, and Neal streets. The stops will be made during mid-day service hours only. Both U and UP buses will add a new stop at Hopyard Road and Valley Avenue in Pleasanton.

A new stop is being added to the UL line on East Avenue at Research Drive, just before the last stop at Lawrence Radiation Laboratory. The UL bus will also begin making stops within the laboratory complex at buildings #311, #211, and #122 for the convenience of employees.

The D line will add a new convenient stop at 2023 San Ramon Valley Boulevard, between its current stops at Baldwin Drive and Crow Canyon Road.

A new U line stop at Grove and Center streets will provide access via AC Transit to Castro Valley and Fairmont Hospital and adjacent county facilities.

The UL and UP buses will add a stop in the Ashland area at East 14th Street and 164th Avenue, serving as a convenient transfer point to regular AC Transit buses. The UL and UP buses will also

-MORE-

MARCH

2-2-2-2-2

add a stop at Coehlo and Mooney Streets for Bay Fair Shopping Center patrons.

Schedules for the expanded U line service (from Hayward and Bay Fair stations to the Dublin-Pleasanton-Livermore area) have been combined with D line schedules (from Walnut Creek Station to the Alamo-Danville-San Ramon-Dublin area). The new trip schedules are available from bus drivers or station agents. For train or bus information dial 462 - B-A-R-T.

#####



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

S-13  
March 4, 1976

Contact: Michael Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

As part of the continuing "Horizons on Display" program BART will conduct public tours and briefings of its facilities on Friday, March 12 and Friday, March 26.

The tours are scheduled to begin at 10:30 a.m. on both dates at BART's Lake Merritt Administration complex, 800 Madison Street, Oakland. Persons who take the tour will see BART's streamlined control center with an explanation of its workings, then go to the Board of Directors room for a general briefing, touching on how BART came into being, its overall role in the continuing evolution of the bay area, and view a short film.

According to BART Passenger Service Manager, Jack McDowell, those interested in taking one of the tours should phone in a reservation ahead of time.

"There will only be one tour on each of the designated days and we will be able to handle a maximum of about 50 people per tour," he said.

He said that because of limited parking at BART's Lake Merritt headquarters, visitors are urged to travel by train to the Lake Merritt Station. The tour group will meet with a passenger

-MORE-

2-2-2-2-2

service representative by the fountain located on the concourse level of the station.

These series of tours are being given to mark BART's selection as a bicentennial visitor site, one of 16 in the state of California by Housing and Urban Development (HUD) and the American Revolution Bicentennial Administration (ARBA) under the "Horizons" program.

For further information, or tour reservations, call the BART Office of Passenger Service, 465-4100.

#####



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

March 9, 1976  
S-14

FOR IMMEDIATE RELEASE:

Diane Duerr Levine has been appointed Director of Marketing and Communications for BART, it was announced by BART General Manager Frank C. Herringer on March 9.

Mrs. Levine has resigned as Staff Vice President of Advertising and Sales Promotion for Continental Airlines in Los Angeles, one of the most respected in the transportation industry for on-time performance and responsive customer service. She joined Continental Airlines in January, 1973, after eight years in marketing and advertising management in New York and San Francisco. During these last three years at Continental Airlines, Mrs. Levine was responsible for developing service-oriented programs to encourage business and leisure travelers to fly rather than drive. In addition, she contributed to evaluating and planning new route alternatives, and also instituted major cost controls which generated significant recurring operating savings for the carrier.

Mr. Herringer stated, "Diane Levine is an outstanding marketing executive. Her selection is the culmination of a nationwide search for the best person available to fill this critical position. I expect her



2-2-2-2-2

not only to contribute to the improvement of BART's marketing and communications functions, but also to function as a key member of BART's top management team."

Prior to joining Continental Airlines, she was with Honig, Cooper & Harrington in San Francisco (now FCB/Honig). In New York, she was a marketing executive with Lever Brothers and American Home Products, both leading consumer products companies.

Mrs. Levine is a graduate of Columbia University Graduate School of Business, with a Masters of Business Administration in Marketing, and holds a Bachelor of Arts degree in Mathematics from the University of Michigan.

As BART's Director of Marketing and Communications, Mrs. Levine will be responsible for marketing planning, advertising, promotions, marketing research, employee communications, passenger communications, passenger services, and media relations. She will assume the \$36,500 per year position on March 10.

Mrs. Levine and her husband, Matthew A. Levine, president of Pacific Select Corp., San Francisco-based marketing consulting firm, will now consolidate their Northern and Southern California residences in San Francisco.

#####

Called in to Business Wire and mailed to major Metros and Radio & TV



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

March 17, 1976  
S-15

FOR IMMEDIATE RELEASE:

BART General Manager Frank C. Herringer today said that he was pleased that Assemblyman John Knox (D-Richmond) has authored legislation to provide the District with a permanent funding source. Knox, a respected Bay Area Legislator, yesterday (Tuesday, March 16) introduced a bill (AB 3785) to continue the present half cent sales tax in the three BART counties on an indefinite basis.

The Knox bill is designed to provide funds required to make up BART's long range operating deficit and would allocate the sales tax proceeds specifically for BART. BART also will experience a one-time deficit next year that will need to be funded from sources other than the sales tax.

Herringer said that if passed, this bill, in conjunction with a measure to address the short term problem, would enable BART to continue its present level of operation (including night service) and also help to achieve service improvements (such as weekend operation and direct Richmond/Daly City service), without drastic increases in fares.

#####

Date: 3/9/76

Request No. 4139

Excerpt from:  
LEGISLATIVE COUNSEL'S DIGEST

AB 3785, as introduced, Knox ( Committee )

San Francisco Bay Area Rapid Transit District

Under the San Francisco Bay Area Rapid Transit District Law, the San Francisco Bay Area Rapid Transit District is required to impose a 1/2% transactions and use tax until December 31, 1977, or until the end of the quarter prior to that date when the district will receive the amount necessary to finance a \$150,000,000 bond issue for the construction of its approximately 75-mile transit system and \$82,200,000 for the principal and interest payments on negotiable bonds issued in anticipation of such tax revenues.

This bill would delete the above expiration date so that the district would be required to impose the 1/2% transactions and use tax indefinitely.

The bill would make other related changes.

FULL RUN PLUS BILL FISET, OAKLAND TRIB; JERRY JENSEN/STEVE DAVIS, KGO/TV; AND  
March 19, 1976

S-16



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

GEO. REDDING/BOB JIMENEZ-CH 4; JUDD  
HAMBRICK-Ch 2; STAN BOREMAN-Ch 5.

CONTACT: Michael Healy  
Office of Public Information

RELEASE AT WILL:

Fare evaders beware!

Witness the case of the young man from Berkeley who landed three days at hard labor in the municipal garbage dump for trying to clip BART to the tune of 60 cents. Now 60 cents might not sound like a windfall, but in these hard pressed days, every cent counts.

It all began back in February. While attempting to run the fare gate at BART's Berkeley Station our suspect was promptly nabbed by an alert BART Police Officer, John Purdie.

Following some heated discussion the young man was arrested for fare evasion and resisting arrest. He was then released after signing a citation promising to appear.

This week, the alleged fare evader faced Judge George Brunn in Berkeley Municipal Court where he pled guilty to the fare evasion charge while the resisting arrest charge was dropped. Judge Brunn then angrily told the defendent that this was a "cheap public rip-off," especially in light of BART's financial problems.

Sentence: \$50 fine. Sentence suspended if defendent would agree to work for three days in the Berkeley municipal garbage dump. Defendent agreed, and that's where you might find him these days. All for .60 cents, or figuring eight hours a day, that comes to about 2.5 cents an hour for his labor.

###

as skilled professionals, who provide passenger safety while respecting the rights of all individuals."

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, having been twice elected to that seat.

He was an agent for the United States Treasury Department and, prior to joining BART was a real estate appraiser and loan officer for an Oakland financial institution.

Rumford has been active in public service for over twenty years, employed in municipal, city and Federal government positions. In addition to his present seat on the Berkeley City Council, he currently serves as City Council liaison to the Berkeley Parks and Recreation Commission and the Police and Fire pension Board. He also is the Association of Bay Area Government's representative to the Metropolitan Transportation Commission Regional Seaport Committee.

He has served on a special citizens' advisory committee to the East Bay Municipal Utility District, is a member of the Alta Bates Hospital Advisory Trustee Committee; and is a long standing member of both the NAACP and the Berkeley Rotary.

Rumford graduated from San Francisco City College with a major in sociology, and has completed advanced courses in the Administration of Justice (criminology and law enforcement) at Golden Gate College and John F. Kennedy University.

The father of two children, he presently resides in Berkeley with his wife Jackie.

FULL DISTRIBUTION - Picture/Release to major metros and ethnic newspapers



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

March 26, 1976  
S-17

Contact:  
David M. Soblin

FOR IMMEDIATE RELEASE:

## RUMFORD NAMED NEW BART POLICE CHIEF

William B. Rumford, Jr., has been named Chief of Police for the Bay Area Rapid Transit District (BART), it was announced today by BART General Manager Frank C. Herringer.

Rumford (42), the former BART Assistant Police Chief, has been serving as Acting Chief since the December 1, 1975, resignation of former Chief Ralph Lindsey.

In announcing the appointment, General Manager Herringer stated, "Bill Rumford assumes his new position with a firm background in both law enforcement and administrative skills. His long and dedicated involvement in community and government affairs will further strengthen the BART Police Service policy to provide both a secure environment for our passengers, and to display a sensitivity to our community."

Rumford was appointed Assistant Chief of BART Police Services in 1970, and was instrumental in the early development of operational policies, procedures and controls to insure the protection of BART's patrons, employees and facilities.

In assuming his new position, Rumford said, "BART Police Services has been markedly successful in the prevention of violent crime within the system. I intend that this record will continue. At the same time, our police officers will maintain their reputation

Distribution: Express Buss Continuance

~~Richmond Independent Mail April 18th~~

Hayward Daily Review

~~Alhambra April 18th~~

Livermore Independent

Tri-Valley Herald

Valley Times

Pleasanton Times

Antioch Ledger

Concord Transcript

Richmond Independent

Contra Costa Times

Contra Costa Suns, Inc.

Oakland Tribune

~~Alhambra~~ Brentwood News

Danville Valley Pioneer

Tri-Valley News

Martinez Morning News Gazette

West Contra Costa Newspapers Group

Pittsburg Press

APRIL

SEE DISTRIBUTION ATTACHED



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

§-18  
April 7, 1976

FOR IMMEDIATE RELEASE

Contact: David M. Soblin  
Manager of Public Information

BART BOARD CONFIRMS CONTINUATION OF EXPRESS BUS SERVICE

Today (April 8), the one million passenger mark was reached on BART's express bus service to suburban Alameda and Contra Costa Counties. The occasion follows on the heels of an action by the transit district's board of directors to assure financial continuation of the special bus program.

Throughout the last few months the BART board gave assurance that the express buses would be an integral part of the basic BART transportation service, and would continue as long as sufficient funds existed for both bus and rail operations.

BART is now attempting to secure such operating funding through legislation which would make permanent one-half cent sales tax - thereby providing a secure financial base for rail and bus operations.

The recent action by the BART directors was part of a general budget adjustment to reflect the expansion of transit operations to midnight. The adjustment also assured that there would be no curtailment of the present level of express bus service.

Additionally, while night service and bus service were approved, the budget revision reflected a savings by the District from the original June, 1975 estimate.

The express bus program, which recently added 35 new, air-conditioned luxury buses to the system, began in December, 1974. Under contract with



2-2-2-2

AC Transit, BART's buses serve five routes connecting various BART rail stations with suburban communities in Alameda and Contra Costa Counties.

###

## RED BOOK DISTRIBUTION



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

S-19  
April 7, 1976

### FOR IMMEDIATE RELEASE

Contact: David M. Soblin  
Manager of Public Information

### BART TO AUCTION BOAT, AUTOMOBILES

A 16-foot Boston whaler boat, used during construction of the Transbay Tube, will be one item for sale at public auction, Saturday, April 10, at 10 a.m., at the BART Oakland Shops, 601 East 8th Street, Oakland.

In addition to the boat, including an outboard motor and trailer; will be eight 1972 Dodge Polara 4-door sedans, a 1970 Plymouth 4-door sedan, and a 1971 International three-quarter ton pickup truck.

Individuals interested in the auction may inspect the items from 9 a.m. to 10 a.m.

For further information concerning the auction, the public may contact the Ross-Dove Company, 3743 Mission Street, San Francisco, telephone (415) 826-6500.

###

BW 30 3:02 PM PST 4-8-76  
FROM BAY AREA RAPID TRANSIT DISTRICT  
OAKLAND, CALIF.  
DAVID M. SOBLIN, 415 -- 465-4100

CITY DESKS  
FOR IMMEDIATE RELEASE

OAKLAND, CALIF. -- (BW)--THE BAY AREA RAPID TRANSIT DISTRICT  
THURSDAY (APRIL 8) GAVE ITS POSITION ON THE SAN FRANCISCO STRIKE  
SITUATION:

OVER THE PAST THREE DAYS THERE HAS BEEN AN INCREASING NUMBER OF  
MISLEADING "TIPS" TO THE NEWS MEDIA REGARDING BART'S POSITION IN THE  
PRESENT STRIKE SITUATION IN SAN FRANCISCO.

THEY HAVE RANGED FROM THE SETTING OF SPECIFIC TIMES AND PLACES  
THAT PICKETS WOULD APPEAR AT BART FACILITIES TO INDICATIONS THAT  
BART EMPLOYEES HAVE VOTED TO HONOR PICKETS OR EVEN ACTIVELY  
PARTICIPATING IN THE STRIKE.

FRANK HERRINGER, GENERAL MANAGER OF BART HAS STATED, "THE  
TAXPAYERS IN ALAMEDA, CONTRA COSTA AND SAN FRANCISCO COUNTIES HAVE  
MADE A LARGE PERSONAL AND FINANCIAL COMMITMENT TO HAVE AN ONGOING  
AND SUCCESSFUL RAPID TRANSIT SYSTEM. ALL OF US AT BART BELIEVE THAT  
OUR DUTY IS TO PROVIDE THE SERVICES AND SAFETY THE PEOPLE HAVE THE  
RIGHT TO EXPECT.

"THROUGHOUT THE LABOR DISPUTE, THE EMPLOYEES OF BART HAVE CONTINUED  
TO PROVIDE A VITAL TRANSPORTATION SERVICE TO THE CITIZENS OF THE BAY  
AREA, AND IT IS OUR CONVICTION THAT BART HAS A MANDATE FROM THE  
PUBLIC TO HAVE EVERY EFFORT TO MAINTAIN THE TRANSIT SERVICE.

"BART AT THIS TIME PLANS TO CONTINUE TO OPERATE NORMALLY. WE ARE  
NOT INVOLVED IN THE CURRENT LABOR DISPUTE BETWEEN MUNICIPAL EMPLOYEES  
AND THE CITY OF SAN FRANCISCO.

"IF BART STATIONS OR OTHER FACILITIES ARE PICKETED, WE ANTICIPATE  
THAT BART EMPLOYEES WILL REPORT FOR WORK IN ACCORDANCE WITH THEIR  
CONTRACT AND IN THE BEST INTEREST OF THE PUBLIC.

A,B,C,D AND F LISTS

S-20

April 13, 1976



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

FOR IMMEDIATE RELEASE

Contact: David Soblin  
Public Information Office

## BART TO BEGIN LIMITED DIRECT DALY CITY-RICHMOND SERVICE ON TRIAL BASIS

As part of an overall test program to increase transit service throughout the system, BART will begin a limited, direct Daly City-Richmond run, Monday, April 19.

On the morning of April 19, a special train will leave the Richmond Station at 5:00 a.m., and make the run to Daly City and prepare for direct service to Richmond Station. The train will leave Daly City Station at approximately 5:55 a.m., and arrive at Richmond Station at about 6:50 a.m.; stopping at all stations along the way.

The special train will run on a direct route between Daly City and Richmond stations, with no transfer necessary in Oakland.

In the afternoon the direct service train will leave Richmond Station at about 3:45 p.m., and run the direct, no-transfer route to Daly City Station, arriving at approximately 4:40 p.m.

The train will then make its final trip of the day; leaving Daly City Station at approximately 4:40 p.m., and proceeding on the direct route to Richmond, where the train will then go out of service.

This last evening run to the East Bay will arrive at Montgomery Street Station around 5 p.m., offering downtown San Francisco commuters the opportunity to travel a direct route to Richmond and all stations along that line.

BART Passenger Services Officer Kay Shirley, who is coordinating the new direct service stated, "The Richmond-Daly City direct service

is being initiated on a trial basis, and will continue as long as it proves technically practical and provides a meaningful service to our passengers."

"This new direct-route schedule is part of an on-going test program to determine what types of additional service BART might be able to offer the public, until we are able to begin the more complete expansion of service routes and times - such as all-day direct Daly City-Richmond schedules and weekend service," she continued.

"We have successfully been running a single additional train on the heavily-utilized Concord-Daly City line during the morning and evening peak period, and, on occasion, have been able to put two of these special trains on that line. We hope that the test Daly City-Richmond direct service run will be as successful as the Concord experiment."

Shirley cautioned that, while the new service is scheduled to run every morning and evening at the specified times, unusual circumstances could cancel the special train on any given day.

"In such a situation, of course, passengers would still be able to ride BART between Daly City and Richmond, but would find it necessary to transfer at one of the downtown Oakland stations, as will be the case for the bulk of the operating day." She concluded by saying that passengers should listen for station and train announcements to make sure they are boarding the special direct route train.

For additional information on the new direct-service test program, the public may contact the BART Office of Passenger Service.

# # #

## RED BOOK DISTRIBUTION



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

S-21  
April 16, 1976

### FOR IMMEDIATE RELEASE:

Contact: Mike Healy  
Public Information Office

Warrior fans who plan on attending the Western Conference Playoffs, beginning Tuesday evening, April 20, at the Oakland Coliseum arena, will find getting to the games much faster and easier on BART trains.

No parking, no fighting city and freeway traffic, and an easy stride across the walkway between BART's Oakland Coliseum Station and the arena.

As an added convenience, following the conclusion of the game, there will be a special "game train" provided which is scheduled to run directly from the Coliseum Station to San Francisco/Daly City. It will make all regular station stops along the way, with no transfer in downtown Oakland necessary.

"Fans traveling to the game by BART from the West Bay should find this especially convenient for their return trip," said BART Passenger Service Manager Jack McDowell.

Normally, after the evening rush hour, BART trains run directly between Fremont and Richmond, and Concord and Daly City, requiring a transfer for east Contra Costa and West Bay destinations. Game-goers returning to Contra Costa communities may take regularly scheduled Richmond bound trains and transfer at 12, 19th or MacArthur Stations.

2-2-2-2

McDowell said that fans attending the games on BART should purchase their tickets with enough fare for a round-trip.

He said this would save time upon returning and help avoid possible congestion at entry and exit gates.

BART will run its special game train at the conclusion of the second home playoff game, Thursday, April 22.

The games begin at 7:30 p.m., and are usually over by around 9:30 to 10:00 p.m. If the playoffs go into extra games BART would also provide this special direct route service for the additional games which are now tentatively scheduled for Wednesday, April 28 and Thursday, April 29.

BART trains run until approximately midnight. For last-train departures, patrons may check schedules located in all stations.

# # #

West Contra Costa Newspaper Group, San Pablo Times, Richmond Independent

S-22

April 19, 1976



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

FOR IMMEDIATE RELEASE:

Contact: Mike Healy  
Public Information Office

BART began running its first direct train between Richmond and Daly City on a limited basis Monday, April 19, as part of a special program to increase service levels.

This Richmond/Daly City "no transfer" special will now be making two round trips a day, one in the morning and one in the afternoon. The first run begins with a 5 a.m. departure from Richmond and returns from Daly City at approximately 5:55 a.m., arriving back at Richmond at about 6:50 a.m. In the afternoon this direct service train will begin its run from Richmond Station at about 3:45 p.m. and begin its return from Daly City at approximately 4:40 p.m. These morning and afternoon special direct trains stop at all stations along the way.

On hand for the first run Monday morning was BART Vice President Nello Bianco of Richmond, accompanied by General Manager Frank C. Herringer.

"This is the first major step toward providing full-day, direct service between Richmond and Daly City," Bianco said. "We are hopeful that we can commence full direct service before the end of this year, following the removal of technical constraints and approval by the Public Utilities Commission. We

- More -



2-2-2-2-2

must also secure a permanent funding base to supplement fare revenues for operating."

He said that in the meantime this new limited service should be particularly beneficial to the many early commuters from the Pinole, El Sobrante, Rodeo, San Pablo, and Crockett areas, as well as the large early shift work force that reports to the Richmond Social Security complex.

"It is important," Bianco said, "that feeder service to West Contra Costa be continued and expanded to provide transportation to the residents who are paying for BART and not receiving the benefit of direct rail service."

# # #

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

S-23  
April 21, 1976

FOR IMMEDIATE RELEASE:

Contact: Mike Healy  
Public Information Office

In keeping with the bicentennial theme, BART is continuing to offer the public a behind-the-scenes look at the transit system under the "Horizons on Display" tour program.

Due to public demand, these special tours are now being offered every Friday instead of the twice-monthly schedule as called for in the initial program.

"The tours have been extremely successful since we began them back in February," said BART Passenger Service Officer Carole Hirose. "And we just couldn't accommodate all the requests on a twice-a-month basis."

The tours are generally scheduled to begin at 10:30 a.m., Fridays only, at BART's Lake Merritt administration complex, 800 Madison Street, Oakland. It is important that those interested in taking the tour should phone for reservations in advance - and also to confirm the time.

