

The

Globe

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OF THE TRANSIT INDUSTRY



WILMINGTON, DELAWARE

COUNTERACTS

TRANSFER ABUSE

GLOBE TICKET COMPANY

112 N. 12th STREET, PHILADELPHIA 7, PA.

A Nation-Wide Service

WILMINGTON, DELAWARE COUNTERACTS TRANSFER ABUSE

Several years ago the Delaware Coach Company, Wilmington, Del., made a revision of its transfer form, for reasons of economy.

This form previously measured 8½" and it was reasonably felt that, with careful design, it might be reduced to a shorter length—It had back printing showing the general contract clause on that side. The time scale ran from 5 A.M. to 12:45 A.M. and the transfer points were listed on the face of the transfer. (See illustration 1).

In re-designing the transfer at that time a good bit of space could be saved by showing fifteen minute intervals on the time scale only for the active business and shopping hours from 9 A.M. to 9 P.M. during which they are essentially of value. The general contract clause was moved from the back to the face of the transfer, and the transfer points were omitted, making back printing unnecessary. Other rearrangements and simplifications were made, ending up in the 6½" transfer shown in illustration 2.

The thinking behind the decision to leave off the transfer point listings for each route on the face of the form recognized the fact that, in recent years, so many and such frequent changes in routes had been and were being made that the listings on the transfer for a good deal of the time were not entirely correct, because of the quantities that had to be printed in advance and that when changes were made, it was necessary to make new printing plates for the lines involved.


On the other hand it was felt that the transfer points, together with other information, such as schedules, might equally well be shown on leaflets to be distributed to the riding public, or in some other way.

After several years of operating with the new form a good deal of uncertainty arose with respect to some of the features of the system and their effect upon the efficacy of the arrangements. The operators particularly were concerned with the

E-A	Transfer UPLAND- SUN HILL EASTBOUND	
	010000	
FOR CONDITIONS SEE OTHER SIDE	Transfer Point	Good To
	9th & Kerlin	Buckman Village or Sun Ship
	7th & Barclay	Linwood or Buckman Village
	5th & Barclay	10th & Market, Marcus Hook
	5th & Market	Marcus Hook, Garden City, Gov. Printz Bridge or B. & O. R. R., Leiperville
	5th & Welsh	Parkside, Sun Village- Eddystone or Sun Ship
	5th & Edgmont	Gov. Printz Bridge via Aronimink Transp. Co. Bus
5 a.m.	E	0
6 a.m.	E	15
7 a.m.	E	30
8 a.m.	E	45
9 a.m.	E	0
10 a.m.	E	15
11 a.m.	E	30
12 noon	E	45
1 p.m.	E	0
2 p.m.	E	15
3 p.m.	E	30
4 p.m.	E	45
5 p.m.	E	0
6 p.m.	E	15
7 p.m.	E	30
8 p.m.	E	45
9 p.m.	E	0
10 p.m.	E	15
11 p.m.	E	30
12 p.m.	E	45
EMERGENCY		
Always Cut Transfer For Time Bus Is Due At Transfer Point.		

12 21 GLOBE TICKET CO., PHILA. PA.

ILLUSTRATION 1

4	NOTCH PERFORATION	59
EMERGENCY		
9 PM TO 1 AM		
8		45
7		30
6		15
5		0
4		45
3		30
2		15
1 PM		0
12 Noon		45
11 AM		30
10		15
9		0
5 AM TO 9 AM		
		
Transfers are issued upon request at time of paying fare only		
Good only for passenger to whom originally issued, if presented at transfer point established by Company, on date of issue and on first vehicle leaving transfer point after passenger's arrival.		
Good for continuous trip. No stop-over. Not good for return trip		
Upon request the operator will advise you of established transfer points		
In case of misunderstanding please pay fare, retain transfer and contact Company office.		
DELAWARE COACH CO. Wilmington, Del.		
10 DELAWARE AVE.		
GLOBE TICKET COMPANY, PHILA. PA.		

