

The

Globe

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WINTER 1971 No. 685

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



REDUCED FARES

FOR

SENIOR CITIZENS

SECOND AND LAST PART



GLOBE

TICKET COMPANY

Tickets for Transit

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REDUCED FARES FOR SENIOR CITIZENS SECOND AND LAST PART

The present part describes two plans which differ from that covered in our fall issue. One is that in use on the rapid transit and surface lines of the New York City Transit Authority and the Manhattan and Bronx Surface Transit Authority. The other is the Senior Citizen Pass arrangement instituted by Seattle Transit System in Seattle, Washington.

NEW YORK CITY TRANSIT AUTHORITY AND MANHATTAN AND BRONX SURFACE TRANSIT AUTHORITY

The New York plan uses a dual method of putting the Senior Citizen reduction into practice, because of the two different ways in which fares are collected on surface lines as against rapid transit routes (subways). On the surface lines the procedure is much the same as on the routes of the Port Authority of Allegheny County (PAT), Pittsburgh, Pa., described in our previous issue. On the rapid transit lines, where fares are collected as tokens by automatic turnstiles, the procedure, of necessity, had to differ.

In both cases the Senior Citizen needs a means of identification and certification that he is qualified to enjoy the special fare reduction.

THE PLAN

The plan was announced by Mayor John V. Lindsay on May 14, 1969 and stated that, from July 1, 1969, all residents of any of the five New York boroughs, aged 65 and over and not employed full-time, were eligible for a fare reduction on buses and subways during the hours of 10 AM to 4 PM and 7 PM to midnight on weekdays Monday through Friday and all day on Saturdays, Sundays and Holidays. The reduced fare was first set at 10¢ and was subsequently increased to 15¢, when the new 30¢ regular fare went into effect on January 4, 1970.

It became necessary to issue to qualified reduced fare riders a special "New York City Reduced Fare For The Aging Card" because, as mentioned, only residents of

New York City—the five boroughs of Manhattan, Bronx, Brooklyn, Queens and Staten Island—are entitled to enjoy the reduced fare. Medicare Cards alone did not suffice because they do not carry the bearer's address.

OVER ONE HALF MILLION POTENTIAL USERS

From census figures it was known that about one million New Yorkers are 65 years old and over, and it was estimated that at least 500,000 residents would register and apply for reduced fare cards. Actually by July 10, 1970 a total of approximately 600,000 Senior Citizens had registered, and it was found that, by that time, the use of the transit facilities of the city by those 65 and over, as far as could be determined, had increased by roughly 26%.

REGISTRATION AND ISSUANCE OF REDUCED FARE CARDS

It was a formidable task to register that number of persons and issue them identification cards in the relatively short time available before inauguration of the plan. A

campaign of publicity was launched. This included press coverage, the use of Radio and TV, supported by organizing campaigns undertaken by agencies and groups that serve the elderly. Posters in English and Spanish were displayed in buses, subways, stores, hospitals and banks. Mrs. Lindsay even crowned a Half-Fare-Queen of 75.

The banks rendered yeoman's service in the initial registration period. Some 1000 commercial and savings banks participated, together with the Mayor's Office of the Aging and its four branches as well as 53 Senior Centers operated by the Department of Social Services, certain Union Halls, Little City Halls and the Mayor's Urban Task Force Offices. During the initial registration period almost 500,000 senior riders were registered within four weeks. Incidentally, the participating banks were paid 10¢ for each registration as at least a token reimbursement for the time taken by bank personnel in registering applicants.

Since then a smaller number of banks still participate in the registering process of per-

sons who may reach the qualifying age or move into the New York City area. The DIRECTORY OF OUTLETS IN EACH BOROUGH ISSUING THE REDUCED FARE PASS FOR SENIOR CITIZENS, issued by the City of New York Office of the Aging, as of September 1970 lists 83 banks and 88 Senior Centers, Neighborhood Associations and other social agency or group offices as places where applications for participation in the program are being processed.

