



**IISTPS**

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International Institute for  
Surface Transportation  
Policy Studies**

Created by Congress in 1991

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# The World In Motion

Volume 6, No. 3

Fall 2000

*Profile of  
David W. Conrath  
Mineta Transportation Institute  
Board of Trustees Member  
and  
Dean of the College of Business at  
San José State University*



Joining the Mineta Transportation Institute Board of Trustees is Dr. David W. Conrath, the new Dean of the College of Business at San José State University. Previously, Dr. Conrath served as Dean of the Michael G. DeGroote School of Business and Professor of Management Science/Information Systems at MacMaster University in Hamilton, Ontario, Canada. Prior to MacMaster University, Dean Conrath held various roles at a number of universities, including the University of Waterloo, Nanyang Technical University in Singapore, Université d'Aix-Marseille III in France, and the University of Pennsylvania.

No stranger to the Bay Area, Conrath received a Master of Arts in economics and a doctorate in business administration from the University of California, Berkeley; a Master of Science in industrial administration from Carnegie-Mellon University and a Bachelor of Arts degree from Stanford University. Dean Conrath comments, "I am happy to be back in the Bay Area and intend to play a very active role in furthering the goals of the College of Business and San José State University. In this regard, it's a pleasure to see the remarkable accomplishments of the Mineta Transportation Institute."

Dr. Conrath has published widely in refereed academic Journals around the world. He is also the co-author of several books; his most recent was *Office Support Analysis and Design, a Manual*. His professional interests include the analysis, design, implementation and evaluation of information-telecommunication systems, multimedia communication systems, organizational structure and design.



By Glenn Shephard,  
Education Director

### Graduate Student Wins National Scholarship

Congratulations go to Judi Li, a graduate student in our Graduate Transportation Management Program (GTMP), who has been awarded a \$2,500 APTF National Scholarship. Each spring, the American Public Transit Foundation (APTF) awards five national scholarships to students in public transportation industry-related fields of study. The scholarships are awarded after a national competition based on scholastic achievement, leadership, instructor and employer recommendations, and an essay.

The faculty and staff of the Mineta Transportation Institute (MTI) and the College of Business are proud to have Judy in the program, and we applaud her for her hard work and achievement.

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## Welcome to our new Education Program Assistant

Joining our staff is Viviann M. Ferea, the new Education Program Assistant. Viviann comes to us from UC Davis where she obtained her BS in Business Marketing. She has also worked as an enrollment counselor for the University of Phoenix in their recruiting program for both BA and MBA students. She takes over for Sunshine Shepard, who has moved to Oregon to pursue her masters degree.

Viviann's responsibilities include both program marketing and administration for the GTMP, for both the CTM and MSTM programs of study. Her background in program marketing and recruitment will most certainly contribute to the growth of GTMP success.

## Sources of Financial Aid for GTMP Students

Many people are not aware of the types of financial aid that are available to MTI students. An important part of our efforts in reaching out to prospective students is to inform them about the financial support that MTI can make— available to qualifying students directly from MTI and from the greater transportation and transportation-related industry. This aid has been instrumental in enabling many students to successfully pursue and achieve their academic goals in the GTMP.

Directly awarded from the MTI are up to four \$1,000 scholarships to qualifying, matriculated Masters of Science in Transportation Management (MSTM) students during their courses of study, and up to two \$500 grants to qualifying Certificate in Transportation Management (CTM) students enrolled in the program. A total of twenty \$1,000 MSTM scholarships are available each year and up to twenty \$500 CTM grants are also available. Both scholarships and grants are awarded on the basis of scholastic achievement, leadership, instructor and employer recommendations and a qualifying essay.

Other scholarships and awards are available, both regionally and nationally, including the George Krambles Transit Scholarship, the ITE Transit Council Scholarship and the Dwight David Eisenhower Transportation Fellowship.

## Program Dynamics

While the GTMP is currently at the forefront in delivering high quality graduate transportation management education today, both distance learning course delivery and content enrichment technologies are developing rapidly. We at MTI are working to keep pace with technological advancement to ensure

our ability to provide the highest possible educational experience to our students.

Two projects, sponsored and supported by MTI and the California State University (CSU), are currently underway to assure that the competitive posture of the GTMP in the transportation management education environment that exists today will continue to exist tomorrow.

The first project will enhance the major GTMP courses by creating a richer and more varied distance learning curriculum using web-based computer teaching tools. This will turn the current once-a-week, classroom focused teaching/learning experience into a continuous, course-long learning experience with student learning opportunities available upon demand— anytime day or night.

