



**U.S. Department of  
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## DOT FUNDS TRANSIT MARKETING DEMONSTRATION FOR SMALL CITIES

Urban Mass Transportation Administrator Arthur E. Teele, Jr., today announced a \$150,000 grant to the Central Arkansas Development Council, Little Rock, Ark., to explore transit marketing techniques in three small cities in the Little Rock area.

The demonstration grant, made by the Department of Transportation's Urban Mass Transportation Administration, is designed to determine the effectiveness of marketing techniques used to promote fixed-route public transit services in cities under 20,000 population.

Teele noted the project will explore the advantages and disadvantages of a single operator instituting fixed-route public transit programs in Arkadelphia, Malvern and Benton, Ark.

The operator, the Central Arkansas Development Council, currently provides transit service within a 25 county rural area.

"Developing effective marketing techniques for fixed-route service in these three cities offers a challenge which can prove invaluable to similar sized cities throughout the country," Teele said.

"The marketing demonstration project will work in conjunction with the start-up of fixed-route street service in the three cities," Teele added.

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