

Minutes

Date 14.01.2016
Time 12.00-16.00
Location Ruter's customer centre, Jernbanetorget 1, meeting room Bjørvika
Attending Ruter AS, ITxPT, HSL

Suppliers:

Dilax, Fara, Init, Accenture, FourC, Hella Aglaia, Ridango, Pilotfish, Thoreb, Acorel, Affecto, Consat Telematics

Supplier conference regarding passenger counting solutions

Introduction

Berit Hovland informed about agenda for the day, as well as the web site www.kollektivanbud.no where these minutes as well as the presentations from the conference has been made publicly available. Berit then presented Ruter employees, as well as representatives from associated organisations present at the conference.

Agenda

Topic/activity	
Registration	
Welcome and introduction	Berit Hovland
Information about Ruter, current setup and way forward	Endre Angelvik, CIO Ruter
Passenger counting data – how are they used today and what do we aim for	Gylve Aftret-Sandal, Head of Analysis
Standardisation work in public transport across Europe	Pauline Bruge, UITP and ITxPT Project Manager
Supplier presentations	All suppliers, maximum 6 minutes presentation each
1. Dilax	
2. Fara	
3. Init	
4. Accenture	
5. FourC	
6. Thoreb/Hella Aglaia	
7. Ridango	
Short break	
Supplier presentations continued	
8. Pilotfish	
9. Acorel	
10. Affecto	
11. Consat Telematics	
Open dialogue including Q&A	
Summary and information regarding further process	Berit Hovland



Background information: aim of the conference

As a large public procurement organization, Ruter depends on strong and competent suppliers to reach our goals. Ruter is bound by the public procurement rules and regulations for government agencies in Norway, and we need to make sure we abide by these rules and regulations before, during and after our procurements. Ruter also needs to keep up with what goes on in the markets we procure from, and this is why Ruter regards a supplier conference to be suitable for this process.

Target audience for the conference were all potential suppliers of passenger counting solutions and adjacent services. Ruter considers the following to be essential output for this conference:

- inform the market about Ruter and attract attention for the upcoming acquisition process
- give potential suppliers a better understanding of Ruter's needs, enabling them to offer a solution in alignment with Ruter's expectations
- challenge market participants to give input on how Ruter's needs can be clearly defined, how these needs can be fulfilled and what the opportunity set is

Information about Ruter – presentation from Endre Angelvik, CIO of Ruter

Endre Angelvik started by giving some background information on why Ruter has chosen to conduct this supplier conference: Since Ruter is operating within the boundaries of Norwegian laws for procurement within the public administration, there are certain limitations to market dialogue, which is why this model has been chosen.

Endre elaborated on Ruter, its partners in public transport in Oslo and Akershus and the role of public transport in the region. Furthermore, Ruter's long-term goals (M2020), and how Ruter needs to develop going forward in order to achieve these goals were described. Digitalisation and individualisation were mentioned as key drivers for mobility in the future.

One of the key messages was that Ruter needs to adapt to the pace of ever changing customer needs, and that flexibility will be key to achieve just that. A new solution for passenger counting is one of the things that need to contribute to flexibility in the future. Ruter is in need of technology that enables them to move forward in the same pace as the customers are.

Passenger counting at Ruter – presentation from Gylve Aftret-Sandal, Head of analysis

Automatic Passenger Counting (APC) was first installed on a Ruter operated vehicle in 2006. Today, APC is available on about half of the buses and likewise for the metro, while all trams and ferries have APC equipment. Current application areas for counting data span from route planning to management reporting to award criteria in contracts with operators. Ruter's ambition is for all vehicles to have a passenger counting solution.

Gylve Aftret-Sandal, explained how passenger counting is increasingly important in achieving and documenting Ruter's goals, both for internal and external use.

- External use: Ruter are exploring to move into net cost contracts, which are meant to incentivise the operators, into which passenger counting has an important role. The same applies to revenue sharing with contract partners such as NSB. External funding is also dependent on precise passenger counting data.
- Furthermore, counting data serves many purposes for internal use. Since Oslo has a model where ticket validation is not mandatory, ticketing data is not a good data source for the number of travellers, underlining the need for counting data from other sources such as automatic passenger counting.



