

The

Globe

trotter

SPRING 1971 No. 686

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

A NOVEL MONTHLY PASS

AND OTHER FARE COLLECTION MEDIA

FACILITATE "EXACT FARE"

AT R.T.D.

GLOBE TICKET COMPANY

Tickets for Transit

POST OFFICE BOX P • PHILADELPHIA, PENNSYLVANIA 19105 • TELEPHONE 1-215-LO 7-2800



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A NOVEL MONTHLY PASS AND OTHER FARE COLLECTION MEDIA FACILITATE "EXACT FARE" AT R.T.D.

The Southern California Rapid Transit District (RTD) furnishes bus service over more than 2600 route miles in Los Angeles, Orange, Riverside and San Bernardino Counties.

EXACT FARE PLAN

Early in 1969 it became clear that RTD would find it necessary to institute an EXACT FARE system, more or less along the lines of that which was proving successful on the lines of D.C. Transit System, Inc., Washington, D.C., installed in 1968, after robberies and even killings of bus drivers in that city had caused union officials to threaten non-operation of vehicles, if something was not done to effectively counteract this dangerous situation.

D.C. Transit, at that time, was using locked fare boxes, and there was no great difficulty in starting the NO-CHANGE method of fare collection almost overnight. RTD, on the other hand, previously used registering boxes, without vault, which returned the coin and tokens to the driver. Consequently, over 1500 locked fare boxes had to be purchased and installed. The EXACT FARE plan, then, was put into effect on October 12, 1969.

Fortunately, several methods of fare collection had been in use on the lines of RTD prior to the inauguration of the EXACT FARE system, which helped greatly in making the changeover to the new system reasonably smooth and which continue to help in reducing the already small portion of the riding public that boards vehicles without having the exact fare and to whom

redemption coupons for their over-payment must be given.

The regular cash fare, at present (March 1971) is 30¢ for one zone. Each additional zone costs 8¢. Transfers are 5¢. Besides cash payment for their fares, passengers have several media available for their payment, some at the full cost of single fares, some at a possible reduced price, depending on the amount of riding.

MONTHLY PASS

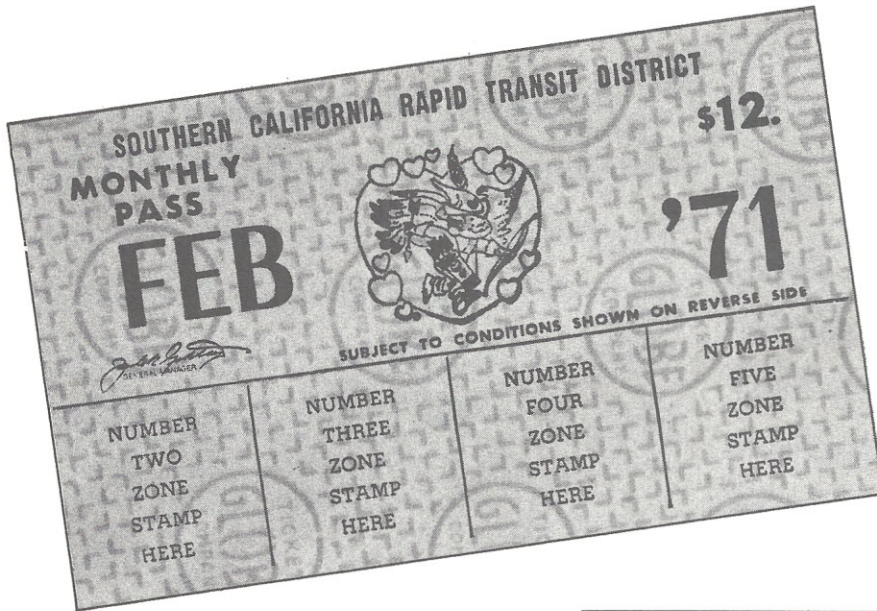
A Monthly Pass had been in use on the RTD routes for some time prior to the start



of the EXACT FARE system. It provided for unlimited riding during a specific month in one zone only. Pass users who rode through more than one zone, paid the required charges for the additional zones in cash or tickets. In this form, therefore, the pass was of limited help to the EXACT FARE plan.

