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



REDUCED FARES FOR SENIOR CITIZENS FIRST PART

PAT BUS ON PENN AVE. TRANSIT MALL — EAST LIBERTY REDEVELOPMENT PROJECT.



GLOBE TICKET COMPANY

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REDUCED FARES FOR SENIOR CITIZENS

FIRST PART

As of May 1970 the American Transit Association reported that 39 Transit Operations in the United States and 15 in Canada had instituted reduced fares for Senior Citizens. No doubt the question of such fares has been raised in many additional cities, not always approved, sometimes started and discontinued.

MUCH VARIATION

There is much variation in the conditions applied to retirement age fare reduction plans:

The minimum age for eligibility may be set uniformly at 65 or it may be established at 65 for men and 62 for women.

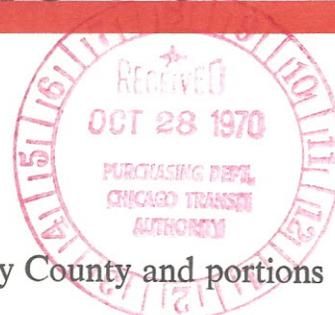
The plan may or may not be restricted to those who have earnings below certain levels, and these levels may vary.

The amount of the fare reduction varies. It may be expressed in a reduction of indi-

vidual fares, it may be represented by a special monthly pass, sold to Senior Citizens at an advantageous rate or it may grant a free return ride, thereby reducing the regular fare by one half. The reduction generally ranges at present from 10¢ to 20¢ per ride.

In most cases the reduction is applied to the basic fare, with transfer charges, if any, and zone charges remaining unchanged. Occasionally a reduction is also applied to the transfer charge, for instance from 5¢ to 1¢. Weekly or monthly passes may or may not be subject to reduction, mostly not.

In the majority of cases the hours during which reductions in fare are granted are restricted to non-rush hours on weekdays from Monday through Friday, but in a few instances there are no restrictions. Saturdays, Sundays and holidays are limited with respect to hours of application in some cases, but generally not.



All plans require proof of age by Medicare card or other generally accepted means, or they require applicants to obtain a special identification card, upon presentation of such proof.

In order to make clear the details of some specific Senior Citizen reduced fare plans this issue of the Globe Trotter and the one to follow will attempt to describe the plans put into effect by Allegheny County Port Authority (PAT) of Pittsburgh, Pa. and by one or two other transit systems. They were chosen in part because of the differences in their concepts. The organizations concerned have graciously made available to us the necessary material as well as their permission to use it for this purpose, for which we extend our thanks.

**PORT AUTHORITY OF ALLEGHENY COUNTY (PAT)
PITTSBURGH, PA.**

The Port Authority of Allegheny County (PAT) provides mass transit service in

Pittsburgh, Allegheny County and portions of 4 adjacent counties. The Authority consolidated the former Pittsburgh Railways, 30 independent bus companies and 2 inclined planes in 1964. At the present time, PAT operates 900 buses and 122 street cars over 173 transit routes. Executive Director and General Manager is Mr. John W. Damron. Mr. Kenneth C. Schnur is Controller and Assistant General Manager.

In a report of November 1969 on a Senior Citizen Fare Study, the Planning Department of PAT, under Harold H. Geissenheimer, relates that, "At the June 1969 Port Authority Board Meeting, representatives of the Allegheny County Senior Citizens Council, Inc., presented a request for certain reduced fares. As a result of this request, Board Chairman William L. Henry directed that an investigation be made of Senior Citizens fares in other cities."

QUESTIONNAIRE

As a result a questionnaire was mailed to 27 transit companies, of which 20 were found to use special Senior Citizens fares at that time. The information received was tabulated as of September 2, 1969 and a suggested plan was outlined in the November report previously mentioned.

TABULATION

The tabulation showed that, of 23 transit operations that answered the questionnaire, 20 had special Senior Citizens fares, 1 was considering such fares and 2 had tried such reduced fares, but had discontinued them, in one case because of "excessive insurance liability," in the other because of "loss of revenue."

The fare reductions for Senior Citizens were reported as 10¢ (9 companies), 15¢ (4 companies) and 20¢ (3 applications). Reduced price passes were reported by 2 and a reduced price ticket by 1.

Transfer charges were reported as none by 10 respondents, a charge of 1¢ for Seniors against 5¢ regular was reported by 1 company and 9 reported no reduction from the normal 5¢ transfer charge. One company reported a 5¢ reduction from the normal 10¢ transfer charge.