The second project will extend the reach of the GTMP to students having access to either a Caltrans videoconferencing class receive site or having access to an appropriately outfitted computer with connection to the Internet. This will be accomplished by creating a “hybrid” delivery system that facilitates seamless videoconferencing between and among disparate delivery technology systems. This improvement will allow GTMP class delivery throughout California to an extent not previously possible.

# Research Update

By Trixie Johnson, Research Director

## Student Honors

Kudos to Student Research Assistant Denise Staudt, recently named a Dean's Scholar and President's Scholar at San José State University. Denise, an undergraduate majoring in Management and Organization, assisted Research Associates Dan Evans, J. D., and Norman Kelley on our recently published study, *Analysis of Policy Issues Relating to Public Investment in Private Freight Infrastructure*. In addition to her work with the Institute, Denise is a member of the Beta Gamma Sigma Honor Society and treasurer of the Black Masque Honor Society. She helped raise funds for the SJSU Heritage Gateway Campaign and works as a volunteer at Santa Clara's YWCA camp.

## Research Highlights

Several research teams have submitted final reports, and we have begun the arduous process of editing, peer review and final preparation for publication.

- NAFTA II: California Border Zone Land Transportation Issues. George Gray, PI
- Applying an Integrated Urban Model to the Evaluation of Travel Demand Management Policies in the Sacramento Region. Robert Johnston, PI
- GIS for Livable Communities: Using GIS to Improve Transportation Planning and Community Livability. Tom Horan, PI
- Creating a Planning Template for Nonwork Travel and Transit Oriented Development. Dick Nelson, PI
- Implementation of Zurich's Transit Preferential Program. Andrew Nash, PI
- A Statewide Safety Study of Bicyclist and Pedestrian Accommodation and Safety on Freeways, Expressways, Toll Bridges, and Tunnels. Tom Ferrara, PI

Several other studies will be submitting final reports in October, so the activity level will only intensify.

Given that five prospectuses have been submitted to Caltrans and await approval as the first of our 2000-2001 projects, four additional studies should be in prospectus form and to Caltrans in October. These new projects will be covered in detail beginning with the next newsletter. Adding the administrative flurry of new projects to the ongoing load of research and publication funded in 1998 and 1999 forces all of the research, editorial and publication staff, contractors, and students to learn the fine art of juggling.

A total of thirty-one research and forum/symposium projects are currently between inception and publication. Another three may develop into full-fledged projects.

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The increased activity for this year, made possible by the larger grants provided under TEA-21 and matched by Caltrans, plus studies funded by other sources, is easily ten times what the Institute managed just two years ago.

### ***Needs Assessment Begins for 2001***

Our team of academic advisors, the Research Associates Policy Oversight Committee (RAPOC), strongly recommended a different schedule for release of our research Request for Proposal (RFP) and the responding proposals. To allow research

teams more time to prepare their submissions, build their teams and research their budgets, we will be issuing the 2001 RFP in November/December, with proposals due in the spring. These projects will be funded with our 2001-2002 grant funds, anticipated to be available in July 2001.

To prepare for that RFP, Executive Director Diridon and Research Director Johnson will be surveying the Board of Trustees, and meeting with representatives of the various Caltrans departments and with representatives of the various US Department of

Transportation offices in the regional office in San Francisco. These contacts, as well as literature searches and other research, will produce a list of desired research topics that our Research Associates will be asked to address in their responses.

Suggestions for research are always welcome. The many readers of this newsletter are invited to send ideas by snail- or e-mail to Trixie Johnson. You will find our research areas of emphasis, based on our strategic plan in the Spring 2000 RFP, still available at <http://transweb.sjsu.edu/rfp.htm>.

