'Transportation Has Transformed the World'-Batteau

Staff Reporter **Tech Center News**

The historical significance of discussing how to transform transportation in the birthplace of the automotive industry was not lost on Allen Batteau, associate professor at Wayne State University's Department of Anthropology, Institute for Information Technology and Culture.

'Transportation is not just about moving people," said Batteau at the Summit on Transforming Transportation in Detroit April 7. "It can be transformative. Henry Ford saw it could be transformative. It could transform slaves into middle class . . . transform a luxury good into a prized possession.

"It transformed not just our region, but the world. It united our nation and inspired the

opening topic discussion, "The Mission Before Us," by encouraging participants to "think large," despite the economic and other challenges we face as a nation.

'The challenge before us is to think large about what transportation can be," said Batteau. "Lets really think large. At times of crisis there are opportunities.'

Janet Kavinoky, director of transformation infrastructure for the U.S. Chamber of Commerce, said the nation's infrastructure is heading into decline, which research has shown adversely affects the

The U.S. Chamber has developed a tool, called the Transportation Performance Index (TPI), to measure how well transportation works.

"For each one point im-GDP increases 0.3 percent," to make some decisions. If we keep going with the status quo . . . we are going to drag a lot of money out of the econo-

Kavinoky said it should be a priority to have the infrastructure in good repair and to fix other related problems such as traffic congestion.

And then there are the issues of fossil fuel consumption and pollution that need addressing.

"Population has reached a crucial point and most people are in our cities," said Sheila Watson, environment director for the FIA Foundation. 'Where there are more people, there are more cars. Where there are more cars, there are more accidents and more air pollution and more fuel use.

"How do we enable people provement in the TPI, our to get around without destroying the planet?"

narios of future megacities, all different in their use (or nonuse) of fossil fuels, cohesiveness and global agreement status. She said all four have advantages and disadvan-

'They (the scenarios) give us some sense of what to think out and the challenges," said Watson.

One solution to slowing the use of fossil fuels is to make neighborhoods more self-reliant and livable. Llewellyn Wells, is well-

known in the entertainment industry as an emmy-award winning producer for the 'West Wing" TV series. He is now making a name

for himself in another area, as founder and president of Living City Block, Inc. Living City Block started in

Denver where it took the existing infrastructure of a neighborhood and made it

and I thought that happened. The only times Kenseth was trailing late while on the track were behind Tony Stewart and Kurt Busch when they both were out of sequence on stops and tried to stretch fuel in hopes of catching a cau-

Luckily for Kenseth, there were no yellow flags at the

Kenseth surged ahead to

laps since his last stop, Stewart had nearly a 17-second lead over Kenseth when he made his last stop. But he was penalized for speeding on pit

we really never got behind, which is obviously a big advantage," Kenseth said. "It always feels good to win no matter how you can win. More times than not, the fastest car ends up winning,

stronger economically and, ultimately, environmentally.

"What does retro-fitting neighborhoods have to do with transforming transportation?" asked Wells. "Communities and their needs will drive what kind of transportation we will need. If people have communities they love and are happy in and are selfreliant, they have less need to get into vehicles and go else-

Living City Blocks now has pilot programs in Washington, D.C., and Brooklyn.

They are the kind of neighborhoods that may be the answer to the changing attitudes of young people, said James Corless, director of Transportation of America.

Corless said that teens are waiting to get their driver's licenses in greater numbers. "Some of that has to do with graduated licenses in some states, yes, but it also represents a profound shift in attitude on the types of communities teens and adults want to live and work in.'

The other demographic trend is, of course, the aging population. "The number of people turning 65 is increasing and they are aging in places without public transportation.'

"Exhibit A," said Randal Charlton, executive director of TechTown, WSU's business incubator, referring to himself in another panel at the summit. "I'm 71-and-a-half years old, I've a wonky hip that may need replacing . . . I've night vision problems and I'm not facile with computers. I'm your customer.

Your customer is not going to be the cut 16-year-old as much as the doddering 70something.'

Charlton said studies show that the last seven and ten years of life for men and women respectively, are with- Boulevard to 8 Mile Road.

Wayne State University associate professor of Anthropology Allen Batteau, was one of the organizers and speakers at the Transforming Transportation

out personal transportation. "They need public transportation. It's a huge market and one that entrepreneurs need to think about when they design smart systems.'

As a European, Charlton said public transit was his usual mode of moving about, but now as a Detroiter, he has never used it.

"I come in by car and leave by car," said Charlton. "I'm still driving, but I hope when I stop, there is good public transit for me."

What's interesting from a Detroit perspective is that while the city itself had effective public transportation in the form of streetcar lines that criss-crossed the city for the first half of the 20th century, Detroit is again embracing rapid transit. Plans are underway for Detroit to begin work on a proposed light rail transit line that will run from Woodward Avenue at its southern starting point at Jefferson, north, to Grand Boulevard. Eventually, a second spur will be built from Grand

Cities Are Now Imposing Despised 'Car Crash Tax'

By TIM MARTIN **Associated Press**

LANSING, Mich. (AP) - Outof-towners would be wise to drive carefully when passing through Fraser, a suburb about 15 miles northeast of Detroit.