On reduced monthly passes, 21 operations reported none, 2 showed a charge for Senior Citizens of \$9.00. No reduced weekly passes were reported.

Age requirements were 65 for male riders, reported by all 21 users. For female passengers 3 required a minimum age of 62, 18 required 65 years, the same as for males.

Income limits were not required by 9 operators out of 18 who replied to that question, the remaining ones required limits, ranging from \$600 per year (1) to Single \$2,000/Married \$3,000 (1). The largest number (5) set a limit of \$1,200 or less.



Hour restrictions varied considerably, with restrictions to non-rush hours generally in effect Monday through Friday. The larger number (6 and 7 respectively) specified the effective time of the reduced fare as from 9 AM to 3 PM and 7 PM to Midnight. 2 respondents showed no restrictions on these days. For Saturdays the majority (11) specified no restrictions. The remaining respondents limited the hours on Saturdays from 9 or 10 AM to 3 or 4 PM and after 3,

6:30 or 7 PM. The hours specified in a few cases (3) for Sundays and Holidays may be considered as in effect unrestricted, whereas the remaining companies either specified no restrictions (12), reported "no service" or did not reply.

PITTSBURGH PLAN

The Reduced Fare Plan for Senior Citizens finally recommended by the Planning Department, adopted and put into effect on February 1, 1970 provides a 15¢ reduction

on cash fares of 25¢ or more and is based on these features:

Age Restrictions: 65 or over

Hours in Effect:

10:00 AM to 3:00 PM—7:00 PM to 4:00 AM;
Monday to Friday
4:00 AM to 4:00 AM Next Day—Saturdays,
Sundays and Holidays

ID Card Required: Yes (non transferable)

Fare Reduction: 15¢ reduction on all fares of 25¢ or more, for example:

	<i>Adult</i>	<i>Senior Citizen</i>
Downtown Zone or Suburban One Zone	25¢	10¢
Suburban Two Zone	30¢	15¢
Central Zone Fare	35¢	20¢
Central Zone With Transfer	40¢	25¢
Multi-Zones: Central Zone and Four Suburban Zones	60¢	45¢

Special Senior Citizen fare for 15¢ Golden Triangle Route 96A and 20¢ Incline fare is 10¢.

Reduced Senior Citizen fares do not apply to Weekly or Monthly Permits, Sunday & Holiday Passes, nor to the Weekend Family Fare Plan. Also they do not apply to Baseball & Football, Sightseeing Tours, Shoppers Express fares and Kennywood Park and West View Park Special Services.

REGISTRATION

According to a Social Security census, more than 150,000 residents of Allegheny County could participate in the plan. Prior to its effective date Senior Citizens of 65 or over and being residents of Allegheny County were encouraged by newspaper releases to register for their Identification Cards on designated Saturdays and Sundays at special field registration stations in the City's 51 Fire Stations as well as the Allegheny County Court House and PAT's offices downtown. Suburban registration stations were also established. At all stations PAT employes and volunteers took care of the registration on these days. Continued registration now is at the Port Authority offices and Allegheny County Court House.

At the time of registration a Registration Card is made out. This goes to the Port Authority's offices. An Identification Card is then made out and sent to the applicant.

The applicants were required to provide proof of age and residence. Proof of age was by birth or baptismal certificate, Medicare Card, Driver's License or other documentation acceptable to the registrars. Proof of residence was by Driver's License or other acceptable documentation.

A sample of the registration form used and samples of male as well as female Identification Cards are shown as Illustrations 1, 2 and 3 respectively. The reverse of the ID Card, bearing conditions for use appears as No. 4. The male and female cards are of different color.

PUBLICITY

The introduction of the Senior Citizens Reduced Fare Plan was suitably publicized in the daily press. A leaflet, entitled "Welcome Aboard Senior Citizen", was sent to participants with their ID Card. Nos. 5 and

6 show reproductions respectively of the front and back of this flyer. It makes the conditions and limitations of the reduced fare plan known to the Senior Citizen.

