



DEPARTMENT OF TRANSPORTATION

NEWS

URBAN MASS TRANSPORTATION ADMINISTRATION WASHINGTON, D.C. 20590

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Secretary of Transportation Claude S. Brinegar today announced an Urban Mass Transportation Administration (UMTA) contract award of \$465,790 to Grey Advertising of New York to research improved transit marketing techniques. Grey Advertising, the prime contractor for the project, is associated with Chase Rosen & Wallace Inc., of Alexandria, Virginia and Irving P. Smith & Associates of Washington, D. C.

The project will develop a methodology for measuring the effectiveness of a transit marketing program that includes market research, transit service planning, revisions of fares and schedules and promotional functions.

"This is the first major commitment at the Federal level to develop comprehensive marketing techniques for transit operators nationwide," Secretary Brinegar said. "This action is most timely in its relation to relieving traffic congestion, conserving energy, and reducing pollution in the urban environment," he concluded.

UMTA Administrator Frank C. Herringer said, "An important problem of the mass transit industry is the lack of information about potential riders." He added: "In addition to meeting the needs of current patrons, it is necessary to identify different groups of potential riders and design services appropriate to their varied demands." In outlining the scope of the program he noted that providing satisfactory

alternatives to the automobile is basic to solving a wide range of urban problems such as fuel shortages, traffic congestion, pollution and the high unemployment rates of the center city area.

Management of the project will be undertaken by the Office of Transit Management which recently was established under a major reorganization of UMTA staff offices and responsibilities.

The program includes development of demonstration site selection criteria, recommendation of two existing and appropriate sites for demonstrations conducting market research, planning for conducting two marketing demonstrations, and conducting a marketing demonstration at the two selected sites.

Also, a Mass Transit Marketing Manual will result from the project. The Manual will be the final project report and contain the results of work performed, ideas and other techniques for marketing mass transportation. In addition, the contractor will plan, locate and carry out a pair of two-day training sessions for public and private transit personnel.

A National Mass Transit Marketing Committee consisting of industry and government personnel will offer advice and other assistance during the project's 34 months duration.

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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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