

VANCOUVER/CLARK COUNTY ITS PLAN
TELEPHONE INTERVIEWS SUMMARY
December 6, 1999

The following individuals were interviewed by telephone during the period of November 22-December 3 by Public Rim Resources for the TIMACS Project. Their responses follow.

INTERVIEWEES

Lynn Valenter, Manager of Facilities and Auxiliary Services, Washington State University
Gary Thomsen, Transportation Manager, Evergreen School District
Dennis Mitchell, Manager, IT Systems, ODOT Region 1
Terry Whisler, Senior Transportation Manager, Metro
Jim Etzkorn, Fairway/164th Ave. Neighborhood Association
Juan Del Moral, Environmental Engineer, SEH America
Sgt. Keith Hyde, Traffic Supervisor, Vancouver Police Services
Tracy Reich, Executive Director, Downtown Vancouver Association
Nancy Stratton, Safety and Training Officer, Vancouver School District
Tony Birch, Vice-President of Administrative Services, Clark College
Capt. Ward Knable, Planning Department, Vancouver Fire Department
Jim Tutton, Vice-President, Washington Trucking Association
Ron Gullickson, Administrative Assistant for Operations Services, Battle Ground School District
Dan Euliss, Chair, Transportation Committee, Greater Vancouver Chamber of Commerce (Also staff member at Kyocera)

RESPONSES

A. Existing ITS Infrastructure and Elements

1. What ITS infrastructure does your organization currently use?

7 Ramp Metering	4 Transportation Management Center
6 Closed Circuit Television	3 Transit Center
5 Fiber Optic Communication System	3 Vehicle Tracking
5 Priority Control for Emer. Vehicles	2 Coordinated Signal Systems
4 Electronic Message Signs	2 Highway Advisory Radio
4 Real-time Traveler Information	2 Priority Control for Transit
4 Parking Management	1 Fare Collection or Payment
4 Published Traveler Information	1 Vehicle Control

Other:

- Cab transponder for weigh station bypass
- Road and weather information systems

B. What ITS Elements Should Be Considered?

1. Which ITS applications are needed most in your organization and for the County (please rank in order of preference below, 1 = highest priority and 9 = lowest priority)? See attached glossary with examples for the categories below.

The following is a summary of priorities:

	Organization Priority	Countywide Priority
Transportation Management Systems	High	High
Incident Management Systems	High	High
Emergency Management Systems	High	High
Traveler Information Systems	Middle	Middle
Public Transportation Systems	Middle	Middle*
Commercial Vehicle Operations	Low to Mid	Low to Mid
Rural Transportation Systems	Low	Low*
Electronic Payment Systems	Low	Low*
Vehicle Control / Safety Systems	Low	Low*

*In some cases there was one exception.

2. Are there other ITS needs?
 - Add bike lanes on 112th
 - Adjust regional model based on ITS optimized corridor based on PDX findings
 - Build demand using local media to inform residents
 - Connect systems, share cameras, coordinate ramp metering
 - Develop new tires
 - Develop regional policy language for coordination
 - Education about transportation costs
 - Improve construction notification, deceleration lanes, merging systems, construction safety
 - Increased accident prevention
 - Increased traffic and parking management for special event scenarios
 - Inform organizations of changes so they can plan accordingly
 - Limit trucks to specific lanes
 - Real time information awareness
 - Signal control exiting bus compound (Evergreen) and at high school
 - Up to date weather information

C. Outreach to Stakeholders

1. Besides government agencies, what organizations or individuals do you think should be involved locally in an ITS project?
 - Neighborhood Associations (4 responses)
 - Large employers (4 responses)
 - Port (2 responses)

- Chamber of Commerce (2 responses)
 - School Districts - Vancouver Safety Team (2 responses)
 - Local news media (2 responses)
 - AAA
 - C-Tran
 - Downtown Vancouver Association including Kevin Wallace (members approx. 150)
 - Emergency Services
 - ESD meetings (Skip Ehes, Regional Coordinator 750-7500)
 - Homebuilder's Association
 - Hospitals
 - Involve public sector first
 - Laidlaw Contract Managers – Linda Cage 687-7137 x11
 - Law Enforcement Council for Clark County
 - Lobbyists
 - Past President of the Washington Trucking Association (Don Lemmons of Kelso 360-425-8390)
 - Police Departments
 - President of Dump Truck Operators (Gerry Eglund of Camas 360-892-2090)
 - Public Transportation Agencies
 - Schools
 - Senior Citizens
 - Sheriff
 - TIPPIT members – Clark County Public Works
 - Traffic Safety Task Force
 - Transportation Associations
 - Trucking Industry
 - Vancouver Police Chief
 - Washington Assoc. of Sheriff's & Chief of Police
2. What steps can we take to involve these organizations and individuals in the process?
- Hold public input forums (2 responses)
 - Use Office of Neighborhoods to inform residents (2 responses)
 - City and county need to work it into public conversation
 - Conduct focus groups
 - Contact H-P public information people
 - Direct mail
 - Educate public using media
 - FHWA Scanning tour
 - Interviews
 - Invite members to discussion groups
 - Involve homebuilders via county permitting to get them involved at the start of the process
 - Telephone call
 - Use Chamber of Commerce to involve businesses
 - Use guest speakers at organization meetings
3. What information can we provide to assist in informing your organization about ITS?
- Battleground Public Schools – Printed materials

