

Podcar ATRA Interactive Session Results

D Holdcroft

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6th November

Notes

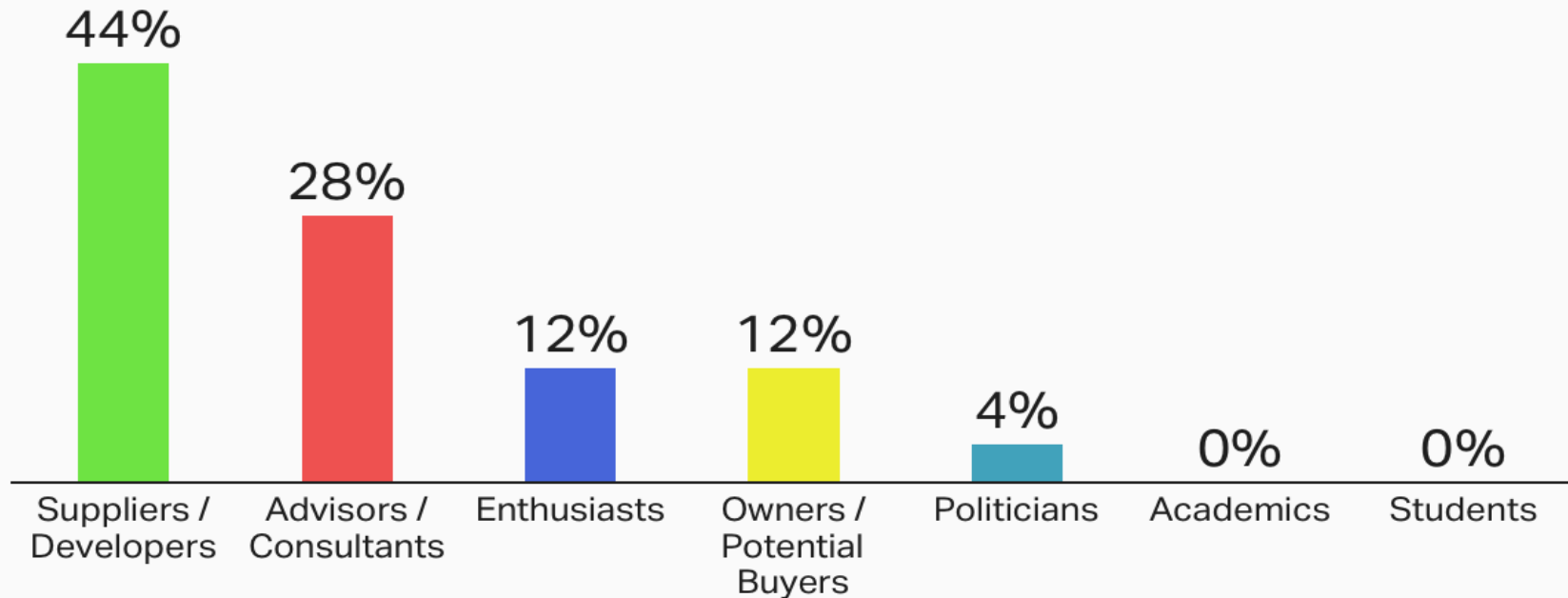
The following are the results from the interactive session held at Podcars 2015

Approx 35 people attended – not all voted (or were able to vote due to wi fi access issues!)

Key slide for ATRA is no. 19 which prioritise the actions discussed in our awayday on the 4th Nov

Who is here today?

Mentimeter

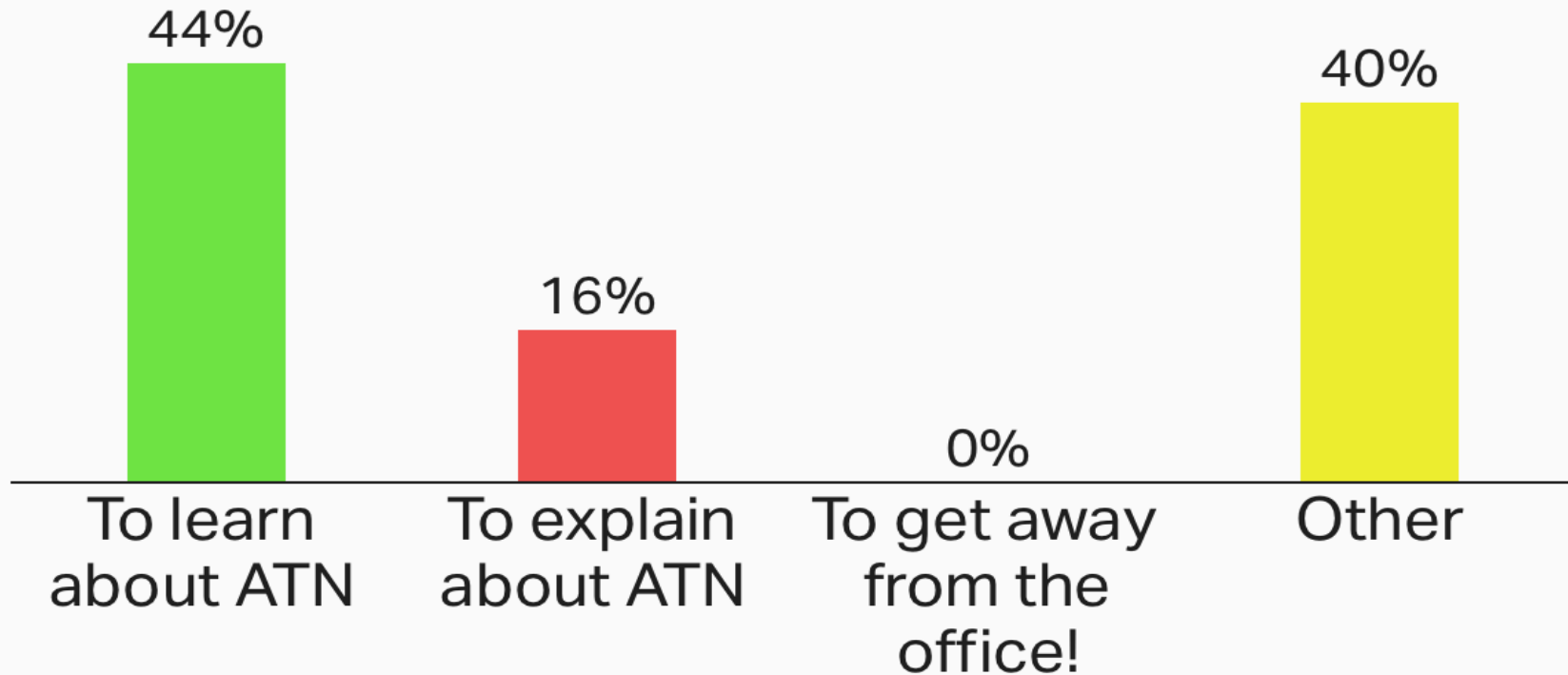


≡ Note – Nearly all attendees are on the “supply” side

Votes: 25

Why are you here today?

