

ity to its citizens, we will have to find ways of making multimodal trips more attractive to travelers without restricting free enterprise competition.

OPENING COMMENTS

Leon F. Jackson, Amtrak

I am very pleased Dr. Tignor just acknowledged that we are trying to illustrate a number of problems without really picking on any particular mode of transportation. If we looked hard enough and long enough, we could probably find equally disruptive types of problems relative to any mode of transportation.

While listening to Ms. Colpitts, I thought for a minute that I was going to hear another Amtrak horror story and, sure enough, I did. Although there were comments about the bullet holes in the commuter train and other things, the one item that does concern me is the on-time performance. All the equipment now is head-in power electric. I was on that same train a month or so ago and it was 45 minutes ahead of schedule. Six-hour delays are few and far between these days; the record can be checked. It happens sometimes, of course; however, with the kind of weather we have now, I would have to add that rail does go, and, despite the weather, you will get there sooner or later.

"Intermodality," although a word you will not find in most standard dictionaries, is a word that is being used increasingly in the travel industry. And even though we probably cannot agree on a standard definition of that word, for our purposes here, we can define it as the use of all the different transportation modes -- air, rail, bus, ship, and car. I would also consider hotel/motel and rental cars as part of the total travel picture.

With the exception of the automobile, of course, almost every trip is intermodal. Our research, regarding our transportation to Amtrak stations, shows that 7% arrive by local bus, 3% by intercity bus, 55% by private automobile, a little over 1% by rental car, about 15% by taxi, 12% by local commuter train, and, the remaining percent by other means. If alternate modes are not there, they cannot be used.

At Amtrak, we feel strongly about intermodal travel as a concept for the future, although it is a concept that is here now. The Board of Directors, the President of Amtrak, and the Vice President of Marketing, as well as our complete executive staff, have completely endorsed this concept and it is part of our marketing plan. We keep this in mind in everything we do. Alan Boyd, the President of Amtrak, was quoted recently in Travel Management Daily as being intensely interested in forging an alliance with the bus companies and the airlines, and he has succeeded in doing quite a bit of this. Today, for example, Amtrak has interline arrangements with over 60 bus lines, 9 rail lines, a steamship company -- I do not have the figures, but there are a few tour packages with airlines, air-rail type packages. And, as most of you know, as of the end of October, the rail link between Baltimore-Washington International Airport and Washington began. Some of the things we are interested in and working on in these agreements are joint ticketing, joint advertising, the tour packages, of course; probably the main thing is the stations, the sharing of the stations.

While we are committed to intermodal travel, there are a number of problems. We look at this like carriers in the past who have suffered from short-sightedness in their approach to travel; but there is also another category here you might call carrier narrow-mindedness. Carriers in general have

tended to think of themselves rather than looking at the passengers and the passengers' problems. We know of cases, for example, where freight train crews have just parked the train and left, tying up passenger trains for hours because they had put in their 8 hours or had satisfied their work rules.

You have probably all heard a number of stories about our conductors and, unfortunately, too many of them are true. A conductor goes 200 miles or 8 hours, whichever comes first (this is a work rule that goes back to 1890). Some of them work 2 days a week to complete their weekly work and are paid quite well for this. Frequently we have standee problems or sleeper space problems on down lines; the conductor on board at that time does not worry because he gets off at the next station and it will then be the next conductor's problem.

I think the tendency for public carriers to put their own interests ahead of the traveler has evolved due to economic and some regulatory factors rather than due to any deliberate planning to get out of solving passengers train problems. For example, rail was the dominant mode before World War II. After the war, it went into a steady decline until it became the least dominant mode. We believe the reason for this was that freight business was more profitable. They had no interest in passengers. If they had done some marketing, gone after it, worked with the other modes, chances are what happened never would have happened. But we see passenger demand returning, and it is growing each year. There are some good reasons for this. Energy, environmental, congestion, inflation -- these are all reasons why rail demand is returning. Although it will never reach the status it once enjoyed, we do believe it is here to stay. For example, it is the only mode that can use electricity. That may be coming for the automobile but it is not here now. In the northeast corridor, between Washington and New York, and part way to Boston, more than half of Amtrak's total system carriage is moved by electricity over those routes; this is about 2,000,000 passengers a month.

There are several things unique to rail: operation on electricity; more leg room than any other mode; the traveler can also get up and move around. He may be thrown against the wall if he is not careful, over some of the trackage, but he can get up and walk around. There is also sit-down dining services; the train goes in any kind of weather; and it is a traveling hotel (there are over 1,000 beds per night).

The need, as we see it, is for a balanced transportation system which includes all of the modes. The need is to approach travel from an integrated point of view, or what some people might call the systems approach, with service to the traveler as the primary objective. This includes urban as well as intercity travel, along with lodging and food services.

We look at travel in the broad perspective as including five phases: First, the pretravel phase or the planning part of the trip, which has probably been sorely neglected in the past; next the getting there, the second phase; the being there, the third phase; the returning, fourth phase; and then the posttravel experience, the fifth phase.