Those taking the tour will visit the space-age Control Center, see a short film in the board of directors room, and be briefed on the new transit system's dramatic beginnings, and evolution.

"We've found that these tours have been of great interest to

2-2-2-2-2

out-of-town visitors as well as Bay Area residents," said Ms. Hirose. "Of special interest has always been BART's Control Center."

She said that because of limited parking at BART's Lake Merritt headquarters, visitors are urged to travel by train to the Lake Merritt Station.

The prearranged tour groups will meet with Ms. Hirose or other Passenger Service representatives by the fountain located on the concourse level of the station.

For further information, or tour reservations, call the BART Office of Passenger Service, 465-4100.

# # #

FULL DISTRIBUTION



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

S-24  
April 21, 1976

FOR IMMEDIATE RELEASE:

Contact: Mike Healy  
Public Information Office

"BART EXPERIENCE DAY"

Students of numerous high schools from six bay area counties will participate in a special one-day workshop entitled "BART Experience Day" at BART's Oakland headquarters, 800 Madison Street, Friday, April 23.

The students will represent their schools in Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara and Marin Counties.

Sponsored by BART, the all day session will offer students a first hand, in-depth look behind the scenes of the transit system's operations. The purpose of the program, which was initiated by BART Board President Elmer B. Cooper of San Francisco, is to acquaint participants with the many and varied roles of public transportation, not only as a people mover, but as an active participant in all aspects of the community.

BART General Manager Frank C. Herringer in commenting on the program said, "I believe it's important that BART, as a public agency, reach out to young people; to provide a better understanding of public transportation and offer some insight into what the transit industry might individually mean to them in the future."

2-2-2-2-2

The "BART Experience Day" agenda will include meetings with the General Manager, members of the Board of Directors and BART staff; a film on operations; a tour and briefing of the central control center; and several work sessions which will focus on specific aspects of BART operations. The day will conclude with a student critique and question and answer period with BART Directors and staff.

The day's program is scheduled to begin at 8:30 a.m. and conclude at 3 p.m..

# # #



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

S-25  
April 23, 1976

FOR IMMEDIATE RELEASE:

Contact: David Soblin, Manager  
Office of Public Information

BART BOARD SETS OPENING DATE FOR EMBARCADERO STATION

The official public opening of the San Francisco Embarcadero BART station will take place Thursday, May 27, 1976, it was announced today by BART President Elmer B. Cooper.

The Embarcadero Station, located on Market Street between Beale and Spear Streets, is a three level underground structure with six entrances on Market Street. The new transit facility will house both the new Muni Metro underground trolley system, scheduled to begin service in 1978, and BART.

Commenting on the station opening, BART President Cooper stated, "The opening of Embarcadero Station marks the completion of construction of the 34th BART station. This new facility will provide not only significantly improved access to a vital area of San Francisco, but offers a new transportation alternative to the thousands of people who daily travel to and from employment centers, high rise apartments and retail and hotel complexes in and around Embarcadero Center."

The Embarcadero station was not part of the original 33-station BART system as planned in 1962. However, as plans for the vast development of lower Market Street emerged, the need for public

2-2-2-2

rapid transit access became evident.

In 1969, two agreements between BART and the City of San Francisco were executed, allocating \$1 million, provided by the City, to permit station design.

In 1971, additional funding, raised through a San Francisco bond issue and modifications of the Muni Metro design was secured to begin construction of the \$30 million transit station. Federal assistance in the amount of approximately \$11 million contributed to the overall cost.

The City of San Francisco, BART and local civic and business organizations are presently planning a celebration to mark the Embarcadero Station opening. The event will include a public "open house" in the station and surrounding commercial area.

# # #

S-26  
April 29, 1976

FOR IMMEDIATE RELEASE:

Contact: Mike Healy  
Public Information Office

When BART's San Francisco Embarcadero Station has its grand opening Thursday, May 27, members of the public will be treated to some added conveniences in the shiny new automatic fare equipment.

The new fare machines, which are now installed, have improved design features not presently included in the original vending machines located at BART's 33 other stations.

The most noticeable innovation is in the automatic ticket vending machines. While the original equipment gives tickets for the exact amount deposited, the new Embarcadero ticket vendors will allow people to purchase a ticket and receive change for one dollar and five dollar bills as well as coin.

For example, if a \$1.50 value on a ticket is desired, the patron may insert a five dollar bill, program the vendor accordingly, and automatically receive the remaining \$3.50 in change. If the ticket is accidentally programmed for a higher value than desired, the user may program a deduction back to the required value before accepting the ticket.



Another feature of the new Embarcadero Station ticket equipment is the "addfare" machines' ability to automatically give change when an increase on ticket value is required. That is, if a patron needs an additional 10-cents on a ticket in order to exit the Embarcadero Station and inserts one dollar, the addfare machine will automatically return the difference of 90-cents. The original addfare machines in other BART stations require an exact amount to upgrade the ticket - requiring the patron to obtain proper change from a separate change-making machine. The Embarcadero addfare machines will also accept five dollar bills, as well as the one dollar bills and coin.

The new fare entry gates for Embarcadero Station have also been redesigned. While 30-cent minimum fare entry tickets may be purchased at the gates in all other BART stations, this feature has been eliminated in Embarcadero Station entry gates.

In explaining this modification, BART Assistant Treasurer Dan Deliramich said, "Our past experience has shown that the minimum fare feature slows traffic flow through the gates, especially during the crowded peak hours."

The fare equipment for this new station, which consists of 12 ticket vendors, 4 addfare machines, and a combined total of 18 entry and exit gates, was purchased under contract with the Cubic Corporation of San Diego at a price of \$1.5 million. Approximately two thirds of the cost is being borne by Federal Funding under an Urban Mass Transportation Administration grant.

FULL RUN

S-27

May 3, 1976



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

FOR IMMEDIATE RELEASE:

Contact: David M. Soblin, Acting Manager  
Office of Public Information

ERNEST HOWARD NAMED TO NEW BART TOP MANAGEMENT POST

Ernest G. Howard (41) has been named Director of Personnel and Community Development for the Bay Area Rapid Transit District (BART), it was announced today by BART General Manager Frank C. Herringer.

The Department of Personnel and Community Development was created on the recommendation of Pacific Management Systems, a consulting firm retained by the BART Board to advise on the structure and content of BART's Affirmative Action programs. As director of the newly established department, Mr. Howard will report to the General Manager, and will be responsible for administering programs for training BART employees, as well as the affirmative action, equal employment opportunity, and contract compliance functions. He is expected to develop programs to give all segments of the community full access to, and participation in, BART and contractor employment and BART contracts; to reach out to community groups to provide a clear understanding of BART service; and to afford community input into BART decision making.

MAY

2-2-2-2

In announcing the appointment, General Manager Herringer stated, "The Department of Personnel and Community Development will be responsible for an unusually broad range of functions. We are indeed fortunate to have been able to recruit someone with the ability and experience to handle these diverse activities. Ernest Howard has outstanding qualifications for this demanding position."

Mr. Howard joins BART after serving as President of the Berkeley-based management consulting firm of Social Dynamics, Inc. (SDI), where he provided guidance to both public and private agencies in the areas of health, education, employment, training, business management and research services.

Prior to forming SDI, he was Contra Costa County Director of the Bay Area Social Planning Council, a five-county agency coordinating programs in voluntary and governmental health, welfare and recreational services.

Howard has also been associated with the San Francisco Hunters Point-Bayview Youth Opportunities Center, as Associate Director, Director of Administration and Personnel, and Coordinator of Supportive Services. Among his activities in these capacities, he was responsible for the basic education; prevocational, occupational and on-the-job training; and job placement and counseling for youths between the ages of 16 and 21.

3-3-3-3

In addition to these positions, Howard has served as Administrative Assistant to the Berkeley City Manager, and was an instructor in the adult education division of the Oakland Public School District. He is a graduate of California State College, Hayward, and holds a Masters Degree in Public Administration from the University of California, Berkeley.

Mr. Howard, who officially assumes the \$32,000 per year position today (May 3), resides in Oakland, California, with his wife Freddie and son Akiba.

###

# NEWS RELEASE

DISTRIBUTION TO MAJOR METROS - RADIO - TV



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

S-28  
May 3, 1976

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

As a convenience for sports fans this week, BART will be operating its special no-transfer "game train" at the conclusion of all Oakland A's games to be held at the Oakland Coliseum. The games, which begin at 8 p.m. and are usually over by about 10:30 p.m., are scheduled for Tuesday, Wednesday, and Friday evenings (May 4, 5 and 7).

BART's special "game train" will depart the Coliseum Station at approximately 15 minutes after the games and provide direct service to Daly City for fans returning to the Westbay. This train will make all station stops along the way.

Game-goers returning to southern and northern Alameda, and east and west Contra Costa communities should take regularly scheduled trains.

# # #



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

S-29  
May 6, 1976

FOR IMMEDIATE RELEASE:

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

"People Power" is the byword when BART opens the new Embarcadero Station, Thursday, May 27. As the transit district gears up for the grand opening, attention begins to change focus from machines to people - the passengers and employees who will be the life blood of the new San Francisco station.

Some BART employees will serve the public directly on a day to day basis, while others who toil behind the scenes, will rarely, if ever, be seen or noticed by the passenger. But the coordinated working relationship between the various functions, and the people who fill them, bring about the important end product - good service to the customer.

This week, station agents, line supervisors, engineers, technicians, maintenance crews, central controllers, and phone information personnel are being marshaled and thoroughly prepared for the operational start-up of BART's 34th station.

"What it really amounts to," said BART Transportation Supervisor Allen Bullock, "is the interface of people with the structure and equipment, learning the many and varied characteristics of how things work, individually and together."

For instance, Bullock and Training Supervisor Don Blair are presently making sure that station agents who will be assigned to the Embarcadero Station know as much as possible about the new improved automatic fare equipment, and how to quickly and efficiently handle any malfunction.

"Not only must agents know how the equipment works so that they may assist patrons, but also how to make instant minor adjustments when needed," Bullock said.

He said that aside from having a good working knowledge of the fare equipment the station agents and line supervisors must also receive training with regard to the communications network, closed circuit television, emergency alarm systems, the handicap elevators, and the station's 14 escalators. This is in addition to what must be known about the system in general.

"The one main objective," said Bullock, "is to translate all of this into offering the best possible service to the public."

While six station agents will make up the basic shift requirements for staffing the Embarcadero Station throughout the 5 a.m. to midnight service day, an additional ten agents must also be trained for relief duty when not at other stations.

Concurrently, in another important area, maintenance technicians are being oriented to the many other facets that go into the technical make-up of the station. These include communications, electrification, directional and train destination signs,

3-3-3-3-3

and local computer train control. All must be constantly kept in good working order according to the master maintenance plan.

BART installations engineer, Roy Maffei, who is a member of the start-up engineering team, said "It's like giving birth to a small underground city. When you enter the station all you see is a bright shiny structure that looks like it should always have been there. And, until you look behind the scenes - at the millions of feet of wire, the relay circuits, communication hook-ups and everything else - you simply take it all for granted. But its true magnificence, aside from its imaginative design and architecture, will probably only be seen by the people who must deal with the nuts and bolts to keep it all working smoothly."

On other fronts, BART's treasury department must initially stock the new Embarcadero ticket machines with 36,000 blank tickets and then keep them stocked. Phone information personnel, who are located near Central Control in BART's Oakland administration building are ready to respond in three languages to members of the public who may need information concerning the Embarcadero Station. Such requests might include exact location of the station's entrances and their relationship to the area, what connecting buses are available and where they go, or what is the schedule for the nearby Golden Gate ferry service between San Francisco's ferry building and Marin County.

- MORE -



4-4-4-4-4

Meanwhile, trains have already made a few practice program stops at the new station, preparing for the closely-approaching day when thousands of people will begin passing through the shiny aluminum doors.

# # #

GENERAL DISTRIBUTION



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

S-30  
May 12, 1976

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

Between May 17 and 26, BART will 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. Survey times are 6:30 a.m. to 3:00 p.m. An additional survey will be conducted on board trains, Wednesday, May 26, from 7:00 p.m. to midnight.

This is the fourth time BART has directly sought patron comments on how and why they use the system, and it is anticipated the project will receive the same public cooperation as in the past. Previous studies provided passenger-profile knowledge basic to both BART marketing and planning programs, and 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 long-range operating and marketing programs, and to identify such immediate service needs as areas of high parking-lot usage and feeder bus demand.

Each day, interviewers will be located at five BART station platforms asking a random sample of patrons, above high-school

2-2-2-2-2.

age, to participate in the survey. Responding passengers will be requested to complete their questionnaires during their trip and deposit them in containers near the fare gates where they exit.

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.

# # #

GENERAL DISTRIBUTION

S-31  
May 12, 1976



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

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

While BART's gleaming new Embarcadero Station is considered by many to be one of the most attractive on the line, it was one of the most challenging to build.

But, on the grand opening day of Thursday, May 27, when the public is invited to descend to the new station's 86 foot, or ten story depth, there will be no hint of the architectural and engineering problems encountered during its gestation period. These included such vexing obstacles as the high water table, soft earth and the tremendous hydrostatic pressures.

What will be seen is a three-level expanse of white marble floors, illuminated ceilings, burnished stainless steel amenities, tempered glass railings, and carnelian granite walls. At each end of the station is open space running from base to ceiling. These open areas, extending through all levels, will eventually be the home of monumental sculptures by two bay area artists.

To create as much open space as possible, the 700-foot long station was built without visible supporting pillars, something not incorporated in the design of BART's three other downtown San Francisco Market Street stations. This enables a viewer from the mezzanine level to see the full length and breadth

2-2-2-2-2

of the station, as well as the three different levels. The lower level houses the BART tracks, while the middle level will eventually provide service to the new Muni Metro.

The clear span concept was a major key to the structure's design integrity as envisioned by the station's architect, the late Tallie B. Maule.

"There was some question in the early days about whether it could even be done, considering the enormous stresses involved," said present project architect Bill Cullen.

Cullen, who was Maule's associate throughout the design period, said much was learned and pioneered during the construction of the Montgomery, Powell, and Civic Center Stations, and, as a result, the new Embarcadero Station greatly benefited. This was primarily in the areas of design feasibility and construction methods.

He said that, in addition to normal aesthetic considerations, the objective was to create a total openness throughout the station by eliminating, as much as possible, any physical isolation for the station's future users.

Constructed in two phases, the first phase beginning in 1969 called for a box-like shell with 5-foot thick walls to be constructed around the trackway. Because of the high water table, which rises to within 13 feet of the Market Street surface, the station shell had to be virtually water-tight. This necessitated constant pumping until the shell's completion in 1971.

3-3-3-3

"It might be likened to building a giant submarine," said Cullen.

He said that one of the early problems encountered by the contractor, Morrison-Knudsen, Co., Inc. of Boise, Idaho, was keeping the shell from floating. Tons of ballast had to be used to anchor it - and keep it anchored in position - until the second phase of the project could get underway. It was planned that as new structures were added in the course of construction completion, equal or proportionate weight in ballast would then be removed.

The architectural finish contract was let on April 26, 1973 to Homer J. Olsen, Inc., a San Francisco based company. The contract called for the total station finish to be built inside the first stage shell.

"One of the concerns for the finish work was that construction of the three levels was required to take place without any disruption to BART train testing service on the station's lower level," Cullen said, "adding that this was accomplished by building a false wall around the trackway."

He said the station's six street entrances had to be located according to the Market Street Development Project design which required that any variance be no more than four inches.

Because of its proximity to the transbay tube approachway, the distance between the two trackways running through the station narrows by about eight feet. This resulted in the base of the finished structure being narrower than the top. The width at the BART and Muni track levels is 50 feet, while the width

4-4-4-4-4

at the mezzanine level is about 90 feet where great longitudinal beams bridge the underside of Market Street and bear the street's weight, as well as help maintain structure integrity to the upper side walls.

One of Cullen's favorite thoughts to describe the immensity of the Embarcadero Station is, "To imagine tipping the Bank of America's 52-story world headquarters building on its side and putting it inside. And you'd probably have some room to spare."

BART's new Embarcadero Station, which is located on Market Street between Beale and Spears Streets, was built at a total cost of \$30 million - including all support facilities and equipment.

# # #

S-32  
May 18, 1976

Contact: David M. Soblin, Acting Manager  
Office of Public Information

FOR IMMEDIATE RELEASE

BART WEST PORTAL CONTRACT AWARD BRINGS LARGEST MINORITY CONTRACTOR PARTICIPATION

The largest financial involvement by minority contractors in the history of BART construction was achieved when the Bay Area Rapid Transit District Board of Directors recently awarded the West Portal Station contract.

Approximately 16 percent of the \$6,317,362 million contract for the new transit facility, awarded to low bidder William Simpson Construction Company, was shared by three minority subcontractors.

The subcontractors who will participate in the construction of the station, to be initially utilized by the future MUNI Metro system, were Rosas Construction, and Transbay Land Development Company of San Francisco; and the Western Floor Company, located in Menlo Park.

After announcement of the contract award, BART President Elmer B. Cooper, who with BART General Manager Frank Herringer, actively pursued increased minority involvement in BART construction, stated, "I am most gratified that we were able to obtain a combination of both the lowest bid and the highest participation of minority contractors."

Cooper further stated, "BART intends to continue its efforts for equitable inclusion of minority contractors and suppliers in its business dealings, and will closely monitor the progress of West Portal Station construction to

- M O R E -



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insure that the contracted minority participation is fulfilled."

The West Portal Station is one of the last major BART construction projects, as established by the 1962 referendum; and is part of the construction established through a joint exercise of powers agreement with the City and County of San Francisco, whereby BART is to build the stations, trackways, and other underground MUNI Metro facilities, scheduled to be in operation in 1978.

Work on the West Portal Station, located at West Portal Avenue and Ulloa Street, includes construction of a partially underground and above-ground station at the site of the existing west portal of the Twin Peaks Tunnel. The station features two 350-foot side-loading platforms and a passenger crossing. The contract also includes electrical and mechanical equipment for the station and restoration of a playground over the Twin Peaks Tunnel that must be temporarily removed during the construction phase.

Notice to proceed on the project is scheduled for June, 1976, and completion of the station is presently estimated to be in fall of 1978.

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S-33  
May 19, 1976

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

BART EMBARCADERO STATION OPENING MAY BOOST SYSTEM PATRONAGE

BART should experience a noticeable increase in riders when the new San Francisco Embarcadero Station goes into operation next week.

According to BART analysts, when the new station opens to the public, Thursday, May 27, following colorful 12 noon ceremonies, it is expected that approximately 28,000 trips each day will be made to and from the new downtown rapid transit facility. Many of these trips will be made by people presently using Montgomery Street Station.

BART Passenger Service Manager Jack McDowell said the new station should not only relieve the heavy rush hour traffic flow at Montgomery, but could eventually attract about 9 to 10 thousand additional new riders to the system's present 130,000 daily passengers.

McDowell said the new station will be a prime access point for the many thousands of employees who now travel by other transit modes to and from the Embarcadero Center, Golden Gateway Project, Hyatt Regency Hotel, and other adjacent high employment commercial areas.

"This is not to mention the easy access the Embarcadero station will provide for shoppers and visitors," McDowell said.

Additionally, the proximity of the new BART station to the ferry terminal, will, in effect, provide a transit crossroads for East and West Bay rail and bus travelers, as well as ferry boat passengers going to and from Marin County. Because of this unique factor, the theme for the opening of BART's 34th and last station for the basic system, is "First Port O'Call in San Francisco".

"As an example of the many new travel possibilities offered" said McDowell, "a BART passenger coming from the East or West Bay, could arrive at the Embarcadero Station, stroll through the magnificent lobby of the Hyatt Regency Hotel; exit at the bay side and wander along Justin Herman Plaza, where numerous street artists their wares, and the controversial 150-foot Vaillancourt Fountain looms as a landmark to the area's aesthetic concept. And ferry boat riders from Marin County will find the new Embarcadero Station just two blocks from the San Francisco ferry terminal, offering convenient access to the entire downtown area for work, shopping, entertainment, appointments or, sight-seeing."

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FOR IMMEDIATE RELEASE

SIDEBAR TO BART EMBARCADERO STATION OPENING

BART BOARD OF DIRECTORS TO HOLD MEETING IN NEW EMBARCADERO STATION

A regular meeting of the Board of Directors of the Bay Area Rapid Transit District (BART) will be held in the new Embarcadero Station, prior to that station's grand opening ceremonies, Thursday, May 27.

The BART Board will hold the second half of a regularly scheduled meeting on the concourse of the new San Francisco rapid transit facility, after conducting the first half at its normal meeting location at BART headquarters, 800 Madison Street, Oakland.

At 9:00 a.m., the board will convene in the BART Oakland administration building, to take up initial consideration of the preliminary 1976/77 budget. At approximately 10:30 a.m., the meeting will adjourn and the Board will ride a train for the Embarcadero Station.

The meeting will then reconvene on the concourse of Embarcadero Station. Agenda items are official acceptance of the station from the construction contractor, and acceptance of a Federal certificate designating BART as one of 200 United States "Horizons on Display" bicentennial sites. The board will also award special resolution plaques to the widows of Adrian Falk, first BART president, and Tallie Maule, Embarcadero Station architect; and to the Market Street Development Project.

Upon adjournment of the meeting, the board, BART staff, spectators and guests will move to the street level, where the official station opening ceremony is scheduled to begin at 12 noon.

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FULL DISTRIBUTION ON RELEASE AND SIDEBAR

S-35  
May 21, 1976



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

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

A festive ribbon-cutting ceremony attended by top local officials and special guests will mark the opening of BART's sparkling new Embarcadero Station, Thursday, May 27, at 12 noon.

