

# Marketing Campaign Makes Effort To Cure Trolleys' Ridership Woes

BY JENNIFER MARSHBURN  
STAFF WRITER

As the beginning of spring kicks off the return of the trolleys, the Chapel Hill Downtown Commission is upping promotional efforts to spur interest and increase ridership, which has dipped.

"We are having full-color fliers and posters, with local artwork, printed up and, as soon as they are ready, we plan to have them up all over the campus and town," said Robert Humphreys, director of the Downtown Commission.

"One of the key reasons for low ridership is our own slackness in promoting the trolleys and informing the people about how to use them."

Humphreys said that when the trolleys were introduced in September 1989, public interest was high and people were excited about using them but that as the novelty wore off, ridership had dwindled.

The low ridership rate prompted the Downtown Commission to seek market research help from the Chapel Hill-Orange County Visitors Bureau.

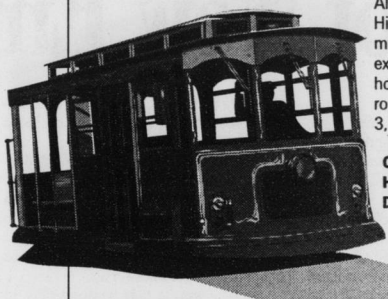
Visitors Bureau Director Shelley Green said that because interest in the trolleys had dropped, the committee researching the system had looked at cost effectiveness and had considered every possible remedy for the trolley system.

Downtown businesses subsidize the trolleys through the collection of a downtown district tax, according to Chapel Hill-Carboro Chamber of Commerce President Joel Harper.

"Originally, the purpose of the trolleys was to funnel shoppers to the downtown area, but, like with anything, the novelty wore off," Harper said.

"Currently, I don't think there are

## Chapel Hill's Trolley System



SOURCE: CHAPEL HILL TRANSIT AUTHORITY

DTH/CHRIS ANDERSON

Although the utility of Chapel Hill's trolleys has come under much scrutiny, services will be extended to serve four area hotels. Officials hope the new route, which will begin March 3, will increase tourist ridership.

**Cost:** \$1.20 per person  
**Hours:** 5:30 p.m. to 11 p.m.  
**Days:** Fridays and Saturdays

enough riders to continue the trolley service, and that is why we will be looking closely at the results of the new marketing plan."

Green said the committee was not only researching who was riding the trolleys but also, and more importantly, at how many people were riding.

"We presented plans to the Town Council, which should increase ridership by 20 percent by the end of this fiscal year on June 30," she said.

Green said that if the marketing promotions didn't work and if the committee's suggestions didn't deliver, the council might decide to discontinue trolley use.

"We won't know until we get all the findings in and present our report to the Town Council what will happen," she said. "It could go either way."

Town Manager Cal Horton said that

discontinuing the trolleys was "certainly possible" but that the council's authorization of the marketing research demonstrated the trolleys' importance.

No matter what happens, local mass transit will not be affected greatly by what happens to the trolleys, said Scott McClellan, administrative analyst for Chapel Hill Transit.

Harper said that despite the trolleys' limited operation, opinions varied on whether the service should be continued.

"There are some people who think we need trolleys, regardless of ridership and cost effectiveness, while others will say that unless ridership goes up drastically, the trolleys should be discontinued," he said.

"The fate of the trolleys will depend on whether the marketing plan will work. Until then, we'll have to wait and see."

# Route Aims to Bring Tourists Downtown

BY JENNIFER MARSHBURN  
STAFF WRITER

As part of the trolley system's new marketing plan, officials plan to tap into the tourist business to increase ridership.

The trolleys have been on break since Dec. 16 but will resume service Friday with a new route. The normal midday route, which circles campus and the downtown area, will return Monday.

The new route, which will run from four local hotels to downtown Chapel Hill between 5:30 p.m. and 11 p.m. on Friday and Saturday evenings, is one of several new initiatives to attract riders.

The new route will accommodate guests staying at the Best Western University Inn, Hampton Inn, Omni Europa and Siena hotels in Chapel Hill.

The trip will cost \$1.20 per person, each way, and the trolleys will transport guests to various downtown businesses, including restaurants and clubs.

Shelley Green, director of the Chapel Hill-Orange County Visitors Bureau, said the bureau had agreed to help the Chapel Hill Downtown Commission with the trolley system by writing its marketing plan.

"As a committee, we took a fresh look at the situation and said, 'Nothing is sacred here,'" Green said.

She added that the committee had even considered discontinuing the trolleys altogether. In researching the plan, the committee talked with transportation officials from 50 cities across the country, Green said.

"We talked to people in cities where trolley use was a major form of transportation, and we found that the most successful trolley systems are used mainly by tourists," she said.

The committee suggested adding a trolley route to bring people staying at area hotels to downtown Chapel Hill to encourage downtown business, Green said.

