



Company Newsletter of INIT Innovations in Transportation, Inc. for business partners, employees, and friends



Photo: wikipedia.org



Landmark Contract in North America. Sacramento chooses INIT E-Fare solution.

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Imprint

Issue 3/2011

INIT Innovations in Transportation, Inc. has been awarded a landmark contract with Sacramento Area Council of Governments (SACOG) for the installation of a multi-agency electronic fare collection solution on approximately 500 of the agencies' buses and at more than 80 locations on rail station platforms.

The state-of-the-art electronic fare collection system from INIT is part of Sacramento's mission to offer an efficient area-wide transportation system within the region.

The contract calls for the implementation of smart card passenger terminals (**PROXmobil**), Add Fare Machines (AFM), GPS enabled onboard computers, customer service workstations, retail sales terminals (**EVENDpc**), and a sophisticated back-office fare management system (**MOBILEvario**) for the Council's new Connect Transit Card System.

Although INIT has installed successful fare collection projects around the world, the contract with SACOG marks a major milestone as it is the first of its kind in the North American market.

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Hello Transportation Professionals,

As the Director of Projects for the Western Region, I am pleased to be part of an evolving and growing organization. INIT has a commitment to the design and delivery of quality products, great services and exceptional experiences for our customers. We understand that good customer service is the responsibility of every person at INIT, so as a project manager, my objective is to help you succeed.

Listening to our customers and anticipating needs is one step in that process. Also, collaboration allows us to be more informed and helps all stakeholders to make better decisions that result in the best outcome possible. As we all know, there are many challenges as we progress through a project. My commitment is to make sure we all understand the challenges and how they may impact the project. Ultimately, I will strive to find win-win solutions that allow our customer and their projects to be successful.

I am excited to be part of INIT and embrace the opportunity to work with many of you. I look forward to the chance to help you achieve your goals and objectives, while we work on improving the INIT customer experience.

Tom Olsen



> **Tom Olsen**
Project Manager

Join us at the
APTA Expo
October 3-5, 2011
New Orleans, LA
Booth #1748

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Editorial

Electronic Fare Collection at its Best. EVENDpc and PROXmobil.



> The state-of-the-art electronic ticketing machine **EVENDpc** features full RTPI and AVL functionality, high speed thermo ticket printer, contactless smart card reader, 2D barcode scanner, vehicle locating (GPS) and WLAN, GPRS or radio communication.

Statistical data demonstrates the many benefits of electronic fare collection. From the flexibility and ease of use for the passenger to the convenience and efficiency of cashless fare systems for the agency, electronic fare collection has proven to be a smart solution.

At INIT, we understand the needs of transit agencies. As a 100% transit focused company, we continue to offer progressive solutions in electronic fare collection as well as other advanced ITS systems. For instance, our **EVENDpc**, a pc-based terminal that can be used onboard as a driver unit or at the station as a retail vending unit, is designed with an integrated 2D barcode reader. Based on Windows® XP Embedded, the **EVENDpc** as an onboard unit provides drivers with turn-by-turn navigation, automatic next stop announcements, and voice and data

radio communication between the vehicle and the control center. At the station, the **EVENDpc** can be used as a point-of-sales unit to purchase or top up fare cards.

In addition, INIT's onboard passenger-operated proximity terminal, **PROXmobil**, can also be used as a reader for contactless smart cards utilizing a check-in / check-out system. When a passenger with a fare card boards the vehicle, one swipe over the **PROXmobil** will facilitate a check-in. The onboard computer automatically checks the validity of the smart card and records the time and place of boarding. Once the passenger swipes his/her card for check-off (deboards), the fare is automatically calculated based on the distance traveled and time elapsed. The lowest fare will be calculated for that trip.

Processing E-Fare – Back Office System.

E-fare sales as well as operational data recorded during the day are automatically downloaded via the WLAN module in the **EVENDpc**. This information is processed through INIT's clearing and management system, **MOBILEvario**. **MOBILEvario** efficiently accounts for and clears all revenues giving the agency credible data that can be used to validate figures and plan more efficient service to its passengers.

From an operational standpoint, the advantages are clear: reduced boarding times at stops, increased punctuality, and ultimately, less work for the driver compared to traditional cash fares.

