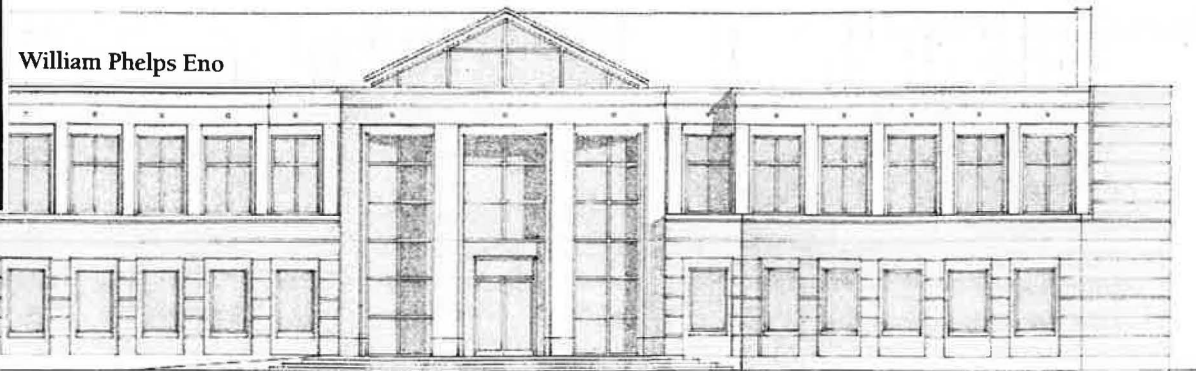




William Phelps Eno



Eno Transportation Foundation

Transportation Reform Extends to Education

DON KNIGHT

ENHANCEMENT OF THE EDUCATIONAL PROCESS. These five words—part of the statement of purpose of the Eno Transportation Foundation—encompass much of what the 71-year-old independent think tank is all about as it begins to expand its research and communications program.

"There are many new and exciting components of our strategic plan for the future, our new beginning," says foundation President Roland A. Ouellette, "but our ongoing collaboration with the academic community and efforts to expand those activities is one of our top priorities."

Academic collaboration has always been a priority for the nonprofit, nonpartisan think tank endowed by William Phelps Eno in 1921, but this year the foundation will attempt to heighten its role and confront what its leadership calls a critical vacuum in transportation education.

According to foundation board Chairman Robert S. Holmes, "The constituency for improving transportation education is fragmented, generally lacking focus for cooperative interdisciplinary support."

Don Knight is Director of Public Affairs, Eno Transportation Foundation.

The foundation will try to focus on this shortcoming by expanding collaboration with transportation schools and other institutions of learning through a new Center for Transportation Education.

The center, like much else in the foundation's blueprint for the future, is part of a

streamlining, a reordering of priorities to provide new impact for basic research and communications programs.

New Center for Transportation Education

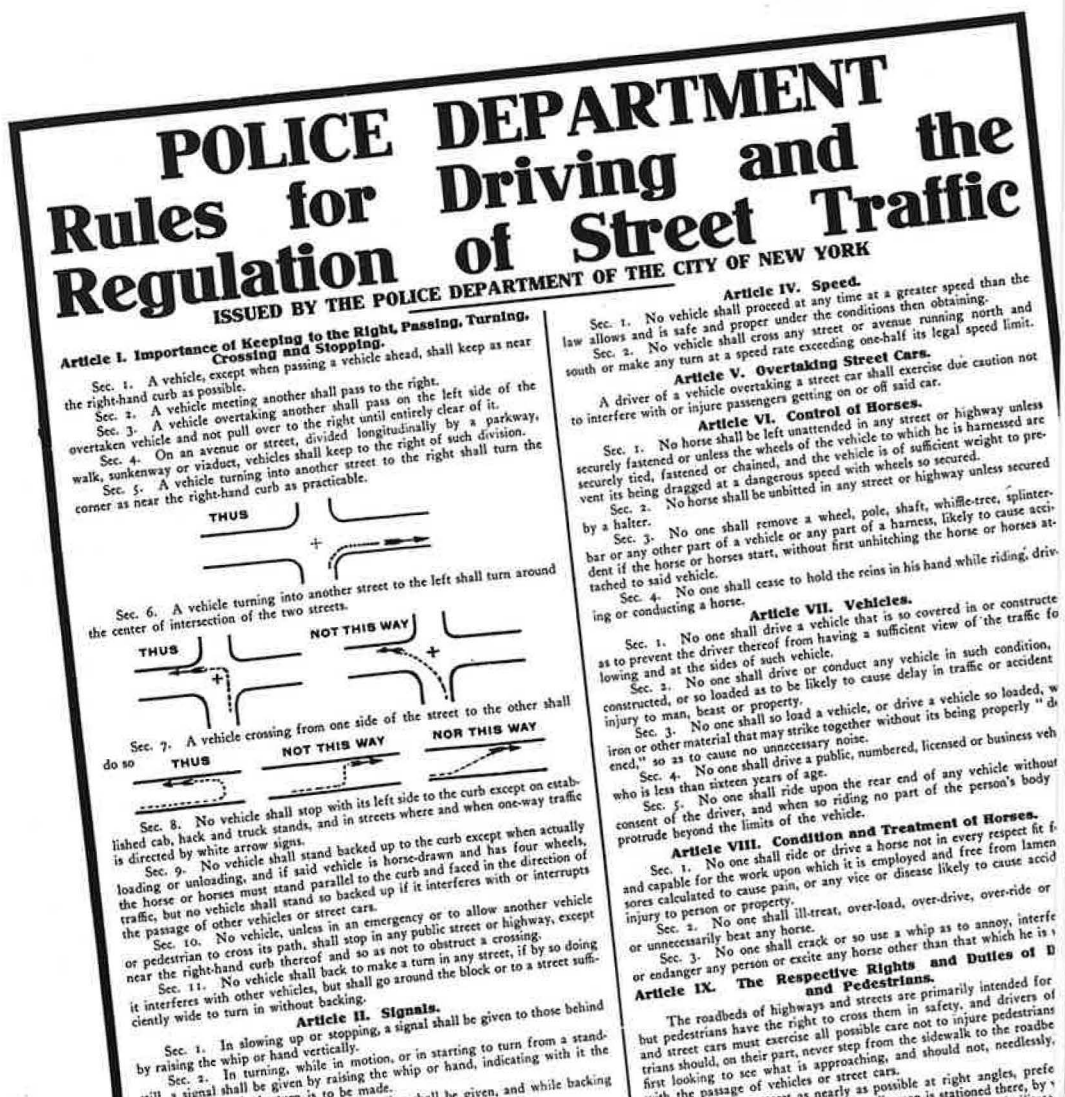
The goals of the Center for Transportation Education, guided by a five-member Board of Regents, will be to strive to stimulate, disseminate, and implement ideas and programs leading to a higher level of transportation education and attainment in the United States and abroad. All of this fits well with William Phelps Eno's crusade to meet change with change, when necessary, with his close ties to Yale University's traffic engineering school and his principal goal to foster transportation education.

