

The

Globe

trotter

MAY 1963 No. 637

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

the **TRANSFER**

TANGO



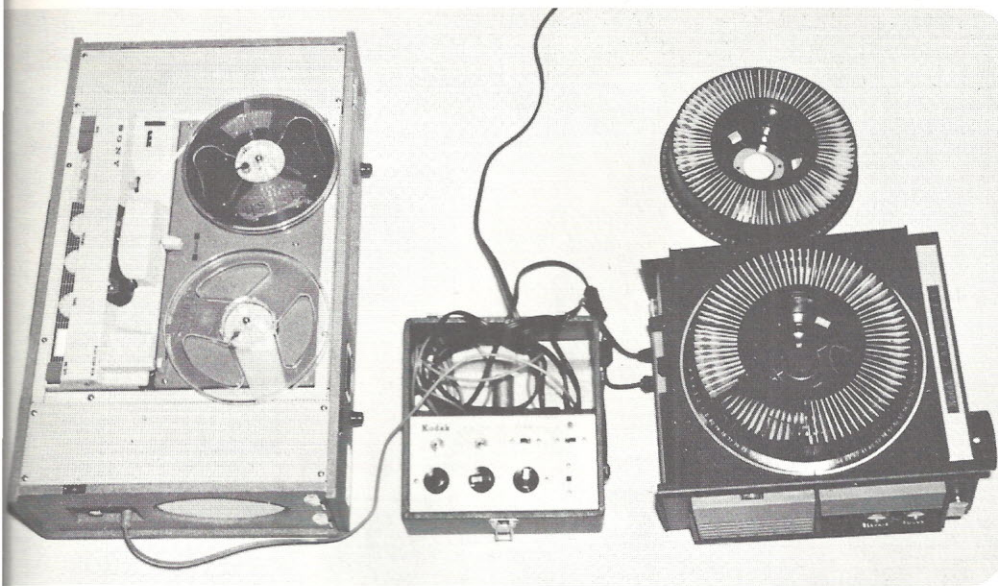
WILMINGTON, DELAWARE'S TRAINING PROGRAM



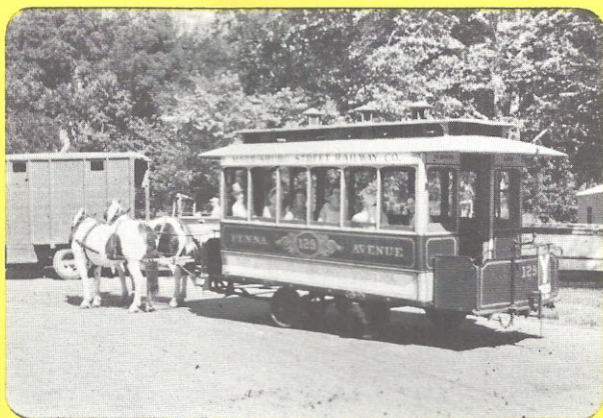
GLOBE TICKET COMPANY

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

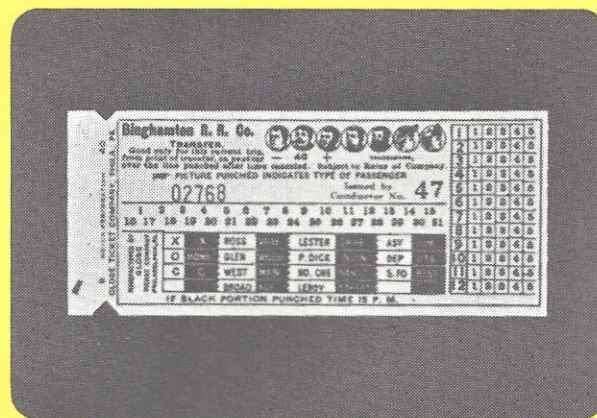
A Nation-Wide Service



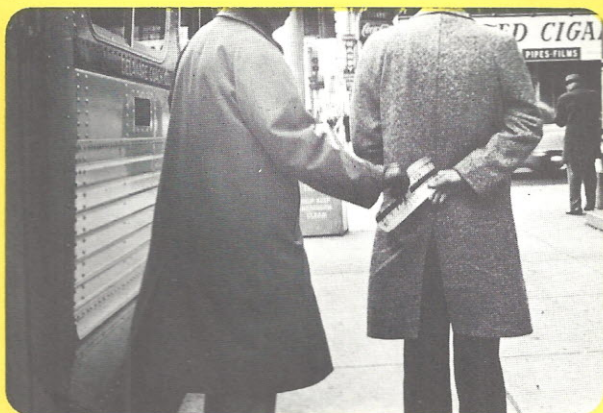
Coupling a carousel slide projector, co-ordinated through a programmer to a tape recorder for sound.