Principal speaker for the event will be San Francisco Mayor George Moscone, who will be introduced by BART Board President, Elmer B. Cooper.

The opening ceremony will take place on the little plaza in front of the station entrance at the corner of Market and Drumm Streets, next to the Hyatt Regency Hotel.

Also participating in the ceremony will be San Francisco Board of Supervisors President Quentin L. Kopp, along with members of BART's Board of Directors and General Manager Frank C. Herringer.

Music for the occasion will be provided by the award-winning Hayward High School Jazz Band and San Francisco's Red Garter Band which will be roaming along Market Street and through the Embarcadero Center area beginning at about 10 a.m.

At the close of the ceremony, at approximately 12:30 p.m., members of the public will be invited to descend to the new station's gleaming mezzanine level where free souvenir tickets may be obtained from BART personnel.

The free-ride tickets will only be available to people entering the Embarcadero Station and valid until 3 p.m. The free excursion ride tickets will also be available for people entering the new station on Memorial Day holiday, Monday, May 31 between 10 a.m. and 3 p.m.

On the station's mezzanine level, visitors will see numerous colorful displays provided by stores and boutiques in the Embarcadero Center, such as Little Daisy, Bentley's for Accessories, Design Research, Casual Corner, Nina B, and others. Also CLOTH will have a showing of hanging fabrics, and there will be a demonstration on preparing Indian cuisine.

Several BART personnel will be available in the station along with the station's regular staff, to answer questions and be of general assistance to the public.

The Embarcadero Station is BART's 34th and final station to be built on the core system. While not part of the original 1962 plan, it will be one of the system's most important stations in offering new access to the downtown area.

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SPECIAL TO THE HAYWARD REVIEW



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

S-36  
May 24, 1976

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

The award-winning Hayward High Jazz Band will be providing their special touch to the opening ceremonies at BART's new Embarcadero Station this Thursday, May 27. Festivities are scheduled to begin at 12 noon on the small plaza in front of the station entrance at the corner of Market and Drumm Streets in San Francisco.

Under the direction of Milt Bowerman, the Hayward High Jazz Band recently won the Sweepstakes Best Band Award at the First Pleasanton Jazz Festival held at the Alameda County Fair Grounds.

"We are very pleased to be able to have the Hayward High Jazz Band play at the opening of the new station," said BART Passenger Service Officer Karen Sandeen.

She said the band has won numerous honors for its special style and jazz renditions and should prove to be one of the highlights of the Thursday event.

Principal speaker for the ribbon-cutting ceremony will be San Francisco Mayor George Moscone, who will be introduced by BART Board President, Elmer B. Cooper.

At the close of the ceremony, at approximately 12:30 p.m., members of the public will be invited to descend to the new station's gleaming mezzanine level where free souvenir tickets may be obtained from BART personnel. The tickets will be valid until 3 p.m. Silver-colored cardboard models of the BART car may

also be obtained free in the Embarcadero Station on opening day, while the supply lasts. The model car contains some facts about the system and may serve as a handy reference.

As a special offering, in celebration of the opening of BART's 34th and final station for the basic system, people from the Hayward area may also obtain free round-trip excursion ride tickets at any one of the nearest BART stations between 12 noon and 3 p.m. this Thursday. The free souvenir tickets will again be available on the following Monday, May 31, the Memorial Day holiday between 10 a.m. and 3 p.m. Free tickets at the Hayward and other suburban stations will be available on a limited, first-come-first-serve basis.

On opening day this Thursday, visitors to the new station will also find a pot pourri of activity on the station's mezzanine level. There will be numerous colorful displays on hand provided by many of the stores, boutiques and restaurants in the Embarcadero Center.

Several BART personnel will be available in the station, along with the station's regular staff, to answer questions and be of general assistance to the public.

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*Duell Run*

S-37  
May 24, 1976



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

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

BART will offer free round-trip excursion rides from 12:30 p.m. to 3 p.m., when the San Francisco Embarcadero Station officially opens this Thursday, May 27.

Following 12 noon opening ceremonies, to be held at the station's Drumm and Market Street entrance, the public may enter the brand new station and obtain free souvenir tickets, good for one round trip excursion ride to anywhere on the system, and returning to Embarcadero. Only one ticket per person will be given

In addition, a limited number of free excursion ride tickets will also be available at all other stations on the system between 12 noon and 3 p.m. this Thursday, the day of the Embarcadero Station opening. They will be given out by the station agents on a first-come-first-serve basis. The free souvenir excursion ride tickets will also be available at all stations on Memorial Day holiday, Monday, May 31, between 10 a.m. and 3 p.m. Again, the free-ride tickets will be offered on a limited basis.

BART Passenger Service Manager, Jack McDowell said that in addition to the free souvenir tickets, members of the public

2-2-2-2-2

attending the station's opening may also obtain a free cardboard model of a BART car, while the supply lasts. The silver colored model car has some facts about the system printed on the back and may be used as a handy reference.

McDowell said that BART personnel would be on the mezzanine level of the station to greet and assist the public and to give out the free tickets and model cars. The BART car model will only be given out at the Embarcadero Station on the day of the opening.

On the station's mezzanine level, visitors will see numerous colorful displays provided by stores and boutiques in the Embarcadero Center, such as Little Daisy, Bentley's for Accessories, Design Research, Casual Corner, Nini B, and others. Also CLOTH will have a showing of hanging fabrics, and there will be a demonstration on preparing Indian cuisine.

Several BART personnel will be available in the station, along with the station's regular staff, to answer questions and be of general assistance to the public.

The Embarcadero Station is BART's 34th and final station to be built on the core system.

# # #



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

*Full news*

May 25, 1976

EMBARCADERO STATION OPENING

MEMO TO EDITORS:

The official opening of BART's new Embarcadero Station, this Thursday, May 27, will be kicked off by a ribbon cutting ceremony at 12 noon along side of the Market and Drumm Street entrance, next to the Hyatt Regency Hotel.

Information kits for the event will be available at BART head- quarters in Oakland beginning Wednesday, May 26. They will also be available at a press table set up on the station's mezzanine level on opening day beginning at 10 a.m. The packets will include a special media identification badge which will be good for Thursday, Friday, and the Memorial Day Holiday, Monday, May 31.

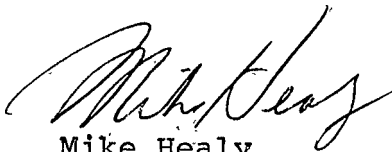
On the morning of the opening, a regular scheduled meeting of BART's Board of Directors will be held at the District's Oakland headquarters at 9 a.m. The meeting will adjourn at approximately 10 a.m., followed by a special train ride to the Embarcadero Station. Members of the media who plan to attend the meeting are invited to join BART Directors for the special train ride to the station.

At 10:30 a.m. (approximately) the board meeting will reconvene on the Embarcadero Station's mezzanine level where special business related to the station will be conducted. On the agenda is official acceptance of the new station, award of special resolution plaques

2-2-2-2-2

to the widows of Adrien Falk, First BART president (often referred to as the father of BART), and Talle Maule, the Embarcadero Station's architect; also to the Market Street Development Project.

Upon adjournment (11 a.m. approximately), the board will move to the street level for the station's official opening ceremony, scheduled for 12 noon.



Mike Healy

Office of Public Information  
Telephone: 465-4100, extension 529

# NEWS RELEASE

*Juell Rinn*



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

S-38  
May 26, 1976

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

FOR RELEASE THURSDAY, MAY 27 P.M.

BART today opened its brand, spanking new, Embarcadero Station - the system's 34th, and perhaps one of its most attractive.

Following colorful ribbon cutting ceremonies, at which top BART and local officials participated, members of the public had their first chance to see the expansive, three level station which descends 86 feet below the surface of Market Street.

The new station will be served on the lower level by BART trains traveling at six minute intervals, and eventually new, modern Muni trains on the middle level. The upper mezzanine level, with six entrances from the street, contains all fare equipment and passenger gates.

Visitors to the Embarcadero Station on opening day were treated to free souvenir excursion ride tickets, a cardboard model of the BART car, which contained some handy information for system users, and a pot pourri of displays and other activity on the station's brightly-lighted mezzanine.

- MORE -

2-2-2-2-2

The many and varied displays were set up by merchants from the shops, boutiques and restaurants in the Embarcadero Center, which is one of the principal areas to be served by the new station.

While not part of the original plan, the Embarcadero Station will be one of the system's most important stations with patronage projected at 28,000 daily trips. Though many of the initial users will be former Montgomery Street Station patrons, BART forecasts indicate that the new station should also attract about 9 or 10 thousand additional riders on its own. BART's present system patronage is 130,000 daily.

The genesis of the new station was a grass roots effort, coming into being as a result of the combined efforts of the Market Street Development Project (MSDP), made up of various downtown business concerns, and the Golden Gateway Project of the San Francisco Redevelopment Agency.

Following a feasibility study in 1964, it was determined that another BART station was needed to serve this soon-to-be revitalized area which would ultimately have a work force of over 125,000. The multi-purpose complexes planned for the area would also contain over 1,200 residential units with an additional 1,200 contemplated by 1980, adding to the need for rapid transit access.

Because the original BART bond issue of 1962 did not cover

an additional station, seed money had to be raised by the community itself. And time was of the essence because the contracts for the line were about to be let. By 1967 enough money had been raised by MSDP to begin preliminary design and later, with financial guarantees by the City of San Francisco and the Redevelopment Agency's Golden Gateway Project, the Embarcadero Station received the go-ahead.

Constructed in two phases, the first beginning in 1969, called for a box-like shell with 5-foot-thick walls to be constructed around the trackway at a cost of about \$8.6 million.

The second, or finish, phase of the project began in late spring of 1973 and called for the total station finish to be built inside the shell without interrupting service on the BART San Francisco line, which was soon to begin.

This brought the total cost for the station to about \$30 million, including all support facilities and utility relocation.

BART opened the first segment of its 71-mile system on September 11, 1972, with the transbay tube opening, linking up both sides of the bay, occurring September 16, 1974. The opening of Embarcadero Station puts all the basic system facilities into operation.

# # #

# NEWS RELEASE

*Full Run*



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

S-39  
May 26, 1976

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy  
Office of Public Information

FOR IMMEDIATE RELEASE:

On Monday, May 31, Memorial Day holiday, BART will offer free round-trip excursion rides between the hours of 10 a.m. and 3 p.m., as an extension of the Embarcadero Station opening celebrations.

While the bulk of the free "souvenir" excursion ride tickets will be given out at the Embarcadero Station in San Francisco, a limited number will also be available at all other BART stations as well. These will be given out on a first-come-first-serve basis by the station agents and will be good for one round-trip on the system.

The Embarcadero Station is located on Market Street between Spear and Beale Streets.

As an added convenience for people who drive to San Francisco, the Embarcadero Center (#2 Building) underground parking lot will provide free parking from 10 a.m. to 3 p.m. to anyone who shows a specially validated parking ticket. The tickets will be validated by the station agents at the Embarcadero Station only.

BART trains will be on a holiday schedule Monday, with trains operating at 15 minute intervals.

# # #



*Full Run*



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

S-41  
June 7, 1976

David M. Soblin, Acting Manager  
Office of Public Information  
(415) 465-4100, Ext. 528

FOR IMMEDIATE RELEASE:

BART RESCHEDULES DIRECT RICHMOND-DALY CITY SERVICE

BART began a new schedule of direct, no-transfer Richmond-Daly City service today (Monday, June 7), as part of an ongoing program to improve transit accessibility to its riding public.

A spin-off of the already successful program for the Concord-Daly City route, which added two additional trains for the morning and evening commute periods, the new schedule will immediately provide one more Concord train for the evening rush - and reschedule the existing limited, no-transfer Richmond-Daly City run to a time designed to serve more people than at present.

"I want to emphasize that we are not discontinuing the limited direct service," stated BART Vice President Nello J. Bianco. "We are, in fact, revising the schedule to provide better service to more people who wish to take advantage of a no-transfer route between Daly City and Richmond."

The original direct Richmond-Daly City twice-a-day service began on April 19 of this year, as part of a new program to determine what varieties of added service BART might offer the public, until it becomes possible to permanently expand to direct Richmond-Daly City and weekend service.

The former schedule featured a 5 a.m. Richmond departure time with a direct run to Daly City and return to Richmond at 5:55 a.m. The evening schedule was: leave Richmond at 3:45 p.m.; no-transfer run to Daly City; leave Daly City at 4:40 p.m.; and return to Richmond, picking up the downtown San Francisco crowd at about 5 p.m.

After six weeks of test service, BART marketing analysts concluded that the extremely light patronage did not warrant continuation of the service schedule.

The revised schedule, beginning on Monday, will provide the direct Richmond-Daly City service at a period considered more advantageous for a larger number of potential riders. At the same time, it will provide a third special Concord train for the morning and evening commutes.

The new schedule will be as follows:

In addition to the ten trains normally operating on the Concord-Daly City line, three additional trains will depart Concord Station at 6:50 a.m., 7:00 a.m., and 7:10 a.m. At the end of the line in Daly City, two trains will then reverse for the return run - one to the Concord storage yard, and the other a direct route to Richmond. This no-transfer train will leave Daly City at approximately 8 a.m. and arrive at Richmond at approximately 8:55 a.m. The third special train will remain at Daly City Station on a side track.

3-3-3-3-3

In the evening, the special direct-service train will depart Richmond at approximately 3:45 p.m., and arrive at Daly City at approximately 4:40 p.m. One additional Concord line train will depart Concord Station at 3:05 p.m., arriving at Daly City approximately 4:45 p.m.

At that point, three additional trains will be available in Daly City to supplement the regularly-scheduled Concord-bound trains to serve the crush of commuters returning from San Francisco to stations along the Concord line. These three trains will depart Daly City at approximately 4:40 p.m., 4:45 p.m., and 5:05 p.m. - time to arrive in the downtown San Francisco area at the height of the rush hour.

# # #

*Duell Keen*



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

S-42  
June 9, 1976

David M. Soblin, Acting Manager  
Office of Public Information  
(415) 465-4100

FOR IMMEDIATE RELEASE

## WEST PORTAL STATION CONSTRUCTION

The Bay Area Rapid Transit District (BART) and San Francisco Muni will hold a public briefing for residents and business people of the City's West Portal area, to explain the impact construction of the new West Portal transit station will have on the adjacent neighborhood.

The public meeting will be held on Monday, June 14, in the meeting room of Homestead Savings & Loan Association, 130 West Portal Avenue, starting at 7:30 p.m.

The \$6.3 million station, to be situated at the west portal of the Twin Peaks Tunnel, will serve the future Muni Metro system, and will be constructed under the direction of BART.

In a joint announcement of the meeting, BART and Muni officials stated that the public meeting was being held to let West Portal residents know the full details of construction plans and schedules; and the immediate impact of the project on the immediate area, as well as Muni service on the three tunnel streetcar lines.

The contractor, William Simpson Construction Company, was given the notice to proceed on June 7 of this year, and commencement of work is estimated to begin shortly.

The neighborhood briefing will be conducted by BART Director of Design and Construction, John Fendel. Expected to attend are BART President Elmer B. Cooper, and San Francisco BART Directors Ella Hill Hutch and John Kirkwood.

Also present to make comments and respond to public inquiries will be representatives of Muni and Hetch Hetchy; the chief engineer of the Simpson Company; and representatives of the architects and designers of the station, Tudor Engineering, and Reid and Tarics.

# # #

*Good run*



BAY AREA RAPID TRANSIT DISTRICT  
800 Madison Street  
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Telephone (415) 465-4100

S-43  
June 10, 1976

David M. Soblin, Acting Manager  
Office of Public Information  
(415) 465-4100

Contact: Mike Healy  
Office of Public  
Information

FOR IMMEDIATE RELEASE:

The Bay Area Rapid Transit District (BART) will seek public comment on the proposed budget for the coming fiscal year, at a meeting of the Board of Directors, Wednesday, June 16, at 6 p.m. Of prime importance to the BART Board is obtaining public opinion on proposed expansion of service, as related to the 1976/77 budget.

The public meeting will be held in the Board of Directors room on the first floor of BART's Lake Merritt Administration building, 800 Madison Street, Oakland.

The preliminary \$85.7 million budget package includes additional monies necessary to fund weekend service and direct Richmond-Daly City service, tentatively scheduled to commence in late 1976.

"It is particularly important that members of the public come to the meeting and express their feelings on the desirability of these proposed additional service levels," said BART General Manager Frank C. Herringer.

He said the BART Board of Directors must adopt a final budget for the 1976/77 fiscal year by the end of June, and the public input received at next Wednesday's Board meeting will be of great assistance in reaching a decision on the advisability of including service extensions in the budget.

While the proposed expansion would only incur a marginal increase in the overall operating deficit, funding legislation now pending in the State Assembly does not provide for levels of service beyond current operations; and, in fact, contains language which prohibits any new service that does not generate revenues to equal additional costs of service expansion.

"We believe it is worth the marginal cost involved to provide weekend service and direct Richmond/Daly City service," said Herringer.

He said the expanded service levels are in keeping with BART's overall transportation role in providing the residents of the three BART counties with increased availability to the 1.6 billion dollar system.

The cost of the service increases for the 1976/77 year are estimated to be approximately 4.7 million against expected revenues of 3.3 million; thus creating an overall operations deficit of \$1.4 million.

# # #

# NEWS RELEASE

*Duell Run*



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

S-44  
June 16, 1976

David M. Soblin, Acting Manager  
Office of Public Information  
(415) 465-4100

FOR IMMEDIATE RELEASE:

## ASSEMBLY PASSES BART SALES TAX BILL

The State Assembly today passed a bill (AB 3785) that would extend the present BART District half-cent sales tax through June, 1978. Passage of the bill was by a 66-7 margin.

As introduced last March 16, by Assemblyman John Knox (D-Richmond), the bill provided for an indefinite extension of the present sales tax, due to expire in October, 1977. However, amendments have reduced the length of the tax extension to only nine months.

Other amendments would authorize BART to issue \$9.8 million more in sales tax revenue bonds to help meet cash flow requirements projected for the 1976-77 fiscal year; and stated that BART should not expand present service levels until revenues from such expansion exceed their "fully allocated" costs to the transit district.

BART General Manager Frank C. Herringer indicated he was pleased with today's Assembly action, which will allow the transit system to operate for at least another year, but regretted that the tax extension covers such a short period.

- MORE -



2-2-2-2

"The bill, as it presently reads, will insure BART operations for another year," Herringer stated. "However, because of its short-term nature, it will be more difficult to manage BART in the most businesslike manner."

"I can understand why the Legislature might be reluctant to provide BART at this time with permanent financing, but I would hope that they would at least consider a broader time horizon to achieve some degree of stability, and enable us to focus all our energies on generating improvements, rather than being concerned about where the next year's tax support is coming from," Herringer continued.

The BART General Manager further indicated that he had hopes that, when the bill goes to the State Senate in August, amendments might be added to lengthen the time period of the tax and also to permit weekend service, direct service between Richmond and Daly City, and other service improvements.

"Provision of a somewhat longer extension of the tax will give BART some stability, and permit us to work locally and with the Legislature toward a rational long-range solution to the problems of financing not only BART operations, but all transit in the Bay Area." Herringer concluded.

# # #

*S.F. Examiner Only*



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

S-45  
June 21, 1976

SPECIAL TO THE SAN FRANCISCO EXAMINER

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy, Press Officer  
Office of Public Information  
465-4100 - Ext. 529

FOR RELEASE AT WILL:

BART has enjoyed a significant climb in ridership the past few months, according to the transit district's analysts, with further increases expected as summer approaches.

Between late March and mid-June the transit system picked up approximately 11,000 new trips daily, amounting to about a 9 percent growth factor.

The most recent patronage increase may be directly attributed to the opening of the Embarcadero subway station in downtown San Francisco. Following the new station's opening, May 27, there was an immediate jump in system-wide use from a previous average of about 127,000 to 133,000 daily trips being made.

While the new station, located on Market Street between Spear and Beale Streets, has attracted 6,000 to 8,000 new trips daily, it has also relieved some of the peak hour traffic at the Montgomery Street Station a few blocks away.

Transit District officials have also noted that BART has retained about 5,000 of the riders who began using the system during the recent San Francisco city labor dispute that temporarily shut down the Municipal Railway system. During that period, in April and part of May, daily trips on BART reached a maximum of 154,000.

To accommodate this surge, which was largely made up of intra-city travel, BART increased the length of its trains, easily providing the needed capacity.

Aside from the recent sharp increases, BART has observed a general patronage growth trend in spite of the transit system's first fare increase back in November, 1975.

"We think this is partially due to improved service and added capacity during the morning and evening commute hours, when 51 percent of the total daily trips are taken," said BART Passenger Service Manager Jack McDowell.

He said new scheduling placed three additional trains in service on the Concord line during the peak hours. This scheduling also provides one train offering direct (no transfer) service from Daly City to Richmond in the morning and from Richmond to Daly City in the late afternoon.

Also, according to McDowell, the advent of late night service, which officially began January 1 of this year, increased daily ridership by about 3%. Service runs from 5 a.m. to 12 midnight. Since then, more and more people seem to be taking advantage of night service, especially for travel to and from the many sports and entertainment events at the Oakland Coliseum, which is connected by a walkway to the BART station. For these major events, BART provides a special "game train" which offers a direct, no-transfer, return to San Francisco/Daly City.

3-3-3-3-3

Looking to summer, with school out, and the tourist season reaching its height, BART forecasts a further patronage increase of approximately 4% during July and August.

Since it initiated service in September, 1972, the young transit system has carried more than 75 million patrons over 1.3 billion passenger miles.