The key element of the liaison with academia will be annual leadership conferences involving students, faculty, civic leaders, legislators, and other transportation decision makers. Perceived weaknesses in



Former Secretary of Transportation Samuel Skinner accepts most recent edition of *Transportation in America* report from Eno Transportation Foundation President Roland Ouellette; the report presents costs and usability trends for all transportation modes in public and private sectors.

Top: Artist's rendering of new Eno Transportation Foundation headquarters near Leesburg, Virginia.





Robert S. Holmes,
Eno Transportation
Foundation
Chairman.



Roland A. Ouellette,
Eno Transportation
Foundation
President.



**Lester A. Hoel, Board of
Regents Chairman for
Eno's new Center for
Transportation
Education.**

orderly transportation. His "Rules of the Road" became law in New York City in 1909. He introduced other ideas and innovative proposals to London, Paris, Rome, and Washington, D.C. Eno received France's Legion of Honor for his work on a traffic plan that the French labeled "Le Système Eno."

Although Eno's work earned him wide recognition as the "father of traffic regulation, control, and engineering," he gradually embraced multimodal interests. He developed a plan for subways in New York City long before anyone else seriously considered the concept. He became interested in maritime activity, supported railroad development, and in the 1920s, launched research on the future impact of aviation.

Attracting Other Experts

Eno soon recognized that his crusade to improve transportation at all levels posed more challenges than one person could address in a lifetime. In 1921, he chartered and endowed his nonprofit research organization with the stated objective of attracting the thinking of other experts and spe-

cialists, as well as to provide an objective medium for disseminating his own philosophies and ideas.

By 1938, with the foundation headquartered in Connecticut, Eno's research embraced at least 60 separate areas of study. In 1956, the *Saturday Evening Post* described the foundation as "the only agency with the time and money to take the long view . . . the main fount of pure research so important in the world that people consider it the great oracle of traffic."

Reaffirming the Crusade

Last year, the foundation leadership reaffirmed the goal Eno envisioned 70 years ago when he adopted the Latin phrase "ex chao ordo" (order out of chaos) as his motto. The directors vowed to pursue a policy "dedicated to freedom of mobility, facilitated by safe, efficient, and environmentally sound transportation systems and services."

The directors also forged a new mission statement calling for excellence in transportation research, dissemination of timely information, enhancement of education (through the new program of academic collaboration), and effective liaison with government and industry. An appendage to the mission statement indicates that the foundation will remain multimodal and continue to embrace all aspects of transportation—below surface, on surface, on water, and in the air.

The foundation's blueprint heeds Eno's admonishment of a half-century ago that "advancement in transportation technology and services and the increase in public demand will always outpace a responding change in public policy."

A well-defined and broader constituency, including an associate membership program and an expanded communications plan, will be aimed at stimulating greater awareness and involvement in the processes and mechanisms that guide transportation development. The foundation will continue to adhere to the basic philosophy of independence, nonpartisanship, and nonadvocacy.

The communications plan includes sub-

stantive support and involvement in a four-part National Public Broadcasting System television series on transportation scheduled to air next year. Also, the foundation has established a direct communications link with some 300 transportation journalists nationwide, setting up a resource center to aid in coverage of new issues and evolving technology.

Inherent in these expanded programs is the desire to improve the quality and impact of the foundation's publications, such as *Transportation Quarterly*, a journal that has been published for 45 years.

In addressing the recent foundation conference, Hoel noted the importance of good communication and changing peoples' behavior without alienating their support. "We can do this with education and with public information, and by making our message personal," he said.

William Phelps Eno, who actively promoted his ideas through media channels and the political process and by employing the resources of his think tank, would no doubt have agreed with Hoel's assessment.

As one transportation journalist recently put it, "Eno sure knew what he was doing when he chose traffic as his cause. As long as traffic chaos exists pretty much everywhere . . . the Eno Transportation Foundation will have plenty to think about."



William Phelps Eno in Paris, where he received the French Legion of Honor in 1925 for his work in the development of the city's street and traffic plan.