021-015000

ILLUSTRATION 2

fact that all too many passengers, by design or ignorance, were attempting to use transfers at points other than the established transfer points, often making it possible to return-ride on one fare. Also on several routes which, travelling from the city over different routes, reconverged again later, the operators reported frequent instances of passengers using one route into the city and returning by a different but converging route back to or near their starting point.

Since the operators are directly involved in any abuse of the system and naturally are quite sensitive to such abuses, the management felt that it was only good business to recognize this, to back the operators and to give them the means of overcoming flagrant abuse.

All operators who had a chance to relate their experiences and express their thoughts were unanimous in asking that the transfer points, together with other possible restrictions, be again shown on the transfer. They favored this for their own benefit, for help it would give to passengers, but also for the authoritative backing which they saw in the fact that they would be able to point to these printed restrictions, in cases where transfers might have to be refused.

Likewise they strongly favored the use of certain signals on the transfer, designed to prevent return riding on reconverging routes.

The result is the transfer form shown as illustration No. 3, put into use in January, 1963. It retains the 6½" size, it uses the same time scale as the previous one and the same dating by random letter symbols. The number of symbols, however, was increased from 10 to 15, in order to lengthen the average time of repetition.

The symbol date now is printed in red color underlying a condensed general contract clause, but it remains clearly visible and readable in spite of this. The contract clause likewise can be easily read. For each route the transfer points are clearly shown on the form, together with other restrictions that may apply.

The routes consist of "Through Routes"

12 NOTCH PERFORATION 62

9 PM

EMERGENCY TO 1 AM

TRANSFER CUT SHOWS TIME COACH TO 1 AM

IS SCHEDULED TO ARRIVE (OR LEAVE) DOWNTOWN WILMINGTON

12 Noon

11 AM

10 AM

9 AM

5 AM TO 9 AM

1 2 3 4 5 6 7 8 9 10 11 12

ISSUED ONLY WHEN PAYING FARE. GOOD ONLY FOR PASSENGER TO WHOM ISSUED. NOT VALID FOR RETURN TRIP. PLEASE PAY FARE AT STOPPING VEHICLE TRANSFER POINT, ON FIRST CONNECTION. NOT VALID IN CASE OF MISUNDERSTANDING. DELAWARE BUS CO. AND CONTACT COMPANY.

ACCEPTED

1 TO ASTBOURNE HILLS Pike & Blvd. 11th & Market

4 WESTBOUND Inbound

5 TODD'S CUT FEEDER WESTBOUND

20 EASTBOUND

12 WESTBOUND

5 NORTHBOUND

4 EASTBOUND AND WESTBOUND

5 TODD'S CUT FEEDER WESTBOUND

4 WESTBOUND

1 CHESTER

000010

ZONE ONLY

11th & Market

13th & Market

14th & Market

15th & Market

16th & Market

17th & Market

18th & Market

19th & Market

20th & Market

21st & Market

22nd & Market

23rd & Market

24th & Market

25th & Market

26th & Market

27th & Market

28th & Market

29th & Market

30th & Market

31st & Market

32nd & Market

33rd & Market

34th & Market

35th & Market

36th & Market

37th & Market

38th & Market

39th & Market

40th & Market

41st & Market

42nd & Market

43rd & Market

44th & Market

45th & Market

46th & Market

47th & Market

48th & Market

49th & Market

50th & Market

51st & Market

52nd & Market

53rd & Market

54th & Market

55th & Market

56th & Market

57th & Market

58th & Market

59th & Market

60th & Market

61st & Market

62nd & Market

63rd & Market

64th & Market

65th & Market

66th & Market

67th & Market

68th & Market

69th & Market

70th & Market

71st & Market

72nd & Market

73rd & Market

74th & Market

75th & Market

76th & Market

77th & Market

78th & Market

79th & Market

80th & Market

81st & Market

82nd & Market

83rd & Market

84th & Market

85th & Market

86th & Market

87th & Market

88th & Market

89th & Market

90th & Market

91st & Market

92nd & Market

93rd & Market

94th & Market

95th & Market

96th & Market

97th & Market

98th & Market

99th & Market

100th & Market

DELAWARE BUS COMPANY PHILA.

