

SPRING
1976

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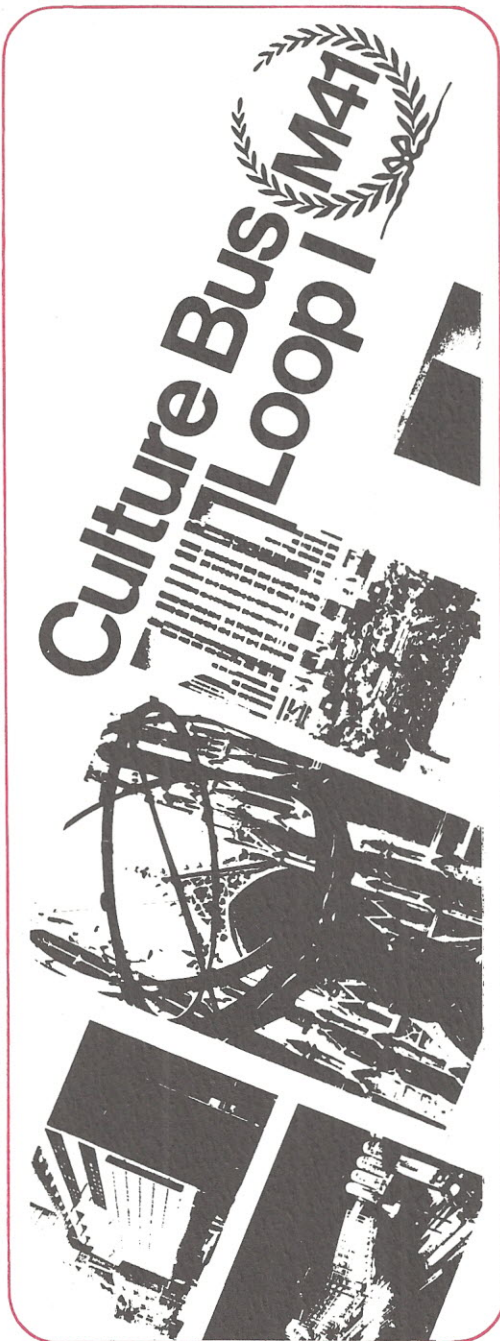
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**MARKETING TO
INCREASE EQUIPMENT
UTILIZATION**



NEW YORK CITY TRANSIT AUTHORITY

CULTURE BUS SERVICE



4	5	11	12	13	18	19	25	26
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OEB Oct. 1975 No. 002021

Culture Bus Loop I

Saturdays, Sundays & Holidays
10 am to 6 pm
Every 20 minutes

\$1.25

Valid for unlimited rides on M41 bus on date punched only. Occasionally slight diversions in routes may be necessary when ordered by police or other authorized municipal authorities.
Retain this ticket/Non-transferable.

4	5	11	12	13	18	19	25	26
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OEB Oct. 1975 No. 002924

Culture Bus Loop II

Saturdays, Sundays & Holidays
9 am to 6 pm
Every 20 minutes

\$1.25

Valid for unlimited rides on B88 bus on date punched only. Occasionally slight diversions in routes may be necessary when ordered by police or other authorized municipal authorities.
Retain this ticket/Non-transferable.

Call (212) 330-1234 with any transit questions.

The New York City Transit Authority presently operates a culture bus service on weekends and holidays to enable passengers to visit a large number of the City's artistic, religious and educational institutions easily, comfortably and economically. This promotion utilizes the soft seat, air conditioned coaches that previously were used only on weekdays as express buses.

The Transit Authority currently runs two Culture Bus Loops. Culture I buses run every 20 minutes and travel a 17 mile circuit through mid and upper Manhattan. They make 22 scheduled stops during each one hour and fifty minute loop. Culture II buses run every 20 minutes and serve Brooklyn and Lower Manhattan. The 22 mile loop includes 32 stops and takes two and one-half hours to complete.

A unique feature of Culture Loop II is that there are three interchanges along the route where passengers can disembark from one bus and board another going in the opposite direction. This shortens the loop and enables passengers to concentrate on a particular segment of the route or return home faster.

The Culture Bus service introduced the multi-ride, single fare concept to New Yorkers. The special tickets can be purchased on the Culture Bus itself upon payment of exact fare in any combination of coins or tokens. The passenger may reboard a later Culture Bus on the same loop without paying an additional fare. The passenger simply shows the ticket each time to the bus driver for unlimited rides. Tickets for Culture Loop I are not usable on Culture Loop II and vice versa.

The 3" x 5" ticket has the month and year printed on the front. In addition, the calendar dates for each Saturday, Sunday and holiday in the corresponding month are printed across the top of the ticket. Transit Authority personnel punch out one of the calendar dates and the ticket is valid only on that particular date. Finally, each ticket is serially numbered to control distribution to the bus driver.