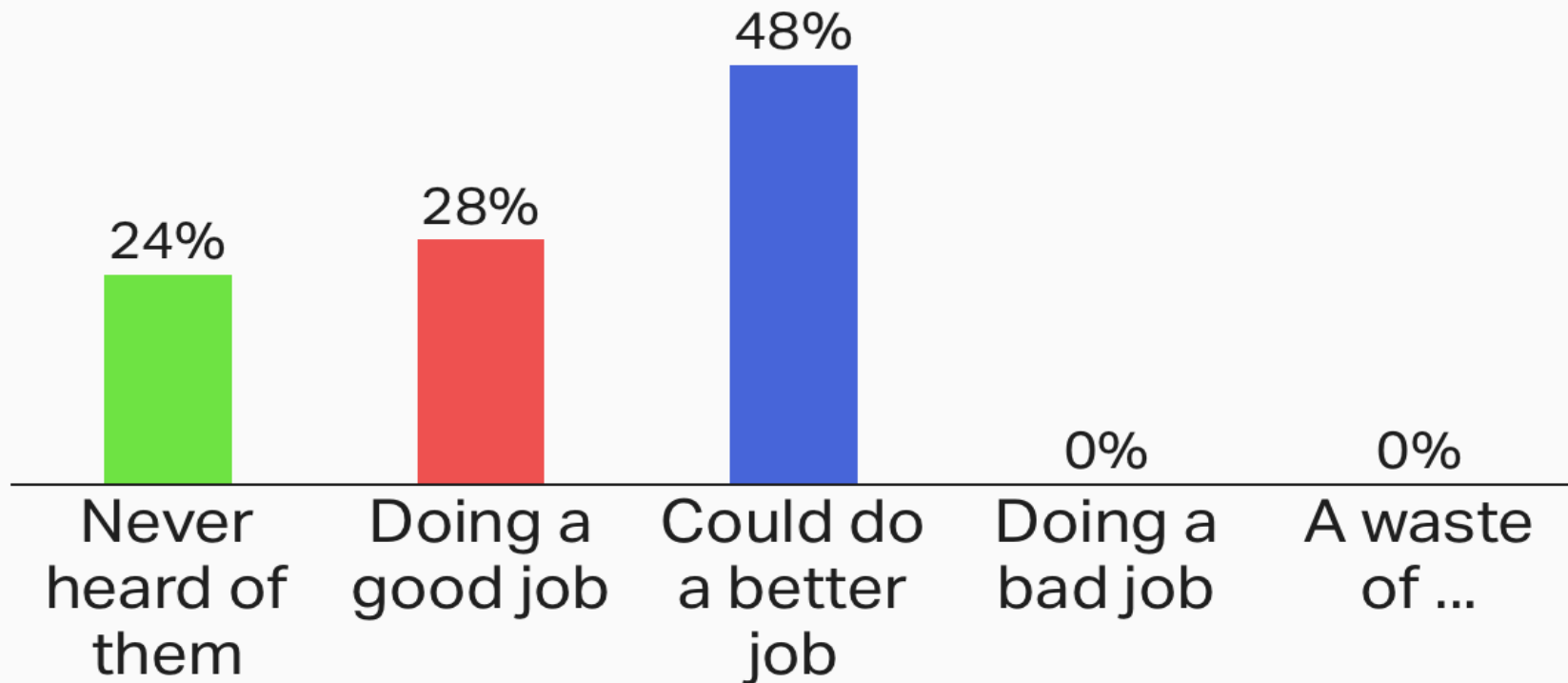
Mentimeter



Votes: 25

Do you have a view on ATRA?

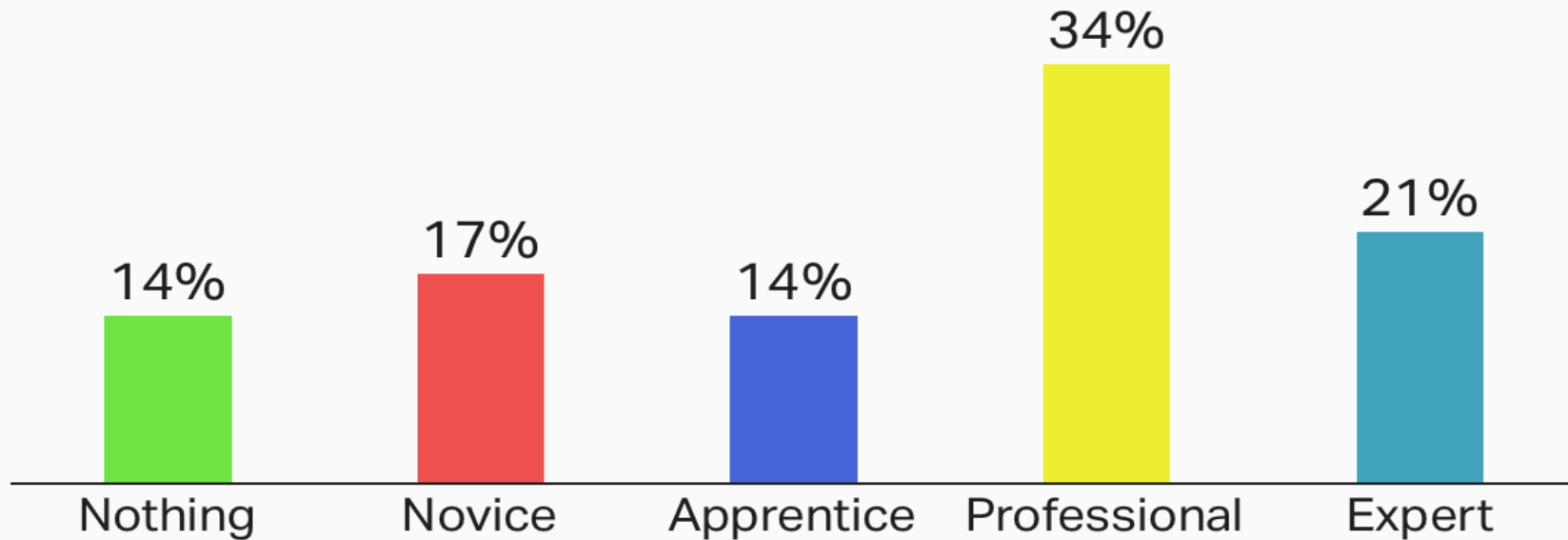
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Votes: 25

How much do you know about ATN?