ILLUSTRATION 3

for which a separate form exists in each direction and "In-Out" routes which use the same form "Out-

bound" as inbound, except that out-bound travel is indicated by a punch mark.

A novel feature is the indication on the transfer, in the time scale area, of the manner in which time is to be indicated on the transfer. Because of the fact that, like on almost all properties, headways vary much nowadays and the fact that, on through routes,

time allowances must be made for transfer along the trailing leg of such routes, it was decided for the sake of consistency and uniformity to have time indicated as follows:

On through routes, when starting at the outside terminal, time is cut to the arrival time at a designated point in the central downtown area.

On in-out routes, inbound, time is cut same as above.

On in-out routes, outbound, time is cut to the leaving time at a designated point in the central downtown area.

Illustration 4 shows a route map of the system. In line with the color arrangement previously used which worked well, the map shows color areas, essentially assigning a like color to all lines originating in a common area and possibly using a common trunk when approaching the central city area. This as a convenient signal for the operator in his task of following his instructions in the application of restricted transfer points and the prevention of round tripping abuse.

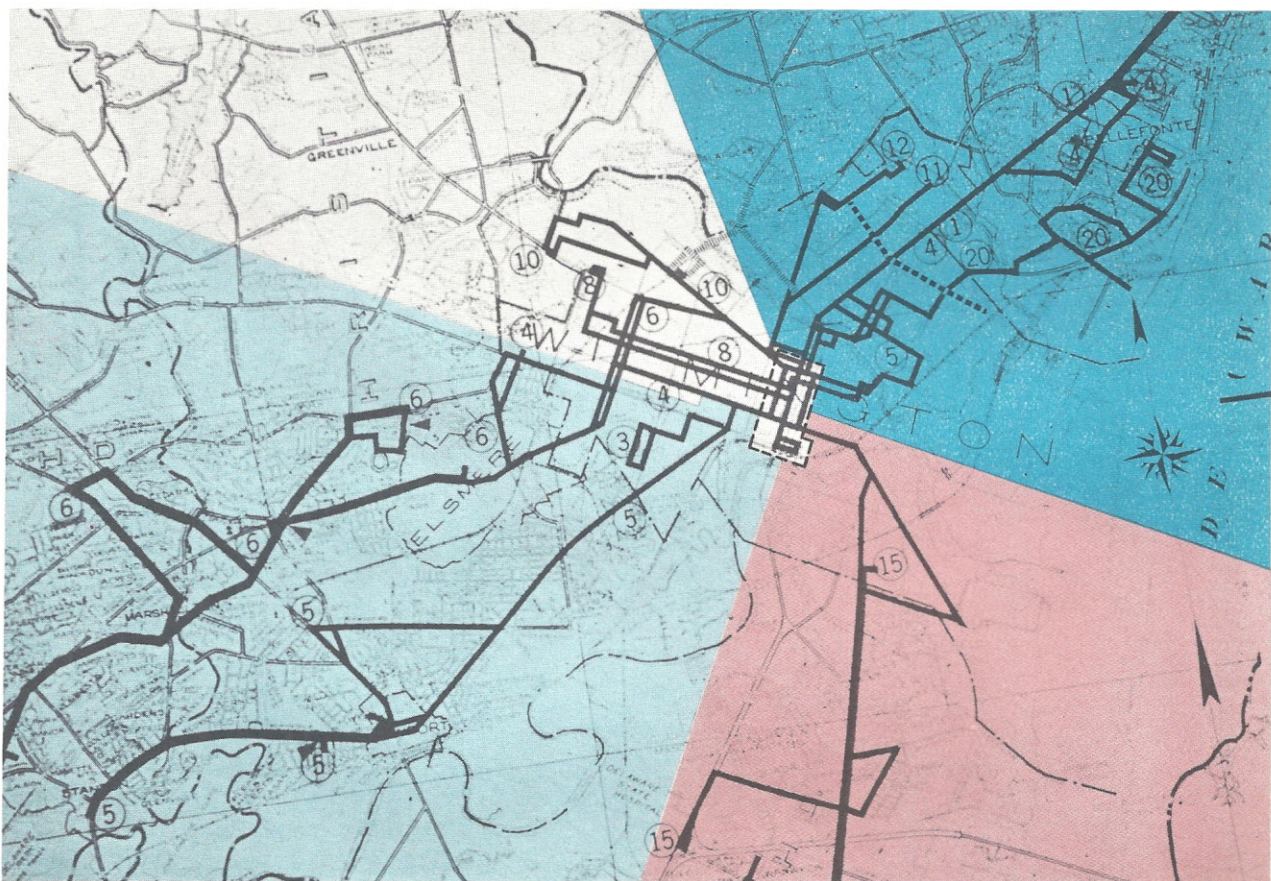


ILLUSTRATION 4

The special signals mentioned previously and designed to allow legitimate transfer from reconverging routes, while clamping down on abuse, apply to the relationship between routes 1, 4 and 20 on the one hand and route 5 on the other. A sketch of the portion of the map that includes these routes is shown in illustration No. 5, except that certain points have been indicated by letters rather than streets. The sample transfer in illustration No. 3 shows the appearance of the red bar signal.