"In the past five years, community in-

terest in the trolleys has worn off, and people kind of have that 'Been there, done that' type of feeling with trolleys, and we don't have that type of problem with visitors," she said.

Robert Humphreys, director of the Downtown Commission, said that after looking at the research findings the Downtown Commission had decided to discontinue trolley use from mid-December to March because there were so few riders during that time.

The commission decided to allocate the winter service hours to a new route, Humphreys said.

The new trolley route could eliminate some travel hassles, such as dealing with downtown parking and eliminating concern about drinking and driving from downtown eateries back to the hotels, he said.

The main purpose of the existing midday route is to transport people from their jobs to the downtown area for lunch or shopping.

## LAW SCHOOL

FROM PAGE 1

where schools have not been giving quality educations," Wegner said. "The accreditation process exposes this type of occurrence."

The reaccreditation procedure at the law school differs from reaccreditation procedures for other divisions because it is overseen by the American Bar Association, she said.

Faculty members and judges participate in the process, which consists of an on-site review that is followed by extended conversations depicting the strengths and weaknesses of the University, Wegner said.

"The law school is fully accredited and will remain so," said Ellen Smith, director of public information for the law school. "Since this process started in 1993, we have made progress."

The most recent cycle of ABA review began in 1993. The main concerns were

the law library, faculty salaries and financial support for the overall program and, most importantly, the school's physical facilities. In December, the University will have to provide a status report on its efforts to improve the law school's facilities.

The process of renovation is costly and time-consuming, and the progress made thus far has been satisfactory, Smith said. The law school building was designed in 1969 for 450 students; in 1995, it must accommodate 750 students.

## HUNT

FROM PAGE 1

with.

Hunt spoke with the center's director, Patsy Barbee, and with teachers, several of whom are paid with Smart Start money. The teachers will be attending Durham Technical College on Tuesday for a child-care credential class that will be assisted and funded through Smart Start, Barbee said.

Hunt said that by offering more pay to day-care workers, more people would be attracted to the field.

"In the early years, when it's really important to have good child care, we pay them the least," he said.

While Working Mother voted Hunt as one of nine "Governors Who Get It" when it comes to early-childhood development, North Carolina did not rank in the 10 best states.

"The first five years are the most important," Hunt said. "If they get better education earlier, then maybe the schools will get it right."

He said the two most important aspects of the program were how it affected the children and how it was so community-oriented.

"This is not a government program run from Raleigh," Hunt said.

"It is a nonprofit organization that all kinds of groups from the community help to run."

## CIVIL RIGHTS

FROM PAGE 1

told their stories of harassment and discrimination," he said.

In fact, the measure has received no real opposition from local governments. Chapel Hill Assistant Town Manager Sonna Loewenthal said the problems garnering support for the ordinance began when the issue went to the state level. "This shows the interesting story of the different political views between Chapel Hill and the state of North Carolina," she said.

"I think we should reintroduce it every year until it gets into the bill," Kinnaird said. "After all, it is our county. We should be able to pass the rights we want."

## Higher and Higher



DTH/CHRIS GAYDOS

Louise Calhoun, age 5, of Chapel Hill climbs a tree outside of the YMCA Building late Wednesday afternoon. Louise, her 2-year-old brother, Ben, and their dad were attending the vegetarian dinner in Gerrard Hall.

# UNC Study: Nothing's Inconceivable

BY JULIE CORBIN  
ASSISTANT UNIVERSITY EDITOR

A study from the UNC School of Medicine offers good news for couples with unexplained infertility.

Uterine receptivity — the ability of a uterus to hold onto an embryo, resulting in pregnancy — appears to be key.

The study, published in the March issue of the scientific journal Fertility and Sterility, states that a protein marker has been identified that is capable of showing normal uterine receptivity for the first time.

If this specific protein, called an integrin, is absent, the embryo might fail to implant in the uterine wall. In fertile women, the molecule that allows adhesion of the embryo to the uterus appears to be present.

Dr. Bruce Lessey, assistant professor of reproductive endocrinology and the study's lead investigator, said the discovery of the integrin responsible for embryo implantation appeared to have produced a test that would determine the receptivity of the uterine lining to an embryo.

A biopsy of the endometrium, the lining of the uterus, is a test that is easily performed in an outpatient setting.

Lessey and his co-workers studied the presence of integrins in 87 women with unexplained infertility and in 32 fertile women as a control group.

*"First we were surprised to find that we were pregnant, then we were shocked to find out how pregnant we were."*

RANDY DANIEL  
Expectant father

They found that in almost 60 percent of the women with unexplained fertility there were defects in whether the integrin appeared.

In some of the women, the endometrium developed too late in their menstrual cycles for a fertilized egg to be implanted. This accounted for the absence of the integrin.

This delay in integrin production can be treated with hormone-replacement therapy.