# # #



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

S-46

June 24, 1976

SPECIAL TO THE SAN FRANCISCO EXAMINER

David M. Soblin, Acting Director  
Office of Public Information

Contact: Mike Healy, Press Officer  
465-4100 - Ext. 529

FOR RELEASE AT WILL:

By the end of this year, BART hopes to see a substantial increase in daily ridership as the system makes strides toward reaching its full potential.

According to District officials, an ever increasing carrying capacity coupled with a strong marketing program makes the prospects look bright for attracting new users. Presently BART riders make about an average 133,000 trips daily on the system, which in itself is a significant rise from 120,000 in March. By December the transit district believes it could reach a steady average of 150,000 daily as service continues to improve.

In this area, BART has moved steadfastly forward, and after almost four years of operation, during which the system has carried over 75 million passengers, many of those early technical problems have been ironed out. This has been particularly evident during this last year when the system made measurable progress toward turning the corner.

"This is not to say that all is perfect and there are no more problems," said BART General Manager Frank Herringer. "We still have a long way to go, but we have many programs in progress which are addressing the District's objectives on both a short and long range basis."

2-2-2-2-2-2

He said that long range planning, however, is the real key to BART achieving its full potential as a major transportation mode in the Bay Area, which ultimately should include weekend service and direct service between Richmond and San Francisco/Daly City.

"And this is one reason why BART is seeking some form of permanent funding base to subsidize operating deficits. Aside from keeping trains running, it would enable the District to plan for the long term in a sound business-like manner," Herringer said.

The State Legislature is now considering a bill that would extend the present half-cent sales tax in the three BART counties to cover the system's operating deficits until June of 1978.

One area where the system has made discernible gains, from the passenger's point of view, is in the number of transit cars now available for service on a daily basis. In calendar year 1975 an average of about 205 cars a day were available for service. Today the figure has risen to approximately 240 cars daily on a consistent basis, filling the system's present needs in terms of meeting daily demands.

This higher availability translates into longer trains, more comfortable rides, and better recovery if a train has to be taken out of service for some reason, i.e., more back-up trains available.

- MORE -

3-3-3-3-3

Also, additional trains are being put into service during the peak commute hours on the Concord/Daly City line, the most heavily used at rush hours. This results in shorter waiting periods and additional capacity for intra-San Francisco travel during the commute times, which may account, to some degree, for BART retaining a healthy percentage of the many thousands of new patrons who began using the system during the recent City labor dispute. Also, spot checks show that many new riders are also using the system for noon-time excursions to their favorite restaurants or for shopping. And BART's late night service has offered a new mobility for people attending the theatre on both sides of the bay and, of course, the many sporting events at the Oakland Coliseum.

#### COMMUNITY IMPACT

An on-going study of BART's effect on the community indicates the young transit system is beginning to reach some of the goals envisioned by its early planners, even though it has not reached full service potential.

The study, called the BART Impact Program, is a long-term federally funded assessment of the full-range of impacts of the system, and is being coordinated by the Metropolitan Transportation Commission

- MORE -

In looking at BART's daily ridership profile, the preliminary findings show that about 26 percent of all peak-hour, peak direction transbay commute trips between East Bay communities and San Francisco are now made on BART. Also, while 35 percent of the transit system's riders came directly from the automobile, about 60 percent have an automobile available to them for the same trip they make on BART. The report suggests that many more people are also using BART for purposes other than work trips, capturing a market BART has not had before. The preliminary impact report also found that BART's daily minority ridership was proportionate to the minority population in the three BART counties. This comes to about 24 percent of the total daily ridership.

In terms of energy use, the report indicated that BART is about 10 times as efficient as the automobile during the peak travel times and estimates a resultant saving of about 6.6 million gallons of gasoline per annum at the present level of service. The average amount of energy consumed by the system during an entire day is presently about one-half that used by the automobile when measured in terms of equal numbers of passenger miles traveled. However, as mid-day and late night ridership increases, energy use will not, thus the resultant savings will increase.

In the meantime, a study on land use and urban development as it relates to BART will soon be under way as part of the Impact Program. When completed, this report should give a good indication of what impact the advent of BART had on developments adjacent to or near the system's stations, and how travel patterns may have been affected in new high employment areas.





BAY AREA RAPID TRANSIT DISTRICT  
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Telephone (415) 465-4100

S-47  
June 25, 1976

SPECIAL TO THE SAN FRANCISCO EXAMINER

David M. Soblin, Acting Manager  
Office of Public Information

Contact: Mike Healy, Office of Public Information

465-4100 - Ext. 529

BART NIGHT SERVICE

FOR RELEASE AT WILL:

Although a recent survey gives some indication that as many as 40 percent of the Bay Area population is not aware that BART is operating until midnight, other observations paradoxically show that the transit district's late night service is proving successful.

Inaugurated at the end of last year as special "Late Night Holiday Service" to provide additional transportation to Christmas shoppers and retail employees, the new service became permanent on January 1, 1976, when special funding legislation became effective. Until that time, a previous bill had prevented BART from receiving available Federal funding necessary for the late service extension.

It was during the 1975 Christmas season that it became obvious that more than shoppers were taking advantage of the later hours of operation. Bart station agents and train operators began to report a large number of brief-case carrying executives and blue collar workers mixed with the gift package-laden shoppers and harried shop keepers.

Another indication of success was registered in the well utilized trains to sporting events at the Oakland Coliseum. The special aerial walkway connecting BART with the Coliseum complex has made it an especially convenient trip.

As the sports crowd grew, BART began innovations to provide better service. Initially, trains to and from the games were lengthened to increase capacity and provide more comfort. Then, when it was discovered that the majority of the BART-riding fans were from the San Francisco area, a special direct-route "game train" was established.

Presently, as a ball game, or other entertainment feature, comes to an end, Coliseum officials notify BART Central Control. A special train is then dispatched from the Hayward Yards, arriving just in time to take on the departing crowd, and continues on a direct, no-transfer, route through San Francisco to Daly City.

Most recently, BART ran trains later than normal as a special accommodation to several thousand people who attended a rock concert at the Coliseum. The concert ended much later than was scheduled, well beyond the time when trains stop running.

"About 4,000 people rode BART to the event that night and we were not about to leave them stranded," said Bill Breiner, BART'S manager, Line Operations.

On the West side of the Bay, a steady growing number of late night BART riders have been observed entering and exiting the downtown San Francisco stations, particularly at Powell Street, with its proximity to hotels, restaurants and theatres. During recent weeks you could set your watch by the return crowd from the hit show Chorus Line which had its run a few blocks up the street from BART'S Powell Street Station. And, since its grand opening last May, the new Embarcadero Station is beginning to draw an increasing number of late-night travelers as well.

3-3-3-3-3

BART service now is officially designated at 6 a.m. to 12 midnight. However, the "last train" departures vary from station to station, some leaving from San Francisco to the East Bay as late as 12:30 a.m. These night trains run at 20 minute intervals, rather than the daytime 12 minute periods.

BART officials say that special night service schedules are posted in all stations, and suggest that additional information on the late trains may be obtained by calling the BART Telephone Information Center on one of the toll-free numbers listed in the yellow pages.

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

S-48  
June 28, 1976

David M. Soblin, Acting Manager  
Office of Public Information

FOR IMMEDIATE RELEASE:

The BART Board of Directors Thursday, June 24, formally adopted without dissent an operating budget of approximately \$77.1 million for the fiscal year 1976/77. In adopting the budget, the BART Board cut about \$8.6 million from the proposed tentative budget, and effectively reduced an estimated unfunded deficit from \$14.2 million to \$6.1 million. These figures are approximate, as the precise impact of the Board's actions will take several days to calculate.

Some of the reductions were directly related to a Board decision to postpone the expansion of service extensions, such as weekends and direct Daly City-Richmond service for an indefinite period. Specifically, approximately \$4.7 million provided for the service expansion was eliminated; but \$1 million was retained in the budget in the eventuality that developments later in the fiscal year would make additional service feasible.

"By keeping the \$1 million in next year's budget, we are able to stay flexible in our service expansion options," stated BART Board President Elmer B. Cooper. "Additionally, by not totally eliminating

money for expansion, we are telling the public that we still hope to initiate weekend and Richmond-Daly City direct service within the coming fiscal year. We intend to continue our efforts in both the technical and legislative areas to provide this service as quickly as possible."

Cooper's allusion to legislative action is in reference to a bill (A.B. 3785) that recently passed the Assembly that, while providing extension of the present half-cent sales tax to fund BART operations, intends that any expansion of service levels should not be implemented unless revenues from such expansion would exceed their "fully allocated costs of such expansion."

Another major budget cut was an estimated \$1.7 million general salary savings through turn-over, vacancies and a slower hiring rate than anticipated in the tentative budget. Reductions in budgeted travel expenses, consulting fees, minor capital improvements, and numerous other areas also contributed to the total reductions. Not impacted by the budget revisions was the express bus program, providing feeder service to BART stations from suburban areas in Alameda and Contra Costa Counties.

In summing up the budget adoption, General Manager Frank Herringer said, "We feel that we will be able to operate and provide continued improvements in service with the approved budget. It was obvious that all Board members did their homework, and worked closely with the staff in developing their final recommendations."



BAY AREA RAPID TRANSIT DISTRICT  
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S-49  
July 8, 1976

David M. Soblin, Manager  
Office of Public Information

FOR IMMEDIATE RELEASE:

BART - UNIONS REACH AGREEMENT ON NEW LABOR CONTRACT

In a morning news conference today, BART General Manager Frank C. Herringer announced that a new three-year labor agreement had been reached with Service Employees International Union, Local 390, and Amalgamated Transit Union, Division 1555. The announcement came after ratification yesterday by the BART Board of Directors and the respective union memberships.

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

The three-year agreement, which runs from July 1, 1976 to June 30, 1979, basically continues the cost-of-living adjustment from the previous contract with no great wage increase. Fringe benefit provisions include an extra floating holiday in the contract's second year, some adjustments in wage rates and job classifications for reasons of equity, and a one percentage point increase in the premium for night shift work in the third year of the contract.

Herringer emphasized that these costs are essentially offset by three major provisions:

- A 25 percent reduction in entry level wage rates and a 15 percent reduction in promotional pay rates.

- MORE -

JULY

- A toughening of sick leave procedures which will result in an estimated average savings of one to two days of sick leave per person.
- An agreement to develop an approach to reducing costs caused by current scheduling rules, which will make it more economical to expand to weekend service and increase BART's peak hour service,

In summarizing the agreement, Herringer said, "We have agreed on a contract which, in total, remains within cost-of-living limits, and while it adds some additional benefits for current employees, at the same time it contains offsetting savings that do not come out of the pocket of present employees who are not abusing their sick leave."

Herringer concluded by saying, "Needless to say, I am extremely pleased with the results. I am proud of our people, both labor and management. The stability of a three-year contract will enable us to focus our attention on better serving the people of the Bay Area. I hope that this agreement will give us a basis for approaching the Legislature and request of them at least a similar three-year period of assured financing, so that we can turn all our energies in the years ahead toward improving our operations.

# # #

Saturday Evening

500

NEWS RELEASE DISTRIBUTION

- Dailies - Alameda, Contra Costa & S.F. Counties
- Dailies - Other Bay Area Counties
- Dailies - Outside Bay Area \_\_\_\_\_
- Weeklies - Alameda, Contra Cost & S.F. Counties
- Weeklies - Other Bay Area Counties \_\_\_\_\_
- Weeklies - Outside Bay Area \_\_\_\_\_
- Bureaus
- Radio (including ethnic)
- TV (including ethnic)
- Bay Area College Newspapers
- Sunday Supplements
- Ethnic Papers \_\_\_\_\_
- ~~Ethnic Radio/TV~~ \_\_\_\_\_
- Individuals
- Trade & Industry Press \_\_\_\_\_
- Employee Publications
- Magazines \_\_\_\_\_
- Major U.S. Dailies \_\_\_\_\_
- Chambers of Commerce (Bay Area)
- Major U.S. & Canadian Transit Agencies \_\_\_\_\_
- Senior Citizen Agencies (Bay Area) \_\_\_\_\_
- Agencies for the Handicapped (Bay Area) \_\_\_\_\_



'S-80

10/13



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

FOR IMMEDIATE RELEASE

BART SPECIAL SATURDAY SERVICE

Special holiday Saturday service prior to Christmas was authorized today by the BART Board of Directors.

The "Shopper's Special" service will begin on Saturday, November 20, and be offered each successive Saturday through December 18. Trains will operate from 10 a.m. to 6 p.m., at 15-minute intervals on three routes, providing direct Fremont/Daly City, Concord/Daly City and Richmond/Fremont service.

This will be the second successive year since beginning operations that BART has offered Saturday service during the Christmas shopping season.

In presenting the "Shopper's Special" plan to the Board, BART General Manager Frank C. Herringer noted that about 60,000 passengers must use the system on each of the Saturdays for the District to financially break even.

Promotional tie-ins with downtown San Francisco and Oakland retail stores are being planned as an additional public incentive to use the special Saturday service.

There will be no service offered on Sundays.

# # #

October 13, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer



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

S-81

Wed 10/13

FOR IMMEDIATE RELEASE

The BART Board of Directors today okayed a new three-year agreement to continue providing free Humphry-Go-BART shuttle service between the Transit District's central Berkeley Station and the University of California.

The agreement, between BART and the University of California provides for the free shuttle transport to the public, serving both student residential and campus destinations.

BART Directors also authorized the purchase of six used Mercedes-Benz buses for the service at a total low bid cost of \$49,619. These buses have been providing the shuttle service since it was initiated as a demonstration project in May 1974. Funds for the entire project have come from Transit Development Act funds through the Metropolitan Transportation Commission.

The Associated Students Union at the University is responsible for operating the service, including hiring, training and supervising drivers.

According to the project coordinator, Barbara Neustadter of BART, the Humphry-Go-BART service has been extremely successful, carrying approximately 4,500 riders a day.

- MORE -

2-2-2-2-2

The service coordinates with BART service hours, operating from  
6 a.m. to approximately midnight, five days a week.

# # #

October 13, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer





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

S-82

10/14

## "BACKGROUND ON BART - HEARST STRIP"

Bay Area Rapid Transit Directors yesterday approved a proposal that the District negotiate an agreement with the City of Berkeley to lease to the City BART owned property along Hearst Avenue.

A resolution, adopted by a five to three vote of the BART Board directs the General Manager to "...lease for the sum of \$1.00 per year, or other consideration, for a term of 55 years or longer, if permissible by law, with an option to purchase, of the land commonly referred to as the Hearst Strip."

General Manager Frank C. Herringer will now negotiate with the City of Berkeley to determine reasonable and mutually beneficial terms for transferring the land. Herringer will then report the results of these negotiations to the Board of Directors prior to final approval.

The subject of the action is property running along Hearst Avenue for several blocks between Milvia Street and McGee Avenue in Berkeley, comprising approximately 234,000 square feet of land. BART originally purchased this particular property in 1965 as right-of-way for constructing its, then planned, aerial facilities. However, a 1966 special Berkeley Bond issue paid cost differences for constructing subway facilities through this area instead, leaving the above land available for future development. Total cost to BART of the properties along Hearst Avenue, including several buildings, was \$3,200,000.

A three-block portion of the Hearst Strip, between Sacramento Street and McGee Avenue, was sold earlier this year to Peralta Community College District for \$400,000.

Also, a 1964 agreement between BART and the City of Berkeley called for the City to purchase air rights over the Ashby and North Berkeley Station's parking lots.

The purchase price for the air rights by Berkeley was \$1,000,000 of which \$900,000 was paid through credit Berkeley earned for the additional land values credited by placing the BART tracks in subway. The remaining \$100,000 is still outstanding.

In the fall of 1974 the Berkeley City Council requested that BART not dispose of any of the Hearst Strip property before March 1975 pending completion of studies by the Berkeley Planning and Recreation Commissions. The Commissions were requested by the City to have recommendations regarding possible acquisition of the Hearst Avenue property by January 1975. BART advised the City that it would comply, with the exception of that portion of the property which might be sold to Peralta Community College.

# # #

October 14, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer



BAY AREA RAPID TRANSIT DISTRICT  
800 Madison Street  
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Telephone (415) 465-4100

FOR IMMEDIATE RELEASE

A special exhibit of vintage photographs depicting early days of downtown Oakland is now on display at BART's 12th Street City Center Station in Oakland.

The display is sponsored by the Oakland Museum in conjunction with the Oakland Tribune as part of the dedication activities surrounding the new City Center Plaza entrance Friday, October 15.

Located on the mezzanine level of the station, the exhibit will be on display until October 20.

Dedication of the new City Center Plaza entrance Friday will take place at 11:30 a.m. and will include the unveiling of a specially commissioned bronze sculpture by Berkeley artist Harold Paris. Total cost of the sculpture was \$60,000; \$30,000 from a National Endowment for the Arts grant, and \$30,000 from the Oakland Community Development project.

Brand new fare equipment is also part of the special entrance way project for the 12th Street City Center Station. The new equipment, supplied by the Cubic Corporation of San Diego, consists of two automatic fare vendors capable of giving change up to \$5.00, and four gates for entry and exit.

The new entrance way will serve the recently completed City Center complex in downtown Oakland.

# # #

October 14, 1976

David M. Soblin, Manager  
Office of Public Information

NEWS RELEASE DISTRIBUTION

Dailies - Alameda, Contra Costa & S.F. Counties

Dailies - Other Bay Area Counties \_\_\_\_\_

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Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus

Radio (including ethnic)

TV (including ethnic)

Bay Area College Newspapers \_\_\_\_\_

Sunday Supplements \_\_\_\_\_

Ethnic Papers \_\_\_\_\_

Ethnic Radio/TV \_\_\_\_\_

Individuals

Trade & Industry Press \_\_\_\_\_

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Magazines \_\_\_\_\_

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Chambers of Commerce (Bay Area)

Major U.S. & Canadian Transit Agencies \_\_\_\_\_

Senior Citizen Agencies (Bay Area) \_\_\_\_\_

Agencies for the Handicapped (Bay Area) \_\_\_\_\_





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

S-86

FOR IMMEDIATE RELEASE

## RIDE BART HOME FREE FROM LIBERTY HOUSE IN SAN FRANCISCO

Liberty House has now brought the successful "Ride BART Home Free" opportunity to their downtown San Francisco store.

Since August of this year shoppers who have taken BART to Liberty House in Oakland and made a purchase worth \$5.00, or more, have enjoyed a free return trip on BART courtesy of the store.

Because of the success of this program, shoppers who travel by BART to San Francisco may now enjoy the same opportunity.

Liberty House, located on Union Square a few blocks from the Powell Street Station has set up a special BART Information Booth on the third floor. All shoppers have to do is go to the information booth and show their sales slip for a purchase worth \$5.00, or more, their round-trip BART ticket and receive a free BART ticket valued to match the cost of their incoming trip.

In addition to the free ride home, the information booth will provide BART's colorful new Montgomery/Powell Street Station brochures.

Similar programs may be adopted by other major retailers in conjunction with BART's special Saturday service which will begin November 20, and run five weekends through December 18. The special Saturday trains will operate between 10 a.m. and 6 p.m.

2-2-2-2-2

The "free ride home" program represents a milestone effort between retailers and BART to encourage public use of rapid transit in the Bay Area.

# # #

October 26, 1976

Contact: Mike Healy  
Press Officer

DISTRIBUTION

✓ COUNTY NEWS BUREAU

✓ CC TIMES

✓ VALLEY TIMES

✓ INDEPENDENT IN LIVERMORE

✓ HAYWARD DAILY REVIEW

S-85



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

FOR IMMEDIATE RELEASE

BART U-LINE EXPRESS BUS

Effective Monday, October 25, all BART U-line Express Buses will begin serving downtown Pleasanton as part of a continuing effort to improve local community service.

Prior to this change, scheduling called for U-line buses to serve downtown Pleasanton during midday hours only.

The U-line Express Buses offer service between BART's Hayward Station and Livermore via Pleasanton and Dublin.

Additionally U-P buses will be slightly rerouted to serve downtown Pleasanton as well. And to provide better after school service, U-L buses will be operating earlier in the afternoon than before.

The U-P Express Bus will now make its final evening departure from BART's Bay Fair Station at 6:30 p.m., and the U-L Bus at 6:43 p.m.

According to BART Director Robert Allen of Livermore, these changes were made to better reflect traffic conditions and to improve connections with BART trains, and AC Buses serving Castro Valley.

A new Express Bus schedule reflecting the changes are available at BART's Bay Fair and Hayward Stations, and on the buses.

# # #

October 21, 1976

Contact: Mike Healy  
Press Officer



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

S-84

FOR IMMEDIATE RELEASE  
SPECIAL TO BERKELEY GAZETTE

## BART MAKES SIGNIFICANT STRIDES IN 1976

By the middle of next year, BART officials hope to see ridership reach a steady average of 140,000 daily as the system moves toward full potential. Ultimately 200,000 is projected.

And 1976 has seen some very definite strides in this direction. Around the beginning of the year patronage was hovering around 120,000 daily. Today the daily average is around 133,000, a healthy 10.8 percent jump.

This significant increase may be attributed to several accomplishments by the transit district this past year. For one, the advent of permanent late night service last January opened up a whole new world of possibilities. With trains operating until midnight, late evening travelers could attend the many sporting and entertainment events at the Oakland Coliseum, without the bother of driving and parking a car, or seek out theatres and restaurants with easy accessibility to BART Stations.

In Berkeley, the free Humphry GO-BART service, which was recently extended for three years by the BART Board, also operates until approximately midnight to correspond to train service. The Humphry GO-BART service offers a direct shuttle between BART's central Berkeley Station on Snattuck to points on campus and the student residential area. About 4,500 people use this free shuttle daily.

