



DEPARTMENT OF TRANSPORTATION

NEWS

URBAN MASS TRANSPORTATION ADMINISTRATION

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The U. S. Department of Transportation today made a \$334, 000 transit technical study grant to the Comprehensive Planning Organization (CPO), the regional planning agency for the San Diego, California, area.

The grant, made by the Department's Urban Mass Transportation Administration (UMTA), will be matched with \$167, 000 in local funds, making a total of \$501, 000 available for transit-related elements of CPO's 1973 comprehensive and intermodal transportation planning program.

Secretary of Transportation John A. Volpe said the UMTA funds will be used to assist in the development of San Diego's long-range regional transportation plan.

"This will include formulating and evaluating transit plans and setting up a regional information system for planning," Secretary Volpe said.

The Secretary praised the area's bus operator --San Diego Transit Corporation-- for increasing ridership by 36 percent in one month by reducing cash fares to a flat 25 cents last September. Previously, fares ranged from 40 to 90 cents, depending on riding distances. The new 25-cent fare allows a passenger to ride anywhere in the bus system at anytime of the day.

"The effect of reduced fares will be analyzed in a short-range transit marketing information study which also will be funded by today's grant," according to Administrator Carlos C. Villarreal of UMTA. This proposed study will provide information on users and non-users of the transit system that will assist the Transit Corporation in evaluating recent changes and in making future changes in service, price and policy.

Also included in the project will be a study in Oceanside to determine the feasibility and desirability of developing a single, unified transportation system to provide bus service for both transit riders and school bus riders.

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For further information, contact the UMTA Office of Public Affairs at (202) 426-4043 or the Comprehensive Planning Organization, (714) 233-5211. (UMTA Project No. CA-09-0023)

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