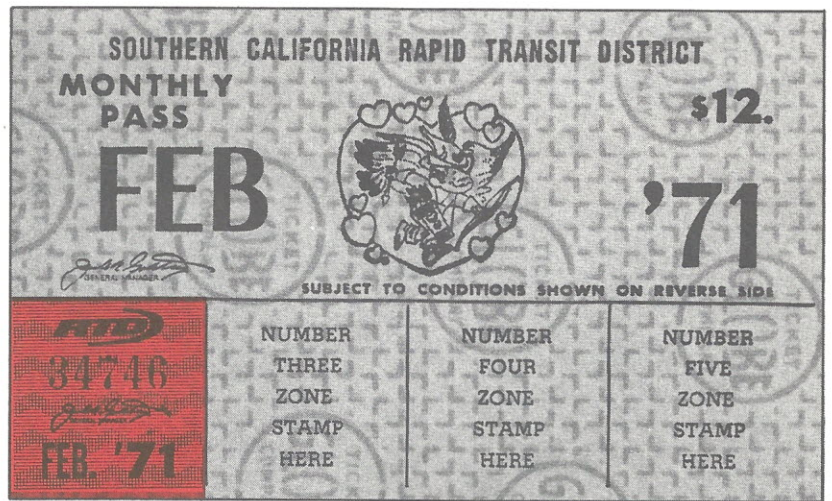
An ingenious way was found, then, in which a single form, preprinted on safety cardboard with the indication of the month as well as the picture symbol and color of that month was introduced. To this pass could be affixed, at the time of sale, pressure sensitive stamps to indicate that the pass was valid for one zone (no stamp), two zones (1 stamp) three zones (2 stamps), four zones (3 stamps) or five zones (4 stamps).

The illustrations on page 4 show passes valid respectively for one, two and three zones. Page 5 shows the reverse side of the pass. At the agencies where the pass is sold, a special issuing device is used, which peels from one to four stamps, as needed, from the protective backing, and the agent attaches the required number of stamps to the pass



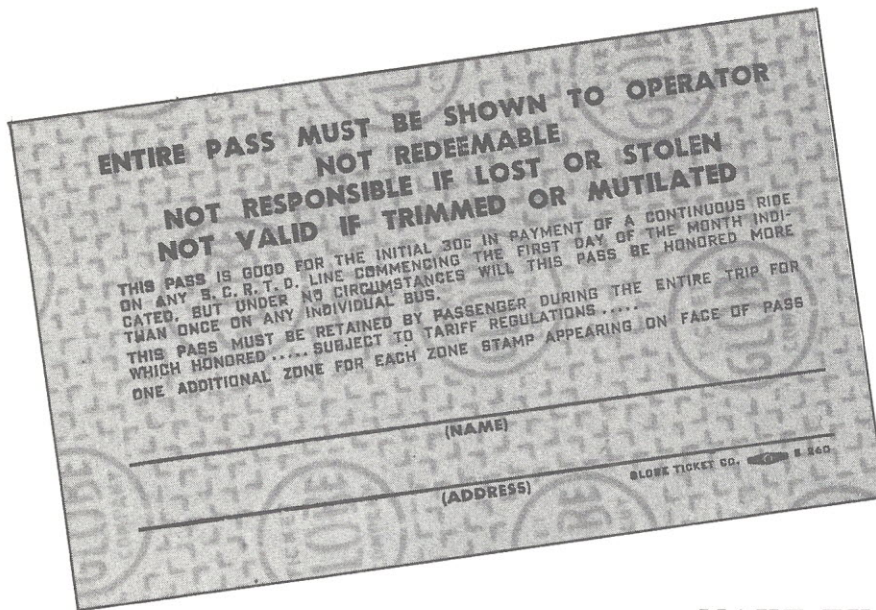
ONE-ZONE PASS — \$12.00
GOOD FOR 30¢ BASIC FARE
NO ZONE STAMP ATTACHED

TWO-ZONE PASS — \$15.50
GOOD FOR 38¢ BASIC FARE
ONE ZONE STAMP AT \$3.50
ATTACHED



THREE-ZONE PASS — \$19.00
GOOD FOR 46¢ BASIC FARE
TWO ZONE STAMPS AT \$3.50 EACH
ATTACHED





REVERSE SIDE OF
REGULAR MONTHLY PASS

form at the time of selling a pass to be valid for more than one zone. The stamps are printed on stock tinted on the face with sharp, day-glow inks and a safety design as background, and the color of this background changes from month to month. They are overprinted in black with the month for which valid, the Company symbol and the signature of the General Manager. They are consecutively numbered.

