



Contact Micaela Dawson at 617-723-2277 ext. 203, or [mdawson@pioneerinstitute.org](mailto:mdawson@pioneerinstitute.org)

**Transportation leaders highlight role of technology  
to deliver more efficient operations and improved customer service**  
**Center for Strategic Studies, Pioneer Institute bring together top transportation policymakers**

**Boston, MA** – Against a backdrop of dramatic reforms in Massachusetts’ transportation system, six industry leaders convened to discuss how innovative technology can improve customer service, enhance operating efficiencies, and increase revenues for transportation users. Pioneer and the Center for Strategic Studies at the College of Business at Northeastern University are releasing “Keep Moving: Transportation Reforms Beyond Revenues,” an edited transcript of their May 2010 forum featuring national transportation leaders.

“The United States is never going to have the world’s lowest labor costs or unlimited access to inexpensive raw materials,” said Northeastern Professor Joseph M. Giglio. “If we can’t work cheaper, we’ve got to work smarter. Managing new technology properly is one of the ways we can work smarter to improve transportation for the customer.”

Panelists highlighted how the intelligent use of technology has improved the customer experience at marginal costs while also creating the potential for increased revenue. They also discussed how to use technology to configure and coordinate a portfolio of transportation assets, to create greater value for stakeholders.

“Focusing solely on the revenue discussion shortchanges customers,” said Pioneer Research Director Steve Poftak. “The strategic use of innovative technology can create value at marginal cost.”

The distinguished roster of experts included:

- Jeffrey Mullan, Secretary and CEO, Massachusetts Department of Transportation
- George Campbell, Commissioner, New Hampshire Department of Transportation
- James Simpson, Commissioner, New Jersey Department of Transportation.
- Ann Flemer, Deputy Executive Director, Policy for the Metropolitan Transportation Commission (CA)
- Clayton Howe, Assistant Executive Director of Operations for the North Texas Tollway Authority
- Jonathan Davis, Deputy General Manager and Chief Financial Officer at the MBTA

Each leader provides ideas and approaches that will spur transportation leaders to think beyond mere revenues and examine how the deployment of innovative technologies, as part of an integrated strategy, can create value for customers while offering opportunities to operate more efficiently and to generate greater funding.

## **The Center for Strategic Studies at the College of Business at Northeastern University**

The Center for Strategic Studies' objective is to help senior managers configure and coordinate their multi-market activities. The Center emphasizes the value of technology in facilitating the management of an integrated approach to problem solving in the public and private sector

### **Pioneer Institute**

Pioneer Institute is an independent, non-partisan, privately funded research organization that seeks to improve the quality of life in Massachusetts through civil discourse and intellectually rigorous, data-driven public policy solutions based on free market principles, individual liberty and responsibility, and the ideal of effective, limited and accountable government.

###