In May the opening of BART's new Embarcadero Station had a significant positive impact on daily ridership, offering new accessibility to the Embarcadero Center and Golden Gateway complex as well as an easy connection for the ferry to Sausalito in Marin County.

-MORE-

Also a major effort in the area of maintenance has resulted in 37 percent more cars available for service on a daily basis than this time last year. This has allowed BART to operate additional trains during morning and evening commute hours on the heavily used Concord/Daly City line and generally improved service systemwide during rush hour.

Other additions this year include, expanded parking at some of the system's suburban stations, a new spur track south of Lake Merritt to give added operating flexibility, completed installation of handrails in all cars, and a program of improved information to passengers through central public address messages.

Improved information to the public about the system is also a major thrust of BART's new marketing program. New colorful brochures tailored to each local community the system serves help tell the story very well. These brochures, which are available in BART stations, include such items as which branch banks sell discount and high value tickets, a system map with easy-to-read point to point fares, and toll free numbers to call for any additional assistance needed. Also included are points of interest around the Bay Area with easy accessibility to BART stations.

This year BART will provide special Saturday service for five weekends during the holiday season beginning November 20. Trains will operate on three routes from 10 a.m. to 6 p.m. and shoppers should watch for special BART promotional incentives with major downtown stores

In the coming year BART will be looking to permanent weekend service and direct Richmond/Daly City service, possibly by next summer.

# # # #

October 19, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

NEWS RELEASE DISTRIBUTION

Dailies - Alameda, Contra Costa & S.F. Counties

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Dailies - Outside Bay Area \_\_\_\_\_

Weeklies - Alameda, Contra Cost & S.F. Counties

Weeklies - Other Bay Area Counties \_\_\_\_\_

Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus

Radio (including ethnic)

TV (including ethnic)

Bay Area College Newspapers

Sunday Supplements \_\_\_\_\_

Ethnic Papers \_\_\_\_\_

Ethnic Radio/TV \_\_\_\_\_

Individuals

Trade & Industry Press \_\_\_\_\_

Employee Publications \_\_\_\_\_

Magazines \_\_\_\_\_

Major U.S. Dailies \_\_\_\_\_

Chambers of Commerce (Bay Area) \_\_\_\_\_

Major U.S. & Canadian Transit Agencies \_\_\_\_\_

Senior Citizen Agencies (Bay Area) \_\_\_\_\_

Agencies for the Handicapped (Bay Area) \_\_\_\_\_

Photo Story - TVM

✓ Hayward Daily Review

✓ Livermore Times - Valley Times

✓ Chud. - Livermore

✓ Fremont Argus -

✓ Oakland Tribune

~~Alameda Times~~

✓ Oakland Post

✓ C.C. Times

✓ Contra Costa Transcript

✓ Richmond Chud.



CLASS OF 76 - BART employees from left to right James L. Franz, George Cain and Disease Washington, all of Richmond, are among the first to graduate from a specialized nine month intensive course in transit vehicle maintenance. Here BART's Director of Personnel and Community Development Ernest Howard on the far right presents the recent graduates with their certificates.

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CLASS OF 76 - BART employee Ed Pace, Jr., of Concord is a member of the first class to graduate from an intensive nine-month training program in transit vehicle maintenance. Here Ed, on the left, receives his graduation certificate from BART's Director of Personnel and Community Development Ernest Howard.

CLASS OF 76 - BART employees Harold Wingo, left, and Evelina Tonguet, middle, both of Fremont, are members of the first class to graduate from an intensive nine-month training program in transit vehicle maintenance. Here they receive their graduation certificates from BART's Director of Personnel and Community Development Ernest Howard.

CLASS OF 76 - BART employees from left to right Tony Hampton, Ron Carrihill, Humberto Gonzalez, all of Oakland, are among the first to graduate from a specialized nine month intensive course in transit vehicle maintenance. Here BART's Director of Personnel and Community Development Ernest Howard on the far right presents the recent graduates with their certificates.

CLASS OF 76 - BART employee Mike Green of Livermore is a member of the first class to graduate from an intensive nine-month training program in transit vehicle maintenance. Here Mike receives his graduation certificate from BART's Director of Personnel and Community Development Ernest Howard.

CLASS OF 76 - BART employees Thomas Lopez, left and C. T. Ryan, middle, both of Hayward, are members of the first class to graduate from an intensive nine-month training program in transit vehicle maintenance. Here they receive their graduation certificates from BART's Director of Personnel and Community Development Ernest Howard.



CLASS OF 76 - BART employees from left to right James L. Franz, George Cain and Diease Washington, all of Richmond, are among the first to graduate from a specialized nine month intensive course in transit vehicle maintenance. Here BART's Director of Personnel and Community Development Ernest Howard on the far right presents the recent graduates with their certificates.



**BAY AREA RAPID TRANSIT DISTRICT**

This is to certify that  
**RAY L. JAY**  
has successfully completed  
THE TRAINING OF THE BAY AREA RAPID TRANSIT PROGRAM  
and is awarded this certificate of completion.  
We office our signature on this \_\_\_\_\_ day of \_\_\_\_\_, 1982.

CLASS OF 76 - BART employee Mike Green of Livermore is a member of the first class to graduate from an intensive nine-month training program in transit vehicle maintenance. Here Mike receives his graduation certificate from BART's Director of Personnel and Community Development Ernest Howard.



CLASS OF 76 - BART employees Harold Wingo, left, and Evelina Tonguet, middle, both of Fremont, are members of the first class to graduate from an intensive nine-month training program in transit vehicle maintenance. Here they receive their graduation certificates from BART's Director of Personnel and Community Development Ernest Howard.





CLASS OF 76 - BART employees from left to right Tony Hampton, Ron Carrihill, Humberto Gonzalez, all of Oakland, are among the first to graduate from a specialized nine month intensive course in transit vehicle maintenance. Here BART's Director of Personnel and Community Development Ernest Howard on the far right presents the recent graduates with their certificates.



**BAY AREA RAPID TRANSIT DISTRICT**  
This is to certify that  
**JAMES L. FRISBY**  
has successfully completed  
the "TRANSIT PLANT TO BE BUILT" PROGRAM  
and is awarded this certificate of completion  
We affix our signature on this \_\_\_\_\_ day of \_\_\_\_\_ 19\_\_

CLASS OF 76 - BART employee Ed Pace, Jr., of Concord is a member of the first class to graduate from an intensive nine-month training program in transit vehicle maintenance. Here Ed, on the left, receives his graduation certificate from BART's Director of Personnel and Community Development Ernest Howard.



BAY AREA RAPID TRANSIT DISTRICT  
This is to certify that  
[Name]  
has successfully completed  
the [Course Name] course of instruction.  
[Date]

BAY AREA RAPID TRANSIT DISTRICT  
This is to certify that  
[Name]  
has successfully completed  
the [Course Name] course of instruction.  
[Date]

CLASS OF 76 - BART employees Thomas Lopez, left and C. T. Ryan, middle, both of Hayward, are members of the first class to graduate from an intensive nine-month training program in transit vehicle maintenance. Here they receive their graduation certificates from BART's Director of Personnel and Community Development Ernest Howard.

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

FOR IMMEDIATE RELEASE

BART REVENUE WAY UP FROM LAST YEAR

BART's gross passenger revenue was up a hefty 34.4% this August over August 1975 according to a just completed monthly statistical report by the District's analysts.

Passenger revenue for August 1976 totaled \$2,218,634 while August 1975 saw a total of \$1,651,743. Though the average trip length for both periods remained at 13 miles, the average fare paid per trip rose from \$.65 to \$.75.5 as a result of a November 1975 fare increase which averaged about 21 percent.

BART officials attribute the healthy revenue increase to several other factors as well. They include: the advent of permanent night service in January 1976, which extended operating hours to midnight, the opening of the new Embarcadero Station in May 1976, increased car availability, and improved service performance.

Additionally, several highly successful promotional tie-ins such as with Oakland's Liberty House department store, Ringling Brothers and Barnum & Baily Circus, and 11,000 Chevrolet dealers who chose BART for travel between San Francisco and Oakland, all contributed to an increase in patronage.

Following last year's fare increase patronage dipped to about 120,000 per day and has since risen to 133,000, representing a 10.8% jump.

The statistical report for this last August also showed that of the 2.9 million trips taken on the system during the month's 22 operating days 1,237,854 were transbay. Trips taken by passengers in the East Bay totaled 827,501, while total trips taken in San Francisco were 807,878. Ridership during the commute hours was approximately 47% of total daily trips taken. And late night passengers (after 8 p.m.) took 6,215 trips per day for the report period. This represents a 50% increase for late night trips over the 4,000 average experienced during the first quarter of the year.

BART hopes to see ridership reach a steady average of 140,000 daily by the middle of next year as the system moves toward reaching full potential. It is projected that the system will ultimately carry about 200,000 daily passengers.

# # #

October 28, 1976

Contact: Mike Healy  
Press Officer

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Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus ✓

Radio (including ethnic) ✓

TV (including ethnic) ✓

Bay Area College Newspapers Daily Cal

Sunday Supplements \_\_\_\_\_

Ethnic Papers \_\_\_\_\_

Ethnic Radio/TV \_\_\_\_\_

Individuals ✓

Trade & Industry Press ✓

Employee Publications \_\_\_\_\_

Magazines \_\_\_\_\_

Major U.S. Dailies \_\_\_\_\_

Chambers of Commerce (Bay Area) ✓

Major U.S. & Canadian Transit Agencies \_\_\_\_\_

Senior Citizen Agencies (Bay Area) \_\_\_\_\_

Agencies for the Handicapped (Bay Area) \_\_\_\_\_



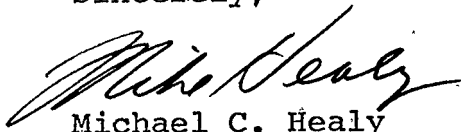
October 28, 1976

MEMO TO EDITORS:

The attached release is based on a monthly statistical report which usually has about a two month lag time. However, we feel the information in many of these reports is timely and significant and would hope to send you a summarized version in the form of a news release on a monthly basis. Hopefully you will find such information useful in your BART coverage, either as a timely news story or for background.

If you have any thoughts on additional information which we might include, please contact either me or Dave Soblin in the BART Public Information Office. We will be more than happy to provide whatever information is available.

Sincerely,



Michael C. Healy  
Office of Public Information

NEWS RELEASE DISTRIBUTION

*Oakland Symposium*

NOVEMBER

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Weeklies - Other Bay Area Counties \_\_\_\_\_

Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus ✓ ✓

Radio (including ethnic) ✓ ✓

TV (including ethnic) ✓

Bay Area College Newspapers *Daily Cal* ✓ *Mill Stream, Lacey Town*

Sunday Supplements \_\_\_\_\_

Ethnic Papers *Oak. Post & Sun Reports*

Ethnic Radio/TV \_\_\_\_\_

Individuals ✓

Trade & Industry Press \_\_\_\_\_

Employee Publications \_\_\_\_\_

Magazines \_\_\_\_\_

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Chambers of Commerce (Bay Area) ✓

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

S-88

FOR IMMEDIATE RELEASE

## BART GOES TO THE SYMPHONY

BART is now offering the public an opportunity to win free tickets to the Oakland Symphony.

A special drawing is now being held through Friday November 12 to determine 510 possible winners. Each winner will be eligible to receive two tickets to select performances for any one of the following dates: November 23, 24, or December 7, 8, or 9. A choice of dates will be giving to winners on a first come first serve basis.

To participate in the free-ticket drawing, members of the public may pick up a special Oakland Symphony flyer at any of the system's 34 stations, fill out the attached coupon and deposit it in a marked box near the station agent's booths.

Following the drawing, winners, 15 from each station, will be notified by phone or letter. Tickets will then be held in the winners name at the Oakland Paramount Theatre box office adjacent to BART's 19th Street Station.

As a special bonus the Oakland Symphony flyers also contain a free iron-on T-shirt transfer depicting the treble clef symbol of the symphony.

BART trains operate 6 a.m. to midnight weekdays.

# # #

November 1, 1976

Contact: Mike Healy  
Press Officer





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

S-89

FOR IMMEDIATE RELEASE

## BART STATIONS-TEMPORARY CLINICS

As a special public service, free Swine Flu vaccinations will be available at select BART stations beginning Monday, November 8.

The temporary vaccination clinics will be set up under the following schedule on the mezzanine level of the BART stations listed:

Monday, November 8 through Friday, November 12 - Central Berkeley Station - 11 a.m. to 7 p.m.

Wednesday, November 10 - Oakland's 12th and 19th Street Stations  
4 p.m. to 7 p.m.

Wednesday, November 10 - San Francisco's Powell Street Station  
9 a.m. to 4 p.m.

Wednesday, November 17 - San Francisco's Montgomery Street Station  
9 a.m. to 4 p.m.

This special addition to the Swine Flu Immunization program is a result of a cooperative effort between BART and the Health Departments of Berkeley, and Alameda and San Francisco Counties, who will be providing the necessary personnel and equipment.

# # #

November 4, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer



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

S-90

FOR IMMEDIATE RELEASE

## ANNUAL REPORT

A preview of BART's soon-to-be published annual report shows the District saved \$5,000,000 in fiscal year 1975/76, in part by maximizing efficiencies.

Total expenditure from the 1975/76 fiscal operating budget was \$58.9 million, which included funding for expanded train and Express Bus operations to offer late night service last January. Revenues increased \$6,000,000 to a new high of \$21,700,000.

In his overview message, BART General Manager Frank C. Herringer said farebox revenues increased 38%, or about \$6,000,000, over the previous year. This was due to an increase in ridership of approximately 10,000 per day and fare increases which were put into effect November, 1975. Fares contributed 36.86% of the operating expenditure as compared with 32.07% at the end of the 1974/75 fiscal period.

He said the combination of increased revenues and controlled expenses resulted in the elimination of a \$6,000,000 unfunded deficit expected when the budget was adopted in July, 1975.

"Moreover, the reasonable terms of the three year labor contract signed shortly after the close of the fiscal period will help ensure continued stability," Herringer said.

2-2-2-2-2

He said intensified emphasis on maintenance increased car availability for service on a daily basis by 12% for the report period. Presently car availability is up nearly 50% from last year.

The additional cars have enabled BART to increase seating capacity during commute hours 27% by lengthening trains and putting extra trains into service.

Herringer indicated that in spite of the improvements there is still a long way to go before the equipment is operating at a truly acceptable level.

Operating statistics for the 1975/76 annual report show that total car miles operated in revenue service did not appreciably change from the previous year while the daily increase in ridership resulted in 32,897,431 trips taken, up from the 1974/75 total of 27,876,749. Significantly more people were riding the system during non-commute hours, 53% of the daily total, as opposed to 41% the previous year.

The annual report is expected to be available by the end of November.

# # #

November 4, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

NEWS RELEASE DISTRIBUTION

- Dailies - Alameda, Contra Costa & S.F. Counties
- Dailies - Other Bay Area Counties \_\_\_\_\_
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- Ethnic Papers \_\_\_\_\_
- Ethnic Radio/TV \_\_\_\_\_
- Individuals \_\_\_\_\_
- Trade & Industry Press \_\_\_\_\_
- Employee Publications \_\_\_\_\_
- Magazines \_\_\_\_\_
- Major U.S. Dailies \_\_\_\_\_
- Chambers of Commerce (Bay Area) \_\_\_\_\_
- Major U.S. & Canadian Transit Agencies \_\_\_\_\_
- Senior Citizen Agencies (Bay Area) \_\_\_\_\_
- Agencies for the Handicapped (Bay Area) \_\_\_\_\_





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

## M E M O   T O   E D I T O R S

From: David M. Soblin, BART Manager of Public Information

### CLARIFICATION OF NEWS RELEASE S-90 - "ANNUAL REPORT"

The first paragraph of BART news release S-90 (dated November 4) may require additional clarification.

The \$5 million savings referred to, reflects differences between actual expenditures and the 1975/76 fiscal year budget, which was authorized by the BART Board of Directors in June, 1975.

During the year, staffing levels were consistently held below budget and underspending was experienced in non-labor costs - with the result that actual expenditures were \$5 million less than the authorized budget.

# # #



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S-90

FOR IMMEDIATE RELEASE

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# # #

November 4, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer





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

S-91

FOR IMMEDIATE RELEASE

## BART NAMES MAINTENANCE CHIEF

Richard P. Demko has been named BART's new Director of Maintenance and Rolling Stock, it was announced today by BART Assistant General Manager Robert D. Gallaway.

As head of this vital department, Mr. Demko will be responsible for maintaining BART's transit fleet and administration of the system's three storage yards and shops.

Mr. Demko fills the position vacated in late September as a result of organizational reassignments.

Prior to joining BART, Mr. Demko was manager of maintenance for Trans World Airlines, stationed in Massachusetts, Maryland, and finally San Francisco. He had been with the airline for 24 years.

Mr. Demko attended the University of West Virginia, San Mateo College and the Pittsburgh Institute of Aeronautics, Pittsburgh, Pennsylvania. Mr. Demko, who is 48 years old, resides with his wife and two children in San Mateo County.

He will assume the \$32,500 post effective immediately.

# # #

November 4, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

S-92



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

FOR IMMEDIATE RELEASE

## BART TO THE ICE CAPADES

The opportunity to win free tickets to the Ice Capades, starring Olympic Gold Medalist Dorothy Hamill, is being offered to the public this week by BART.

Beginning today, Monday, November 8, the public is invited to participate in a drawing for free tickets to select Ice Capades performances at the Oakland Coliseum.

To enter the contest anyone may pick up a special Ice Capades flyer at any of BART's 34 stations, fill out the attached "chance" coupon and deposit it in a marked box near the station agent booth. Also included in the flyer is a "sure thing" coupon which may be filled out and sent directly to the Ice Capades for special discount tickets: \$2.00 off for youths under 16 years of age, and \$1.50 off for adults.

Free-ticket winners will have a choice, on a first come first serve basis, of the special family night performance to be held Thursday evening, 8 p.m., November 25 (Thanksgiving), or a 4 p.m., performance on Friday, November 26. There will be 170 winners with each winner receiving two tickets. Tickets have been made available courtesy of the Ice Capades.

- MORE -

2-2-2-2-2

Also this week, BART will be winding up its free ticket drawing for the Oakland Symphony. Oakland Symphony flyers, with attached coupons for entering this drawing, may also be found in all BART stations.

Entries for both the Ice Capades and the Oakland Symphony drawings will be accepted through noon Friday, November 12.

Following the drawing, winners will be notified by phone or mail.

# # #

November 8, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

Turn  
350

214  
56  
30  
19

319





NEWS RELEASE DISTRIBUTION

MAIL - 11/11  
Hearst Ship

Dailies - Alameda, Contra Costa & S.F. Counties

Dailies - Other Bay Area Counties \_\_\_\_\_

Dailies - Outside Bay Area \_\_\_\_\_

Weeklies - Alameda, Contra Cost & S.F. Counties

Weeklies - Other Bay Area Counties \_\_\_\_\_

Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus

Radio (including ethnic)

TV (including ethnic)

Bay Area College Newspapers Daily Cal envy

Sunday Supplements \_\_\_\_\_

Ethnic Papers \_\_\_\_\_

Ethnic Radio/TV \_\_\_\_\_

Individuals

Trade & Industry Press \_\_\_\_\_

Employee Publications \_\_\_\_\_

Magazines \_\_\_\_\_

Major U.S. Dailies \_\_\_\_\_

Chambers of Commerce (Bay Area) \_\_\_\_\_

Major U.S. & Canadian Transit Agencies \_\_\_\_\_

Senior Citizen Agencies (Bay Area) \_\_\_\_\_

Agencies for the Handicapped (Bay Area) \_\_\_\_\_

S-93



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

FOR IMMEDIATE RELEASE

## BART APPROVES FINAL HEARST STRIP AGREEMENT

The BART Board of Directors today unanimously approved an agreement with the City of Berkeley on disposition of the District owned property known as the "Hearst Strip."

The basic agreement calls for BART to receive all air rights over the North Berkeley Station in exchange for a two block portion of the Hearst Strip property between Milvia and Grove Streets.

The exchange represents a trade-back based on the original 1964 agreement between BART and Berkeley, according to BART General Manager Frank C. Herringer.

He said that BART originally traded the air rights to Berkeley for credits earned by the City in conjunction with placing BART tracks underground.

"We are simply trading back for those air rights, using the historical property and air right values," Herringer said.

Air rights would allow construction of additional parking or other development over the North Berkeley Station in the future.

- MORE -

2-2-2-2-2-2

The remaining two-block portion of the property, between Grove and McGee Streets, will be leased to the City of Berkeley for use as a park for \$1.00 per year for 10 years with an option to purchase or exchange for Ashby Station air rights plus mutually agreed upon considerations. The City may exercise the option prior to the expiration of the lease, or at the end of the 10 year period.

The agreement also calls for BART and the City to share legal costs.

Additionally, Berkeley is to cooperate in the future sale of BART owned property in Berkeley, and BART will pay the costs of relocating present transit district structures on the Hearst Strip.

"I am very pleased we were able to negotiate this agreement and believe it to be an equitable solution to meeting BART's requirements and the City of Berkeley's needs," Herringer said.