We quote below from a leaflet distributed prior to the inauguration of the EXACT FARE plan, under the heading: HOW TO

MAKE EXACT FARE CONVENIENT:

“Your RTD monthly pass has been redesigned to serve more Southern Californians. Starting September 25 (even before Exact Fare begins), you will be able to buy a pass for one, two, three, four or five zones. These passes will be honored beginning October 1 (1969). A single-zone pass sells for \$12; a two-zone pass for \$15.50; a three-zone pass for \$19; a four-zone pass for \$22.50; and a five-zone pass for \$26. If you are a regular rider, a monthly pass costs less than regular fare. The best part about a monthly pass is that you board the bus — show your pass — nothing could be easier. If it is a multi-zone pass, the driver will issue a zone check for the zone limit shown on the pass. Senior Citizen monthly passes will

continue to be sold in single-zone denominations for \$9. Monthly passes are sold from the 25th of the month to the 10th of the following month. You may purchase passes at the following locations:" The selling locations are listed with their business hours, and, for general interest, we list their names and locations below:

CENTRAL CITY — LOS ANGELES

1060 S. Broadway (Company office)
RTD/Greyhound Terminal
Broadway Travel Bureau
Unitours Inc.-May Co.
Redwood Restaurant
630 W. Avenue 28
720 E. 15th
1016 E. 6th

METROPOLITAN AREA

Los Angeles — Unitours-May Co.
Wilshire & Fairfax
710 N. San Vicente
2300 W. 54th

Hollywood —

RTD Customer Service Center
6235 Hollywood Blvd.

Huntington Park — Coulter & Sons
7600 State

Inglewood — Kissam Cameras
209 S. Market

North Hollywood — Unitours-May Co.
6150 Laurel Canyon

Pasadena — MGM Travel Agency
43 S. Marengo

Santa Monica
1433 5th

Van Nuys — 14557 Sherman Way
Valley Times, 14518 Sylvan

Venice — 100 Sunset Ave.

Passes are also available at all outlying agencies. They may also be ordered by mail from the RTD ticket office at 1060 South Broadway, Los Angeles.

TOKENS

Tokens are of great help in providing the exact fare, particularly on single-zone rides. On those in use at RTD we quote again from the leaflet previously mentioned: "Many

people like the convenience of carrying tokens. Each token represents a 30¢ fare and, therefore, takes the place of a minimum of two coins. If your regular ride is one zone, you merely drop a token in the fare box when boarding. If it is two zones or more, a token will represent your basic fare, with 8¢ additional for each zone. Tokens will be sold in rolls of 10 for \$3 (a typical week's supply) by the following business firms at their many locations near RTD lines in Los Angeles, Orange, Riverside and San Bernardino Counties:

- Bank of America
- Security Pacific National Bank
- Union Bank
- Sav-On Drug Stores
- RTD Headquarters Building
1060 S. Broadway."

TICKETS

The outstanding feature in the use of regular fare tickets, see at right, is found in the fact that tickets are made available in denominations to fit any fare, so that regular riders may purchase tickets in advance for the exact fare required for their



TICKETS IN STRIPS OF TEN



BACK COPY OF TICKETS

accustomed trips. The leaflet on EXACT FARE covers their purchase and use in these words: "Tickets have been tailored to fit any fare. They may be used in combinations to meet any fare, or in combination with change, tokens or monthly passes. They are available in 5¢ denominations for transfer charge; 8¢ denominations for zone fares; 15¢ denominations for school fares; 20¢ denominations for two-zone school fares or senior citizens; and 30¢, 35¢, 38¢, 46¢, 54¢, 62¢ and 70¢ amounts. Tickets are sold in groups of 10 and may be purchased in person or by mail (a minimum acceptable mail order is \$3). Mail order forms are available on the advertising (order) sign on the bus. You may also specify the denomination and number of tickets and forward the order form with your check or money order to RTD Ticket Office, 1060 South Broadway, Los Angeles 90015. This is the ONLY address for mail orders. To expedite your mail order and insure accuracy of your name and address, a self-addressed envelope would be appreciated. This same location offers fast personal service with convenient hours—"

Students pay 5¢ instead of 8¢ for additional zones, and the 5¢ ticket previously mentioned as applicable to the transfer charge also serves for student additional zones. Now there is also in use an additional ticket of 40¢ denomination, sold in strips of 10, the same as the others.