The city this year began charging non-residents who cause wrecks for the public safety and emergency response time involved in the accident. The fee is one of problems.

Reluctant to raise taxes on their own residents, local governments are looking increasingly at out-of-towners. But critics complain that the fees amount to taxation without representation, or double taxation, since those people already pay for roads and public safety services in their own communities. And unsuspecting out-of-town motorists who've have faced the bills say they send a hostile mes-

sage.
"You're not welcome here – outsiders not welcome," said Jay Middleton, a Mount Laurel, N.J., resident who fought a "crash tax" charged in a Philadelphia suburb. "That's what it says to me."

Middleton got caught up in the "crash tax" issue after a fender-bender while moving his daughter home from college a few years ago. Radnor Township, Pa., billed him \$276.08 for the police time. The concept of governments hitting up visitors for cash isn't new. States often charge nonresidents more than locals for hunting and fishing licenses on the theory visitors don't pay the regular taxes used to support parks and recreation systems. A number of cities impose income taxes on suburbanites who come into a city to work. Omaha, Neb., planned a commuter fee that critics called a ``wheel tax" before state lawmakers moved to block it this year.

Across Michigan, cities are struggling to fund their emergency services. The state has lost more than 4,500 police officers and firefighters in the past decade, mostly because of lower tax revenues during the recession and the state's economic decline. Fraser, a tune.'

town of about 15,000 in southeast Michigan, has lost 13 public safety officer positions since 2006 - a drop of 25 per-

"I think we are now at the point where it's push versus shove." Fraser city manager Richard Haberman said. "The intent here isn't to gouge somebody. We're not out here trying to make additional revenue. We're just trying to cover costs."

For an accident caused by many revenue-raising ideas an out-of-towner, the driver or being considered by cities natheadriver's insurance compationwide dealing with budget ny is billed \$57.15 an hour for a police officer's time, \$43.75 an hour for a paramedic's services and \$41.96 an hour for time spent by a public works employee. Many of the fees charged so far have been \$100 or less. Fewer than 25 motorists have been charged since the fees began in February, city officials said.

> New York City's fire department plans to impose a response fee in July, with charges ranging from \$365 to \$490 depending on whether a vehicle fire or injury is involved. The fee would apply to residents and non-residents alike.

> But it isn't always easy for the cities to collect. Insurance trade associations say most companies won't cover the fees, leading to lower-thanexpected revenues for local governments

Radnor Township in Pennsylvania eventually repealed its accident response fee ordinance, so Middleton didn't have to pay it. The west Michigan city of Wyoming scrapped its fees after a year of bad publicity in 2008 and earning lower returns than expected. A handful of California cities also have abandoned at least some of their emergency response fees or are considering doing so.

Officials in Petoskey, a northern Michigan tourist town, flirted with the fee idea last year but decided against

"In a hospitality, tourismoriented community, it's just not something you do to people," said Carlin Smith, president of the Petoskey Regional Chamber of 'They've just had an unfortunate situation. You don't make it even more of a misfor-

Ford NASCAR Driver Enjoys Return to Victory Lane young, the victory at Texas

By STEPHEN HAWKINS **AP Sports Writer**

FORT WORTH, Texas (AP) contending feeling again courtesy of a long-awaited return the season points lead. to Victory Lane.

as you can at it. And you try to get the cars going the best you can, and hopefully have some more chances to win," the former Sprint Cup champion said after breaking a twoyear, 76-race winless streak with a dominating run at confidence, and it's a big re- 10s.

opening the 2009 season with consecutive victories at Daytona and California, Kenseth was a NASCAR Sprint Cup winner again Saturday night, when he led 169 of 334 laps in his No. 17 Ford. He fronted an impressive showing by Roush Fenway Racing, which had its four drivers in the top seven.

Still, it was special for Kenseth to be the one holding the unique trophy and firing off the six-shooters that are part of the postrace celebration at Texas Motor Speed-

"I can't say how proud I am to be here with Matt, realizing cess that his effort has de- contending form.' served in the recent past," car

owner Jack Roush said.

"Although we would like to win, that is pretty cool to see Matt in Victory Lane," said Matt Kenseth finally has that teammate Carl Edwards, who finished third and took over

After his fast start with two "You keep working as hard victories in 2009, Kenseth didn't even qualify for the 12-driver Chase for the Sprint Cup championship that season, missing NASCAR's playoff for the only time since its inception in 2004. He got back into the Chase last season, and finished 16th or better in each of Texas. "It gives you a lot of the last races with four top-

Kenseth had led only five For the first time since laps in the first six races this season, but the 39-year-old Wisconsin native got to Texas coming off three consecutive finishes in the top six and had been in the top 12 for every race since an accident in the season-opening Daytona 500 led to a 34th-place finish.

