



DEPARTMENT OF TRANSPORTATION

URBAN MASS TRANSPORTATION ADMINISTRATION

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UMTA 73-114
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Secretary of Transportation Claude S. Brinegar today announced a \$1,750,000 Urban Mass Transportation Administration (UMTA) grant to the New Jersey Department of Transportation to extend the second phase of the Haddonfield, New Jersey, Dial-A-Ride demonstration project. The service, initiated in February, 1972, will be extended for nine months to October, 1974.

"The attitude of both users and non-users of Dial-A-Ride is overwhelmingly favorable," Secretary Brinegar said. "The elderly, who constitute 17 per cent of the Dial-A-Ride users, are particularly enthusiastic about the system."

Senior citizens may use the system for one-half the regular 30-cent fare which in October, 1973, was reduced from 60 cents to test ridership acceptance of the fare reduction. One of the 18-bus fleet is equipped with a loading ramp for easy access by elderly and handicapped persons confined to wheel chairs.

UMTA Administrator, Frank C. Herringer, in reviewing the growth of the project, commented that Dial-A-Ride has not replaced any existing mode of transportation in the area. The service began in Haddonfield on February 19, 1972. After a two and one-half month interruption because of a Statewide labor union strike, service resumed on May 15 with a ridership of 250 passenger trips per day. Ridership steadily increased, reaching 1200 passenger trips per day during November, 1973.

A recent survey indicates 52 per cent of the Dial-A-Ride passengers were diverted from private automobiles and taxis, 11 per cent from bus service, 16 per cent from walking and 22 per cent involved new trips.

Since its inception the Dial-A-Ride service area has been expanded three times from an original 5.5 square miles and 25,000 people to 11 square miles and 40,000 people. Manual operation as well as computer operation has been tested.

During the final phase of the project, reports related to applying the Dial-A-Ride system to other localities will be prepared, and computer assisted dispatching will be tested and evaluated.

The information obtained will then be made available to State and local governments and private transit operators for possible implementation in other areas.

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For further information contact the Urban Mass Transportation Administration Office of Public Affairs at (202) 426-4043. (UMTA Project No. NJ-06-0002)

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