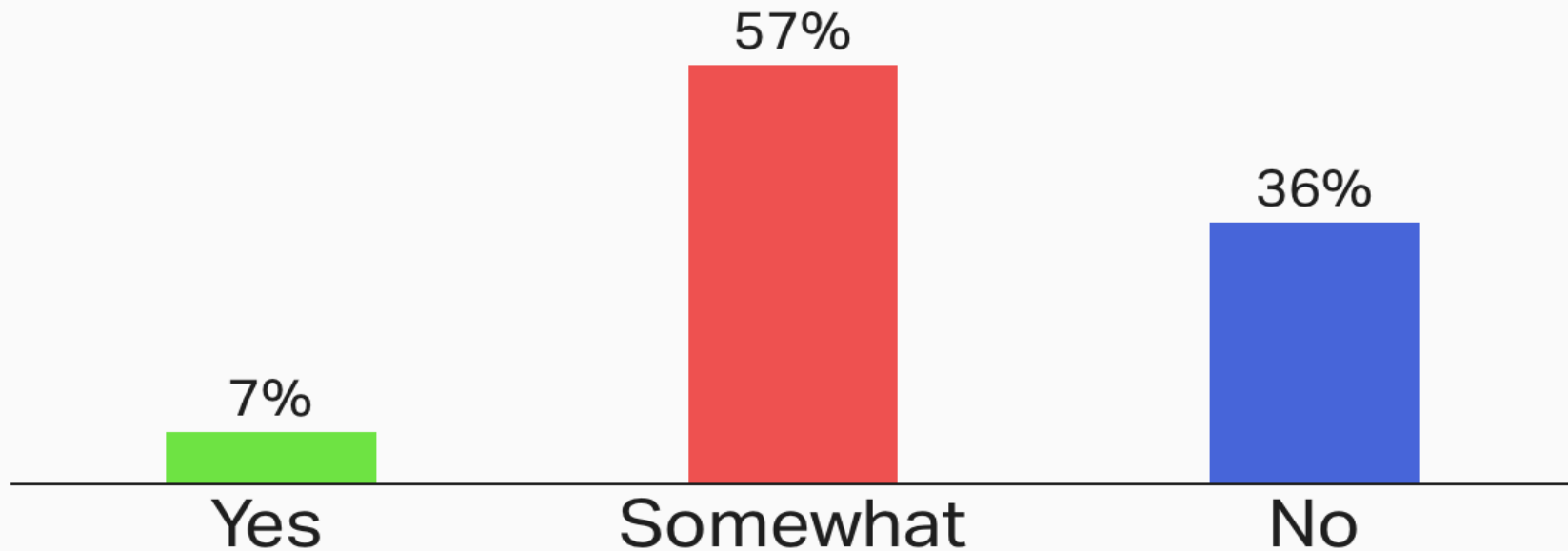
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Votes: 29

Are the current operational systems representative of ATN?

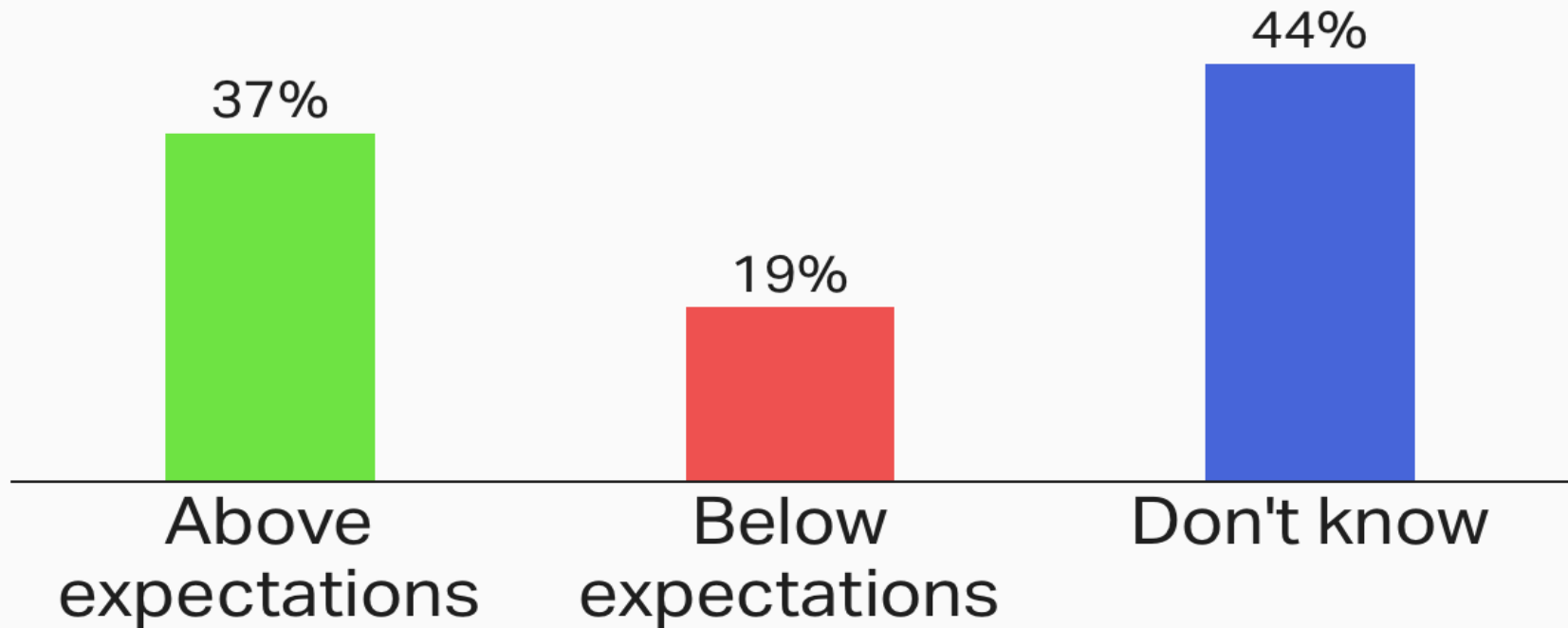
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Votes: 28

Have they delivered against expectations?

