

A Newsletter for the Men and Women of the San Francisco Bay Area Rapid Transit District

General Manager's Memo to the Staff

The first issue of our newsletter comes at an opportune time, a turning point in the history of the District.

After years of talking and planning, we have started to build a rapid transit system for the Bay Area.

The transition from drawing board to actual construction was climaxed last month by the participation of President Johnson in our groundbreaking ceremonies in Concord. Nothing could have done more to emphasize the importance of our project than to have



the President of the United States give it his personal approval.

The Bay Area, and the District, profited immeasurably from the Concord event, and from the way it was handled. It was professionally done, a credit to the BARTD staff.

Many people approached me afterward and commented on how smoothly the program went, and in the same breath expressed confidence in BARTD's ability to build the revolutionary new rapid transit system it has set out to build.

Even before the President addressed the groundbreaking throng, work was moving ahead on our first construction project. And as we move into the new fiscal year, we can look forward to more construction activity and continued growth.

The new budget authorizes the hiring of 43 additional persons. As of this date, we

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Among BARTD staffers who shook hands with President Johnson were Chuck Marrs and Art Jacobsen of Real Estate, both visible in this crowd shot. You can also pick out George McDonald of Public Relations and General Manager B.R. Stokes.

Success in Concord

The BARTD groundbreaking in Concord last month was a big success, judging from comments of people who were there.

Several public officials were so impressed by the way we carried it off that they wrote us complimentary letters. In the words of one:

"Anyone who can plan and execute a public gathering in a hay field has won my undying respect."

A lot of work, by a lot of BARTD staffers, went into making the event a success.

It all began early this year when

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SUCCESS IN CONCORD ...

General Manager B.R. Stokes returned from a trip to Washington, D.C., with the idea to invite the President to our groundbreaking.

He was invited, and the work began.

Ed Sajor of the Public Relations staff handled general arrangements. His first job was to find a site. He explored possibilities along the Test Track and eventually found an area with adequate space and easy accessibility. (The site selected is the future location of the Diablo Test Track headquarters building).

From the beginning, Ed was assisted with physical arrangements by Tom MacKenzie, PBTB resident engineer on the Test Track, and Larry Ashworth of Gallagher & Burk, contractors building Phase I of the Test Track.

Among other things, they had to clear the area of barley and onions, compact the dirt, build pedestrian ramps over the Sacramento Northern railroad tracks, decide what kind of speaker's platform should be used and then build it, put up a television platform, arrange for press phones, and a "hot line" to the White House for the President, plant the dynamite charge the President would detonate to break ground.

VIP seating had to be arranged. Law officers had to set up security measures, and coordinate traffic control. An invitation list had to be made up, the invitations properly worded and printed. And so on...

Arrangements were made for a luncheon-reception at the Concord Inn following the groundbreaking. Food and refreshments were planned for 1,100 persons. This was a good estimate. Only 24 more than that showed up. There was enough to go around.

More details to arrange for: an ambulance, a Red Cross field unit, standby fire trucks, chemical rest rooms, helium balloons, cardboard engineers' hats, welcoming banners, etc.

The BARTD office was a beehive during the days just preceding the event. As late as a week away it still wasn't certain, for sure, when the President would arrive. We took a calculated risk and ordered the invitations printed with the President's name and the time the ceremonies were to begin.

BARTD staffers worked long and hard the night the invitations were sent. Irene Cochrane, Rosella Brady, Sally Broughton,

Ilse Cabral, Roxanne Markanton and Frank Davis stayed until 10 p.m. addressing envelopes and stuffing the mail box.

Meetings began with the White House advance crew and communications staff and the Secret Service.

Press Kits were prepared under the direction of Frank Kiefer. Again, the office crew came through. Helen Visick did much of the typing. Flo Olofson, Frank Davis, Rick Gray and Alvina "Mac" McIntyre kept the multilith churning. Helen, Roxanne and Nell Clark collated the press material, a huge job in itself.

Special phone lines were installed to take RSVP's from VIP's. Pat Dunbar, chief operator, was assisted by Roxanne, Cintha Ring and Jayme Ward. The flow of incoming calls on the regular switchboard rose tremendously during this period, and were handled by Mac, Roxanne and Nell. Office Manager Harry Davis coordinated all office activity.