In a second group, many of the women had endometriosis, a medical problem in which parts of the uterine lining are present in or on other organs in the pelvic cavity. In some women, endometriosis alone is enough to cause infertility due to uterine defects, although they might still produce the protein. In others, even mild endometriosis can prevent the production of the integrin.

Women with endometriosis can receive

laser treatment or medication to combat the problem.

Many of Lessey's patients have benefited from both treatments.

Lessey was able to put the results of his study to work for a couple that participated in the study.

Randy and Becky Daniel of Holly Springs had been trying to conceive for six years. They now expect triplets in May.

"Well, we're delighted," Randy Daniel said. "It's sort of a mixed feeling of disbelief. First we were surprised to find that we were pregnant, then we were shocked to find out how pregnant we were."

Becky Daniel had mild endometriosis but had already undergone surgery to correct the problem.

Lessey diagnosed the missing integrin as the real problem.

"We'd been trying for six years, and Dr. Lessey finally diagnosed the real problem," Randy Daniel said.

Becky Daniel underwent minimally invasive surgery and received medication that helped her to produce the protein at the right time.

"Dr. Lessey from the beginning thought Becky was a classic case of missing protein," Randy Daniel said.

"Dr. Lessey said, 'You'll be pregnant in three months.' I said, 'I've heard that before,' but she got pregnant in two months."

## LENOIR

FROM PAGE 1

Union Station, where CDS wants to make it easier for customers to move around, Myers said. "There are so many exciting changes, I think we will be on the cutting edge of choices," Hackney said.

After Spring Break, CDS will be also offering several new healthy options in Lenoir Dining Hall.

Thanks to the new Lite Bites section that was added Valentine's Day as part of a "Heart Healthy" campaign, diners can choose from hummus, pita sandwiches, tuna salad, fruit and low-fat desserts.

The Lite Bites section is featured in Lenoir only at lunch, but, during Spring Break, an attempt will be made to make it a permanent fixture, Hackney said.

CDS is also exploring the upgrading of the Carolina Court dining facility in the basement of Lenoir. Hackney said that could take place as early as this summer.

Lenoir was upgraded in several ways in the fall to meet the changing needs of its customers, Hackney said.

The new food court featuring Chick-Fil-A and the change of the Cutting Board from an Italian/Chinese food restaurant to a cafeteria-style facility were just two of the modifications made then.

"All the changes that Marriott will be

doing over the next few years, both short and long term, will be as a direct result of customer-driven research," Hackney said.

These changes have been influenced by an expansive study done in the fall by Marriott Corp., which contracts with CDS. "We feel we got a good sense of what students want," Myers said.

If customers have any comments or suggestions for CDS, Hackney encourages them to fill out comment cards, which are available at most of the CDS facilities, or to talk to any Marriott manager.

## Finance Committee Funding

Here are the correct amounts of funding recommended by the Student Congress Finance Committee for three groups that were incorrectly labeled in Monday's graphic:

• Black Student Movement	\$13,868.99
• Carolina Hispanic Association	\$2,400
• Public Relations Students	\$1,490
• Society of America	

SOURCE: FINANCE COMMITTEE MEMBER ADAM BERNARD STAFF

## Campus Calendar

THURSDAY

3:30 p.m. Stuart McLean, a computer labs administrator at the University of Pittsburgh, will present a lecture in 208 Manning Hall. The topic is "Promenade: Database Support for Image Retrieval on the World Wide Web."

5 p.m. Christian Science Organization will meet in the South Gallery of the Union.

6 p.m. Campus Y will hold a mandatory Cabinet meeting in the basement of the Campus Y.

6:15 p.m. Community Service Week planning meeting will be held in the South Gallery. Sponsored by N.C. Hillel.

7 p.m. Outing Club will meet in 107 Fetzer.

8 p.m. AIS members will meet in 108 Bingham.

9 p.m. La Casa Espanola va a tener Charlemos al segundo piso de Carmichael dorm. Vengan Uds para celebrar CARNAVAL con nosotros!

FRIDAY

NOON Sappho Lunch, a gathering for lesbians and friends, will be held in Union 218.

ITEMS OF INTEREST

Feedback, WXYZ's student-run news show will air today!

Interested in getting involved in a new, stronger Earth Day campaign? Help collect petition signatures, plan events and educate our community. If you or your organization is interested, call SEAC at 962-5453 and leave a message.

Undergraduate Court and Attorney General Staff applications are available in Suite D, Room 207 of the Union. Applications are due March 15.

Carolina SAFE will train the members of your organization in CPR and first aid. Call 962-CPR1 for more information.

The Dialectic and Philanthropic Literary Societies will present the Mangum Medal for Oratory at 7 p.m. March 15. The topic is: "What is the real price of a tuition rate hike? Would this eliminate qualified applicants who cannot afford it?" The contest, open to the public, will be held on the third floor of New West.

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