

Washington Metropolitan Area Transportation Authority Board Action/Information Summary

<input checked="" type="checkbox"/> Action <input type="checkbox"/> Information	MEAD Number: 99657	Resolution: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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PURPOSE

To provide an update to the Board on the Integrated Customer Communications System Public-Private Partnership (P3) Initiative and to request approval for an International Study Mission on Best Practices in Integrated Customer Communications System (ICCS) Partnerships.

DESCRIPTION

On November 3, 2005 the Board approved proceeding with a Technology Partnership Initiative with Integrated Customer Communications System (ICCS) procurement as an initial pilot program. Stated goals included: 1) providing customers with high fidelity and accurate real-time information on system performance and conditions; 2) generating revenue by providing customers with value added information and 3) enhancing customer security through improved incident management.

In January 2006 a Request for Expression of Interest (REOI) was issued for technology partnerships focusing on all or a portion of an ICCS. This REOI also invited representatives from telecommunication, computer and engineering firms to a Technology Symposium on February 16, 2006; more than 150 attendees, representing 70 technology firms participated in the symposium. Staff summarized the Authority's Customer Communication efforts and responded to industry questions.

Industry attendees offered several suggestions for moving forward, which included: 1) extending the procurement schedule by six months; 2) conducting an additional symposium with the financial and marketing interests; and 3) working with APTA and the FTA to assess best practices in deploying integrated customer communication systems.

The February 2006 symposium and REOI was followed by 16 proposals in March 2006. Six REOIs proposed to upgrade the cellular infrastructure for open access, while the other 10 addressed additional customer communication system elements including in-station, in-train and in-bus monitors and a new customer communications center. As a result of staff reviews, four communication

infrastructure technologies were identified as having the ability to provide open cellular access and address the problem with the police radio system.

A comprehensive strategy for an ICCS evolved. The strategy consists of an infrastructure upgrade for open cellular phone access and the public safety radio systems, in-vehicle and in-station monitors and a new customer communication center. In addition, a decision was made to initially test infrastructure options. The strategy and industry feedback led to issuance of an amended REOI on June 19. A second Technology Symposium was held on July 28. Twenty-six (26) responses to the REOI were received on August 15, 2006. Five of the responses included infrastructure testing proposals. In order to prepare a final request for proposals (RFP) the following technical work is underway: 1) test infrastructure technology options, 2) document national and international best practices, and 3) develop WMATA user and functional requirements, i.e., communication systems architecture.

WMATA's ICCS Program has become of national significance. At the request of the FTA, APTA is sponsoring an international study mission on best practices. It includes representatives from FTA, 10 other transit agencies in addition to WMATA, and the private sector, who responded to the WMATA REOI. The study mission will examine technology development and business issues addressed by European transit systems and document the findings. In addition, the information obtained during these trips will be shared nationwide and assist WMATA in preparing the subsequent RFP.

A stopover in Toronto, Canada is planned in order to visit with Toronto Transit. They have recently implemented a private digital network to reach out to its 875,000 daily commuters. This system provides for up-to-date transit information, while providing advertising revenue, all by the use of full-motion digital displays.

Dates of travel are from September 15, 2006 to September 25, 2006.

FUNDING IMPACT

FY07 Approved Departmental Operating Budgets: \$6,000 x 2 = \$12,000

RECOMMENDATION

To obtain Board approval for international travel to England, France, and Germany as part of the International Study Mission on Best Practices in ICCS Partnerships, with a stopover in Toronto, Canada for Edward Thomas, Assistant General Manager for Planning and Joint Development, who is leading the ICCS effort; and Charles Woodruff, CFO.