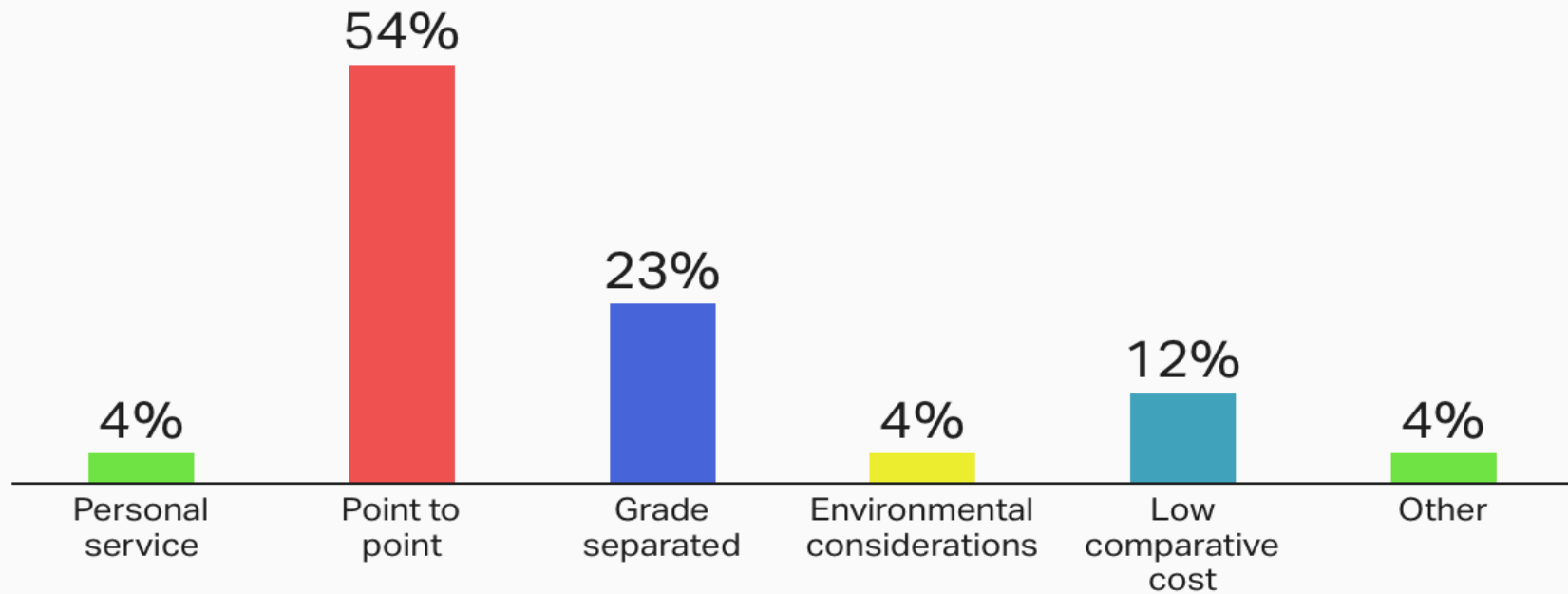
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Votes: 27

What aspect of the operational systems most defines the service for you?

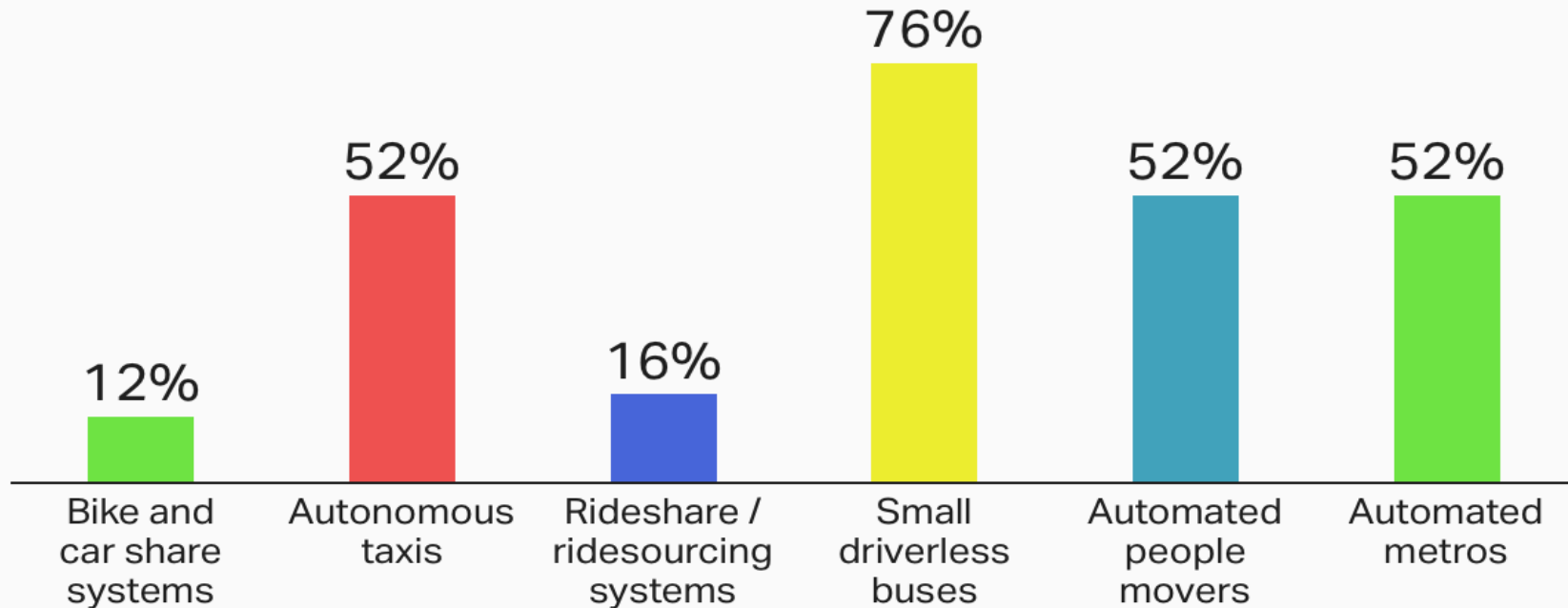
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Votes: 26

What other technologies would you consider to be advanced transit?

