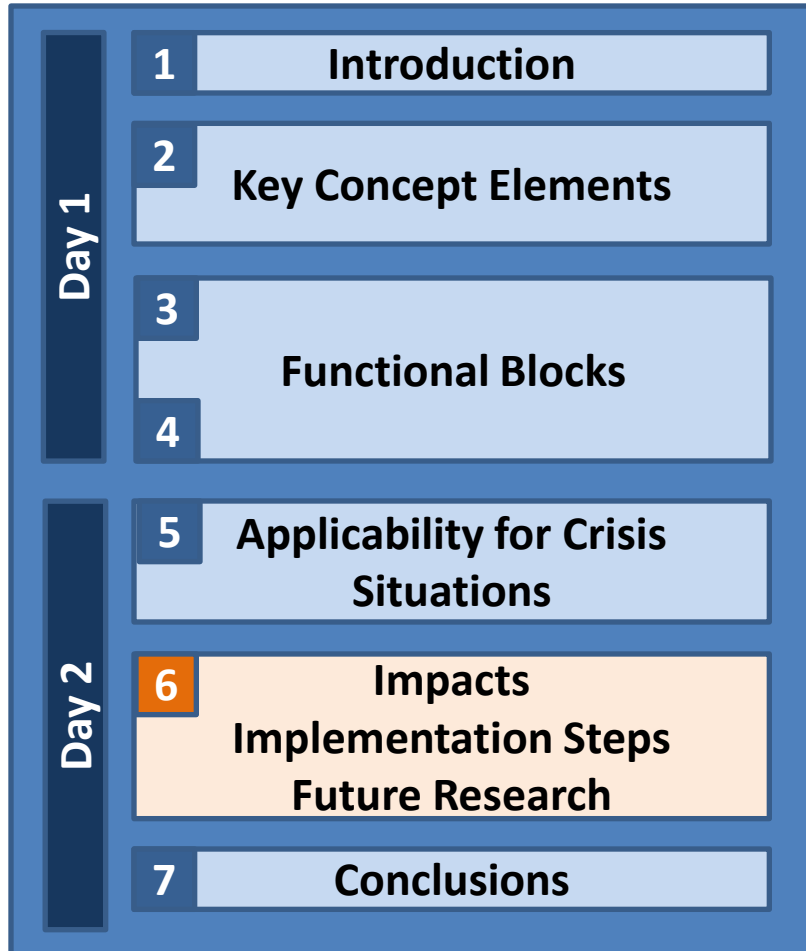


Barriers to MetaCDM Concept Development and Suggestions for Future Actions

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Workshop and MetaCDM concept structure



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Structural issues

Barrier	Action
Extend CDM from airside to landside	Expand the community engaged in A-CDM and Crisis cell network dialogue
Secure stakeholder good will to commit time to such a dialogue	EC/Governments to commission thorough economic analysis of the costs of delay/crisis events and the pros and cons of competition vs collaboration
Address high level issues such as legal liability, baseline information requirements, common/divergent features	May require EU/national level guidance/regulation
Limited data sharing across borders and between transport sectors	EC/Governments and sector trade bodies to formalise a MetaCDM dialogue
Incompatible national and international systems, data and practice	Initiate (EU level?) work and dialogue to share methodologies and move towards baseline compatibility

Information sharing – between Stakeholders

Barrier	Action
Competition and trust concerns over data that could risk position/customer base	Define minimum requirements for effective interface between stakeholders
Common language/metrics - incompatibility of working practices	Local authority orchestrated fora to examine stakeholder custom and practice, convergence criteria and to identify and reconcile stakeholder priorities
<ol style="list-style-type: none">1. Commonality of data and systems2. Handling proprietary data3. Through-ticketing/rebooking4. Control, precedence and priority5. Agree standard journey milestones for data capture, prediction, monitoring and control6. Open up on metrics and KPIs	Expand dialogue between sectoral trade bodies and operators, initially at local/national levels to include emergency services and local/national authorities

Information sharing – with passengers

Barrier	Action
Trust and privacy concerns	Examine data-sharing protocols and a model to test with passengers
Access to GPS locational data	Need buy-in from major ISP/carrier to exert common platform pressure upon contributing stakeholders and address 'big data' issues
Lack of suitable comprehensive Apps and software	Dialogue between stakeholders, software providers and ISPs
Provision of systems that cater for non-technophiles	Develop connection with ground providers of alert/info networks: road gantry, station, bus, in-car systems, etc
Address pax brand loyalty, conservatism, caution, willingness to shift modes, etc constraints to applying effective MetaCDM	Initiate socio-economic/preference research into practice, habits and levers, e.g.between empowered and guided passengers

Steps forward – International (1)

- ANSP/Network providers to consider establishing:
 - protocols that enable levels of filtered alert information to be passed through the network
 - A web ‘dashboard’ of status information (traffic light) to which stakeholders can contribute
 - An intelligence/alert unit that can capture non-operational features such as met and security

Steps forward – International (2)

- The European Commission should consider:
 - Initiating a states dialogue on a MetaCDM approach as part of delivering the 4 Hour D2D goal
 - Supporting further targeted research across transport and communication domains
 - Draft protocols for media engagement/use/cooperation in crisis situations
 - Promote high level European conferences that encourage big players to share strategies, tactics and data
 - Initiating a crisis ‘resources bank’ where international or national level support services can be accessed
 - Achieving an approach that could be offered to ICAO

Steps forward – International (3)

- Trade organisations should consider:
 - Examining the advantages of a global systemic approach
 - Initiating a dialogue at regional then global level to win hearts and mind of airports and airlines
 - Accommodating a ‘CDM-Lite’ option to encourage smaller airports
 - Initiating lessons learned reporting and evaluation on a systemic basis
 - Initiating ‘best practice’ guidance work, e.g. colour coding with pros and cons to be carried forward by industry
 - Exploring industry standard desk-top training modules, including on an inter-modal basis
 - Defining scope of activities and TORs for resilience fora that can work on a hierarchical basis
 - Establishing an airlines forum (IATA?) to share and disseminate experience of CDM

Steps forward - National and local

- Governments should consider:
 - Extending resilience planning and networks to engage comms/media companies and passenger interests
 - Exploiting the intelligence capabilities of embassy networks to yield network information
 - Promoting a national dialogue amongst stakeholders
- Airlines, airports, baggage handlers, etc should consider:
 - Wider and earlier release of operational status information, such as airline delay info to passengers
 - sharing best practice, despite competition reservations
- Transport/hotel/service provider representative organisations should consider:
 - Working together to examine the issues, benefits and costs

Summary

- Appetite to examine the issues, albeit cautiously
- Debate is in its infancy and largely at a research level apart from A-CDM
- Significant commercial and cultural barriers require a broad dialogue
- Need candidate airport/service providers to trial a MetaCDM information approach
- May need a two-track approach distinguishing between delay/disruption and cancellation/closure
- Key is building dialogue – initiate though a EC Green Paper?
- and predictably, more research is needed