



DEPARTMENT OF TRANSPORTATION

NEWS

URBAN MASS TRANSPORTATION ADMINISTRATION

WASHINGTON, D.C. 20590

UMTA 76-26

FOR RELEASE THURSDAY
March 18, 1976

Joe Marshall
202-426-4043

Robert E. Patricelli, Administrator of the U.S. Department of Transportation's Urban Mass Transportation Administration (UMTA), has announced the selection of Lloyd D. Schwalb as Director, Office of Public Affairs. Schwalb comes to UMTA after 18 years with The Port Authority of New York and New Jersey.

Patricelli said, "I am pleased that we are able to obtain the services of an experienced transit professional in this critical post, particularly in view of UMTA's expanding responsibilities." He added, "Mr. Schwalb's extensive rail operating experience and direct dealings with the transit riding public will be an invaluable asset to the news media and the transit industry alike."

Schwalb comes to UMTA directly from the Port Authority Trans-Hudson Corporation (PATH), the Authority's rail transit operating subsidiary. In the capacity of Supervisor of Passenger and Community Services he was directly responsible for passenger services, community relations, marketing and special events.

Prior to his assignment with the Port Authority Trans-Hudson, Schwalb served as Executive Staff Editor and Assistant to the Port Authority's Executive Director. In that position he was responsible for all top-level management communications and liaison with the Authority's Board of Commissioners. Before joining the Port Authority, Schwalb was employed for two years, 1955-1957, as Assistant to New York's Mayor Robert F. Wagner, as Public Services Officer, New York City Department of Commerce and Public Events. From 1950-1955 he was Editor and Research Associate with Radio Free Europe, New York.

-more-

A native of New York City, Schwalb graduated from the Bronx High School of Science in 1945 and received a Bachelor of Arts degree from New York University in 1949. He subsequently did graduate study in government and public affairs at the New York University Graduate Institute of Public Affairs and Regional Studies, where he held an Alfred T. Sloan Foundation graduate fellowship, and at the New School for Social Research and Columbia University. He is currently a member of the American Public Transit Association's (APTA) Marketing Division, Executive Committee and Chairman of APTA's Bicentennial Subcommittee. From 1963 to 1973 he was a member of the public relations, marketing and program committees of the American Transit Association and the Institute of Rapid Transit.

He is a member of the New York Railroad Club, Metropolitan Railway Club of New York, American Society for Public Administration and Manhattan Downtown Community Council.

DEPARTMENT OF TRANSPORTATION
URBAN MASS TRANSPORTATION
ADMINISTRATION
Washington, D.C. 20590

Official Business

PENALTY FOR PRIVATE USE, \$300

POSTAGE AND FEES PAID
URBAN MASS TRANSPORTATION
ADMINISTRATION
DOT 511



FIRST CLASS

