

APPENDIX C

**PUBLIC/PRIVATE PARTNERSHIP
CORRESPONDENCE**

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C. PUBLIC / PRIVATE PARTNERSHIP - CORRESPONDENCE

Rochester ATMS Public/Private Partnership Opportunities

REPORT OF ACTIVITIES

OCTOBER 4, 1995

Instituting ATMS will involve partnerships with private industry, businesses and the academic community. The extent of the partnerships that will be formed depend on several things. First, the need for partnerships must be adequately communicated and understood, with an intensive program to explain the goals and objectives of ATMS and the way partnerships can implement ATMS. Second, public technical assistance should be made available where possible, and its availability should be made explicit. Third, resources are limited in all sectors of society, and the benefits of participation should be examined and carefully delineated.

A general outline of the possibilities for ATMS partnerships indicates three categories of techniques that can be implemented: 1. privately operated techniques; 2. public/private coordination and joint activities; 3. Publicly-led activities. In each of these categories, there is a need for coordination between private and public sectors to expand understanding and to assure their implementation. In some instances, there may also be a need for technical assistance from either the public or the private sector.

The academic community may be able to play a role in several of the ATMS partnerships. Academic institutions are not only employers, but are also able to undertake a role in research and training. Bringing the academic community into the ATMS programs can significantly help broaden the approach to both the technical and institutional arrangements that are essential to the success of the program.

The following is a summary of activities designed to inform and interest the business and academic communities in the progress and promise of ATMS. As a living record, it demonstrates that work has been underway with the private sector over the past few months, with several anticipated results taking place over the summer and early fall. At the conclusion of this summary of events, a series of conclusions and recommendations is listed, for potential further actions in developing a set of private/public actions to support ATMS in Rochester.

February, 1995

Work on the public-private partnerships began with a known success story: the use of vans for emergency response to incidents on highways. Emergency response vans are in use in other cities, including Boston, Washington, Philadelphia, Providence, Albany, and on Long Island. Contact was made with CVS/Samaritan companies for details on their operations in these locations. The information was transmitted to Gordon Fuller, Vice President, Industrial Management Council, urging consideration of potential public-private partnerships, with emphasis on freeway service patrols. The oral response suggested approaching private firms through the Chamber of Commerce.

Initial contact was made with the Greater Rochester Area Chamber of Commerce regarding possible public-private partnerships. The response was a request for a documentation of the intent of the program.

March, 1995

Documentation of methods of potential private participation began. A memo on a possible prototype - on Smart Travelers Program in Massachusetts - was prepared to document private involvement in travel information distribution. Analysis of the CVS/Samaritan material began, with calls to the operators of the services. These pieces of information were provided to the Chamber representatives.

Information was received that several area colleges have CCTV, including RIT. It was also noted that many college locations in the Greater Rochester area may also have fiber optic connections on their campuses.

Follow-up letters were prepared for the Chamber of Commerce, along with a series of follow-up phone calls. A letter was prepared for Chamber of Commerce President Thomas Mooney. The oral response was from Wyoma Best of the Chamber staff.

A series of contacts was initiated with the broadcast industries. An initial contact was made through phone calls and follow-up letter to Tom Foster of the Greater Rochester Cablevision Co. setting up a meeting for April 27 and enclosing information about ATMS. Contacts at GRC to be Bruce Java, Tom Green and Cindi Crowley. Foster indicated that his company already has 100 street miles of fiber in place in the Rochester area.

April, 1995

Continuing contacts with Greater Rochester Metro Area Chamber of Commerce resulted in an initial meeting. This meeting was set up through Wyoma Best, Vice President of Communications and Public Relations, and Katharine Mahar, Vice President of the Rochester Safety Council, an affiliate of the chamber. At the Chamber of Commerce meeting on April 26, several suggestions were made, including further contact with Chamber affiliates, such as the High Tech of Rochester, an organization that supports emerging high tech companies, and The Rochester Project, an interactive communications group. In addition, suggestions included further outreach to broadcast and distribution industries, and undertaking a survey of Chamber members to determine interests.

At the meeting with Greater Rochester Cablevision staff on April 27, enthusiasm was demonstrated for the collection and distribution of information, and for completion of the fiber optic network throughout the region, including along the freeways. The group inquired about the quantity of bandwidth required for public services. They also asked about the use of fiber for the transmission of information obtained from highway-oriented CCTV. They are also interested in the timing of public actions and would like to be informed of imminent decisions.

In preparation for further meetings a map was prepared of locations of activity in and around downtown Rochester as potential sites for kiosks with touch-screen information-delivery capabilities. A listing of these sites was also prepared for distribution as appropriate.

May, 1995

Following up the suggestions from the meeting with the Chamber of Commerce representatives, a series of initiatives began:

- Contact was initiated with the colleges of the area. A letter of introduction was sent to Richard

Crowthers, President of Roberts Wesleyan College and chair of Rochester Area College Presidents Group.

- ▶ As suggested by the Chamber representatives, a draft of a letter from the Chamber president was prepared, to introduce ATMS. A survey form was also drafted, to be enclosed with the letter to Chamber members, to ascertain their potential interest in ATMS.
- Contact was initiated with people from additional broadcast and telecommunications firms in the area: Denise Gutstein of Frontier/Rochester Telephone; Richard Aab of ACC; and I.C. Shaw of Executone. Each of these people are representatives or CEOs of telecommunications firms that would be potentially interested in fiber optics applications in the region.
- A videotape on emergency equipment was located. The videotape, prepared by Hewlett Packard Corporation, demonstrates future control panels and equipment to deal with emergencies. The videotape would be made available to local agencies and interested parties for viewing.

June, 1995

Two organizations, both under the umbrella of the Chamber of Commerce, were contacted. Contact with High Tech Rochester to set up meeting was made through Kevin Kelley, who leads the project for the Chamber staff, to set up a meeting. Contact was also made with The Rochester Project, an affiliate of High Tech Rochester, through Art Maurer, who is the force behind the organization.

The proposed Chamber of Commerce survey of its members was reviewed. Drafts of the survey were sent to Chamber representatives Wyoma Best and Katherine Mahar.

Telephone calls with Richard Crowthers, President of Roberts Wesleyan College, developed a strategy for contacting the Rochester area college presidents. At the request of Crowthers, a letter was drafted for his signature, to be sent to his peers regarding their potential interest in ATMS. Along with this letter, a memo from Lewis Gurley, NYSDOT Region 4 Director, was to be included, explaining goals of public sector in promoting ATMS for Rochester. These letters were drafted and sent along to Crowthers for his signature and distribution. The letters were then sent out to the college presidents.

Contact was made with Frontier/Rochester Telephone regarding the prospects of anticipated fiber optics links along expressways in Rochester area. The company representative, Al Gregg, expressed interest in the integration of fiber optic lines along the expressways with those already in operation and use by his company. He requested maps and details of proposed early installations along Route I-390, which were transmitted to him.

Contact was made with Executone regarding its potential interest in ATMS. For the company, Roger Shaw indicated that they had prepared the plan for a Monroe County phone system, to be operated by the County Purchasing Department. It consists of a phone system, interoffice communications and voice mail. Executone could expand this system via a wide area network. Shaw indicated that the county has not yet done implemented the total plan. Shaw said that Executone does not usually work with 911 systems.

July-August, 1995

Preparations got under way for a meeting with the Rochester Project members. A preparatory meeting with Kevin Kelly and Art Maurer introduced the subjects included in the ATMS work. Maurer asked

about potential links with the Rochester-as-an-image-center theme. He cited possibilities of mobile paging, kiosks, and on-line communications. Kelly was interested in means of moving images of all types and getting information on a television or PC at either the home or in the workplace. Maurer suggested coordination as a means of optimizing use of fiber systems, citing the example of long distance telephone companies which learned to share a system with a limited supply of communication links in order to compete. Maurer was also interested in devices installed in vehicles, particularly with hard copy devices and ways to make information available via interactive multi-media. He cited the possibility of pre-programming information for daily commuters, and special programming for large-scale events. He suggested that the large companies in the region would be interested in obtaining such information. He wondered if the information flow should be through the cablevision companies via satellites to the home, as in adult education or GEDs. Kelly and Maurer suggested as catalysts for ATMS: 1. Employer human resource departments, which have an interest in safe and timely travel for employees; 2. Product developers, who have a proprietary basis for interests in technology; and 3. Helpnet agencies which provide on-line and e-mail services to agencies and neighborhood centers.

A briefing was prepared for members of The Rochester Project including representatives from Kodak, Frontier/Rochester Telephone, Gannett Rochester newspapers, Greater Rochester Cablevision, HELPNET, High Technology of Rochester, Congresswoman Slaughter, Rochester Gas and Electric, et al. This meeting was held on August 29, 1995. At the meeting many of the ideas cited by Kelly and Maurer were brought up, including ownership and operations of fiber optics cables and of CCTV, possible improvements to satellite technology as opposed to fiber optics, links to the Internet, help from the American Automobile Association, the economics of providing information, information by pager,

Preparations were also initiated for a meeting with Rochester Area Colleges Presidents' group, to be held on September 13, 1995.

Continuing contacts were maintained with the Chamber of Commerce regarding the proposed survey of its membership regarding potential interest in ATMS. At the joint meeting with the chamber members to discuss dissemination of information, it was suggested that the introductory letter by Chamber President Thomas Mooney be mailed to a select group of community business leaders.

A notice was faxed to the Chamber of Commerce and to the people contacted in the technology companies that New York State DOT was beginning its contacts with private firms regarding fiber optics in expressway rights-of-way.

September, 1995

A briefing was prepared for the Rochester Area Colleges Presidents' group at their regular meeting on September 13, 1995. Details of proposed ATMS elements were explained in a question and answer session. Questions included topics such as the use of kiosks as locators, the range and scope of available traffic information, and how to obtain connections to the fiber optic network.

Conclusions

The pattern of contacts with representatives of business and industry in the Rochester area leads to cautious optimism that, over time, relationships can be created and maintained to support and expand the potential for ATMS. There are many potential actions that NYSDOT may want to pursue:

- NYSDOT can develop and transmit its ATMS internal communication needs to the private

sector. Several of the contacts in the private sector suggested that they could be of more assistance to the program if they knew the requirements for bandwidth and for numbers of cables needed in the fiber optic network for NYSDOT to use in putting together its network of connections between information sources and the TOC.

- NYSDOT, working with other agencies, can develop and market the information that can be provided externally as a result of implementation of various ATMS components. One the principal methods of delivery of information that has been repeatedly suggested is the use of on-line technology. This technology can include a home page, with instructions on how to access the information. It can include methods of subscription which require payment in return for a password for access to the information. Another method is delivery of transportation information to a distribution source such as cablevision, a somewhat simpler method of information distribution. Both methods make use of existing communication network technology for distribution of transportation information. These alternatives and others should be explored in some detail.
- Tests of information dissemination might be pursued with employer human resource departments, who have an interest in safe and timely travel by employees. One method suggested would be under the control of a single employer. CCTV cameras placed on tall buildings downtown might be a way to let people see the traffic conditions on neighborhood streets or highways. They could then make decisions about travel mode or timing based on that information. Information might be transmitted to an in-house kiosk or to individual desk PCS for display. Another possibility is distribution of information via personal pagers.
- The kiosk is a technology for distribution of information that is now being explored by several Rochester area industries. NYSDOT may want to know more about its potential for distribution of information to high employment locations.
- Information about parking availability in downtown garages could be transmitted to HAR or VMS along the expressways. The municipal parking authority and private parking facility operators may want to develop methods of transmitting this information to incoming drivers.
- Linkages with area colleges can be pursued. Members of the Rochester Area Colleges group have expressed interest in:
 - a. fiber connections to all the campuses.
 - b. development of locator kiosks for their campuses and possibly other sites as well.
 - c. research in transportation technology
 - d. training in transportation fields, using teaching expertise at the colleges.
 - e. receiving information about transportation for use by their students.
 - f. developing kiosks to display locator information.
- Connections to area schools and agencies need exploration. Current efforts to provide links to schools through the Rochester Area Interactive Telecommunication network are being planned by the Board of Cooperative Educational Services and the NYS Department of Education. The Helpnet collaborative agencies are working to provide on-line and e-mail services to local agencies and neighborhood centers.
- Sponsorship of courtesy vans should be pursued. Vans were in operation in the area as recently as April, 1995, so the experience is partially in place. A little courtesy patrol is in operation for

the reconstruction of I-390 in the airport area. Documentation of the role of this service and active solicitation of potential sponsors should get underway. Private sources of funding are the most likely means of getting services up and running. Publicity for the services and dissemination of information about availability will need discussion.