# # #

November 11, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

NEWS RELEASE DISTRIBUTION

MAIL-11/11

Thanks going

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Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus

Radio (including ethnic)

TV (including ethnic)

Bay Area College Newspapers

Sunday Supplements \_\_\_\_\_

Ethnic Papers \_\_\_\_\_

Ethnic Radio/TV \_\_\_\_\_

Individuals

Trade & Industry Press \_\_\_\_\_

Employee Publications \_\_\_\_\_

Magazines \_\_\_\_\_

Major U.S. Dailies \_\_\_\_\_

Chambers of Commerce (Bay Area) \_\_\_\_\_

Major U.S. & Canadian Transit Agencies \_\_\_\_\_

Senior Citizen Agencies (Bay Area) \_\_\_\_\_

Agencies for the Handicapped (Bay Area) \_\_\_\_\_



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

S-94

FOR IMMEDIATE RELEASE

BART TO REDUCE FARES FOR THANKSGIVING DAY

As a special holiday offering all one-way rides on BART Thanksgiving day, Thursday, November 25, will be reduced to a single 30 cent fare, it was announced today by General Manager Frank C. Herringer.

The special Thanksgiving fare will mean everyone on this day will be able to take a ride from any BART station to any other point on the system for the single 30 cent fare.

Also, excursion rides around the system will cost no more than 30 cents. In order to take advantage of the excursion opportunity, riders must return to the station they entered without exiting anywhere else on the system.

Four year olds, and under, ride free regardless of what type of ride is taken.

Herringer said Thanksgiving has traditionally been a low patronage day and BART hopes the special 30 cent fare will be an attractive incentive for family as well as individual usage.

# # #

November 11, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

S-95



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

FOR IMMEDIATE RELEASE

BART PROVIDES EASY ACCESS TO ANNUAL LOST AND  
FOUND AUCTION

Watches, bicycles, cameras will be among many articles available at the third Annual BART Lost & Found Auction, to be held at the District's warehouse, at 72nd Avenue and San Leandro Street, Oakland, next Saturday, November 20, at 11:00 a.m. The warehouse is adjacent to the BART Coliseum Station

For the first time, due to the commencement of special BART Saturday holiday service, prospective bidders will be able to ride trains to the auction site.

Inspection of all items being offered, including seasonally-timed umbrellas, will be between 9:00 a.m., and 11:00 a.m.

The rules of the auction are as follows: 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 2:00 p.m., Monday, November 22. Payment must be made in full before any item is released to the successful bidder, and failure to do so will cause forfeiture of the deposit and the sales will be made void. Payment must be by cash, certified check, cashier's check, traveler's check or money order.

2-2-2-2-2

The auction was previously scheduled to begin at 10:00 a.m., but was rescheduled one hour later to provide additional train access. On the day of the auction, BART begins its special Saturday service, which will continue for each successive Saturday, from 10:00 a.m., to 6:00 p.m., through December 18.

People desiring to ride BART to the auction may board a train in any station in the three-county system, after 10:00 a.m., in order to reach the auction site. Direct service to Coliseum Station is provided from San Francisco, Richmond-Berkeley areas and downtown Oakland. Passengers along the Concord line should transfer at MacArthur, 12th or 19th Street stations.

For further information, interested parties may contact Ross-Dove Company, Auctioneers, 3743 Mission Street, San Francisco, telephone 826-6500.

# # #

November 15, 1976

David M. Soblin, Manager  
Office of Public Information



MAIL 11/15

NEWS RELEASE DISTRIBUTION

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- Dailies - Other Bay Area Counties
- Dailies - Outside Bay Area \_\_\_\_\_
- Weeklies - Alameda, Contra Cost & S.F. Counties
- Weeklies - Other Bay Area Counties \_\_\_\_\_
- Weeklies - Outside Bay Area \_\_\_\_\_
- Bureaus \_\_\_\_\_
- Radio (including ethnic)
- TV (including ethnic)
- Bay Area College Newspapers
- Sunday Supplements \_\_\_\_\_
- Ethnic Papers
- Ethnic Radio/TV \_\_\_\_\_
- Individuals
- Trade & Industry Press \_\_\_\_\_
- Employee Publications \_\_\_\_\_
- Magazines \_\_\_\_\_
- Major U.S. Dailies \_\_\_\_\_
- Chambers of Commerce (Bay Area)
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- Senior Citizen Agencies (Bay Area) \_\_\_\_\_
- Agencies for the Handicapped (Bay Area) \_\_\_\_\_

Also: Sports Editors - Chronicle, Examiner, Tribune, H. Daily Review, Richmond Independent & Progress.

S-96



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

FOR IMMEDIATE RELEASE

BART'S SATURDAY SERVICE TIMELY

FOR BIG UC/STANFORD GAME

When BART's holiday "shopper special" begins this Saturday, November 20, it will also prove timely for UC/Stanford game goers.

The big home game, which is scheduled to begin at 1:30 p.m., at Cal's Memorial Stadium, is expected to draw about 76,000 fans, and BART will be calling some of its own signals to help cut down on expected traffic jams. Longer trains will be provided on the Richmond/Fremont line and two extra "after game" trains are planned for direct no-transfer runs from Richmond to Daly City.

Fans attending the game via BART may transfer free to AC Transit buses, Line 51, serving both the Central Berkeley and Rockridge Stations. The free transfers may be picked up at the BART stations upon exiting. AC Transit will be supplementing this line, as well as others, especially for the Saturday game.

Also, free Humphry Go-BART shuttle service will be provided directly to the stadium from BART's Central Berkeley Station located on Center Street and Shattuck Avenue.

2-2-2-2-2-2

BART's special Saturday service will run five weeks through December 18. Operating hours will be from 10 a.m., to 6 p.m., with trains running at 15 minute intervals on all three routes.

# # #

November 15, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

Progress of Examiner (Bureau page)  
ALL: [unclear] HAVE RUN

DAILY CITY PARKING STRUCTURE - LOCAL DISTRIBUTION

MAIL 11/15/76

NEWS RELEASE DISTRIBUTION

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- TV (including ethnic) \_\_\_\_\_
- Bay Area College Newspapers \_\_\_\_\_
- Sunday Supplements \_\_\_\_\_
- Ethnic Papers \_\_\_\_\_
- Ethnic Radio/TV \_\_\_\_\_
- Individuals \_\_\_\_\_
- Trade & Industry Press \_\_\_\_\_
- Employee Publications \_\_\_\_\_
- Magazines \_\_\_\_\_
- Major U.S. Dailies \_\_\_\_\_
- Chambers of Commerce (Bay Area) \_\_\_\_\_
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- Agencies for the Handicapped (Bay Area) \_\_\_\_\_

- PALO ALTO TIMES
- S.F. CHRONICLE
- REDWOOD CITY TRIBUNE
- SAN MATEO TIMES & NEWS LEADER
- FOSTER CITY PROGRESS
- MENLO PARK RECORDER

- MILLBRAE SUN & LEADER
- SAN BRUNO HERALD
- SAN MATEO POST
- SOUTH S.F. ENTERPRISE-JOURNAL

*[Handwritten signature]*



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

S-97

FOR IMMEDIATE RELEASE

## NEW BART DALY CITY STATION PARKING

### STRUCTURE PARTIALLY COMPLETED

A portion of the new three-level parking structure at the BART Daly City Station has been opened, providing in excess of 300 automobile stalls.

The opening of the garage completes the first phase of construction on the new parking facility. The second phase, which will bring the number of new auto spaces to 816, or twice the capacity of the original parking lot, is scheduled for completion in the early summer of 1977.

Until total completion, the gravel parking area adjacent to the newly opened structure will be closed to allow for construction of the remainder of the three-level structure.

Motorists desiring to utilize the new garage area may enter on West Station Road which runs parallel to the west side of the Daly City Station, or from St. Charles Street.

To alleviate traffic congestion during the evening commute hours, BART requests that motorists desiring to pick up or drop off passengers should utilize the mid-day parking area, or the "A" lot on the east side of the station.

2-2-2-2-2-2

The new Daly City parking structure was begun in August, 1975, and will cost \$3,945,000. 90 percent of this cost is being funded through a United States Department of Federal Highway Administration grant. Daly City is paying \$300,000 of the total and the San Mateo County share is \$32,000. There is no cash expenditure to BART.

When completed the total automobile parking capacity at the station will be just over 1,600 spaces.

# # #

November 15, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

BERKELEY BUTZ "

LIMITED DISTRIBUTION

11/16

NEWS RELEASE DISTRIBUTION

BERKELEY GAZETTE, DAILY CAL, OAKLAND TRIB.

✓ Dailies - ~~Alameda, Contra Costa & S.F. Counties~~ \_\_\_\_\_

Dailies - Other Bay Area Counties \_\_\_\_\_

Dailies - Outside Bay Area \_\_\_\_\_

Weeklies - Alameda, Contra Cost & S.F. Counties \_\_\_\_\_

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Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus \_\_\_\_\_

Radio (including ethnic) \_\_\_\_\_

TV (including ethnic) \_\_\_\_\_

Bay Area College Newspapers \_\_\_\_\_

Sunday Supplements \_\_\_\_\_

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Major U.S. Dailies \_\_\_\_\_

Chambers of Commerce (Bay Area) \_\_\_\_\_

Major U.S. & Canadian Transit Agencies \_\_\_\_\_

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S-98



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

FOR IMMEDIATE RELEASE

BART INFORMATION COMES TO BERKELEY

In an ever-increasing effort to bring up-to-date transit information to the local community, BART representatives will blanket the Berkeley downtown and campus areas with a special information kit, beginning November 18.

The kits will contain several items of interest, including a "free" ticket good for a one-way ride on Thanksgiving day. Systemwide, on Thanksgiving Day, BART will provide special \$.30 fares good one-way to any destination. Also included in the packet will be a special Berkeley Station-oriented brochure, particularly designed for Berkeley residents and patrons of that station. Other pieces will offer previews of upcoming BART special services scheduled for the remainder of the year.

Distribution will take place both on the University of California campus and the downtown area - reaching University students and faculty, and downtown shoppers and employees.

The information kits are designed to increase awareness of BART operating hours and the many, varied destinations served, as well as provide basic travel information on BART and other regional transit agencies.

# # #

November 16, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer



NEWS RELEASE DISTRIBUTION

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Dailies - Outside Bay Area \_\_\_\_\_

Weeklies - Alameda, Contra Cost & S.F. Counties X

Weeklies - Other Bay Area Counties \_\_\_\_\_

Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus X

Radio (including ethnic) X

TV (including ethnic) X

Bay Area College Newspapers \_\_\_\_\_

Sunday Supplements \_\_\_\_\_

Ethnic Papers \_\_\_\_\_

Ethnic Radio/TV \_\_\_\_\_

Individuals X

Trade & Industry Press \_\_\_\_\_

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Magazines \_\_\_\_\_

Major U.S. Dailies \_\_\_\_\_

Chambers of Commerce (Bay Area) \_\_\_\_\_

Major U.S. & Canadian Transit Agencies \_\_\_\_\_

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

S-99

FOR IMMEDIATE RELEASE

## BART TESTING POSSIBILITY OF 10-CAR TRAINS

For the past three weeks, BART has been conducting carefully phased tests to determine future use of 10-car trains in regular passenger operations.

According to Assistant General Manager for Operations Robert D. Gallaway, most of the early problems which have prevented the maximum length trains from being scheduled have been overcome, although it is still premature to predict just when the 10-car trains will be ready.

"We've had three main roadblocks," said Gallaway. "All of these relate to historical problems of initial system development and design."

"The first deterrent to 10-car trains on the line is the well-known historic problem with the car operability which has resulted in a limited number of cars available on any given day. In the last few months, due to several improvements in maintenance management and personnel efforts, daily car availability has improved to the point that we are convinced we can consistently maintain sufficient cars to increase train sizes on a regular basis."

Gallaway described the second problem as one which had long plagued the transit district--insufficient electrical power throughout the system to drive these longer trains. "This fall we successfully

2-2-2-2-2-2

completed a program to increase our electrical sub-station capacity, and power is no longer a factor."

The third problem is associated with the location of an automatic train control circuit just east of the Embarcadero Station platform. Because the original physical installation of the control element was too close to the end of the platform, the long trains do not always adequately trigger the proper computer response to allow a train to move from the platform after stopping. BART engineers are addressing this restraint, and now believe the solution is near at hand.

Gallaway said that the 10-car train tests were begun during regular service on a thoughtfully-planned basis so that there would be no disturbance to passengers. These tests began in off-peak periods, and were then phased onto a single train test, conducted in both the morning and evening rush hours.

"Thus far things look promising," said Gallaway. "We did have a single isolated instance last week when the Embarcadero control circuit problem was compounded by a totally unrelated mechanical failure on the train. This created a service delay during the evening peak."

Gallaway said that BART would continue the 10-car train testing on a gradually increasing level during the rush hours. He indicated that it should be only a matter of time until BART is able to put these longer trains on the line. "Once we're ready to go, we will

3-3-3-3-3-3

also be in a position to add capacity on trains of various sizes throughout the system, as well as use the 10-car trains," he concluded.

The 10-car train is the maximum length for a BART train, and all station platforms are constructed to reflect this. Presently, during peak hours, 9-car trains are scheduled for the Concord/Daly City line; 5- to 7-car trains on the Fremont/Daly City line; and 4- to 5-car trains on the Richmond/Fremont line. Average daily patronage is now approximately 134,000 trips.

# # #

November 16, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

✓ BLOW / BALBOA PARK BLITZ "

LIMITED DIST. ONLY

11/18

NEWS RELEASE DISTRIBUTION

PROGRESS, EXAMINER, CHRONICLE, S.F. STATE "PHOENIX"

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S-100



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

FOR IMMEDIATE RELEASE

BART INFORMATION PROGRAM FOR  
GLEN PARK AND BALBOA PARK RESIDENTS

In an ever-increasing effort to bring up-to-date transit information to the local community, BART representatives will distribute a special information kit to homes in the Glen Park and Balboa Park areas of San Francisco Monday and Tuesday, November 22-23.

The kits will contain several items of interest, including a "free" ticket good for a one-way ride on Thanksgiving Day. Systemwide, on Thanksgiving Day, BART will provide special \$.30 fares good one-way to any destination. Also included in the packet will be new transit information brochures specially oriented to the Glen Park and Balboa Park Stations.

Other pieces in the kit will offer previews of upcoming BART special promotions scheduled for the remainder of the year.

The new handy pocket guides contain complete and current information about how to use the BART system, what banks in the Glen Park and Balboa Park neighborhoods sell high-value and discount tickets, and contains a special section on places of interest around the Bay Area with easy access to and from BART's 34 stations. The brochure also includes an easy-to-read map indicating one-way fares from Glen Park and Balboa Park to all other stations on the system.

2-2-2-2-2

The information kits have been designed to increase awareness of BART operating hours and the many, varied destinations served, as well as provide basic travel information on BART and other regional transit agencies.

# # #

November 18, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

NEWS RELEASE DISTRIBUTION

Dailies - Alameda, Contra Costa & S.F. Counties \_\_\_\_\_

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Dailies - Outside Bay Area \_\_\_\_\_

~~Weeklies - Alameda, Contra Costa & S.F. Counties~~ El Cerrito Journal

Weeklies - Other Bay Area Counties \_\_\_\_\_

Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus \_\_\_\_\_

Radio (including ethnic) \_\_\_\_\_

TV (including ethnic) \_\_\_\_\_

Bay Area College Newspapers \_\_\_\_\_

Sunday Supplements \_\_\_\_\_

Ethnic Papers \_\_\_\_\_

Ethnic Radio/TV \_\_\_\_\_

Individuals \_\_\_\_\_

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Senior Citizen Agencies (Bay Area) \_\_\_\_\_

Agencies for the Handicapped (Bay Area) \_\_\_\_\_



S-101



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

FOR IMMEDIATE RELEASE

BART INFORMATION PROGRAM FOR  
EL CERRITO DEL NORTE STATION

In an ever-increasing effort to bring up-to-date transit information to the local community, BART representatives will distribute a special information kit to homes in the El Cerrito Del Norte Station area Monday and Tuesday, November 22-23.

The kits will contain several items of interest, including a "free" ticket good for a one-way ride from El Cerrito Station on Thanksgiving Day. Systemwide, on Thanksgiving Day, BART will provide special \$.30 fares good one-way to any destination. Also included in the packet will be new transit information brochures, specially oriented to the El Cerrito Station.

Other pieces in the kit will offer previews of upcoming BART special promotions scheduled for the remainder of the year.

The new handy pocket guides contain complete and current information about how to use the BART system, what banks in the El Cerrito neighborhood sell high-value and discount tickets, and contains a special section on places of interest around the Bay Area with easy access to and from BART's 34 stations. The brochure also includes an easy-to-read map indicating one-way fares from El Cerrito to all other stations on the system.

2-2-2-2-2

The information kits have been designed to increase awareness of BART operating hours and the many, varied destinations served, as well as provide basic travel information on BART and other regional transit agencies.

# # #

November 18, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

# Copthorn Str

- ✓ Tit
- ✓ C. Tami - County Bureau - Meeting ✓
- ✓ Rent Adv. ✓
- ✓ Chron
- ✓ Exam
- ✓ Program S.F.
- ✓ Hodgson Review
- ✓ Berbelz Gazette. ✓

S-102



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

FOR IMMEDIATE RELEASE

BART'S FREE ICE CAPADES TICKET

DRAWING IS HELD - 3400 ENTRIES

BART General Manager Frank C. Herringer today ceremonially kicked off the drawing to determine winning entries in a week long contest for free tickets to the Ice Capades.

The free-ticket drawing, open to the public, began Monday, November 8 and ran through noon Friday, November 12.

Out of about 3,400 entries 170 winners will be receiving two tickets each. The tickets will be good for the 8 p.m., performance of the Ice Capades on Thanksgiving Day, Thursday, November 25, when BART will be charging only 30¢ for one-way rides, or the 4 p.m., performance on Friday, November 26. Free ticket winners will have a choice of performance dates on a first-come-first-serve basis when notified.

Assisting Mr. Herringer with the drawing today were a friendly turkey, as a reminder that BART will be offering its special 30¢ Thanksgiving fare, and Scooby Doo, a colorful character from the Ice Capades.

# # #

November 18, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer





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

S-103

FOR IMMEDIATE RELEASE

THANKSGIVING: A GOOD DAY FOR  
FAMILY TRAVEL ON BART

BART' special offering of 30-cent one-way rides on Thanksgiving Day is designed to be an attractive incentive for family as well as individual usage, according to BART officials.

"We think it's a good opportunity for families to use BART to explore the many destinations the system serves," said BART Passenger Service Manager Jack McDowell.

He said recent surveys showed that a high percentage of people in BART's service area were unaware of many of the possibilities, such as taking a BART train to the Embarcadero Station and hopping on a Golden Gate Ferry for a voyage to Sausalito, or to the Museum of Modern Art, only a few blocks from the Civic Center Station in San Francisco. Also, a few steps from the new Embarcadero Station one could pay a visit to the fabulous Atrium Lobby of the Hyatt Regency Hotel for a festive Thanksgiving brunch, or just to enjoy the atmosphere.

On the east side of the Bay there's Jack London Square, only a short hop by AC Transit bus from BART's downtown Oakland City Center 12th Street Station. And capping off the day is the Ice Capades starring Olympic Gold Medalist Dorothy Hamill. The performance begins at 8 p.m., at the Oakland Coliseum.

2-2-2-2-2

According to McDowell, people taking advantage of the .30¢ Thanksgiving Day fare should not use their old tickets, if they have them, nor high value tickets. Instead, the public should bring correct change and buy only .30¢ tickets. The tickets will be deposited in special boxes upon exiting.

He said the .30¢ tickets may be purchased at the automatic fare vendors in the stations, or at the entry gates.

Also, excursion rides, which are normally a dollar, will be only .30¢. Excursion riders may take in the entire system and return to the station they entered without exiting anywhere else along the line.

Four year olds, and under, ride free regardless of what type of ride is taken.

Additionally, BART Express Buses serving outlying areas will be free to patrons boarding at BART Stations. Passengers boarding the Express Buses anywhere else will be charged the regular fare.

BART will be operating from 6 a.m., to approximately midnight Thanksgiving Day. Trains will run at 15-minute intervals until 6 p.m., and then operate under the regular night schedule at 20-minute intervals.

# # #

November 18, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

INVESTIGATION OF FIRE ON BART TRAIN -- PROGRESS REPORT

The fire which occurred aboard a single car of a BART train last Wednesday, November 17, was definitely not the result of any technical or mechanical malfunction, according to a joint-team of BART and Oakland Fire Department investigators.

The investigation is still continuing in order to determine the exact cause of the incident, and a conclusive report from the Oakland Fire Department is expected on Monday (November 22).

Upon receipt of the final report from the Oakland Fire Department, BART General Manager Frank C. Herringer will hold a thorough briefing for the news media. A complete and detailed review of the incident, and findings of the investigation, will be discussed.

It has also been determined that damage was limited to the car interior. Although both severe fire and smoke damage was sustained to the inside of the car, none of the primary structural areas nor critical systems were affected. Damage costs are presently estimated to be \$100,000.

As soon as a specific time for the Monday news conference can be established, all news media will be immediately notified. It is estimated that the briefing will be held in the afternoon at BART headquarters.

#####

November 19, 1976

David M. Soblin  
Manager of Public Information

*Anna Marie Day*

11/19 - CALLED IN TO BUSINESS WIRE AND AP  
CALLED UPI - THEY SAID THEY WOULD GET IT FROM BUSINESS WIRE.

GM.





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

S-104

FOR IMMEDIATE RELEASE

BART REPORTS FINDINGS  
OF FIRE INVESTIGATION

BART General Manager Frank C. Herringer today said the initial investigation into circumstances surrounding a fire on a transit car last Wednesday, November 17, is complete and shows conclusively that the fire was not due to any technical or mechanical malfunction of equipment.

Speaking at a special public briefing at BART's Oakland headquarters, Herringer said the investigation, which began immediately following the incident, was conducted by a joint team of BART and Oakland Fire Department investigators.