The proofs required to establish age and residence status are Medicare Card, Passport, Birth or Baptismal Certificate, plus satisfactory proof of present residence. The applicant furnishes the required information on a tabulating card, satisfies the registering clerk as to his status and signs it. If found satisfactory a "City of New York Reduced Fare For The Aging Card" is then issued to him and, with it, he receives small instruction cards which tell him during what hours the reduced fare is available to him and how to obtain it. He must affix his signature to the card. Page 5 shows a registration card, a Reduced Fare For The Aging Card, face and back and two instruction cards.

COLLECTION ON SURFACE LINES

On the surface lines the collection of the reduced fare is simple. The senior citizen shows his Reduced Fare Card to the operator and is then permitted to deposit 15¢ into the fare box, instead of the normal 30¢ fare. He enjoys all the rights and privileges of the full-fare rider, including free transfer when needed. The bus operators do not keep any tally of the reduced fares accepted in their fare boxes.

COLLECTION ON SUBWAYS

Normal fare collection on the rapid transit lines is by tokens and turnstiles. There are one or more token selling booths at each station. Passengers enter the controlled platform area by inserting a token into the coin receiver on the turnstile.

The simple differential fare method adopted on the surface lines could, there-


**No 145999 CITY OF NEW YORK
REDUCED FARE FOR THE AGING**

SOCIAL SECURITY #

NAME (Please Print)

ADDRESS BORO ZIP

AGE SEX HT. EYE COLOR

 **JOHN V. LINDSAY, Mayor**


Please fill out and sign before using.

This is your reduced fare card. Please carry it with you at all times. You need this card to ride New York City Transit Authority and M.A.B.S.T.O.A. subways and buses during the designated non-rush hours at reduced fare. Please do not lend or give this card to any other person.

Use this card to enjoy the many opportunities of our city.

If you lose your card, please notify:

NEW YORK CITY OFFICE
FOR THE AGING
OFFICE OF THE MAYOR
CITY HALL, N.Y.C. 10007

OA-13-1MM-424160(69)  346

CITY OF NEW YORK REDUCED FARE FOR THE AGING CARD, Face and Back

**CITY OF NEW YORK
OFFICE FOR THE AGING**
250 BROADWAY, N. Y. C., N. Y. 10007
REDUCED FARE FOR THE AGING-REGISTRATION FORM

No.

PLEASE PRINT

MR. MRS. MISS. LAST NAME FIRST NAME MIDDLE INITIAL

HOUSE NO. STREET APT.

BORO ZIP CODE YEAR OF BIRTH SOCIAL SECURITY NUMBER

I AFFIRM THAT THE ABOVE STATEMENTS ARE TRUE AND THAT I AM NOT EMPLOYED FULL TIME.

SIGNATURE DATE

FORM OA-14

REGISTRATION FORM

**THE NEW YORK CITY
OFFICE FOR THE AGING**

HOURS FOR SENIOR CITIZENS
TO USE THEIR HALF-FARE CARDS

MONDAY THROUGH FRIDAY
10 A.M. to 4 P.M.
7 P.M. to 12 midnight

ALL DAY SATURDAYS
SUNDAYS AND HOLIDAYS

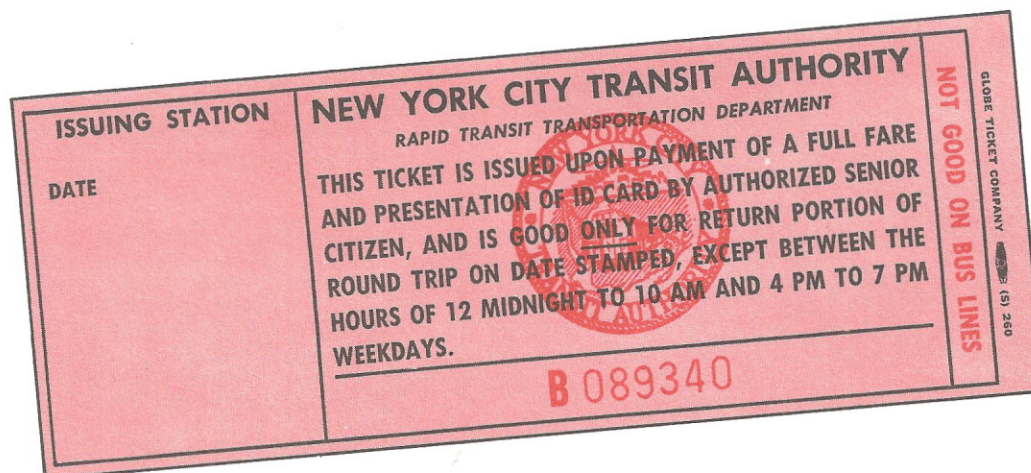
INSTRUCTION CARDS

HOW TO USE YOUR HALF FARE PASS

HOURS - 10am to 4pm & 7pm to midnight (Mon. thru Fri.). All day on Sat., Sun., and holidays.