INIT's electronic fare collection solutions can be trusted to deliver results that will save time and money. With customizable solutions for any agency, INIT has a proven track record with successful projects all over the world. For more information on our ITS and e-fare solutions, visit our website at www.initusa.com.

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INIT Fare Collection Solution in California.

New contract covers more than 22 Cities.

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> The PROXmobil smart card reader allows passengers to utilize a check-in / check-out system and automatically calculate fare at the best rate.

The installation of INIT's electronic fare collection technology will give Sacramento Area Council of Governments the ability to increase efficiency and on-time performance by reducing boarding times at stops and decreasing driver workloads. Using INIT's PROXmobil smart card reader, passengers will tap their fare cards when boarding buses or at platforms before boarding trains which will automatically debit the exact fare for that ride. The onboard computer calculates the fare based on the time and place of boarding, the distance traveled, and the time elapsed before deboarding. This gives passengers the "best price" fare for their trip.

The agency has opted for INIT's EVENDpc as a retail sales terminal, which provides SACOG riders the ability to easily purchase or top up smart cards at 42 retail locations throughout the region. Additionally, INIT will supply and install Add Fare Machines at 28 rail platforms.

The process of managing all relevant fare details, including revenue share between agencies, will be easily handled through INIT's back-office system MOBILEvario. This software solution allows SACOG to handle all fare collection and clearing processes with ease and efficiency while streamlining work processes and enhancing services for the Sacramento Council and their passengers.

About SACOG:

The Sacramento Area Council of Governments (SACOG) is an association of local governments in the six-county Sacramento, California region that provides transportation planning and funding for the region, and serves as a forum for the study and resolution of regional issues. Its members include the counties of El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba, as well as an additional 22 cities within the Sacramento region.

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> Sacramento is located near the center of California's central valley at the confluence of the Sacramento and American Rivers in Northern California.

Improving Customer Service through Better Internal Processes.

How INIT is getting things done.



> **The biggest improvement to customer support** has been our Web based customer support portal, esupport.

At INIT, customer service is something we take seriously. Many of you have given us your feedback on customer support and we want you to know that your comments have come in loud and clear.

In fact, based on a recent survey, we can see that we have a lot of improvements to make to gain or keep your confidence in our ability to meet and exceed your expectations when it comes to customer care. This month, we'd like to share some internal processes that we have put in place to assure you of our commitment to you and our goal to serve you better.

Customer Esupport Portal.

The biggest improvement to customer support that we have recently implemented is the Web Based Customer Support Portal, esupport. This online resource allows customers to submit tickets for service items that need attention or equipment that needs repair any time of day or night. Once the ticket is submitted, a confirmation is sent acknowledging the item and our customer support staff is alerted via text or e-mail to the issue. From there,

a timely response from our staff is made to the customer, and depending on the request — urgent or non-urgent — immediate action is taken to implement a solution.

Using the Customer Support System also allows our customers to view progress on existing tickets and update tickets previously submitted. A list of currently active tickets, along with the action taken to resolve any issue, is always in view on the portal. Of course, our support staff is still available to answer your calls or take your emails. The CSP is one more tool in your hands that allows us to effectively manage your support.

<http://esupport.initusa.com/support>

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Service Management Repair Process (SMR).

Another improvement to customer service that we have made in the last eight months includes the method in which we handle SMR's. Earlier this

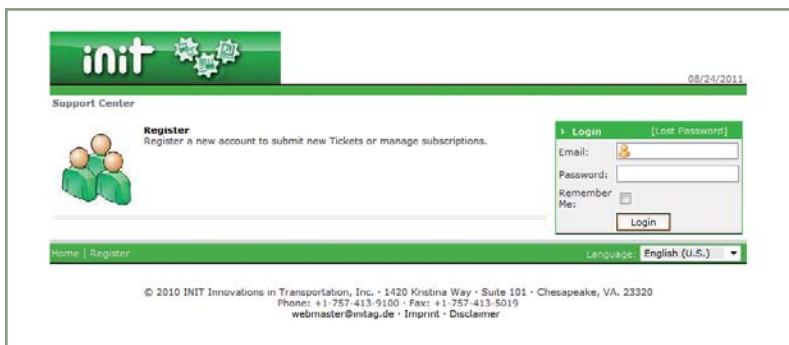
year, INIT hired two new technicians to increase productivity in our lab and generate better customer support through faster turnaround. In addition, our logistics manager, Lee Nobles, restructured the workflow system and streamlined the process of repairs which immediately increased turnaround by 75%. Before the new system was in place, it could take months to repair and put equipment back in service. Today, that process has been reduced to weeks. By adding new staff and efficiently restructuring the workflow, we were able to greatly improve our customer response time and offer better service on all repairs.

