Business Models for Advanced Traveler Information System

Jaydeep Chaudhari, AICP
Steve Albert

Session A2: Components, Systems and Partnerships: Taking ATIS to the Next Level

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Montana serves as the lead administrative state
Washington serves as the chair
Introduction

• ATIS Functions
• Business Models
• Potential Alternatives
  1. Request for Information
  2. Gift Economy
  3. Communication Plans
• Discussions
Business Model

PUBLIC

PRIVATE

Data Collection
- Transit
- State DOT
- City Trans Mgt System

Data Fusion

Data Dissemination
- Transit
- State DOT
- City Trans Mgt System

Information Dissemination

End Users
- Data Given Away

General Public
- Data Sold to Customers

NAVTEQ, AAA Mobile Apps and Websites
Conclusion

• None of the business models has emerged as the best one that can be widely adopted by all public sector agencies.
• The most successful business model – GDOT Georgia Navigator-$ 1.7 million
Potential Alternatives

(1) Private Sector Invitation Through Request for Interest

(2) Gift Economy Model

(3) Communication Plans
(1) Private Sector Invitation

- What Should Be in the RFI?
- What Do Private Sector Agencies Bring to the Table?
- Who Should Be Invited to Express Interest?
- When Should RFI Be Issued?
- What are the Benefits on an RFI?
- Who would be legally entitled to release the RFI?
(2) Gift Economy

A gift economy is used for the transfer of goods or services without an agreed method of “give and take.”

- Charitable Donation:
- Collectivism:
- Cooperativism:
- Donation Requests:
- Pay-what-you-want:
- Pay It forward:
Travelers’ Statistics

CVO AADT:

ITRR annual visitation:
Mobile Apps Contribution

Fig 1 Application Search

Fig 2 Download Complete

Fig 3 Application Rating
Fig 4 Application Use

Fig 5 Application Support

Fig 6 Payment Confirmation
Fig 7 Application Recommendations
Foundation Grant

• Communication Corporations: Fisher Communications & RealNetworks

• Software Giants: Blucora, F5 Networks, Mentor Graphics, Microsoft

• Retailers: Costco, Wholesale, Amazon.com, Blue Nile, Nordstrom, Starbucks

• Travel and Transportation companies: Alaska Air, Expedia, Expeditors International, Greenbrier Cos, Paccar, Ambassador Group, Red Lion Hotels, Lithia Motors.
(3) Communication Plans

• Roadside Construction Communication Plans
Thank you!