



Authority is requested to extend Route 1 from its present terminus at Avocado Boulevard and Challenge Boulevard, in the Calvo Gardens area, to Second Avenue and Broadway, in Bostonia. The extension would connect Routes 1 and 3; thereby establishing a direct line from Lakeside to downtown San Diego via the City of El Cajon.

The application is protested by the San Diego Transit System which operates its Route "E" line between El Cajon and San Diego along El Cajon Boulevard and the Cabrillo Freeway joining the principal business sections of said cities. Its El Cajon terminal is at Main Street and Lincoln Avenue midway of Magnolia Avenue and 1st Street.

A public hearing was held in El Cajon on October 15 and 16, 1963, before Examiner Chiesa. Oral and documentary evidence having been adduced, the matter was submitted for decision.

The issues are:

1. Whether public convenience and necessity require the establishment and operation of a passenger-stage service between Lakeside and San Diego, serving the intermediate point of El Cajon as proposed by applicant.
2. Whether San Diego Transit System, protestant herein, is providing an adequate bus service between El Cajon and San Diego.
3. Whether the granting of this application, in whole or in part, would have an adverse effect upon the existing carrier.

4. Whether public convenience and necessity require the establishment and operation of a portion of the proposed service.

The evidence shows that applicant is now operating, via Route 1, eight round trips daily between downtown San Diego and Calavo Gardens, and, via Route 3, five round trips daily between El Cajon and Lakeside. By joining Routes 1 and 3, along Avocado Boulevard, Washington Avenue and Second Street as proposed, applicant proposes to operate three of its Route 1 trips to Lakeside, thereby inaugurating a new direct service between Lakeside and downtown San Diego via El Cajon. Applicant is particularly interested in obtaining an unrestricted operating right between El Cajon and San Diego, which service would compete with protestant's Route "E" for passengers from the El Cajon City area destined to San Diego.

Applicant proposes three round trips daily between Lakeside and San Diego via El Cajon and Calavo Gardens with one round trip on Saturday and no Sunday service. The proposed schedules are as follows:

lows:	<u>LAKESIDE TO SAN DIEGO</u> <sup>1</sup>					
	Monday through Friday					
Leave Lakeside	6:10AM	6:40AM	3:53PM			
Arrive Calavo Gardens	6:25	6:55	4:08			
Arrive San Diego	7:05	7:35	4:50			
Leave San Diego				8:15AM	4:50PM	5:45PM
Leave Calavo Gardens				8:52	5:30	6:25
Arrive Lakeside				9:08	5:45	6:40

Saturday Only

Lakeside	6:40AM	
Arrive Calavo Gardens	6:55	
Arrive San Diego	7:35	
Leave San Diego		6:00PM
Leave Calavo Gardens		6:35
Arrive Lakeside		6:50

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1. Although El Cajon is not shown in this schedule the intersection of Main and Second Streets is approximately midway of the Lakeside and Calavo Gardens stops. Applicant is proposing to pick up and discharge passengers at convenient points along the entire route.

Applicant proposes a minimum fare of 25 cents for a two-zone ride with 13 additional zones at 5 cents each or a total one-way fare from Lakeside to San Diego of 90 cents.

Applicant's proposed one-way fare between El Cajon and San Diego is 70 cents and the running time approximately 45 minutes.

Protestant now operates 42 round trips daily<sup>2</sup> between El Cajon and San Diego, Monday through Friday; 37 round trips on Saturday, and 23 round trips on Sunday. The schedules begin as early as 5:06 a.m and terminate as late as 3:09 a.m. the following morning. Protestant's one-way fare is 60 cents and the running time is approximately 55 minutes.

Applicant's president testified regarding the operation of the present routes and proposed service including the new zone fares, schedules and estimated revenue and expense. He stated that anticipated passenger revenue and savings in rental on applicant's new storage yard would result in additional profit of approximately \$312 per month. The estimate was based principally on a saving of \$90 per month rental on the storage lot, and additional passenger revenue of \$350, less an increase in expenses of \$128 per month. Passenger revenue was estimated on the basis of 36 riders daily, Monday through Friday, and 12 riders on Saturday, paying an average fare of 45 cents on 20 week days and five Saturdays per month.