- Contact with the distribution industries can be initiated. Representatives from the Chamber of Commerce indicated that these industries, which have a significant presence in the Rochester area, might be sources of information and also consumers of ATMS information, to aid in their just-in-time deliveries and reliance on the roadway network for safe and timely distribution of its products.
- Continuing contact with business organizations should be maintained. The Greater Rochester Chamber of Commerce is planning to distribute the questionnaire developed for them to a group of its members. The information should be interesting to the agencies working on ATMS. The Rochester High Tech Council and the Rochester Project hold considerable promise as avenues for agency access to ideas from businesspeople, along with their views of what should be included in a comprehensive ATMS project.
- All private firms know something of Monroe County efforts in working with fiber optics and assembling an information base. Working jointly with Monroe County DOT seems essential for NYSDOT, to establish credibility that transportation information is being coordinated for dissemination.

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: February 14, 1995

TO: Arnie
FROM: Bob Sloane
RE: The Smart Travelers Program in Massachusetts

After working on getting information from the CVS-Samaritan program, I began to wonder about the Smart Routes Company and its Smart Traveler Program as well.

The state and federal government have been involved both in this program as well as the CVS program. The Smart Routes Company developed the concept and came to the program with equipment and software. The state and federal government then provided funding to develop and expand the operation, including, for example, buying additional cameras for highway observations. Smart Routes provided in-kind contributions in the form of their existing operations, equipment, etc. That arrangement proceeded during the first year of operation.

The first year consisted of the following:

- Two months of start-up (Nov. - Dec., 1992)
- One calendar year of operation (Jan. - Dec. 1994)
- An extension of three months (Jan. - Mar. 1995)

During this first year, the federal government provided 50% of the cost of the program, and Smart Routes provided 50% of the program, largely in in-kind services (air time on TV and radio, marketing support from private firms, etc.)

During the second year, from April 1994 to February 1995, the federal government provided 80% of the funding and the state provided 20%. Smart Routes was required to match the federal dollar amount with in-kind services. The resulting value of the contributions from the three sources was said to be 44% federal, 44% Smart Routes and 12% state.

I do not have information on anticipated funding for the time period to begin in March 1995.

This is another case where it would be interesting to see if this pattern of federal funding is repeated in other places where Smart Routes is involved.

Backgrounder:

CVS/SAMARITAN VANS: Help On The Highways for 17 Years

Drug stores and stranded motorists. They go together like , , . well, like pharmacists and fan belts.

But one company -- CVS of Woonsocket, Rhode Island -- has brought these seemingly disparate elements together, and in the process has forged one of the most successful and invaluable community service programs I.0 be found anywhere: the CVS/Samaritan Vans. There are a few hundred thousand motorists between Washington, DC and Boston who are grateful for this "strange alliance".

EMERGENCY RESPONSE VEHICLES AND MORE

In a nutshell, the Samaritan Vans are "emergency response vehicles" which patrol some of the major highways of Boston, Washington, Philadelphia, Providence, Long Island and Albany, during rush hours in se-arch of broken.down or abandoned vehicles and motorists in need. The drivers -- who are trained mechanics, Emergency Medical Technicians (EMTs) and crisis counselors rolled into one -- are capable of making numerous minor on-site repairs (flat tires, broken fan belts, frozen gas lines, dead batteries, etc.), administering medical help, calming a tense situation, or using their communications equipment to summon the state police or tow trucks. CVS/Samaritans also provide traffic reports and information to their radio and TV station partners, and assist in the removal of a wide variety of debris from the road: from tractor-trailer tire caps to a spilled load of cantaloupes.

In 1994, the 11 CVS/Samaritan Vans in those G cities traveled nearly 341,000 "help miles" and made contact with 60,000 motorists, Along the way there were dozens of car fires, hundreds of accidents and thousands of abandoned vehicles to attend to; also a lot of road debris to clear, a lot of flat tires to fix, and even the occasional harried breakdown victim to be transported to a job interview on time.

But the Samaritans always lent a helping hand (it is the policy of the CVS/Sanaritans never to pass a motorist on the side of the road), and always without any cost to those assisted: all repairs and aid - even parts and gasoline - are provided free-of-charge, because the program is fully funded by CVS.

GRATEFUL ACKNOWLEDGMENTS

A valuable community service? Unquestionably! Motorists often seem stunned by this bit of altruism, and it is reflected in their notes of thanks -- about 4,000 of which come into CVS headquarters each year.

"(The CVS/Samaritan) was very helpful and kept checking on us to make sure we got our tow ... (When it) failed to come, he called another tow, took my family to their destination, and then dropped me off at the train station."

#

"I was really upset, broken down in the road, but (the CVS/Samaritan) was reassuring, professional, had phone books, helped me get a tow and let me use the phone to call work -- this is a wonderful community service!"

#

"I was cruising along 128 in the morning rush hour when I had a flat. While contemplating what I should do, I looked up and saw the CVS Van. What luck! two great guys had the tire changed in no time. I immediately went out and bought a lottery ticket."

Such notes often contain checks or tips intended for the drivers -- but these are always returned with the suggestion that they be sent to a favorite charity. The Samaritans would have it no other way.

THOROUGH TRAINING

Meanwhile, one cannot help noticing that the men and women who drive the Samaritan Vans seem to relish their role as "highway incident managers". Almost all of them come to the program with EMT certification, vast automotive repair expertise, and a wide array of other relevant experiences including firefighting teaching and even police work. All Samaritans must also undergo an intensive 30-day training program, which includes instruction in hazardous material response, driver courtesy, emergency response/accident management and traffic reporting, among many other procedures. They then spend up to eight weeks out on the road training under a senior Samaritan,

Still, despite all the preparation, sometimes it just takes a lot of common sense and old fashioned ingenuity to solve a problem. Samaritans have been known to use everything from pencils to pantyhose to temporarily fix mechanical problems. Often they are the first ones on the scene of an accident, and must set up a triage system for accident victims, secure the area by blocking off a highway lane or two -- and also try to defuse the hot tempers. When that happens, all the training in the world won't help if you don't exercise some good judgment and follow your basic instinct.

COMMITMENT TO NEIGHBORHOOD SERVICE

Since 1978 CVS has been major sponsor of the Samaritan Vans, and has integrated the program into its deep corporate commitment to neighborhood and community service. "The CVS/Samaritan van program is all about helping people", says president Tom Ryan," and that's right in keeping with our company philosophy." CVS also encourages its pharmacists to present free clinics in their communities and often offers in-store screening programs for vision, colorectal cancer and numerous other health concerns.

And good community service has also translated into good business: during that time the company, which is a division of the Melville Corporation, has grown into the fifth largest drugstore chain in the country, with more than 1300 stores and \$4.3 billion in sales.

Named for the peoples of ancient Samaria, who were renowned in Biblical stories and parables for their altruistic nature and good deeds, the Samaritan Van program is operated by Samaritania, Inc., of Franklin, Massachusetts.

CRS

FAX COVER SHEET
401-769-4488



DATE: 2/13/95

TO: Bob Sloane

COMPANY:

FAX #: 617-482-7417

FROM: Susan Keating

We are sending a total of 4 pages, including this cover sheet. If you do not receive the indicated pages, please call me at 401-765-1500 extension Void as soon as possible so that we can check it for you.

Thank you.

COMMENTS: _____

February 27, 1995

Mr. Gordon Fuller
Vice President
Industrial Management Council
The Hutchinson House
930 East Avenue
Rochester, New York 14607-2296

Dear Mr. Fuller:

Thank you for your time on February 17 to meet with myself, the State DOT and other members of the consulting engineering team working on the Rochester Advanced Traffic Management System Study. Your Information will be useful to us as our work continues.

You may remember when Dave Goehring of State DOT was talking about early action items being developed as part of this effort. One of the likely "winners" among these actions is a freeway service patrol, which would provide roadside assistance to disabled motorists at no charge to those being helped. Among the services that would be provided might include simple repairs; tire changes, battery boosts, as well as gasoline and water fill-ups. The service vehicle might have a push bumper to help clear a disabled vehicle from the road. In addition, the service vehicle would be equipped with a cellular phone for emergency calls. Further the service provider might be trained with some elementary emergency medical treatment skills.

As you may already be aware, successful services like this exist in many cities, including Albany, Boston and Providence. In addition, we are aware of the current service provided now by the WHAM radio station and Monro Muffler/Brake Inc., providing roadside assistance on a limited basis in the Rochester area.

The State DOT is interested in seeing an expansion of this freeway service patrol program in the Rochester area, beginning in the very near future. They would like it to be a public-private partnership, encouraging business sponsorship of the service. The details of the service -- areas covered, times of day, vehicles used, driver training, liability protection, etc. -- are all points that the State would like to work out with a potential sponsor.

I am writing you to ask for your assistance in bringing the State DOT together with one or more potential corporate sponsors. On our own, we have developed a list of firms that might have some interest in this area. We have not contacted any of them, but thought that they might be interested, either because they have demonstrated themselves to be civic-minded in the past or because they might have a product or service that they might be able to

advertise. The firms that we thought might be potential sponsors include:

- AC Delco
- Automobile Club of Rochester
- Citibank
- Eastman Kodak
- Greater Rochester Cablevision
- Upstate Milk Co-operatives
- Chase Manhattan
- Gannet Newspapers
- IBM
- Coca Cola
- IBM
- Mobil

In addition, continued sponsorship by WHAM/Monro Muffler is possible as well,

Once you've had a chance to look this over, I'd like to give you a call and pursue the matter further, in terms of what you might suggest would be our next steps. If you feel that we should be dealing with the Chamber of Commerce instead, please feel free to let me know.

Thank you again for the opportunity to meet with you. I look forward to working with you on this important project,

Sincerely,

Arnold Bloch, Ph.D.
Principal

c.c.: Dave Goehring, New York State DOT
Lee Klein, HNTB
Bill Holthoff, Sear Brown

March 16, 1995

Mr. Kevin Kelly
Greater Metropolitan Rochester Chamber of Commerce
Rochester, NY 14607

Dear Mr. Kelly:

I have been trying to reach you to see if we might meet briefly on Tuesday, March 21, when our study team will be in Rochester for a meeting of Technical Advisory Committee on the Rochester Advanced Traffic Management System (ATMS) Study.

Dave Goehring of NY State DOT has talked about a number of early action items being developed as part of the ATMS work. One of the likely "winners" among those actions is the freeway service patrol, which would provide roadside assistance to disabled motorists at no charge to those being helped. Among the services that might be provided are simple repairs, tire changes, battery boosts, as well as gasoline and water fill-ups. The service vehicle might have a push bumper to help clear a disabled vehicle from the road, and might be equipped with a cellular phone for emergency calls. Further, the service provider might be trained with some elementary emergency medical treatment skills.



Jane Howard
Kathleen E. Stein-Hudson

38 Chouny Street
Boston, Massachusetts 02111

(617)482-7080

As you may already be aware, successful services like this exist in many cities, including Albany, Boston and Providence. There is a recently-established service of this type being provided in the Rochester area on a limited basis by WHAM radio station and Monro Muffler/Brake Inc.

The State DOT is interested in seeing an expansion of this freeway service patrol program for the Rochester area, beginning in the very near future. They would like it to be a public-private partnership, encouraging business sponsorship of the service. The details of the service -- areas covered, times of day, vehicles used, driver training, liability protection, etc., -- are all points that the State would like to work out with a potential sponsor.

We would like your assistance in bringing the State DOT together with one or more potential corporate sponsors. On our own, we have developed a list of firms that might have some interest in this area, either because they have demonstrated themselves to be civic-minded in the past or because they have a product or service that they might like to advertise. The list is as follows:

- Continued sponsorship by WHAM/Monro Muffler
 - AC Delco
 - Automobile Club of Rochester
 - Citibank
 - Eastman Kodak
 - Greater Rochester Cablevision
 - Upstate Milk Co-operatives
 - Chase Manhattan
 - Gannet Newspapers
 - IBM
 - Coca Cola
 - Mobil

Please be aware that we have not yet contacted any of firms on this list, and would like your advice prior to making calls.

