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TRANSPORTATION BROKERAGE SUBJECT OF TRAINING COURSE

The Transportation Center at the University of Tennessee, Knoxville, with funding provided by the U.S. Department of Transportation, will conduct an intensive training course for transportation professionals in the transportation brokerage concept.

The transportation brokerage concept is aimed at integrating the traditional functions of the transportation planner, engineer and manager into a single comprehensive organization administering public transportation services. The role of the broker is to coordinate the planning and operation of all existing transportation suppliers, both private and public, and match them with identified user market segments so as to provide an efficient and economical system for both suppliers and users.

Richard S. Page, Administrator of the Urban Mass Transportation Administration, noted that "The City of Knoxville is a model classroom for sharing information and experiences on transportation brokerage." Knoxville and the Transportation Center received awards last year for their work on and implementation of the transportation broker concept.

This course is open to planners, engineers, transit managers and marketing personnel as well as university staff members engaged in developing urban transportation courses and programs. The course will be given in two, two-week sessions from October 23 to November 3 and November 27 to December 8 at the Transportation Center, University of Tennessee, Knoxville.

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In addition to formal presentations during the four-week period, participants will have an opportunity to work on a day-to-day basis with activities and functions related to an operational transportation broker. Participants will assist with actual scheduling, contracting, marketing, management, insurance, labor and other issues which must be addressed in a transportation brokerage operation.

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A local source for further information is Dr. Kenneth Heathington, Transportation Center, University of Tennessee, Knoxville, 37916 (615) 974-5255. (TN-11-0002)

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