

coordinated approach can help address the "Empty Lane Syndrome" that is a problem on some facilities.

We need to think of the operation of an HOV lane as not just a public responsibility. In some areas, the HOV lanes alone may not be enough of an incentive for people to switch to carpools, vanpools, or buses. This is true especially if employers offer free parking or are inflexible about employee work hours. Other TDM incentives and programs, offered in the public and private sectors, must be incorporated into the planning for and operation of HOV lanes to ensure their effectiveness. Public-private partnerships can help to develop the markets and incentives to use these facilities. In order to create the market and demand for carpools, vanpools, and buses we need to think of an HOV lane as more of a public-private partnership.

In conclusion, I would like to thank the Transportation Research Board, along with the Symposium Planning Committee, for organizing and arranging this important symposium. I challenge you to use your imagination and to think creatively about where we need to go with TDM from a variety of perspectives. Be innovative and creative in your thinking and do not let your discussions be limited by current thinking or traditional attitudes. It is important to remember that laws, policies, regulations, and technologies can be changed and improved. With time, support, and research, attitudes and perceptions can also be changed. This symposium provides the opportunity to meet these challenges.

Thank you for the opportunity to let me speak to you and to share my thoughts. I look forward to seeing the results of the symposium.

Grace Crunican
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It is a pleasure to have the opportunity to speak to you today. I would like to share with you some observations on the federal role in travel demand management (TDM) for your consideration in developing a strategic agenda for TDM. The Federal Transit Administration (FTA) has been actively involved for many years in numerous areas related to TDM. As I travel around the country, however, I find that many areas are taking creative and innovative approaches to TDM, congestion management, and other issues. Thus, I would suggest that a strategic agenda for TDM consider the needs of federal agencies and organizations—such as FTA, FHWA, and TRB—as well as those of state and local governments, regional agencies, and private sector businesses and groups.

Much of the interest in TDM is being driven by issues related to the environment, traffic congestion, and mobility. Even with these concerns, however, some of the requirements of the 1990 Clean Air Act Amendments may be ahead of the public's recognition of the problem. It is important to recognize this and to develop and implement TDM strategies that provide realistic alternatives for commuters. Thus, TDM should focus on measures that can contribute to improving mobility and the quality of life in metropolitan areas, rather than just addressing specific regulations.

I think that the Clean Air Act Amendments have been beneficial in helping to focus public attention on some very important issues. The Act represents just the first step, however. The difficult and challenging part will now be to implement the requirements of the Act and other related federal, state, and local legislation. The work you are pursuing at this symposium will help in addressing this challenge. All groups—including federal, state, and local governments, private businesses, and the environmental community—will need to work cooperatively to meet the goals of the Clean Air Act Amendments.

Addressing these issues will be difficult because it will require individuals to change their behavior. We know this is not an easy task, especially when it means a change from driving alone. The experience with other major social changes—such as recycling, the civil rights movement, and anti-smoking campaigns—show that behavior can be changed, however. These areas have little in common, except that major changes have occurred in people's behavior related to each over the last twenty years. TDM is currently going through similar changes. These will not happen overnight, but in the next twenty years I think you will see significant changes in commuting behavior. It is possible that the cashing out of

employer-provided parking, as proposed in the President's Climate Change Action Plan, could be the key policy leading to new commuting behavior. It will remove a major incentive to drive alone.

Maintaining this long term perspective and focusing on the bigger picture is important for those of you involved in TDM. This will enable you to better evaluate alternative strategies and to design programs that best meet the unique characteristics of different metropolitan areas and the needs of different commuters. The strengths and weaknesses of various approaches should be considered, focusing on the big picture of improving mobility and quality of life.

It is important to remember that we are not investing in transit merely as a clean air solution. Transit has many other benefits related to enhanced mobility, energy savings, and the quality of life. Portland, Oregon provides a good example where multiple measures are being used to begin to influence a major change in people's travel behavior. Measures used in Portland include urban growth boundaries to help contain urban sprawl; parking management policies to address pricing, on-street parking, and the length of time people park; a free fare transit zone downtown to encourage transit use; and a coordinated bus and LRT system. Portland is also considering pricing strategies to manage demand.

Portland has also used a wide range of planning activities—including the development of a downtown plan, a central city plan, and a comprehensive plan which is required by state law—to support these actions. The plans are coordinated and are used to develop a set of comprehensive policies and programs for the area. The public has been actively involved in devising these policies and plans. Thus, the public is very aware of the transportation issues confronting Portland and can make informed decisions on the alternatives presented during the planning process. In general, the public seems to understand the bigger picture of improving the quality of life in the Portland area.

A major part of TDM and other related programs needs to focus on educating the general public, especially in those areas where the problem may not be well understood. This education should focus on why the regulations are being imposed and the consequences of inaction. To accomplish this, I would suggest you consider two items in your strategic agenda. First, develop an education program that explains to the general public the problems currently facing many metropolitan areas. This should focus on describing all aspects of the

problem, not just air quality issues. Include the public in the discussion of TDM and enlist their help in identifying the measures that may be most realistic to pursue. A national public awareness campaign would be one approach worth considering.

Second, be specific with your ideas for legislative or policy changes. As part of this, identify the groups and individuals that will be most helpful. If specific changes are needed at the local level, be clear about what those changes are and who will be responsible for implementing them. Also, be explicit about suggestions for FTA and FHWA, especially those related to demonstration projects, technology transfer, funding, and program support. This administration is very committed to promoting transit. It recognizes the connections between transit, aviation, highways, and railroads, and the link these modes have with land use, development, and the economy. The various federal agencies are working together to help promote intermodal projects and approaches.

I appreciate the opportunity to speak to you today and I look forward to seeing the results of this symposium. You have an audience at the federal level that is very interested in what you have to say and we hope to be able to implement some of the recommendations you develop.