I hope that this overview will form the basis for our discussion on what should be our next steps. We would like to work closely with you in pursuing this matter.

I fully understand that it may be difficult on such short notice to meet with you next Tuesday. If we can not meet, I will call you about this process and ask your advice.

Sincerely



Robert Sloane

cc: Dave Goehring, NY State DOT
Lee Klein, NHTB
Bill Holthoff, Sear Brown

March 30, 1995

Mr. Thomas T. Mooney
President
Greater Rochester Metro Chamber of Commerce
55 St. Paul Street
Rochester, NY 14604

Dear Mr. Mooney:

I understand that you have been busy with hearings on the state budget in Albany, and thought I would try to save you some time with a brief introduction to our project.

We are members of a consultant team working for 'the New York State Department of Transportation in preparing an Advanced Traffic Management System (ATMS) for the Rochester area. This work is a joint undertaking of the NYSDOT with the Monroe County Department of Transportation, and many other regional service organizations.

I have enclosed two pieces of information about the ATMS plan, to illustrate that it already includes the establishment of a centralized traffic operations center for the region, highway advisory radio broadcasts, variable message signs, closed-circuit television freeway and arterial monitoring. All efforts are being coordinated with other local and regional public service organizations, and are being funded with the assistance of the Federal Highway Administration.

The NYSDOT is interested in developing possibilities for activities that can benefit private firms, while helping the ATMS grow. We think there are several potentially high-profile opportunities for private firms to engage in activities either singly or jointly with public agencies to benefit the Greater Rochester region. These opportunities include the following initial list of possibilities:

- Communication infrastructure needs along the freeway and arterial rights-of-way.
- Courtesy patrol vehicle sponsorships.
- CCTV technology test beds.
- Travel information kiosks at large employment locations or at major traffic generating sites.

These and other ventures are meeting with success in other metropolitan areas around the United States. Firms are beginning to get involved in programs and projects that are beneficial not only to corporate images, but also to traffic conditions within their regions. By improving traffic conditions and reducing

**HOWARD/
STEIN-
HUDSON**

A S S O C I A T E S

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congestion, these programs bring benefits to the entire community, including the employees of the participating companies.

We would like your assistance in exploring these ideas with corporate people from the Rochester area who may want to know about the possibilities of benefits to their firms from ATMS. This could take the form of a presentation to a group or to individuals to demonstrate overall ATMS goals and potential projects, or could focus more closely on the details of specific projects that are being tried elsewhere and could be of use to firms in the Rochester area.

We look forward to talking with you about these exciting prospects.

Sincerely

Robert Sloane

cc: Dave Goehring, NYSDOT
Lee Klein, HNTB
Bill Holtoff, Sear Brown

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: March 30, 1995

TO: Lee Klein
FROM: Bob Sloane
RE: Time of Meeting with Cablevision April 27, 1995

Tom Foster has confirmed his preference for the time of the meeting on the 27th of April. He would like to meet at 10:30 am, as you indicated would also be your preference.

Sent to AS also

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: March 30, 1995

TO: Lee Klein
FROM: Bob Sloane
RE: Contact with Rochester Cablevision

I have contacted Tom Foster at Greater Rochester Cablevision, who is the Vice President of Engineering and who is right person for us to be dealing with. His telephone is (716) 325-1111, and his fax is (716) 232-9114.

Foster said he is very interested in fiberoptics along the freeways and the arterials. He said that his company already has 100 street miles of fiber in place in the Rochester area.

As to a meeting, I suggested that we might combine talks with him with the April 27 TAC meeting in Rochester. He said that would be fine, and has pencilled in 9:00 am on April 27 for a meeting at his offices at 71 Mt. Hope Avenue in Rochester. We will need to confirm this time and date with him after you have a chance to see if it conflicts or meets with your schedule.

He would like a list of who will be attending the meeting. I told him we would fax him the information. It would probably be important to send information to him about the overall goals of the project, as well, since I covered them only very briefly with him on the phone. Now that we've talked about this, I will also be sending him some selected minutes of TAC meetings along with the handout from the last TAC meeting.

Let me know if I should continue making the arrangements for the meeting on the 27th.

cc: Arnie Bloch

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: March 30, 1995

TO: Lee Klein
FROM: Bob Sloane
RE: Time of Meeting with Cablevision April 27, 1995

Tom Foster has confirmed his preference for the time of the meeting on the 27th of April. He would like to meet at 10:30 am, as you indicated would also be your preference.

Sent to Bob also

April 3, 1995

Tom Foster
Greater Rochester Cablevision
71 Mt. Hope Avenue
Rochester, NY 14620

Dear Mr. Foster:

Thanks for agreeing to meet with us to begin explorations of coordinated activities with NYSDOT. As I mentioned to you, we are members of a consultant team working for the New York State Department of Transportation in preparing an Advanced Traffic Management System (ATMS) for the Rochester area. This work is a joint undertaking of the NY SDOT with the Monroe County Department of Transportation, and many other regional service organizations.

I have enclosed two pieces of information about the ATMS plan, to illustrate that it already includes the establishment of a centralized traffic operations center for the region, highway advisory radio broadcasts, variable message signs, closed-circuit television freeway and arterial monitoring. All efforts are being coordinated with other local and regional public service organizations, and are being funded with the assistance of the Federal Highway Administration.

The NYSDOT is interested in developing possibilities for activities that can benefit private firms, while helping the ATMS grow. One of these is the communication infrastructure needs along the freeway and arterial rights-of-way.

We look forward to talking with you about these exciting prospects.

Sincerely

Robert Sloane



Jane Howard
Kathleen E. Stein-Hudson

38 Chouncy Street
Boston, Massachusetts 02111

(617) 482-7080

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: April 24, 1995

TO: Lee Klein, Bill Holthoff, Arnie Bloch
FROM: Bob Sloane
RE: Meeting with Chamber of Commerce Representatives

We have a meeting set up with Chamber of Commerce representatives on Wednesday, April 26, 1995 at 10:30 a.m. at the Chamber offices, 55 St. Paul Street in downtown Rochester.

The two people we will be meeting with are:

Wyoma Best
Vice President of Communications and Public Relations

Katharine Mahar
Vice President of the Rochester Safety Council, an affiliate of the Chamber.

We will be looking for ways in which the Chamber can actively participate in the Rochester ATMS, and, more specifically, we will be asking for leads within local corporations for subsequent contact.

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: May 3, 1995

TO: Lee Klein, Bill Holthoff, Arnie Bloch
FROM, Bob Sloane
RE: Report on meeting with Chamber of Commerce representatives

On Wednesday, April 26, 1995 at 10:30 a.m. Bill Holtoff and I met with Chamber of Commerce representatives at the Chamber offices, 55 St. Paul Street, in downtown Rochester. The two people we met with were Wyoma Best, Vice President of Communications and Public Relations and Catharine Mahar, Vice President of the Rochester Safety Council, an affiliate of the Chamber.

We opened the meeting by discussing the ATMS work that the public agencies have begun: VMS, HAR, TOC, CCTV, incident management, and the emphasis on real time information to aid in congestion management. Then we outlined the principal opportunities that private firms and organizations may want to take advantage of: communications infrastructure, courtesy patrol vehicles, traveler information kiosks, and CCTV technology. We said that we were looking for ways the Chamber can actively participate in the Rochester ATMS, and, more specifically, we said we were seeking leads within local corporations for subsequent contact.

The initial reaction was: Who pays for what in this system? We responded that public funding was expected to fund the initial efforts. The Chamber representatives then offered the following comments:

- The broadcast industry might be interested in information on traffic flow and congested corridors by time of day. This information helps the industry sell time to advertisers.
- The distribution industry - trucking and delivery services - has a large presence in Rochester. As a center of manufacturing, the region relies heavily on just-in-time deliveries and distribution of its products via the roadway network.
- Employers are interested in making certain that employees can get to work on time, and safely.

Potential contacts include the following:

- High Tech of Rochester (HTR), an organization that supports emerging high tech companies. Its software committee looks at state of the art imaging and photonics. Kevin Kelley of the Chamber is our initial contact person.

- The Rochester Project, an interactive communications group, led, in part, by Kodak, which has a goal of an internet for the Rochester community. Kevin Kelley of the Chamber is again our initial contact person.
- The Gateway Consortium, an organization that is developing a communication system in kiosks at malls, and elsewhere. At the moment they are working with the New York State Department of Labor to make employment information available on the kiosks. Both the city and the county have representatives on the Consortium.
- A new vice president of the Chamber, Henry Gottfried, is to be in charge of special programs for revenue production and entrepreneurialism.
- Fibre optics contacts:
 1. Frontier (formerly Rochester Telephone (777-1000)
 2. Greater Rochester Cablevision (already contacted)
 3. ACC - Richard Aab (987-3300)
 4. Executone - I.C. Shaw (427-7000)
- University presidents can be contacted through the regional organization: Rochester Area Colleges. The chairperson is Richard Crowther.
- Hewlett Packard Corp. was cited as having equipment of the type the ATMS might use. The information is presented in a tape of a control panel and equipment to deal with traumatic situations such as earthquakes. A possible contact is the Western New York Computing Company.
- A major suggestion: develop a survey instrument to be sent to all Chamber members, with a cover letter from the Chamber president and perhaps NYSDOT. The survey would include questions for members to review regarding the proposed ATMS and private opportunities that come with it. The survey would review transportation needs, communications systems, impacts and value to employees and questions on safety. It might also include an invitation for briefings for targeted groups. Responses to the survey could be faxed into a central location. Coordination might be a function taken on by the Chamber's Highway Safety Committee.

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: May 3, 1995

TO: Lee Klein, Bill Holthoff, Arnie Bloch
FROM: Bob Sloane
RE: Hewlett Packard video on future control center.

At our April 26, 1995 meeting with the representatives of the Greater Rochester Metro Chamber of Commerce representatives, Hewlett Packard Corp. was cited as having equipment of the type the ATMS might use, The information is presented in a tape of a control panel and equipment to deal with traumatic situations such as earthquakes. A possible contact given to us is the Western New York Computing Company (716) 381-4120).

I called Hewlett Packard and was informed that this is one of their newest videos, called "Synergies". They are willing to show it to us, but a sales representative may come attached to the video to give us the party line of the company.

I think it would be worth our while to show it at one of the TAC meetings. What do you think?

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: May 3, 1995

TO: Lee Klein
FROM: Bob Sloane
RE: Contact with universities and colleges

In our Chamber of Commerce meeting on April 26. we talked about contacting the university and college group that is chaired by Richard Crowthers, the president of Roberts Wesleyan College.

I have drafted a letter to Crowthers which is attached.

Please let me know what you think.

letter.53DDRAFT

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: May 3, 1995

TO: Lee Klein, Bill Holthoff, Arnie Bloch
FROM: Bob Sloane
RE: Report on meeting with representatives of Greater Rochester Cablevision

On Thursday, April 27, 1995 at 10:00 a.m. Lee Klein, Bill Holtoff and met with representatives of Greater Rochester Cablevision at their offices on Mt. Hope Avenue near downtown Rochester. We met with three people: Bruce Java, Tom Green, and Cindi Crowley.

Our hosts introduced us to the work of GBC, a subsidiary of Time Warner Corporation. GBC is now competing directly with the telephone services of Rochester Telephone (Frontier Corporation). This competition was started in 1994, and was made possible by state deregulation. Rochester is the principal site in the state for experimentation and research into this new telephone/cablevision service, which GBC calls telephony. To date the GBC experiments have focused on 90 day trials in three apartment complexes, where the company has been transmitting voice, data and video to households using its fibre network as the backbone of the transmission. Business customers with greater than 15 employees have been targeted as a next step, as have single family homes, starting in June of 1995. The present net of fibre follows arterials and reaches many homes for cablevision services via overhead wires.

Following this discussion, we presented the ATMS work that the public agencies have begun and outlined the potential for private firms and organizations. We quickly focused on communications infrastructure, because of GBC's interests, although other possibilities were briefly covered.

GBC's first question was how much band width would be needed for the public services. They also asked whether the CCTV envisioned as part of the ATMS for Rochester would be coming to fibre for transmission. We responded that it was a part of the study to determine these features and would provide the information to them as it became available. GBC representatives then asked about the time frame for implementation, and we tentatively suggested 2-3 years, including the time to agree on the first application of ATMS fibre connections.