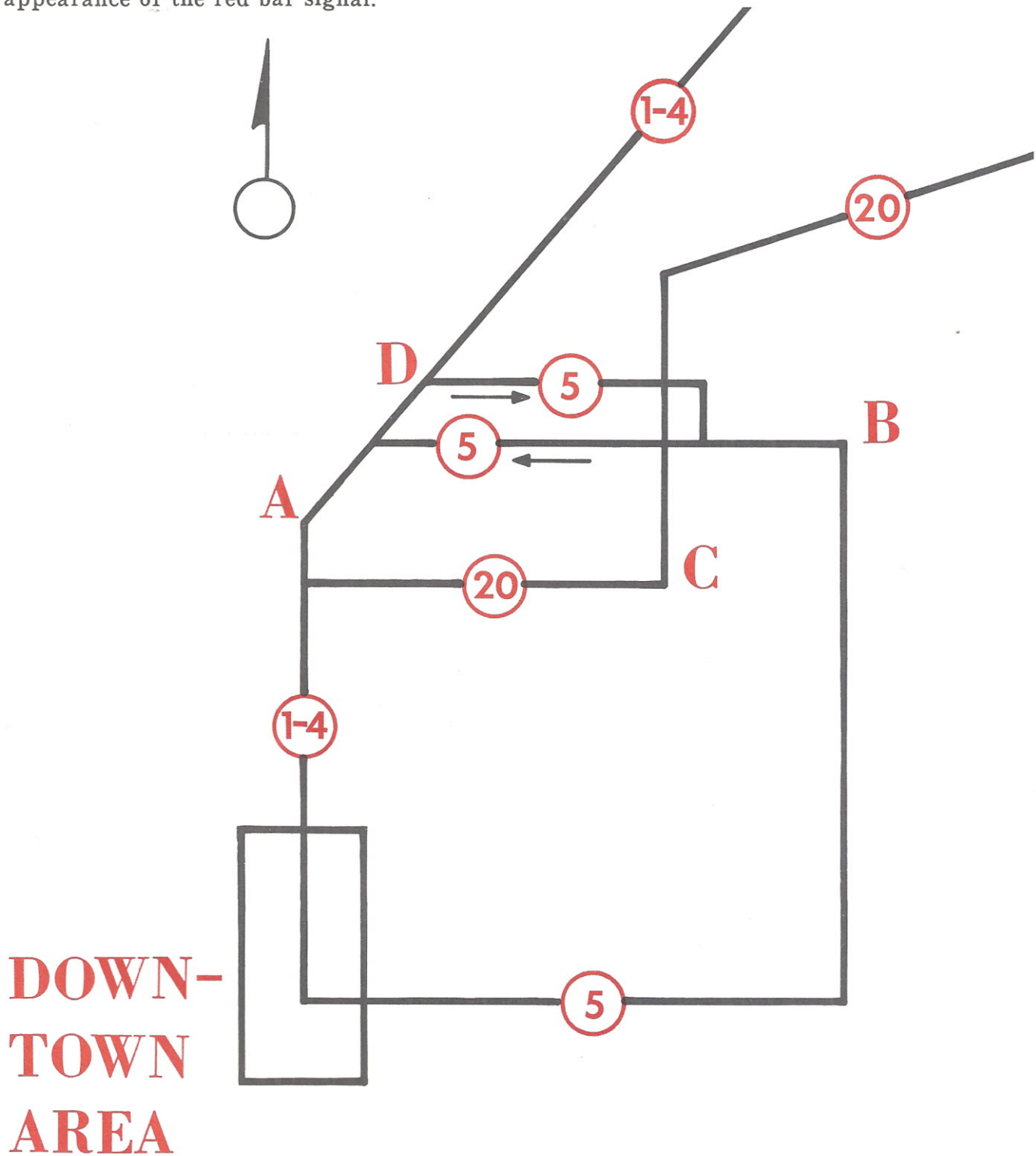


ILLUSTRATION 5

Route No. 1, when leaving its eastern terminal and travelling westbound toward the Wilmington downtown area, issues a transfer which carries a prominent red bar as a signal, running all the way down the transfer, except for the date symbol area. The driver issues transfers with that signal until he reaches the point on his route designated as A on our detail map. At this point he slips the pad of transfers with this signal out from under his transfer cutter and he substitutes a pad of transfers without this signal. He issues these from point A while he continues to travel toward the central area.

Passengers who have received a transfer with the red bar signal are not permitted to transfer onto No. 5 eastbound in the central area. Instead it is only reasonable that they be expected to make that transfer at point D, if they wish to reach a point on route 5 between point D and the central area. It is also quicker. Depending on whether they originate between the eastern terminal of route 1 and point D or between D and A they begin their trip westbound in the first instance and eastbound in the second.

