

Transit Research Promotional Clearinghouse Available on the Web (as printed in *Research Today*, Winter 2001)

The development of promotional and communications collateral can be an expensive and time-consuming undertaking for public transit systems, especially in an environment of downsizing and tight budgeting. A survey of transportation professionals revealed that one possible solution to this dilemma was the creation of a transit marketing clearinghouse.

Ideally, this clearinghouse would archive marketing collateral for transit systems throughout the U.S. and provide transit marketers with on-demand access to this information. The Internet showed the most promise for bringing the clearinghouse concept to fruition, such that users would be able to access a designated website to review examples of transit marketing collateral from around the nation. Furthermore, when permitted, users would be able to download artwork that could be incorporated into the design of their own marketing and promotional collateral.

In conjunction with the U.S. DOT's National Urban Transit Institute, the Florida Department of Transportation funded the project, which evolved in accordance with trends in public transit services and the field of marketing. The inclusion of transportation demand management interests to the Clearinghouse has also greatly enhanced and broadened the benefit of the project.

The Clearinghouse may be viewed online at <http://nctr.cob.fsu.edu/pmchome.htm>.

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[This article was adapted from the final report, *National Center for Transit Research Promotional Materials Clearinghouse Year IV and V (BC-137-30)*, co-authored by Jeff Horton and William Mustard for the National Center for Transit Research at the University of South Florida.]