We asked if GBC could tell us where the locations of their fibre channels and they agreed to supply the information. They agreed that there might be advantages in connecting existing channels using the rights-of-way of the expressways (390, 490, and 590) and possibly also the Thruway. They are looking beyond (south of the Thruway for future links and expansion possibilities.

GBC is interested in which applications are agreed on by the public agencies, and want to look at opportunities when those decisions are nearer. They are also interested in data about ATMS

and specifically want the bandwidth requirements associated with the system.

We ended our visit with a tour of their facilities, which are now being expanded to house the equipment for their anticipated business in telephony. We were impressed with their control room, visible from the entrance lobby, and displaying high tech equipment and video monitors behind large expanses of glass wall.



MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: May 9, 1995

TO: Lee Klein, Arnie Bloch
FROM: Bob Sloane
RE: Update on private sector contacts

I have sent a letter to Crowthers for the university contact. a copy is attached.

Also I revised the proposed letter to the private telecommunications CEOs. I fear that I did not include it in your package of faxed materials.

Please take a look at the telecommunications letter and let me know what you think.

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: May 9, 1995

TO: Lee Klein
FROM: Bob Sloane
RE: Contact with Fiberoptics people

As part of our meeting with the Greater Rochester Metro Chamber of Commerce on April 16, 1995, we discussed the communications and fiber possibilities associated with the Rochester ATMS project. As a result, we were given the following contacts in the telecommunications industry, which I have supplemented with names and addresses:

1. Frontier - formerly Rochester Telephone (716-777-1000)
Denise Gutstein (716-777-7663)
Director of Engineering
Engineering and Operations
Frontier Corporation
186 South Clinton Avenue 4th floor
Rochester NY 14646
2. Greater Rochester Cablevision
Tom Foster
Director of Engineering
Greater Rochester Cablevision
71 Mt. Hope Avenue
Rochester, NY 14620
3. ACC Corporation
Richard Aab (716-987-3300)
Chairman/CEO
400 West Avenue
Rochester, NY 14611
4. Executone
I.C. Shaw (716-427-7000)
President/CEO
125 Highpower Road
Rochester, NY 14623

We have already met with representatives of Greater Rochester Cablevision, and found considerable interest in the communications infrastructure possibilities. Our next step is to contact the three additional people. For that purpose, I have attached a proposed letter.

Please let me know what you think.

May 9, 1995

Richard Crowthers
President
Roberts Wesleyan College
2301 West Side Drive
Rochester, NY 14624

RE: Rochester Area College Organization

Dear Mr. Crowthers:

We are members of a consultant team working for the New York State Department of Transportation in preparing an Advanced Traffic Management System (ATMS) for the Rochester area. This work is a joint undertaking funded by the New York State Department of Transportation with the Monroe County Department of Transportation, the State Police, and many other regional service organizations.

As Chairperson of the Rochester Area Colleges Organization, you may want to share information about this system, as we are certain that some of your colleagues may be interested in the work which we have underway. It is conceivable that our program may include research or training tasks that touch on the existing or planned roles that your colleges may play in the community. We hope that the colleges of the area will be able to take advantage of the information that will be supplied through implementing the ATMS in Rochester - not only for supplying traffic information to employees and students, but also to nurture or develop closely related programs or projects.

I have enclosed two pieces of information about the ATMS plan, to illustrate that it already includes the establishment of a centralized traffic operations center for the region, highway advisory radio broadcasts, variable message signs, closed-circuit television cameras and freeway and arterial monitoring. All efforts are being coordinated with other local and regional public service organizations, and are being funded with the assistance of the Federal Highway Administration.

The NYSDOT is interested in developing possibilities for activities that can benefit universities or colleges, while helping the ATMS grow. One of these is the communication and infrastructure construction and operational needs along the freeway and arterial rights-of-way. If we could incorporate the areawide communications needs of the region's public agencies, we could save money and effort in developing a communications network for video, data and **voice**.

I would like to give you a call in the next few days to talk to you about these exciting prospects. Thank you in advance for your time.

Sincerely

Robert Sloane

Encl: Newsletter (12 copies)
 Maps of potential ATMS components

cc: Dave Goehring, NYSDOT

May 10, 1995

I.C. Shaw
President/CEO
125 Highpower Road
Rochester, NY 14623

Dear Mr Shaw:

We are members of a consultant team working for the New York State Department of Transportation in preparing an Advanced Traffic Management System (ATMS) for the Rochester area. This work is a joint undertaking of the NYSDOT with the Monroe County Department of Transportation, the State Police and many other regional service organizations.

The NYSDOT is interested in developing possibilities for activities that can benefit private firms, while helping the ATMS grow. One of these is the communication infrastructure needs along the freeway and arterial rights-of-way.

I have enclosed two pieces of information about the ATMS plan, to illustrate that it already includes the establishment of a centralized traffic operations center for the region, highway advisory radio broadcasts, variable message signs, closed-circuit television freeway and arterial monitoring. All efforts are being coordinated with other local and regional public service organizations, and are being funded with the assistance of the Federal Highway Administration.

I would like to give you a call in the next few days to talk with you about these exciting prospects.

Sincerely

Robert Sloane

Encl: Newsletter
 Maps of potential ATMS

May 10, 1995

May 10, 1995

Denise Gutstein
Director of Engineering
Engineering and Operations
Frontier Corporation
186 South Clinton Avenue 4th floor
Rochester NY 14646

Dear Ms. Gutstein:

We are members of a consultant team working for the New York State Department of Transportation in preparing an Advanced Traffic Management System (ATMS) for the Rochester area. This work is a joint undertaking of the NYSDOT with the Monroe County Department of Transportation, the State Police and many other regional service organizations.

The NYSDOT is interested in developing possibilities for activities that can benefit private firms, while helping the ATMS grow. One of these is the communication in&structure needs along the freeway and arterial rights-of-way.

I have enclosed two pieces of information about the ATMS plan, to illustrate that it already includes the establishment of a centralized traffic operations center for the region, highway advisory radio broadcasts, variable message signs, closed-circuit television freeway and arterial monitoring. All efforts are being coordinated with other local and regional public service organizations, and are being funded with the assistance of the Federal Highway Administration.

I would like to give you a call in the next few days to talk with you about these exciting prospects.

Sincerely

Robert Sloane

Encl: Newsletter
 Maps of potential ATMS

May 10, 1995

Richard Aab
Chairman/CEO
400 West Avenue
Rochester, NY 14611

Dear Mr Aab:

We are members of a consultant team working for the New York State Department of Transportation in preparing an Advanced Traffic Management System (ATMS) for the Rochester area. This work is a joint undertaking of the NYSDOT with the Monroe County Department of Transportation, the State Police and many other regional service organizations.

The NYSDOT is interested in developing possibilities for activities that can benefit private firms, while helping the ATMS grow. One of these is the communication infrastructure needs along the freeway and arterial rights-of-way.

I have enclosed two pieces of information about the ATMS plan, to illustrate that it already includes the establishment of a centralized traffic operations center for the region, highway advisory radio broadcasts, variable message signs, closed-circuit television freeway and arterial monitoring. All efforts are being coordinated with other local and regional public service organizations, and are being funded with the assistance of the Federal Highway Administration.

I would like to give you a call in the next few days to talk with you about these exciting prospects.

Sincerely

Robert Sloane

Encl: Newsletter
 Maps of potential ATMS

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: June 5, 1995

TO: Lee Klein
FROM: Bob Sloane
RE: Report on contacts with private organizations and universities

Rochester High Tech Council

The contact person for HTC is Kevin Kelley. HTC is a Chamber of Commerce-related organization with headquarters in the C of C building in downtown Rochester. We are meeting with Kelley and his staff on Friday, June 9, 1995.

Executone

For Executone, a local communications firm, the contact person is Rog Shaw. (716) 292-8222.

Shaw reports that Monroe County has contracted with them for a phone system for the entire county. This system is operated by the County Purchasing Department. It consists of a phone system, interoffice communications and voice mail. He said that Frank Dolan would be aware of this system and its uses. Executone could expand the system via a wide area network, but the County has not yet done so. Shaw said that they do not work with 91 I-type systems.

Because our project is somewhat long-term from his point-of-view, Shaw asked us to keep in touch to keep him up to date and in case we need further information about the County's system and its expansion potential.

Frontier/Rochester Telephone

I spoke with Al Gregg of Frontier/Rochester Telephone about ATMS and in particular fiber optics connections and future communications needs. Gregg is in charge of exploring fiber optic connections for the company. Frontier is a holding company for Rochester Telephone and other telephone companies throughout the country. It is now participating in the "open market plan" which was approved last year by the Public Service Commission. The new holding company structure allows the company freedom to make acquisitions, while subject to competition from others who may enter the telephone business in the Rochester Area.

Rochester Telephone is always interested in the possibility of expansion, and Mr. Gregg suggested that fiber optics along the expressways might be of use to his company. He is interested in how to integrate the proposed new fiber optics lines with lines already in use by his company. He would like to see maps of the proposed route(s) and conduit plans.

Rochester Area Colleges

I spoke with Richard Crowthers, president of Roberts Wesleyan College, and chair of the organization of area colleges. Crowthers was very positive about dissemination of information about ATMS. He suggested two things:

1. a letter to be sent out by him to his peers at other colleges, enclosing information about ATMS.
2. a meeting with the area college presidents in September to address their interests.

In discussion, it appeared that he would want NYSDOT involved if possible. I suggested that we could try to get an introductory memo on ATMS signed by a NYSDOT official, in order to demonstrate the state involvement in the project. He agreed that would be useful. We determined to get him a packet of ATMS information with a cover NYSDOT memo, which would be sent out with a cover letter signed by Crowthers.

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: June 7, 1995

TO: Dave Goehring
FROM: Bob Sloane
RE: Contact with Rochester Area Colleges

I spoke with Richard Crowthers, president of Roberts Wesleyan College, and chair of the organization of area colleges. Crowthers was very positive about dissemination of information about ATMS.

He suggested two things:

1. a letter to be sent out by him to his peers at other colleges, enclosing information about ATMS.
2. a meeting with the area college presidents in September to address their interests.

In our discussion, it appeared that Crowthers would like to have NYSDOT involvement, if possible. I suggested that we could try to get an introductory memo on ATMS signed by Lewis Gurley or another NYSDOT official, in order to demonstrate the state involvement and concern about the project. He agreed that would be useful. We determined to get him a packet of ATMS information with a cover NYSDOT memo, which would be sent out with a cover letter signed by Crowthers.

I have attached a draft memo from Gurley to Crowthers. Let me know what you think of this approach.



MEMORANDUM (NYSDOT letterhead)

Date: June 7, 1995

TO: Rochester Area College Presidents

FROM: Lewis Gurley, NYSDOT Region 4 Director

RE: Rochester Advanced Transportation Management System

The New York State Department of Transportation is preparing an Advanced Traffic Management System (ATMS) for the Rochester area. This work is a joint undertaking funded by the New York State Department of Transportation working jointly with the Monroe County Department of Transportation, the State Police, and many other regional service organizations. Additional funding assistance is being provided by the Federal Highway Administration.

The Rochester ATMS will include the following:

- a centralized traffic operations center for the region, to link state, county and city traffic, police, fire and emergency preparedness organizations;
- expansion of existing weather monitoring;
- closed-circuit television cameras for monitoring traffic and incidents on expressways and arterials.
- highway advisory radio broadcasts of current traffic conditions; and
- variable message signs.

This system will likely be supplemented by the Rochester-Genesee Regional Transportation Authority's work in automated vehicle location, and real-time information for transit users.

In addition, we are eager to work with private organizations or institutions to add these additional elements to the ATMS;

- fiber optics communication lines along expressway and arterial rights-of-way;
- expressway courtesy vans;
- kiosks with interactive TV for employee information distribution;
- linkages to central data bank;
- research on ways to improve data collection and distribution; and
- training for staff to operate sophisticated communication equipment.

In sharing information about this system, we at NYSDOT hope that the Rochester area educational institutions will play an important role in ATMS planning and implementation. We think that ATMS will become a major feature in the region's communications network for video, data and voice. In addition, we hope that the colleges of the area will be able to take advantage of the information that will be supplied through implementing the ATMS in Rochester - not only for supplying traffic information to employees and students, but also to nurture or develop closely related programs or projects.

