

## **APPENDIX B**

### **SUMMARY OF THE ITS AMERICA 2005 TRANSIT GM SUMMIT**

(ITS America website (<http://www.itsa.org/itsnews.nsf/key/CDC2?OpenDocument>), May 12, 2005.)

#### **GM Summit a Great Success**

WASHINGTON, DC, May 12, 2005 - It was a new idea. Invite transit agency General Managers -- who have NOT implemented ITS -- to a discussion, and ask them why they have not embraced ITS. The results were interesting!

On May 3 APTA, ITS America, and RouteMatch Software, Inc. hosted a "GM Summit" in Phoenix in conjunction with the ITS America Annual Meeting. Over 20 transit leaders participated in a discussion led by Utah Transit Authority GM, John English. The GM's represented all levels of technology commitment, from those who have no ITS to ITS trailblazers.

#### ***Pre-meeting survey:***

Previous to the May 3 meeting, GM's were requested to complete a short questionnaire on ITS for transit. Though it cannot be considered a representative sample for the industry, the results are thought-provoking.

In response to the statement, "I have plenty of information about advanced technology," 10 respondents said YES and eight said NO. In response to the statement, "I am interested in implementing technology as quickly as I can," 10 responded YES and five said NO.

Respondents ranked the following statements from most important to least important:

1. I do not have sufficient funds for maintenance.
2. I do not have enough money for the initial investment.
3. I do not have the staff expertise to maintain the technology.
4. I do not have the staff expertise to procure the technology.
5. I am waiting for standards to be developed.
6. The benefits of technology do not outweigh the cost.
7. My Board has no interest in technology.
8. Technology will not help us with our core mission.

And finally, survey respondents were asked to complete the statement, "If we want to improve public transit with technology we need..." The results were:

If we want to improve public transit with technology we need...

- Champions to lead the way!
- More resources
- Adequate grant funding to get projects up and running
- Ongoing funding to support maintenance and system support
- Understanding of true costs and benefits
- To understand the value vs. cost
- Compelling business cases with return on investment (ROI)

- To ensure that the technology is proven, stable, and works as requested
- Not to be paying for R&D during implementation
- Non-proprietary software
- Reliable off-the-shelf solutions at lower cost and less complexity to maintain
- To know what has worked and is considered off-the-shelf
- The commitment from the Board and the public
- Operational people to become more technology knowledgeable
- Improved information sharing among agencies
- Standards for assessing new technology and how it will be implemented into a system
- All agencies to agree to move forward with a "Technology Commitment" so that everyone would be moving in the same direction.
- Enterprise-wide transit technology (accounting, scheduling, applicant tracking, etc.
- AVL/GPS real-time integrated transit operations: on-board passenger counters, digital recorders and policies in place to evaluate success.

#### ***Meeting discussion:***

Survey results were distributed to the GM Summit participants and a lively discussion followed. The participants identified barriers to ITS transit implementation, ideas for resolving those barriers, and some products that they feel warrant further attention.

#### **Barriers to ITS Transit Implementation**

- Need to articulate a technology vision
- Cooperation from other transportation authorities/modes -- lack of coordination
- Implementation trauma -- too many things going on
- Too much R&D -- reinventing the wheel
- Training
- Need for GM involvement -- high level focus - champions
- Not enough off-the-shelf products
- Supply side capacity - interest
- Onerous procurement requirements
- Managing expectations (on-going costs higher than expected)
- Understand business needs -- define needs for vendors
- Fragmented approach to projects
- Systems constantly retailored to meet specific desires of transit systems
- Cost/benefit not well articulated
- Very short shelf life
- Legacy systems
- Better is evil of good (new, improved software module causes failure)
- Managers abdicate to technologists -- core mission
- Buy America?
- No plug and play
- No restraint in industry

### Ideas for Resolution

- Standardize performance/certification (APTA best practices evaluation/"consumer reports")
- Executive technical training (NTI, GM's Conference, Workshops, etc.)
- Centralizing of systems
- Business opportunity/public private partnerships
- Consortium purchases (APTA/FTA)
- Product lines (7-10 high priority products)
- Showcase projects
- International experience
- Peer-to-peer workshops

### Desired Product Lines

- Electronic Fare Collection
- Passenger counting
- AVL
- Communications
- On board surveillance (security)
- Information systems (passenger ratings)
- IVR
- Scheduling systems
- Asset management systems (maintenance, etc.)

