



DEPARTMENT OF TRANSPORTATION

URBAN MASS TRANSPORTATION ADMINISTRATION

NEWS

WASHINGTON, D.C. 20590

FOR RELEASE

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UMTA 76-57

Small transit systems will benefit from a new marketing program designed to encourage increased ridership. A comprehensive marketing package for small transit systems is being developed by the Georgia Department of Transportation under a \$160,000 U.S. Department of Transportation's Urban Mass Transportation Administration (UMTA) grant made last year.

Robert E. Patricelli UMTA Administrator said, "The information being developed will enable community transit systems to implement effective marketing programs. Such programs will do much to encourage greater use of public transportation by local citizens through greater awareness of the available transit services."

Alan M. Voorhees and Associates, McLean, Virginia in association with Peter Muller-Munk Associates, Inc., Pittsburgh and Gerald Rafshorn Advertising Inc., Atlanta will conduct the study for the Georgia Department of Transportation.

The study will assess the general environments, resources, and marketing activities of small transit systems nationwide. It also will investigate special characteristics and develop a detailed marketing plan for the cities of Albany, Athens, Augusta, Columbus, Macon, Rome and Savannah, Georgia to complement the small system program.

The Georgia Department of Transportation is sharing the project cost.

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A local source for additional information is Mr. Wayne Jackson, Project Manager, Georgia Department of Transportation, Atlanta, Georgia, telephone (404) 656-6000. (UMTA Project No. GA-09-8001)

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