"I felt better the last six months. Everything's been looking up. Certainly the previous 12 months before that were frustrating for me," said Kenseth, the 2003 Cup champion. "It's been a long time, and we've had a lot of fun going to the racetrack here the last two months the last year, and the first part of this year. that he's not gotten the suc- It feels like we're back into a

pushed Kenseth up six spots to third in season points behind Edwards and Kyle Busch, who was on top before finishing 16th at Texas. Busch had led at least 151 laps in each of the last three races this season, but never got out front in Texas.

Edwards finished third despite being bothered by an upset stomach from eating something his mother made him, apparently hitting a bird during the race and dealing with a loose car the entire race on a warm, windy night

Greg Biffle was fourth four Roush and teammate and polesitter David Ragan seventh, the best finish of the year for both.

It was the eighth Cup victory for Roush in Texas, and his 16th overall NASCAR win there. Roush swept the weekend races with Edwards winning the Nationwide race Friday night.

11/2-mile, high-At the banked Texas track Saturday night, Kenseth started fourth and staved at or near the front for all 501 miles while leading nine different times. What others may view as boring translated into a dominating victory.

We had such good track position and pit stops and pit While the season is still strategy and qualified well, so

wrong time.

stay ahead to stay with 13 laps to go when Busch had to make his final stop and give up a 8.2-second lead. Kenseth finished 8.315 seconds ahead of Clint Bowyer and 17 seconds in front of Edwards.

Busch, who led five times for 50 laps, finished 10th.

With 58 laps to go after 58

Stewart was running third until running out of fuel on the last lap and coasting across the finish line in 12th, the driver-owner of the No. 14 being the last car on the lead

Transforming Transportation is an Economic Issue

by Christine Snyder Staff Reporter Tech Center News

Amidst all the calls for change, there were two unchanging truths that rose to the surface during an economic discussion at the Transforming Transportation

Summit April 7 in Detroit. One is that transportation is a business and businesss needs to make money. The other was most people like to

Christopher Borroni-Bird, GM's director of advanced technology vehicle concepts, said in dense urban areas where driving is fraught with parking, traffic and other frus-

trations, people still drive. 'There are some advantages," said Borroni-Bird. "We can't forget that. It's a mode of movement that has expres-

sion about it." Borroni-Bird presented the EN-V concept unveiled at Shanghai Auto Show last year, as one solution to driving in

urban areas. The EN-V, is super-compact so it's easily maneuverable, flexible and takes less space to park. It's electric so its emissions-free. It is also a "connected" vehicle, meaning it communicates with infrastructure and other vehicles, so accidents are decreased.

"It is about freedom, freedom from pollution, petroleum and accidents, yes, but also freedom of movement and expression," said Borroni-Bird. "We can reinvent without restricting the benefits (of vehicle ownership).' Vehicle connectedness is

moving beyond concept to reality, said Scott Belcher, president and CEO of ITS America.

The Department of Transportation has initiated a pilot project on connected deploy-

ment of vehicles. person could have, for exam-"GM, Ford has said the ple, a compact or EV for

technology is viable, but everyday, city driving and Feller. there was no business case to go forward," said Belcher. "The DOT announcement changes that. They are creating an industry."

Solutions like EN-V and other connected vehicles can help urban areas address issues like congestion and pollution, without building new infrastructure.

"In most urban areas, you can't build new," said Belcher. "You have to use technology to address issues.'

"A lot of innovation is going on in cities," said Borroni-Bird, who added that vehicular regulations are increasing in light of concerns of pollution and will continue to escalate. "We can't solve green house gas challenges without

solving urban challenges. 'What kind of car does cities need? We recognize for urban areas, the automobile

is over-engineered." Kal Gymiesi, associate partner at IBM Global Business Solutions, said when you look at the types of vehicles that are being introduced, two for every one is a compact, EV or hybrid.

'These are very new vehicles coming to the market and they have to figure out how to make money from them," said Gymiesi. "When we think about vehicles, the smaller, the less cost and less profits. Every company wants profits. So volume sales. But that adds to congestion."

Gymiesi said another way to look at making profits from new vehicles is change the business model instead of "just pushing vehicles into the market." For example, Gymiesi said

it might be worth looking at vehicles as a mobility service. The service would make vehicles interchangeable, so a perhaps a minivan for travel

to soccer games. such that it will be possible that everything from navigational systems to music choices could be downloadable, which helps make this a vi-

able option. "If all of that can move with vehicle to vehicle," Gymiesi said, "we are not tied to a certain vehicle. It's a compelling way to enable consumers to use (an OEM's) full

portfolio." We'll see a big change in transportation due to the digital infrastructure, said Gordon Feller, director of urban innovations at Cisco Systems. "All the stuff in our lives will internet-enabled," said

Even parking. "An area to look over is a smart parking The digital infrastructure is management system," said Susan Snaneen, co-director of Transportation Sustainability Research Center at the University of California, Berkeley. "(Parking needs to be) near public transit, making it easier for people to park by public transit and get off the high-

> Rick Warner, CEO of Parking Carma, is working on just that: an application that will alert drivers to available park-

"Parking has always been the step-child of the transportation (industry)," said Warner. "But interestingly, it's a \$43 billion a year industry in North America alone."



The GM concept En-V pod car can transform transportation in urban areas, said GM's Chris Borroni-Bird.