The big day finally arrived. Real estate men Roland Bresler, Arne Gustafson, Art Jacobsen, Ed Jaynes, George Kross, Chuck Marrs, Quintin McMahon and Irving Pilch, assisted by engineer Harry Moses, became ushers. Stan Thies handled press arrangements at the site. Television, radio and newspaper representatives from throughout the nation covered the event, including the White House press corps which landed in the helicopter with the Presidential party.

Bill Benedict and Rosella Brady were official VIP greeters. L.A. "Kim" Kimball, our new assistant general manager, and Howard Sipe of the Oakland Chamber of Commerce helped spot Contra Costa and Alameda county VIPs.

"Though making arrangements for the event was primarily the responsibility of our department," said Public Relations Director George McDonald, "we couldn't have accomplished what we did without the help of all the other departments."

"Before it was over, they had all helped out in one way or another."

After the dust had settled, it was generally agreed that the BARTD groundbreaking had been a success.

As one citizen remarked to B.R. Stokes, "If the way you put on this groundbreaking is an indication of the way your're building the rapid transit system, we can all have great confidence in your staff."

BARTD BUDGET REFLECTS GROWTH

For the first time, each BARTD department head has been given direct responsibility for his department's own budget.

In the past, there was a single budget for the total organization.

A budget figure has been set for each department for the 1964-65 fiscal year, which began this month.

This is one of several new administrative procedures adopted by the District as we continue to expand our activities.

Another is the use of computers to prepare reports. For example, computers will provide cost-budget reports to department heads every month telling them how much they've spent, and how much they've got left.

BARTD's new budget, prepared by budget analyst Mack Nobles and approved by the Board of Directors, authorizes the hiring of 43 new persons during the fiscal year.

Many of the new people have already been hired. Sixteen are going to the Finance department. The Engineering and Real Estate departments each get 9 new employees, the Administration department, 8, and the Public Relations department, 1.

Before the fiscal year's end, BARTD will have a total of 116 employees.

Our budget for this year is \$7,429,000, to be raised by a combined property tax levy of 17 cents per \$100 assessed valuation. The 1963-64 rate was 8.4 cents, and the budget figure \$3,493,183.

The actual amount of money to be spent by the district during the fiscal year amounts to \$84,335,000. The difference between the \$7 million BARTD budget figure and the \$84 million represents money from the sale of general obligation bonds.

Largest single item in the overall Budget and Financial Plan is \$30,180,000 to buy property for the system's rights-of-way. Next is \$20,800,000 for construction.

Budget analyst Nobles said the "impact of the District's increased activity will be extreme in nature." He continued: "The fiscal year ahead of us will see a dramatic change in the tempo of activity when compared with that which has gone before.

"Heavy emphasis will be placed upon our land acquisition, our contract negotiations and awards, including an attendant radical



Mack Nobles works on BARTD's new budget. The picture on his wall shows an atom blast.

Blast Reminds Analyst Of Race with the Sea

Budgets and atom blasts may seem incompatible, but they've both played a big part in the life of our budget analyst, Mackenzie "Mack" Nobles.

Before Mack came to BARTD, he was a financial expert with the Atomic Energy Commission, holding such posts as chief of financial management, director of program analysis and budget division, budget officer and financial management advisor to the test manager.

His work took him from Los Alamos to Eniwetok. His most unforgettable moment came during Pacific atomic bomb tests when the AEC took a calculated risk and exploded an eight megaton device without evacuating the headquarters island.

The bomb was to be detonated on an island about 20 miles away. Buildings were lashed down, and the AEC personnel, who usually wore aloha shirts and shorts, put on long clothing and caps for protection from the flash and aftershock.

There were about 1,000 people. They went out onto the beach and sat down on
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workload increase in accounting, auditing and general administration activities.

"In essence, the District is making the transition into an operating entity, handling an \$80 million program during the ensuing fiscal year."

BARTD Newsmakers

SUZIE KAJITA RECUPERATING' IN BERKELEY

Suzie Kajita, one of the first to join the District's staff, underwent delicate heart surgery in June at Presbyterian Medical Center.

Her recovery has been good and she is now recuperating at her brother's home in Berkeley.

Before her surgery, Suzie sailed to Japan to visit her parents. Her father is a retired landscape architect. Suzie is a member of our Public Relations staff.

If you would like to drop her a line, her address is: 1715 Parker St., Berkeley.

ERDAHL PROMOTED TO CHIEF AUDITOR

Gerry Erdahl has been promoted from head auditor to chief auditor of the Finance department.

