

Breakout Session 3

Group C

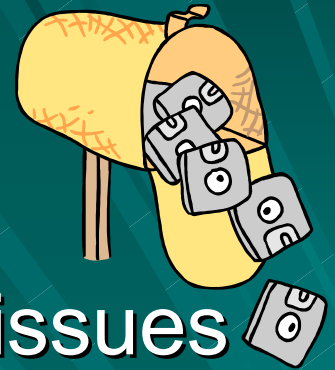
Getting to the INFOstructure

Obstacles



- INFOstructure is too broad in scope.
- First bite is to give info to the customers.
 - Quality, well packaged that get to economic goals. Private sector is good at this.
- Need to prove the concept for both policy makers and operators – need buy-in.
 - Model deployments may need to be replaced by funding for willing partners.
 - Demonstrations are typically viewed as seed money and don't bring long term commitment.
 - Have to be willing to say that we can turn off projects if they're not working.

Obstacles (2)



- Starts with data. A lot of the same issues as the Info-gap Conference in Phoenix.
- Money.
- Don't understand our roles (public and private).
 - Who supplies traveler information, does marketing, collects data, etc.
 - Public funds can't cover all the roads in the U.S. Need the private sector.

Obstacles (3)

- Privacy and the perception of privacy. Personal data can be screened to remove personal data.
- Institutional issues:
 - Need funding, demos to extend data applicability.
 - Ownership of algorithms, data.
 - Clarification of intellectual property rights.
- The public agencies don't have the FTEs and money to operate and maintain the devices.
 - Competency and training.
 - High public sector turnover.
 - Need more meaningful information to lower the operations education hurdle.
- Public sector people tend to be risk averse.
- Need to encourage operations as a career path.



Obstacles (4)

- Documentation of benefits.
- Need to recognize good programs with funding.
- Citizens notice the negative but typically not the positive (or at least don't let public agencies know).
- Need marketing to the public and to elected officials.
 - Need performance measures that the audience understands (speak their language not engineer-speak).
- Lack of champions. Continuity of leadership.
- Differing objectives for the same data (e.g., info about ramp meters and traffic performance).
- Need good data (reliable, always available). Need good tools for engineers.
- Volume of data sharing could be prohibitive.
- Need a “killer application”.

Privacy, Security, Liability Implications



- Privacy Problem: Use of AVI data
 - AVI tag data (even when privacy is ensured) limits data collection (like OD data).
 - Permission was not granted to use the data in the example cited.
 - Camera usage may also be suspect.
 - Personal tracking versus being observed in a public place are different notions.
 - Need more passive ways of collecting data.
- A Solution: Ability to “opt out” of AVI data collection strategies. This is problematic with cell phones where the quantity is vast.

Privacy, Security, Liability Implications (2)



- Liability:
 - Bigger perception than a reality.
 - Need proper procedures & documentation schemes.
 - Depends on how we use the data. Better data reduces risk.
 - AHS: joint-severable liability was an issue.
 - Institutions are in search of reasons why not to do something. Liability is just one more.

Implications Regarding the National ITS Architecture

- Homeland security is missing to some extent.
- National interoperability is still emerging.
- Archived data is applicable to the INFOstructure.
- There is not an explicit INFOstructure definition in the National Architecture.

Implications of Differing Data Collection Activities

- This complicates things. Data fusion is a technically challenging task.
 - Need ways to interpret what data (including visual) means in different contexts.
 - Data collection aggregation and storage.
- Infrastructure / vehicle?
 - Challenge of fusing data technically.
 - Different data types for different uses.

Implications of Differing Data Collection Activities (2)

- Public vs private?
 - Data sources have significant implications on use of data.
 - Don't dismiss private sector participation out of hand, but understand the implications on reuse of data, costs of data, quality of data.
 - May impact contracts, regulatory requirements. Need more lawyers (maybe better).
- Who owns the rights to what data?
 - Some public agencies require other public agencies to sign use agreements that don't always include national use.
 - Need new institutional laws, procurement processes, and structures to accommodate this.



Policy Changes

- What policy changes are needed to make the INFOstructure succeed?
 - Operations and procurement procedures (legislative, regulatory mechanisms).
- Don't need any policy changes. May restrict achievement of the vision. Just another excuse.
 - Low bid may get you the wrong solution. But there are other procurement solutions.
- Policy requirements are typically a local issue.
- Ways for federal government to encourage INFOstructure:
 - Provide incentive-based projects.
 - Provide improved “model deployment” mechanisms.
 - Exempt some INFOstructure elements from liability and privacy penalties.

Ownership / Leadership

- Who is motivated to do what it takes to make the INFOstructure happen?
 - Local and regional people. Is grass roots driven.
 - This is technology driven and therefore increases aversion to investments.
 - Need more ribbon cuttings.
- Who will be the champions?
 - Local and regional people. Is grass roots driven.
 - Some elected officials.
 - Need champions from IT industry.
 - Management at DOTs, public safety, military, FEMA.