Gylve furthermore described the complexity of the process for processing counting data, from the moment they are collected and until they are actually presented in a report. There is a need to raise the data quality, and to increase simplicity in the surrounding processes in order to establish counting data that everyone trusts (both internally and externally).

Finally, Gylve and Endre gave a couple of examples on how they foresee that counting data may be used as a customer information element in the future, and emphasised that this was one of the areas from which they hoped to get further input from the suppliers present at the conference.

Standardisation work in Europe – presentation from Pauline Bruge, ITxPT

For Ruter, it is a clear ambition that future on board systems and equipment shall have open interfaces and shared functionality, leading to higher flexibility and more cost efficient solutions. Ruter experience that such a model is in alignment with European trends and ongoing standardisation work, and wants to collaborate with suppliers being able to support these ambitions.

In line with these ambitions, Pauline Bruge, UITP and ITxPT Project Manager, elaborated on the status of standardisation work in Europe, the role of ITxPT and how their work is meant to support PTA's such as Ruter adapt to and implement standardised solutions.

The need for new technology to support and industrialise the new standards were given special attention. Pauline described that just establishing a standard is not enough, as that just can be seen as a static piece of paper. This is also why organisations such as ITxPT has been established, supporting different stakeholders in deploying the standards.

The key message was that, by applying standardised solutions, time and money can be invested in new and innovative applications. Finally, Endre gave some context on how this is in line with the direction in which Ruter are thinking and the way they see the future, e.g. in order to have flexibility adapting to changing customer needs.

Question raised: Does ITxPT deliver certification processes (now, or in the near future)?

A: No, ITxPT is not a certification body. However, ITxPT delivers compliance reports

Supplier presentations

Each of the participating suppliers held a presentation of six minutes, answering/discussing the focus area questions that had been published before the conference:

- How should Ruter move forward in order to achieve a future model where potential on board systems and equipment (passenger counting included) are based on an open, service oriented architecture, open interfaces and shared functionality, in accordance with common European standards?
 - What considerations are important to make regarding the acquisition of a future-oriented solution for passenger counting?
 - What different solutions and delivery models for passenger counting should be considered, and which are preferred?
- How can Ruter utilize counting data as a customer information element?
- What do you consider important that Ruter do, and how, in order to make it possible/interesting for you to participate in a tender?

The supplier presentations are publicly available at www.kollektivanbud.no.



Open dialogue and Q&A's

After the supplier presentations, an open dialogue with questions and answers was facilitated. The table below summarizes the questions received and the answers given by Ruter.

#	Querist	Question	Answer
1	Thomas Gabinius, Pilotfish	Process question: Will Ruter be meeting the suppliers individually?	Ruter's policy is to not have one-on-one meetings unless it is part of a structured process like this one. Ruter may conclude that follow-up-questions will be asked following today's conference. Those who eventually answer these will be given the opportunity to have one-on-one meetings, <i>if</i> such process is initiated. Information presented in such meetings will not be made publicly available.
2	Michael Westermann, Dilax	Ruter currently have APC on just parts of their fleet of vehicles. What is the plan now with regards to scope and way forward? New APC in addition to existing, or as a replacement?	Ruter is already counting with APC on parts of the fleet, and is now looking to complete that with more coverage.
3	Thomas Gabinius, Pilotfish	Trend in Sweden is that the operators (and not the PTAs) now purchase IT-systems. What are Ruter's thoughts on such a model? Will they keep buying the systems themselves?	<p>The situation today is that Ruter to a large extent own and operate the passenger oriented systems on board the vehicles. This situation is a result of how contracts have been structured historically, and is something Ruter now is looking into. This is a process that may lead to changes in the business model. Such change needs to be aligned with the operators.</p> <p>Ruter would prefer not to be responsible for/owning system on board in the future, but will however always have requirements regarding customer interfaces, data quality, data flow, etc.</p>
4	Ragnar Nakus, Ridango	Are Ruter looking to have a tender for a complete end-to-end system or e.g. hardware only?	Do not know yet, which is also why this conference is conducted. Ruter do have some ideas on possible ways forward, but need more input from the supplier market. A formal process will probably be initiated during the spring.
5	Fredrik Darin, Consat Telematics	There are many ways in which to define accuracy. How does Ruter define accuracy as of today? Is it possible to look into the documents describing this?	<p>Ruter has not yet decided how to specify accuracy, or requirements to accuracy, in a tender. It was indicated that 95 % overall accuracy is an ambition.</p> <p>However, APC equipment can have 100 % accuracy, and there may still be uncertainty in the counting data since accuracy is not only related to the APC system – but also relies on IT-systems and processes outside the scope of an APC solution. This needs to be taken into account.</p>