Mr. Erdahl worked his way through the University of California at Berkeley doing statistical research for brokerage houses, which led to his decision to become a certified public accountant.

He worked for many public accountant firms and large companies such as Dole Pineapple Company. When Dole moved to San Jose, Mr. Erdahl came to work for the District

He is a member of the American Institute of Accountants and the California State Society of CPA's.

Mr. and Mrs. Erdahl live in Berkeley.

SONS OF ITALY DELEGATE BACK FROM MEETING

Alvina "Mac" McIntyre of the Mail and Reproduction department has just returned from a Sons of Italy convention in Reno.

She was one of 289 delegates from throughout the state. Mac has been a member of the organization's Golden Lion lodge in San Francisco for 19 years.

Mrs. McIntyre had two especially bright moments at the convention: first, when she rose before the entire delegation and argued successfully for a change in the laws; and again when she hit five jackpots in a row on the slot machines.

She lost it all the next night. She stayed at the Mapes.

CONTROLLER ELECTED TO NATIONAL OFFICE

Emmett "Cliff" Clifford, BARTD controller, was elected to the five-man Board of Governors of the National Association of Accountants at the association's annual conference in Washington, D.C.

The board acts as an advisory body to the association, which has 180 chapters and 55,000 members throughout the world.

Mr. Clifford, a resident of Oakland, was formerly controller-treasurer of the Matson Navigation Company in San Francisco. He is past president of the East Bay Chapter, National Association of Accountants, and is a former national director.

MACKENZIE NOBLES...

the sand with their backs to the island's lagoon.

It was still dark, just before dawn. When the bomb went off, the sky lit up like high noon.

"The heat hit us almost simultaneously," Nobles said. "It started slowly and grew in intensity until it was almost unbearable. Then it receded and we all just sat there, waiting for the shock wave. It was enough to make you flinch."

The shock wave struck with an ear-hammering roar, and then it was gone, like a passing freight.

Much to everyone's surprise, the lagoon started to empty and as the water receded, tropical fish and other marine life flopped helplessly on the sand.

Intrigued by the strange sight, Nobles ventured out onto the wet sand which moments before had been the bottom of the lagoon. He walked some distance before he realized, to his consternation, that the water was coming back.

A wall of water roared back toward the lagoon from the open sea. Nobles turned and fled.

"It seemed like that water was just ten feet behind me all the way," he said. "I ran back onto the island and down the airstrip as fast as my legs would carry me."

Fortunately for BARTD, he made it. He and his wife, who have three children, now live in Lafayette.

Lucille "Lu" Ahern, who has worked for the District longer than any other employee presently on the payroll, has tendered her resignation.

She will leave around mid-August and move to Seattle.

When asked why she is leaving BARTD after a tenure of nine years, she answered with a wink, "Romantic reasons."

She would say no more for publication.

Lu, who was raised in Twin Falls, Idaho, went to work for the Rapid Transit Commission in 1955 and stayed on when the District was formed in 1957. She is presently secretary to General Manager Stokes.

"I've had three bosses in my life who have been tops," Lu said, "and Bill Stokes is one of them."

"The District has been an ideal place to work," she added. "It's been a very interesting experience watching it develop as it has."

Lu has lived in the Bay Area since 1944.

NEWS FROM THE ENGINEERING DEPARTMENT

David G. Hammond joined the Engineering department as Structural Engineer after having resigned from the U.S. Army as a colonel. His last assignment before coming to BARTD was that of Chief, Engineer Division, Headquarters, U.S. Continental Army Command, Fort Monroe, Virginia. In early July, Mr. Hammond moved his family -- his wife, two teenage sons, a younger daughter and two cats -- from Fort Monroe to their new home at 11 LaNoria Drive, Orinda.

Deane Aboudara, Electronics and Equipment Design Engineer, has also chosen Contra Costa County for his permanent home. He spent the 4th of July weekend moving his wife and son to their new house at 3926 LeRoy Way, Lafayette.

John Fendel is the newest member of our engineering staff, with the title of Senior Engineer. He came to us on June 1st, after 16 years with U.S. Steel. John and his wife have one son who is spending the summer at Naval reserve boot camp and will enroll at CalPoly Tech this fall; another son in the 9th grade; and a daughter who is getting ready for the third grade. The Fendels make their home in Berkeley.