BUSES - Merely deposit 15¢ in the farebox after showing your half fare pass.

SUBWAYS - Present your pass to the agent, pay 30¢ for one token and request a return trip ticket. When you are ready to return home give the token clerk your return trip ticket and show your pass. The clerk will let you through the gate free. **REMEMBER** your return trip ticket must be used the same day.



**SUBWAY
ROUND TRIP TICKET**

fore, not be used. Instead, the Senior Citizen is asked to pay the full fare when he enters the system, but is given the privilege of a free return trip. For this a special Return Trip Ticket was designed—see Page 6. This ticket is issued from a stitched pad, size 5½" by 2", perforated at the binding stub. The final ticket, given into the hands of the senior rider measures 5-3/16" by 2". The tickets are consecutively numbered and also carry prefix letters. They are put up in pads of 100.

We quote the procedure for use of the Return Trip Ticket from the Instruction Bulletin SD-65-69, issued at the time of the inauguration of the plan:

"Upon the display of his I.D. card to the

Railroad Clerk on duty at designated booths and upon the purchase or evidence of having a token, the Senior Citizen will be issued a free return trip ticket, valid on the date stamped, except between the hours of 12 Midnight to 10 A.M. and 4 P.M. to 7 P.M. weekdays. He must be directed to deposit a token fare in a turnstile and enter the controls in this manner.

Return trip tickets will be stamped with a station name and date by the issuing Railroad Clerk only at the time when they are requested by properly identified Senior Citizens.

Return trip tickets issued from 10 P.M. to 12 Midnight will be stamped with the date of the following day on Fridays, Saturdays and the eves of all legal holidays.

Upon his return trip, the Senior Citizen will display his I.D. card and turn in to the Railroad Clerk, at any part-time or full-time booth, the return trip ticket. He will then be directed to enter the controls by an exit gate.

Return trip tickets will be issued and records maintained for them at one 24 hour booth on each station, except as otherwise specified—.”

There are some variations from this procedure in order to accommodate special conditions at certain lines and stations, such as those stations where booths are not manned on a 24 hour basis or where transfer between rapid transit and surface lines is permitted, or where collection of fares takes place on the trains during certain hours.

Since the regular fare at present is 30¢, the granting of a round-trip reduces the fare for each ride by one half, to 15¢, the same as that on surface lines. It is made clear, however, that the return ride must be taken on the day of issuance of the ticket, except in case of a minor number that may be issued from 10 P.M. on Fridays, Saturdays and the eves of legal holidays and which, as previously mentioned are valid for return on the next day. The dating, at the time of issuance controls this. The stamping in of the issuing station, in turn, acts in part as a safeguard to insure that the return trip is made in the direction of the issuing station.

COST

By law the City of New York must reimburse the two transit authorities for the reduction in fare made available to Senior Citizens and for the cost of administering and operating the plan. Reliable accounting of the number of reduced fares granted as

well as the cost of granting them is, therefore, most desirable, in order that, in the end, educated estimates can be agreed upon for the reimbursements which the City can agree upon to make to the Authorities for the operation of the Senior Citizen Reduced Fare Plan. In the next two years the City has agreed to pay \$30,000,000 for the reduced fare program, based on projected senior ridership.

ACCOUNTING

All costs of the operation are reported to the Accounting Department which audits and processes the information furnished by the stations and other departments and submits to the City of New York all costs related to the administration and operation of the reduced fare plan.

On the subways the Railroad Clerks (token sellers) are responsible for the control of the number of return trip tickets on hand. They post the serial numbers of the tickets on hand and the number issued by

them to qualified users on the back of their Daily Fare Report. They also post the number of tickets taken up by them for free return trips on the back of the same report.