I have enclosed information about the ATMS plan. Please let me know if I can provide you with additional information.

June 7, 1995

Richard Crowthers
President
Roberts Wesleyan College
2301 West Side Drive
Rochester, NY 14624

RE: Rochester Area College Organization

Dear Mr. Crowthers:

Thanks for offering your help in contacting the area college presidents.

I have attached a memo which provides a view of what the Advanced Transportation Management System will do. Also attached are a grouping of documents which provide back-up information about the project. I trust that, along with your introductory note, this package will overcome the drawbacks of our prior letter and attract the attention of its readers.

Let me know if there is anything else that you may need for mailing this package to your peers.

Thanks for your help.

Sincerely

Robert Sloane

Encl : Memo
 Newsletter
 Maps of potential ATMS components

cc: Dave Goehring, NYSDOT

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: June 13, 1995

TO: Lee Klein
FROM: Bob Sloane
RE: Meeting with High Tech Rochester and The Rochester Project

On Friday, June 9, 1995, Carl Ast of Sear Brown and I met with Kevin Kelly of High Tech Rochester (Tel 716-327-7923) and Art Mauer of The Rochester Project (Tel 716-777-6153). Mauer is now the Executive Director of The Rochester Project, and was formerly director of several divisions with Rochester Telephone.

We presented an overview of the ATMS project, including a description of opportunities for the private sector: fiber optics, links to a central data base, expressway courtesy vans, kiosks at employment areas, research on improvement of data collection/distribution, training for staff in using sophisticated equipment.

Mauer asked what opportunities might exist to link with the Rochester-as-an-Image-Center theme. He cited the possibilities of mobile paging, kiosks, and on-line communications.

Kelly asked if the venue we seek is a way of moving images of all types around, and getting information to people. He immediately warmed to the idea of information on a television or PC at either the home or in the workplace.

Mauer ventured the opinion that, in terms of fiber optics, Rochester may have more than it needs. What is really needed is coordination between companies on fiber optic use. He cited the example of the long distance telephone companies which learned to share a system with a limited supply of communication links in order to compete.

Mauer also asked about the current progress of development of devices installed in vehicles. He was particularly interested in hard copy devices as opposed to on-screen presentations, and ways to make the information available via interactive multi-media. He cited the possibility of pre-programming information for daily commuters, and special programming for large-scale events (like the upcoming golf tournament.) He thought that at a minimum the largest employers in the region ought to be interested in obtaining this information.

Kelly asked about getting information out to Chamber members. We showed him the draft survey of Chamber members, that may be sent by the Chamber president. He suggested several minor wording changes. He said that it could go to all of their billing accounts, totalling some 2,000 addresses, or it could go to the movers and shakers list of about 300 people.

Mauer suggested that the input from the state into a larger, regional network might start with a question to the television engineers at Greater Rochester Cablevision (a.k.a. Time Warner), or

with a call to Dave Balonek at Frontier/Rochester Tel (716-777-7102). He said that he thought the information flow would be through Greater Rochester Cablevision from satellites to the home and through Rochester Telephone for connections closer to the home. He cited adult education courses and GEDs as examples.

Mauer described the Rochester Area Interactive Telecommunication (RAIT) network which is planned to be a wide band service for many schools in the area. It has been developed by the Board of Cooperative Educational Services (BOCES), in cooperation with the NYS Department of Education. When in place it will serve four classrooms simultaneously in math, science and technology subjects. Mauer says that the experience to date is that children listen much more carefully to presentations on a CRT than to a live teacher.

Both Mauer and Kelly agreed that the catalysts to make ATMS useful to Rochester area residents could be the following:

1. Employer human resource departments, which have an interest in safe and timely travel for employees. They would be interested in information about snowstorms, for example, and public safety in general. A "wilding" incident in downtown Rochester was cited as an example that frightened commuters who had little or no information about whether it was a riot, as gossip suggested, or whether it would affect people at all. Human resource departments, above most others, will be looking for a way to get the word out.
2. Product developers, who have a proprietary basis for their interests in technology. Mauer suggested a presentation to the Rochester Project leaders (leaflet attached) sometime in late July or August. They meet every two weeks, and represent both local firms and educational/health organizations.
3. Helpnet collaborative agencies, which are trying to provide on-line and e-mail services to agencies and neighborhood centers. They are involved with all levels of schools, from elementary to universities, with local and regional libraries, and with health agencies and hospitals. They have an interactive multimedia task force.

Several things occurred to me after the meeting:

1. Rental car agencies ought to be interested in receiving data and GIS maps dealing with route diversions, congestion and weather. Have they been contacted?
2. The meeting reinforced an earlier thought that the TOC should be a showplace, glitzy and dramatic like the one at Greater Rochester Cablevision. If Mauer is correct about the influence that TV is having on youth in developing and focusing its interests, the physical components of the center may be a way of developing interest in the ATMS.
3. It seems clear that we can now send the survey instrument to our connections with the President of the Chamber of Commerce. What do you think?

enc: Survey instrument as amended by Kelley

June 17,1995

Richard Crowthers
President
Roberts Wesleyan College
2301 West Side Drive
Rochester, NY 14624

RE: Rochester Area College Organization

Dear Mr. Crowthers:

Thanks for offering your help in contacting the area college presidents.

I have attached a memo which provides a view of what the Advanced Transportation Management System will do. Also attached are a grouping of documents which provide back-up information about the project. I trust that, along with your introductory note, this package will overcome the drawbacks of our prior letter and attract the attention of its readers.

Let me know if there is anything else that you may need for mailing this package to your peers.

Thanks for your help.

Sincerely

Robert Sloane

Encl: Memo
 Newsletter with maps of potential ATMS components

cc: Dave Goehring, NYSDOT

MEMORANDUM (NYSDOT letterhead)

TO: Rochester Area College Presidents

FROM: Lewis Gurley, NYSDOT Region 4 Director

RE: Rochester Advanced Transportation Management System

The New York State Department of Transportation is preparing an Advanced Transportation Management System (ATMS) for the Rochester area. This work is a joint undertaking funded by the New York State Department of Transportation working closely with the Monroe County Department of Transportation, the State Police, and many other regional service organizations. Additional funding assistance is being provided by the Federal Highway Administration.

The Rochester ATMS will include the following:

- a centralized traffic operations center for the region, to link state, county and city traffic, police, fire and emergency preparedness organizations;
- expansion of existing pavement/weather monitoring;
- closed-circuit television cameras for verifying traffic congestion and incidents on expressways and arterials.
- highway advisory radio broadcasts of current traffic conditions; and
- variable message signs for motorist information.

This system will likely be supplemented by the Rochester-Genesee Regional Transportation Authority's work in automated vehicle location, and real-time information for transit users.

In addition, we are eager to work with private organizations or institutions to add these additional elements to the ATMS;

- fiber optics communication lines along expressway and arterial rights-of-way;
- expressway courtesy vans;
- kiosks with interactive TV for employee information distribution;
- linkages to central data bank;
- research on ways to improve data collection and distribution; and
- training for staff to operate sophisticated communication equipment.

In sharing information about this system, we at NYSDOT hope that the Rochester area educational institutions will play an important role in ATMS planning and implementation. We think that ATMS will become a major feature in the region's communications network for video, data and voice. In addition, we hope that the colleges of the area will be able to take advantage of the information that will be supplied through implementing the ATMS in Rochester - not only for supplying traffic information to employees and students, but also to nurture or develop closely related programs or projects.

I have enclosed information about the ATMS plan. To move this project along, I would be interested in receiving information on your current research projects that may be related to the above ATMS topics. This information can be directed to Dave Goehring, NYSDOT Project Manager, at the following address: 1530 Jefferson Road, Rochester NY 14623 or at (716) 272-3481.

Thanks for your help. Please let me know if I can provide you with additional information.

End:

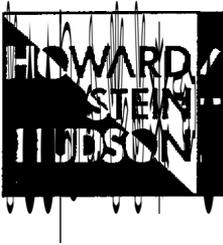
ATMS Newsletters
Maps of potential ATMS components

June 19, 1995

Ms. Wyoma Best
Greater Rochester Metro Area Chamber of Commerce
55 St. Paul Street
Rochester, New York 14604

Dear Ms. Best:

As a result of our last meeting with you, we have followed up on the various contacts you suggested and uncovered a great deal of information and interest in various aspects of the proposed Rochester Advanced Transportation Management System (ATMS). We met with staff from High Tech Rochester and from the Rochester Project. We found the Hewlett Packard videotape you mentioned and plan to show it at our next meeting in Rochester. We have contacted the university presidents and they are planning a joint mailing with the NYS Department of Transportation. We have a tentative meeting date to brief them about ATMS in the early fall.



Jane Howard
Kathleen E. Stein-Hudson

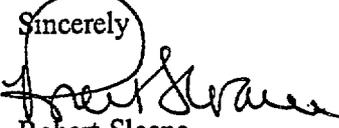
38 Chouncey Street
Boston, Massachusetts 02111

(617) 482-7080

In addition, we have developed, at your suggestion, a survey instrument for the Chamber to send out to its membership. We have reviewed this with our committees and consultant staff members and feel that it has reached a practical definition that will be of use to you. Attached is a copy of the survey for your review, along with a possible cover letter from the Chamber president.

Please let me know what you think of these developments and whether there is any further assistance we can offer at this time.

Thanks for your help.

Sincerely

Robert Sloane

Encl: Survey instrument

DRAFT

LETTER TO BUSINESSES
ON CHAMBER OF COMMERCE LETTERHEAD

Mr. --
--- Company
121 Main Street
Rochester, NY

Dear Mr. ---- :

The New York State Department of Transportation is preparing an Advanced Traffic Management System (ATMS) for the Rochester area. This work is being done cooperatively with the Monroe County Department of Transportation, the State Police, and many other regional service organizations.

The ATMS work has a strong emphasis on providing information on traffic, weather conditions, and potential congestion-causing incidents. The information could be useful to your employees in commuting both to and from work in a timely manner. The organizing principle of ATMS is to gather and distribute real time information on traffic movements and incidents that cause delay throughout the region. To provide this information, the proposed ATMS system would include such elements as variable message signs, highway advisory radio, and closed circuit television. A traffic operations center would receive and distribute information about regional transportation problems, and act upon and correct such problems.

The proposed ATMS offers significant opportunities that private firms and organizations may want to take advantage of: communications infrastructure, courtesy patrol vehicles, traveler information kiosks, and CCTV technology. We think it might align or partner with the Rochester Project. There may be other ways that the private sector may participate; the purpose of this letter is to ask what you think are the major transportation problems in the region, and to comment on those opportunities that may be of interest to you or your business.

Please fill in the enclosed 7-question form and fax it to me at _____. The information from these forms, compiled specifically for the concerned businesses and industries of Rochester, will be of immense interest to the ATMS planners.

We will all be the users and benefactors of the ATMS. In order to get the most out of the system, our input is important. We can have a say in how the system will bring information to us. I urge you to add any additional comments to the survey form.

I can assure you that the information will remain confidential.

Thank you for your cooperation.

Sincerely

Thomas T. Mooney
President

DRAFT

SURVEY FORM
FOR DISTRIBUTION TO BUSINESSES IN THE GREATER ROCHESTER AREA

To include:

- Letter of introduction from President of Chamber of Commerce
- Survey instrument
- ATMS newsletter with maps of potential ATMS facilities and services.