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New Hires/Regional Management.

INIT is strengthening its presence across the country by increasing the capacity of our two project management offices (PMOs) in New York and Seattle. The New York PMO will oversee projects in the eastern region of North America, including several projects in the Midwest. The Seattle PMO will oversee projects throughout the West Coast, including Western Canada. Focusing regionally will allow us to better understand our customers' needs within specific regions and to work with customers in the same time zones.

In addition, INIT is hiring system engineers and technicians which will be based out of our project management offices. The Seattle project management office recently hired Tom Olsen as the Director of Projects, Western Region and plans to increase staff further with another project manager to help with our west coast customer projects. Additionally, project managers will continue to expand their skill sets through Project Management Institute (PMI) courses throughout the next year.



> **INIT's new customer support portal**, esupport helps track and manage customer support requests.

By increasing our capacity and ensuring better continuity across all projects, we aim to provide better customer support and more efficient project management thereby improving our customer relationships.

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Specialized Customer Training.

In the last newsletter, you heard from our new training specialist, Curtis Stone. Curtis came to us from the US Navy with a strong background in technical training. One of the initial tasks he took on was to create specialized training based on the customer's requirements. The revised and updated training materials have met with enthusiastic responses from our customers including this one, *"After reviewing the training materials, I find them to be outstanding and entirely satisfactory. I look forward to taking the course later this year"*.

Curtis' extensive experience in technical training — including having served as a Training Specialist in support of the National Geospatial Intelligence Agency's Advanced Information Technology initiative — made him a perfect match for understanding the specific expectations and needs of

our customers. With a renewed emphasis on improving customer relations, Curtis has made great strides to equip our customers with the tools needed to perform their jobs more efficiently. Curtis is excited to continue to offer ongoing training support as a part of the INIT Customer Support team.

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Monthly Webinars.

Since January of this year, INIT has hosted monthly webinars on topics that our customers told us were of interest to them. From products to processes, to functionality, INIT has striven to gear this online forum to provide you with the information you request the most.

Our goal has been to give you a forum for feedback, while helping you increase your knowledge and productivity with our products so you can perform your job more efficiently. After all, we all appreciate a "work smarter, not harder" philosophy. The webinars are a direct outcome of our Working Group Meetings and incorporate these five objectives: Collaboration, Sharing of Best Practices, Developing Common Practices, Future Development of INIT products and Cost Cooperation.

If you would like to receive the webinar e-mail announcements, send us a quick e-mail and we will put you on our e-mail list.

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Our Mission.

INIT customers and partners trust us to deliver excellence in both quality and service. They depend on us to provide state-of-the-art products that are reliable and that increase the efficiency and effectiveness of public transportation systems.

We aim to:

- > Enable customers to achieve their goals and business objectives
- > Deliver a quality product on-time, every time
- > Keep our promises for predictable and reliable performance
- > Build strong and enduring customer relationships
- > Be the technology leader in intelligent transportation systems

Our unique culture, reputation, and brand promise is guided by a commitment to ethical conduct, including being honest with customers and true to our corporate values. We are a company of incredibly talented people who care passionately about what we do and do it in a genuine, authentic and professional manner.

INIT Shows Support for Virginia's First Light Rail. Employees Rally at Grand Opening of The Tide.



> INIT employees enthusiastically pose for a quick photo in front of MacArthur Station wearing buttons that say, "Proud to have our technology onboard".

On opening day and throughout the first week of paid service, The Tide broke all projected ridership numbers. In fact, during its first weekend in operation, INIT's APC system recorded more than 75,000 riders.

The Tide operates nine environmentally friendly, state-of-the-art, Siemens-built S70 light rail vehicles and services a 7.4 mile route running from downtown Norfolk, along the 264 corridor to Newtown Road, almost to the Virginia Beach city line. INIT is a subcontractor with Siemens Transportation Systems for the APC technology onboard the light rail.