SEATTLE TRANSIT SYSTEM, SEATTLE, WASHINGTON

The Seattle plan differs from the plans previously described in our Fall 1970 issue and in the first half of this present number. The essential part of this plan consists in a special monthly pass, sold at a price which constitutes a reduction in fare if used for a normal number of rides. Senior Citizens must first obtain a Senior Citizen Permit, upon submission of proof of their status. To this a photograph of the user is attached and this permit entitles the senior rider to purchase monthly the special reduced fare pass.

At present—November 1970—the pass is priced at \$2.00. It is limited to persons 65 years of age or older and having an income not exceeding certain limits. The pass is applicable to a base fare only; for rides beyond one zone the usual zone charges apply.

THE PLAN AND REGISTRATION

The details of this Senior Citizen's Plan can perhaps best be made clear by quoting the instruction sheet issued by Seattle Transit relevant to the plan:

"IMPORTANT INSTRUCTIONS FOR OBTAINING A SENIOR CITIZEN TRANSIT PASS AND PERMIT

WHO IS ELIGIBLE TO OBTAIN A SENIOR CITIZEN'S TRANSIT PASS AND PERMIT

1. Any person who is 65 years of age or older;
2. Who does not have an income of more than \$2,000 per year from all sources if single, or \$3,000 per year from all sources if a married couple;
3. Who lives within the corporate limits of the City of Seattle.

HOW TO OBTAIN A SENIOR CITI- ZEN'S TRANSIT PASS AND PERMIT

The application for a Senior Citizen's Transit Pass Permit must be made at Seattle Transit Passenger Service Office, 204 Republican Bldg., 1511 3rd Avenue.

Bring the following:

1. Sufficient proof of age, such as Medicare Card, birth certificate, which will certify the date of your birth.
2. \$2.00 for the pass.
3. A recent photograph (dime-store-photo type) 2" x 1½"; this can be obtained after applying for the permit, for 25 cents, at Kress or Woolworth Store.

RIDING PRIVILEGES TO WHICH
YOU WILL BE ENTITLED:

A holder of a Senior Citizen's Monthly Pass will be entitled to ride between the hours of 9:30 a.m. and 3:00 p.m., and after 6:30 p.m. until close of service on weekdays. On Saturdays and Sundays the pass will be honored all day. The pass will also be honored without time restrictions on all legal holidays *except* Lincoln's Birthday, Columbus Day and Veterans' Day if these days fall on a weekday.

The pass will be honored for a base fare on any Seattle Transit System bus during the days and hours listed above and will be limited to a one-zone ride. If a ride carries the passenger over a zone line, then the customary 5 cents per zone fare must be paid by the Senior Citizen.

The pass or the permit must not be loaned to anyone. If it is, it will be retained by the bus operator and the privilege of pass purchase will be revoked.

In the event a permit is lost, a new permit may be obtained at the Passenger Service Office and a new pass purchased.

PASS RENEWAL PURCHASE

After the 15th of any month, renewal passes may be purchased for the next calendar month at any branch of the Seattle First National Bank. *Bring and show* the attendant at the bank window your Senior Citizen Transit *PERMIT* (the red card with your picture attached), pay \$2.00 and you will receive your pass immediately.

Be sure and sign your new pass immediately.

Your pass and the permit must be together in plastic container when presented for ride.

The monthly pass is good only during the month indicated on the pass."

A reproduction of the APPLICATION FOR SEATTLE TRANSIT SENIOR CITIZEN PASS AND PERMIT appears on Page 11.

RIDERS' AND DRIVERS' INSTRUCTIONS

The Instruction Sheet concludes with a list of the 34 offices of the Seattle First National Bank, where the Monthly Senior Citizen's passes can be obtained.

Transfers are issued in the usual manner to passengers using the Senior Citizen's Pass, subject to all regulations pertaining to transfers and transfer points.

The illustrations on Page 12 show reproductions of the Permit, face and back and the Monthly Pass, also on both sides. As mentioned in the instructions, the Seattle Transit System specifies that Permit and Pass be carried back to back in a plastic holder, so that the user can be identified by his photograph on the Permit.

