

The

Globe

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

ROUTE 14 NORTH HILLS

CHELTENHAM

NORTH HILLS

BURDETT

SIGNALS ON TRANSFERS

14-0

14-5



SHOPPING CENTER

TO IDENTIFY



14

ALTERNATE SERVICE

GLOBE TICKET COMPANY

112 N. 12th STREET, PHILADELPHIA, PA. 19107

A Nation-Wide Service

SIGNALS ON TRANSFERS TO IDENTIFY ALTERNATE SERVICE

SHOPPING CENTERS DEMAND ADAPTATION

The many shopping centers and shopping areas which have been springing up in peripheral areas and other locations remote from the central city business districts have an influence upon the pattern of riding to and from these areas. They also influence the use of the transfer privilege at or near these locations, and it pays to evaluate this influence and determine whether or not it encourages transfer abuse.

ROUTES ORIGINATING IN TWO BRANCHES

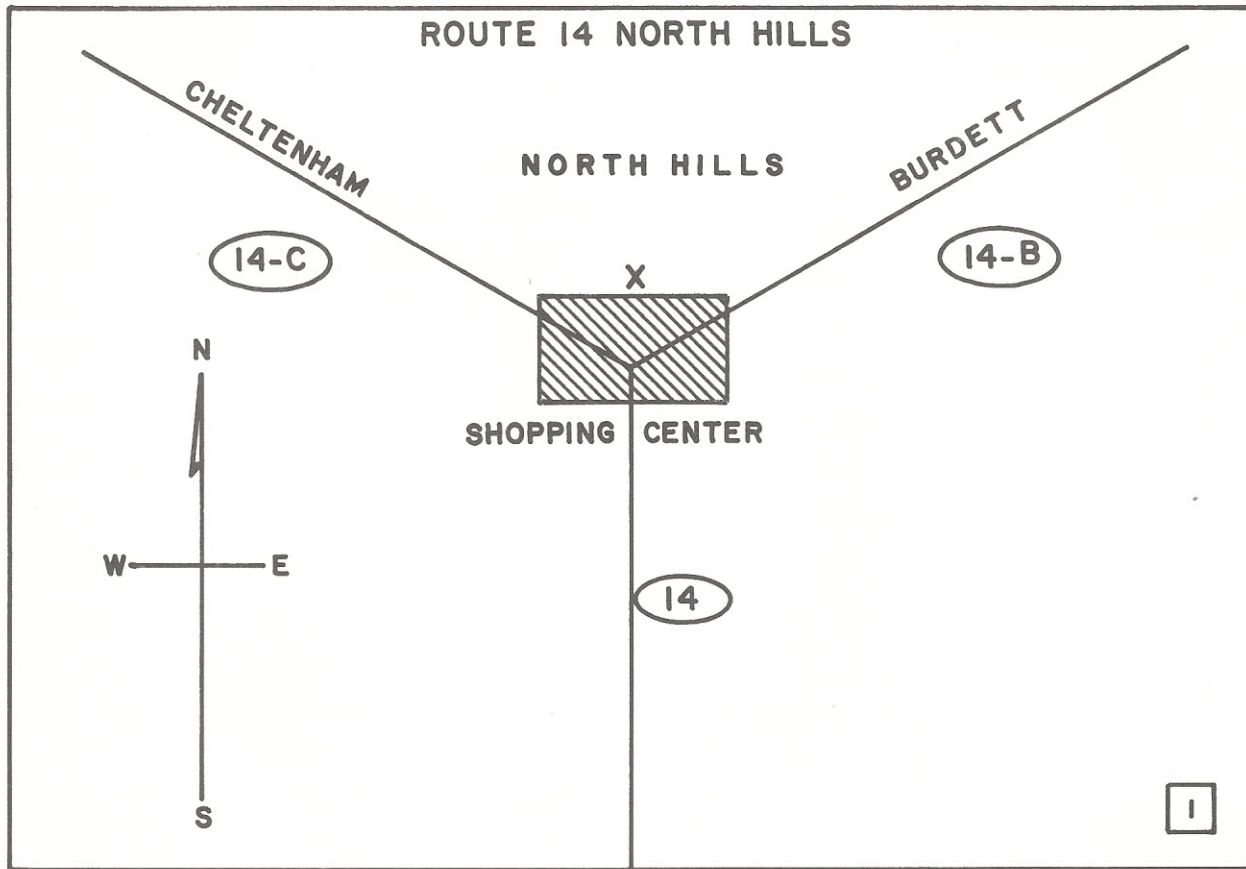
Lines which originate in two branches and which proceed as one into a central area from their junction point, are reasonably common. Illustration 1 exemplifies a lay-out of this type. The service commonly alternates between the two branches, in this case CHELTENHAM and BURDETT. Where the two branches serve well separated areas, with their own distinct identities, there usually exists demand for service, by means of transfer, from one of the branches inbound, to the other outbound, with transfer at the junction point, in the case of the example, at Point X. Assuming that the route is considered as one

