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ISSUED BY THE GLOBE TICKET COMPANY IN THE INTEREST
OF THE TRANSIT INDUSTRY

SHOPPERS'

Shoppers Validation Plan

GLOBE TICKET CO.



VALIDATION

GLOBE TICKET COMPANY

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A Nation-Wide Service

VALIDATION

WHY MAY IN MARCH? We admit, it's unorthodox, but we are in a hurry to get started on the background and current information on **VALIDATION** plans. At the same time the regular **GLOBE TROTTER** is carrying a series of issues on **PARKING AS PART OF TRANSIT**, that should not be interrupted. These four issues will run through April.

What brought all this about is the fact that, last Fall, we offered you a file folder identified with **VALIDATION** and a good many of you in the transit field and also in municipal and business men's associations have asked for it. So, we want to get started, and at the same time, have everyone on our mailing list for the *Globe Trotter* receive information, as it becomes available.

So, the information on **VALIDATION** will come to you by way of the **GLOBE TROTTER**. In order to identify the issues that have to do with **VALIDATION**, they will be brought out under a different color scheme. You'll recognize them immediately. If you have not as yet asked for and received the file folder that we have prepared, be sure and write us. If you have the folder, you can preserve all the issues that deal with **VALIDATION**, for easy filing and future reference.

That's why **MAY IN MARCH**, and most likely you'll have a **JUNE IN MAY** issue later. Confusing isn't it?

VALIDATION (Fare Allowance) PLANS

In this series on VALIDATION PLANS we intend to give you as much information on the use of such plans and their details, as possible. We will keep you informed of all activities in this direction.

At first let us review the list of cities, in which plans for the granting of full or part paid rides on public transit vehicles have been used during recent years. As it is, the list does indicate that validation has had or is having a good work-out. Possibly the ideas in back of these plans are meeting increasing favor. At any rate, a good deal of experience has been accumulated with arrangements of this kind, enough so that some judgment should be possible on the overall merit of fare allowances, on the merits of individual features of such plans and of the circumstances which may make the use of validation either successful or unsuccessful.

ALABAMA
Birmingham

ARIZONA
Tucson

CALIFORNIA
Los Angeles
San Bernardino
San Jose
Stockton
Van Nuys

FLORIDA
Hialeah

GEORGIA
Savannah

HAWAII
Honolulu

ILLINOIS
Evanston
Joliet
Springfield

INDIANA
Evansville
Gary
Hammond
Fort Wayne

IOWA
Cedar Rapids

KENTUCKY
Louisville

MASSACHUSETTS
Fitchburg

MISSOURI
Kansas City
St. Louis

NEW JERSEY
Asbury Park
Trenton

NEW YORK
Binghamton
Buffalo
Elmira
Yonkers

N. CAROLINA
Charlotte

N. DAKOTA
Fargo

OHIO
Akron
Cincinnati
Dayton
Hamilton
Toledo

OREGON
Portland

PENNSYLVANIA
Harrisburg
Hazleton
Philadelphia
Pittsburgh
Wilkes-Barre

TENNESSEE
Nashville

TEXAS
Corpus Christi
Dallas
El Paso
Fort Worth
San Antonio

VIRGINIA
Bristol
Roanoke

WASHINGTON
Spokane

WISCONSIN
Milwaukee

(Case Histories of Several of the Cities Listed, Will be Presented, in Future Issues)

Within this number some applications have been successful, some not. Some are carried on daily, on a continuous basis, as a satisfactory means of drawing riders into central areas. Quite a few have been and are being used from time to time, in connection with special promotions. In some cities validation plans have been tried and discontinued. So there is a good deal of food for thought. Why should fare allowance arrangements succeed in one community and not in another? What makes them succeed, what makes them fail?

It is a fact that parking interests have used parking fee allowance plans for many years, in much greater numbers than the transit industry. We have all seen these plans in effect year in and year out. Why should Park/Shop plans have taken hold in past years so much more strongly than Ride/Shop plans? For merchants surely there should be equally great or greater advantage in sponsoring Ride/Shop plans, because of the much greater number of shoppers that can be carried into central city areas by public transit in a given time and at lower cost. Both industries should stand side by side in allowance plans of this type, and we see this now in an increasing number of plans which combine Park and Shop as well as Ride and Shop allowances. There are still many cities where parking fee allowances are made as a matter of course, but no arrangements exist with respect to transit riders.

It is odd that this should be so. Could it be that the parking industry, with the vigorous support of its National Parking Association, has done a particularly good job in getting its ideas across? When reading the material made available by this active group one cannot help but feel that the idea of parking fee allowances for the purpose of benefiting central business was sold by parking interests against formidable odds in many instances where adequate off-street parking facilities were non-existent at the time the idea was broached and had to be created.

Transit works under no such handicap. Its plant and equipment exist in adequate form, clamoring for use, particularly during the off-peak normal shopping hours.

As it is, both Parking and Transit have an equal interest in the promotion of central city business activity. In the end, each will do that part of the job for which it is best suited. We are thinking particularly of the tendency which seems to be gaining strength in our transit picture which visualizes parking side by side with feeder lines as essential parts of a transit concept that includes limited access rapid transit, supported by feed-in lines and parking facilities at feed-in points.

We believe that it would be of benefit to those who have not read them, to look over the general remarks on Ride/Shop as well as the report on the Tucson Ride and Shop plan which Larry Railing, then General Manager of Tucson Rapid Transit System prepared in 1960 and which were read for him by Don Jones, of Don's Parking Lots in Tucson at the Ninth Annual Convention of the Parking Association at San Francisco in June 1960. This, of course, was an address to operators of parking facilities.

