



**IISTPS**

**Norman Y. Mineta  
International Institute for  
Surface Transportation  
Policy Studies**

Created by Congress in 1991

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# The World in Motion

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Spring 1999

*Profile of  
Lawrence G. Reuter  
IISTPS Board  
of Trustees  
and  
President,  
MTA New York City Transit*



Lawrence G. Reuter returned to MTA New York City Transit as President in March, 1996, after joining the agency in 1982 and leaving in 1990 when he was Senior Vice President of Operations, in charge of all subways and buses. During the intervening six years he served as General Manager of Santa Clara County Transportation Agency in San Jose, California, and General Manager of the Washington (DC) Metropolitan Area Transit Authority.

An engineer from Florida Technological University, he began his career in Florida in 1973 with AutoTrain Corporation, where he rose to Vice President of Operations. In 1979 he became Executive Vice President and General Manager of Railway Service Corp., a Florida rail car equipment rebuilder. Mr. Reuter is widely regarded for his commitment to public transit and skill in managing transit operations.

His achievements as NYC Transit President include a major agreement with the Transport Workers Union (October 1996) and the notably successful implementation of the sophisticated \$700 million Automated Fare Collection and MetroCard system. MetroCard in turn has paved the way for innovative new fare policies by NYC Transit's parent organization, the Metropolitan Transportation Authority, has been adapted to other transit operations in the region, and led to dramatic increases in NYC Transit ridership.

MTA New York City Transit, North America's largest public transit agency, provides nearly one-quarter of all mass transit trips in the US. Its 24-hour service carries an average of close to 6 million passengers daily, operates North America's largest bus fleet, and is one of the world's largest subway systems. It has 43,000 employees, an annual operating expenses of \$3 billion, and an annual capital budget of \$1.5 to \$2 billion.

Mr. Reuter was born in Somerspoint, NJ in 1951 and grew up in Florida. He and his wife have three children.

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# Research Update

By Bill Derrick, Research Director

The Institute is proceeding quickly with the development of a program of new research projects, drawing on our increased funding from both RSPA and Caltrans. After discussing the proposed process with the Board of Trustees at its January meeting and making appropriate modifications, IISTPS' staff issued a "Call for Research Proposals" on February 10.

The purpose of the Call for Research Proposals was to generate a large number of potential projects which are of interest to the Institute's Research Associates, are consistent with the Institute's research priorities, and which meet the following evaluation criteria:

- Does the project address a significant transportation policy issue?
- Is the project of practical value to transportation decision-makers and professionals?
- Is the project timely?
- Does the project represent original research and depart from previous research on the subject?
- Does the proposed research team possess the expertise to effectively conduct the research?
- Does the project further the Institute's research goals by addressing one or more of the Institute's research emphasis areas?
- Is the proposed approach to the project sound?
- Can the project be accomplished expeditiously and at a reasonable cost?

All currently certified Research Associates were sent a copy of the solicitation, which was also circulated to appropriate academic departments at SJSU and posted on the Institute's website, *TransWeb*. The deadline for submittal of proposals was March 26. The response from the Research Associates was enthusiastic: a total of 22 projects were received in response to the Call for Research Proposals, with total requested IISTPS funding amounting to over \$1.2 million.

The next step in the process will be a preliminary screening of the proposals by IISTPS' staff and the Research Associates Policy Oversight Committee (RAPOC). Based on this review, a number of projects will be selected to proceed to the next stage, which will consist of the development of a more detailed scope of work and budget. Modifications to the project team, work scope and budget may occur during negotiations between staff and the team leaders. Ultimately, a recommended program of projects will be prepared and submitted for approval by the Board of Trustees at its mid-year meeting. We hope to then get the projects initiated in time for the beginning of the next academic year.

Thanks to all Research Associates and others for their active involvement in determining the course of the Institute's Research Program!

## TransWeb UPDATE

By Jeanne Dittman, Web Administrator

### Library Database

Have you visited our library database lately? It includes recent additions to the IISTPS Transportation Library holdings. The library database search engine is online at TransWeb, <http://transweb.sjsu.edu>.

### Transport Database Access

We now have on-site access to the TRANSPORT online database service through WEBSPIRS for our Research Associates. TRANSPORT is a valuable research tool that provides information from three databases TRIS (Transportation Information Research Services), IRRD (International Road Research), and TRANSDOC (a bibliographic transportation economics database). If you are a Research Associate interested in using the TRANSPORT service, please contact our Web Administrator, Jeanne Dittman, (408) 924-7569, for an appointment and instructions.

