

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 postravel. 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 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-

hound schedule with me and pointed out to them that a bus would soon leave. Because the bus terminal was right across the street, they were able to walk over and catch the bus.

The bottom line is that we need the maximum number of alternatives to the automobile. Most people do not like to ride buses for very long distances, and trains will never go to many places. Intermodal travel is essential, and its growth is inevitable.

OPENING COMMENTS

Judith L. Stone, U.S. Department of Transportation

I would like to use this opportunity to emphasize citizen participation, which I think is very important. Also we have a recent policy from the Secretary of Transportation on this subject.

I would like to address two questions. First, how can we find out what consumers' and citizens' needs are in the field on intermodal travel? And, second, how can we give consideration to those needs when we make transportation plans and decisions?

We start from several assumptions in this discussion, many with which I am only peripherally familiar. One common-sense assumption, however, is when only one mode of transportation does not suffice during a trip, a traveler usually has to use more than one mode. Typically, there are certain elements of the additional mode of transportation that make it more or less attractive to the user.

In addressing the first question, those of us who espouse citizen participation techniques or the use of them simply say: "Ask them." Besides using scientific modeling and statistical methodologies, which I must say are Greek to me, there are some seemingly obvious but sometimes forgotten techniques for getting information.

We are told that formal surveys require a lot of money and expertise. So we are not saying that you have to go through a long series of contracting procedures to do formal surveys. There are other ways of doing it, although, clearly, you want to be as scientific as possible. One approach is to use mail surveys to households in a city, town, or county. But another kind of survey -- and there might be others here who know more about this than I do -- is the bus or mass transit user survey, which reach business travelers and tourists and other transportation users.

We would like to espouse using local community groups -- those who are really in touch with active transportation users in the community -- to organize their own research on the needs and consumer choices in their communities. These findings can then be communicated to the planning agencies and other community makers and often have more credibility within the community because they, the people, have been involved early on in the process, and they feel there is some sort of ownership.

Employee surveys are another idea. I think the Washington Council of Governments did this with people coming into government offices; they took surveys of commuter trends, etc.

We would also suggest conducting several public hearings and meetings on the subject of consumer choice in intermodal travel, in several locations, at convenient times, and in accessible places, advertising the meetings well in advance in the media, neighborhood, and regional information centers. Consider providing simple background papers and fact sheets, explaining the purpose of this outreach effort, and communications effort; and distribute these ahead of time. Keep the jargon simple; use maps and simple graphics to supplement the fact sheets.

Get the media involved as important members of the community themselves. Talk shows are sometimes good mechanisms. But the press can help get input on how people feel, how they travel, and what the problems are in a particular community. Relationships with the press obviously have to be nurtured.

The second element of an active citizen participation effort is feeding the information into the decision making process. Obviously, not all points of view and ideas can be accommodated or adopted. Nonetheless, citizens, especially those particularly affected by a change, need to know that their ideas and comments have been fully understood and considered. Procedures should be established to collect, analyze, consider, and respond to public comment. Summaries of all the elements of the process can be made available, and something like a "docket" -- although nothing quite that formal -- might be set up so people could come in and view it.

Let citizens see the results of their involvement -- use mailings, write articles for newspapers and other media, advertise results of what you have found in this quest.

If the results and findings of the outreach and other research are organized and structured, and if the process is documented, the decisionmakers will find it easier to make their decisions. They will feel that they have done their homework and have been responsive and responsible. They have a foundation upon which to build and are less likely to be stopped in their tracks.

It may take a little longer at the outset to conduct these efforts, but an active citizen participation effort is like an insurance policy -- it pays off in the end.

OPENING COMMENTS

Frederick H. Mueller, American Bus Association

Thank you, Dr. Tignor. I believe that some of the areas I will cover here have already been discussed.

Intermodal travel involves essentially four basic factors: (a) through routes; (b) fares, ticketing, and, possibly, baggage-checking service; (c) intermodal terminals or stations; and (d) ready accessibility to information for intermodal movements.

Let us take a quick look at intermodal travel as it exists today from the perspective of the bus industry. Through routing and ticketing are available for travel over a comparatively substantial number of routes involving both Amtrak and bus service. Schedules and fares for the bus segments of such rail-bus routes are published in the Official Bus Guide and individual route schedules or in the Amtrak Tariff and Timetables. Conversely, schedule departure times for certain Amtrak trains are shown in the Official Bus Guide. Additionally, regular-fare Amtrak tickets are honored by a substantial number of bus companies where the routes involved are served by both the bus and rail modes.

Intermodal terminal and station facilities for the bus and rail modes follow several variations. Facilities specifically intended for such purposes are in service in a number of cities, including those in Carbondale, Illinois; Kalamazoo, Michigan; and Harrisburg, Pennsylvania -- the one in Kalamazoo having been specifically arranged for this purpose.

In other instances, some bus systems operate out of or make stops at Amtrak stations. For example, certain bus systems in Maine make scheduled stops at the Amtrak South Station in Boston. There also is significant service, essentially intermodal