



# DEPARTMENT OF TRANSPORTATION

# NEWS

## URBAN MASS TRANSPORTATION ADMINISTRATION

WASHINGTON, D. C. 20590

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Secretary of Transportation Claude S. Brinegar today announced plans for a new study and demonstration which will give the transit operator improved methods of promoting increased use of public transportation.

"Contract proposals are being sought from top experts in the field of transit marketing, and special arrangements are being made for transit industry participation in this project," Secretary Brinegar said.

The project, to be funded by the Department's Urban Mass Transportation Administration (UMTA) will develop improved means of delivering transit service information to users. UMTA Administrator Frank C. Herringer expressed confidence that "the study will lay the groundwork for creating a better operator/user relationship which can be of significant value in increasing mass transit ridership.

A National Mass Transit Marketing Committee will be formed to advise the contractor during the study and demonstration. The selected contractor will work closely with this Committee to obtain maximum input from industry sources with practical transit marketing experience.

The transit marketing study will be conducted in two phases. The first phase, for which the present solicitation of proposals applies, will identify and define approaches to specific marketing demonstrations to be conducted during the second phase. The first phase must be completed within ten calendar months from award of the contract.

It will address six separate tasks including a detailed literature search, development of a variety of marketing concepts, preparation of models for measuring marketing effectiveness, identification of site selection criteria, evaluation and recommendation of specific demonstration sites and development of detailed plans for these demonstrations. The solicitation number/or this procurement is DOT-OS-30012. This will be issued on or about April 24, 1973.

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For further information, contact Mr. Harry B. Pitts, Chief of the Awards Branch, Procurement Operations Division, Office of Administrative Operations, DOT, 400 Seventh Street, S. W., Washington, D. C. 20590. Phone (202) 426-4311.

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