and that one transfer is employed, the transfer, in this case, might be identified as from Route 14 NORTH HILLS. The demand for rides, via transfer, from one of the branches southbound, to the other northbound would quite naturally make it necessary that the northbound driver accept at Point X transfers from his own route (14) southbound.

SHOPPING CENTERS DEMAND EVALUATION

Now, as long as no worthwhile shopping area exists at Point X, there is no particular necessity for differentiating between the No. 14 transfers southbound, issued while the vehicle travels either on the CHELTENHAM or the BURDETT branch.

As soon, however, as a shopping center or a sufficiently substantial business area becomes established at or near the junction point, in this case Point X, the temptation and inducement then also comes into play, to make trips to the shopping area, with return on a transfer. From that moment on it becomes desirable to identify the two branches. In a lay-out such as the one sketched as No. 1 and which is quite common, it is possible, if the branches are not identified, for passengers from the BURDETT branch, for instance, to board

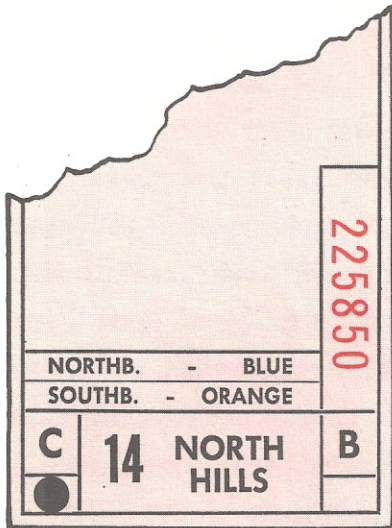


No. 14 southbound along that branch, to demand a transfer and to alight at Point X. They could then shop in the center at Junction X, with ample time available for this, since, normally, the time limit indicated on the transfer would be based on the arrival time of the vehicle in the central city area, at the southern extremity of this route. They could then re-board a No. 14 bus destined for the BURDETT branch and return back to their starting point, by submitting their No. 14

southbound transfer, making it appear as though they had come from the CHELTENHAM branch.

IDENTIFICATION EASY

Illustrations No. 2 and 3 show how easily the transfer, common to both branches, can be identified. In No. 2 this is done by a punch mark that indicates the route branch from which the transfer was issued. The form may



2

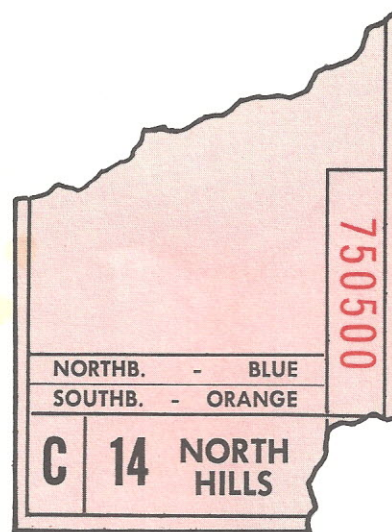
provide for this punch mark to be placed into a separate space, under, over or alongside of the branch designation, in this case "C", for CHELTENHAM, like in No. 2, or it may intend the punch hole to be placed into the space for the identifying letter itself, as in No. 5, where it identifies "S" for SPRINGDALE.

