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Tel: (202) 426-4043

TRANSIT MARKETING EXPERT  
FROM CHICAGO GETS UMTA POST

Brian J. Cudahy of the Chicago Regional Transportation Authority has been appointed to a key Department of Transportation post as director of the Office of Transit Management for the Urban Mass Transit Administration.

In announcing the appointment in UMTA's Office of Transportation Management and Demonstrations, UMTA Administrator Richard S. Page said Cudahy "brings to the federal mass transit program invaluable experience in transit marketing."

"I am pleased to obtain the services of one of the industry's pioneers in applying modern marketing techniques to public transportation," Page said.

Prior to joining UMTA, Cudahy served as Manager of Marketing and Service Planning for the Chicago Regional Transportation Authority, (RTA), a position he held since 1975. At RTA he performed a variety of managerial assignments before concentrating his efforts on the marketing function. As a principal advisor to the Chairman and Chief Executive Officer of RTA he developed the agency's first annual program and budget. Transit pricing innovations and suburban bus service expansion highlights RTA's marketing program during his tenure.

From 1972 to 1975 Cudahy served as Director of Community Affairs and Marketing for the Massachusetts Bay Transportation Authority (MBTA). He represented the MBTA in the Boston Transportation Planning Review. In this post he conceived, designed and implemented a major study to establish a data base for the evaluation of all MBTA service adjustments.

Cudahy served as Associate Professor at Boston College from 1963 and 1972, where he developed undergraduate courses in technology and environment and in urban transportation.

He conducted research in various phases of urban transportation and published two books and numerous articles in the field of urban transportation. His tenure at Boston College was preceded by three years as an Instructor of Medieval and Contemporary Philosophy at Niagara University.

Cudahy received a Bachelor of Arts degree from Cathedral College, Brooklyn, New York in 1959; a Master of Arts from St. Bonaventure University in 1960; and a Doctor of Philosophy from the same University in 1963.

Cudahy was born on April 25, 1936 in Brooklyn, New York. He resides in Burke, Virginia with his wife, Mary Lou and four children, John 16, Maureen 15, Kathleen 14 and James 10.