Page 15 shows the face part of a leaflet made available to drivers and supervisors,

APPLICATION FOR SEATTLE TRANSIT SENIOR CITIZEN PASS AND PERMIT
SEATTLE TRANSIT, 204 Republic Building

- ____ I am 65 years of age or older and submit the following proof: _____
- ____ I reside within the corporate limits of the City of Seattle.
- ____ I am single and my annual income from all sources does not exceed \$2,000 per year.
- ____ I am married and the annual income from all sources of my spouse and myself does not exceed \$3,000 per year.

Date of my birth is _____

NAME: (Mr. Mrs. Miss) _____
Last First Middle Initial

ADDRESS: _____

Zip Code _____ Telephone No. _____

My income from all sources, including that of spouse, is as follows:

	Monthly x 12 =	Annual
Income from Social Security	\$ _____	\$ _____
Income from any and all pension plans	_____	_____
Income from interest on savings, insurance, dividends, or any other	_____	_____
Earned Income - Wages, etc.	_____	_____
TOTAL INCOME	\$ _____	\$ _____

I certify that the above information is correct. In the event that my income should exceed the amount designated above, I will return the Senior Citizen Permit Card to Seattle Transit System.

I will not loan my pass or permit to anyone.

Signature: _____

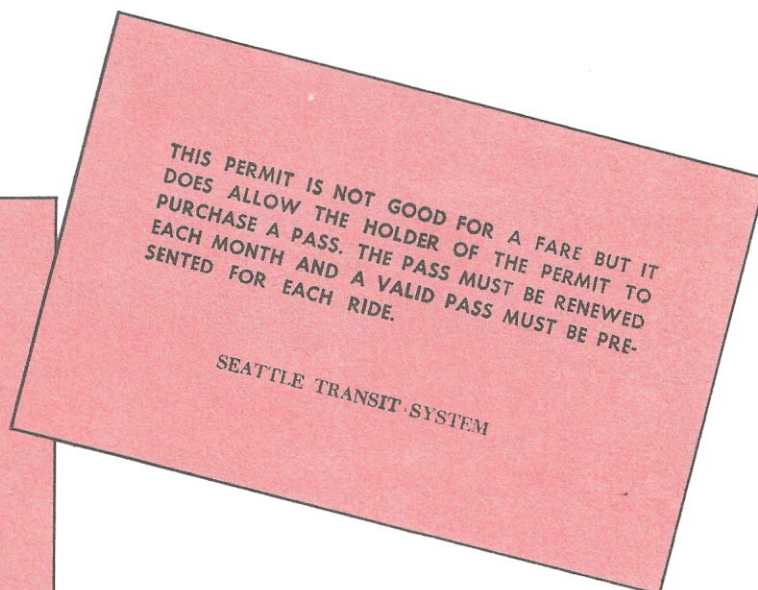
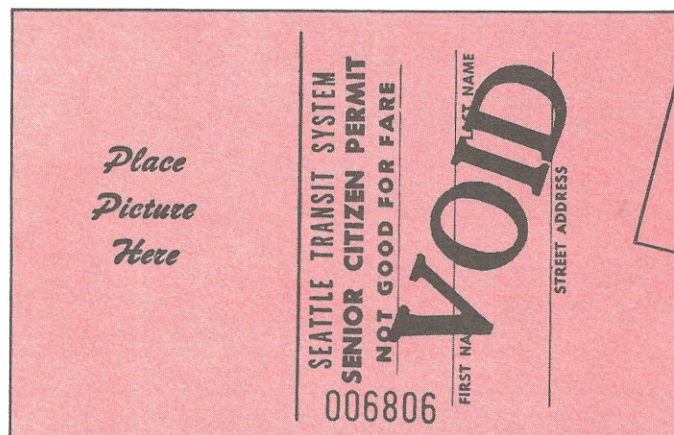
I certify that I have interviewed the applicant and have witnessed the above signature.

