



MTI

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

Created by Congress in 1991

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The World In Motion

Volume 6, No. 4

Winter 2000

CONGRATULATIONS

to the NEW

U.S. Secretary of Transportation

Norman Y. Mineta



The Mineta Transportation Institute is proud to congratulate the 1991 founder of the Institute on his unanimous confirmation as the new U.S. Secretary of Transportation.

A native of San Jose, California, Mineta and his family were among the 120,000 Americans of Japanese ancestry forced into internment camps by the United States Government during the Second World War. During the 100th Congress, Mineta was the driving force behind passage of H.R. 442, the Civil Liberties Act of 1988, which officially apologized for and redressed the injustices endured by Japanese Americans during the War. In 1995, George Washington University awarded the Martin Luther King, Jr. Commemorative Medal to Mineta for his remarkable civil rights record.

During his career in public service, which began in 1967, Mineta has accomplished an impressive list of "firsts." He was the first non-white member of the San Jose City Council and, just four years later, the first Asian Pacific American Mayor of a major U.S. City as Mayor of San Jose. When elected to Congress in 1974, Mineta founded and chaired the Congressional Asian Pacific American Caucus and, in 1992, became the first Asian American to chair a committee of the House of Representatives as Chair of the House Committee on Public Works and Transportation. In 2000 he became the first Asian Pacific American U.S. cabinet member as Secretary of Commerce.

He was principal author of the 1991 ISTEA and several other land-mark transportation laws. Since 1993, he has attended all of the semi-annual meetings of the Mineta Transportation Institute's national Board of Trustees as the Honorary Chair Emeritus.

Upon his nomination to Secretary of Transportation, Mineta remarked:

"Three decades ago I was Mayor of San Jose, California, and was focused on how I could improve the community where I had been born and raised. I had the usual range of policy tools that mayors use to try to improve their communities: city planning and zoning authority, economic development programs, grants for housing, and so on. But what I found in practice was that the tool that made the most difference in my community was transportation. Nothing else had as great an impact on our economic development, on the pattern of growth, or on the quality of life."

Indeed, transportation plays a vital role in all of our lives as we move into the twenty-first century. We are confident in Secretary Mineta's ability to meet the Nation's many transportation challenges, and we look forward to helping in every possible way.

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Research Update

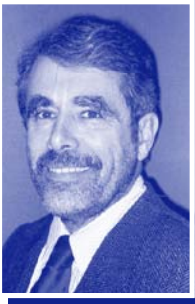
By Trixie Johnson, Research Director

The Mineta Transportation Institute is currently soliciting Research Proposals. Approximately \$500,000 is expected to be available for new research projects during FY 2001-2002. Some of the available funds may be utilized by MTI to conduct additional phases of projects already initiated or completed. The deadline for submitting proposals is Monday, April 23, 2001. For details and more information, access the Request for Proposals online at www.transweb.sjsu.edu/rfp.htm.

The following projects, selected by the Research Oversight Committee, have successfully completed their prospectuses and have been approved by Caltrans. All of the projects are under contract and in progress. Several other projects are in various stages of negotiation. We appreciate very much the assistance of the Board of Trustees, Caltrans, and the San Francisco Resource Center of the U.S. Department of Transportation for their assistance with our research needs assessment this year.

Using the Internet to Envision Neighborhoods with TOD Potential

Principal Investigator: Dr. Earl Bossard

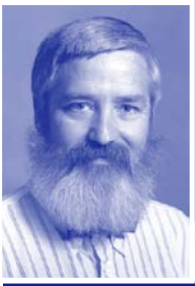


This study is an extension of current research that uses the envisioning tool to identify neighborhood characteristics that would be important to people involved in planning and creating transit-oriented development. An explosion of Internet information and a means of displaying data such as school test scores, crime statistics, and real estate listings can be used to examine potential sites from both a planning and development perspective.

This project will focus on developing systematic ways to find, filter, transform, model, and synthesize these data into small replicate maps, charts, digital images, and tables that can be combined to enable envisioning of areas with TOD potential.

Applying an Integrated Urban Model in the Evaluation of Travel Demand Management Policies in the Sacramento Region: Year Two

Principal Investigator: Robert Johnston



The Principal Investigator has applied a test version of an integrated urban model (MEPLAN, a travel and land use model) to the Sacramento, California region over the last five years. In the past year, a Mineta Transportation Institute project supported work to make the model more sensitive to travel demand management policies, to run a range of policy scenarios, and to cooperate with interest groups in the region who will bring the findings into the regional transportation planning process.

Current travel models do not represent most of the behaviors that occur as a result of travel demand management policies; consequently, they underproject the travel reductions and economic benefits of such policies. This demonstration project will add submodels for floor space, heavy truck freight, and a traveler welfare measure which can be used to assess equity issues. As regions throughout the country adopt new models, this information will have considerable potential to impact decisions.

