Podcar
ATRA Interactive Session Results

D Holdcroft
G Hsueh
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?

- Suppliers / Developers: 44%
- Advisors / Consultants: 28%
- Enthusiasts: 12%
- Owners / Potential Buyers: 12%
- Politicians: 4%
- Academics: 0%
- Students: 0%

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

Votes: 25
Why are you here today?

- To learn about ATN: 44%
- To explain about ATN: 16%
- To get away from the office: 0%
- Other: 40%

Votes: 25
Do you have a view on ATRA?

- Never heard of them: 24%
- Doing a good job: 28%
- Could do a better job: 48%
- Doing a bad job: 0%
- A waste of ...: 0%

Votes: 25
How much do you know about ATN?

- Nothing: 14%
- Novice: 17%
- Apprentice: 14%
- Professional: 34%
- Expert: 21%

Votes: 29
Are the current operational systems representative of ATN?

- Yes: 7%
- Somewhat: 57%
- No: 36%

Votes: 28
Have they delivered against expectations?

- Above expectations: 37%
- Below expectations: 19%
- Don't know: 44%

Votes: 27
What aspect of the operational systems most defines the service for you?

- Point to point: 54%
- Grade separated: 23%
- Environmental considerations: 4%
- Low comparative cost: 12%
- Other: 4%

Votes: 26
What other technologies would you consider to be advanced transit?

- 12% Bike and car share systems
- 52% Autonomous taxis
- 16% Rideshare / ridesourcing systems
- 76% Small driverless buses
- 52% Automated people movers
- 52% Automated metros

Note – Perhaps ATRA should consider widening its remit!
If you are a supplier, what 3 attributes are most important for you to sell systems?

- Reliability/dependability: 56%
- Energy efficiency: 11%
- Cost: 56%
- Standardized or Certified: 28%
- Low risk: 44%
- Sufficient capacity: 33%
- Safe: 56%
- Extensible/future-proof: 17%

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

- Reliability/dependability: 53%
- Energy efficiency: 0%
- Cost: 47%
- Standardized or Certified: 47%
- Low risk: 63%
- Sufficient capacity: 16%
- Safe: 37%
- Extensible/future-proof: 16%
Do you need ATN if you have autonomous cars?

- Yes: 74%
- Not as much as before: 22%
- No: 4%

Votes: 27
Are the current operational systems representative of ATN?

Votes: 28
Are these technologies complementary or threatening to ATN?

- Bike and car share systems: Complementary (1.1)
- Autonomous taxis: Threatening (1.7)
- Ridesharing / Ridesourcing systems: Complementary (1.4)
- Small driverless buses: Threatening (1.5)
- Automated people movers: Complementary (1.5)
- Automated metros: Complementary Threatening (1.3)
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?

- Larger system: 2.5
- Urban system: 2.8
- Energy efficient system: 2.3
- Grade separated system: 2.6
- Low cost system: 2.6

Votes: 27
Of the following potential ATRA activities, which would be most useful?

- Educate architects and urban planners (24%)
- Produce more educational materials (18%)
- Work with academics, sponsor research (11%)
- Provide more and better news (10%)
- Add cost information to website (9%)
- Reach out to other parts of the world (non US/non EU) (8%)
- Increase student interaction (competitions, internships) (7%)
- Add more history, research results on website (6%)
- Put on more conferences (6%)

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?

- Yes: 74%
- Yes, but...: 26%
- No: 0%

Votes: 23