



DEPARTMENT OF TRANSPORTATION

URBAN MASS TRANSPORTATION ADMINISTRATION

WASHINGTON, D.C. 20590

NEWS

FOR RELEASE TUESDAY A.M.
June 26, 1973

UMTA 73-58
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The U.S. Department of Transportation's Urban Mass Transportation Administration (UMTA) today announced a grant of \$803,266 to the City of Madison, Wisconsin to aid in the purchase of ten new 45-passenger buses, twelve new 53-passenger buses and the assets of the Middleton Bus Company along with related equipment. Also included will be funds for the purchase of 42 fareboxes, bus stop shelters, the construction of a warm storage building and the renovation of the systems garage facilities.

In making the award, UMTA Administrator Frank C. Herringer noted that in its support for local transit, Madison has, and is continuing to press for improved service. With the delivery of the new buses, the number of seats available will increase by almost 20% necessitated by a steady increase in ridership over the past two years.

Herringer also observed that in an effort to meet the needs of the elderly and handicapped, bus routes have been developed to serve all medical centers and elderly housing areas and currently an application is before the Wisconsin Public Service Commission to reduce senior citizens fares to 15¢ during offpeak hours. Additionally, efforts are being made to set up senior citizen shopping specials with financial support of local merchants.

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Beyond providing the local one-third share for this project, the City is providing operational subsidies and is actively pursuing various methods for improving transit in the area. These include a steady reduction of downtown parking and recent efforts to better coordinate bus service with State government employment patterns.

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For further information contact the UMTA Office of Public Affairs at (202) 426-4043 or Mayor Paul Soglin, City of Madison, City Hall, Madison, Wisconsin 53709. (UMTA Project No. WI-03-0009)

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