QUESTIONS

4. What type of business do you operate?

- distribution
- communications
- retail sales
- wholesale sales
- manufacturing
- insurance
- advertising
- business services
- personal services
- computer services
- other _____

2. What are the operations of your business?

- 24 hours of operation
- 8 hours of operation
- other hours of operation; which hours? _____
- number of shifts
- number of sites/workplaces

3. How do you use transportation?

- employee commutation
- service vehicles
- distribution of goods FROM your firm?
- distribution of goods TO your firm?
- just-in-time deliveries
- other deliveries - FedEx, UPS, ExpressMail
- other _____
- same uses at all of your locations?
- additional comments? _____

4. Do you have issues with transportation?

- Getting employees to work on time
- Getting employees to work safely
- Getting employees to leave work in an orderly fashion
- Dispatching trucks to regional destinations
- Delays in getting trucks through traffic
- Receiving goods in a timely manner
- Too far from expressway network
- Arterial streets nearby are congested
- Other _____

5. What can the Rochester ATMS offer you?

- Kiosks/interactive TV/telephone hotline for information distribution to employees
- Computer-based ATMS information directly available to employees both at home and work
- Information on traffic patterns
- Information on weather/roadway conditions
- Sponsorship of a courtesy van on expressways
- Communication research
- Communication equipment procurement
- Communication equipment training
- Fiber optic line connections
- Fiber optic line installation/operation

6. What can your organization offer to the ATMS?

- Information on traffic congestion and incidents from employees while working/commuting
- Products - such as CCTV cameras, fiber optics and equipment, communications equipment/infrastructure, etc.
- Participation in testing, research, sponsorship of equipment or services (e.g., test new CCTV camera or research new CCTV camera or sponsor service patrol)

7. Would you like to be kept informed of the progress of the Rochester ATMS?

Name _____
Address _____
Telephone No. _____
Fax No. _____

Additional comments/concerns:

July 12, 1995

Richard Crowthers, President
Roberts Wesleyan College
2301 West Side Drive
Rochester, NY 14624

RE: Rochester Area College Organization

Dear Mr. Crowthers:

Enclosed is a letter from Lewis Gurley, Regional Director of Transportation for the New York State Department of Transportation. I have attached the referenced enclosures as well.

This letter is a good explanation of the Rochester Advanced Transportation Management System (ATMS). Mr. Gurley has been careful to emphasize the principal elements ATMS and to explain the principal reasons for soliciting institutional participation.

I hope that this will be sufficient, along with your note, to attract the attention of the members of the Rochester Area College Organization.

Thanks for offering your help in contacting the area college presidents.

Let me know if there is anything else that you may need for mailing this package to your peers.

Sincerely

Robert Sloane

Encl.: Letter from Lewis Gurley
Newsletter with maps of potential ATMS components



STATE OF NEW YORK
DEPARTMENT OF TRANSPORTATION
1530 Jefferson ROAD
ROCHESTER, N.Y. 14623-3161

LEWIS M. GURLEY, P.E.
REGIONAL DIRECTOR

JOHN B. DALY
COMMISSIONER

June 26, 1995

Mr. Richard Crowthers, President
Roberts Wesleyan College
2301 Westside Drive
Rochester, NY 14624

RE: ROCHESTER ADVANCED TRANSPORTATION MANAGEMENT SYSTEM

Dear Mr. Crowthers:

The New York State Department of Transportation is preparing an Advanced Transportation Management System (ATMS) for the Rochester area. This work is a joint undertaking funded by the New York State Department of Transportation working closely with the Monroe County Department of Transportation, the State Police, and many other regional service organizations. Additional funding assistance is being provided by the Federal Highway Administration.

The Rochester ATMS will include the following:

- a centralized traffic operations center for the region, to link state, county and city traffic, police, fire and emergency preparedness organizations;
- expansion of existing pavement/weather monitoring;
- closed-circuit television cameras for verifying traffic congestion and incidents on expressways and arterials;
- highway advisory radio broadcasts of current traffic conditions; and
- variable message signs for motorist information.

This system will likely be supplemented by the Rochester-Genesee Regional Transportation Authority's work in automated vehicle location, and real-time information for transit users.

In addition, we are eager to work with private organizations or institutions to add these additional elements to the ATMS:

- fiber optics communication lines along expressway and arterial rights-of-way;
- expressway courtesy vans;

kiosks with interactive TV for employee information distribution;
linkages to central data bank;
research on ways to improve data collection and distribution; and
training for staff to operate sophisticated communication equipment.

In sharing information about this system, we at NYSDOT hope that the Rochester area educational institutions will play an important role in ATMS planning and implementation. We think that ATMS will become a major feature in the region's communications network for video, data and voice. In addition, we hope that the colleges of the area will be able to take advantage of the information that will be supplied through implementing the ATMS in Rochester - not only for supplying traffic information to employees and students, but also to nurture or develop closely related programs or projects.

I have enclosed information about the ATMS plan. To move this project along, I would be interested in receiving information on the current research projects of the area colleges and universities that may be related to the above ATMS topics. This information can be directed to Dave Goehring, NYSDOT Project Manager at the following address:

1530 Jefferson Road
Rochester, NY 14623

Phone #(716) 272-3481

We appreciate your cooperation in contacting the other colleges and universities in the area and look forward to their response.

Very truly yours,



Lewis M. Gurley
Regional Director of Transportation

LMG/LRS/DCG/lnc

August 14,1995

Ms. Wyoma Best
Greater Rochester Metro Area Chamber of Commerce
55 St. Paul Street
Rochester, New York 14604- 13 91

Dear Ms. Best:

As a result of our last meeting with you, we have followed up on the various contacts you suggested and uncovered a great deal of information and interest in various aspects of the proposed Rochester Advanced Transportation Management System (ATMS). We met with staff from High Tech Rochester and from the Rochester Project. We found the Hewlett Packard videotape you mentioned and showed it at meeting with the ATMS Task Force in Rochester. We have contacted the university presidents and they are planning a joint mailing with the NYS Department of Transportation. We have a tentative meeting date to brief them about ATMS in the early fall.

In addition, we have developed, at your suggestion, a survey instrument for the Chamber to send out to its membership. We have reviewed this with our committees and consultant staff members and feel that it has reached a practical definition that will be of use to you. Attached is a copy of the survey for your review, along with a possible cover letter from the Chamber president, and an enclosure of a newsletter.

Please let me know what you think of these developments and how we might give you further assistance.

Thanks for your help.

Sincerely

Robert Sloane

Encl: Survey instrument
Draft letter
Newsletter

cc: Cathy Mahar

MEMORANDUM

Howard/Stein-Hudson Associates, Inc.

Date: August 17, 1995

TO: Dave Goehring
FROM: Bob Sloane
RE: Contact with Rochester Area Colleges

I spoke with Richard Crowthers, president of Roberts Wesleyan College, and chair of the organization of area colleges. Crowthers was very positive about dissemination of information about ATMS.

He suggested two things:

1. a letter to be sent out by him to his peers at other colleges, enclosing information about ATMS.
2. a meeting with the area college presidents in September to address their interests.

In our discussion, it appeared that Crowthers would like to have NYSDOT involvement, if possible. I suggested that we could try to get an introductory memo on ATMS signed by Lewis Gurley or another NYSDOT official, in order to demonstrate the state involvement and concern about the project. He agreed that would be useful. We determined to get him a packet of ATMS information with a cover NYSDOT memo, which would be sent out with a cover letter signed by Crowthers.

I have attached a draft memo from Gurley to Crowthers. Let me know what you think of this approach.



Howard/Stein-Hudson Associates, Inc.

38 Chauncy Street
Boston, Massachusetts 02111

Phone: (617) 482-7080

FAX: (617) 482-7417

DATE: August 17, 1995

JOB NO.: 93073

TO: Kevin Kelly

FAX NO.: 716-263-3679

FROM: Robert Sloane

NUMBER OF PAGES, INCLUDING COVER: 5

COMMENTS:

Attached are items of potential interest to you and your colleagues. They include:

1. A New York State DOT request for proposals to use the freeway rights-of-way in Rochester for fiber optic facilities.

2. A news note on Congressional actions on the use of right-of-way from the American Association of State Highway and Transportation Officials (AASHTO)

3. An announcement of the 1995 Transportation Forum to be held in Rochester in October.

If you have any problems receiving this FAX, please call (617) 482-7080



Howard/Stein-Hudson Associates, Inc.

38 Chauncy Street
Boston, Massachusetts 02111

Phone: (617) 482-7080

FAX: (617) 402-7417

DATE: August 17, 1995

JOB NO.: 93073

TO: Catherine Mahar

FAX NO.: 716-263-3679

FROM: Robert Sloane

NUMBER OF PAGES, INCLUDING COVER: 5

COMMENTS:

Attached are items of potential interest to you and your colleagues in the Chamber of Commerce. They include:

1. A New York State DOT request for proposals to use the freeway rights-of-way in Rochester for fiber optic facilities.

2. A news note on Congressional actions on the use of right-of-way from the American Association of State Highway and Transportation Officials (AASHTO)

3. An announcement of the 1995 Transportation Forum to be held in Rochester in October.

If you have any problems receiving this FAX, please call (617) 482-7080.



Howard/Stein-Hudson Associates, Inc.

38 Chauncy Street
Boston, Massachusetts 02111

Phone: (617) 482-7080 FAX: (617) 482-7417

DATE: August 17, 1995

JOB NO.: 93073

TO: Wyoma Best

FAX NO.: 716-263-3679

FROM: Robert Sloane

NUMBER OF PAGES, INCLUDING COVER: 5

COMMENTS:

Attached are items of potential interest to you and your colleagues in the Chamber of Commerce. They include:

1. A New York State DOT request for proposals to use the freeway rights-of-way in Rochester for fiber optic facilities.

2. A news note on Congressional actions on the use of right-of-way from the American Association of State Highway and Transportation Officials (AASHTO)

3. An announcement of the 1995 Transportation Forum to be held in Rochester in October.

If you have any problems receiving this FAX, please call (617) 482-7080.



Howard/Stein-Hudson Associates, Inc.

38 Chauncy Street

Boston, Massachusetts 02111

Phone: (617) 482-7080

FAX: (617) 482-7417

DATE: August 17, 1995

JOB NO.: 93073

TO: William C. Crothers

FAX NO.: 716-494-6371

FROM: Robert Sloane

NUMBER OF PAGES, INCLUDING COVER: 5

COMMENTS:

Attached are items of potential interest to you and your colleagues from Rochester Area Colleges. They include:

1. A New York State DOT request for proposals to use the freeway rights-of-way in Rochester for fiber optic facilities.

2. A news note on Congressional actions on the use of right-of-way from the American Association of State Highway and Transportation Officials (AASHTO)

3. An announcement of the 1995 Transportation Forum to be held in Rochester in October.

If you have any problems receiving this FAX, please call (617)482-7080.



Howard/Stein-Hudson Associates, Inc.

30 Chauncy Street
Boston, Massachusetts 02111

Phone: (617) 482-7080

FAX: (617) 482-7417

DATE: August 17, 1995

JOB NO.: 93073

TO: Art Maurer

FAX NO.: 716-262-4699

FROM: Robert Sloane

NUMBER OF PAGES, INCLUDING COVER: 5

COMMENTS:

Attached are items of potential interest to you and your colleagues. They include:

1. A New York State DOT request for proposals to use the freeway rights-of-way in Rochester for fiber optic facilities.

2. A news note on Congressional actions on the use of right-of-way from the American Association of State Highway and Transportation Officials (AASHTO)

3. An announcement of the 1995 Transportation Forum to be held in Rochester in October.

If you have any problems receiving this FAX, please call (617) 482-7080,



Howard/Stein-Hudson Associates, Inc.

30 Chauncy Street

Boston, Massachusetts 02111

Phone: (617) 482-7080

FAX: (617) 482-7417

DATE: August 17, 1995

JOB NO.: 93073

TO: Bruce Java

FAX NO.: 716-454-3321

FROM: Robert Sloane

NUMBER OF PAGES, INCLUDING COVER 5

COMMENTS:

Attached are items of potential interest to you and your colleagues. They include:

1. A New York State DOT request for proposals to use the freeway rights-of-way in Rochester for fiber optic facilities.

2. A news note on Congressional actions on the use of right-of-way from the American Association of State Highway and Transportation Officials (AASHTO)

3. An announcement of the 1995 Transportation Forum to be held in Rochester in October.

If you have any problems receiving this FAX, please call (617) 482-7080.



Howard/Stein-Hudson Associates, Inc.

30 Chauncy Street

Boston, Massachusetts 02111

Phone: (617) 482-7080

FAX: (617) 482-7417

DATE: August 18, 1995

JOB NO.: 93073

TO: Alan Grregg

FAX NO.: 716-777-6397

FROM: Robert Sloane

NUMBER OF PAGES, INCLUDING COVER: 5

COMMENTS:

Attached is the RFP from NY5 Dept of Transportation. Note that the letter of interest due date is today, August 18, 1995.