GENERAL MANAGER . . .

have 80 employees on the BARTD staff, and by the end of the fiscal year we expect to have 116. This staff will form the great part of our organization during the construction period.

BARTD is taking over the second floor of the building and is getting additional space on the third floor to accommodate its expanded real estate, insurance and financial activities.

Since setting up semi-permanent headquarters in this building last December, we have almost doubled our working space requirements.

Last fiscal year we had expenditures of about \$16 million. This fiscal year, the construction schedule calls for us to spend over \$84 million. Most of the money will be used to buy land for rights-of-way and for construction.

We will acquire 40 per cent of the land needed for the system, over 1,400 parcels. We will award \$108 million in construction contracts, including the downtown Oakland subway complex, the 3½-mile Berkeley Hills tunnel and Phase II of Diablo Test Track.

The new BARTD employee newsletter is also indicative of our growth. As an organization gets larger, it is apt to become more impersonal. We want to prevent that from happening to BARTD, and a publication such as this is one means of doing so.

If there is a certain story you would like to see in the next issue, tell the editor about it. This is your publication and it should reflect your desires.

B.R. Stokes

NEWSLETTER NEEDS NAME

If you will turn back to page one, you will notice that something is missing.

That's right. The BARTD employee newsletter needs a name.

Do you have an idea for one?

If so, please let us know about it.

Jot it down on a slip of paper and give it to Jayme Ward of the Public Relations Department.

Also, if you have any suggestions for stories you would like to see, please tell Jayme.

This is your newsletter, and we want to print the stories that you enjoy reading.

New Tax Procedures

Because of new Federal income tax procedures, the amount of money withheld from your paychecks during 1964 may not be enough to cover the actual tax you will owe for the year.

Controller E.S. Clifford explained: "The Federal government has reduced the income tax rate for 1964, and there will be further reduction of such taxes for the year 1965.

"However, in setting up the withholding rates which employers must use in determining the amount to be withheld from each paycheck in 1964, the government used the 1965 rates. As a result, for many persons the amounts being withheld each pay day during 1964 may not be enough to cover the actual tax owed for 1964.

"In some cases the under-withholding could amount to fairly substantial additional payments due on April 15, 1965."

Mr. Clifford suggested the following method of estimating your 1964 tax liability:

1. Calculate the amount that will be withheld from your pay this year based on the amounts that were withheld for the first four pay periods of 1964, and the smaller amounts that have been withheld since that time.

2. Estimate the amount that you will actually owe on your 1964 Federal income tax return. A new rate schedule is available in the Finance Department.

If you find that your withholding will be substantially below your 1964 tax liability, consider the following:

1. Under-claim your exemption for tax withholding purposes. This can be done by filing a new W-4 form with Chief Accountant L. S. Pay.

2. File a written request with Mr. Pay that your withholding be increased to an amount exceeding that required.

"We realize that this is a personal matter with each of you," Mr. Clifford said. "However, if you have any concern in this field, please feel free to discuss the matter with Mr. Pay or me at any time."

Staff: Editor, Frank Kiefer; Assistant Editor, Jayme Ward; Reporters, Dorothy Cook, Engineering; Terry Trace, Real Estate; Sally Broughton, Finance; Irene Cochrane, Secretary's Office; and Flo Olofson, Administration. All news contributions cheerfully accepted.



Work on the 1,000-foot exploratory tunnel in the Orinda side of the Berkeley Hills has been completed. Geologists are now testing the characteristics of the rock to determine design standards for the permanent 3½-mile tunnels. This tunnel is located alongside the freeway just west of the Orinda Crossroads. Work on another exploratory tunnel in the Oakland side is just getting underway.

BARTD TO MARKET \$60 MILLION IN BONDS

The District will market \$60 million in general obligation bonds in mid-September, Finance Director John M. Peirce announced.

The first sale of \$50 million in BARTD bonds was made last December.

This money is part of the \$792 million in general obligation bonds authorized by voters to finance construction of the three-county BARTD system.

Mr. Peirce pointed out that "The first block of bonds was sold at the extremely favorable interest rate of 3.37 per cent."

"This enabled us to re-invest the unappropriated balance of the bond money at a greater interest rate than we are paying, resulting in a direct benefit to the taxpayer."

He added that the new bond money will not be needed immediately because the District still has a balance from the last sale of bonds.

"However, we find it necessary to build a backlog to take care of an accelerated demand for funds as construction gets into high gear," Mr. Peirce said.