

FALL  
1975

# GlobeTrotter

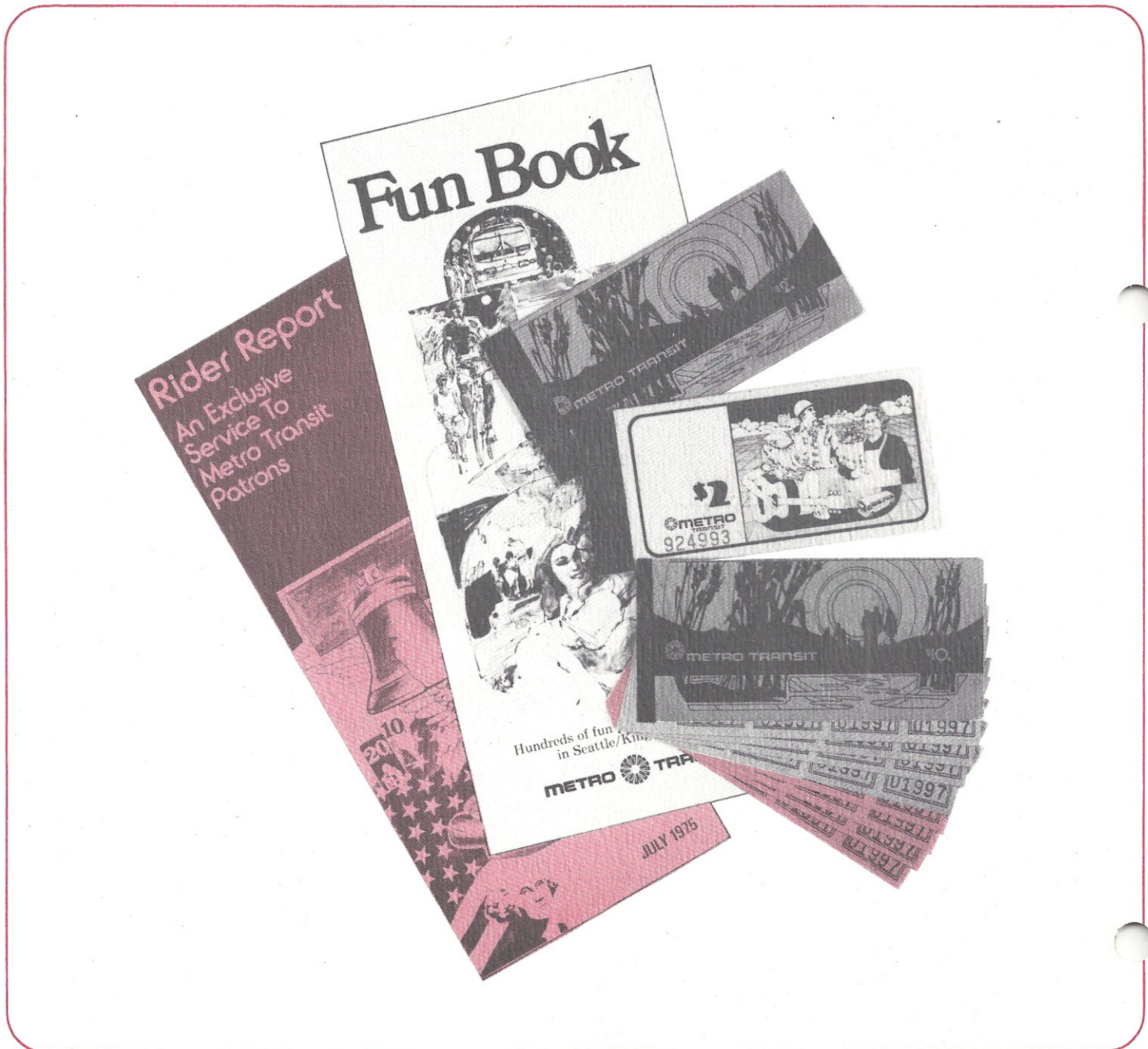
Published by  
Globe Ticket  
Company for the  
transit industry

## MARKETING OF PUBLIC TRANSPORTATION





# IMAGE BUILDING THROUGH MARKETING PROGRAMS



Metro Transit in Seattle operates under the principle, "Public transportation is just like any business venture". Through the utilization of accepted business methods, ridership and system efficiency can be increased.

Promotion plays an essential part in turning automobile drivers into bus riders. Metro's promotional message is clearly stated — to make bus riding more fun for its riders. The meaning is outwardly simple for sure, but the impact of this statement is inescapable to anyone who relies on the automobile for transportation.

In conjunction with the "fun" theme, Metro provides colorful Fun Books and maps which outline local affairs and attractions. A monthly newsletter entitled the "Rider Report" is available to riders on the bus as an informational medium dealing with fares, routes, schedules, etc., as well as a two-way communication tool. Riders' comments, ideas, gripes (and compliments) are solicited and printed.

For people who have found that having to carry exact change for fares is troublesome, Metro provides special commuter ticket books. The books are unique because they are graphically illustrated to show the impact that public transportation has on our communities and lifestyles.\* The books will be revised periodically just like postage stamps, and can be redeemed for cash. Transit buffs will want to collect them.

