

ORIGINAL

Decision 93385

AUG 4 1981

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application)
of A Closer Look, Inc., for)
authority to operate as a)
passenger stage corporation in)
tour services between San)
Francisco and the Russian River)
Resort and Winery Area, between)
San Francisco and Point Reyes)
National Seashore, and between)
the Russian River Resort Area)
and related sites and)
attractions as described herein.)

Application 60397
(Filed March 27, 1981)

O P I N I O N

Applicant, A Closer Look, Inc., requests authority to operate as a passenger stage corporation for the transportation of passengers on sightseeing tours between points and places in San Francisco and points of interest in the areas of the Russian River, Point Reyes National Seashore, and Sonoma County.

Applicant proposes to operate three tours on an on-call basis. Tours 1 and 2 would provide for the pickup of passengers at hotels in San Francisco in accordance with reservations. Tour 1 would then proceed to points of interest, including certain wineries in the Russian River area. Tour 2 would proceed to State Highway 1 with stops at various points along the way including the Point Reyes National Seashore. Tour 3 would provide for the pickup of passengers at various resorts in the Russian River Area and would include visits to certain wineries located within the area.

The proposed fares are \$35 per person for Tour 1; \$34 per person for Tour 2; and \$15 per person for Tour 3.

Service would be provided by a 14-passenger 1971 Mercedes-Benz diesel bus. As of March 27, 1981, applicant indicated a net worth in the amount of \$12,470.

Applicant alleges that (1) it is currently providing service under a charter-party carrier permit duly issued by the Commission; (2) the proposed service is different and distinct from any service currently being offered in the proposed area; (3) no passenger stage service is presently being provided that offers day trips from San Francisco to either the Russian River Resort area or Point Reyes National Seashore; and (4) no passenger stage service currently offers a wine tour originating and terminating in the Russian River Resort area.

Notice of the filing of the application was published in the Commission's Daily Calendar on March 28, 1981. Copies of the application were served upon the county clerks of Marin, Sonoma, San Francisco, as well as upon the National Park Service, Armstrong Redwoods State Reserve, Guerneville Chamber of Commerce, All-Cal Tours, Gray Line, Inc., Party Lines, Inc., and Travel Fantasies. No protest has been received. A public hearing is not necessary.

Findings of Fact

1. Applicant is presently engaged in conducting operations as a charter-party carrier between points in this State.
2. Applicant has the necessary equipment, experience, ability, fitness, and financial ability to conduct the proposed service.
3. Public convenience and necessity require that applicant be granted a certificate to operate as a passenger stage corporation for the purpose of conducting sightseeing tours between the points proposed in the application.
4. It can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

5. The following order complies with the guidelines of the Commission's Energy Efficiency Plan.

Conclusion of Law

The application should be granted.

Only the amount paid to the State for operative rights may be used in rate fixing. The State may grant any number of rights and may cancel or modify the monopoly feature of these rights at any time.

O R D E R

IT IS ORDERED that:

1. A certificate of public convenience and necessity is granted to A Closer Look, Inc., a corporation, authorizing it to operate as a passenger stage corporation, as defined in PU Code Section 226, between the points and over the routes set forth in Appendix A, to transport persons.


2. Applicant shall:


- a. File a written acceptance of this certificate within 30 days after this order is effective.
- b. Establish the authorized service and file tariffs and timetables within 120 days after this order is effective.
- c. State in its tariffs and timetables when service will start; allow at least 10 days' notice to the Commission; and make timetables and tariffs effective 10 or more days after this order is effective.
- d. Comply with General Orders Series 79, 98, 101, and 104, and the California Highway Patrol safety rules.


- e. Maintain accounting records in conformity with the Uniform System of Accounts.

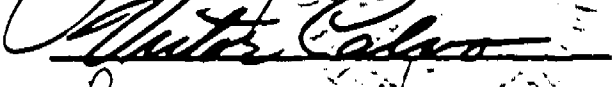
This order becomes effective 30 days from today.


Dated AUG 4 1981 , at San Francisco, California.



President








Commissioners

/ALJ/ec

Appendix A

A Closer Look, Inc.