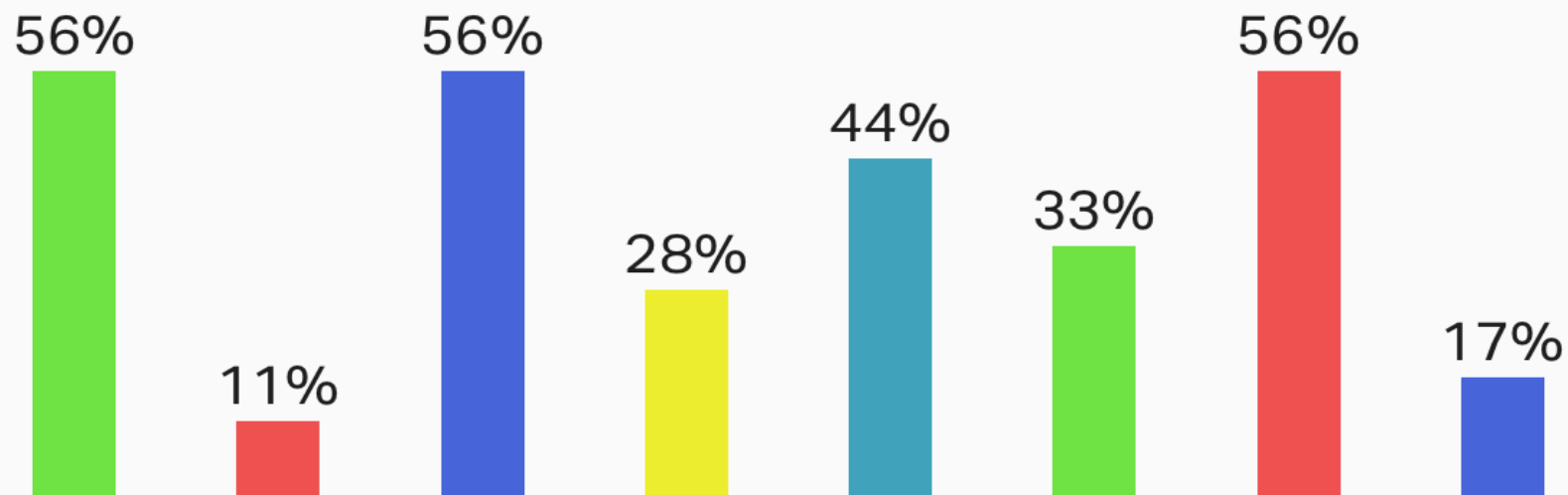
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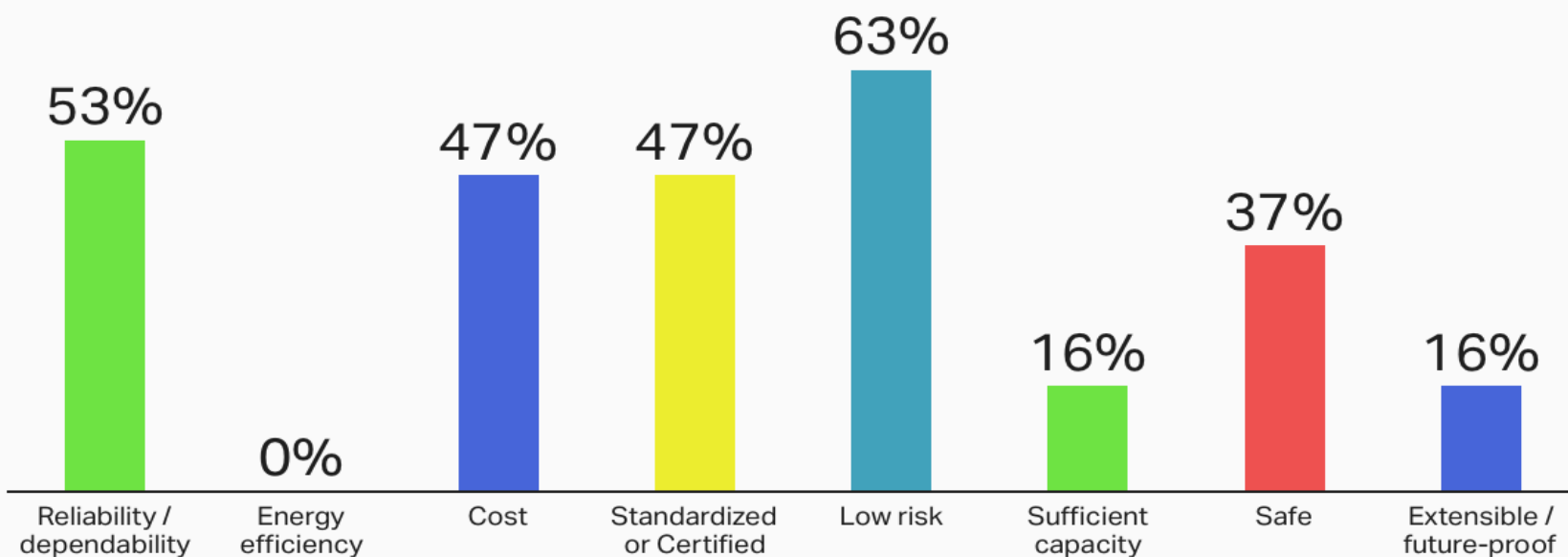
Note – Perhaps ATRA should consider widening its remit!

Votes: 25

If you are a supplier, what 3 attributes are most important for you to sell systems?

