

Transport Central

Ken Hayes

I -- "NEEDED: A MODERN CHARLES COFFIN AWARD"

During the 1920's and early 1930's an annual award was presented to various electric railway companies by the American Electric Railway Association (AERA). Each year the AERA members would submit practices and ideas utilized in their operations which they felt were progressive and worthy of note. There was no limitation on subject, which ranged from ride promotion to operation, maintenance and equipment. The AERA would then publish a bound annual in book form, detailing all of the better ideas.

Today, the transit industry needs something of the same nature as the Coffin Award, which at that time was sponsored by the General Electric Company—a major equipment supplier. Why not round up some of the prime contractors that today benefit from transportation expenditures to finance a new award program? Why not ask General Motors, Flxible, Budd, Pullman and U. S. Steel to contribute the required funds? Public transportation today suffers from a serious lack of ideas, of enthusiasm and many times of hope. The AERA was a predecessor of the American Transit Association, to which most of the nation's transit operators belong, and provides the vehicle through which such an award program could be created and administered.

An idea in itself is good, but a good idea communicated to others who can make use of it is productive. The transit industry today suffers from a great lack of productive ideas. It might be well to revive an element of creative thinking and productive effort and apply it to an industry which needs it badly.

II -- "DEVELOPING THE REVERSE COMMUTE"

Most cities are plagued with these three problems: poverty, the one-way commute peak, and the exodus to the suburbs. Unrelated? Certainly not! By a mixture and a new outlook, these problems can in reverse benefit and rebuild the city. No problem at all—if everyone cooperates.

Take a typical city. It is losing revenue, industry and middle-class population to its suburban satellites. The exodus leaves behind a poorer, more tax-dollar-consuming population mix with less revenue to support it. At this point, most cities raise taxes, cut services and cause the cycle to begin anew.

Let's step back a moment and examine the problem. Rather than regional government (which is usually resisted in the suburbs) let us put together a "development council" consisting of representatives of city and suburban business, government and transportation. First, convince the council that health of the center city is essential to suburban health. Then, instead of attempting to lure business back to the center city, propose that the center city jobless be better able to obtain jobs in the suburbs. The transit system routes, fares and services should be adjusted to conveniently serve these new "reverse commuters".

This program, coupled with massive center city redevelopment, could produce numerous benefits. One would be to keep people living in the city. Another, to add taxable income to the area and conversely to remove from welfare rolls large

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KEN HAYES: "DEVELOPING THE REVERSE COMMUTE" (Continued)

portions of the population. Still other benefits would be the making available to suburban industry of a wide variety and large quantity of workers of all types, as well as the bonus of utilization of transit equipment adequately in both directions of travel.

(Ken Hayes lives with his wife Lynn in Hayward, California, where he is an Administrative Analyst for a public utility company. He is connected with the transit industry through education and his own service company.)

Robert Oliphant

"FAIR RETURN"

News commentator Paul Harvey, on his syndicated daily TV show, was the latest analyst to spotlight the U.S. railroads' passenger train deficit problem. Reviewing the Interstate Commerce Commission's recent study of eight carriers' passenger costs as well as reminding us of that body's announcement that a decision on passenger train standards is soon to be issued, Harvey reiterated that regardless of whose accounting system is used, passenger train losses are too great for an industry that showed just a 2 $\frac{1}{2}$ % rate of return in 1968.

Harvey believes that we need a suitable alternative to air travel, especially in view of that fact that the skies and ground facilities are fast becoming so crowded that attendant delays are getting longer and longer. The Federally-supported Turbo and MetroLiner experiments are proving that the railroads can compete over distances of up to 500 miles on a point-to-point basis.

Although commentator Harvey (a conservative in terms of political philosophy) is against government subsidies of any kind, he states that since the airlines receive Federal aid (and because it appears that we are not going to allow the railroads to get out of the long-haul passenger business, it is only fair that the roads "deserve a return of a portion of their own taxes" to maintain these "essential" services.

Hear! Hear!

(For a further discussion of a form of "coordination" mentioned in Mr. Hayes "Reverse Commute" essay above, the reader is referred to the July 1969 issue of Motor Coach Age, available through the Motor Bus Society at 767 Valley Road, Upper Montclair, New Jersey 07043. Pages 4 and 5 carry an article entitled "Coordination Without Consolidation", wherein editor Al Meier details a successful experiment in service integration on the railways, ferries, trams and buses serving Hamburg, Germany. It might also be pointed out here that our editorial comment essays, such as the ones above, represent personal opinions and as such are open to challenges from readers. Any writer appearing in these pages will be most happy to hear from any of our subscribers. Please contact them in care of Transport Central, 416 North State, Chicago, Illinois 60610--EDITOR)

(THE NEXT ISSUE OF TRANSPORT CENTRAL WILL BE PUBLISHED ON 22 SEPTEMBER 1969)

Newsfront

ON THE TRANSIT BEAT -- Greyhound's new ticket office at CTA's Dempster Street Skokie Swift rapid transit terminal was opened last Wednesday in formal ceremonies attended by CTA and 'Hound officials. Now it will be possible for north side residents to board 'Hound coaches for points to the north and west without having to travel downtown. Similar facilities at Jefferson Park Terminal (the Kennedy rapid line) and 95th Street (the Ryan rapid line) will become operational when those two lines open later this year....North Chicago has approved a subsidy program to aid the financially-troubled Waukegan-North Chicago Transit Company. Some \$6,000 yearly for a period of three years is budgeted to assist in making up the deficits of the twin city transit system. Waukegan has already pledged up to \$30,000 yearly for a similar period. Under the terms of the agreement, books of W-NCT will be subject to audit by village officials. When the financial condition of the company so requires, a maximum monthly allotment of \$2,500 will be available; if the company shows a profit during an audit period, no subsidy will be given. The actual grant, therefore, will be determined on the basis of need. W-NCT has had rough sledding since it lost its lucrative route to O'Hare (the line carried a considerable number of Navy personnel to and from Great Lakes Naval Training Center) to Continental Air Transport in a protracted court fight last year.