The California General Plan Process and Sustainable Transportation Planning

Principal Investigator: Dr. Richard Lee

All California cities and counties are required to have local General Plans, which serve as the “constitution” for future development in their communities. These plans have the legal potential to serve as a basis for sustainable development, but there has been no assessment of the role played by the concepts of sustainable development or sustainable transportation in the existing plans.

This project aims to assess California’s general plan process as a tool for implementing sustainable development, with particular regard to sustainable local, regional, and statewide transportation systems.

Increasing Transit Ridership: Lessons from the Most Successful Transit Systems in the 1990's

Principal Investigator: Dr. Brian D. Taylor

The 1990s saw volatile movement in transit ridership, from the stagnation of the recession early in the decade to stabilization at the end. Some systems, however, increased ridership even in the recession or grew dramatically during the recovery. There are many theories about why large increases occurred; this study provides a systematic examination of the question. The industry's information is generally anecdotal and found at conferences or in industry publications. Academic research has often been inaccessible to practitioners.

This research attempts to bridge the gap in information by producing a workbook of clear, carefully constructed case studies of the best practices of the best U.S. transit systems, plus information on operational strategies, management philosophies, organizational structures, policies, implementation strategies, and innovative service delivery. The goal is to assemble into a single, concise document the best practices for increasing transit ridership with a view to improving urban and rural mobility and accessibility.

Using Fiber Networks to Stimulate Transit Oriented Development: Prospects, Barriers and Best Practices

Principal Investigator: Walter Siembab

Transit authorities currently have few incentives they can use to encourage transit-oriented development adjacent to rail stations. Local government and the private sector development community typically control land development. Sales tax incentives encourage developments such as "big box" retail, which are not compatible with transit use. Rail transit needs more transit-oriented development to generate the long-term ridership needed to justify the capital investment that rail requires.

This project analyzes whether fiber optic networks developed in rail authority rights-of-way can be used, in some cases, as an incentive to encourage TOD. If so, rail authorities will have a new tool for increasing long-term ridership. This study focuses on three regions in California that have rail systems, suburban commuter rail systems, and TOD policies: the Bay Area (BART), Los Angeles County, and San Diego County.



Students are the heart of the Education program. The talent and vitality that students bring to the Transportation Management Program are essential ingredients to our success in the effort to equip the next generation of transportation managers with the skills they need to be influential leaders. Following are just a few stories that highlight the successes of our students and our program—past and present.

Donna Kelsay Appointed as Assistant General Manager for San Joaquin Transportation Department

We are pleased to announce that Ms. Donna Kelsay, one of the Mineta Transportation Institute's MSTM students, has recently been appointed as Assistant General Manager of the San Joaquin Transportation Department. This represents an important step up from her former position as Facilities Contract Administrator for the Sacramento Regional Transit District. Donna graciously credits her learning experiences gained in the Graduate Transportation Management Program's MSTM courses as being instrumental in helping her achieve this notable success. In 1999, Donna was selected to participate, as one of only twenty-five individuals selected, in the Leadership APTA (American Public Transit Association) program—a program "designed to identify, develop, and sustain the next generation of transit leaders." She stated that "this program and the MSTM program complement each other, and will help me [Donna] advance my career goals in the transit industry."

Jay Smink Selected as Outstanding Student of the Year

The Transportation Education faculty and staff are proud to announce Mr. Jay J. Smink as the Master of Science in Transportation Management Student of the Year for 2001. Jay was selected by program faculty based on his strength in academic work, leadership, research, and contribution to the Mineta Transportation Institute. In addition to the honor of this award, Jay will also receive a \$1000 scholarship. The award certificate for Outstanding Student of the Year will be presented by the U.S. Department of Transportation, Research and Special Projects Administration, at TRB in January, 2001. Jay is a prime

example of how an able student can perform exceptionally well while taking the Graduate Transportation Management Program (GTMP) from a variety of different physical locations. As a Master of Science in Transportation Management (MSTM) student, he started taking courses from a Caltrans receive site in Orange County, CA. He then moved to Parker, CO with his wife Kris, where he successfully continues taking classes via the World Wide Web.

Jay has both private and public sector transportation experience. His private sector experience includes managing air forwarding (including Department of Defense contracts), courier and cartage, custom distribution, and refrigerated warehousing. His current public sector experience is with the Regional Transportation District (RTD) in Denver, CO. He is currently involved in a major transportation project which is a safety system review encompassing all aspects of department and division operations for RTD. The courses that the Master of Science in Transportation Management Program provides have given Jay the knowledge base to easily and effectively interact with regional transportation district management to ensure a quality and beneficial way to review safety systems.