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<sup>2</sup> Fourteen of these trips operate via the Grossmart Shopping Center. This alternate route takes an additional 10 minutes.

Ten public witnesses were called in support of the application. Three witnesses, the general manager of the College Grove Shopping Center and the managers of two large department stores at the Center favored any new service that would bring customers to their places of business. They personally had no need for the service. It was their opinion that the proposed service would be used by some shoppers who cannot now get to the Center by public transportation. An operator of a small El Cajon trailer park for retired elderly persons testified that he now has approximately 25 units occupied by approximately 50 persons; that five occupants are without autos and that there would be an occasional need for the proposed service. Another witness, in the real estate business in Calavo Gardens, testified that the proposed extension would be a good thing for his real estate business but that the proposed schedules are not useful for the members of his family. A housewife living in Bostonia testified that she needs applicant's proposed service to go to San Diego to see her husband who is now in a hospital there, and would otherwise use the service only occasionally. Another woman testified that she would use the proposed service to go to the said shopping center and "sometimes" to San Diego. The eighth witness lives in Calavo Gardens and would like to get to El Cajon and La Mesa, but has little need for the service unless she obtains a job in said cities. A resident of Lakeside testified that the proposed service would open up job possibilities in new areas. She does practical nursing, housework and baby sitting. The last witness lives in El Cajon and she would have use for the service because she belongs to several lodges, likes to travel and is constantly "on the go".

Protestant's position is that it has pioneered the bus service in San Diego and vicinity including the intercity service between San Diego and the El Cajon area; that it is rendering an adequate and satisfactory service; that its revenues have been gradually and steadily diminishing and that if applicant is permitted to enter the area of El Cajon Valley with a competing direct service into San Diego protestant will suffer further loss of revenue which may result in higher fares and/or less service to the detriment of both company and the public.

Protestant presented evidence through its vice president and general manager showing the area which its Route "E" - La Mesa-El Cajon line serves and from which it draws its patrons; that applicant's proposed line traverses the same general area and would compete for protestant's patrons; that a passenger survey shows an estimated annual loss of revenue of \$16,729 (Exhibits Nos. 9 and 11) if the application is granted; that applicant operates three local lines which could be operated or used, by adding schedules and providing transfers, to further damage protestant; that the present El Cajon-San Diego service is adequate and therefore applicant should not be issued a certificate which would permit it to operate in the territory which protestant is serving.

The evidence further shows that the area between Challenge Boulevard in Calavo Gardens and Washington Avenue in El Cajon, along Avocado Boulevard, a distance of approximately two miles, is not at present served by either the applicant or protestant.

The evidence does not show that protestant's present service between El Cajon and San Diego is not satisfactory.

Based upon the evidence we find that:

1. Public convenience and necessity require that San Diego Economy Line, Inc., a corporation, applicant herein, establish and operate a passenger stage service between Lakeside and San Diego, exclusive of service between El Cajon and San Diego, along the route and subject to restrictions as hereinafter set forth.

2. San Diego Transit System, a corporation, is at present providing an adequate passenger stage service between El Cajon and San Diego.

3. Applicant's proposed route between El Cajon and San Diego would be competitive with protestant's Route "E" and would draw passengers away from a territory that is now served by protestant.

4. Applicant's proposal to pick up and discharge passengers in El Cajon and vicinity who are destined to or originate at San Diego would adversely affect protestant's revenue.

5. Public convenience and necessity require that San Diego Economy Line, Inc., establish and operate a passenger stage service in the territory between Challenge Boulevard in Calavo Gardens and Washington Avenue in El Cajon, along Avocado Boulevard, which area is not at present served by any passenger stage corporation, and also an additional service to the College Grove Shopping Center.

The Commission concludes that the application should be granted in part and denied in part, subject to the limitations and restrictions as hereinafter imposed.