- Clark College – newsletter
 - C-Vision – Inform Tim Erickson, WSDOT & Olympia (they hold bi-monthly meetings)
 - Downtown Vancouver Association – written in-depth updates to use in newsletter
 - Evergreen School District – use closed caption TV signal system coordination
 - Greater Vancouver Chamber of Commerce – contact Steve Dearborn or Dan Euliss
 - Public forums in council chambers
 - SEH – make presentations to employees. Give information for email, posters, internal mailings
 - Vancouver Fire Department – Disperse information to Ward, will give information at staff mtg. Administrative staff & Battalion Chiefs should also be notified
 - Vancouver Police Service – PowerPoint presentation, distribute information for Dept. Heads. Vancouver Police Service meets weekly – set agenda with Debbie Campbell 696-8271
 - Vancouver School District – Notify Nancy Stratton of updates
 - Washington Trucking Assoc. – already knowledgeable from involvement with SmartTrek
 - WSU – newsletters, press releases, Department of Campus Advancement (Cassie McVeety)
 - Inform people now – 695 provides opportunities – ITS is finally used when people realize what they are NOT going to get
4. Do you have any other comments or observations to share?
- Cognizant of travel demand coming off the bridge to Oregon
 - Express ideas and information in a brochure
 - Need to create knowledge base over time
 - Need to make Fort Vancouver Way Safer
 - Transportation stations could be useful – especially at large employers
 - Vancouver School District uses ArcView

D. Other Issues Related To ITS

1. How can ITS make an impact in the County within the next 20 years and improve the quality of life?
 - Improve traffic flow (4 responses)
 - Minimize road building (3 responses)
 - Depends on how extensive it is used
 - Improve economy
 - Improve incident management systems
 - Increase in pedestrian and bike safety
 - Increase public safety
 - Provide more real time info
 - Shorter or no increase in response time to accidents
 - Trip reduction
2. What are the best ways to educate your employees/co-workers about ITS?
 - Battleground School District – Print media or presentation
 - Clark College – post information at Gaiser or Baird Hall
 - Downtown Vancouver Assoc. – Tracy Reich
 - Kyocera – regular training periods, staff newsletters

- Vancouver Fire Department – Hands on instruction and video training
 - Vancouver Police Service – Newsletter, training (Doug Rickard, Kip Abernathy)
 - Vancouver School District – through Nancy Stratton, Safety & Training Officer
 - WSU – Campus newsletter, student paper
3. What are the best ways to educate the general public about ITS?
- Media (6 responses)
 - Contact large employers
 - Mailings
 - Neighborhood newsletters
 - Reader boards
 - Send materials to organizations that have broad forums
 - Surveys
 - Use large employers as model or pilot program (H-P)
 - Use Washington County Transportation Alliance as a successful model
4. What questions do you have about ITS?
- How is the program coming together?
 - How will it involve, city, streets, biking and area surround campus (Clark College)?
 - Where is funding coming from?

VANCOUVER/CLARK COUNTY ITS PLAN
IN-PERSON INTERVIEWS SUMMARY
December 7, 1999

Seven individuals were interviewed in-person during the period of November 22-December 3 by Public Rim Resources and DKS Associates for the TIMACS Project. Their responses follow.

INTERVIEWEES

Howard Long, City of Vancouver
Kevin Gray, Clark County
Michael Haggerty, C-TRAN
Deb Wallace, C-TRAN
Bob Hart, SW Washington Regional Transportation Council
Eric Levison, City of Camas
Les Rubstello, WSDOT

RESPONSES

A. Existing ITS Infrastructure and Elements

2. What ITS infrastructure does your organization currently use?

3 Ramp Metering	0 Fare Collection or Payment
3 Transit Center	0 Published Traveler Information
3 Priority Control for Emer. Vehicles	0 Transportation Management Center
2 Closed Circuit Television	0 Vehicle Control
2 Fiber Optic Communication System	0 Vehicle Tracking
2 Coordinated Signal Systems	0 Parking Management
0 Electronic Message Signs	0 Highway Advisory Radio
0 Real-time Traveler Information	0 Priority Control for Transit

Other:

- Remote signal control

B. What ITS Elements Should Be Considered?

3. Which ITS applications are needed most in your organization and for the County (please rank in order of preference below, 1 = highest priority and 9 = lowest priority)? See attached glossary with examples for the categories below.

