

material, and will yield the greatest benefits in terms of convenience in transportation. That is a very tough problem to solve, it is very complex and there are thousands of interweaving aspects. The normal mental capacity of a man just can't handle all those factors but a computer can.

Mr. MOORHEAD. Would it be correct to say that the thrust of your testimony, particularly in support of amendment No. 4, is that we have not been doing that sort of thinking and working and research and study into the kind of systems we should have in this country? Is that correct?

Dr. STELSON. That is correct.

Mr. MOORHEAD. Gentleman, what guarantee have we that if we spend the money and get these systems, that the people will use them? Because we have observed, as you said, a decline in the use of mass transportation in this country—what guarantee have we that if we do spend the money that we will bring people back to the use of transit?

Dr. STELSON. This is part of the whole job of intelligent planning of a transit system. There is enough information to begin with, and certainly more research is needed to evaluate the public response. It is relatively certain that with the proper amount of study and the development, that the response of the public to a transportation system can be predicted with reasonably good accuracy before it is ever built. Then you evaluate what the conditions will be, and certainly nothing should be built unless it is going to work well.

Mr. MOORHEAD. We need research into that, too.

Dr. ROMUALDI. We have some excellent examples already on hand to prove that you can do this—what you inquired about. Can we guarantee the people will use it? Throughout the country there are many people who are very skilled now in market analysis. This may seem at the moment to be a different area, but they use the same kind of computer techniques that we are talking about, they store into the computer all of the data they think they will need, the reactions of blocks of people to certain stimuli and things of this sort. They use this kind of technique to predict consumer acceptance of an ordinary product and in many cases it is a very, very formidable task involving proportionately a great deal of money for a particular company.

They predict this with a degree of accuracy that would be virtually impossible if a group of planners sat down at a table and tried to do this. It is done in a completely automatic fashion. Again, because the computer can handle so many questions and so many variables at one time.

This has been done. One of the things that we are looking forward to in our own institute, for example, is utilizing people who have had experience in marketing, who are very anxious now to turn these techniques to transportation.

Now, this is a marketing problem. We are faced with one very severe problem—all of us in here are susceptible to it. We would rather leave our house in the morning and spend 20 minutes in a moderate jam, listening to our car radio, than waiting 5 minutes on a street corner for a bus. This is a marketing problem.

We can approach this problem. We can give ourselves guidelines ahead of time before spending major sums of money to guarantee