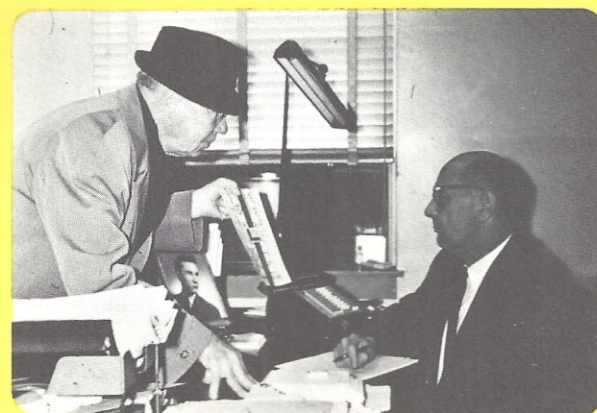
1. Horse Car symbolizing the early days of transportation and giving some background on how the transfer came into existence.



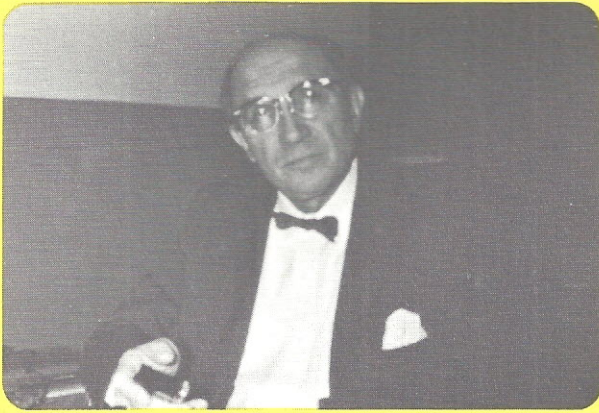
2. Early transfers identified the rider by punching one of seven pictures of typical passengers.



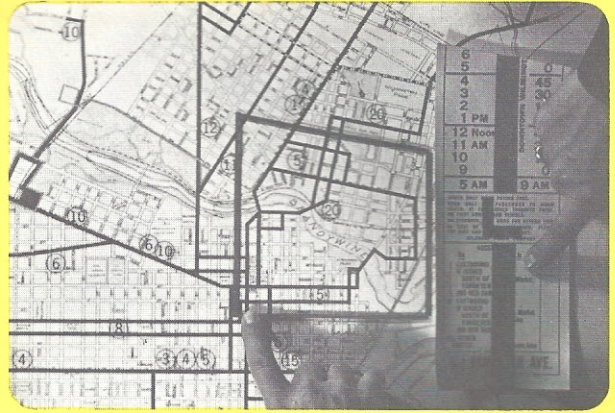
3. A firming up of the transfer system became necessary when it was realized that abuses were occurring, such as passengers giving transfers to others.



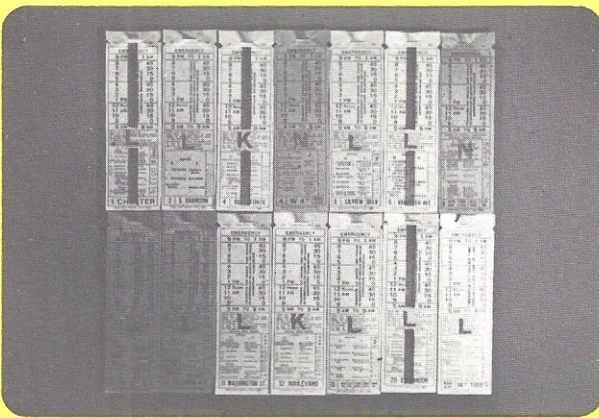
4. Passengers themselves complained to the Company about transfers not being used legitimately.



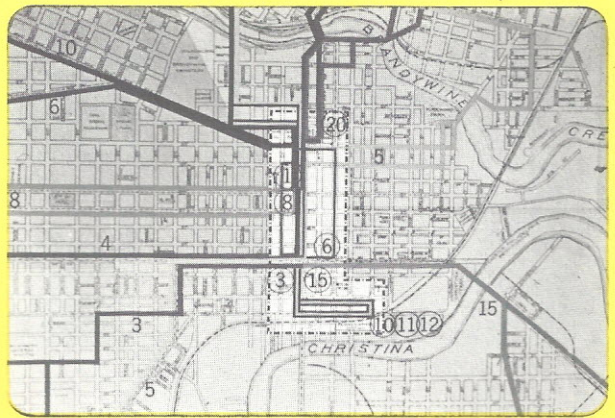
5. The Company called in experts such as John W. Zundt of the Globe Ticket Company to help solve these problems.