He said the investigation further showed that combustible materials placed on a seat cushion and floor near the center of the car was, in fact, the possible cause. The Federal Alcohol, Tobacco, and Firearms Laboratory's investigation of the possibility of the use of a chemical incendiary or flammable substance is continuing. Arson is suspected.

Herringer also noted that the first report of the fire actually came from a patron at BART's 19th Street Station in Oakland, who, in turn, reported it to the station agent on duty. However, the train had already departed the 19th Street Station and was leaving the

2-2-2-2-2

next station, 12th Street, as Central Control was contacting the train. The train operator was ordered to take the train out of the subway to Oakland West Station where personnel were waiting to assist. At approximately the same time the train operator received a report over the train intercom from two passengers in the car adjacent to the fire.

Investigators termed this significant in that the fire had been in progress for a longer period of time than first reported. This would support the contention that it would take an extremely intense build-up of heat before the fire retardant materials used in BART cars would burn.

Herringer praised the combined efforts of BART personnel and the Oakland Fire Department in all aspects of the incident from beginning to end. He also commended the passengers for their assistance.

"I thought it was handled in a highly professional and effective manner," he said.

BART has detailed procedures and agreements for access worked out with all fire departments in its service area. Additionally, BART has five specially designed fire fighting units stationed at strategic locations around the system, including one at the west end of the Transbay Tube. These units (trucks) are fully equipped and capable of traveling on the tracks as well as streets.

In the course of the briefing a complete and thorough report was given on the transit system's operations response to the fire by BART's Director of Field Services William Fleisher. Mr. Fleisher also coordinated the investigation.

This was followed by a detailed account of the fire and the investigation teams given by E. P. Nunes of BART's Safety Department. His report pinpointed the exact location of the fire's origin and traced its progress.

While severe fire and smoke damage was sustained to the inside of the car, none of the primary structural areas nor critical systems were affected. Damages are estimated to be approximately \$100,000.

At the conclusion of the briefing, Herringer announced that BART is offering a \$2,000 reward for information that leads to the arrest and conviction of the person or persons responsible for the fire. This is being handled by the BART Police Department. Anyone with pertinent information regarding the fire should call 465-4100, extension 831.

# # #

November 22, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

STATEMENT

BUSINESS WIRE  
235 MONTGOMERY RM 1666  
SAN FRANCISCO, CALIF. 94104

Statement Date  
NOV 30, 1976

Page  
1 RBS 00 C

NEW BALANCE  
5000

AMOUNT REMITTED  
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BUSINESS WIRE  
235 MONTGOMERY RM 1666  
SAN FRANCISCO, CALIF. 94104

BAY AREA RAPID TRANSIT  
ATTN. DAVID SOBLIN  
800 MADISON STREET  
OAKLAND, CA. 94607

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Return this portion with your remittance  
BUSINESS WIRE

Account Number  
103-20840  
Statement Date  
NOV 30, 1976  
BAY AREA RAPID TRANSIT

30620

Date	Description	Amount
NOV 19	CHARGE	3747
		5000

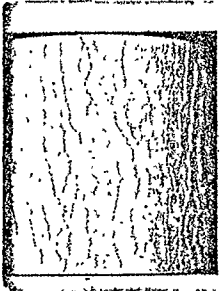
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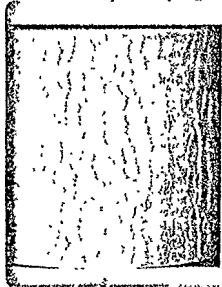
# Business Wire

235 Montgomery St. 3600 Wilshire  
 San Francisco 94104 Los Angeles 90010  
 415-986-4422 213-380-8383  
 905 Tower Building  
 Seattle, Washington 98101  
 206-622-1632

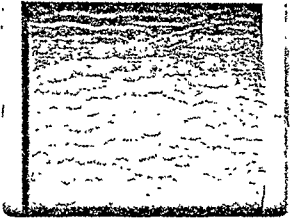
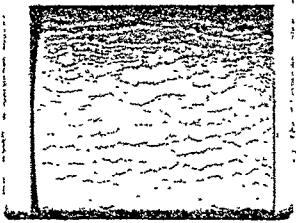
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ACCOUNT	20840
CUSTOMER:	RAY AREA ROAD TO
DATE:	11-19-76



CHARGES FOR:	CODE	AMOUNT
No. & So. California (N. CALIF)	01	
Local Transmission TRAIN FIVE	02	45-
Western Circuit	03	
East Coast	04	
	05	
	06	
Chicago Wire	07	
Dallas Wire	08	
Detroit Wire	09	
Washington D.C. Wire	10	
Canada Wire	11	
London Wire	12	
Tokyo Wire	13	
	14	
Telex	15	
	16	
TWX	17	
Telegrams	18	
DICTATE	19	5-
Off hours	20	
Phone charges	21	
Postage/Deliveries	22	
Membership	23	
	24	
TOTAL		50-



INVOICE



11-11-70

... and ...  
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Upon receipt of the final report from the Oakland Fire Department

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... ..

✓ Tri Valley Herald ✓

✓ Blackpoint - Live now ✓

✓ C.C. Time ✓

✓ Hayward Review ✓

✓ Oak Trip ✓

✓ Putman Club ✓

David - / this release went out  
to attached papers yesterday -  
Balance will go out today.

Statutory Service Release

11/22/76

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Senior Citizen Agencies (Bay Area) \_\_\_\_\_

Agencies for the Handicapped (Bay Area) \_\_\_\_\_



S-105



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

FOR IMMEDIATE RELEASE

## SATURDAY SERVICE

BART's "shopper special" service which began this Saturday, November 20, saw 32,357 riders use the system with about 6,300 attending the UC/Stanford game.

The special Saturday Service will operate four more weekends, through December 18. Operating hours will be from 10 a.m., to 6 p.m., on three routes.

In addition, BART's Express Buses serving the outlying areas on Contra Costa and Alameda counties will also be operating on Saturdays.

These buses for the special Saturday service will operate along five routes which connect BART's Hayward Station to Livermore-Amador Valley; the Concord Station to the Pittsburg-Antioch-Brentwood region; the Concord Station to Martinez; Walnut Creek Station to Danville, Alamo and the San Ramon Valley; and the El Cerrito Del Norte Station to Pinole and El Sobrante.

For the first time BART, on an experimental basis will be offering service on the Q-line, serving Pinole, during non-commute hours. Express Bus service will be hourly on all lines except the M-line, which will operate on the half-hour for the special Saturday service.

2-2-2-2

Service hours will vary slightly from line to line. Exact schedules for the special Saturday service may be obtained in BART stations and on the buses.

The Express Buses will also be operating on Thanksgiving day when BART will be offering .30¢ fares for all one-way trips. Express Buses boarded at BART stations on Thanksgiving day will be free. No transfers required. Patrons boarding the Express buses anywhere else will be charged the normal fare.

# # #

November 22, 1976

David M. Soblin, Manager  
Public Information Office

Contact: Mike Healy  
Press Officer

NEWS RELEASE DISTRIBUTION

*Handwritten notes and scribbles in the top right corner.*

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- Weeklies - Outside Bay Area \_\_\_\_\_
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- TV (including ethnic) \_\_\_\_\_ 12
- Bay Area College Newspapers \_\_\_\_\_
- Sunday Supplements \_\_\_\_\_
- Ethnic Papers \_\_\_\_\_ 12
- ~~Ethnic Radio/TV~~ \_\_\_\_\_ 12
- Individuals \_\_\_\_\_ 12
- Trade & Industry Press \_\_\_\_\_
- Employee Publications \_\_\_\_\_
- Magazines \_\_\_\_\_
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- Chambers of Commerce (Bay Area) \_\_\_\_\_
- Major U.S. & Canadian Transit Agencies \_\_\_\_\_
- Senior Citizen Agencies (Bay Area) \_\_\_\_\_
- Agencies for the Handicapped (Bay Area) \_\_\_\_\_



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

S-106

FOR IMMEDIATE RELEASE

## BART'S SATURDAY PATRONAGE CLIMBS

In its second week of offering special holiday Saturday service, BART saw 39,700 riders use the system.

This was an increase of 23 percent over Saturday, November 20, the day the service began, when there were 32,357 riders.

Also, BART's Thanksgiving day promotion proved very successful with ridership reaching 49,682. This was about a 250 percent increase over the previous year's 15,000 for this traditionally low patronage day. As a special holiday offering, all fares were reduced to 30 cents for Thanksgiving day.

The special Saturday service, which is being offered primarily as a convenience for Christmas shoppers, will continue for three more weekends, through December 18. Operating hours will be from 10 a.m., to 6 p.m., on three routes.

Additionally, BART's Express Buses, serving the outlying areas in Contra Costa and Alameda counties, will also be operating on Saturdays.

- MORE -

2-2-2-2-2

For the special Saturday service, these buses will operate along their normal five routes which connect BART's Hayward Station to Livermore-Amador Valley; the Concord Station to the Pittsburg-Antioch-Brentwood region; the Concord Station to Martinez; Walnut Creek Station to Danville, Alamo and San Ramon Valley; and the El Cerrito Del Norte Station to Pinole and El Sobrante.

Because the service hours vary slightly from line to line, patrons should check the special Saturday service schedules. Schedules may be obtained in BART stations and on the buses.

# # #

November 29, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer





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

S-107

FOR RELEASE WEDNESDAY,  
DECEMBER 1 - A. M.

## ATARI THEATRE COMES TO BART

A bank of electronic visual games from ATARI Theatre was introduced to the public today at BART's Powell Street Station in San Francisco.

In addition to offering the games for passengers while they wait for a train, information about BART will be provided through graphics displays and a continuous slide show located on top of the game machines. The slide show will contain information about the system's operating hours, any current or upcoming special events and promotions, and specific destinations of interest.

So far the electronic game machine has been installed only at the one station on an experimental basis.

Located on the Powell Street Station's platform (train level), the machine, which is seven feet in diameter, contains six electronic games to be played on large video-like screens. The games range from "Pong" in which two people may square off, to challenging one's ability for guiding a space ship.

- MORE -

2-2-2-2-2

Each game takes about 90 seconds to play and costs 25 cents.

"We think the machine will provide some fun for our riders between trains, and hopefully the information from the slide show and display graphics will be of benefit," said BART Advertising Manager Larry Ferolie.

BART will receive 50 percent of the revenues produced from the machine and estimates this will amount to about \$1,500 per month per machine.

Atari, Inc., the Sunnyvale based supplier of the machine will receive the remaining 50 percent of the proceeds and be responsible for its maintenance.

# # #

November 30, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer





# NEWS RELEASE



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

S-109

FOR IMMEDIATE RELEASE

## SWINE FLU PROGRAM CONTINUES

### AT BART'S POWELL ST. STATION

In recent weeks over 12,000 people have gone through the Swine Flu Immunization program set up by county health departments at various BART stations. Because of the heavy demand, the Immunization program will continue at BART's Powell Street Station in San Francisco, between the hours of 11 a.m. and 2 p.m., Monday December 6 through Saturday, December 11.

BART trains are operating Saturdays from 10 a.m. to 6 p.m. through December 18.

The program, which is providing free Swine Flu vaccinations to the public, is being conducted by the San Francisco Health Department.

# # # # #

December 3, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer



# NEWS RELEASE



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

S-110

FOR IMMEDIATE RELEASE

BART TO OFFER FULL SERVICE FOR RAIDERS' GAME

As a special convenience to sports fans, BART will be providing full service, or 14 additional trains, through the big Monday night (Dec. 6) football game between the Oakland Raiders and the Cincinnati Bengals at the Oakland Coliseum.

Until after the game BART trains will be operating at 12 minute intervals, (6 minutes on the Fremont and San Francisco lines) on three routes. Following the departure of after-game crowds, train service will revert to normal late night service, Richmond/Fremont, Concord/Daly City, at 20 minute intervals until closing. Last train schedules, as they are posted in the stations will remain the same.

The football game which begins at 6 p.m. is expected to be over by about 9:30 p.m.

For further information on train schedules and bus connections, members of the public may call BART's phone information center. The following are toll free numbers:

From: Fremont/Union City area	793-BART
Hayward/San Leandro area	783-BART
Livermore/Pleasanton area	462-BART
Oakland/Berkeley/Orinda area	465-BART
Richmond/El Cerrito area	236-BART
San Francisco/Daly City area	788-BART
South San Francisco/San Bruno area	873-BART
Lafayette/Walnut Creek/Concord area	933-BART
Antioch/Pittsburg area	754-BART

December 3, 1976

David M. Soblin, Manager  
Office of Public Information  
Contact: Mike Healy, Press Officer

*Increase Train lengths  
Release Monday Dec 6*

MAIL 12/3

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- Radio (including ethnic)
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- Bay Area College Newspapers \_\_\_\_\_
- Sunday Supplements \_\_\_\_\_
- 7 Ethnic Papers
- Ethnic Radio/TV \_\_\_\_\_
- Individuals
- Trade & Industry Press \_\_\_\_\_
- Employee Publications \_\_\_\_\_
- Magazines \_\_\_\_\_
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- Chambers of Commerce (Bay Area)
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RECEIVED  
DEC 6 1964

# NEWS RELEASE



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

S-111

FOR IMMEDIATE RELEASE

## BART INCREASES TRAIN LENGTHS

BART will be increasing commute-hour train lengths on all lines, effective immediately, it was announced today by Assistant General Manager for Operations, Robert D. Gallaway.

Also, as a special convenience during the Christmas holidays, mid-day trains will be lengthened as well.

The most significant increase during the commute hours should be noticed by passengers on BART's heavily used Concord line, which will now have mostly 10-car trains in regular service. However, Richmond/Fremont and Fremont/Daly City passengers will also find longer trains during the rush hour.

Gallaway said the added capacity should help to alleviate crowded conditions on all lines during peak travel times, noting that passengers should look to the ends of the trains for better seating.

Ten cars is the maximum train length, seating 720 passengers. Putting the ten car trains into regular service follows the completion of a successful test program which began several weeks ago.

- MORE -

2-2-2-2-2-

The full length trains were first tested during the mid-day periods and eventually phased into the morning and evening rush hours.

Until recently BART has been unable to operate the 10-car trains because of a limited number of cars available for service on a daily basis, and insufficient electrical power throughout the system to drive the longer trains.

Gallaway said a program to increase power was completed this fall, and car availability has increased by about 50 percent over this same period last year due to several improvements in maintenance.

He said BART now has an average of 300-plus cars available for service daily as compared to an average 200 the previous year.

BART is also continuing its special holiday Saturday service through December 18 as a special convenience for shoppers. The Special Saturday trains operate from 10 a.m. to 6 p.m.

# # # #

December 6, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

BART TO INCREASE PARKING AT  
FREMONT STATION

NEWS RELEASE DISTRIBUTION

LIMITED DISTRIBUTION  
FOR MAIL 12/6/76

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Agencies for the Handicapped (Bay Area) \_\_\_\_\_

Editor

- ✓ 1) HAYWARD DAILY REVIEW
- ✓ 2) OAKLAND TRIBUNE
- ✓ 3) S.F. CHRONICLE
- ✓ 4) S.F. EXAMINER
- ✓ 5) SAN JOSE MERCURY-NEWS
- ✓ 6) SAN MATEO TIMES
- ✓ 7) KFMP RADIO - News Desk

PLUS: NORMAL INTERNAL DISTRIBUTION



S-112



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

FOR IMMEDIATE RELEASE

## BART TO INCREASE PARKING AT FREMONT STATION

BART this week will begin advertising for bids to construct its planned supplemental parking facility at the system's Fremont Station, it was announced by General Manager Frank C. Herringer.

Herringer said the new parking facility, when completed, will provide about 300 additional spaces. This will bring the total number of spaces for this station to 1000 as well as improve bus access and double present loading zone capacity. Funding for the new parking facility, which is estimated to cost between \$700,000 and \$900,000 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.

Director John Glenn of the sixth BART district in southern Alameda County, commented that, at the suggestion of the Ohlone Audobon Society, plans for the new parking facility will also include the creation of a mini-island bird preserve. Tyson Lagoon, which will be partially filled to construct the new parking facility, has long been a natural sanctuary for birds "and we want to dedicate a portion of the area for this purpose."

- MORE -

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

BART is now seeking FAU funding to create new access through the east side of the Fremont Station. This would include the installation of additional automatic fare equipment to ease the commute hour traffic flow at this station which is heavily utilized.

Bids for the parking project are to be opened in early January, 1977, and construction is scheduled to take a little over a year.

####

December 6, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer



S-113



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

FOR IMMEDIATE RELEASE

## TWO MORE BART SATURDAYS

BART will be operating its special holiday Saturday service for two more Saturdays, December 11 and December 18.

On its third Saturday, (December 4) of operating the "shopper's special" BART trains carried 39,700 riders, up slightly from the previous Saturday.

The Saturday trains provide service on three routes from 10 a.m. to 6 p.m. BART's Express Buses, serving the outlying areas in Contra Costa and Alameda counties, will continue Saturday service through December 18 as well.

As a special convenience to suburban shoppers, Express Buses connecting BART's Concord Station with Martinez, via the Sun Valley Shopping Center, will be operating on the half hour for the Saturday service. All other routes will be on an hourly basis.

The Express Buses, for the Saturday service, connect BART's Hayward Station to Livermore-Amador Valley; the Concord Station to the Pittsburg-Antioch-Brentwood region; the Concord Station via the Sun Valley Shopping Center to Martinez; Walnut Creek Station to Danville, Alamo and San Ramon Valley; and the El Cerrito Del Norte Station to Pinole and El Sobrante.

- MORE -

2-2-2-2-2-2

BART Express Bus Manager Ray Cedar said the Express Buses serve the dual purpose of providing service between the various outlying business centers as well as getting people to BART trains.

He said schedules do vary from line to line and that time-tables may be obtained in BART stations and on the Express Buses.

###

December 8, 1976

Contact: Mike Healy  
Press Officer

*Direct Mail (Total BAA) - 12/8/76*

NEWS RELEASE DISTRIBUTION

- Dailies - Alameda, Contra Costa & S.F. Counties
- Dailies - Other Bay Area Counties
- Dailies - Outside Bay Area \_\_\_\_\_
- Weeklies - Alameda, Contra Cost & S.F. Counties
- Weeklies - Other Bay Area Counties \_\_\_\_\_
- Weeklies - Outside Bay Area \_\_\_\_\_
- Bureaus
- Radio (including ethnic)
- TV (including ethnic)
- Bay Area College Newspapers \_\_\_\_\_
- Sunday Supplements \_\_\_\_\_
- Ethnic Papers
- Ethnic Radio/TV \_\_\_\_\_
- Individuals
- Trade & Industry Press \_\_\_\_\_
- Employee Publications \_\_\_\_\_
- Magazines \_\_\_\_\_
- Major U.S. Dailies \_\_\_\_\_
- Chambers of Commerce (Bay Area) \_\_\_\_\_
- Major U.S. & Canadian Transit Agencies \_\_\_\_\_
- Senior Citizen Agencies (Bay Area) \_\_\_\_\_
- Agencies for the Handicapped (Bay Area) \_\_\_\_\_



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

S-114

FOR IMMEDIATE RELEASE

## BART'S "GET AWAY KIT" CAMPAIGN A HUGE SUCCESS

With over 6000 orders for BART's new "Get Away Kit", which includes a specially designed handsome blue tote bag, deliveries may be a little delayed, say BART officials.

BART's Consumer Services Supervisor Kay Springer Shirley said the program has been far more successful than was anticipated and as a result the manufacturer of the tote bags is working overtime to keep up with the demand.

"We will begin filling the orders this week and hope people will not have to wait too long for delivery," Ms. Shirley said.

The mailing provided a \$12 value for \$5 (a \$7 savings) via purchase of a sturdy blue tote bag, which has "GO-BART" printed on the side, along with two \$1 BART tickets, and a comprehensive transit map.

Ms. Shirley explained, "The 'Get Away Kit' is part of a BART thank you to patrons and taxpayers for helping make BART happen. Included in the mailing was information to better increase public awareness about BART night service, various destinations served and special Saturday service during the Christmas Holidays. The mailing went to 200,000 households in the three counties the transit system serves."

- MORE -

2-2-2-2-2

Ms. Shirley said members of the public who did not receive the direct mailing but would like to purchase the kit may write to the following address (enclosing a check for \$5) which has been specially designated for the mail order campaign:

Bay Area Rapid Transit District  
P.O. Box 9056  
Sunnyvale, Ca. 94086

BART is also planning a similar campaign, offering the "Get Away Kit" directly to its patrons in stations, sometime early 1977.

###

December 8, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer





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

S-115

FOR IMMEDIATE RELEASE

BART BOARD ELECTS NEW PRESIDENT

OAKLAND, California...The San Francisco Bay Area Rapid Transit District's (BART) Board of Directors today elected Barclay Simpson of Walnut Creek to be the board's new president for the coming year.

The BART board also elected Ms. Ella Hill Hutch of San Francisco to fill the post of vice president.

Mr. Simpson, who was recently elected to the transit district's board of directors from Contra Costa County's 1st district, is president of Simpson Company, a manufacturer of construction products.

Following the election Mr. Simpson said there is much to be done in the coming year at BART and the ingredients are here to do it.

"This board has to prove to those who elected us, and to the state legislature, that it can do the job. We have to set policies that lead to more reliable, more frequent and expanded service, and more value for the taxpayer's dollar."

"We need to aid the General Manager in setting goals that carry out these policies," Simpson said.

Ms. Hutch who is employed with the International Long Shoreman and Warehouseman's Union, is now beginning her second term on the BART Board. She won her seat on the first elected board in November 1974, representing San Francisco County's 7th District. This past year Ms. Hutch has been chairperson of the Administration Committee and vice chairperson of the Public Information and Legislation Committee.