### TransWeb

If you haven't traveled through *TransWeb* lately, take a look! Our transportation information web site is evolving. After a tremendous start four years ago, we are in the next phase of ongoing development. Our links to valuable transportation information have grown by leaps and bounds. We are reengineering all links to further improve accessibility and navigation. As you journey through the site you'll begin to notice a different look and feel.

The *TransWeb* "What's New" page is still a valuable tool. By clicking on the *What's New on TransWeb* link from the home page, you can review the latest additions to the site. *TransWeb* is found online at <http://transweb.sjsu.edu>.

### IISTPS on the Web

We've...

- redesigned the Institute home page, <http://transweb.sjsu.edu/mtihome.htm>;
- added a contact page for the press, and;
- added a peer review request information page. (continued on page 5)

# SAN JOSE STATE UNIVERSITY FOUNDATION

## EMPLOYMENT OPPORTUNITIES

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<b>TITLE:</b>	<b>RESEARCH DIRECTOR</b> <b>IISTPS/College of Business</b>
<b>POSTING DATE:</b>	March 15, 1999
<b>CLOSING DATE:</b>	Open Until Filled
<b>SALARY:</b>	\$80,000 - \$90,000

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### PROGRAM DESCRIPTION

The Norman Y. Mineta International Institute for Surface Transportation Policy Studies (IISTPS) draws faculty, staff, and students from a multitude of departments throughout the California State University system and the surface transportation profession to create an interdisciplinary unit that conducts policy research, provides instruction, undertakes public service projects, and administers other programs related to transportation. The Institute also functions as a policy research information clearinghouse related to domestic and international transportation.

### ESSENTIAL JOB FUNCTIONS

#### RESPONSIBILITIES

- Responsible for the successful continuing development of the Institute's policy research and information transfer programs.
- Expected to exercise leadership, under the direction of the Executive Director, in the development of the external funding needed to support the Institute's continuing policy research programs.
- Manages research projects and Research Associates teams.
- Has principal responsibility for the research portion of the Institute's mission.
- Works cooperatively with the Education Director in fostering the accomplishment of the educational part of the Institute's mission.

#### KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of transportation policy research needs and the applicability of policy research.
- Significant experience in the development of grant-based funding proposals, policy research processes and procedures, and research grant contract administration.
- Demonstrated fiscal management skills.
- Knowledge related to the preparation, acquisition, and management of both public and private sector funding grants.
- Strong analytical, organizational, and planning skills.

#### EDUCATION AND EXPERIENCE

- Master's degree in a related field; Ph.D. or equivalent.

- Three years of relevant transportation and/or transportation related policy research experience or equivalent qualifications.

## **SALARY AND TERMS OF EMPLOYMENT**

Compensation is commensurate with demonstrated experience and accomplishment. This position is offered as an annual agreement, as an employee of San Jose State University Foundation, with renewals at the option of the IISTPS Executive Director based on performance and funding availability. The Institute was established and is funded in part through ISTEAs and TEA21, and received an equal amount of funding from Caltrans.

## **APPLICATION PROCEDURE**

Application forms and information may be obtained from the Foundation Human Resources Department, located on the San Jose State University Campus, Administration Building, Room 255 (corner of San Fernando and 7<sup>th</sup> Streets). Resumes are welcome, but must be accompanied by the SJSU Foundation Application. (Only Foundation Applications will be accepted).

San Jose State University Foundation  
Human Resources - Academic Coordinator  
P. O. Box 720130  
San Jose, CA 95172-0130

The San Jose State University Foundation is one of the oldest nonprofit Corporations in the California State University System. The general purpose of the Foundation is to advance the welfare of the University, assist it in fulfilling its objectives, supplement the programs and activities of the University in appropriate ways, promote and assist its educational services, and otherwise aid and assist the University in fulfilling its purposes and in serving the people of the State of California, especially those of the area in which the University is located. These purposes are compatible with the legal framework established within the California State University system.

Employees of San Jose State Foundation are non-State employees.

## MSTM on the Web

In the education area;

- we've reorganized the Master of Science in Transportation Management web site, <http://transweb.sjsu.edu/acad.htm>, and;
- expanded the tools available to students in the MSTM program.

In addition to online class syllabi, our professors are using threaded discussions, online presentations and assignments.

## Web Design Award

The Institute recently accepted the Quatec Website Design Award. In the announcement, Quatec Solutions said that *TransWeb* was "...found to add an outstanding artistic flair, careful and concise design, and a wealth of information."

