

The **Globe** *trotter*

WINTER 1968 • NO. 676

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

PASSES

Cleveland Transit System

\$4.25 WEEKLY PASS

VALID ONLY

SEPT. 4 to SEPT. 11, 1967

EXPIRES 3:00 A.M. ON
LAST DATE PRINTED ON PASS

One child under 6 years free with adult pass
user on weekdays-Saturdays. Two children
under 12 years free with adult pass user on
Sundays-holidays.

NOT GOOD IN EXTENSION ZONES

GLOBE TICKET CO.

PERMITS

GLOBE TICKET COMPANY

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

A Nation-Wide Service

PASSES AND PERMITS

MANY CHANGES

There probably never has been a time in the public transportation field, where fare changes were as frequent as now and for a good many years back. Often, a fare change may barely have been approved and put into effect, when new wage negotiations lay the ground work for another fare adjustment.

It is understandable under these circumstances that much thought is given to variations in the method of fare setting and collection, intended perhaps to ease the blow of an increase at the moment, to give inducement to certain classes of riders, or possibly, to ease the burden of fare collection.

PASSES AND PERMITS

Passes and Permits, it seems, are again receiving attention, in the search for suitable fare forms, to meet specific conditions, and this issue is devoted to a few typical examples

of passes and permits at present in use. It deals with passes and permits issued for use by the riding public, not with employees' passes. The ATA compilation of transit fares in United States cities of 25,000 population and over lists between 40 and 50 transit companies that at present use passes or permits of some sort, as part of their fare structure. The designation "Pass" is applied here to passes which are good for the full fare, usually within a central or otherwise designated area. "Permits," on the other hand, represent a form of fare payment which is made in part on a weekly or monthly basis, but which requires the additional payment of part of the fare at the time of each ride.

SOME ADVANTAGES, SOME DRAWBACKS

Both, passes and permits, make it possible to give fare advantages to regular or frequent riders. By their time limit of validity, they

control such advantage fares better than tokens or tickets. Passes speed up fare handling on vehicles, but there are somewhat greater opportunities for abuse.

Passes and permits collect all or part of the fare in advance. Once collected, the fare or part fare is no longer affected by weather—or other conditions that may have an adverse effect upon riding. The sale of both can be handled by mail, if desired, possibly on a charge basis. School passes often are preferred by parents to tickets. On the other hand, there is the cost of printing, with proper differentiation for each period of validity and for each type of pass, if several types are used, as

well as the time taken, mostly by drivers, in the sale of passes.

SEVERAL TYPICAL PASS USERS

So, there are two sides to the question, and specific circumstances in each case must determine the employ or nonemploy of passes and permits. It seems to us, however, that there is somewhat more interest again, in recent years, in the possible use of passes and permits, than for some time in the past. The several instances of the use of these fare devices in more or less typical fashion, reported on the following pages, together with specimens of the forms employed, may serve as partial background information on the use of passes and permits.