Over 50 guests observed the discussion and most were excited by the results. For many who serve the industry, it was the first time they had heard an organized discussion among reluctant ITS customers. The meeting opened the door to uniting the industry with new understanding.

Discussion participants were:

- Dave Boggs, Executive Director, Valley Metro/RPTA
- Dave Colquhoun, Manager, Transit Planning, Calgary Transit
- Gregory E.Cook, CEO/Executive Director, Ann Arbor Transportation Authority
- Debbie Cotton, Deputy Director, Regional Technology Services, City of Phoenix, Public Transit Department
- Robert L. Doty, Director, Rail Transportation, Acting COO, San Mateo County Transit District
- Ken Driggs, Retired, Valley Metro
- Ginger Gherardi, Executive Director, Ventura County Transportation Commission
- Fred Gilliam, President/CEO, Capital Metropolitan Transportation Authority
- John M.Inglish, General Manager, Utah Transit Authority
- Paul Jablonski, CEO, San Diego Metropolitan Transit System
- Lawrence W. Jackson, President and CEO, Long Beach Transit
- Anthony V. Johnson, Executive Vice President/COO, Fort Worth Transportation Authority
- Bryan Jungwirth, Deputy Executive Director, Valley Metro

- Teri W. Mantony, Deputy General Manager, Administration and Development, Golden Gate Bridge, Highway and Transportation District
- William W. Millar, President, American Public Transportation Association
- Mary Jo Morandini, General Manager, Beaver County Transit Authority
- Stephanie Negriff, Director, Santa Monica's Big Blue Bus
- Richard Ober, Beaver County Transit Authority
- C. Mikel Oglesby, General Manager, SunLine Transit Agency
- Dick Ruddell, President/Executive Director, Fort Worth Transportation Authority
- Paul P. Skoutelas, CEO, Port Authority of Allegheny County
- Jack L. Stephens, Deputy Executive Director, South Florida Regional Transportation Authority

Guests observing were:

- Abed Abukar, Dallas Area Rapid Transit
- Todd M. Allen, RouteMatch Software, Inc.
- Michael R. Baltes, Mitretek Systems
- Rich Bastan, ACS
- Coco Briseno, California Department of Transportation
- Robert Brueckmann, Trapeze ITS Division
- Frank Burton, San Mateo County Transit District
- Elbert Chang, DKS Associates
- Christopher Cluett, Battelle
- Brian P. Cronin, Federal Transit Administration
- Heather Dalmolin, Coconino County, Transportation Services Department
- Linda Deavens, Paratransit, Inc.
- Shyam K. Dunna, nMomentum
- Bill Durant, Paratransit, Inc.
- Gregory L. Easson, University of Mississippi
- Steven E. Fern, SMART
- Arthur L. Handman, Greater Hartford Transit District
- Ina Heffner, Metropolitan Transit Authority
- Brendon Hemily, Consultant
- John L. Henneman, ACS
- Bill Hiller, Siemens VDO
- Michael F. Hite, Northern Shenandoah Public Mobility Program
- Richard M. Hodges, Utah Transit Authority
- Michael P. Huerta, ACS
- Roger Koehler, Siemens Integrated Local Government
- Tony Kouneski, American Public Transportation Association
- Walter Kulyk, Federal Transit Administration
- Jane Lappin, Volpe National Transportation System Center
- Jeff Lutz, Short Elliott Hendrickson Inc.
- Joe McConnell, URS
- Koorosh Olyai, Dallas Area Rapid Transit
- Tim Quinn, RouteMatch Software, Inc.
- Sari Radin, USDOT/Volpe Center, DTS-42
- Louis F. Sanders, American Public Transportation Association
- Rory Santana, Florida DOT

- Carol L.Schweiger, TranSystems Corporation
- Khaled J. Shammout, TranSystems, Inc.
- David Sikora, Orbital Sciences Corp.
- Hallie Smith, Intelligent Transportation Society of America
- William W. Stoeckert, I-95 Corridor Coalition
- Paul A. Toliver, New Age Industries, LLC
- Gregory (Greg) Tomsic, Trapeze Intelligent Transit Systems (ITS)
- Eric C. Traube, Mitretek Systems
- Safwat Wahba, Port Authority of NY & NJ
- Stephanie Wilhardt, Arizona Department of Transportation
- C. Y. David Yang, Volpe National Transportation Systems Center
- U.S. Department of Transportation
- Frances SliwinskiYuhas, Orbital Sciences Corp.
- Wei-Bin Zhang, California PATH