

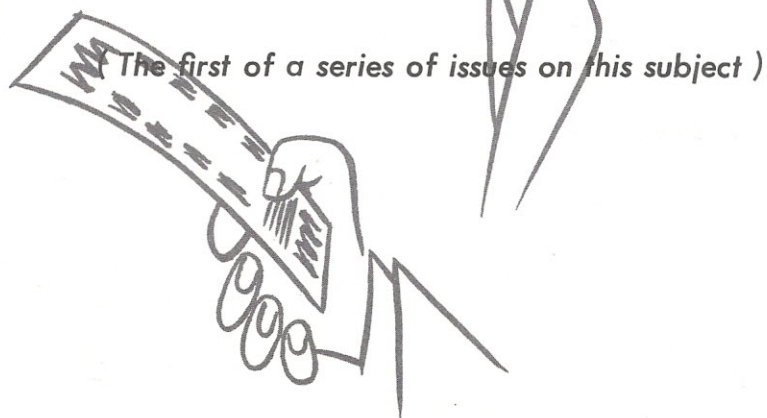
# The **Globe** trotter

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ISSUED BY THE GLOBE TICKET COMPANY IN THE INTEREST OF THE  
ELECTRIC RAILWAYS AND BUS TRANSPORTATION INDUSTRIES

## THE TRANSFER CONCEPT

What it is and what it is not and how it is best safeguarded.



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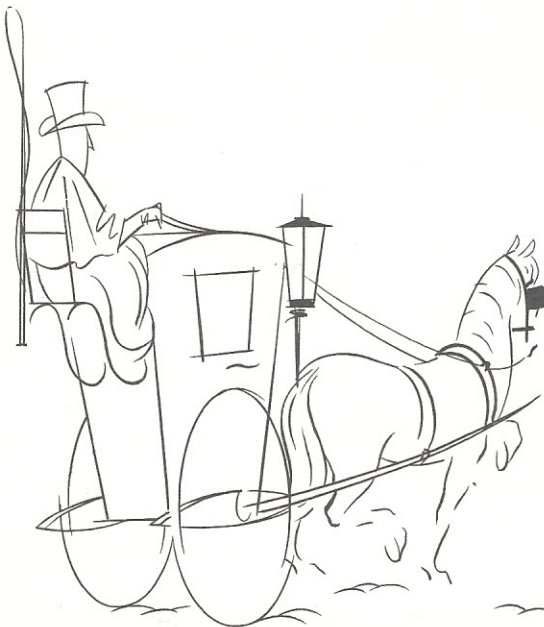
*A Nation-Wide Service*

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### CONCEPT

From time to time the question may be posed: "Why should some of our patrons have the privilege of using not only one route, but possibly two or more routes for the same or nearly the same fare as a direct trip? Why not have a fare structure that charges for each part of the trip? After all, when a passenger uses two or even three vehicles to go where he wants to go, it costs the transit company more money because he must be picked up and let off several times instead of just once. Besides, his average mileage is apt to be greater than that of his brother passenger who can use a single vehicle for his journey."



It is natural that this thought comes to mind in our attempts to find ways to simplify our fare structure and in our efforts to work it effectively with the greatest possible economies. Yet it is good to realize why on virtually all complete transit systems, the opportunity to reach one's destination by the use of several vehicles has become the normal, common privilege attached to the use of public transportation.

It is good sometimes to go to fundamentals, in order to arrive at a clear, critical appraisal of principles followed or contemplated. We can muse that



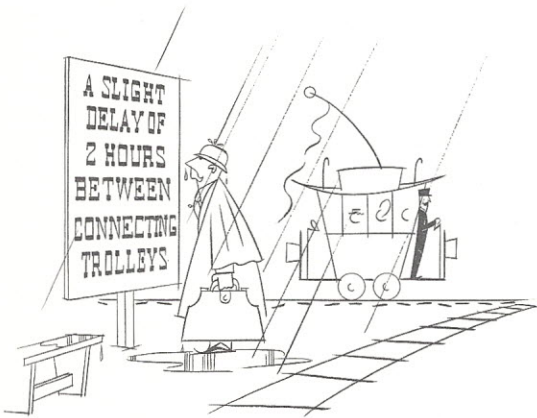
public transportation, as we know it, evolved from transportation by one's own means, horse, chaise, horse and carriage, etc., via hired means, in all cases "from starting point to final destination." Public transportation, with some exceptions and because of its nature, changed this concept to, "from a convenient point to a convenient point as near as possible to one's final destination."

The essential basis is transportation from and to convenient points. It is and can only be sold on that basis, in competition with point to point carry by means of owned or hired means of transportation, such as private automobile and taxicab.

