ITS Strategic Plan

Goal:
Mobility: Achieve measurable improvements in mobility, system performance, and economic productivity through research & demonstration of ITS technology

Focus Area:
Integrated Payment: One totally integrated payment system for all modes, employed at all times, which will improve the ease with which travelers can move among transport modes by removing the obstacle of incompatible payment formats

Objectives

- Develop one or more integrated electronic payment formats that can be used, as a minimum, for payment at all public (including port authorities) parking facilities, transit properties, priced facilities, and toll authorities
- Investigate the development or adoption of standards for the exchange of operations data, system interfaces, and financial authorization among participating institutions
- Develop one or more business models that support economic sustainability
- Identify and develop target market of early adopters among private travelers (in other words, discover who will find the greatest value in having this integrated electronic payment format)
- Organize a pilot to understand the institutional issues, measure costs and benefits, demonstrate standards, measure network impact, and demonstrate the economic feasibility of an integrated electronic payment system
- Provide pricing information across modes and in real-time to travelers

Metrics

- Measure effectiveness and efficiency (if, what, and how much is saved)
- Percent of market penetration (are they listening)
- Number of partners actively participating (functional, or by entities)and providing pricing information for public and/or private sector use
- Public acceptance (% of # of travelers, # institutions)
- Number of complaints (fix a maximum number and strive to be below)
- Customer satisfaction

Federal Roles

- Policy Research related to establishing common payment services across transit, parking, toll and priced facilities
- Applied Research (?) in leveraging Federally-funded projects (congestion reduction demonstrations, ITS Initiatives, etc.) to trial integrated payment services

- Convener - Payment service operators and financial service handlers to investigate needed standards for account transactions
- Facilitator – Development of needed standards
- Promoter - Encourage transportation agencies / properties to adopt successful integrated payment services, or develop paths toward implementing integrated payment services
- Clearinghouse - Case studies and successful regional implementations of integrated, intermodal and multi-user payment services
- Regulator - Potential for regulations or policies (or even incentives) to ensure recipients of Federal funding use standards or protocols adopted for payment integration, or remove regulatory obstacles

Not Federal Roles

- Financial / Back-office Management
- Displace private industry services
- Electronic payment technology research
- Consumer advocacy / marketing

Strategies

- Approach financial institutions
- List potential partners, their relationship and research exact needs and benefits, and identify availability of viable common technologies
- Reach out to various relevant communities - show feasibility/value/benefits
- Model Demonstration (define, test & evaluate) of multi-users (incrementally integrating customers and technologies)
- Use standards (critical) to avoid locally created ad hoc system with little chance of duplication.
- Define areas that require institutional coordination and can identify what issues need to be coordinated.
- Launch a Public Relations, specifically to manage public expectations and sensitivities of privacy and financial discretions; and to dissolve irrational fears (Or do stealth demo.)
- Work with partners to address institutional issues to alleviate reservations of financial issues with respect equality (toll authorities make money and have surplus, transit agencies don't.)
- Explore and document benefits, risks, and liabilities associated with ITS applications and data collection in pricing schemes