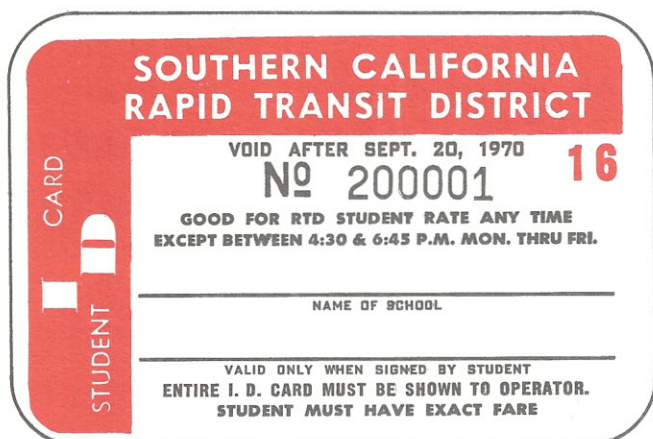
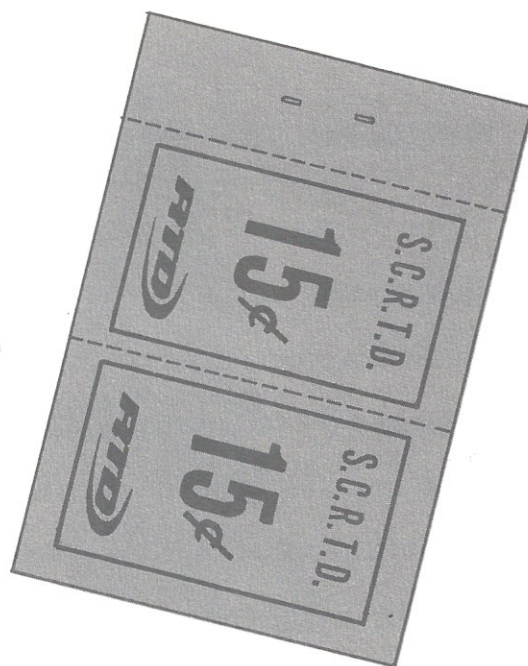
School tickets, as well as face and back of a Student Identification Card are illustrated on page 9. There are two types of special school tickets: School-3 in books of 120 coupons, value of each coupon 5¢, used like scrip, on school days only between 6:00 A.M. and 4:30 P.M.; and a ticket book sold at the student fare for one zone of 15¢, put up in pads of 10 tickets and used with Student I.D. Card. Students pay separately the special 5¢ charge for additional zones and the regular charge of 5¢ for a transfer, when needed. Student fares are applicable any time, except between 4:30 and 6:45 P.M., Monday through Friday; they may, however, be used all day on Saturdays, Sundays and Holidays.



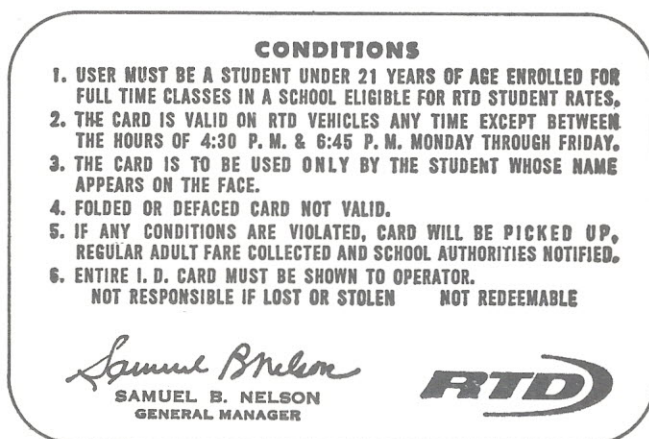
**HALF-FARE (15¢)
SCHOOL TICKET
IN PADS OF 10**

FACE AND BACK

**USED WITH STUDENT
I.D. CARD**



**STUDENT IDENTIFICATION CARD
FACE**



**STUDENT IDENTIFICATION CARD
BACK**



**FACE AND BACK OF
SCHOOL-3 TICKET**

**IN BOOKS OF
120 COUPONS
EACH OF 5¢ VALUE**

**USED AS SCRIP
ON SCHOOL DAYS ONLY
BETWEEN
6 A.M. and 4:30 P.M.**



INTERURBAN AND COMMUTER SERVICE

The tickets and passes previously mentioned can be used in interurban service. In addition, a single fare ticket is in use, sold by agents, see page 11, and, for commuters, there are available special 10-ride Interurban Tickets, printed for various fares and good for trips, on which the specific fare shown on the ticket is applicable. The ticket, see page 11, not only provides for punch-out space for each ride, but also for whether or not a transfer was honored.

