



DEPARTMENT OF
TRANSPORTATION

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STATEMENT BY SECRETARY OF TRANSPORTATION CLAUDE S. BRINEGAR AT THE
CARPOOL CAMPAIGN NEWS CONFERENCE, DECEMBER 13, 1974

Good morning.

There is widespread agreement that the Nation must reduce its energy usage. Since the automobile is the largest single user of liquid fuels, our major effort must focus on improving the efficiency of automobiles and their usage. Carpooling offers one of the best opportunities.

The carpooling advertising campaign we're launching today is intended to encourage greater participation by communities, employers, and individual motorists in share-the-ride programs. We hope, through a saturation national advertising campaign, to focus public attention on the four benefits of carpooling.

First: we believe that if enough motorists "double up" -- especially to and from work -- we can save five billion gallons of gasoline a year. Our 102 million automobiles use five of the 17 million barrels of oil we consume every day in the United States, and half of that is used in urban driving. So the urban use -- or mis-use of the private car -- becomes a major target for fuel conservation.

Second: we can reduce urban congestion. Motor vehicle urban "load factors" are very low. The average occupancy rate on commuter "work trips" is 1.4 persons per car. If we can increase that to just two persons per car, we would not only save five billion gallons of gasoline a year, but get about 15 million cars out of peak hour traffic patterns. A more efficient traffic flow would, in itself, save gasoline.

Third: with fewer cars and less stop-and-go driving, pollution levels would be significantly reduced.

And, fourth: carpooling is one way to beat the high cost of commuting. As our theme slogan suggests, "two can ride cheaper than one." Carpooling is consumer-oriented and anti-inflationary.

The program getting underway today is a joint product of The Advertising Council, Inc., the APCL&K, Inc., Advertising Agency of Philadelphia, and the Department of Transportation. Mr. John Kelley of the Goodyear Company has served voluntarily as the campaign coordinator. The nation's newspapers and magazines, radio and television stations will be donating advertising space and broadcast time as a public service. We are most grateful for the generous contributions of all those involved.

The program itself, of course, only addresses the need for carpooling. It is up to local governments, companies and individuals to make the program work. But the advertising industry has proven itself to be an effective persuasive force in our society, and I am confident that the message to "double up" will be heard and heeded throughout America.

Now I want to introduce Mr. Robert Keim, President of The Advertising Council ... and Mr. Earl Thompson of APCL&K who will describe the campaign materials and demonstrate the television and radio announcements that have been prepared. We will then be happy to answer your questions...