Traditionally, carriers have concentrated on the second and the fourth phases, the getting there and returning, and that is all they have cared about. Recently, some of the air carriers have looked into the being there phase, but it is usually when they have worked out an agreement with some promoter at the local scene. Phase three, has involved the people on the local scene, the hotels and the motels, the tour travel promoters in the

local area. The travel agencies have been the only people, by and large, that have really concentrated on the first phase in planning what we call an integrated trip that ties all the travel together relative to the passenger's interest. And then there is the fifth phase, the posttravel. Has the passenger made a decision never to return to you again? Usually this is not found out; this type of research is not done.

We believe that in the future the travel and tourism business will have to concentrate on the total travel experience. We feel that intermodality is not a myth. It is here today; it is real; and we are going to have to deal with it.

OPENING COMMENTS

Ross Capon, National Association of Railroad Passengers

I have to wonder if that gentleman from Charlottesville has found out yet that there is a train that goes straight west from Charlottesville to Chicago without going through to Philadelphia. I guess this illustrates one of Amtrak's problems as well as one of the airlines. The problem is getting out the right information about your own mode, let alone somebody else's.

More and more people are being priced out of their automobiles. A friend of mine with the Coalition For Clean Air in New York estimates now there are some people paying 40¢ a mile and, if they were charged the full cost for congestion, air pollution, police, etc., they would be paying 80¢ a mile. Although drivers probably will never pay the full cost, the cities will be paying an increasing percentage of those costs. As a result, people will probably go to smaller cars, which are less comfortable for long-distance trips, and they will be more inclined, if they consider the automobile at all for a very long trip, to think in terms of rental. This means that the cost of flying or taking the train or the bus becomes more competitive with the rental effort. I do think the price issue is a very important one. Out-of-pocket expenses may not be a great concern right now for a certain segment of the population and, undoubtedly, it will never be a great concern for some people. I think if you look at what is happening in this country and the world, however, you have to realize it is going to be a very great concern for a growing number of people. Of course, there are also a certain number of people who have never owned a car. Thus, my conclusion is to maintain mobility, for national security and social equity, we need the best possible non-automobile transportation system, both for people who do not own automobiles and people who choose not to use them for individual trips.

I think and hope that in the pricing of the automobile use, we are going to see greater emphasis on per-mile payments and less emphasis on heavy lump sums for initial purchase and insurance.

Public transportation can never match the flexibility of the automobile, but the development of convenient intermodal possibilities can dramatically improve the flexibility of public transportation over what it is now. My trip over here was by Metro and bus, and it was not as fast as it could have been by cab. But when I am on the bus and train I read; I find I can make very good use of my time that way.

I will give you an example of one trip some relatives of mine took between Poughkeepsie, New York, and northern Wisconsin a few weeks ago. Their own investigation led to getting reservations on Amtrak to and from Duluth because air fares were too high. They called Amtrak first and found the fares to be

exorbitant; but after calling the airlines, they went back to the train. On the basis of some additional information I gave them, they rode the bus in one direction between Chicago and northern Wisconsin, because it went closer to their actual destination. Since they would not have considered taking the bus all the way from Poughkeepsie, the existence of Amtrak, their willingness to change modes, and their being related to me had the effect of generating business for the bus company and enhancing the energy efficiency of the trip.

But, for people who are not related to promoters of intermodal travel, such trips require too much work, as you have already heard. We do have a growing number of still-isolated exceptions. The Amtrak Timetable includes bus schedules, and I believe those particular schedules are also in Amtrak's information computer. If you call Amtrak, you can get information on the bus to Myrtle Beach or to a few other places -- a growing number of places, I should say. Also there are examples of ticketing and baggage arrangements. Trailways Timetables show Amtrak routes as connections in a couple of cases. I discovered that Trailways publishes Amtrak schedules between Cincinnati and Charlottesville as the connection for their bus between Richmond and Charlottesville. Amtrak service between Chicago and the Twin Cities is the connection for the bus between New York and Chicago. I understand that there are a couple of small airlines, I believe Republic and Pacific Southwest, that are actually interested in, or perhaps already are, promoting the Amtrak service at Baltimore-Washington International Airport. People can fly from Texas or wherever, and then they can take the train to Philadelphia. There are also a growing number of directories that show telephone numbers for different carriers. For example, California Department of Transportation's highway maps include the telephone numbers for every small and large transportation service company.

I believe that someday we will need to have all the public transportation carriers underwriting a comprehensive travel information and reservation center. Perhaps economics will force this development. I believe that the net effect will be that more people will use all forms of public transportation.

We need more rail-bus terminals. (Where the rail station is out of the town center, this may not be reasonable, unless some buses stop at the rail terminal en route to or from the downtown bus terminal.) The most dramatic improvement, but not yet funded, would be to relocate Greyhound and Trailways to Washington's Union Station. This would do several things. First, it would effectively put many surrounding communities with no rail service on the Amtrak system; Frederick, Annapolis, and Winchester as examples. Most people today, if confronted with the need to get from, for example, North Carolina (or New York City) to Frederick, would drive or fly-and-drive. With an easy transfer between rail and bus in Washington, and the right promotion, many people would use rail-and-bus. This would help improve the economics of, for example, the Frederick bus service, because there would be more people traveling off peak to balance out their commuter operation.

Second, it would improve bus ridership, because Union Station is a more attractive place than New York Avenue.

And third, it would encourage people to consider intermodal roundtrips. What are you going to do if you are in New York after 9 p.m. when the last Amtrak train leaves? I recently observed some people in the Providence, Rhode Island, station who just missed the last train to New York. I had the Grey-