Also attached is a note on recent Congressional action on jurisdiction over rights-of-way, and an announcement of a fall meeting on transportation including our proposed Advanced Traffic Management System (ATM5).

*Also sent to
Sr. Rod Cahlenis
Sr. Rod C/C*

If you have any problems receiving this FAX, please call (617)482-7080.

MEETING SUMMARY

Meeting: The Rochester Project
Date: August 29, 1995
Location: Chamber of Commerce offices
Prepared by: Robert Sloane, Howard/Stein-Hudson Associates

On August 29, 1995, a meeting was held with members of the Rochester Project to brief them on private sector opportunities deriving from the Advanced Transportation Management System for the Rochester area. The Rochester Project is a consortium of businesses interested in working toward improved communication throughout the region. At the meeting, the consultant team was introduced to Elmer Atkins, of Rochester Gas and Electric and the Chair of the Rochester Project. Art Maurer, Director of the Rochester Project, was also present as were representatives from area businesses and industry.

New York State DOT staff and consultant representatives included Pete White, Larry Sherman, and Dave Goehring from NYSDOT, Region 4, Carl Ast from Sear Brown, and Robert Sloane from Howard/Stein-Hudson.

Following introductions, the agenda was passed around and reviewed. A copy of the agenda is attached.

▪ **Overview of ATMS**

An overview of ATMS state-wide and in Rochester was provided by comments from Pete White and Larry Sherman. Pete White emphasized the need for private-public partnerships, and said that the state was intending to provide support and seed money for the ATMS. Larry Sherman talked about the philosophy of ATMS and ITS. He stated that the County DOT signal system was significantly ahead of similar systems in other cities and that the funding for this project was intended to supplement and build on existing systems. He said that the goal of the federal funding was to reduce vehicle hours of delay and single-occupancy vehicles and to improve air quality and transportation efficiency for both transit and freight. He handed out copies of "New York Moves," a new brochure prepared by NYSDOT. He then described the work of the Technical Advisory Committee (TAC) and the Incident Management Committee.

▪ **The ATMS study**

Carl Ast described the consultant work assigned by NYSDOT. He described two highway incidents from 1994, in which the collection and distribution of information might have helped agencies maintain traffic on the freeways during the incidents. He described the strategic plan being developed by the TAC and handed out copies of a draft version of the plan. He described the high tech options including detection equipment - both in-road and CCTV, and highway advisory radio. The low-tech proposals include incident management and variable message signs. Management and coordination would be undertaken in a traffic operations center, in which various agencies would participate.

▪ **NYSDOT actions to date**

Pete White and Larry Sherman listed the state DOT actions already underway. The Rochester Weather Information System is up and running at a site near the Irondequoit Bridge. This site can provide real-time weather information and predictions. A request for a letter of interest has been sent out by NYSDOT to businesses interested in fiber optics along freeway rights-of-way. A meeting is being held in Albany to detail the way businesses can become involved in the process of installing fiber optics along highways. Variable message signs are already at work in the area - three are already available, and a fourth will soon be added. On the Long Island Expressway, 2,400 electronic sensors are embedded in the roadway to provide information to a traffic operations center where three computers continuously measure and analyze changing traffic conditions. The information is displayed on a 25-foot panel, where operators can spot delays and incidents and view the roadway via 38 CCTV cameras. Information is transmitted to variable message signs to advise motorists of potential delays.

The ATMS will be fully integrated with the existing Monroe county computerized signal system. A survey of business interest in traffic information is being planned with the Chamber of Commerce. The Rochester Area Colleges are being coordinated with research, testing and training options for the ATMS.

■ **Possibilities for involvement by the Rochester Project**

Robert Sloane described several of the potential projects which could use private involvement. These include:
Communication infrastructure along freeway and arterial rights-of-way
Courtesy patrol vehicle sponsorships
CCTV technology testing
Communication technology testing
Travel information kiosks at large employment locations or major traffic generating sites
Exhibits at local transportation conferences
Use of real time weather information

On the basis of these possibilities, the meeting was opened for discussion. The following questions and comments were raised:

1. Have the cable and telephone companies been informed of the fiber optics proposals?
Yes, they have, by phone and fax.
2. Would companies get exclusive rights to fiber optics for 10 years?
Yes, and the rights can be subbed out.
3. What about linking the southern tier of the state with the northern tier? A link from Corning Glass or Elmira might be useful. What about state agency consolidations?
There are a variety of potential users.
4. What is the preferred technology for such a north-south link - fiber optics or satellite?
Satellite is more expensive and multichannel possibilities are limited.
5. There may be more fiber optics in Rochester than elsewhere. You should scope what exists.
6. Would the proposed CCTV be state-owned and operated? Or are you looking for someone to maintain and operate the system?
We need to get requests to help others. The traffic operations center would allow sharing of the information.
7. A broader audience may exist with schools and employers. We need to get information to them, and it could be transmitted from screens or from kiosks.
8. Why not tie this into the Internet?
Some places in California, Minnesota, as well as Toronto already are doing this.
9. What about the economics of giving out the information?
The state needs support over the long run to maintain a system of providing information.
10. Is there a possibility of shared-use of devices that advise the public?
11. Could the American Automobile Association help? They manage a great many services already, route planning being an example. Could these services be managed by them?
12. In California, traffic information is provided by pager.
13. Who is the liaison between this committee and NYSDOT?
Larry Sherman is the designated staff person.

14. How can this committee give support to the concept?

As a committee, there may be actions you could take, and as individual, competing companies, there may be business initiatives and opportunities for you.

45. We don't always talk to each other, and we need to coordinate some of our activities.

We are looking for users of fiber optics to support investment in fiber optics. We have only seed money to develop such collaborative efforts.

16. We can provide information referral to the general public, in an interactive way. We could get the message out, using the same infrastructure and detection devices that the state uses, to show the ongoing operations and maintenance of those systems.

THE ROCHESTER PROJECT

MISSION: The Rochester Project is a collaboration of businesses, not-for-profits, and government to enable new uses of interactive multimedia in the delivery of education, health and human services which benefit the economic development and quality of life in the Finger Lakes Region.

VISION: The Rochester Project will foster the community-based development and deployment of innovative, replicable, scalable, interactive multimedia technology projects from which the diversity of our community can contribute, learn, and benefit.

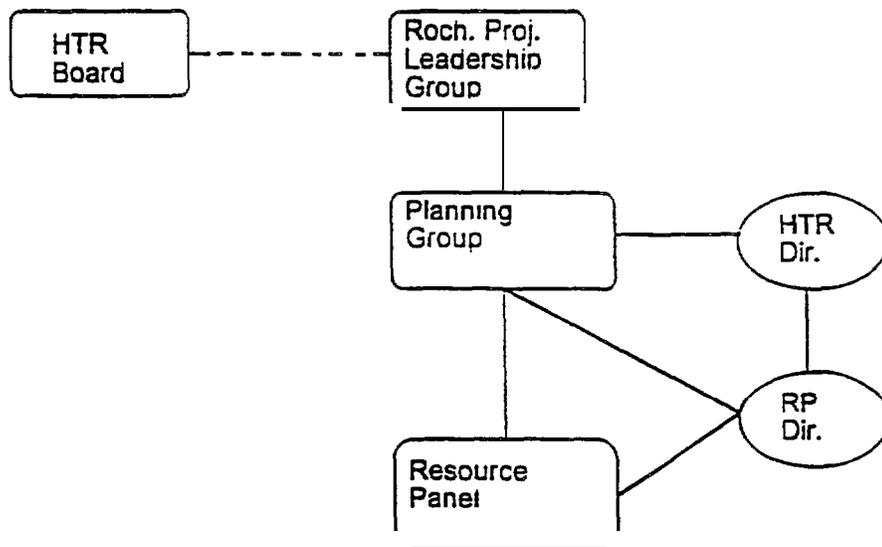
PURPOSE: The Rochester Project exists to develop concepts into projects using available resources to bring ideas into reality. The intent is to stimulate economic development through the application of interactive multimedia and to assist collaboratives to attain integrated capabilities focused on customer needs rather than using stand-alone platforms of limited scope.

The Rochester Project will seek to inform non-technical people of the possibilities of the information highway. This will involve community outreach programs to educate and solicit input. The Project will encourage use of the local network by facilitating public interaction and consumer interchange among health and human service agencies, libraries, schools, homes, recreation/tourism promotions, commercial enterprises, and the cultural community among others. Universal access with ease of use by the general public is a primary objective.

WHY ROCHESTER? The Finger Lakes Region which encompasses the Greater Rochester Community is an excellent place for the initiation of new and creative uses of interactive multimedia. Rochester New York is noted as the Imaging Center of the world with many local corporations dedicated to the continued development of technologies and products focused on improvement in our lives through the visual realm. The communications companies in Rochester are noted as pioneers, with fiber facilities, digital networks and the stimulation of competition already in place. The not-for-profit and government sectors continually collaborate to satisfy many needs to the point where the Greater Rochester Community is often cited as an example of how collaboration should take place. Through channeling our energies and focusing our talent and expertise, The Rochester Project can expedite the use of interactive multimedia applications to all citizens, many years sooner than will otherwise be possible.

The Rochester Project collaborative is one organization of High Technology of Rochester (HTR) within the Greater Rochester Metro Chamber of Commerce. Using methods similar to those proven to be successful by HTR which have been developed for new business startups, The Rochester Project encourages and counsels those with creative ideas in the application of interactive media to bring ideas into reality.

The Rochester Project Planning Group, is the working body which meets weekly and expedites proposal assessment and development.



RESOURCE DIRECTORY AND PANEL

An Interactive Multimedia Resource Directory will list organizations with expertise in networking, information technologies, imaging and video, training, marketing and public relations, finance and audit, who are volunteering to help organizations in the public and not-for-profit sectors bring project ideas to reality. The intent is to focus technical and business resources available in the Finger Lakes Region to help foster the development of interactive solutions to alleviate problems existing within our communities.

The Interactive Multimedia Resource Directory and Panel will include all developers and service providers involved in The Rochester Project. A one time fee based on a sliding scale will be applied to register in the Resource Directory and Panel process.

PROPOSAL ASSESSMENT AND DEVELOPMENT PROCESS

Proposal Steps:

1. A project is presented to the Rochester Project Director for consideration.
2. The RP Director reviews the project using RP Guiding Principles.
3. If the project passes, it is brought to the RP Planning Group for review. The review will include:
 - Definition of the project
 - Alignment to Guiding Principles
 - Assessment of benefits and integration with planned applications
 - Estimate of project cost and technical support needed
4. The Planning Group will review the proposal, and if accepted, will determine the level of The Rochester Project involvement.
5. On accepted projects, using the Interactive Multimedia Resource Directory, a call for “volunteers” will be issued by the RP Director.
6. A project team will be formed from the Resource Panel and a detailed project plan will be developed including:
 - Definition of project scope and time frames
 - Specifications and standards to be applied
 - Operating plan and on-going support needed
 - Monitoring and metrics to be used
 - Endorsements, funding, partnering needed
7. The detailed project plan will be presented to the RP Planning Group for review and, upon acceptance, will be established for on-going status reporting during the stages of development.

THE ROCHESTER PROJECT - GUIDING PRINCIPLES

Interconnectivity - Ability to connect and interact with other networks, e.g. libraries, educational, health and human services, Internet, etc.

Collaboration - Organization must be willing to work with others on specific projects bringing its core competencies to realize the optimal result for the end user. A vision of mutual self-interest must be employed.

Universal Access - Access to the general public must be available. People with a variety of capabilities, from various income levels and social strata must be included. Individual rights must be respected.

Leveraging - Participants must bring an awareness of resources available within their sphere of expertise and influence; they must be willing to pursue access to these resources. A synergistic effect is sought by mating the maximum impact of economic, political, developmental, technical and infrastructure resources.

Replicable/Scalable - Projects can be applied and can be reproduced throughout the United States and on an international basis. Projects can be established on a small scale basis and expanded.

Innovative - New applications of technology are involved and/or new added value is brought to residents of the Finger Lakes Region.