Jay feels strongly about the opportunity that distance learning technologies offer today's working transportation professional: "I have found the interesting mix of students involved with the [GTMP] program is one of its strengths. Professionals of all career levels and from many different areas of the transportation industry exchange ideas, experiences, and opinions. This free flow of ideas not only generates excitement within the classroom, but it stretches your preconceptions and creates an environment conducive to learning." He goes on to say that "I have greatly enjoyed the combination of academic professors, working professionals, and numerous guest speakers. This diverse and excellent quality of instruction gives the students both an understanding of academic theory and research as well as a concept of current industry thinking and application."

Judy Li Awarded APTF National Scholarship

The Transportation Education faculty and staff are proud to announce that Ms. Judy Li, a graduate student in the Master of Science in Transportation Management program, was awarded a \$2500 American Public Transit Foundation (APTF) National Scholarship. Judy received the award at the annual meeting of the American Public Transit Association (APTA) in San Francisco in September 2000.

The APTF National Scholarship awarded to Judy Li was one of five National Scholarships offered each year to individuals in public transportation industry-related fields of study. The APTF scholarships are awarded after a national competition on the basis of scholastic achievement, leadership, instructor and employer recommendations, and an essay. Judy Li is an employee of Caltrans.

Michael Lechner Publishes Institute Research Report

We are pleased to announce that Mr. Michael Lechner, a recent MSTM graduate, has published a Mineta Transportation Institute Research Report M-00-1 entitled "Rationale for and Model Business Strategy for Incorporating Alternative Fuel Vehicle Technology into Local Government Fleets." Michael entered the MSTM program at San Jose State University having already earned a Master of Arts in Public Administration with an emphasis in energy policy. During the course of his studies in transportation management at San José State University, he received scholarships from the Mineta Transportation Institute and was the recipient of a George Krambles Transit Foundation Scholarship. Michael has been a registered professional engineer since 1976 and has a continuing, strong interest in electric transportation research and development.

New Consolidated Mineta Transportation Institute Student Achievement Award Program for Rewarding High Levels of Continuing Student Performance (CSP)

The Mineta Transportation Institute is proud to announce the implementation of a comprehensive student achievement award program called CSP. This program is intended to provide incentive to continuing high levels of student performance in both the MSTM and CTM programs. Up to twenty \$1000 awards are made each year to eligible and qualifying MSTM students in the GTMP program at SJSU. Applicants must be MSTM students in the GTMP program at SJSU. Eligible and qualifying students may apply for and receive up to four awards during their tenure in the program. Up to twenty \$500 awards are made each year to eligible and qualifying CTM students in the GTMP program at SJSU. Applicants must be CTM students in the GTMP program at SJSU. Eligible and qualifying students may apply for and receive up to two awards during their tenure in the program. Eligibility and qualification for awards will depend on student applicants being registered for their current classes and their classes immediately following. The awards will be also be based on their high levels of scholastic achievement and leadership, instructor and employer recommendations, and a short essay.

Fall MSTM CSP Awards by the Mineta Transportation Institute

In December the Mineta Transportation Institute is proud to have issued six \$1000 MSTM CSP awards to eligible MSTM students:

- James Chai of Caltrans
- Donna Kelsay of San Joaquin Transportation Department (formerly of the Sacramento Regional Transit District)
- Nina Kretz of Caltrans
- Judy Li of Caltrans
- Sarah Picker of Caltrans
- Carole Sanders of Caltrans

MSTM CSP Awards are issued on a competitive basis to students matriculated into SJSU graduate studies and who take two consecutive courses in a given semester. Applicants are considered by maintaining a continuing high standard of academic work, writing a short essay, and receiving a recommendation from someone familiar with their professional work.

Fall CTM CSP Awards by the Mineta Transportation Institute

In December the Mineta Transportation Institute is proud to have issued six \$500 CTM CSP awards to eligible CTM students:

- Nell Hill of Caltrans
- Mark Jensen of Science Applications International Corp.
- Jeremy Ketchem of Caltrans
- Mark A. McCumsey of Caltrans
- Hector Romero of Caltrans
- Jeffrey Spencer of Caltrans

CTM CSP Awards are issued on a competitive basis to students enrolled in the SJSU graduate Certificate in Transportation Management studies and who take two consecutive courses in a given semester. Applicants are considered by maintaining a high standard of academic work, writing a short essay, and receiving a recommendation from someone who knows their professional work.