The following is a summary of priorities:

	Organization Priority	Countywide Priority
Transportation Management System	High	High
Emergency Management	High*	High*
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Public Transportation Systems	Middle*	Middle*
Rural Transportation Systems	Middle*	Middle*
Electronic Payment Systems	Low to Mid	Low to Mid
Commercial Vehicle Operations	Low*	Low*
Vehicle Control / Safety Systems	Low*	Low*

*In some cases there was one exception.

4. Are there other ITS needs?
- City staff thinks of coordinated signals when they hear TIMAC’s – need more education
 - Include ports of Vancouver and Camas-Washougal (2 responses)
 - Provide real time, on-line information for C-Tran customers
 - Transit organizations need to be willing to share long-term benefit
 - Would like to see ITS systems that allows transit priority

C. Outreach to Stakeholders

5. Besides government agencies, what organizations or individuals do you think should be involved locally in an ITS project?
- Bicycle Advisory Committee – Clark County
 - City of Washougal - Mike Conway
 - CREDC Council
 - Emergency response
 - Environmental groups
 - Fiber optic carriers
 - Find agencies to champion it
 - Fort James - Mill Manager (ask C-Tran/Mark Landers for contact names)
 - Get county on board first
 - Greater Vancouver Chamber of Commerce (2 responses)
 - Growth advocates
 - McKay McDonald, owner of Cascade Industrial Park - Dan McKay, owner
 - Need more direction from management

- Pendleton Woolen Mills - Mill Manager
 - Port of Camas-Washougal - Sheldon Tyler, Port Manager
 - School Districts
 - Staff members coordinating C-Tran's Community Trip Reduction program
 - Utilities
 - WaferTech - Bill Renfrow (or he can suggest person)
6. What steps can the Steering Committee take to involve these organizations and individuals in the process?
- Conduct presentations at the Great Vancouver Chamber of Commerce
 - Facilitate public/private partnerships
 - Find representative in each organization to champion ideas
 - The Steering Committee should get the highest level person to buy into the project and Intelligent Transportation Systems
7. How can the Steering Committee assist in gaining support for ITS from your agency (e.g., provide funding, provide technical assistance, public presentations to elected officials, etc.)?
- Complete and refine some small ITS projects that are easy to demonstrate and measure success
 - Provide information to C-Tran so they can plan for efficiently
 - Public education (2 responses)
 - The City of Camas needs to show the benefit to the City Council. Small cities will only take advantage of a small number of the benefits
8. Do you have any other comments or observations to share?
- Community members are not well-informed about ITS but are well-wired to the Internet. Information dissemination is an important issue with ITS, not just infrastructure.
 - Council is not knowledgeable about all benefits of ITS. "It is not on their radar screen." A 15-20 presentation to the council would be helpful. The council needs to know about the tools from which Camas can benefit. They must be cost effective, particularly in light of the passage of Initiative 695.
 - These people should be invited to the conference: RTC Board, Chamber Board, Paul Christensen on the LCC Board, Neighborhood Presidents, Clark County, City of Vancouver, Concurrency Task Force, Downtown Vancouver Association, Mary Legree and Don Wagner of WSDOT, transportation interest groups, Strategy Group members including: Dean Lookingbill, Thayer Rorabaugh, Ron Bergman, Gail Spoler, Mary Legry.
 - They would like to partner more with the Camas School District including connections with fiber optics.

D. Other Issues Related To ITS

5. How can ITS make an impact in the County within the next 20 years and improve the quality of life?
- Better communication with citizens
 - Better transportation management
 - Better utilize existing transportation system
 - Improve information on travel conditions

- Improve safety
 - Improved emergency response (2 responses)
 - Increase mobility
 - Integrated more efficient system (2 responses)
 - Provide informed choices
 - Provides more choices
6. Would a regional ITS architecture benefit Clark County? Please explain your answer.
- Must work regionally (2 responses)
 - Connectivity is an important part of ITS architecture. Also, small cities cannot afford to do set up systems on their own.
 - The system would be efficient and effective. No duplication of services and capable of leveraging support. Seamless operation also important.
7. What are the institutional issues associated with deployment of ITS?
- Buy in from officials
 - Concern about changing technology and quick obsolescence
 - Concern about government intrusion (e.g. cameras)
 - Cost benefits
 - ITS systems must work for the Interstate Bridge
 - Political barriers
 - Port staffing issues
 - Staff thinking it's related to coordinated signals only
 - Territorial issues between county and city
8. How should planned ITS elements/enhancements be coordinated with other transportation improvements? Do you see ITS elements as stand-alone projects or should they be integrated with other capital improvement projects?
- Advocate to higher ups
 - Begin project in pieces that are relatively easy to implement and easy to evaluate
 - Fiber connections
 - Integrated with other capital improvement projects
 - Package ITS systems with other infrastructure projects
 - Plan ahead to imbed ITS systems in new roadways
 - Provide more information
 - They will take a hard look at any road project. They are particularly involved in finding ways to tie in fiber optics with other organizations like Electric Lightwave, Camas School District, PUD, etc. Concerned about how to provide link with new fire station. They will look stand-alone projects after the architecture is developed. Would like to collaborate with H-P and other industries.

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