No. 3 illustrates identification by tearing off one corner of the transfer. In this case it is best to tear away the corner identifying the branch that does not apply. In No. 3 the "C", for CHELTENHAM, remains on the transfer, whereas "B", for BURDETT, has been removed. The form indicates issuance on the CHELTENHAM branch.

Identification of the branches, of course, is required only for transfers issued on them, before reaching the junction point.

APPLIES ALSO TO ROUTES THAT BRANCH ALONG THE WAY AND RECONVERGE

The principle discussed finds application also on routes on which certain services diverge in a portion of the route, with possibly alternate service rendered through the one or the other area involved. Illustration 4 shows the sketch of a line, called No. 23 MADISONVILLE, with these characteristics. It is assumed that alternate service is run in both directions, one along Madison, the other via Rock Hill, Springdale and Palmer.



3

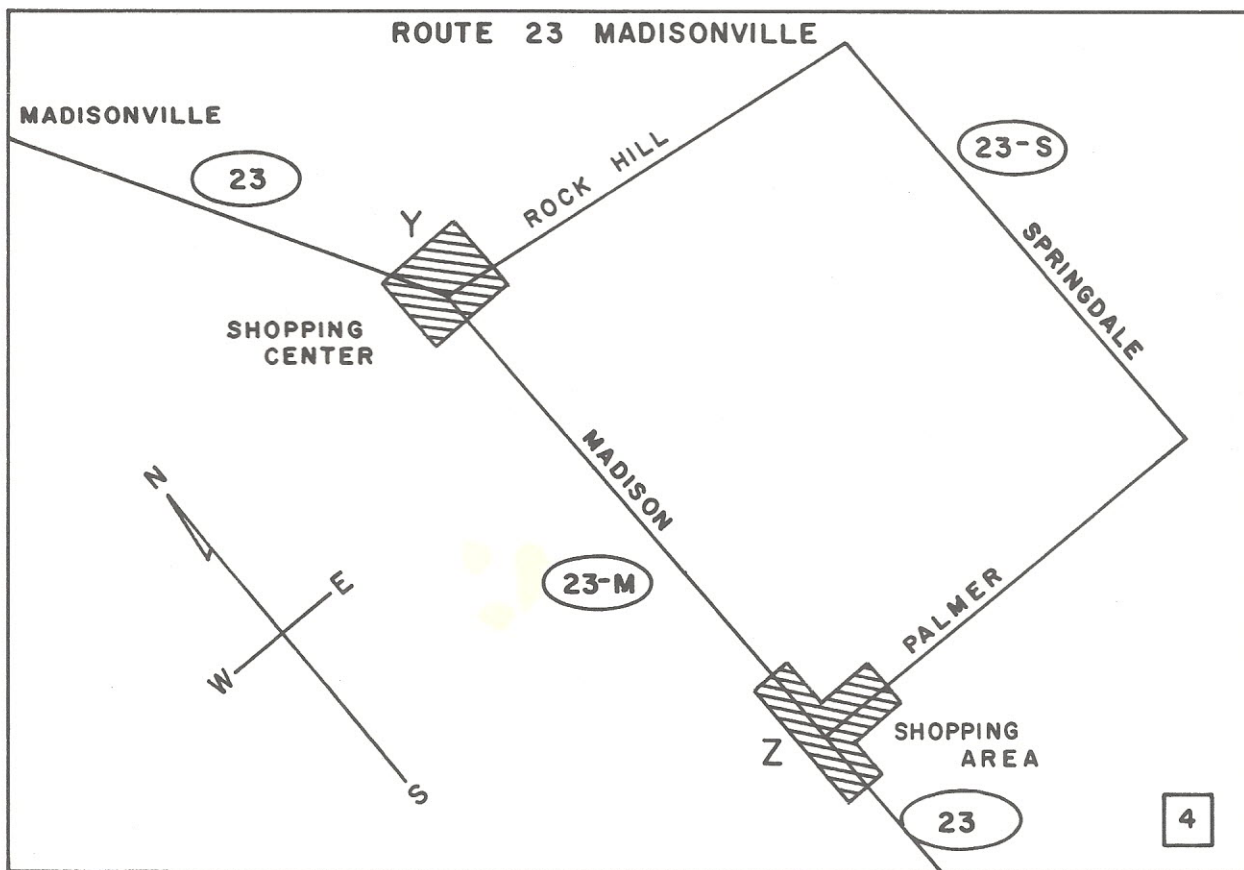
SEVERAL SHOPPING AREAS MAY BE INVOLVED

One can visualize in this case some justifiable demand for service via the two junction points Y and Z. Passengers, northbound from along Madison, may wish to transfer at Y for travel eastbound or southbound respectively to destinations along Rock Hill or Springdale, and return the same way.

Patrons along Springdale or Palmer, in turn, may wish to travel south- and westbound to junction point Z and transfer there to No. 23

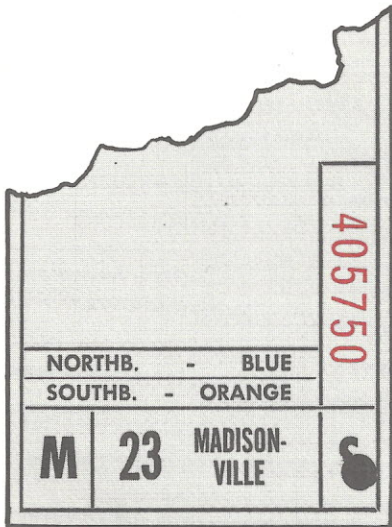
northbound, in order to reach destinations along Madison, and vice versa.