## Information Transfer

By Jeanne Dittman, Communications Manager

### **Hot Off the Presses...**

***Mineta Transportation Institute Annual Report 1999-2000*** details another productive year of the still growing Institute. <http://www.transweb.sjsu.edu/ar2000.pdf>

***Why Campaigns for Local Transportation Funding Initiatives Succeed or Fail: An Analysis of Four Communities and National Data*** by Peter Haas, Ph.D.; Richard Werbel, Ph.D; Linda Valenty, Ph.D; all from San José State University, and Kristin Massey, M.A. from University of California at Los Angeles. The research team analyzed data surrounding successful and unsuccessful passage of transportation initiatives in Denver, CO, Puget Sound, WA, Sonoma and Santa Clara Counties, CA. The publication includes key findings and suggests that the passage of a transportation tax initiative is an uphill battle, despite public acknowledgement that transportation improvements are necessary. <http://transweb.sjsu.edu/coalitions.pdf>

***Crossing the Bay: Water Transit Initiative Forum—July 29, 1999*** was co-sponsored by the Commonwealth Club of California and the Mineta Transportation Institute and moderated by Randy Shandobil, KTVU Political Reporter. Before a public audience, the panel discussed the complex issues surrounding expanded use of ferry service to relieve congestion in the San Francisco Bay Area. The publication includes the forum transcript and for reference, the text of Senate Resolution 19 and Senate Bill 428. <http://transweb.sjsu.edu/watertransit.pdf> (also available in html)

***2025 Visioning Session—Silicon Valley***. On June 24, 2000, U.S. Secretary of Transportation Rodney Slater oversaw a roundtable discussion in San Jose, California. The event, co-sponsored by the Commonwealth Club of California and the Mineta Transportation Institute, brought together Silicon Valley executives and transportation policy makers. The session was designed to bring forth innovative solutions for managing the valley's transportation issues. <http://transweb.sjsu.edu/visioning.pdf>

The publications mentioned above can be downloaded from *TransWeb* at the web address listed after each publication or at <http://transweb.sjsu.edu/pubs.htm>.

Printed copies of the Mineta Transportation Institute Annual Report may be obtained at no charge—telephone (408)924-7560, email [freitas@iistps.cob.sjsu.edu](mailto:freitas@iistps.cob.sjsu.edu), fax (408) 924-7565, or send a written request to the address below. For a printed copy of a research report, send \$15 for each copy with a written request to:

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Barney Murray



Sonya Cardenas

### **All Aboard!**

Welcome to Barney Murray, Web Administrator and Sonya Cardenas, Research Program and Publication Assistant. Both will join the Institute team in October. You will see additional transformation within *TransWeb* and the Institute and education Web sites as Barney focuses on design and navigation enhancements. Those of you working on Institute research projects or our transportation courses will get to know Sonya as she facilitates the publication of the final reports and works with Trixie and Barney on research and Web development. Please join us in giving them a warm welcome.

### **Moving On...**

After an exciting two years, I am venturing off of the Institute tracks and exploring new territory. First as Web Administrator and now as Communications Manager, I have enjoyed watching the Institute rise to the challenge of its steady growth. We have gained substantial ground and have accomplished so much. I will miss all of you whose paths I have had the pleasure to cross.



Jeanne Dittman

# DIRECTIONS

By Rod Diridon, Executive Director

Former House Public Works and Transportation Committee Chairman Norman Y. Mineta was recently appointed to be the first Asian-American Cabinet Member as he assumed the Secretary of Commerce responsibilities in the Clinton Administration. The overwhelming support during his U.S. Senate Confirmation Hearing was a great tribute to the strong bi-partisan respect that Secretary Mineta has enjoyed throughout his career.

In addition, Secretary Mineta has recently received numerous honors, chief among which was the prestigious **National Leadership Award** presented on October 23 before over 1,000 well-wishers at a special banquet of the **Commonwealth Club of California**. Special Patrons for the banquet included President Clinton, U.S. Senators Boxer and Feinstein and many more federal, state, and local elected and appointed officials along with the elite of the national transportation community and the leadership of Silicon Valley.

That recognition is more than warranted for Secretary Mineta who began his political career as a Human Rights Commissioner in San Jose, became a Councilmember and then the first Asian-American mayor of a major mainland U.S. city. He was elected to Congress in 1974 and immediately became the chair of the large post-Watergate Freshman Class, a deputy whip and member of the powerful House Appropriations Committee, all in his first year. He progressed through many leadership responsibilities, but was most proud of being the principle author of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA), which drastically changed the federal transportation funding processes. His personally most satisfying effort was as the House leader guiding the approval of HR 442 (1989), which apologized to and provided reparations for the Japanese-Americans who were incarcerated during the Second World War. The suffering and indignation was severe for those so detained, which included Secretary Mineta and his family.

We all, especially the Board of Trustees, Research Associates, students, and staff of the Mineta Transportation Institute, celebrate Secretary Norm and Deni Mineta's latest success and wish them many more in the year ahead. **Full steam ahead, Norm!**

*Norman Y. Mineta*  
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## **The World in Motion**

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