Signature of Interviewer _____ Date _____

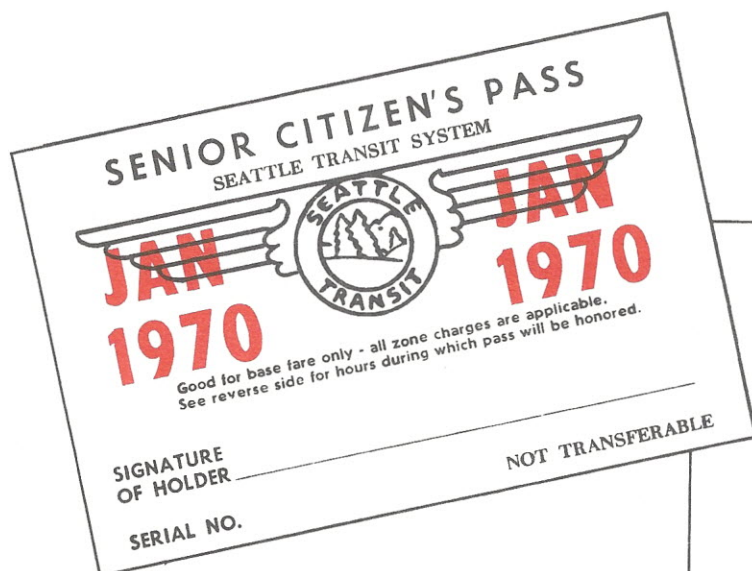
Issued:

Permit No. _____ Pass No. _____ Mo. _____

14L 33
6-68



**FACE AND BACK OF
SENIOR CITIZEN PERMIT**



**FACE AND BACK
OF
SENIOR CITIZEN'S PASS**

THIS PASS WILL BE HONORED FOR A BASE FARE ONLY. ON WEEKDAYS BETWEEN THE HOURS OF 9:30 A.M. AND 3:00 P.M. AND AFTER 6:30 P.M. UNRESTRICTED RIDING HOURS ON SATURDAY, SUNDAY AND LEGAL HOLIDAYS EXCEPT LINCOLN'S BIRTHDAY, COLUMBUS DAY AND VETERAN'S DAY. THE FIVE CENT ZONE FARE IS APPLICABLE WHEN THE RIDE CROSSES ZONE LINE.

THE SENIOR CITIZEN PERMIT WILL BE REVOKED UPON MISUSE OF THE PASS.

SEATTLE TRANSIT SYSTEM

in order to acquaint them with the details and conditions of the plan. The reverse side of the leaflet explains the plan and indicates procedures for the handling of multiple zone rides and possible misuse.

EXPERIENCE

In a July 1970 note, Mr. Sven O. Engstrom, Superintendent of Transportation of The Seattle Transit System, related to us the following about their experience with the pass, and this may be of interest:

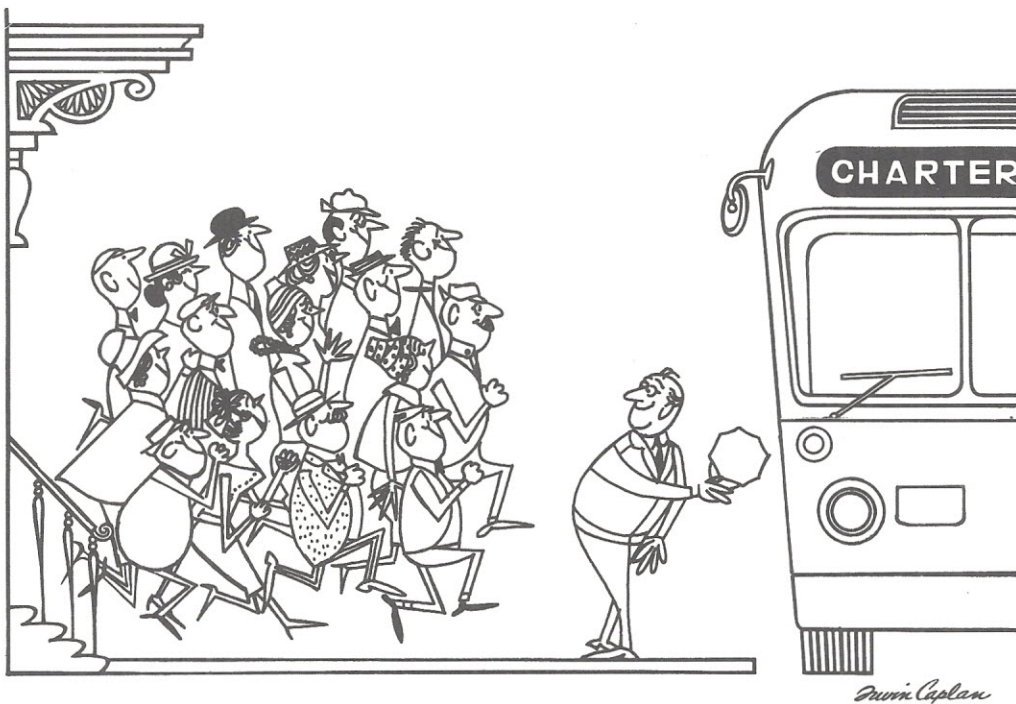
"Currently, we are selling approximately 3600 passes per month with very little inconvenience to the Seattle Transit System. Each month we supply the Seattle First National Bank with the necessary number of passes which are distributed by them to the various branch banks. At the end of the month we are reimbursed in the amount of the passes sold, less the commission fee, and the unused passes are returned to us.

