

WORKSHOP 4: THE OPERATOR'S ROLE

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THE purpose of Workshop 4 was to determine what research would best fulfill the needs of the transit industry from the operator's perspective to better evaluate public transportation.

Workshop 4 divided the task into 5 basic subject areas and, after considerable discussion, generated a list of 29 research topics, divided as follows:

1. The elderly and the handicapped:	8
2. Manpower:	7
3. Hardware and equipment:	3
4. Financial:	4
5. Marketing and management:	<u>7</u>
Total	29

From these 29 research topics we selected 9 that we felt were most important; for these we prepared research statements and proposals.

Following are some of the reasons the ranking process was so difficult for the members of this workshop:

1. Some members of the workshop realized that certain research was either currently being pursued or likely to be begun in areas that would probably preclude the need to pursue some of the research projects, at least in their entirety.

2. Some of the projects were extremely narrow but quite important and lent themselves to being accomplished in a relatively short period of time with a small amount of funding. It appeared to some members of the workshop that these projects had a much better chance of being accomplished and the probability of their having an effect on transit in the near future was reasonable.

3. Others in our list of research statements encompassed a broad subject area and might be so comprehensive that a complete and definitive answer might be difficult if not impossible to obtain. Thus, regardless of the importance of some of these broad basic subjects, there was a question as to how much would be accomplished by a potentially expensive, long-range research project.

4. Another question raised was, "What would be done with the rankings we might provide?" If we had an opportunity to refine more thoroughly the project statements initially prepared and to study all of them, our opinions might change as to which were the most important.

Following are the research projects developed by Workshop 4:

- 4-1. Planning and Design of Mass Transportation Services to Meet Mobility Needs of the Elderly and Handicapped
- 4-2. Study of the Merits and Problems of Combining Some Transit, School Transportation, and Goods Movement With Transit Vehicles
- 4-3. Evaluation of the Purchase of New Transit Vehicles via the Consideration of New-Vehicle Quality as Measured Through Vehicle Maintenance Costs
- 4-4. Effectiveness of Federal and/or State Operating Subsidies for Urban Public Transportation
- 4-5. Development of Effective Marketing Disciplines for Promotion of Use of Club Buses, Subscription Bus Service, Special Charter Group Trips, etc.
- 4-6. Effect of Car Pool Promotions on Transit

- 4-7. Evaluation of Fare Packaging Procedures as a Tool for Inducing Transit Ridership and Reducing the Cost Associated With the Sale and Collection of Tickets
- 4-8. Use of Retired and Part-Time Personnel as Transit Employees
- 4-9. Human Resource and Development Needs for Expanding Transit Services

A detailed description of each research project is given in Part IV of this book. The top-ranked projects selected by this workshop were

- 4-7. Evaluation of Fare Packaging Procedures as a Tool for Inducing Transit Ridership and Reducing the Cost Associated With the Sale and Collection of Tickets
- 4-3. Evaluation of the Purchase of New Transit Vehicles via the Consideration of New-Vehicle Quality as Measured Through Vehicle Maintenance Costs