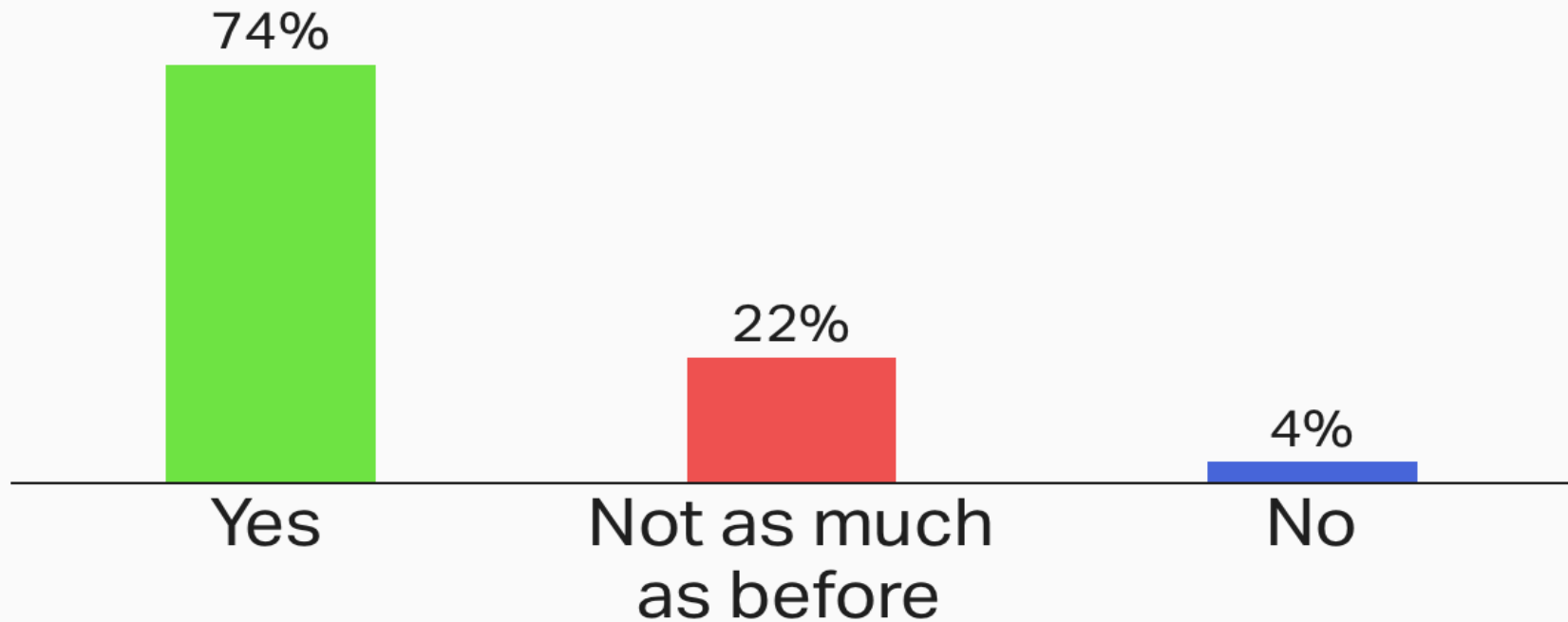


If you are a buyer, what 3 attributes are most important to procure an ATN?



Do you need ATN if you have autonomous cars?

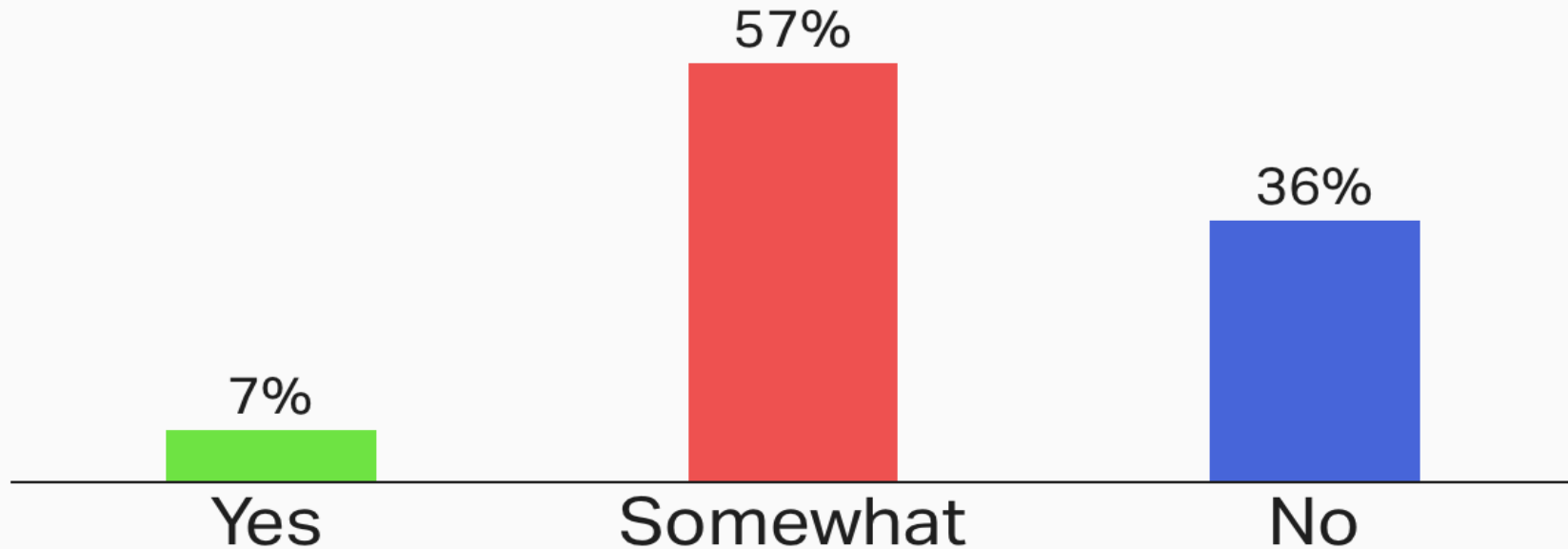
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Votes: 27

Are the current operational systems representative of ATN?

