



DEPARTMENT OF TRANSPORTATION

NEWS

URBAN MASS TRANSPORTATION ADMINISTRATION

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UMTA 124-74
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The U.S. Department of Transportation's Urban Mass Transportation Administration (UMTA), today announced the selection of Baltimore, Maryland and Nashville, Tennessee, as the demonstration sites for UMTA's Transit Marketing Project. Respectively, the two sites represent large (over 600,000 population) and medium-sized (300,000 - 600,000 population) transit systems for which comprehensive demonstrations of transit marketing techniques will be planned, implemented, and monitored over the next two years.

The selections were based on recommendations from UMTA's marketing contractors, headed by Grey Advertising, Inc. of New York. The selections were endorsed by the National Mass Transit Marketing Committee whose members represent the American Transit Association's Marketing Division Administrative Committee.

Grey Advertising, in association with subcontractors Chase, Rosen & Wallace, Inc. and Irving P. Smith & Associates, will conduct in-depth market research in both cities to identify the characteristics, travel patterns, and attitudes of potential transit riders. The results will be used to develop specific plans for marketing demonstrations at each site and include improvements in transit user information, routes and schedules, special services, and promotional activities. The demonstrations will be implemented over a period of 18 months, beginning in early 1975.

UMTA Administrator Frank C. Herringer, noted that more than 50 cities originally responded to a site selection questionnaire. Criteria used in the selection process included the local commitment to mass transit; past and present marketing activities, and the potential for significant ridership increase. Also included in the considerations were the characteristics of the transit facilities, staff and labor force, operations, and management, as well as urban area population and geography. Both Baltimore and Nashville afford an excellent opportunity for demonstrating a comprehensive and integrated approach to transit marketing.

A principal objective of this project is to demonstrate a basic methodology for transit marketing which can be applied throughout the industry. Emphasis will be given to developing and demonstrating techniques that can be used by other transit properties and to investigating similarities among various transit markets.

While this project is the initial focal point for UMTA activities to improve transit marketing techniques, it represents only a part of UMTA's commitment to this important area. Recognizing that one project may not satisfy the unique requirements of all transit systems, further research and demonstration efforts are planned.

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For further information contact the UMTA Office of Public Affairs at (202) 426-4043. (UMTA Project No. IT-06-0078).

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