O R D E R

IT IS ORDERED that:

1. A certificate of public convenience and necessity is hereby granted to San Diego Economy Line, Inc., a corporation, authorizing the establishment and operation of a service as a passenger state corporation, as that term is defined in Section 226 of the Public Utilities Code, for the transportation of persons between the points and along the routes as set forth in First Revised Page 4, attached hereto, as an extension of, consolidation with, and subject to all the limitations and restrictions set forth in Decision No. 65261 as heretofore amended.

2. Appendix A of Decision No. 65261 is hereby amended by incorporating therein First Revised Page 2, Original Page 3-A, and First Revised Page 4.

3. In providing service pursuant to the certificate herein granted, applicant shall comply with and observe the following service regulations:

- (a) Within thirty days after the effective date hereof, applicant shall file a written acceptance of the certificate herein granted.
- (b) Within one hundred twenty days after the effective date hereof, applicant shall establish the service herein authorized and file tariffs and timetables, in triplicate, in the Commission's office.
- (c) The tariff and timetable filings shall be made effective not earlier than five days after the effective date of this order on not less than five days' notice to the Commission and to the public, and the effective date of the tariff and timetable filings shall be concurrent with the establishment of the service herein authorized.



(d) The tariff and timetable filings made pursuant to this order shall comply with the regulations governing the construction and filing of tariffs and timetables set forth in the Commission's General Orders Nos. 79 and 98.

The effective date of this order shall be the date hereof.

Dated at San Francisco, California, this 3rd

day of DECEMBER, 1963.

William A. Bennett  
President

Arthur E. Mitchell

Robert W. Page

George H. Grover

Fredrick B. Holdoff  
Commissioners

Appendix A

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Issued by California Public Utilities Commission.

\*Changed by Decision No. 65123, Application No. 45524.

## SAN DIEGO ECONOMY LINE, INC.

Appendix A

Original Page 3-A

SECTION 1. GENERAL AUTHORIZATIONS, RESTRICTIONS,  
LIMITATIONS, AND SPECIFICATIONS (continued)

- (e) Passengers whose origin is at any point north of Chase Avenue shall not be transported to points west of College Grove Shopping Center.
- (f) Passengers whose origin is at any point west of College Grove Shopping Center shall not be transported north of Chase Avenue.

Restrictions (e) and (f) shall apply both to through passengers and to those using transfers.

Issued by California Public Utilities Commission.

Decision No. 66423, Application No. 45524.

## Appendix A

## SECTION 2. ROUTE DESCRIPTIONS

\*Route No. 1, San Diego-Lakeside

Beginning at the Greyhound Bus Depot located at 1st Avenue and Broadway in San Diego, thence along 1st Avenue, "B" Street, Front Street, Market Street, Wabash Boulevard, Highway 94 Freeway, Broadway (Federal Boulevard), Campo Road (Campo Boulevard), Calavo Drive, Challenge Boulevard, Avocado Boulevard, Washington Avenue, Second Street, Winter Gardens Boulevard, Woodside Avenue, River Street and Laurel Street to Maine Avenue. Return via Maine Avenue and Woodside Avenue to Winter Gardens Boulevard, thence via the reverse of the going route to the intersection of 1st Avenue and Market Street in San Diego, thence along 1st Avenue to point of beginning.

Also along 32nd Street between Highway 94 and Market Street.

\*Also along Campo Road and Avocado Boulevard between Calavo Drive and Challenge Boulevard.

Also along College Grove Avenue and Ryan Road between Broadway (Federal Boulevard) and the College Grove Shopping Center.

Alternate Routes

(1) Along 25th Street and Highway 94 Freeway between Market Street and Wabash Boulevard.

(2) Along Federal Boulevard and Home Avenue between Highway 94 Freeway and Broadway (Lemon Grove).

(3) Along Ryan Road and College Grove Way between College Grove Shopping Center and Highway 94 Freeway.

Issued by California Public Utilities Commission.

\*Changed by Decision No. 66423, Application No. 45524.