Mentimeter



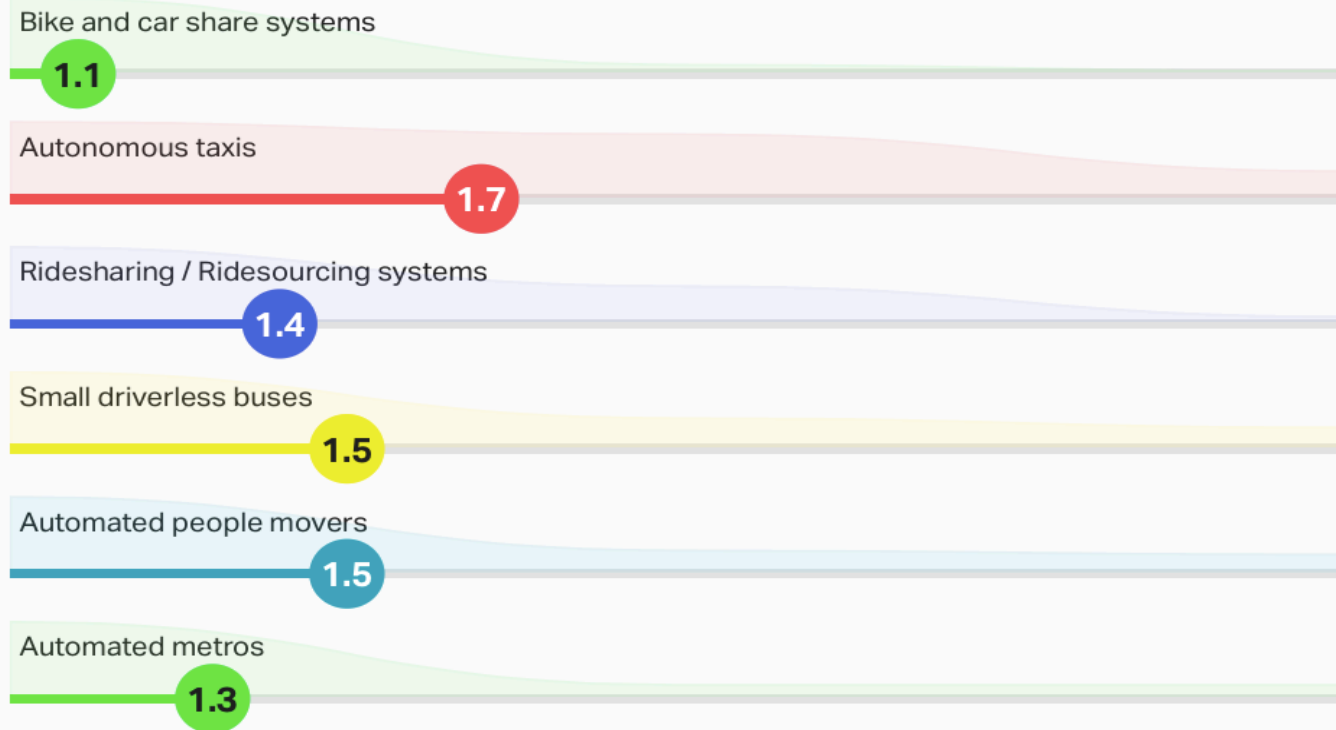
Votes: 28

Are these technologies complementary or threatening to ATN?

Mentimeter

Complementary

Threatening



Votes: 27

What gaps do you perceive in efforts to promote ATNs today?

- Customer input.
- Standards are necessary to assist suppliers Inform people that autonomous cars are not a panacea.
- Failing to reach a larger audience.
- Addressing risk mitigation efforts to stakeholders.
- Honest, balanced assessments Too many systems, too engineering driven.
- Ineffective social networking presence
- More emphasis on proven systems
- Lobby Washington.
- Low public knowledge
- Clients / consultants can't engage with industry / technology as a whole; only individual vendors.
- Political agencies recognizing the need to resolve congestion issues ATN can be lower cost alternative to high speed/capacity mass transit
- Tools for transit consultants, who are not Atn experts
- Lack of ability to seriously work with decision makers.
- Good PR Domestic (USA) demonstration system.

What gaps do you perceive in efforts to promote ATNs today?

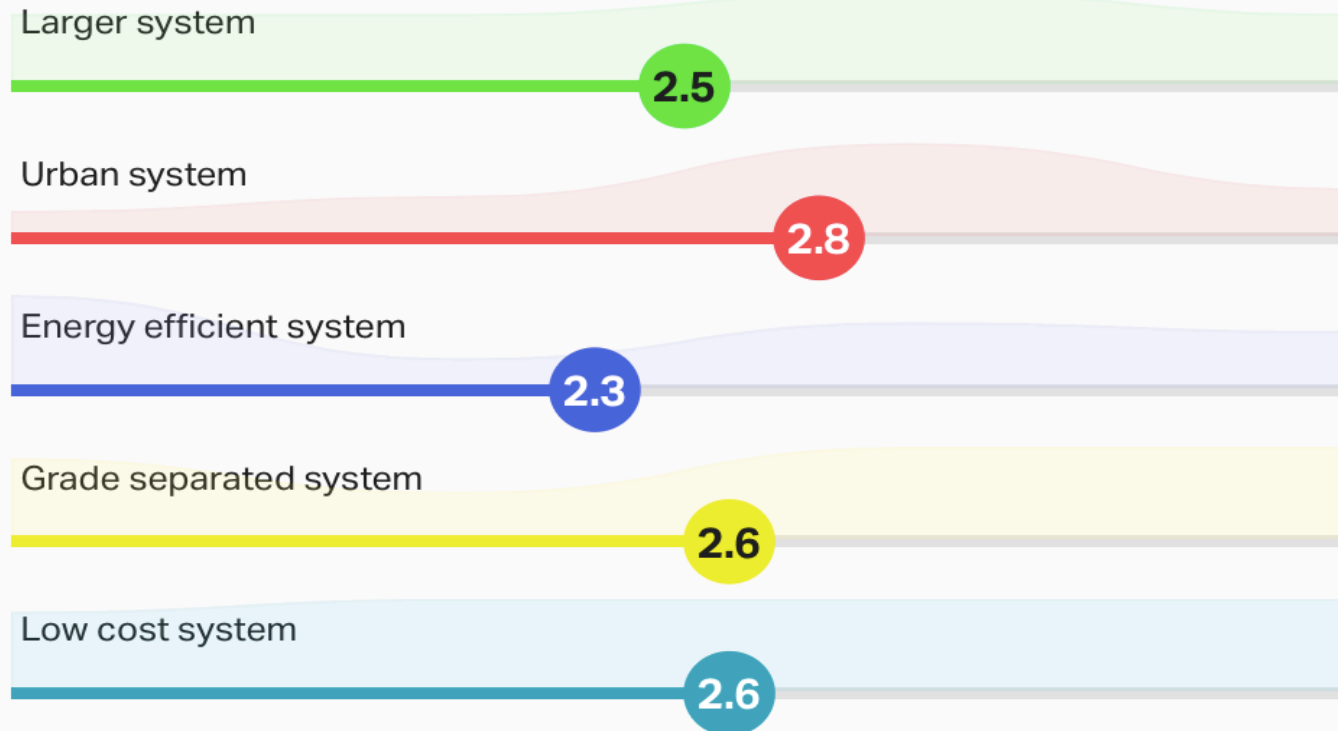


- Burst the bubble on the driverless car hype.
- Focus applicability
- Unrealistic cost estimates
- Speak with proven data / realistic multimodal modeling including ATN and showing benefits
- Help accessing government
 - Coordination of demos Coordinate atm message.
- Effective marketing.
- Vendors promoting their proprietary technology to the exclusion/detriment of moving the industry forward
- Lack of knowledge about how to include ATNs in planning studies
- Lack of an operating high speed system
- Partnership with industrial or mobility leader which will give credibility
- Development of financing mechanisms templates. Define ATNs niche

How necessary is it for the next ATN project to embody these features?