CINCINNATI TRANSIT CO. CINCINNATI, OHIO

Weekly Permit

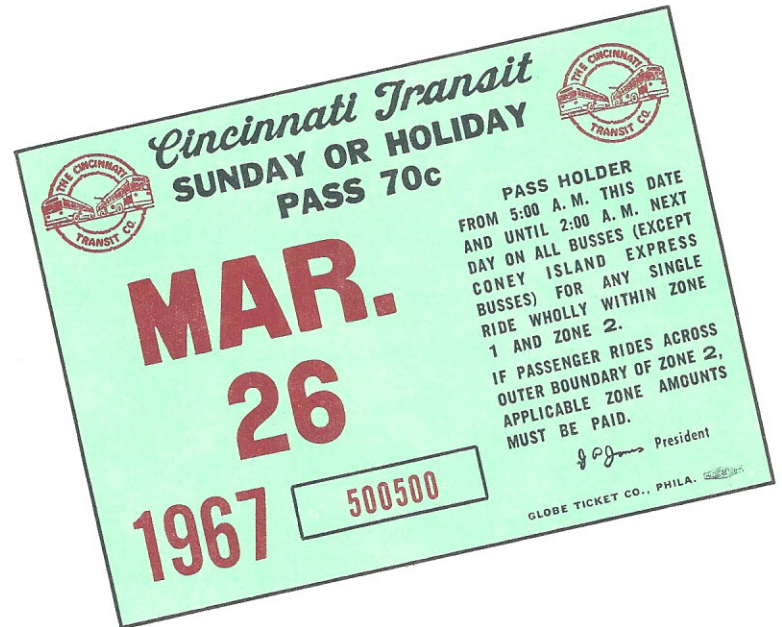
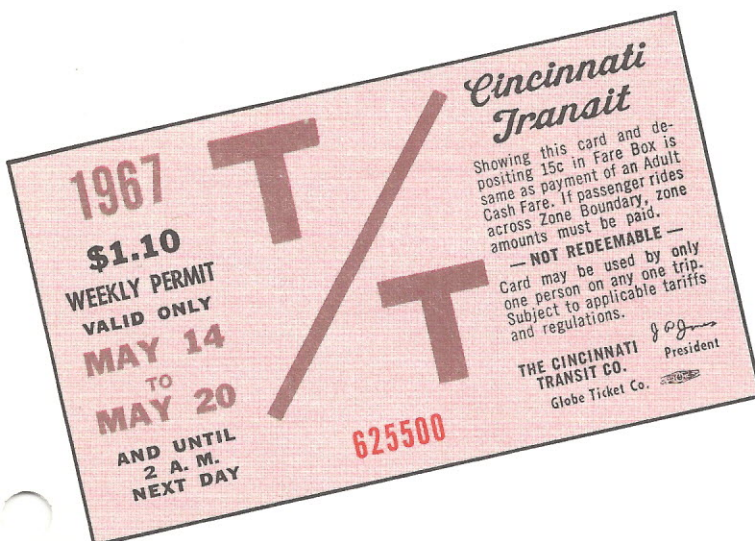
The basic cash fare is 30¢; token fare 25¢ (as of Aug. 1967). This permit sells for \$1.10. On presentation of the permit, passengers pay 15¢ for a basic fare. The normal zone charges are made, if the pas-

senger rides beyond the basic fare zone. Likewise, the normal existing transfer charge is made, when the passenger wishes to transfer.

The permit is transferable but can be used only by one person on any one trip.

The week for which the permit is valid is clearly shown on the face of the form, reinforced by letter symbols in large characters, arranged in varying fashion. The symbols, as well as the color of the glossy book stock, on which the form is printed, change for each week.

The permit is sold by the bus operators on Sundays and Mondays of each week.



Sunday or Holiday Pass

This pass, priced at 70¢, (Aug. 1967) is good on Sundays and Holidays from 5 AM until 2 AM the following day.

It is good for the full basic fare within zones 1 and 2 on all but the Coney Island Express buses. If the passenger rides beyond zones 1 and 2 he pays the applicable zone charges.

It is different in size from the Weekly Permit, printed on Bristol stock. The color changes for each week. The Sunday or Holiday date for which

it is valid is printed in large characters on the face of the pass.

The operators sell this pass on Sundays and Holidays.

Day School Identification Cards

Night School Identification Cards

Summer School Identification Cards

These are established for use by pupils between the ages of 10 and 18, on regular school days; the Day and Summer Cards are not good from the

downtown area after 4:00 PM. Otherwise they specify the hours during which they may be used as:

For the Day School Card 6:30 AM to 6 PM
For the Night School Card 6 PM to 10:30 PM and
For the Summer School Card 6 AM to 5:30 PM.

The cards permit the students to ride for the established school fare on trips between home and school.

The treasurer of Cincinnati Transit Co. supplies Public and Parochial schools with School Identifi-

No. 150000

YEAR 1967-68

DAY SCHOOL

APPLICATION FOR IDENTIFICATION CARD

I HEREBY MAKE APPLICATION FOR AN IDENTIFICATION CARD. I AM OVER 10 YEARS AND UNDER 18 YEARS OF AGE AND I AGREE TO OBSERVE ALL RULES OF THE COMPANY AND THE CITY RELATING TO SCHOOL CHILDREN'S PRIVILEGES. I AM A PUPIL ATTENDING _____ SCHOOL

NAME _____

HOME _____ 19 _____

RETURN TO COMPANY

DETACH HERE

YEAR 1967-68

GIVE TO PUPIL

No. 150000

THE CINCINNATI TRANSIT COMPANY

(Write in Ink)

I certify that _____

Home Address _____

is a Pupil at _____ SCHOOL

Home Room No. _____

Principal _____

THIS IDENTIFICATION CARD MUST BE RETAINED BY PUPIL AND SHOWN UPON PAYMENT OF FARE. NOT GOOD UNLESS SIGNED BY PRINCIPAL.