#	Querist	Question	Answer
6	Fredrik Darin, Consat Telematics	Follow-up question: Are Ruter willing to exchange accuracy for more functionality?	At this point Ruter would prefer to put this question back to the suppliers – how can you help us achieve both?
7	Thomas Gabinius, Pilotfish	Regarding legacy system integration: Ruter already has a system in place. Is data from this system secured? Is there an open protocol in place?	<p>This question touches into elements that relates to existing contracts, so Ruter do not want to comment on this directly.</p> <p>However, the reality of already having a legacy system is that a new solution needs to work with the existing system. Tender documents will specify this when it comes to that stage.</p>
8	Tor Rune Skoglund, FourC	Does Ruter have statistical data on actual accuracy of today's counting, or is this based on assumptions?	Ruter has performed calibrations of the APC by performing manual counting. In recent years, Ruter have chosen to move away from manual counting.
9	Jussi Laakso, init	How can interested suppliers present their ideas to Ruter?	<p>The further process is not yet decided upon (referring to question one).</p> <p>A tender process would obviously be an arena for sharing ideas with Ruter.</p> <p>Ruter do not know yet whether the further process will be initiated by a RFP or a RFI.</p>
10	Ragnar Nakus, Ridango	How does Ruter evaluate the presentations and the insights received today? Has it been useful?	<p>Yes, definitely useful! Two interesting types of learnings were highlighted:</p> <ol style="list-style-type: none">1) Possible solutions available in the market2) The supplier market. Those present today are more or less representing the supplier market, which, together with Ruter's own market research, is useful insight itself.
11	Anders Fromell, Pilotfish	Will the upcoming tender support partial deliveries, e.g. one part for on board communication platform, one part for APC devices, one part for back office etc.?	Ruter do not know the answer to this yet, which is part of the motivation for the questions raised prior to the conference (With reference to the focus area questions)
12	Alexander Løberg, Accenture	Ruter is currently using both internal analytics skills as well as external vendors. Are you looking to have vendor constellations to provide analytics as part of a new solution?	Do not know yet – same answer as question 11.
13	Phil Linnecor, Acorel	With referral to the increased number of passengers that Ruter experiences. Is it now time to look at the long-term answer to APC, or is this process part of a stepping-stone towards a long-term answer?	In general: Ruter need to do short-term thinking in parallel with long-term planning, which also is applies to this process. Ruter consider this work as part of a continuously process (general perspective): needs to think long-term and maintain agility at the same time.



#	Querist	Question	Answer
14	Arild Sundal, Fara	In the present state of relation with the operators: how is clearing set up given that validation of tickets is not mandatory?	<p>All revenue goes to Ruter, while the operators only have risk relating to operating efficiency. The operators payment is only based on a per kilometre basis (simplified answer).</p> <p>What about revenue sharing with NSB? Ruter and NSB cooperate on optimising the network – to make sure lines are not running in parallel. A survey conducted every October, combined with counting data, is the basis for revenue split in different segments.</p>

Summary and information regarding further process

Berit Hovland informed about the way forward: Ruter will decide, within a few days, whether to publish additional questions to the suppliers participating the conference. Suppliers who eventually submit written feedback to these questions will be given the opportunity to meet Ruter for one on one-meetings (week 4 or 5 indicated). Furthermore, a formal acquisition process is expected to be initiated sometime during the first half of 2016.

Berit emphasized that the insight gained during the supplier presentations will be utilized to further evaluate possible technical solutions and delivery models for passenger counting, as basis for requirement specification as part of the upcoming acquisition

Final remarks

Ruter wants to thank all parties involved at the conference for their participation and for the insight delivered.

The conference finished at 15.30.

Oslo, January 14th 2016

Thomas Sæter
Meeting recorder