A NIGHT ON THE TOWN

MTA PRESENTS

Savings On Bus Rides,
Movies, Theaters, Restaurants and More

No. 6

Fall 1975



Now, for
bus ride,
five, six, a
as you want
you will receive
of entertainment
places. All for

A Night on the Town Bus Ticket is valid for unlimited rides on any MTA bus, TA or MaBSTOA bus in the Borough of Manhattan, except express buses, from 6 pm on the evening of the following date to 2 am on the following morning only.

And A Night on the Town Bus Ticket gives you a 50% discount to scores of restaurants, movies, theaters, and skating rinks. Just tell your driver that you are riding on the Town, and for one dollar in cash you can purchase your ticket.

Curtain going up on a bargain in New York.



JAN. 2 1976



\$1.00 exact fare in coins and/or tokens only.

Valid for unlimited rides on any TA or MaBSTOA bus in the Borough of Manhattan, except express buses, from 6 pm on the evening of the following date to 2 am on the following morning only.

Retain this ticket/ Non-transferable
New York City Transit Authority



GLOBE TICKET COMPANY (S) 260

FEB. 2 1976



\$1.00 exact fare in coins and/or tokens only

Valid for unlimited rides on any TA or MaBSTOA bus in the Borough of Manhattan, except express buses, from 6 pm on the evening of the following date to 2 am on the following morning only.

Retain this ticket/ Non-transferable
New York City Transit Authority



GLOBE TICKET COMPANY (S) 260

Representing a further step in New York City Transit Authority's marketing efforts to make innovative use of under-utilized equipment, a "Night On The Town" program was established on all Transit Authority buses in Manhattan and those sections of four Bronx routes that operate in Manhattan. The promotion was designed to stimulate evening travel during off-peak hours by offering a single fare unlimited ride bus ticket.

Upon boarding the bus, riders may purchase a special "Night On The Town" bus ticket for one dollar which is good for unlimited rides on all 39 Manhattan bus routes and those sections of four Bronx routes that operate in Manhattan (except express buses) Monday through Friday from 6 p.m. until 2 a.m. the following morning. The ticket is also valid for a homeward-bound trip on buses going from Manhattan to other boroughs of the city.

The "Night On The Town" bus tickets are printed on transfer stock, serially numbered, and dated. For additional security, each ticket is overprinted with a colored stripe which changes every day enabling the driver to easily spot invalid tickets. The tickets are provided in pads of 25 and sold from a standard transfer cutter.

In less than two months after this service began, more than 25,000 tickets were sold. Chief Executive Officer David L. Yunich said of the promotion, "We feel we've come up with a real inflation beater. Like most successful promotions, there's something here for everyone and it should have broad appeal both to New Yorkers and out-of-towners." The "Night On The Town" is ideal for running errands after work, for evening shopping and for people who work at night.

SHOPPERS' SPECIAL



The New York City Transit Authority offers a Shoppers' Special bus ticket to provide passengers with a convenient and inexpensive "magic carpet" for getting around the 200 square-block shoppers' paradise that is midtown Manhattan, without adding to traffic congestion or air pollution. No additional buses are required to provide this service. Here's how it works:

More than one thousand regular fare (non-express) Transit Authority buses operate within the heart of Manhattan every business day. Passengers boarding any one of these buses can purchase a Shoppers' Special bus ticket for \$1.00. This ticket allows the holder to board any Transit Authority bus in the midtown Manhattan area merely by showing the ticket to the driver.

The Shoppers' Special promotion is used to stimulate ridership between the hours of 9:30 a.m. and 4:30 p.m., Monday through Friday, 9:30 a.m. to 6:30 p.m. on Saturdays, and also between 6:30 p.m. and 10:00 p.m. on Thursdays.

The Shoppers' Special bus ticket is printed on transfer stock. Four different color stripes are overprinted enabling the Transit Authority to rotate the color groups for security purposes. In addition, the ticket is serially numbered and dated by day, month and year in a contrasting ink color for easy identification by the bus drivers. The tickets are provided in pads of twenty-five so they can be conveniently sold from a standard transfer cutter.

Evidence of the enthusiasm with which this service has been received by the public has been the sale of almost a half-million Shoppers' Special bus tickets during the first year of the promotion.

SAVE ON SUNDAY

During the gasoline crunch of 1973-74, the New York City Transit Authority initiated a Sunday half-fare plan to aid in maintaining public mobility on gasless Sundays and to attract new riders to mass transit. The "Save On Sunday" promotion was an immediate success and has continued to attract many thousands of people in the New York metropolitan area to new MTA subway, bus and commuter rail equipment.

Under the "Save On Sunday" program, a subway passenger who purchases a token, the usual one-way fare, receives a coupon good for the return trip at no charge.

Return trip coupons are printed on transfer stock and put up in pads of 100, which are sold from standard transfer cutters. Each coupon is serially numbered, dated and overprinted with a colored stripe. The colored stripe permits instant identification of valid coupons by MTA personnel.

Public response to the "Save On Sunday" promotion has resulted in the expansion of the service to Saturday evenings and holidays.

Our special thanks to Mr. Leonard Ingalls of the New York City Transit Authority for his invaluable assistance in preparing this issue for publication.





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