For INIT, the volunteer project was just one of many community efforts that have marked them as one of the Best Places to Work in Hampton Roads by Inside Business.

Hampton Roads Transit (HRT) officially opened Virginia's first light rail service on August 19th offering free rides to the public. Thousands came out to participate in the historic event including nearly 50 INIT employees. The company joined forces with local residents to volunteer as "Tide Guides" during the grand opening assisting riders with safety tips, handing out operating schedules and teaching them how to purchase tickets at the station terminals.

The rally of support for the new light rail system held significant value for INIT staff due to the use of INIT's Automatic Passenger Counting (APC) technology onboard the new Siemens vehicles. *"The celebration is personal",* says INIT's Director of Business Development, Andreas Rakebrandt. *"Not only because the light rail is in our backyard, but because our passenger counting technology onboard The Tide will assist HRT with accurate ridership data and help provide the most efficient service for them and their passengers."*

Phillip Shucet, President and CEO of Hampton Roads Transit, called the new transit system a "game changer" and was pleased that Norfolk could now offer a new transportation choice to downtown commuters.

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> Vehicles were full all weekend long during the Grand Opening of The Tide on August 19.

What's the Hype with QR Codes?

INIT Brings E-Fare Collection Solutions to APTA Expo.



> QR codes link customers to webpages, texts or other important information, e.g. to real-time information of bus departures.

QR (Quick Response) codes have been around for a while now. You've seen those two-dimensional barcodes that contain encoded text, a URL or other data? When the codes are scanned with an internet enabled mobile phone, the user may be directed to a website or text giving the reader helpful information. Today, the most widely used example of QR codes has been with airline tickets and fare collection.

For instance, when you book a flight, your ticket is sent electronically. Encoded on your boarding pass is the 2D code with your personal travel information. Once printed, the paper ticket can be scanned at the gate and the electronic reader records your presence on the flight. Today, that method has been simplified with the use of mobile phones. Now, instead of printing out your boarding pass, you simply take a photo of your code with your mobile phone, or access your ticket online with your internet enabled smart-phone. One quick scan and off you go! This not only saves paper, ink and time, but it also eliminates the need to carry extra documents.

Public transit agencies are also discovering new ways to use these quirky tools. For instance, INIT's customer in Bavaria utilizes QR codes to update passengers about service times and schedule information, and SACOG, INIT's newest fare collection customer, will be seeing the benefits of 2D codes with the upcoming use our **PROXmobil** smart card reader.

INIT uses QR at APTA.

This year, INIT will have its own spin on the QR frenzy by offering a chance to win a free iPad at the upcoming APTA Annual Meeting & Expo. Attendees



> INIT's EVENDpc reads QR codes.

will be sent personalized QR codes by e-mail with their contact information embedded. After printing out the code or taking a photo with their mobile phone, the code can be brought to our booth and scanned at our ticket printer, the **EVENDpc**, for a chance to win.

Interested? Just follow these 3 easy steps:

1. Look for your own personal QR code from INIT in your e-mail inbox — coming soon.
2. Photograph your code with your mobile phone or print it out and bring it with you to Booth #1748
3. Scan your code at our special **EVENDpc** 2D card scanner (also an electronic fare collection smart card reader) and be entered for your chance to win an Apple iPad.

It's that easy! To download a code reader for your specific mobile phone, go to <http://www.mobile-barcodes.com/qr-code-software/> for a list of free apps.



> This code takes you directly to our APTA Expo webpage.

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Interesting

Join us at these upcoming events:

- October 3 – 5, 2011 “APTA Annual Meeting & Expo ” in New Orleans, LA
- October 5 – 6, 2011 “INIT User Group Meeting” in New Orleans, LA
- November 2 – 4, 2011 “California Transit Association Conference & Expo” in San Jose, CA
- November 5 – 9, 2011 “CUTA Trans-Expo” in Toronto, ON



NEW:

Watch INIT, Innovations in Transportation video on YouTube!



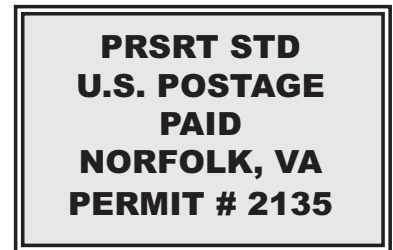
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