Each \$10 book contains 32 of the 20-cent "base-fare" tickets and 36 10-cent "zone-fare" tickets. Smaller books of 10 "base-fare" tickets may be purchased for \$2. The books are on sale at local banks and at Metro's Passenger Service Office.

Another potential use for commuter ticket books is in conjunction with area businesses as transit subsidies for their employees. An insurance company in Seattle presently uses the \$2.00 Metro books in this regard. The firm helps pay for their employees' trip to work — if they ride public transit.

This is only a small glimpse of Metro's marketing activities which encompass all facets of the service, from bus design to ticket design. Most recently Metro has placed poetry in the buses in an effort to stimulate those who don't ordinarily ride, to get aboard for the cultural trip. In the process, the public may realize that buses are a practical and enjoyable means of transportation.

\*The design suggests ways of using the service and reminds the riders that they are contributing towards reducing congestion, misuse of the land, and air pollution by riding Metro Transit.



# MARKETING PROGRAMS TO INCREASE RIDERSHIP

**WEEKLY PERMIT - VALID ONLY 1975**  
**Aug. 17 to Aug. 23** UNTIL 5 A. M. NEXT DAY **Aug. 17 to Aug. 23**

Display and deposit 10c for a Central Zone 1 & 1A ride - 5c for a Suburban one or two Zone ride. Zone rates and premium fares apply where applicable. Transfer charges additional. To be used by only one person on any one trip.

**37** **37**

PORT AUTHORITY OF ALLEGHENY COUNTY TRANSIT OPERATIONS DIVISION  
 NOT REDEEMABLE  
 Globe Ticket Co. (S) 260

*Harold H. Geissenbeiner*  
 DIR. TRANSIT OPERATIONS DIV.

**ZA12000**

**MONTHLY PERMIT**  
**PORT AUTHORITY OF ALLEGHENY COUNTY**  
 TRANSIT OPERATIONS DIVISION  
 VALID ONLY

**APR 75**  
 1975

Display and deposit 10c for a Central Zone 1 & 1A ride - 5c for a Suburban one or two Zone ride. Zone rates and premium fares apply where applicable. Transfer charges additional. To be used by only one person on any one trip.

**SD 30001**

NOT REDEEMABLE  
 Globe Ticket Co. (S) 260

*Harold H. Geissenbeiner*  
 Dir. of Transit Operations Div.

**VALID AUG. 16-17 1975**

**Transit**  
**PORT AUTHORITY OF ALLEGHENY COUNTY**  
**SATURDAY/SUNDAY-HOLIDAY FARE RECEIPT**

Valid from 10 a.m. Saturday, all day Sunday to 4 a.m. Monday and on Holidays from 5 a.m. till 4 a.m. following day or on special dates when hours for use will be pre-advised.  
 Good system-wide in all zones and on all routes except special stadium express routes, sightseeing buses, charter buses, tour buses or special picnic buses. This Fare Receipt entitles a maximum of two full fare paying passengers plus two children 16 years or under to ride at one time on days indicated. Not redeemable.

*Harold H. Geissenbeiner*  
 DIR. TRANSIT OPERATIONS

**Punch Mark**

**VALID AUG. 16-17 1975**  
**49032**

GLOBE TICKET COMPANY (S) 260



The Port Authority of Allegheny County (PAT) is a consolidation of 33 private companies into a single public corporation which furnishes bus and trolley service to the Pittsburgh area. Established in 1964, PAT now ranks as the fifth largest transit system in North America in numbers of persons carried to and from work.

The underlying philosophy of all PAT operations, simply stated is to: improve service, stabilize fares, offer selected price incentives, and promote transit as the least costly form of transportation to the consumer. The application of this formula enabled PAT to retain the additional passengers gained during the height of the fuel crisis, and actually increase ridership through 1975 (while the national average was declining). A major factor was PAT's ability to offer a price package to meet every riders needs.

#### COMMUTER PERMITS

Commuter permits are an effective incentive to ride public transportation because they offer the regular customer a bargain, and relieve the inconvenience of carrying exact change.

PAT presently offers weekly, monthly and annual permits at a price of \$2.60, \$10 and \$90 respectively. These may be used on any of the regular routes and have a value of 30¢ per ride. Customers purchase their permits from local banks, department stores, drug stores — 141 sales outlets in all.

The weekly and monthly permits are sold in the form of 2" x 3½" tickets which are serially numbered and put-up in books. To enable the drivers to quickly detect invalid permits, the ink and stock color are changed each week or month.

The monthly permit has been PAT's biggest seller. This is due in part to the initiation of payroll deduction programs in conjunction with area businesses. Employees who enroll in the program have \$10 deducted from their paycheck for 11 consecutive months and receive the 12th monthly permit free. In addition, the employer receives 10 cents for each monthly permit sold, which may be used to defray bookkeeping and computer costs, or passed on to the employees.

All told, payroll deduction adds up to a real savings in money, time, energy, pollution, traffic congestion and absenteeism.