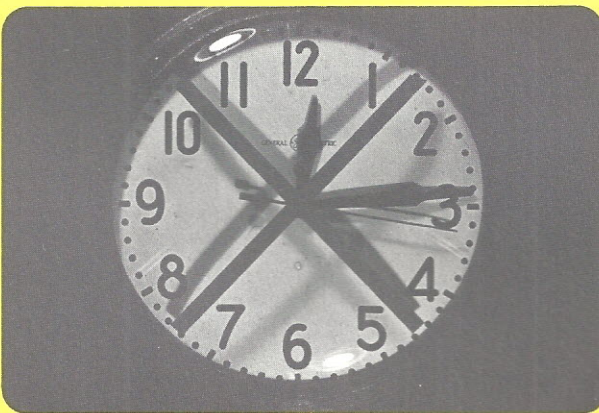
6. This is a specific example of how the problems of one of the most troublesome areas was solved.



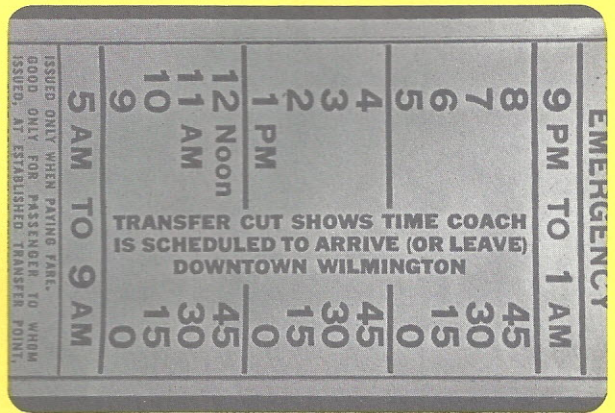
7. Here are the latest transfers for each route illustrating the signals built into the transfer.



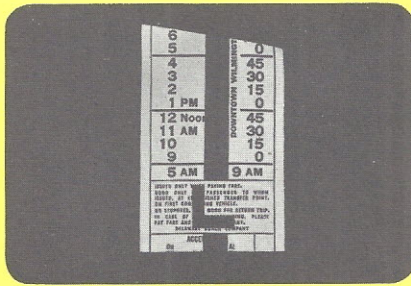
8. A large map of the route system showing color areas was used to illustrate specific features



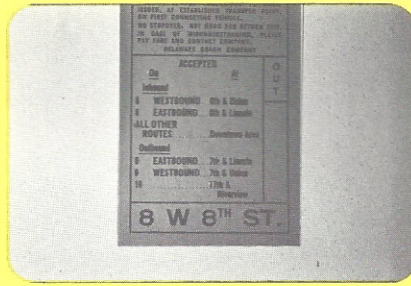
9. Time became a signal for the receiving operator only. As such, it no longer has a meaning for the passenger, who is held to making his transfer simply onto the "First Bus".



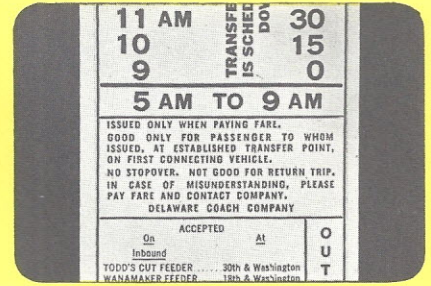
10. The latest transfer clearly states both for the operator and the passenger the regulation on time cutting.



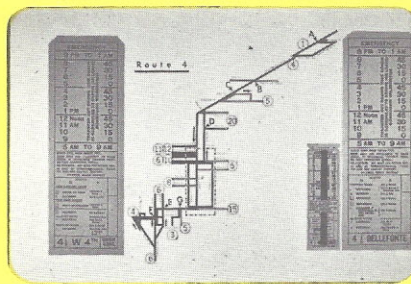
11. The red bar was used as a restriction signal for certain vulnerable areas, to prevent back-riding.



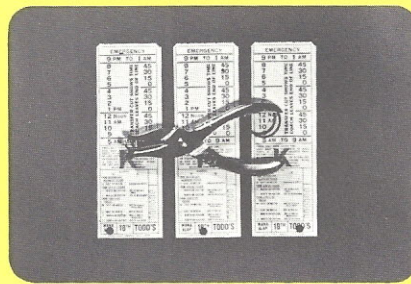
12. Each transfer now has on the face a list of the points where it will be accepted.



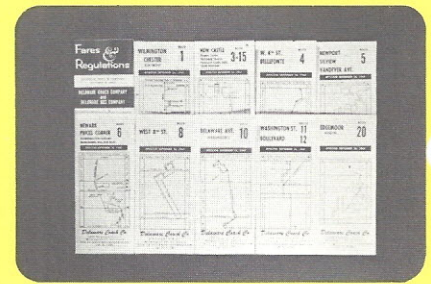
13. General regulations have been restated in simple, direct terms. They are also printed on the face.