As communities grew into complex units, they faced greater and greater problems in their efforts to establish systems of transit lines constituting salable service concepts on the basis of service from and to points convenient to the rider. And soon it became economically impractical to attain this goal with networks of routes that were capable of providing convenient service to large numbers of residents without telling them: "Sorry, we cannot carry you near enough to your home or whatever your destination may be, without asking you to

ride to a certain point and have you transfer at that point to a different route that will carry you to within convenient distance from your destination." And it is quite conceivable that, in explanation, to this statement might have been added, "we are sorry that this will inconvenience you, because you have to give up your place in one vehicle, get off out into the weather and suffer the delay of waiting for a vehicle of the connecting line. But this is the best we can do with you because to run a direct

line for you to a convenient point would be uneconomical."



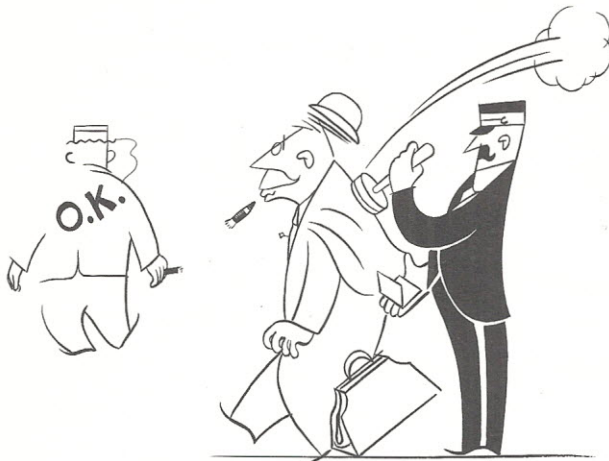
If we think of the requirements of our public transportation as those expressed in most charters, e. g., to furnish transportation from any point on the company's system to any other point on that system, we can readily stumble on the thought that, what is so often referred to as "the transfer privilege" is much more an inconvenience falling onto those who happen not to live near a direct route, although, in terms of distance, their journey may be shorter than that of "direct" riders.

Since it is economically impractical to carry all riders by direct line from and to convenient points, it follows that some method of having passengers use two or more routes must be adopted, under fare plans that discriminate not at all or only in a minor way between the direct rider and the transfer rider.

This principle then has to be incorporated into the method of handling fares. Since, under the procedures evolved in this country, the fare is collected on the first vehicle used by the

patron, it becomes necessary to identify certain passengers in order that, when they transfer onto a vehicle of the next route they can be recognized as having already paid their fare for the entire journey.

The means for such identification is our well-known "transfer" and, under the thoughts just expressed it must do a two-fold job, one positive, one negative. On the one hand it must identify, on the other it must prevent abuse of the system.



## FUNCTION

What our identifying transfer should do is easily established. How it is to do it surely is worth much careful planning of design and procedure and there is the third phase of consistent, well supervised carry-through that is one of the most important phases of this part of fare control, often given insufficient attention.

To be sure a transfer system is not a necessary evil, but a means by which transit companies extend the long reach of their service from patrons with convenient proximity of direct routes to those millions who can be reached and enlisted in patronizing the system, even though they must go to the inconvenience of using two or more routes. Surely the era of joy



rides on vehicles of public transportation is long past. Short or long, our patrons want their ride over with as quickly and as conveniently as possible.

What must our transfer do then and under what considerations?

We know that our transfer passenger, in order to reach his destination, must use two routes or possibly more, but his journey should be a continuous one, away from his starting point



and to be completed in the normal time required for such a trip within the schedules and headways applying to the routes involved. The transfer, therefore, must identify the passenger as one who has paid his fare and possibly a transfer charge on a vehicle of the route on which his journey started.

It must indicate that the trip originated on a line which connects with the route on which the passenger continues. It must, therefore, identify that starting line. By

doing so it furnishes the means of preventing abuse by passengers who, ill intentioned, may wish to obtain free rides on non-connecting lines or may try to return to or near their starting point on the issuing line or a route paralleling it.

It must show when it was issued or how long it is valid, in close relationship to schedules and headways. This it must do effectively, under carefully considered principles. So it must show date and time and, by doing so, insure that it will be used as intended for a continuous journey away from the starting point. The better it does this the more it helps to squelch temptation for trips into shopping areas and return on a transfer.

It can be used for special signals, useful in the identification of passengers under certain circumstances and to indicate the general conditions of its use and such specific privileges or restrictions as may be called for under certain circumstances.

These requirements are basic, they are the reasons-of-being of effective identification of transfer passengers. In whatever form we set up our transfer system it will come the nearer to an effectively protective method, the better it attains the principles enumerated, not only in the drawing up of the necessary forms and in the establishing of the attendant procedures, but, and this is the more important and more difficult part, in continuously watchful execution.

(This is the first of a series of several issues of our GLOBE TROTTER on THE TRANSFER CONCEPT. The second issue will follow in about a month. We advise you to keep these issues in a binder. The series we hope will be useful to you for reference, when completed.)