#### WEEKEND PASSES

In order to stimulate weekend ridership, PAT offers a \$1 Weekend Family Pass, promoted as the "Big Buck". It enables up to four persons (limit two adults) to ride regular PAT routes as often as they wish on Saturdays and Sundays for the flat price of \$1.

The Big Buck Passes are serially numbered, dated, and printed on transfer stock. They're sold on the bus or trolley by the drivers.

PAT frequently uses the Big Bucks in conjunction with food and entertainment promotions to offer a total package of weekend activities.

# MORE MARKETING PROGRAMS

## TO INCREASE EQUIPMENT UTILIZATION



In Baltimore, the traditional Sunday drive is fast being supplanted by the 50¢ Sunday ride on Mass Transit Administration buses through a program called "Super Sunday".

This service was initially introduced to offer the public a means of transportation during the gasoline crunch when stations closed down on Sunday's. The promotion was an immediate success and has continued to build ridership long after the exasperating auto lines had vanished at the service stations.

The Super Sunday service provides for unlimited rides on MTA buses all day Sunday and on holidays for 50¢. Since the normal fare is 30¢, Super Sunday riders who make one round trip save a dime, and they don't have to buy transfers regardless of how many buses they ride.

Upon boarding the bus, the patrons request a Super Sunday ticket. Each ticket has a perforated stub which the rider detaches and deposits in the fare box at the time of purchase, along with 50¢ exact fare. The rider retains the ticket to be displayed when additional rides are taken that day.

The tickets are printed on safety stock for counterfeit-proof security, and the stock color is changed each Sunday. In addition, the tickets are dated and serially numbered for control purposes. They're put up in pads of 50, recorded by the dispatcher, and distributed to all operators who will be driving during the Super Sunday hours of 5:00 A.M. to 12 midnight.

Monthly commutation tickets providing for 40 rides have proven themselves over the years to be effective incentives to ride public transportation. The Birmingham-Jefferson County Transit Authority presently offers a 40 ride regular passenger punch ticket which is distributed from banks at 45 locations as a public service. Riders purchase the tickets for \$14 which represents a \$2 savings per month.



## TO STABILIZE REVENUE

Transit authorities can offer riders a discount on the 40 ride ticket because they are in effect dealing with a pre-paid fare. The revenue for the rides are collected a month in advance. Monthly permits also have the effect of stabilizing riding habits, which makes budgeting an easier proposition.

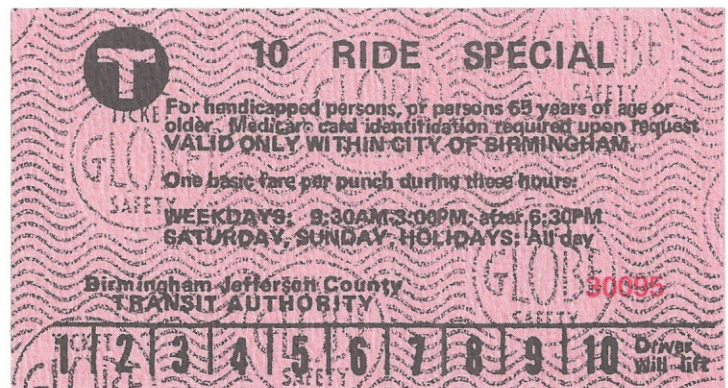
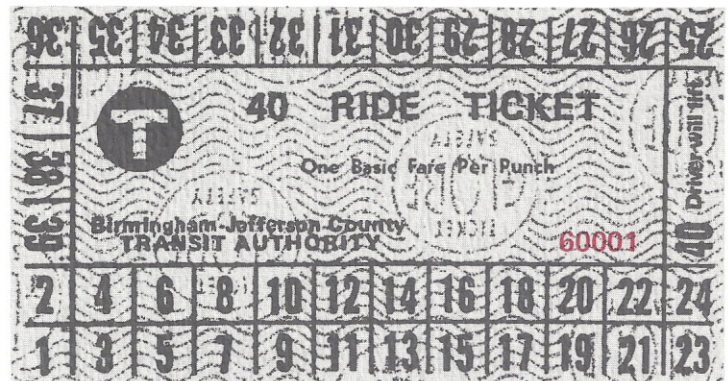
The consumers' interests are also represented with such a system. In addition to the discount, the multiple ride punch ticket frees the rider from the burden of carrying exact change. Upon boarding the bus, the passenger simply presents the ticket to the driver who punches it and returns it to the rider. After the 40th ride, the driver lifts the ticket.

The punch ticket should be printed on safety stock for security purposes, and serially numbered to control the distribution. In addition, the stock color should be changed each month for easy to spot validation by the drivers.

### HALF-FARE

The authority presently provides a reduced fare system. Those over 65 years of age and the handicapped are able to ride for half-fare, using a special 10-ride punch ticket. The service operates during off-peak hours on weekdays, and all day for weekends and holidays.

Medicare card identification is required upon request by the drivers. However, identification is not required for those purchasing the ticket, which enables friends and relatives of the special rider to pick up the ticket.



**GLOBE  
TICKET COMPANY**

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SYSTEMS  
SPECIALISTS**



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