INSTRUCTIONS

This Application for a School Identification Card is in two parts.

The Pupil fills out the Application, on the reverse side of this part. Principal or teacher detaches the application, and returns it to the Cincinnati Transit Company.

The other part is the Identification Card. When completed, it is given to the pupil.

CONDITIONS

Identification cards are not transferable. If used by others than to whom issued they will be taken up by Operator. If identification card is mutilated it will be taken up by the Operator.

Not good on Sundays or Holidays, unless otherwise authorized.

School Rate of Fare is good only for a ride between home and school in either direction and is not accepted unless identification card is shown.

For use of pupils between the ages 10 and 18 years between 6:30 A.M. and 6:00 P.M. on regular school days, except from downtown area after 4:00 P.M.

Subject to Rules and Regulations of the Company, and all Municipal, State and Federal Laws.

GLOBE TICKET COMPANY, PHILA.

cation Cards at the start of each school year, according to their needs. The cards are filled out in the School Office or, in High Schools, under supervision of homeroom teachers. They are signed by the principals. The application portions are returned to the Transit Company, thus furnishing a record of the pupils who hold cards.

Club Flyer Membership Card

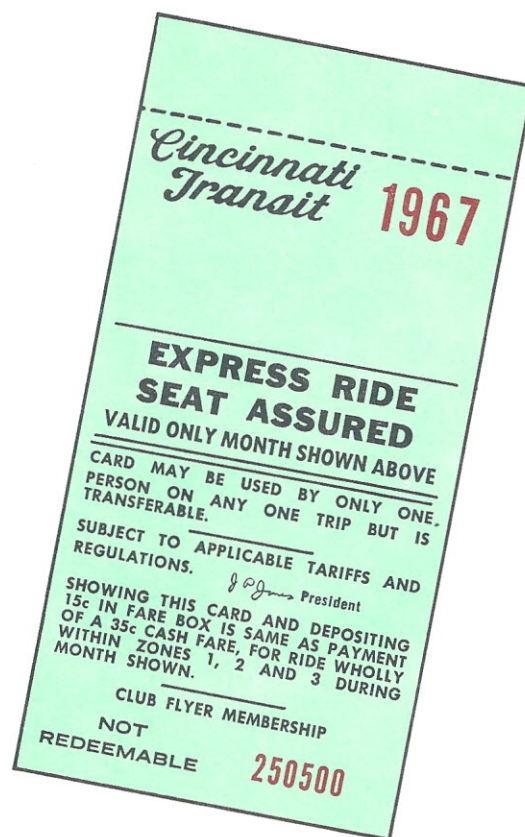
This acts as a permit on any of the three "Club Flyer" routes operated by the Company during rush hours, with seat assured.

Members pay \$12.00 (Aug. 1967) for the monthly card and then 15¢ for each ride taken within zones 1, 2 and 3. They are billed for their cards on a monthly basis; they are mailed to them previous to the start of each month. Even when not riding on a "Flyer", passengers can use the Membership Card in the same way as a weekly permit. The "Flyer" member shows his card and pays 15¢ for a ride within zones 1, 2 and 3.

CLEVELAND TRANSIT SYSTEM, CLEVELAND, OHIO

Weekly Pass

This weekly pass, sold at \$4.25 (Sept. 1967) is valid for full fare each week from and including Monday up to 3 AM on the following Monday. It



The cards are printed on water-marked safety stock. The month for which each is to be valid is rubber stamped on it, before issuance, and the color is changed each month.

has a novel feature in that it includes one or two children free, if with an adult, as follows:

One child under 6 years on Weekdays and Saturdays.

Two children under 12 years, on Sundays and Holidays.

It is good only in the City zones, not in extension zones.