LOSS OF REVENUE

The Management visualized from the beginning that the introduction of a reduced fare plan for Senior Citizens would result in an overall reduction of revenue. We quote from the November 1969 Planning Department report:

"After a complete review of the data received on other Senior Citizen Reduced Fare Plans and their possible application to the transit services of the Port Authority of Allegheny County, it is clear, any such plan will result in less revenue and therefore must be considered as part of a broad overall community problem to provide economic assistance to a segment of our population. Unless

PORT AUTHORITY OF ALLEGHENY COUNTY - TRANSIT DIVISION
REGISTRATION FORM FOR SENIOR CITIZENS' I. D. CARD

EVIDENCE OF AGE				SOCIAL SECURITY NO.				I. D. NO.			
<input type="text"/>				<input type="text"/>				<input type="text"/>			
INITIALS		LAST NAME						SEX	DATE OF BIRTH		
<input type="text"/>		<input type="text"/>						<input type="text"/>	<input type="text"/>		
ADDRESS: NO. AND STREET						TELEPHONE NO.			HEIGHT		
<input type="text"/>						<input type="text"/>			<input type="text"/>		
CITY				COUNTY		ZIP CODE		EYE COLOR			
<input type="text"/>				<input type="text"/>		<input type="text"/>		<input type="text"/>			
REGISTRAR				X				DATE			
Form: 45-39 (12-69)				SIGNATURE							

①

PORT AUTHORITY of ALLEGHENY COUNTY — TRANSIT DIVISION
 Reduced Fares for Senior Citizens
 Effective February 1, 1970

Social Security No.

Name (Please Print) _____

Address _____ City _____ Zip _____

Date of Birth _____ Height _____ Eye Color _____

No. _____

John W. Hanson
General Manager

MALE

②

PORT AUTHORITY of ALLEGHENY COUNTY — TRANSIT DIVISION
 Reduced Fares for Senior Citizens
 Effective February 1, 1970

Social Security No.

Name (Please Print) _____

Address _____ City _____ Zip _____

Date of Birth _____ Height _____ Eye Color _____

No. _____

John W. Hanson
General Manager

FEMALE

③

④

This is your reduced fare card on regular scheduled routes. You must present this card to ride Port Authority vehicles at reduced cash fares during the following periods:

Monday to Friday: 10:00 A. M. to 3:00 P. M.
and 7:00 P. M. to 4:00 A. M. next day

Saturdays, Sundays & Holidays: 4:00 A. M. to 4:00 A. M. next day

Subject to all transfer and zone fares.
 This card is non-transferable.

GLOBE TICKET COMPANY  (S) 260



Welcome aboard, **SENIOR CITIZEN!**

YOU NOW HAVE YOUR OWN SPECIAL
SENIOR CITIZEN REDUCED FARE PLAN

When you ride PAT buses and streetcars,
You Must Present Your PAT IDENTIFICATION CARD
And You Will Receive

**A 15¢ REDUCTION ON TOTAL FARES
OF 25¢ OR MORE**

**Total Fares Include Zone Charges.
5¢ Transfer Charges Are Additional Where Applicable.**

Carry Your Card At All Times.

You Must Present It To The Driver To Be Eligible
For Reduced Fares.

**SENIOR CITIZEN REDUCED FARES ARE
EFFECTIVE ONLY DURING THESE HOURS:**

MONDAYS through FRIDAYS

10:00 AM to 3:00 PM — 7:00 PM to 4:00 AM

SATURDAYS, SUNDAYS and HOLIDAYS ALL DAY
Regular Fares Prevail At All Other Times

**GOLDEN TRIANGLE LOOP BUS AND
MONONGAHELA INCLINE**

**—BOTH NOW ONLY 10¢ During Senior Citizen
hours with presentation of your PAT Identifi-
cation Card.**

IMPORTANT:

REDUCED FARES APPLY **ONLY** AT TIME OF
FARE PAYMENT not necessarily when you
enter or leave the bus or streetcar.

For Example:

Let us say you are riding a vehicle that
accepts payments as you leave. You enter
at 2:30 PM. You pay and leave at 3:15 PM.
Full fare is required because you are **paying**
after the 3:00 PM closing hour. If the
vehicle accepts payment on entering, **re-
duced fare** is acceptable because you are
paying at 2:30 PM, before closing hour.
Remember, you must show driver your PAT
Identification Card as you pay.

