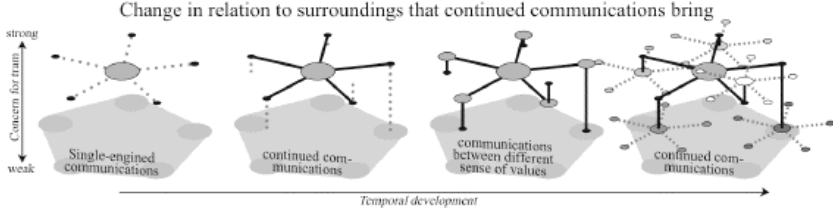


Some of the interviewees' important comments on communications with others will be quoted and analyzed as follows. **Mr. Masanori Shima (RACDA Takaoka):** “We can’t let people jump to conclusions on the issue of the Manyo line, which has been a part of this region for the last fifty or a hundred years. We need to find neighborhood association presidents who understand us, and ask them to arrange discussion meetings. At the discussion meetings, we must take care to express ourselves in a way that is easily understood. The video prepared by Professor Takeyama of Takaoka College would be effective.” **Mr. Masao Oka (RACDA):** The pros and cons of using tax money often become a focal point of discussions about Tram issues. Thus, the significance of such tax expenditures needs to be explained to each individual in the community. “We worked with the people of the Hyakkien Club and the Kyobashi morning market in order to expand the range of mutual understanding. We listened to what they had to say and tried to understand. We also shared our thoughts with them. By continuing this dialogue, our mutual understanding increased.” So Mr. Masao Oka, also well known as a business person, entered into existing networks and tried to break through the deadlock by consistently explaining the benefits of Trams. **Mr. Shuichi Masamura (Angel Funding Act):** “It is pointless to talk with willing listeners. It is most important is to find ways or create opportunities to be heard by those who do not want to listen, isn’t it?” “A downtown district can only regain its original function when it is itself an attractive place and when there are means of transport to get there.” In order to get more people to understand this, it was crucial to first get people “opposed to Trams” to listen, but the message was only being delivered to people who were already sympathetic. Such contradictions were often pointed out.

3.3 Continuing Activities can lead to Breakthroughs

Formation of the organization made a base for “sustained communications” and continuation of activities led to opportunities to be heard by people with different values. On the other hand, the main actors in the three cases given in Section 3 are all business people playing a role in local commerce. On a non-stop, daily basis, they are building relations and meeting

others while continuously engaging in economic activities to gain income. These are situations that are not apparent when they “wear



their other hat” as activists supporting Tram systems. Those with whom they are connected in business have varied views; many of them have a different sense of values and do not agree about the benefits of Trams. Such connections to people with different values prevent an organization from being trapped in its own internal logic. Furthermore, these organizations will challenge themselves to engage in activities that make the most of solid ties to people with differing values, and that may progress further to breakthroughs.

4. Conclusions: Capabilities Needed at this Time, and the Future Direction and Ideal

The problems of local public transport are deep-rooted, and cannot readily be solved by the stakeholders or the main parties on their own, or by those trying to link the different parties together. Nonetheless, Tram support organizations around the country are trying to play a role in building trust among stakeholders through “sustained communications,” and in providing topics for discussion so that local people can believe in a bright future for their region.