The pass is printed on durable cardboard. It shows the price as well as the period of validity on the face. The latter is also signalled by a code number which does not coincide with the week number of the year; this number appears in a coded design that varies for each week. The color of the cardboard also varies for each week.

For easy handling at the point of sale, the passes are put up in books of 10. They are sold by the bus

operators on Mondays and Tuesdays. The average sale per week is 14,700 to 14,800 passes.

Weekly passes have been in use in Cleveland since 1932. As a matter of curiosity we are showing, among the specimens, one pass of that year and also a later one for a week in 1937 which bears a design inspired by the Great Lakes Exposition of that year. Both were made available to us by CTS.

A Sunday and Holiday Pass has previously been in use, as well as a Student Pass, but both of these have been discontinued.





CITY OF MAPLE HEIGHTS TRANSIT SYSTEM

MAPLE HEIGHTS, OHIO

Weekly Student Pass

This pass is sold for \$1.00 (Fall 1967); it permits extension for non-school rides and applies to pupils through Grade 12.

The pass is valid for transportation to and from school within the basic 20¢ fare zone, but pupils who attend school outside Maple Heights may use their pass in the 25¢ zone; they must, however, carry a special I.D. Card. Students who must travel

into the 40¢ zone use the pass also, but they pay an additional 10¢ for each ride.

Students may use their passes for non-school rides on payment of 5¢ per ride within the 20¢ fare zone, plus such zone charges as may apply on rides beyond the basic fare zone.

The passes are not good on Saturdays and Sundays, and they are good only for the student whose name, school and grade have been inscribed on it.

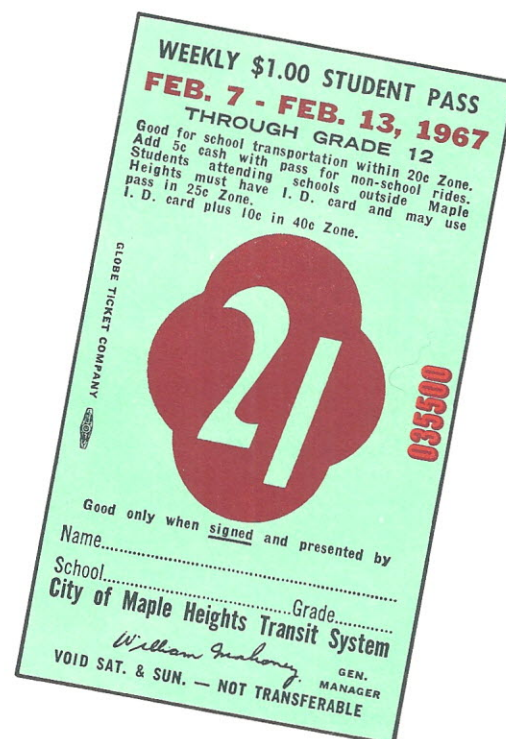
The week of validity for each pass is clearly indicated and also signalled by a code figure or letter design in the center of the form, supplemented by a change in the color of the stock for each week.

The student passes are sold on the buses on Tuesdays and Wednesdays of each week. They are valid from and including Tuesday through the following Monday.

It'll be of interest to read some extracts from the report of our representative Jeff Miller on his conversation with Mr. William A. Mahoney, Manager of the Transit System: "The reason they sell on Tuesday and start the week on Tuesday is that there are more full weeks from Tuesday to Tuesday than from any other day of the week to the same day of the week.

"Secondly, these passes are good whether the child used them four or five days. Thus, if a week turns up when there are only four school days in it, then these passes are still good and still amount to some savings for the school child. They feel they have better control over their collection, since they are only collecting money for the passes on one or possibly two days. . . . Next, public-relation-wise,

these passes have been accepted very well for a couple of reasons. For instance, if a child loses his pass, chances are he will get it back, inasmuch as his name plus school and grade is written on the pass and thus can be returned, whereby before, when they used tickets only, the tickets could be used by anyone finding the tickets. Also the passes allow the school children extra privileges, such as riding at reduced rates for extra-curricular events during the week and after the regular school hours.