The arrangements with route 4 are the same. On route 20 the transfer with signal is used inbound as far as point C. Route 5 in turn uses the signal inbound between points D and B and then leaves it off. Only transfers from route 5 without red bar are accepted on routes 1, 4 and 20 in the downtown area.

The result is that legitimate transferring is not hampered, whereas abuse from this quarter is effectively held down.

Zone fare arrangements on several lines make it necessary under certain circumstances that a transfer be marked to indicate the zone in which it is good. In the case of the sample of the route 1 transfer shown this appears as "ZONE 2 ONLY", this space to be punched out.

The company has set up a very thorough instruction program on this. Due to the ever existing importance of good and constant training and re-training programs in all phases of fare collection and transfer handling and the live interest in this, we will cover the essential features of this program in the forthcoming issue.

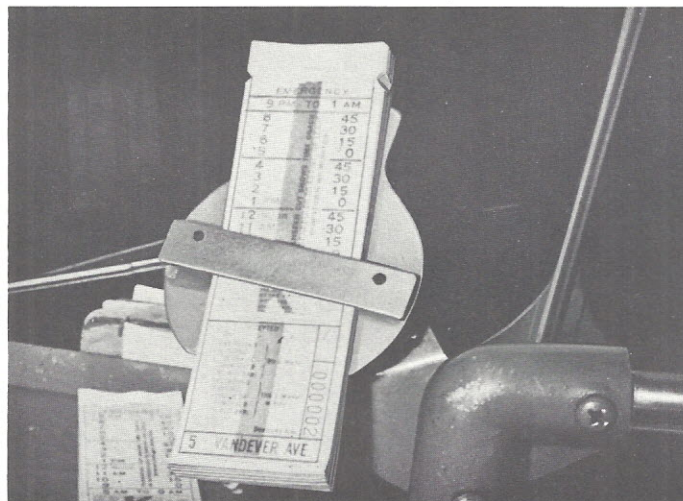


ILLUSTRATION 6