

CONCLUSION

This brief description of the fare policy in the Haddonfield DRT demonstration indicates that the reduction of fare from 60 to 0 cents/ride substantially increased the ridership and productivity of the system. It also shows that the effect of fare reduction from 60 to 30 cents per ride could not be isolated because of the parallel changes in the mode of operation (shuttle, zonal, computer scheduling) and, possibly, the energy crisis. However, the effect of fare reduction and improvement or additions to the service resulted in high elasticity of demand. This fact seems to conform with experiences of conventional transit systems, whose riders are more sensitive to service quality or travel time changes than to fare changes.

The comparison of the DRT systems with conventional transit systems indicates that the riders of DRT respond to fare changes (at the 60-cent fare level) similarly to riders of conventional transit systems.

REFERENCES

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This discussion is based largely on experiences gained in Rochester, New York, where a DRT system was implemented in August 1973. I will also mention a new service in Denver.

Marketing transit, as I view it, is the dynamics of making a beneficial service available to the communities served for value received. It is a total concept—not just advertising or public relations. It requires that goals and objectives be established. To understand the transportation problems of people is absolutely essential if meaningful solutions are to be provided for their mobility needs.

As early as 1968, when I began dreaming of setting up a system by which people could telephone for transportation service, it was understood that such service would be economically unfeasible. It is and has been my belief that DRT cannot pay its own way through the fare box. To justify the system requires some trade-offs. For one thing, there should be a solid base of ridership in the peak periods. This could be persons going to and from work or to and from school. Also, new service must not compete with but should extend, complement, and supplement existing transit service—or, better, replace fixed-route transit in high-loss areas to provide greater mobility for a greater number of persons while cutting back on expenses. This approach has

has successfully been demonstrated in Regina.

The Rochester system was entirely locally financed, and rather high fares (\$1) had to be established. We, therefore, developed a flexible fare policy:

<u>Service</u>	<u>Single Trip, 1-Way Fare</u>	<u>Discounted Weekly Passes</u>
Dial-a-bus	1.00	
Home-to-work	0.80	7.00
Home-to-school	0.65	5.00
Feed-a-bus	0.85	7.50

Passes are purchased on Mondays from drivers; the necessary amount (bills and change) is deposited directly in the fare box.

In addition, groups of 2 or more persons have the opportunity to ride for even less. The only qualification is that everyone in the group have a common origin and destination. The fare for the first person is the regular 1-way fare, but all others pay just 25 cents each. For a group of 4 going to a shopping plaza, for example, the total fare of \$1.75 averages just 44 cents/person. Families, senior citizens, and employee groups of as many as 25 persons have taken advantage of this reduced fare.

Other promotional fares included Rider Appreciation Week, when home-to-work passes were reduced to \$5; 50-50 Week, when the regular \$1 fare was lowered to 50 cents; and shopping plaza promotions in which retail stores aid a shopper's return-trip fare. All of these reduced-fare programs materially increased ridership during the promotion. More important, in the days and weeks following, a percentage of the newly acquired passengers continued to use the service.

Another successful fare promotion, which was called "Let's Split," was designed to introduce DRT to residents of a new service area by splitting the \$1 fare with them. Personalized checks that were valued at 50 cents were mailed to all homes. Some newspaper and radio advertising was used, but the major part of each marketing effort consisted of direct mail pieces. All promotions were not successful. One promotion I recall really bombed. The idea was to offer a free week's pass for home-to-work service for every person talking a nonrider into purchasing a pass at the regular rate of \$7. We had only 1 taker.

The Regional Transportation District in Denver has committed itself to what is probably the most ambitious DRT service yet planned for the elderly and handicapped. Newly designed buses have lower floors, wheelchair lifts and tie downs, and an extending entrance step. Fares for this highly specialized door-to-door service will be the same as those charged on regular transit routes: 35 cents during peak periods, 25 cents during off-peak periods, and 15 cents for an additional zone. Our purpose is to make possible job and educational opportunities and increased mobility to the 11 percent of our population who are handicapped. We expect to have a flexible fare policy to make this new service a meaningful success to the greater Denver area.

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Since my appointment as executive director of the Central New York Regional Transportation Authority, my goals and the goals of our subsidiary company, CNY Centro, Inc., of which I am president, are to zero in on special transportation services and to implement marketing programs to improve the image of the total transit system. Our initial target has been the isolated, vulnerable elderly and handicapped who reside in