Commuter tickets are available at most of the agencies listed for Passes, in Central City Los Angeles and also at suburban addresses in Azusa, Corona, El Monte, Fullerton, Long Beach, Ontario, Redlands, Redondo Beach, Riverside, San Bernardino, Santa Ana and Whittier.

SENIOR CITIZENS REDUCED FARES

Senior Citizens enjoy a reduction in fare on the lines of RTD, upon presentation of

a special SENIOR CITIZENS REDUCED TRANSIT FARE PERMIT. The fare reduction amounts to 10¢, at present bringing the Senior Citizens' base fare down to 20¢, good within one zone. Charges for additional zones are 8¢ each, and those for transfers are 5¢, the same as for regular riders. Payment of the reduced fare can be in coin or ticket or a combination of the two, or by Senior Citizen Pass.

Reduced fares for Senior Citizens are applicable only:

Monday through Saturday

9 A.M. to 3 P.M. and 7 P.M. to Midnight

Sundays and Holidays

5 A.M. through 12 Midnight,
except that the Senior Citizen Pass is good for unlimited riding at any time.

In order to qualify for the reduced fare, male citizens must be 65 years of age or over, female riders 62 years. Their earnings in salary or wages may not exceed the maximum allowable under the Social Security regulations, for either single persons or for

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

ONE WAY TICKET

GOOD FOR TRAVEL BETWEEN POINTS INDICATED
SUBJECT TO TARIFF REGULATIONS

PUNCH STATIONS HONORED BETWEEN

BETWEEN	VIA	
		EL MONTE
		LOS ANGELES
		ONTARIO
		ONTARIO AIRPORT
		ONTARIO MOTOR SPEEDWAY
		POMONA
		REDLANDS
		RIVERSIDE
		SAN BERNARDINO

Samuel Breker
GENERAL MANAGER

ATD

GLOBE TICKET CO. FORM G 1/2

**SINGLE TRIP
INTERURBAN TICKET**

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

10-RIDE INTERURBAN TICKET

GOOD FOR TRAVEL BETWEEN ANY TWO POINTS WHERE ONE-WAY ADULT FARE IS

(For Individual Use Only) **54 CENTS ATD**

Samuel Breker
GENERAL MANAGER

VOID 30 DAYS AFTER DATE STAMPED

Form 10-54-1

030001

Transfer	Transfer	Transfer	Transfer	Transfer	Transfer	Transfer	Transfer	Transfer	Transfer	Transfer
10	9	8	7	6	5	4	3	2	1	
Surrender For	Ride	Ride	Ride	Ride	Ride	Ride	Ride	Ride	Ride	Ride
10th Ride	9	8	7	6	5	4	3	2	1	

Agent's Stamp

**INTERURBAN
10-RIDE TICKET, FACE**

Transfer is good only in connection with related ride. When punched to indicate 'Transfer,' valid transfer must be presented for use of corresponding numbered ride on ticket. Purchaser is requested to fill in name and address in order that ticket may be returned if lost.