# EducationUpdate

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By Rob Vitale, Education Director

## CLASS NEWS

The Spring 99A session is nearing its close. We were proud to have offered the following courses:

**MTM 222: Transportation Data Collection and Analysis.** This elective was team-taught by three San José State University professors: Earl Bossard, from Urban Planning; and Kent Webb and Richard Werbel from the College of Business.

**MTM 214: Transportation Policy and Regional Regulation.** This required course was taught by William Taylor, a partner with the law firm of Hanson, Bridgett, Marcus, Vlahos, and Rudy in San Francisco.

Registration for the Spring 99B classes is already complete. We will be offering:

**MTM 217: Leadership and Management of Transportation Organizations.** As one of the six core courses in the MSTM program, this class will be instructed by Professor Barbara Brown of the College of Business.

**MTM 290: Strategic Transportation Management.** This "capstone" course is the final, culminating project for students wishing to graduate in August. Rod Diridon will facilitate this class.

## NTMGSA

Hoping to create networking opportunities for themselves and to establish a forum for information dissemination, the students enrolled in our Master of Science in Transportation Management founded the National Transportation Management Graduate Student Association. NTMGSA has conducted a student survey to provide feedback to the administration about the Master's Program. The results of this survey were published in the first volume of the NTMGSA newsletter, which can be accessed online at the Institute's website. As well, members of NTMGSA have been instrumental in providing contacts and ideas for informational meetings about the Transportation Education Programs. In addition to future editions of the newsletter, other NTMGSA activities include producing a collection of student résumés, biographical sketches highlighting students' interests and talents, and a speaker's bureau flier with topics and contact names.

## MINETA TRANSPORTATION INSTITUTE SCHOLARSHIP

The Mineta Transportation Institute will be offering up to 10 \$1,000 scholarships to qualified, fully matriculated students. This will be the fifth time this scholarship has been offered, yet the first time to reach the \$1,000 level. A special "thank you" goes to the donors who have invested in the future of transportation by donating to the Mineta Transportation Institute's Scholarship Fund.

## SCHOLARSHIPS AWARDED

The success of our program is ultimately measured by the success of our students. We are extremely pleased at the national recognition our students have achieved this past year.

**Carter Mau:** 1998 recipient of the Krambles Scholarship, Institute for Urban Transportation, Indiana University.

**Daive Puglisi:** 1998 Eno Fellow, participated in the Eno Transportation Foundation's 6<sup>th</sup> Annual Leadership Development Conference last May.

**Kimberly Weinstein:** Recipient of the Mineta Transportation Institute's 1998 Outstanding Student of the Year presented by Mort Downey, Deputy Secretary, USDOT, during TRB week in Washington in January. Kim is also the 1998 recipient of the Paulette Duve Memorial Scholarship, San Diego chapter of the Women in Transportation Seminar.

## PROGRAM EXPANSION

We are stepping up our marketing efforts to promote our program far and wide. January and February saw us busily designing and redesigning a brochure and informational packet which will be mailed to transportation agencies and potential students.

## WEBSITE

Jeanne Dittman, our new Web Administrator, has added an online registration form to the web and developed the Education Page's "News" section to keep you all up-to-date. Want to register for a class, read about upcoming informational meetings or peruse current class syllabi? It's all on the web!

After a very productive inaugural year, our fine Research Director, Bill Derrick, has received an offer he can't refuse. He's returning to his career field as the Executive Director of the Santa Barbara County Association of Governments. He and Angie will be taking up residence in that beautiful section of the California Coast in mid-April with the best wishes of the University and the Institute's staff and Trustees.

The vacancy was noticed in mid-March, through the SJSU Foundation, in the Wall Street Journal and several national transportation trades publications. We are attempting to fill the position before the mid-year annual meeting of the Board of Trustees. We'll use the same technique that garnered Bill a year-and-a-half ago, with the final interviews being conducted by a panel of involved campus and Board leaders. The details of the job announcement are in this newsletter and on our Webpage. Please contact me directly if you have a referral or for more information.

During this time of transition, the Institute continues to adjust to more structured processes and to much higher production levels that correspond to the increased funding from TEA 21. We'll look forward to sharing that evolutionary success with all of you during the annual Board of Trustees meeting and dinner, the date of which is being negotiated now for mid-to-late June. That date will be shared with each of you as soon as it is firm.

Finally, please drop into *TransWeb*, our dramatically expanded and improved website. Web Administrator, Jeanne Dittman, has made numerous improvements and has recently won a second national website award. Compliments to Jeanne.

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## **The World in Motion**

For more information about IISTPS,  
call (408) 924-7560 or e-mail us at  
[iistps@iistps.cob.sjsu.edu](mailto:iistps@iistps.cob.sjsu.edu).