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CERTIFICATE

OF

PUBLIC CONVENIENCE AND NECESSITY
AS A PASSENGER STAGE CORPORATION
PSC - 1172

Showing passenger stage operative rights, restrictions, limitations,
exceptions, and privileges.

All changes and amendments as authorized by
the Public Utilities Commission of the State of California
will be made as revised pages or added original pages.

Issued under authority of Decision 93385 dated AUG 4 1981
of the Public Utilities Commission of the State of California,
in Application 60397.

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SECTION 1. GENERAL AUTHORIZATIONS, RESTRICTIONS, LIMITATIONS,
AND SPECIFICATIONS.

A Closer Look, Inc. by the certificate of public convenience and necessity granted by the decision noted in the margin, is authorized to transport passengers between San Francisco, on the one hand, and certain points in Marin and Sonoma Counties, and between certain points in Sonoma County, and certain intermediate and adjacent territories over and along the routes described, subject, however, to the authority of this Commission to change or modify the routes at any time and subject to the following provisions:

- (a) Motor vehicles may be turned at terminal and intermediate points, in either direction, at intersections of streets or by operating around a block contiguous to such intersections, in accordance with local traffic regulations.
- (b) When route descriptions are given in one direction, they apply to operation in either direction unless otherwise indicated.
- (c) The term "on-call" as used refers to service which is authorized to be rendered dependent on the demands of passengers. The tariffs and timetables shall show the conditions under which each authorized on-call service will be rendered.
- (d) All service authorized shall be limited to the transportation of round-trip passengers only.
- (e) Alternate routes may be operated only in combination with or as part of the regular routes to which they are related.
- (f) No service shall be provided to or between intermediate points.

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

- (g) Except as separately authorized, two or more routes or portions of separate routes shall not be consolidated or operated in combination with one another.

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SECTION 2. ROUTE DESCRIPTIONS.

Route 1. San Francisco - Russian River

Beginning at the passengers' hotels and/or motels in the City of San Francisco then via the appropriate streets to U.S. Highway 101 then via U.S. Highway 101, State Highway 116, Armstrong Woods Road to Armstrong Redwoods State Park, then via Armstrong Woods Road, State Highway 116 and State Highway 1 to Jenner, then via State Highway 1, State Highway 116, U.S. Highway 101 and the appropriate city streets to the point of the beginning. Tour may deviate from the above-described route by one mile to visit points of interest.

Route 2. San Francisco - Point Reyes

Beginning at the passengers' hotels and/or motels in the City of San Francisco then via the appropriate streets to U.S. Highway 101 then via U.S. Highway 101, Sir Francis Drake Boulevard, State Highway 1, and Bear Valley Road to the Visitors Center of Point Reyes National Seashore then via Bear Valley Road, State Highway 1, Sir Francis Drake Boulevard and an unnamed road to Drakes Beach, then via the above unnamed road and Sir Francis Drake Boulevard to the Point Reyes Lighthouse, then via Sir Francis Drake Boulevard, State Highway 1, Sir Francis Drake Boulevard, U.S. Highway 101 and the appropriate city streets to the points of beginning. Tour may deviate from the above-described route by one mile to visit points of interest.

Route 3. Russian River Area

Beginning in the Russian River Pick-up Area then along State Highway 116, River Road and other appropriate county roads southerly of Healdsburg to visit a minimum of two wineries. Return to the Russian River Pick-up Area by the most appropriate roads and highways.

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SECTION 2. ROUTE DESCRIPTIONS. (continued)

Alternate Route for Route 1.

Tour 1 may be varied by use of U.S. Highway 101 and River Road in substitution for State Highway 116 between Cotati and Guerneville at the discretion of the carrier.

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SECTION 3. SERVICE AREAS

1. Russian River Pick-up Area.

The Russian River Pick-up Area is for the purpose of collecting passengers with reservations and is defined as State Highway 116 between the community of Forestville and its junction with State Highway 1, State Highway 1 between its junction with State Highway 116 and the community of Jenner and River Road between the Community of Guerneville and the Community of Rio Vido and the area for one half air-mile on either side of these roads or highways.

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