Name

Street and Number

City

Phone

GLOBE TICKET CO. FORM G 2/2

**INTERURBAN 10-RIDE TICKET
BACK**

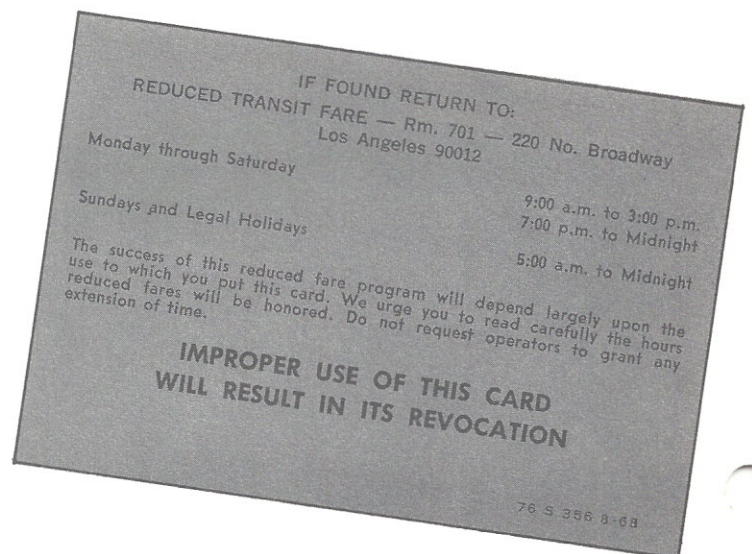
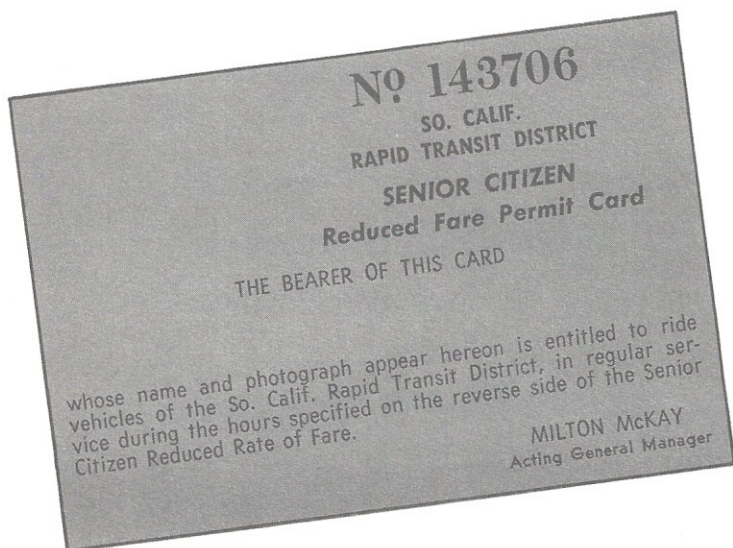
man and wife. Pensions, rental property income, interest, dividends or income from any source other than wages received from an employer are not taken into account in establishing eligibility under this program.

In order to obtain the Senior Citizens Reduced Transit Fare Permit, the applicant must furnish:

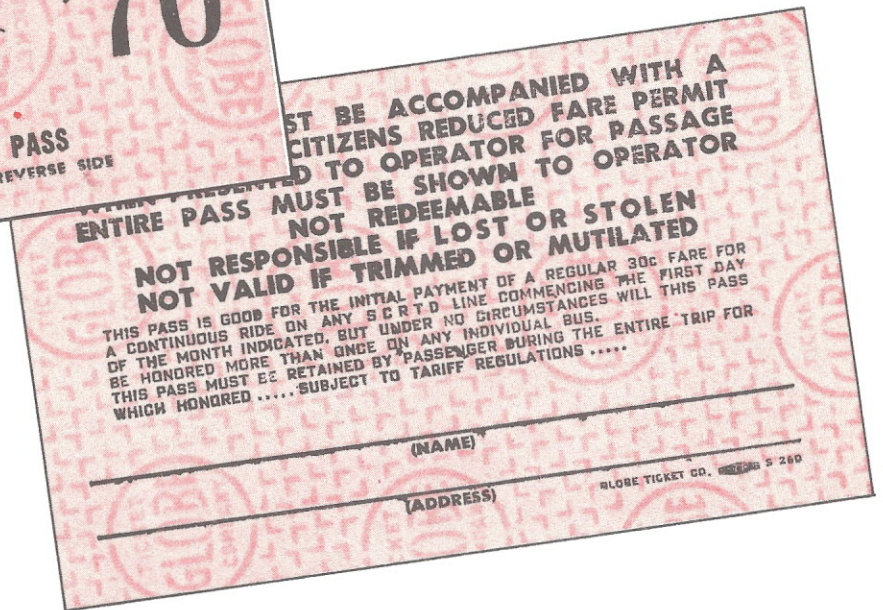
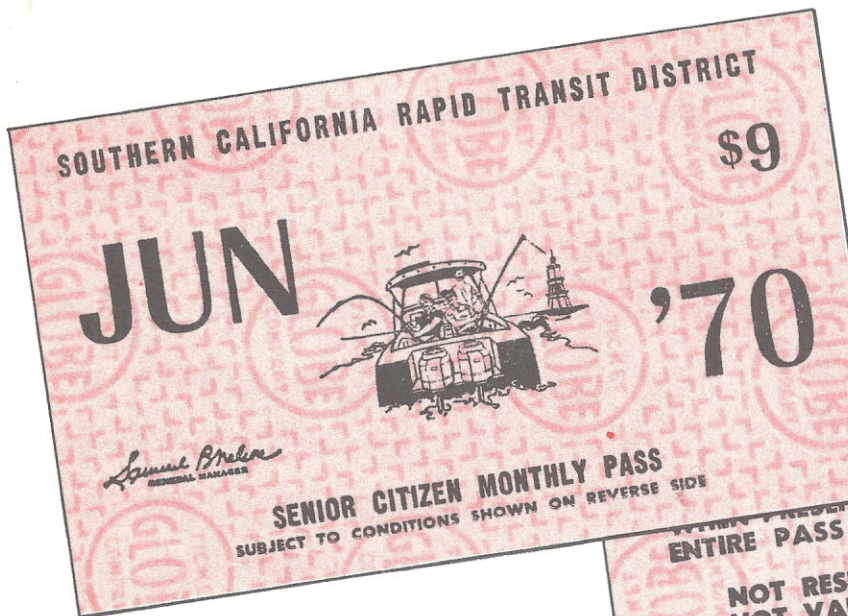
- a) Proof of age, through driver's license, birth certificate, Social Security credentials or other acceptable document.
- b) A strip of four pictures of himself or herself, in a certain size.
- c) A self-addressed, stamped envelope.

