

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