Here again, identification of the two branches serves no purpose, as long as there are no active shopping areas at one or both of the junction points Y and Z. But, as soon as shopping centers spring up, the inducement for round tripping abuse comes with this development. In the absence of branch identification then, it is impossible for drivers, for instance, to determine whether passengers who present northbound transfers at Point Y on southbound buses of the SPRINGDALE

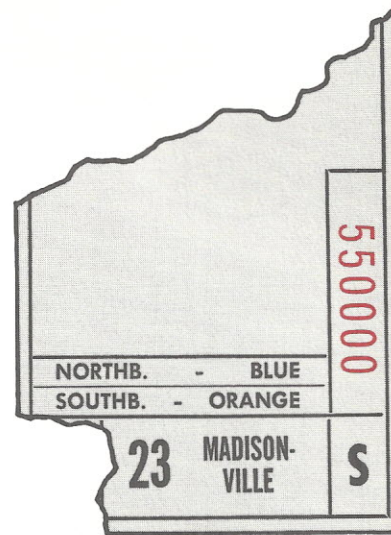


branch, originated along MADISON or whether they did not come from the SPRINGDALE branch originally and are trying to return on a transfer back to their starting point.

Identification here is as easily effected as in the case of the examples previously cited in connection with Sketch 1. The illustrations 5 and 6 show such identification for the Route 23, used as an example in Sketch 4. In this case also, where a punch mark is used, it may simply punch into the letter that indicates the branch. In No. 5 that is the letter "S", for SPRINGDALE. Or it may be placed into a separate space, avoiding obliteration of the branch letter, as previously shown under No.



5



6

2 for Route 14. No. 6, in turn shows corner tear-off in this case indicating that the transfer was issued on the "S", for SPRINGDALE branch.

Here also identification of the branches is needed only on the transfers issued within the vulnerable area.

SHOPPING AREAS INCREASING

As mentioned before, the steady increase in the number of shopping centers and areas, remote from central city areas, demands vigilance and possible reappraisal as regards the control of transfer abuse, in order that the simple remedies available may be applied, where called for.