The applicant takes these in person to his local Senior Citizens Club; any of the Senior Citizens Centers in many parks of Los Angeles County; the Senior Citizens Association of Los Angeles County, Inc., or to a location which may be furnished to him over the telephone from a Control Center in the city. We have reproduced a prototype of the permit below. It is carried in a clear, round-cornered plastic holder.

The permit is mailed to the applicant. He must present it each time he claims the reduced fare for his ride, and he must produce it also when travelling on a Senior



SENIOR CITIZEN REDUCED FARE PERMIT CARD, FACE AND BACK



**SENIOR CITIZEN PASS
FACE AND BACK**

Citizen Pass. Also, when purchasing his monthly pass, the Senior rider must produce his Permit when doing so in person, or he must furnish the Permit number, when doing so by mail.

The Senior Citizen Monthly Pass may be purchased by Senior Riders on the basis of the Senior Citizens Reduced Fare Permit.

It costs \$9.00 and is good for unlimited one-zone riding, seven days a week, without limitations on the hours of use. In addition to the many on-sale locations listed in the chapter under MONTHLY PASS, the Senior Citizen Pass may also be purchased by mail from the Ticket Office at 1060 South Broadway, Los Angeles; see above.

LOS ANGELES CENTRAL CITY SHOPPERS PASS

RTD has a unique pass in use which is illustrated face and back below. The pass is limited to a close central city area which is delineated on the pass. This Los Angeles Central City Shoppers Pass is good on one specific day, indicated by a punch mark.

This may be any day of the week, except Sunday. It is also limited to the hours from 9 A.M. to 3 P.M. It is sold by the driver for 35¢ and is good for 10 rides within the delineated area and under the restrictions as to day and hours previously mentioned. However, it is also good for the initial 30¢ fare on the return ride home, before 3 P.M.



S.C.R.T.D.
FORM OC-1
FARE OVERPAYMENT AUDIT STUB

OPERATOR _____
No. _____
AMOUNT _____

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT
FARE OVERPAYMENT CARD

AMOUNT DEPOSITED IN FARE BOX _____
LESS CORRECT FARE _____
AMOUNT OF OVERPAYMENT _____

OPERATOR _____
LINE No. _____
NAME _____ BUS No. _____ BADGE _____
DATE _____
ADDRESS _____
PASSENGER _____
ZIP _____

FORM OC-1
P. RAD
Samuel Nelson
GENERAL MANAGER

514967

0	0
1	10
2	20
3	30
4	40
5	50
6	60
7	70
8	80
9	90

AMOUNT PUNCHED IS REFUND DUE

PRESENT THIS CARD FOR REFUND AT THE FOLLOWING LOCATIONS:

RTD-GREYHOUND TERMINAL 6th & LOS ANGELES ST.
RTD BUILDING 1060 So. BROADWAY, LOS ANGELES
RTD BUS STATION COMSTOCK & BAILEY, WHITTIER

RTD BUS TERMINALS

630 W. AVE. 28, LOS ANGELES	14557 SHERMAN WAY, VAN NUYS
720 E. 15th STREET, LOS ANGELES	183 N. RAYMOND, PASADENA
1016 E. 6th STREET, LOS ANGELES	3449 S. SANTA ANITA, EL MONTE
2300 W. 54th STREET, LOS ANGELES	970 CHESTER PLACE, LONG BEACH
710 N. SAN VICENTE, W. HOLLYWOOD	100 SUNSET AVE., VENICE

FOR THE BUSINESS HOURS OF THE ABOVE REDEMPTION LOCATIONS
TELEPHONE R.T.D. INFORMATION.