We have experienced a slight, but understandable, problem with some of the elderly people who attempt to use the pass during restricted hours. When this happens the operator usually secures the name of the individual and the permit number, sends this information to our Passenger Service Office and they in turn write to the Senior Citizen, explaining the restrictions and the need to abide by them.

You will note in our information brochure that transfers are to be issued in the usual manner to people using the Senior Citizen's Pass. This has resulted in some free riding as we currently have no means of indicating that the transfer was issued to a

person with a Senior Citizen's Pass. Consequently, some Senior Citizens are boarding a bus, presenting the pass, securing a transfer and then leaving the bus two or three blocks away. We are very certain that these transfers are then used by some individual

other than the Senior Citizen to whom issued, to avoid payment of transit fare. When we develop our new transfer system we plan to have an indicate on the transfer to show that it was issued to a person with a Senior Citizen's Pass."



SENIOR CITIZEN'S PASS

SEATTLE TRANSIT SYSTEM



DEC. 1967

Good for base fare only - all zone charges are applicable
See reverse side for hours during which pass will be honored

SIGNATURE
OF HOLDER

SERIAL NO. 04999

NOT TRANSFERABLE

THIS PASS WILL BE HONORED FOR A BASE FARE ONLY. ON WEEKDAYS BETWEEN THE HOURS OF 9:30 A.M. AND 3:00 P.M. AND AFTER 6:30 P.M. UNRESTRICTED RIDING HOURS ON SATURDAY, SUNDAY AND LEGAL HOLIDAYS EXCEPT LINCOLN'S BIRTHDAY, COLUMBUS DAY AND VETERAN'S DAY. THE FIVE CENT ZONE FARE IS APPLICABLE WHEN THE RIDE CROSSES ZONE LINE.

THE SENIOR CITIZEN PERMIT WILL BE REVOKED IF THE PERMIT IS USED FOR THE PASS.

SEATTLE TRANSIT SYSTEM

- PRINTED ON WHITE CARD -
- MONTHLY PASS GOOD FOR BASE FARE -
- NEW PASS REQUIRED FOR EACH MONTH -
- VALID ONLY WHEN USED WITH PERMIT -
- EXPIRED PASS PRESENTED FOR TRANSPORTATION TO BE PICKED UP BY OPERATOR (DO NOT PICK UP PERMIT)

TO BE CARRIED BACK TO BACK IN A PLASTIC CARD CASE.



SEATTLE TRANSIT SYSTEM
SENIOR CITIZEN'S PERMIT
NOT GOOD FOR FARE

FIRST NAME LAST NAME

STREET ADDRESS

05000

THIS PERMIT IS NOT GOOD FOR FARE BUT IT DOES ALLOW THE HOLDER THE TERM TO PURCHASE A PASS. THE PASS MUST BE RENEWED EACH MONTH AND A VALID PASS MUST BE PRESENTED FOR EACH RIDE. RENEWAL FOR NEXT MONTHLY PASS MUST BE MADE BY THE TENTH DAY OF THE PRECEDING MONTH.

SEATTLE TRANSIT SYSTEM

- PRINTED ON RED CARD -
- PERMIT TO PURCHASE MONTHLY PASS -
- NOT GOOD FOR TRANSPORTATION -
- MUST ACCOMPANY THE PASS AT ALL TIMES -
- IF PASS IS USED BY ANYONE OTHER THAN RIGHTFUL USER, OPERATOR IS TO PICK UP BOTH THE PASS AND THE PERMIT.