"Now, let me get to the reason why they went to the pass in the first place. First reason being that the school tickets which they used formerly were not used on bad weather days, for example, if on a Tuesday it rained the mothers in the neighborhood would gather up the kids and take them to school rather than have the children wait for buses. This was especially true in the grade schools. Thus if the children weren't riding on the bus the transportation company wasn't taking in fares, but still running the buses on the normal runs. Now with the pass the ride is paid for in advance whether the child waits or not. Secondly, they have less of a problem of losing passes as mentioned before as they are larger and easier to keep track of than

small tickets which tend to get lost, as well as the fact the passes do have the child's name on and can be easily returned.

"As far as the passes being used fraudulently, if the driver suspects this he has the prerogative to tear the pass up on the spot.

"Finally, they might in the future consider expanding their weekly pass program to perhaps having a weekly pass for college students commuting to downtown Cleveland schools. This, of course, is in the future, inasmuch as at present there are not that many college students who do commute downtown and thus it would not be at present a worthwhile venture to have the passes printed up."

PORT AUTHORITY OF ALLEGHENY COUNTY PITTSBURGH, PA.

Monthly Permit

This permit is valid as part of the basic fare. It is sold for \$7.50 (Aug. 1967). It permits the passenger, upon presentation, to ride within the 30¢ zone for a payment of 10¢ and within the 20¢ and 25¢ zones for 5¢. Additional zone charges are made where applicable. Transfer charges are additional.

Permits are sold by the drivers. The sale generally begins 3 days prior to effective date.

Printed on water-marked safety stock, the permit shows the month for which it is good in a decorative form that changes for each month. The consecutive numbering includes coded prefix letters which change from month to month.

Weekly Permit

This permit sells for \$1.90 (Aug. 1967).

It is used under the same conditions as the Monthly Permit.

The Weekly Permit is printed on a coated cover stock. In addition to the indication of the week during which it is valid, it carries a large code number in its center, which changes out of numerical order from week to week. It also uses coded prefix letters in conjunction with its consecutive numbering. They change from week to week.

Monthly Student Permit and Summer Student Permit

The monthly permit sells for \$4.00 and the Summer permit, used mainly by students of the city of Pittsburgh schools, for \$6.00 (Aug. 1967).

The permits are restricted to grade or high school students and good only for one person on any one trip. The name of the school and the signature of the student must be inserted on the permit.

The charges made for rides, subject to presentation of a permit in each case, are the same as those

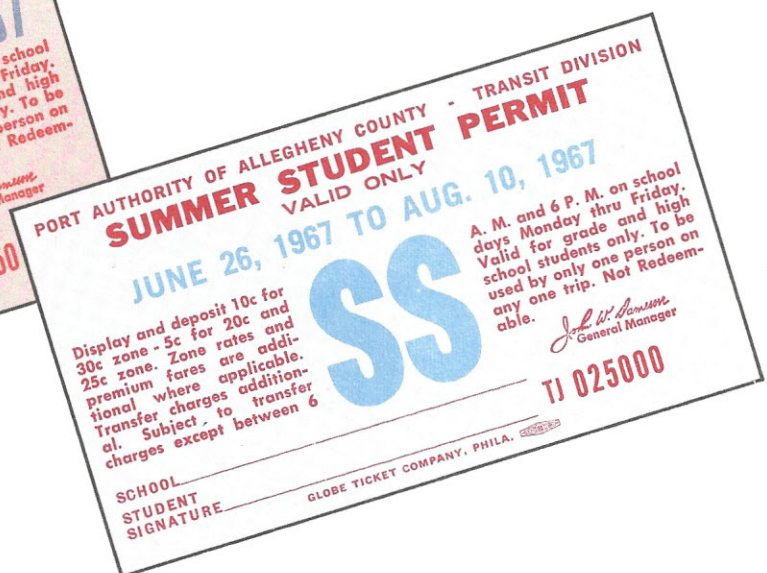
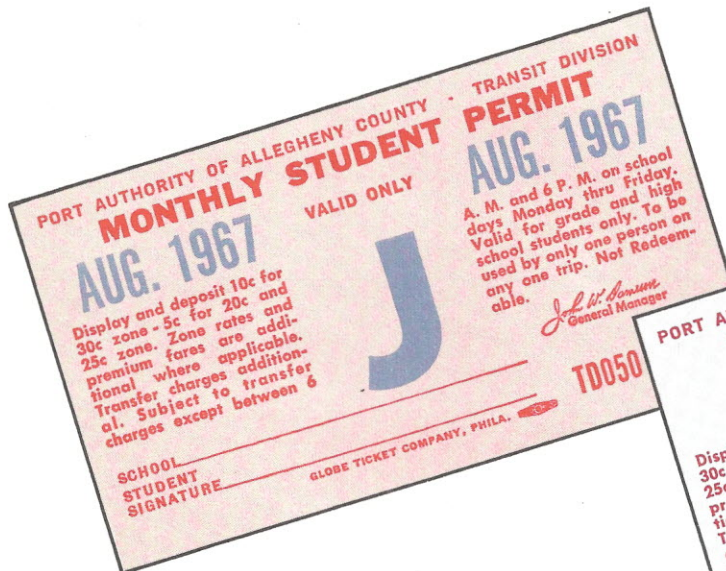
for the use of regular monthly or weekly permits. But special conditions prevail with respect to payment of transfer charges which are suspended if the student permits are presented between 6 AM