BENEFITS AND ECONOMIC DEVELOPMENT OPPORTUNITIES OF THE ROCHESTER PROJECT

- Citizens have better access to information at libraries, schools, in their neighborhoods.
- Health and human service delivery is enhanced and more efficient, client focused and neighborhood based.
- Education reaches all ages, at convenient times and places, better tailored to the needs of the student.
- Businesses develop product applied to the genuine needs of their local communities, scalable, and replicable on a national and international basis.
- Business partners, service providers, governments, libraries, educators and users are connected. Prepare potential new business start-ups, leverage alliances on common problems to attain agreed upon outcomes.

WHAT DO I GET FROM THE ROCHESTER PROJECT?

- Visibility for community contribution
- Access to information and support materials
- Matchmaking with potential partners
- Feedback and guidance on technical and funding projects
- A support structure for collaborations
- Early window into the future of technology and networking

MARKETING/PUBLIC RELATIONS PLAN

- Convene Full Task Force Meeting twice a year.
- Print brochure for distribution to RP, HTR, Chamber, health and human service providers, engineering societies, etc. mailing lists.
- Offer speakers to engineering, scientific, business, university groups.
- Call for volunteers for Resource Directory and Panel.
- Develop Media Pack with RP brochure, key messages, contacts - distribute and network to newspapers, TV and radio.

The Rochester Project is..... enabling, encouraging, mentoring, convening, networking/connecting, leveraging, envisioning, reviewing, endorsing on approved projects.

THE ROCHESTER PLANNING GROUP MEMBERSHIP:

BOCES Monroe #1
 Eastman Kodak Company
 Frontier Communications/Rochester Telephone
 Gannett Rochester Newspapers
 Greater Rochester Cablevision
 HELPNET Collaborative
 High Technology of Rochester
 Office of Congresswoman Louise Slaughter
 Rochester Center for Independent Living
 Rochester Gas and Electric
 Rochester Healthcare Information Group
 Rochester Regional Library Council

AGENDA

**Rochester Advanced Transportation Management System
Meeting with the Rochester Area Colleges
September 13, 1995
1:00 p.m.
Roberts Wesley & College**

- I. Introductions
- II. What are the goals of ATMS? (Brief overview by NYSDOT)
- III. NYSDOT actions to date
- IV. Rochester ATMS study - initial system recommendations (by consultants)
 - High tech proposals
 - Low tech proposals
 - Information center
- V. How do colleges fit in? (Discussion)
 - As academia (Colleges are sources of new technology and ideas)
 - As users (Colleges are traffic generators, students and employees need information)
 - As business (Colleges have needs in communications infrastructure)
- VI. Private sector opportunities that are also available to colleges

MEETING SUMMARY

Meeting: The Rochester Area Colleges
Date: September 13, 1995
Location: Roberts Wesleyan College
Prepared by: Robert Sloane, Howard/Stein-Hudson Associates

On September 13, 1995, a meeting was held with the Rochester area colleges group to brief them on institutional opportunities deriving from the Advanced Transportation Management System for the Rochester area. The Rochester area colleges group is a monthly meeting of college presidents or their appointees to share information and coordinate inter-institutional efforts. The ATMS team was invited to make a presentation at their September meeting.

At the meeting, college presidents or their representatives were present from SUNY College of Technology at Alfred, Colgate Rochester Divinity School, Empire State College, SUNY College at Geneseo, Keuka College, Nazareth College and Roberts Wesleyan College.

New York State DOT staff and consultant representatives included Larry Sherman and Dave Goehring from NYSDOT, Region 4, Bill Holtoff and Carl Ast from Sear Brown, and Robert Sloane from Howard/Stein-Hudson.

Following introductions, the agenda was passed around and reviewed. Copies of New York Moves, a new brochure prepared by NYSDOT, were distributed, along with a Draft Vision Statement, newsletter and diagram of the ATMS project. The agenda and the diagram are attached.

- **Overview of ATMS**

An overview of ATMS state-wide and in Rochester was provided by Larry Sherman. Mr. Sherman talked about the philosophy of ATMS and ITS. He stated that the County DOT signal system was significantly ahead of similar systems in other cities and that the funding for this project was intended to supplement and build on existing systems. He said that the goal of the federal funding was to reduce vehicle hours of delay and single-occupancy vehicles and to improve air quality and transportation efficiency for both transit and freight. He then described the work of the Technical Advisory Committee (TAC) and the Incident Management Committee.

- **NYSDOT actions to date**

Larry Sherman listed the state DOT actions already underway. The Rochester Weather Information System is up and running at a site near the Irondequoit Bridge. This site can provide real-time weather information and predictions. A survey of business interest in traffic information is being planned with the Chamber of Commerce. A request for a letter of interest has been sent out by NYSDOT to businesses interested in fiber optics along freeway rights-of-way. A meeting was held in Albany to detail the way businesses can become involved in the process of installing fiber optics along highways. Variable message signs are already at work in the area - three are already available, and a fourth will soon be added. On the Long Island Expressway, 2,400 electronic sensors are embedded in the roadway to provide information to a traffic operations center where three computers continuously measure and analyze changing traffic conditions. Information is transmitted to variable message signs to advise motorists of potential delays.

- **The ATMS study**

Carl Ast described the consultant work assigned by NYSDOT. He described two highway incidents from 1994, in which the collection and distribution of information might have helped agencies maintain traffic on the freeways during the incidents. He described the strategic plan being developed by the TAC and referred to the copies of a draft version of the plan. He described the high tech options including detection equipment - both in-road and CCTV, and highway advisory radio. The low-tech proposals include incident management and variable message signs. Management and coordination would be undertaken in a traffic operations center, in which various agencies would participate. The new ATMS programs will be fully integrated with the existing Monroe county computerized signal system. The Rochester Area Colleges are being coordinated with research, testing and training options for the ATMS.

- **How do colleges fit in?**

Robert Sloane described the three roles colleges play: 1. As academia. Colleges are sources of new technology and ideas; 2. As transportation system users. Colleges are traffic generators, students and employees need information; and 3. As businesses. Colleges have skills in transmitting information.

Mr. **Sloane** suggested that colleges might have related research programs underway, in such fields as the technology of travel. College research may be underway in vehicle or transit traffic, with freight carriers or with air services. In terms of communication needs, colleges may use ATMS information such as **real-time** travel **data** or real-time weather information. This information can be spread through m-house communication networks. The technology of distributing information may also be a strength that colleges can bring to bear. Systems may include kiosks, on-line information distribution or E-mail. In addition to these possibilities, colleges have the ability to train state and local transportation staff members.

- **Possibilities for involvement by the Rochester Project**

Robert Sloane described several of the potential projects which could use private involvement. These include:

- Communication infrastructure along freeway and arterial rights-of-way
- Courtesy patrol vehicle sponsorships
- CCTV technology testing
- Communication technology testing
- Travel information kiosks at large employment locations or major traffic generating sites
- Exhibits at local transportation conferences
- Use of real time weather information

On the basis of these possibilities, the meeting was opened for discussion. The following questions and comments were raised:

1. Can kiosks also be used as locators? Students might want information to avoid incidents or to find the best available optional routings for a trip.

This capability is technically possible and has been set up in other locations. Information of this type has also been made available m-car. One of the current applications of up-to-date technical information provided to drivers is the speed monitoring that is done on the Thruway.

2. What is the range and scope of traffic information that is available? We have long-distance commuters to some of our colleges.

Currently there is a highway advisory radio system on the Thruway between Buffalo and Syracuse. This would be expanded in the Rochester areas.

3. We have begun building a system at Nazareth College that will deliver voice, video and data to our students and employees. Most of the area colleges are in a similar process. But in our neighborhood, the nearest connection to fiber optics is 3 miles away. There is also an interactive network in area schools. Can we link to that?

The fiber optics links that NYSDOT is providing will cover the freeway network. Other links on area roadways could be tied into the network. The principal is to build the links with excess capacity and to sell that capacity to other users. Any private entity including institutions, could undertake the connections.

4. Most of us are low-tech in the advice we could give you. Our college has 1,000 students, but the

connection would be great.

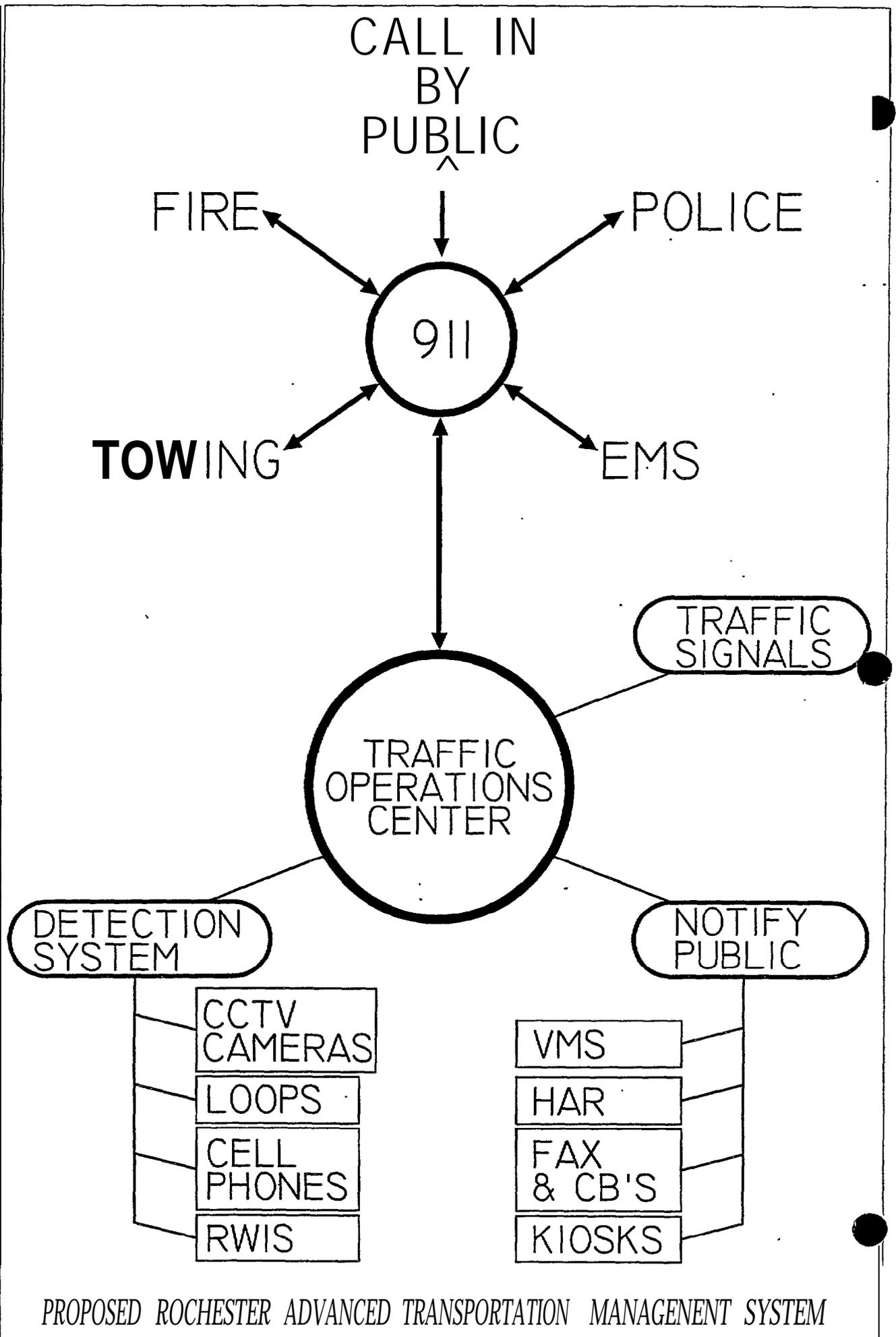
5. The Rochester Institute of Technology representative was unable to come to this meeting today. They will be in touch with you directly.

6. Every winter, for one or two days, we have the question of whether we should close. Our faculty or students maybe 40 miles away and need to make the decision about driving early. All colleges and schools have this problem.

The RWIS, already in effect near the Irondequoit Bridge, is monitoring weather and pavement conditions.

7. I'm afraid you may have no impact on our college in North Chili. We're in your future phase, but I wish we could be in an earlier phase.

The meeting ended after the team's half-hour presentation. Follow-up questions include the possibility that one of the colleges might undertake to privately build and manage fiber optics links along the freeways leading to its vicinity.



PROPOSED ROCHESTER ADVANCED TRANSPORTATION MANAGEMENT SYSTEM