2-2-2-2-2

The term of office for the board's new president and vice president will begin immediately and run through 1977. The president and vice president of the board receive \$5000 and \$3000 per annum, respectively, for assuming these additional responsibilities.

###

December 9, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer





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

S-116

FOR IMMEDIATE RELEASE

## BART TO OPERATE ONE MORE SATURDAY

Special Saturday service will be offered by BART one more Saturday, December 18 as a convenience to Christmas shoppers.

For the Saturday service, trains operate on three routes from 10 a.m. to 6 p.m. This last Saturday, December 11 BART trains carried 44,600 riders, up 12.1 percent over the previous Saturday's 39,800. BART began the special holiday service November 20, with five Saturday's of operation scheduled. This was two additional Saturdays over last year.

Also, suburban shoppers will find BART's Express Buses serving the outlying areas operating this coming Saturday as well. Express Buses which connect BART's Concord Station with Martinez, via the Sun Valley Shopping Center, will operate on the half for the Saturday service. All other routes will be on an hourly basis.

Time-tables for the Express Buses may be obtained in BART stations and on the Express Buses.

The Express Buses, for the Saturday service, connect BART's Hayward Station to Livermore-Amador Valley; the Concord Station to the Pittsburg-Antioch-Brentwood region; the Concord Station via the Sun Valley Shopping Center to Martinez; Walnut Creek Station to Danville, Alamo and San Ramon Valley; and the El Cerrito Del Norte Station to Pinole and El Sobrante.

###

December 13, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer



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

S-117

FOR IMMEDIATE RELEASE

BART BEEFS UP SERVICE FOR  
FINAL SATURDAY OF OPERATION

As a special convenience to Christmas shoppers, and sports fans attending the 1 p.m. Raider game at the Oakland Coliseum this Saturday, (December 18) BART plans to provide longer trains on all lines plus extra trains for after-game return trips.

Riders using the Richmond/Fremont, and Fremont/Daly City lines will see eight-car trains, while nine-car trains will be operating along the Concord/Daly City route.

Following the big playoff game between the Oakland Raiders and the New England Patriots, two extra trains will be dispatched; for northbound travelers, and one extra southbound train. The aerial walkway, which connects BART's Coliseum Station to the Coliseum offers convenient access for fans who do not want to fight the expected traffic jams.

This will be BART's fifth and final weekend for offering the special holiday Saturday service, with trains operating from 10 a.m. to 6 p.m. on all three regular routes.

###

December 15, 1976

David M. Soblin  
Manager of Public Information

Contact: Mike Healy  
Press Officer



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

S-118

FOR IMMEDIATE RELEASE  
SPECIAL TO SPORTS EDITORS

BART TO PROVIDE EXTRA  
TRAINS FOR RAIDER GAME

Fans attending the big playoff game this Saturday (December 18) between the Oakland Raiders and New England Patriots will find BART a good bet to avoid the usual traffic and parking hassles.

BART will be offering service on all its routes with longer trains, plus extra trains to serve the after-game crowds. Also, the aerial walkway between the BART Coliseum Station and the Coliseum offers convenient access.

This will be BART's final weekend for offering the special holiday Saturday service. Trains will be operating from 10 a.m. to 6 p.m.

###

December 15, 1976

David M. Soblin  
Manager, Office of Public Information

Contact: Mike Healy  
Press Officer

*Final Saturday Service 12/20/76*

NEWS RELEASE DISTRIBUTION

Dailies - Alameda, Contra Costa & S.F. Counties \_\_\_\_\_ ✓  
Dailies - Other Bay Area Counties \_\_\_\_\_  
Dailies - Outside Bay Area \_\_\_\_\_  
Weeklies - Alameda, Contra Cost & S.F. Counties \_\_\_\_\_ ✓  
Weeklies - Other Bay Area Counties \_\_\_\_\_  
Weeklies - Outside Bay Area \_\_\_\_\_  
Bureaus \_\_\_\_\_ ✓  
Radio (including ethnic) \_\_\_\_\_ ✓  
TV (including ethnic) \_\_\_\_\_ ✓  
Bay Area College Newspapers \_\_\_\_\_  
Sunday Supplements \_\_\_\_\_  
Ethnic Papers \_\_\_\_\_  
Ethnic Radio/TV \_\_\_\_\_  
Individuals \_\_\_\_\_ ✓  
Trade & Industry Press \_\_\_\_\_  
Employee Publications \_\_\_\_\_  
Magazines \_\_\_\_\_  
Major U.S. Dailies \_\_\_\_\_  
Chambers of Commerce (Bay Area) \_\_\_\_\_  
Major U.S. & Canadian Transit Agencies \_\_\_\_\_  
Senior Citizen Agencies (Bay Area) \_\_\_\_\_  
Agencies for the Handicapped (Bay Area) \_\_\_\_\_

# NEWS RELEASE



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

S-119

FOR IMMEDIATE RELEASE

## BART'S FINAL SATURDAY OF SPECIAL SERVICE SEES HIGHEST RIDERSHIP

BART's final Saturday (December 18) for providing special holiday service saw ridership reach 53,300, the highest of the five Saturday patronage figures.

This was an increase of 19.5 percent over the previous Saturday, December 11, during which trains carried 44,600.

Boosting ridership this last Saturday, along with Christmas shopping, was the playoff game between the Oakland Raiders and the New England Patriots at the Oakland Coliseum. Using the convenient walkway connecting BART's Coliseum Station to the Coliseum, about 6000 fans took BART to the big game.

BART began the holiday Saturday service November 20 as a special convenience to Christmas shoppers. The Saturday service was provided for five weekends through December 18.

Additionally, BART Express Buses serving the outlying areas in Contra Costa and Alameda Counties operated for the special Saturday service as well.

###

December 20, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer



# NEWS RELEASE

S-120



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

FOR IMMEDIATE RELEASE

## BART PRESIDENT NAMES NEW BOARD COMMITTEE MEMBERS

Bay Area Rapid Transit District President Barc Simpson today named Board of Directors committee members for the calendar year 1977.

The announcement followed less than a week and a half after the BART Board elected Simpson as president and Ella Hill Hutch as vice-president. Simpson of Walnut Creek and Hutch of San Francisco represent, respectively, BART districts 1 and 7.

Members of the three standing committees and the special Ways and Means Committee are:

Administration: Chairperson, Arthur Shartsis, District 3; Vice Chairperson, Robert S. Allen, District 5; and Harvey W. Glasser, M.D., District 4.

Engineering: Chairperson, John Kirkwood, District 9; Vice Chairperson, Robert Allen; and John Glenn, District 6.

Public Information and Legislation: Chairperson, Harvey Glasser; Vice Chairperson, John Glenn; and Nello J. Bianco, District 2.

Ways and Means: Chairperson, Nello Bianco; Vice Chairperson, Arthur Shartsis; John Kirkwood and Harvey Glasser.

Simpson also established a Special Expense Account Review Committee composed of himself, Shartsis and Allen. He said

- MORE -

2-2-2-2-2

"I feel a sense of urgency in getting the expense account issue resolved. This committee has three purposes: the review of late accounts now up for payment, suggestions for rules changes, and investigating allegations of impropriety in the past." Simpson further stated, "We hope to have the first two items ready for the next Board meeting. The allegations of impropriety are being investigated now for an early decision as well."

In his notification of committee assignments to the BART Directors, Simpson noted his desire that most of the Board's work will be accomplished in committee. He further indicated that each committee should be clear on its areas of responsibility, and specific objectives should be set for the year ahead.

President Simpson and Vice President Hill are ex-officio members of all committees.

###

December 21, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

*Windscreen -*

NEWS RELEASE DISTRIBUTION

- Dailies - Alameda, Contra Costa & S.F. Counties \_\_\_\_\_ ✓
- Dailies - Other Bay Area Counties \_\_\_\_\_
- Dailies - Outside Bay Area \_\_\_\_\_
- Weeklies - Alameda, Contra Cost & S.F. Counties \_\_\_\_\_ ✓
- Weeklies - Other Bay Area Counties \_\_\_\_\_
- Weeklies - Outside Bay Area \_\_\_\_\_
- Bureaus \_\_\_\_\_ ✓
- Radio (including ethnic) \_\_\_\_\_ ✓
- TV (including ethnic) \_\_\_\_\_ ✓
- Bay Area College Newspapers \_\_\_\_\_
- Sunday Supplements \_\_\_\_\_
- Ethnic Papers \_\_\_\_\_
- Ethnic Radio/TV \_\_\_\_\_
- Individuals \_\_\_\_\_ ✓
- Trade & Industry Press \_\_\_\_\_
- Employee Publications \_\_\_\_\_
- Magazines \_\_\_\_\_
- Major U.S. Dailies \_\_\_\_\_
- Chambers of Commerce (Bay Area) \_\_\_\_\_ ✓
- Major U.S. & Canadian Transit Agencies \_\_\_\_\_
- Senior Citizen Agencies (Bay Area) \_\_\_\_\_
- Agencies for the Handicapped (Bay Area) \_\_\_\_\_

# NEWS RELEASE



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

S-121

FOR IMMEDIATE RELEASE

## NEW WIND SHELTERS COMPLETED AT ALL BART AERIAL STATIONS

With winter here BART patrons should find a welcome addition at all aerial stations in recently completed special wind and weather shelters.

The new steel framed glass screens are located on the platform level of all aerial stations and are designed to offer patrons additional shelter on cold or rainy days. New benches and seats were also included in the project.

Construction of the new aerial platform shelters began early in the year at a total cost of \$375,000. Two thirds of the project cost was federally funded from an Urban Mass Transportation Administration grant in the amount of \$250,000. The remaining third of \$150,000 was funded from local Transit Development act monies.

In addition to aerial station platforms systemwide, new weather shelters have also been constructed at the ground level of the Fruitvale, El Cerrito Plaza and El Cerrito Del Norte stations as well.

###

December 22, 1976

David Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer

NEW YEARS

NEWS RELEASE DISTRIBUTION

FOR MAIL DEC. 23

Dailies - Alameda, Contra Costa & S.F. Counties

Dailies - Other Bay Area Counties

Dailies - Outside Bay Area \_\_\_\_\_

Weeklies - Alameda, Contra Cost & S.F. Counties

Weeklies - Other Bay Area Counties \_\_\_\_\_

Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus

Radio (including ethnic)

TV (including ethnic)

Bay Area College Newspapers

Sunday Supplements \_\_\_\_\_

Ethnic Papers \_\_\_\_\_

Ethnic Radio/TV \_\_\_\_\_

Individuals

Trade & Industry Press \_\_\_\_\_

Employee Publications \_\_\_\_\_

Magazines \_\_\_\_\_

Major U.S. Dailies \_\_\_\_\_

Chambers of Commerce (Bay Area)

Major U.S. & Canadian Transit Agencies \_\_\_\_\_

Senior Citizen Agencies (Bay Area) \_\_\_\_\_

Agencies for the Handicapped (Bay Area) \_\_\_\_\_

# NEWS RELEASE

S-122



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

FOR IMMEDIATE RELEASE

## BART PLANS NEW YEARS SPECIAL

On New Years Eve BART trains will take you there and get you back until 2:30 a.m. New Years Day morning.

For the first time since beginning operations little more than four years ago, BART will be providing this special "into-the morning" service as a convenience to late night and early morning celebrators on New Years Eve. This is BART's way of thanking our patrons for ridership throughout 1976 and wishing them a happy 1977.

"We are hopeful that people who plan to do some traveling New Years Eve consider BART as a good alternative to driving," said BART Passenger Service Manager Jack McDowell.

McDowell said late night trains will operate under a normal night schedule on two lines at 20 minute intervals.

Under the late night schedule direct service is provided between Concord/Daly City, and Richmond/Fremont with the MacArthur and downtown Oakland stations serving as transfer points.

Last trains will depart from end-line terminals at 2:30 a.m. except from Richmond will have a 2:39 a.m. departure.

Express Buses connecting several east-bay BART stations with outlying areas in Contra Costa and Alameda Counties will not operate past normal late night schedules.

###

December 23, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy

NEWS RELEASE DISTRIBUTION

FOR MAILING ~~12/28~~  
~~12/28~~ 12/28  
DAVE S. I

- Dailies - Alameda, Contra Costa & S.F. Counties ✓ - ✓
- Dailies - Other Bay Area Counties \_\_\_\_\_
- Dailies - Outside Bay Area \_\_\_\_\_
- Weeklies - Alameda, Contra Cost & S.F. Counties ✓ ✓ - ✓
- Weeklies - Other Bay Area Counties \_\_\_\_\_
- Weeklies - Outside Bay Area \_\_\_\_\_
- Bureaus ✓
- Radio (including ethnic) ✓ ✓ ✓
- TV (including ethnic) ✓ ✓ ✓
- Bay Area College Newspapers ✓ ✓ ✓
- Sunday Supplements \_\_\_\_\_
- Ethnic Papers \_\_\_\_\_
- Ethnic Radio/TV \_\_\_\_\_
- Individuals ✓
- Trade & Industry Press ✓ ✓ ✓
- Employee Publications \_\_\_\_\_
- Magazines \_\_\_\_\_
- Major U.S. Dailies \_\_\_\_\_
- Chambers of Commerce (Bay Area) \_\_\_\_\_
- Major U.S. & Canadian Transit Agencies \_\_\_\_\_
- Senior Citizen Agencies (Bay Area) \_\_\_\_\_
- Agencies for the Handicapped (Bay Area) \_\_\_\_\_



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

S-123

December 28, 1976

TO: CITY EDITORS, NEWS DIRECTORS - ALL BAY AREA NEWS MEDIA  
FROM: DAVID SOBLIN, BART MANAGER OF PUBLIC INFORMATION  
SUBJECT: TEMPORARY CHANGE IN PERSONNEL - BART OFFICE OF PUBLIC INFORMATION

Effective January 3, 1977, there will be a temporary change in personnel assignments of the BART Office of Public Information.

I will be on temporary leave from BART for approximately six months, and should return on or about July 1, 1977.

In my absence, Mike Healy will assume the position of Acting Manager of Public Information.

Therefore, during this period all communication with the office should be made to Mike (465-4100, Ext. 529).

I would particularly appreciate you passing along this information to your reporters and ask them to scratch my home telephone number as the source of information outside normal business hours. After January 3rd I will be unable to respond to home calls.

Should you find it necessary to contact a BART spokesman at odd hours, Mike will be happy to respond at 547-6749 or Diane Levine, Director of Marketing and Communications at 989-6494.

Thank you for your past courtesies, and I wish you all a most prosperous New Year. I will look forward to renewing our association in six months.

DMS



NEWS RELEASE DISTRIBUTION

- Dailies - Alameda, Contra Costa & S.F. Counties ✓ 4
- Dailies - Other Bay Area Counties ✓
- Dailies - Outside Bay Area \_\_\_\_\_
- Weeklies - Alameda, Contra Cost & S.F. Counties ✓ 4
- Weeklies - Other Bay Area Counties \_\_\_\_\_
- Weeklies - Outside Bay Area \_\_\_\_\_
- Bureaus ✓ 4
- Radio (including ethnic) ✓
- TV (including ethnic) ✓
- Bay Area College Newspapers \_\_\_\_\_
- Sunday Supplements \_\_\_\_\_
- Ethnic Papers \_\_\_\_\_
- Ethnic Radio/TV \_\_\_\_\_
- Individuals ✓
- Trade & Industry Press \_\_\_\_\_
- Employee Publications \_\_\_\_\_
- Magazines \_\_\_\_\_
- Major U.S. Dailies \_\_\_\_\_
- Chambers of Commerce (Bay Area) ✓ X
- Major U.S. & Canadian Transit Agencies \_\_\_\_\_
- Senior Citizen Agencies (Bay Area) \_\_\_\_\_
- Agencies for the Handicapped (Bay Area) \_\_\_\_\_



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

FOR IMMEDIATE RELEASE

BART A GOOD WAY TO GO NEW YEARS EVE

With BART trains operating until 2:30 a.m. New Years Day morning, travelers will have a convenient way to get to and from the celebration.

BART normally ceases operation at approximately midnight, but as a special convenience to the public, will remain open the extra hours to help ring in the new year.

"This is our way of wishing our patrons a happy new year and at the same time offer an alternative to New Years Eve driving," said BART General Manager Frank C. Herringer.

Herringer said he was pleased that BART, for the first time, would be providing this special into-the-morning service.

The special New Years service will call for trains to operate under a normal night schedule at 20 minute intervals on two lines. This will provide direct service between Concord/Daly City, and Richmond/Fremont with the MacArthur and Downtown Oakland Stations serving as transfer points.

Last trains will depart from end-line terminals at 2:30 a.m. except from Richmond which will have a 2:39 a.m. departure.

- MORE -

2-2-2-2-2

Additionally, BART's phone information center will remain open until 2:30 a.m. as well. Members of the public wishing information on train operations and east and west bay bus connections may call the following toll free numbers:

Fremont/Union City area.....	793-BART
Hayward/San Leandro area.....	783-BART
Livermore/Pleasanton area.....	462-BART
Oakland/Berkeley/Orinda area.....	465-BART
Richmond/El Cerrito area.....	236-BART
San Francisco/Daly City area.....	788-BART
South San Francisco/San Bruno area....	873-BART
Lafayette/Walnut Creek/Concord area...	933-BART
Antioch/Pittsburg area.....	754-BART

###

December 27, 1976

David M. Soblin, Manager  
Office of Public Information

Contact: Mike Healy  
Press Officer



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

S-125

FOR IMMEDIATE RELEASE

## BART REFLECTS ON 1976

Looking back over this past year, BART officials observe that approximately 3,000,000 more passenger trips were taken on the system than in the previous year.

End-of-year figures show that patrons took 34,000,000 trips on BART in 1976 compared with 31,000,000 trips taken throughout 1975, about a 9.2 percent increase.

Highlighting this past year were several accomplishments in the area of operation and capital improvements.

On January 1, 1976 BART began permanent night service, extending operating hours to approximately midnight. This service expansion offered a new mobility for night travelers attending the many entertainment and sporting events at the Oakland Coliseum, as well as for patrons seeking out theatres, museums and restaurants with easy accessibility to BART stations.

In May the opening of the Embarcadero Station offered new accessibility to the Embarcadero Center and Golden Gateway complex and provided an easy connection with the ferry to Marin County. This was the transit district's 34th and final station to be completed on the basic 71-mile system.

A major effort in maintenance resulted in 50 percent more transit cars available for service on a daily basis than were available this time last year. The count went from an average 200 at the beginning of

of the year to the present average of 300. This translated into an overall increase in carrying capacity by lengthening trains on all lines during morning and evening commute hours and adding trains on the heavily used Concord/Daly City line for the same period. Recently BART began regularly operating 10-car trains on this line during peak travel hours.

Other accomplishments this past year include construction of special wind and weather shelters at all aerial station platforms, expanded parking at some of the system's suburban stations; a new spur track south of Lake Merritt to give added operating flexibility; completed installation of handrails in all cars; and a program of improved information to passengers through central public address messages and new brochures tailored to each local community the system serves.

During the past year, BART's financial condition was stabilized through the institution of cost control measures and the state Legislature's action in continuing a half cent sales tax used to support BART operations.

Also significant was a redefinition of District goals as they appeared in the 1962 Composite Report which set out the original concept of the system. The Composite Report envisioned as many as 105 trains operating on the system at one time, at intervals of 90 seconds.

"Rather than stubbornly attempting to reach a goal set 15 years ago, we have instead determined that our service objectives should reflect actual demand," said BART General Manager Frank C. Herringer.

3-3-3-3

Herringer said that BART should determine what the passenger demand will be at a given time, and set its technical objectives to provide reliable service to meet that demand.

He said that BART does not require train intervals of less than 3 minutes for at least five years or longer. Presently, BART carries an average of about 133,000 passengers per day with 30 trains. To carry 200,000 passengers per day would actually require no more than 50 trains on the system at one time, operating at 3 minute intervals. Based on the current growth rate, it is projected that by 1981 the system will be carrying between 170,000 and 180,000 per day.

"Consequently, for reasons of both realistic demand expectations and technical constraints, 50-train service is an appropriate near-term goal," Herringer said.

He said 50-train service would include direct Richmond/Daly City service, and a doubling of trains on the Concord/Daly City line during commute hours.

###

December 30, 1976

Contact: Mike Healy  
Office of Public Information

BART Reflects on 1976

NEWS RELEASE DISTRIBUTION

Dailies - Alameda, Contra Costa & S.F. Counties ✓

Dailies - Other Bay Area Counties \_\_\_\_\_

Dailies - Outside Bay Area \_\_\_\_\_

Weeklies - Alameda, Contra Cost & S.F. Counties ✓

Weeklies - Other Bay Area Counties \_\_\_\_\_

Weeklies - Outside Bay Area \_\_\_\_\_

Bureaus \_\_\_\_\_ ✓

Radio (including ethnic) \_\_\_\_\_ ✓

TV (including ethnic) \_\_\_\_\_ ✓

Bay Area College Newspapers \_\_\_\_\_

Sunday Supplements \_\_\_\_\_

Ethnic Papers \_\_\_\_\_

Ethnic Radio/TV \_\_\_\_\_

Individuals \_\_\_\_\_ ✓

Trade & Industry Press \_\_\_\_\_ ✓

Employee Publications \_\_\_\_\_

Magazines \_\_\_\_\_

Major U.S. Dailies \_\_\_\_\_ Yes

Chambers of Commerce (Bay Area) \_\_\_\_\_

Major U.S. & Canadian Transit Agencies \_\_\_\_\_

Senior Citizen Agencies (Bay Area) \_\_\_\_\_

Agencies for the Handicapped (Bay Area) \_\_\_\_\_