**JUST ALLOW YOURSELF ENOUGH TIME FOR YOUR
TRIP. LOOK AHEAD AND HAVE TIME TO PAY YOUR
FARE WITHIN THE SENIOR CITIZEN'S REDUCED FARE
HOURS.**

You cannot use your reduced fare Identification Card for:

WEEKLY OR MONTHLY PERMITS OR FARES	SIGHTSEEING TOURS SHOPPERS EXPRESS FARES
SUNDAY & HOLIDAY PASSES	KENNYWOOD & WEST VIEW
WEEKEND FAMILY FARE PLANS	SPECIAL SERVICES.
BASEBALL & FOOTBALL SPECIALS	

REGISTRATION FOR PAT SENIOR CITIZEN IDENTIFICATION CARD

If you know someone who is eligible for Senior Citizen fares (must be 65 years of age or older and a resident of Allegheny County), we urge you to tell them that they may register at any one of the Field registration points in Allegheny County. Or, they may register at the Information Desk in the Allegheny County Court House, Grant Street, Pittsburgh; or, at the PAT Office, 121 Seventh Street, Pittsburgh. After February 1, registration will be at PAT. Proof of age and residency is required.

LOST CARDS SHOULD BE REPORTED IMMEDIATELY TO THE PORT AUTHORITY

A new card may be obtained by re-registering
and payment of a \$1.00 fee to cover handling.
Cards are not transferable.

The Senior Citizen reduced fares were established by the Board of the Port Authority with the financial assistance of the Allegheny County Board of Commissioners. We are grateful for the cooperation and assistance of numerous officials and employees of the County of Allegheny, the City of Pittsburgh, the third class cities and the boroughs and townships of Allegheny County. We are equally grateful for the help rendered to the Port Authority by Senior Citizen groups and by the officials and members of the Allegheny County Labor Council.

JOHN W. DAMERON
Executive Director and General Manager

Good Health and Good Riding!

For Additional Information Call 391-5255



Port Authority of Allegheny County
121 7th St., Pittsburgh, Pa. 15222

self supporting by special grants, a discount granted to any special group must be regarded as an additional burden on the remaining system patrons.” and:

“The 1960 census for Allegheny County shows 155,916 persons over 65 years of age. Recent figures secured from the Social Security Administration indicate an increase in this group to 172,500. A breakdown of this total is as follows:

City of Pittsburgh	64,000
City of McKeesport	8,500
Remainder of Allegheny Cty.	
a) Within PAT Service Area	94,000
b) Outside PAT Service Area	6,000
Total Within PAT Service Areas	166,500”

Industry experience indicated approximately 30% of those eligible within the service area would apply for Senior Citizen Fare ID Cards. This was estimated to be approximately 50,000 individuals—the actual registration through July 1970 exceeded 75,300—.

“On the basis of an average of 4 rides per week per ID Card issued, an estimated 10,400,000 rides per year, based on 50,000 individuals registered, would be made by senior citizens at reduced fares. Projected, this represents an estimated loss of revenue of \$1,560,000 per year, based on a 15¢ reduction in fare.

Based on our experience with previous reductions in fare, it is estimated that the reduced fares would attract approximately 10% additional riders. This would result in \$208,000 in additional revenue to be subtracted from the original estimated loss of revenue, resulting in an adjusted loss of revenue of \$1,352,000 annually.

It would then be necessary to add certain initial costs to administer such a reduced fare plan. Printing of ID Cards and cost of plastic holders is estimated at \$3,000. Esti-

mated manpower cost for issuing these ID Cards is projected at \$50,000.

Thus, the estimated annual loss based on a 15¢ fare reduction for senior citizens is approximately \$1,405,000 — say \$1,400,000.”

EXPERIENCE

We quote PAT again on their experience with the plan: “The PAT Senior Citizen Plan went into effect on Febr. 1, 1970. For the first 5 months of operation ending June 30, 1970, the general trend predicted by the PAT study has started to develop.

A comparison of the five month period for 1969 and 1970 indicates an increase of +0.54% in total passengers carried. Total passenger revenue for this period showed a decrease of -1.51%.

