

NEWS RELEASE

Contact: Marc Roncone
Director of Marketing
Phone: 724-489-0880
Fax: 724-489-0750
Email: mroncone@mmvta.com



12/22/09

For Immediate Release

MMVTA launches study and seeks suggestions

The Mid Mon Valley Transit Authority (MMVTA) is launching a study that will help lead the agency into the future and make improvements. MMVTA is calling the study a “Transit Enhancement Model (TEM) - Thinking Outside the BUS.”

“The MMVTA has partnered with Clear View Strategies of Pittsburgh to help bring the TEM – Thinking Outside the BUS study to reality,” said MMVTA Executive Director Valerie Kissell.

“MMVTA is about more than just buses. It is the people that ride them, who depend on them and support the bus. For those reasons the MMVTA has taken on the initiative of overhauling the way in which public transit is delivered in the Middle Monongahela River Valley.”

The over goals are to improve services, increase efficiency, increase ridership, increase revenue, maximize performance and make the system more user friendly.

“Our study team has already been very active riding our services and formulating suggestions. However, now we need to hear from our riders and communities that support our services. We want to know their suggestion on how we can improve our services for them.”

The study is taking a two phase public input approach. With the first phase now taking place for interested parties to provide the MMVTA with general suggestions and the second phase happening after the recommended plan is presented to the public.

“The MMVTA is now actively taking suggestions. Plus, we are also giving people the chance to win a few rewards for taking the time to share their suggestions with us,” said Chairman of the Board Dr. Harry Miale.

“It is important for the MMVTA to gain useful feedback from all of our constituents. Plus, we understand that everyone is very busy. Therefore, we want to make sure that we make it worth while for everyone to have a

chance to be rewarded when they gives a feedback. Basically, tell us what you would like to see included in the plan and you may win too.”

The phase one public suggestions period will run the month of January. Rewards including WalMart gift cards, Complimentary MMVTA Books of Trip Ticket, Free Monthly FLASH passes and one person will win Free MMVTA Transit for a Year.

On Wednesday, January 13 the MMVTA invites anyone interested in providing suggestions on elements to include in the TEM to stop in the Transit Center for an Open House (1300 McKean Ave. Charleroi, PA 15022) between 11 AM - 1 PM and 4 PM - 6:30 PM.

Free bus service will also be offered to anyone traveling to the Transit Center on January 13 for the TEM Open House. Tell the bus driver you are going to the Transit Center and you will ride at no charge to and from the Transit Center.

Other ways to provide suggestions include visiting the TEM – Thinking Outside the BUS section on www.MMVTA.com, picking up a form on the bus or by calling 724-489-0880 to request a form.

####