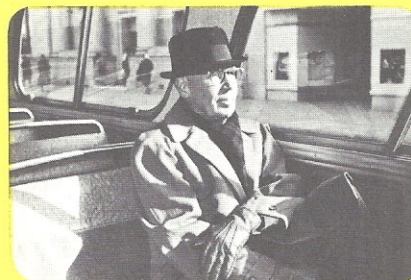
14. A slide of each individual route was shown with explanation of the handling of its transfer.



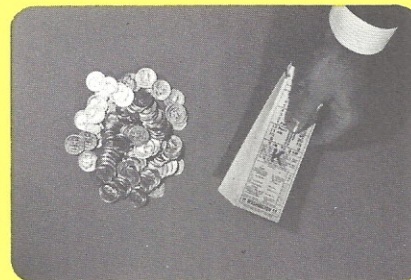
15. Several routes have branches at their ends to be identified by punch marks. Also feeder routes use punches for line identification.



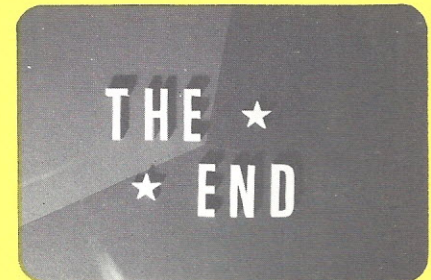
16. The printed time table is one more tool in the Delaware Coach Company's arsenal to keep their bus riders well informed.



17. The Company feels that a contented passenger sitting in a comfortable coach, getting to his destination on time is the best advertisement of service.



18. The Delaware Coach Company realizes that a transfer is not simply a piece of paper, but actually has the value of a cash fare.



19. The transfer form now in use is a modern one and one that is in use by the vast majority of urban transportation companies in the country "THE END".

WILMINGTON, DELAWARE'S TRAINING PROGRAM

As promised in last months Globe Trotter, this issue describes the unique training program employed by the Delaware Coach Company to teach and train their operators and other employees in the proper handling of their new transfer system. This different method of training was developed so that every operator gets exactly the same instructions and has the opportunity to ask questions at the end. It insures good training in its initial phase; at the same time the material is readily available for retraining. Judging from reports of results obtained to date, the technique seems to have met every expectation.

When the Delaware Coach Company decided to firm up its transfer system in order to counteract transfer abuse it needed a method to convey this information to its employees that would appeal to present day thinking. What with TV educational programs, and insurance, stocks and many other products and services being sold with the help of portable slide projectors, all indications pointed to a visual type of medium.

Members of the staff at the Delaware Coach Company interested in photography

found that by coupling a carousel slide projector, co-ordinated through a programmer to a tape recorder for sound (see illustration) the entire training program could be put on slide film. They set to work taking pictures and making tape recordings of:

1. General background information on transfers.
2. The development, progress and changes experienced through the years in the local system.
3. Actual "on the street" scenes of transfer abuse.
4. Customers voicing complaints to the staff of the Company.
5. Staff members pictured giving their commentary on what is and should be done to improve the system.
6. Outside talent obtained to help find practical solutions.
7. Maps of the city illustrating an improved transfer system, with its restrictions.
8. Explanation of time cutting regulations.
9. Transfer points and regulations shown on the face of the transfer.

10. Route by route rundown with special emphasis on points where restrictions apply.
11. Illustrations of the time tables printed to educate the public in the changes that were made.
12. Picturing a contented customer, illustrating the advantages to be realized from an efficient transfer system.
13. An illustration pointing up the fact that each transfer is valued at the price of one fare and should receive the same attention as a cash fare.
14. The training film closed with the experts summarizing the advantages realized from the improved system.

The completed slide and sound training production they dubbed "The Transfer Tango", and it zips along in good rhythm, holding everybody's interest all the way.

The cost of producing the training material was nominal, since most of the work of producing the slides and recording voices was accomplished by the staff of the Delaware

Coach Company. The initial cost of the equipment could be diluted by using it for other promotional work such as charter bus promotion, other types of training films, on safety, for instance, and public relations work.

"The Transfer Tango" is 45 minutes in duration but with the colorful slides and Latin American music as background it seems to take half that time. Every person attending the session receives a transfer of each route to which they can refer as the particular line is being explained on the screen. The company feels the visual presentation is clearer and more explicit than a written bulletin which is subject to individual interpretation.

The Delaware Coach Company has found that the need for retraining has been at a minimum, and operators are enforcing the transfer rules in a uniform manner throughout the system.

Since abuses are being held down, passengers now take a transfer only when they expect to make a legitimate transfer, consequently fewer transfers are being issued.