*Total Passengers Carried
(Febr. to June)*

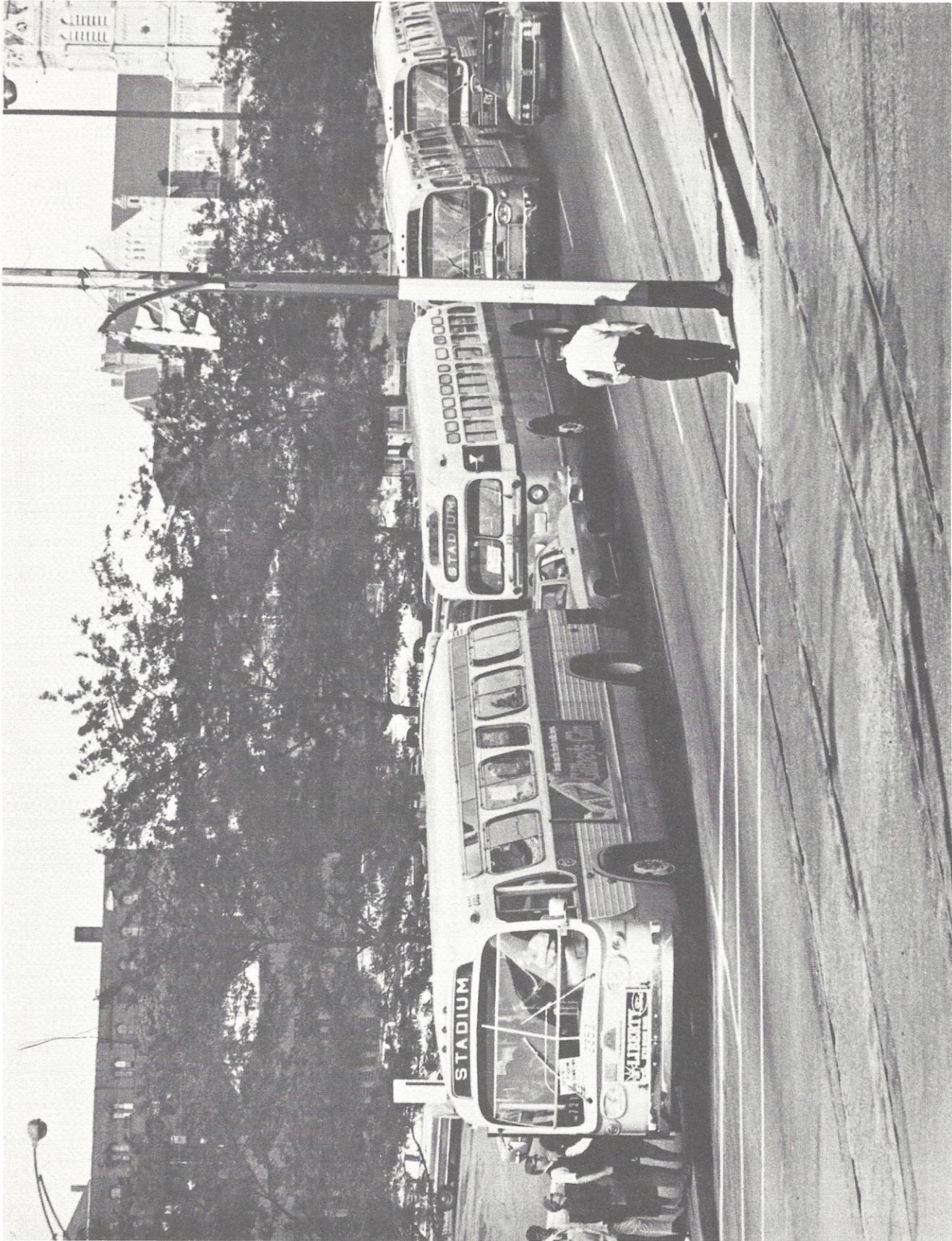
1969	43,251,215	
1970	<u>43,488,064</u>	
Gain	236,849	(+0.54%)

*Total Passenger Revenue
(Febr. to June)*

1969	12,344,562	
1970	<u>12,157,643</u>	
Loss	186,919	(-1.51%)

(Note: The above totals are adjusted to exclude passengers and revenue of certain new routes established to serve the area formerly served by the Gradison Auto Bus Co.)

While it is too early to predict a long term trend, it is apparent that, while some new riding was developed, that the Senior Citizen Fare program has failed to develop sufficient new ridership to cover the loss of revenue. Such a reduced fare program is not justified on a purely transportation revenue basis, but must be community supported.”



PAT STADIUM SERVICE BUSES LINED UP TO LOAD PASSENGERS.

We quote Mr. Harold H. Geissenheimer, Acting Operating Manager, on this service as follows: "This new service to the 3 Rivers Stadium across the river from the downtown business district, has been a continued success since opening day on July 16, 1970. On opening game, 235 buses carried 16,874 passengers to the Stadium. Patronage has remained high at the following games during the remainder of the season."