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

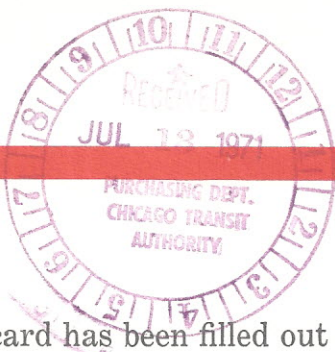
VOID IF INCOMPLETE OR MORE THAN TWO PUNCHES

514967

This pass is sold only by the drivers in the restricted downtown area. It is not sold by ticket agencies. It is obviously designed to encourage trips into the Los Angeles central area for shopping visits to many different stores in the area, facilitated by short rides from one to the other, made possible by the short-term pass.

FARE OVERPAYMENT CARD AND ENVELOPE

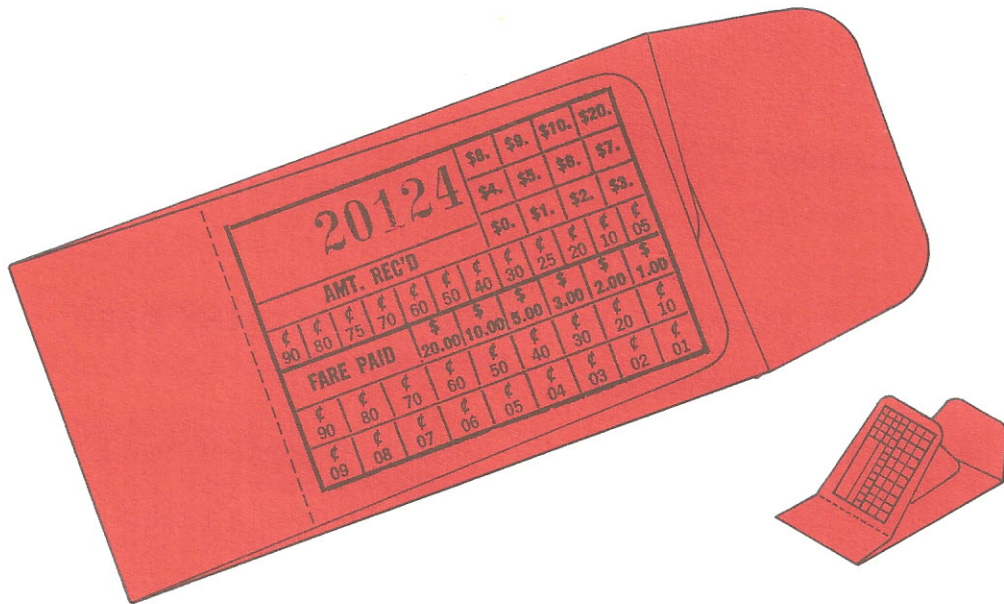
Finally, as part of the EXACT FARE PLAN RTD uses a refund form card, see above, issued to passengers who make an overpayment in the fare box and who, previously, would have received change. This Fare Overpayment Card consists of two



parts. After the card has been filled out by the driver, he deposits one part, the Audit Stub, into the fare box, and he hands the larger part to the passenger, who is then free to collect his overpayment at one of the agencies listed on the reverse side of the card.

The operator may also accept cash from a passenger in excess of the fare due. In order to make available to him the necessary refund for his overpayment, the operator uses a small Redemption Envelope with a

refund coupon attached, see below. The printing and serial number on the back of the envelope are the same as those on the face of the coupon, and they register. He punches through both coupon and envelope to indicate the amount received and the amount of the fare due (paid). He then gives the coupon to the passenger, inserts the amount paid into the envelope, seals it and drops it into the locked fare box. The back of the coupon, which is now in the passenger's hands, indicates where he may claim the refund for his overpayment in person or by mail.



EXCESS PAYMENT REDEMPTION ENVELOPE