RIDER'S READER -- County Transit Lines of Concord, California has petitioned the California Public Utilities Commission for permission to suspend operations on all but one of its local transit lines. If the plea is approved, the company will operate solely in the city of Walnut Creek. ...San Jose voters will decide on the future of San Jose City Lines, now the largest remaining private city operation on the West Coast, when they vote September 16 on a proposed transit district for Santa Clara County. Also affected are Peninsula Transit Lines of Palo Alto (a subsidized city operation) and the local lines of Peerless Stages (an intercity carrier). ...Now that it has agreed to take over Red Arrow, the Southeastern Pennsylvania Transportation Authority is undertaking development of a master transportation plan for its service area. High on the priority list are to be coordination of the services currently being provided in competition with each other by Red Arrow and the former PTC system....Just a bit to the east, PATCO riders may now also pedal their way to the Lindenwold trains. Bike racks have been installed at each of the South Jersey stations, a la a similar experiment on the North Western's Chicago area suburban commuter lines....Studies are under way to varying degrees toward the establishment of public transit operations in Salt Lake City, Portland (Oregon), Phoenix and Baton Rouge, La....The American Transit Association will meet October 5-9 at the Queen Elizabeth Hotel in Montreal.

TRANSIT TALK -- The base adult fare in Atlanta has been raised to 35¢, with 3 tokens for 90¢....Add Shreveport and Springfield (Illinois) to the growing Exact Fare list (TC 01 SEP 69)....The city of Williamsport, Pennsylvania has acquired its local transit system from owner Edwards Motor Transit Company, operator of the Williamsport Bus Company....The Cleveland Transit System has ordered 10 more "Airporter" cars from Pullman....Public ownership is also planned for Everett, Washington....The Fargo (N.D.) City Commission has authorized a \$10,000 subsidy for bus service in that city. Implementation of the grant is contingent on a similar action by the city fathers of Moorhead, Minnesota (across the river from Fargo)....Tocket and pass rates in Milwaukee have been raised.

AIR/LINES -- Recent awards and additional service to Hawaii from the mainland stacks up as follows:

United-	Add 1 non-stop daily from Chicago to 7 one-stops
Continental-	Add two non-stops from Chicago
Northwest-	Add one daily non-stop
American-	Service not yet scheduled
Braniff-	Two non-stops from Texas (one connecting from Chicago)
Pan Am-	17 flights daily from the West Coast
Western-	Service from the West Coast
TWA-	Service from the West Coast and Minneapolis

MORE -- Aeronaves de Mexico is providing the first one-airline service between Miami and Paris....Sabena has inaugurated a new service between Vienna and New York via Brussels....SAS has added Manila and Kuala Lumpur to its Trans-Asian route....McDonnell-Douglas has delivered its 1000th jet transport; the Super DC-8-63F went to Flying Tiger. Total production has been 482 DC-8s and 518 DC-9s....Air California is seeking expansion of its routes between San Diego, Los Angeles, San Francisco and Sacramento....August 13th saw Flying Tiger become the first scheduled transpacific freight airline with an inaugural flight from San Francisco to Saigon; total flying time was 22 hours....American has added a fourth Chicago-San Diego non stop flight.

THE FARE FRONT -- Domestic tariffs may soon be going up on U.S. airlines. Unless the full CAB says no, rates may go up as much as 8 per cent on October 1. Three proposals are before the Board: 1) Continental Airlines' plan to keep short-haul fares (under 400 miles) at the same levels, while hiking the tariffs on longer flights from \$2 to \$9; 2) United's plan to adopt a fixed charge of \$11 per ticket, plus 5.7¢ per mile; and 3) Eastern's plan to charge \$8.60 per ticket plus fees tapering downward over four distance zones. First class rates would be about 25% more than this schedule. At the same time, cargo carriers Flying Tiger and Airlift International are also seeking boosts in their rates....Pan Am, meanwhile, has narrowed its proposed transpacific fare reductions to fall in line with those proposed by Japan Air Lines and BOAC. Fares from the U.S. to the Far East will thus be about 8% lower beginning October 1. At the same time Pan Am announced that it is proposing a lower "bulk" fare effective January 1 for its transpacific services, applicable to groups of 40 or more who also agree to a minimum of \$100 each for ground accommodations.

LONG HAULS -- Moore-McCormack Lines will temporarily lay up its two passenger vessels for repairs. The two ships, the SS Brasil and the SS Argentina, have been in service for 11 years without any extensive repair service. Both liners are sustaining heavy losses, despite heavy Federal subsidies, and Moore-McCormack, as well as the other passenger steamship operators, are awaiting the new Administration maritime policy on such services, expected in October.

RAIL/WAYS -- Penn Central is running once-a-week "Glamour Trains" during September and October between New York and Philadelphia to promote their "Ladies' Day" reduced-fare tickets. Fashion shows, hair-styling, makeup and jewelry demonstrations as well as prizes will highlight the special service....The ICC is planning to be very busy during the next 4 months as hearings have been scheduled for SP 101-102 (City of SF), Ogden-Oakland; N&W 121-124 (Bluebird) Chicago St. Louis; A&WP/WRA 37-38 (Crescent) Atlanta-Montgomery; CB&Q 15-16/35-36 Kansas City-Omaha; L&N 3-4/5-10 St. Louis-Atlanta (joint hearings) and WP 17-18 (the Cal Zephyr) Oakland-Salt Lake.