Information Transfer

By Robyn Whitlock, Editorial Associate

Transportation and Technology in the New Millennium

The Internet is an amazing tool for everything from gathering information about a particular topic, getting directions to a restaurant, or even buying groceries for your family. The Mineta Transportation Institute is in the process of reviewing its current website, *TransWeb*, and developing a plan to make this great resource even better. Currently *TransWeb* has information posted about the Mineta Transportation Institute, Education, and Information Technology. Information about the Board of Trustees can be accessed, transportation management students can watch streamlined classes, and research projects can be downloaded. One of the less known aspects of the website is the “Transportation Links” section. A list of transportation-related sites makes it easy for people to access the information they need—everything from the history of electronic automobiles to the current BART schedule. Another interesting link in the Education section is entitled “Transportation and Kids,” which connects children with appropriate sites that contain fun transportation-related activities.

Web Administrator Barney Murray has exciting things planned for *TransWeb*. He actively works to keep the website up-to-date, and hopes to incorporate some of the new Silicon Valley technology into the site during this coming year. Enhanced user-interface, a portal for online activity, and related multimedia videos are just a few of the things Barney has planned. “I really enjoy the challenge of translating the goals of the Institute to our website. Brainstorming ideas, working with new technology, and the artistic development of the site itself are all components of my role here at the Institute that I enjoy.” Barney, a self-described chocoholic, has been living in the Bay Area for twenty-one years and brings a wealth of experience, as well as fresh and exciting ideas, to the Institute. Keep checking the website, <http://www.transweb.sjsu.edu>, as the Mineta Transportation Institute embraces the new millennium!

The last year's major program increase continues to test MTI. Two years ago, with a \$500,000 annual budget, MTI was conducting four research projects and had less than a dozen students in our newly accredited California State University System's Master of Science in Transportation Management (MSTM) and Professional Certificate in Transportation Management (CTM). The Institute's Web page was updated infrequently and used sporadically.

Policy Research: After two years of the \$2 million plus annual budget, MTI has 33 policy research projects in process of which 18 will be published after full peer review by mid-year. In addition two regional "Transportation Hot Spots" forums and our second National Garrett Morgan Videoconference with middle school age youth are scheduled. The research topics were chosen after a carefully structured needs assessment involving 25 of the nation's top transportation policy leaders who make up the MTI Board of Trustees. The California Department of Transportation has also established a Policy Research Needs Assessment Committee which meets annually to provide the State's research needs to the Institute. A less formal research needs assessment is conducted with the U.S. DOT's San Francisco Office representatives. Currently 57 MTI Certified Research Associates (most RAs are Ph.D.s) are under research contract supported by 40 Student Research Assistants. The RA teams and projects were chosen after a structured proposal and unbiased selection process conducted by the Research Associates Policy Oversight Committee, representing the seven interdisciplinary academic departments at SJSU involved with MTI. The Year 2001 needs assessment and project selection is in process. The increase in activity and improvement in process is a credit to MTI Research Director Trixie Johnson supported by Research Assistant Sonya Cardenas.

Transportation Management Education: MTI Education Director Dr. Glenn Shepard and Education Program Assistant Viviann Ferea have contributed to a corresponding expansion of the education programs. Over 50 students are matriculated into the MSTM or the CTM. The Caltrans videoconference bridge present the courses at the 12 Caltrans district offices, and interactive video-streaming technology has been introduced by Dr. Shepard to reach mobility impaired students or those outside California. The program is a showcase in the California State University System for a fully interactive videoconference and video-streaming-based education delivery system. The MTI Board of Trustees should be thanked also for their guidance in developing a curriculum that teaches the management of integrated transportation systems, not just individual skills.

Technology/Information Transfer: *TransWeb*, the award winning MTI web page (<http://transweb.sjsu.edu>), has been redesigned and expanded and is updated daily by new Web Administrator Barney Murray. It is used to support both the MTI research and education programs, as well as non-Institute inquirers. For the past year *TransWeb* has experienced in excess of 8,000 uses, not just "hits", per week. The Institute's quarterly newsletter, *The World In Motion*, also supports the MTI alumni/student association (National Transportation Management Graduate Students Association, NTMGS). MTI Graphics Assistant Ben Corrales also produced MTI's first formal Annual Report with all work, except the printing, done in-house.

General: MTI has hosted numerous visiting dignitaries, for example German Marshall Fund Fellow Carsten Gertz. Each receives background on the U.S. DOT University Transportation Center program and MTI. In addition, the semi-annual meeting of the MTI Board of Trustees was conducted on January 6, 2001 in Washington, D. C. The Trustees were treated to comments by U.S. Commerce Secretary and Secretary of Transportation-Designate Mineta, House Transportation and Infrastructure Committee Ranking Member Oberstar, U.S. DOT Deputy Secretary Downey, and others. The level of activity at MTI is frantic and becoming more so with all involved enjoying the challenge.

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