



DEPARTMENT OF TRANSPORTATION

NEWS

URBAN MASS TRANSPORTATION ADMINISTRATION
WASHINGTON, D.C. 20590

FOR IMMEDIATE RELEASE

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The Department of Transportation's Urban Mass Transportation Administration today announced the award of a \$7,500 grant to the City of Hollywood, Florida, to conduct technical studies to determine the need and to plan for continuing and improving public transportation in the Hollywood urban area.

The study will cost a total of \$11,250 and will take about 90 days to complete.

Since January 1949 the South Broward County Area has maintained bus service through a franchise arrangement with Hollywood Bus Lines, Inc. The present franchise will expire in December. The study will help the City determine whether bus service should be maintained and, if so, will it help in planning for the most effective, efficient and desirable transit operation for the area.

The City will conduct technical studies to: formulate plans for growth; set a plan to correlate with future rapid transit; formulate a plan for maintaining integrity of various expanding business districts; survey school sites to relieve traffic congestion due to lack of full transit services; investigate various types of equipment suited for the South Broward County climate, environment, tourism and other facets; investigate present movements of people, so as to better tailor routes to needs; and complete a public opinion survey to help determine community values.

For further information: J. W. Watson
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Project No. FLA-T9-2

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