

# Breakout Session 3

## Group A

Getting to the INFOstructure

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# What stands in the way?

- No concise/clear vision of what it is
  - No exciting/motivating vision
- Clearly identified benefits (measurable)
  - Success not likely to be visible
- Money – Competition with other programs
- Technology (Especially Rural)
  - Ubiquitous wireless communications
- Institutional Issues
  - Reaching beyond our classic ‘domain’
  - Relationships have not been established
  - Financial & Responsibility

**More** →

# What stands in the way?

- Lack of accountability for poor results from past investments
  - GASB 34 – may be a vehicle?
- Weak champion
  - Just another way to get public money
  - Not being pushed on its own merits
  - Must be more than a logical extension of ITS
- Existing systems were mostly ad-hoc; transition to a common approach may be difficult
- Lack of a powerful political champion
  - Industry's job to develop this relationship !
  - Leverage from the ITS Caucus ?

More →

# Other issues

- Environmental view
  - Roadway pricing
  - Can measure the performance
- Difficulty in measuring effect of CMAQ monies/programs
- Data Collection
  - Consider a data collection 'agency' within a region?
  - Continued individual data repositories as a side benefit to the systems?
- Opportunity to make data collection a major focus

# Other Issues

- It will take a convergence of industry, public, and technology
- No *consistent* standards for the collection of the data
  - Consistent data
  - Accuracy/precision/reliability requirements
  - What are we collecting and why?

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# Concepts of Delivery

- National cooperative effort between

- AMIC (user and supplier) - ITSA
- Trucking -
- Shippers
- AASHTO
- AAA

*Collectively create the vision and lead the effort*

- Alternative – state based approach?

- Demonstration project?

- Who controls the money and programs at the state level?

- Sell the concepts to the DOT Directors? – performance based
- FL example 10 year \$500M ITS program
- Tie into management investment decisions – performance based planning
- Work more closely with environmental lobby

# Privacy, Security, Liability Implications

- Privacy issues
  - Private sector is perceived as able to protect privacy of data, GOV is not a trusted keeper of such data
  - Public must perceive value for loss of privacy
    - except to GOV
- Privacy issues are not new to ITS
  - Video
  - ETC
  - Data mining may introduce a different dimension

# Implications Regarding the National ITS Architecture

- Architecture serves an . . .
  - Institutional barrier breaker
- May help identify the data needs for some stakeholders?
- Is INFOstructure an ITS NAPSTER?
  - MP3 was an enabling ‘standard’
- What if we had all of the standards today? what would it enable?
  - Analogy – magnetic Credit Card Strip
  - Is XML an enabler ?

# Implications of Differing Data Collection Activities

- **Infrastructure vs vehicle?**
- **Public vs private?**
  - Enabling legislation to allow private sector instrumentation
  - UK example
  - Exclusivity or open market
  - Ubiquitous Wi-Fi
- There are a variety of models for private access to public right-of-way
  - Model agreements
  - Data Franchise arrangements
    - May not collect enough data
- **Who owns the rights to what data?**
  - Is the TCC project a reasonable model for the US
- Probe based – concern that there are very different types of ‘probes’
  - ETC (AVI)
  - GPS / Geo location
  - Cellular tracking
- Not likely to be a public or private – more likely a shared ownership model

# Basis for a cooperative agreement?

- What is the minimum amount of data that the public agency needs to do their job?
  - Volume, Occupancy, Speed by links?
- Will the private sector trade this data for their role in building the infrastructure?
- What are the rules for public sector usage?
- Video Issues
  - Public wants more than private sector

# Policy Changes

## *What policy changes are needed to make the INFOstructure succeed?*

- Ensure that the legal policy framework exists to support private access to the right of way for data collection. (may be a local issue)
- Allow state and local agencies to develop data franchises for suppliers of wholesale data (performance driven requirements)
  - Public sector buys it wholesale (Another Slide to follow)
- Support for Wi-Fi
- Mandate for timely, accurate, real-time data?
- National program/initiative for probe data collection?
  - SAE, NEMA, AASHTO ... collaboration
- DOT needs to recognize that their customers are the traveler
  - A change of attitude?
  - Outcomes not outputs

# Ownership / Leadership

Who is motivated to do what it takes to make the INFOstructure happen?

**Nobody that matters enough!**

**Who should be:**

- Public
  - Those responsible for operating the systems
- Private
  - Business case for the applications based on the data
- There has been no private sector clamor to install 'stuff' on the highways
- **Who will be the champions?**

# Model for discussion