RAPID TRANSIT LOOKS AT PARK AND SHOP, RIDE AND SHOP

By LARRY RAILING

(By Permission of L. Railing & Natl. Parking Association.)

THE MAGIC WORD for today's discussion is people. A lot of people. This key word should be uppermost in our minds, and of every person concerned over the plight of Downtown, U. S. A. City Planners and Traffic Engineers have acted in good faith, yet freeways and street widening projects have really accomplished little in the losing battle with mounting numbers of motor vehicles.

The cost of such projects have been out of all proportion to the meager benefits derived by downtown business interests. In many cases scarcely enough sidewalk space is left to permit the customers to move about freely as pedestrians, and you will agree moving automobiles don't buy products in the downtown stores.

The situation today in the cities most active in freeway building, notably here on the West Coast, provides an excellent example of the ultimate result of this popular activity. They are justifiably worried about the future of the central city. Only now are they beginning to think seriously about the one mode of transportation which had all but been forgotten. Mass transit.

During the years since the war when the transportation revolution really developed and scattered people to the outlying areas of urban communities, little thought has been given to the one obvious facility which can do the most to move people from Central City areas.

It has been obvious to us that the real solution of the downtown dilemma lies in an increased use of transit facilities. Although in a way, transit is your competitor it can now be your best friend. Just remember the key word "people." A fine balance must be maintained between mass transportation and private transportation to secure the greatest number of potential customers in a downtown area.

Only the most shortsighted of businessmen would fail to agree with this. It is a tribute to the wise leadership of the National Parking Association that your group has become an active proponent of revitalizing transit and once again making it a useful tool for the entire community to use. You and other people interested in the welfare of downtown city areas know that the city as we know it could well become a stableyard for all automobiles, with an occasional building rising out of the inter-sections.

At this point in the evolution of the city you would find your parking lots of little value because comparatively few people will be motivated to go near the central city. Make no mistake about it, to stay alive your business and all the others which make the central city possible must preserve and develop the character of downtown into an attractive, useful and necessary aid to a majority of the citizens of your community.

A tremendous investment has been made in land and buildings and it will be useless unless you have people in the central city in increasing numbers.

The changing character of our cities, especially in the West, has brought belated emphasis on mass transit.

Take our host city of San Francisco for example. Here we have a mecca for the freeway advocate, yet what is the net result of spending millions for land and concrete ribbons if the people are still not able to make use of a central city's great potential.

You are undoubtedly aware of the plans now underway to create a vast rapid transit system here in the Bay area. The cost will be tremendous but there is little doubt that this represents a first constructive approach to the problem of moving people here in the central city. They

are on the right track, and as parking lot operators you will be greatly benefited by the revitalization of downtown San Francisco when more people come and go at will.

Every person who has a reason to keep the city's heart alive must start now and work with a determination to head off the coming catastrophe which seems inevitable in downtown areas.

This job requires the cooperation of retail boards, city authorities, property owners, and others in an effort to make the central city more attractive, more useful and glamorous to more people.

Above all it also must be more accessible. You can also do much to help your local transit systems stay in business. Lend a helping hand. Many companies are still the victims of regulations by public bodies, a hold-over from the monopoly days of 50 years ago, and are also subject to many forms of taxes which limit their usefulness to the community.

In Tucson, Arizona a model plan has been in operation for several years which gives equal emphasis to the advantages of using either bus travel or driving into the downtown area of the city. Merchants of Tucson value the transit rider's dollar just as they do the patronage of the automobile driver. Tucson's bus lines have been re-routed to the downtown business area to make it easier for riders to reach a store of their choice. Stops are well marked and leaving times of the various lines are posted at each stop. An incentive plan for more bus riding was set up by the Retail Trade Bureau several years ago.

Bus riders are issued a Ride and Shop ticket on boarding the vehicle in their neighborhood. This ticket is good for a return trip after proper validation by merchants who participate in the Retail Trade Bureau's Park and Shop plan.

The Park and Shop Plan works hand in hand with the Ride and Shop Program and auto drivers find it easy to park in the retail area. Cities all over the country have inquired about this unique plan which has had such

success in sunny Tucson. Many have copied the simple and effective program which boasts nearly 100% participation by the downtown merchants of the growing metropolis of a quarter of a million people.

Start now to help your local transit system and through the cooperation of downtown agencies make a determined stand against the gradual elimination of our central city as a focal point for business and industry.

If you don't, the future of your business will be very different from your past.

Here are a few figures which Abe Abbott, who is manager of the Retail Trade Bureau in Tucson, as many of you know, has given to me. I'll quickly read them.

"For the first 5 months of 1960 Tucson's Ride and Shop Plan has furnished free rides home to 51,309 downtown customers, at a cost of \$8,550.50. Since Ride & Shop was started in February 1956, 443,899 riders have been sent home free at a cost to the merchants of \$75,164. Tucson Transit System has shown an increase in ridership of 9.6% the first six months of 1960 over the same period in 1959.

The Retail Trade Bureau including our largest Park and Shop interests went to bat for both Tucson Rapid Transit Lines with the Arizona Corporation Commission last year and made it possible for them to get the Cross-Downtown Bus Service.

While this picture of transit in Tucson continues to brighten a little, Park and Shop continues to grow at a tremendous rate, and I think that this proves that the increase in transit riders coming into downtown Tucson means new business and not a switch from car riders to transit riders.

The Tucson Retail Trade Bureau feels that every help should be given public transit including tax relief in addition to the validation plans and through our Retail Trade Bureau we have been able to get both of our bus companies to begin to work together for the mutual benefit of downtown."