DRIVERS' INSTRUCTION SHEET: FACE

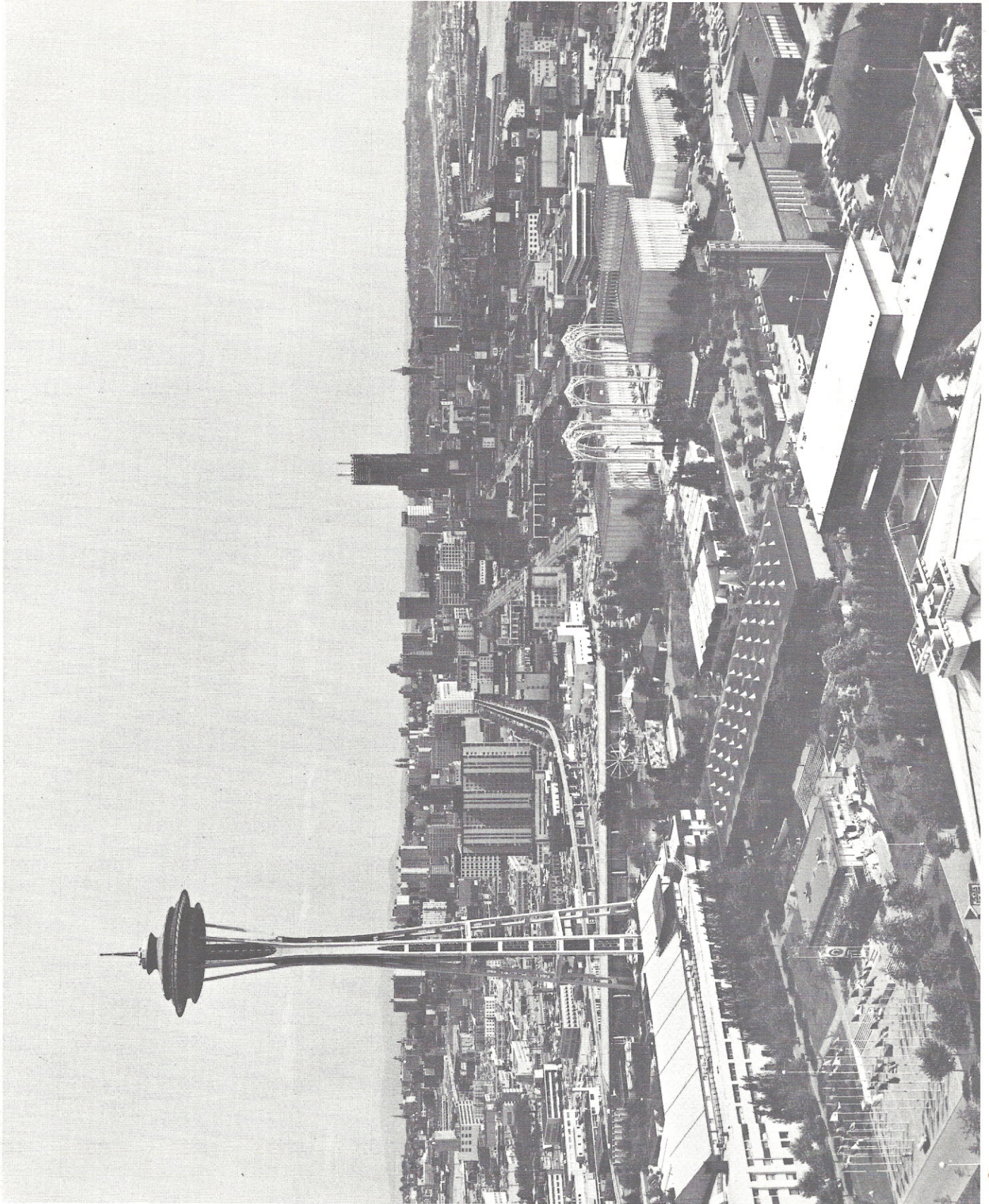


Photo Seattle Center