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Not necessary

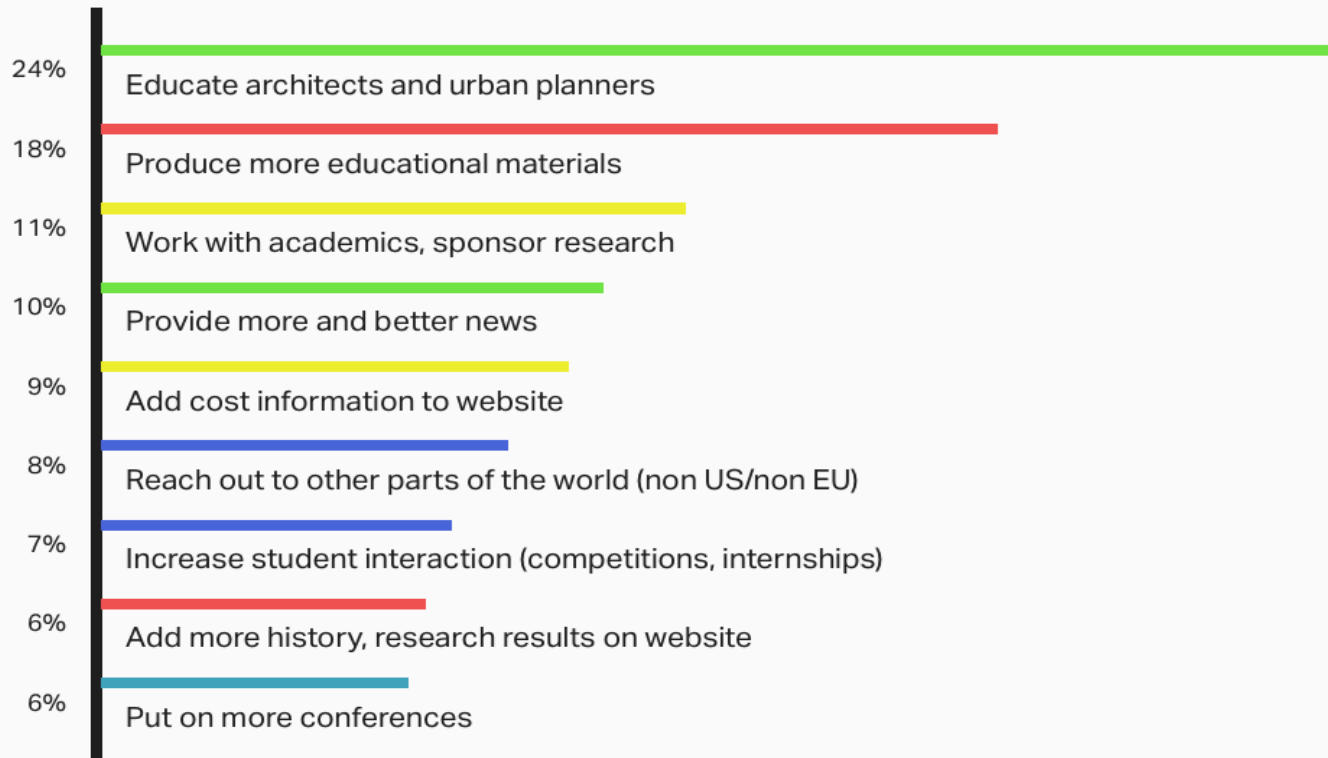


Absolutely necessary

Votes: 27

Of the following potential ATRA activities, which would be most useful?

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Votes: 21

Note – ATRA to work to educate, seems to be the message!

Are there any other topics you would want to talk about next time?



"Potential client" round table to directly interface with the market.

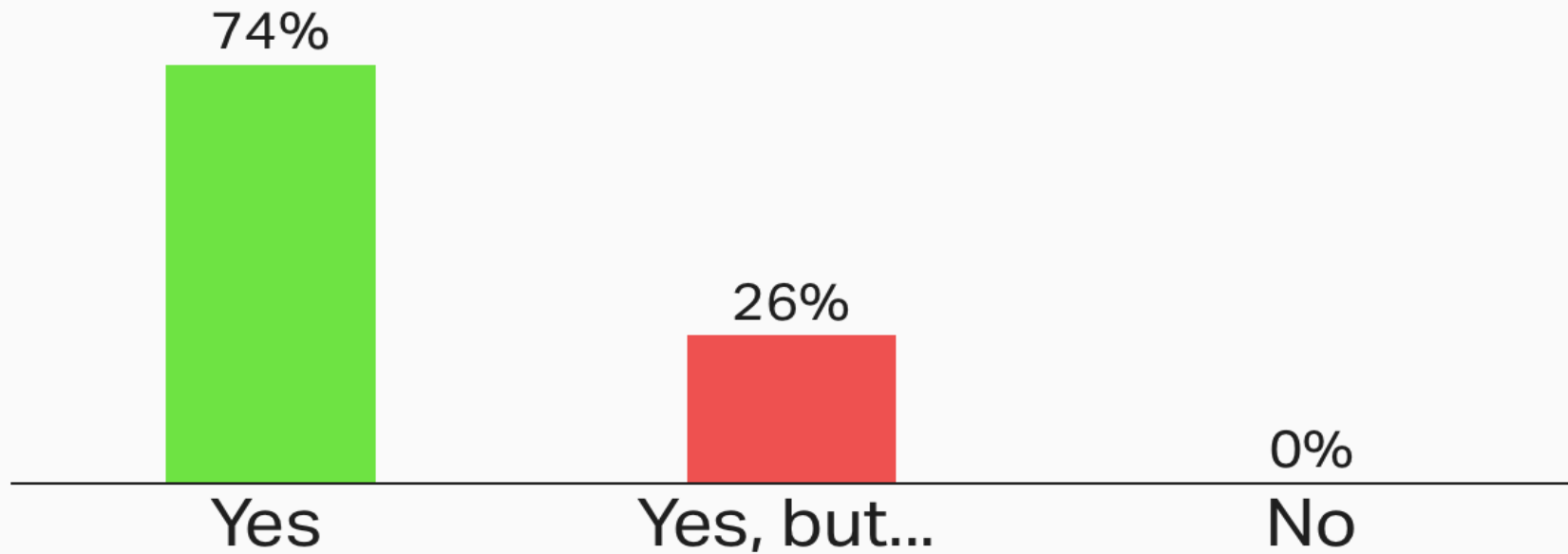
We are in the marketplace of ideas.
Successful marketing today requires an effective social networking presence.

How many people should fit in an ATN vehicle?

Need to professionalize the e-newsletter.

Was this type of interactive session useful?

Mentimeter



Votes: 23