



# DEPARTMENT OF TRANSPORTATION

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**NEWS**

## **URBAN MASS TRANSPORTATION ADMINISTRATION**

**WASHINGTON, D. C. 20590**

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Secretary of Transportation John A. Volpe today announced the award of a \$102,000 Urban Mass Transportation Administration (UMTA), grant to J.A. Reyes Associates, Inc., San Antonio, Texas, to conduct a research and demonstration program in four southwestern cities.

"This program will be aimed at increasing mass transit ridership among the Spanish-speaking segment of the population," Secretary Volpe said. "Programs of this type are a part of the Department of Transportation's effort to carry out President Nixon's commitment to afford equal opportunities to minorities."

UMTA Administrator Carlos C. Villarreal said the study fulfills a double purpose. "We are striving constantly to provide adequate transit service to minority groups. When a program such as this one is carried out by a minority firm, we also are opening up business opportunities for these firms."

The four cities for the demonstration will be selected during the first month of the project.

The 12-month program, sponsored by UMTA's Office of Civil Rights and Service Development, will focus on the effectiveness of various information, advertising and media aids as means of increasing transit ridership in a bi-lingual population.

Villarreal said pre- and post-demonstration surveys will be taken in each city, including measurement of ridership, bi-lingual needs, promotion effectiveness, and schedule and transportation transfer knowledge.

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