and 6 PM on school days Monday through Friday. Subject to these stipulations the permits can be used anywhere on the PAT system any day of the week, week-ends included.

These two forms are also printed on water-marked safety stock, in a color specific to the type of permit. The period of validity is clearly printed on the permit and supplemented by code letters in large type which change for each period of validity. These permits also use code prefixes with their serial numbers.

They are sold by the schools' administrative offices.



VIRGINIA TRANSIT COMPANY RICHMOND, VA.

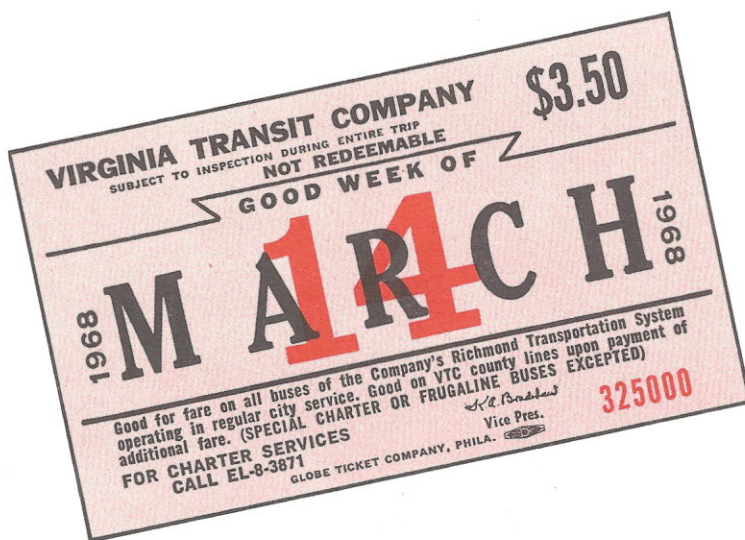
Weekly Pass

This weekly pass is sold at \$3.50 (Sept. 1967) and is valid for unlimited rides in regular city service. On zone lines the regular additional zone charges are made for trips beyond the city zone.

The pass denotes in large characters the month and date of the Sunday as the first day of the week for which it is valid. In addition, the color of the

durable cardboard on which it is printed, changes from week to week.

The pass is sold on the buses as well as at the company office. Regular customers also receive it by mail. It has been in use continuously for 10 to 12 years, with usage reasonably constant. Prime users appear to be insurance and other salesmen, domestic employees and collectors.



The **Globe** *trotter*

RELY ON GLOBE

EXPERIENCE, QUALITY AND CARE



GLOBE TICKET COMPANY
112 N. 12th St. Phila., Pa. 19107

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DENVER, COLORADO 1-303-534-0894

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HOUSTON, TEXAS 1-713-224-5459
NEW YORK, N.Y. 1-212-736-6315
ST. LOUIS, MO. 1-314-621-1221
SALT LAKE CITY, UTAH 1-801-278-6722
SAN DIEGO, CALIF. 1-714-298-2141
TAMPA, FLA. 1-813-884-4940
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