



DEPARTMENT OF TRANSPORTATION

NEWS

URBAN MASS TRANSPORTATION ADMINISTRATION

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U.S. Secretary of Transportation William T. Coleman Jr., told more than 200 of the top transit industry leaders that "transit is and will continue to be one of the top priorities of this Administration."

In his remarks, delivered to a session of the American Public Transit Association/Urban Mass Transportation Administration (UMTA) sponsored "First Annual Transit Marketing Conference" at the Stouffer Inn in Arlington, Virginia, Coleman said that transit is a key industry in the fight to make the United States energy-independent by 1985. The three day seminar closed June 12.

"The energy shortage is as important now as it was when service station lines were long. It is up to you, the leaders of the industry, to make the public aware of the importance of your product. It is in meetings such as this that solutions to our transit problems can be found. And, I assure you that the Department will be responsive, as I am sure will be the Congress to the avenues which you pursue in the interests of our mutual goals."

UMTA Administrator Frank C. Herringer noted the jointly sponsored marketing conference was the first of a planned annual event. In a major reorganization of UMTA in late 1973 Herringer recognized the need for added emphasis in transit management and marketing and created the Office of Transit Management to coordinate those activities with industry.

Citing the vastness of the demand for the Federal transit dollar, Coleman charged the assembled transit leaders with the task of finding the important marketing

means to increase revenues. "The National Mass Transportation Assistance Act of 1974, which made available \$11.8 billion in Federal aid for transit, was probably the most innovative piece of legislation to be passed in the last 15 years. But federal aid alone is not enough. You, the operator, must "sell" your product to raise the additional operating funds needed to make transit work."

The three-day seminar was attended by more than 200 industry representatives from transit systems in all of the country's major urban areas. A transcript of the proceedings is available from UMTA's Office of Transit Management.

For further information contact the UMTA Office of Public Affairs at (202) 426-4043.

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