

Rebuild. Resume. Recover.

How Transportation Agencies and
Airports Can Flourish Again





How To Get Transportation Back to Business and Flourishing.

The pandemic's devastation of transportation is daunting. Ridership decreases in New York's subway and London's Underground dropped initially by 95% says NBC News. Even recent rises are at only one-third of 2019's levels. But you can take steps now to lessen the disruptions to your business and improve your post-pandemic prospects.

First, rebuild your operations fundamentals. Show your cautious passengers that you can keep them safe. And rethink your operations to support future opportunities for improvements.

Next, resume operations with a critical eye toward systemic inefficiencies. Smoother flow of passengers and freight lessens concerns of your passengers and staff alike. And innovate to increase your bottom line.

Then recover. Your passenger volume, your business fundamentals and, importantly, your business growth. Surprise your old passengers and attract new ones with new services and experiences. You can have a data-driven business that's more adept than before. And more successful.

But how? In this guide you'll find five steps you can take to rebuild, resume and recover. But there's also a sixth: the right partner. To do this well you need to rely on a partner with extensive expertise in operations and information technology, and an open approach to existing and partner technologies. We'll tell you who on the last page but it's an easy guess.

Begin Your Return to Normal – A Better Normal

- 1 Restore passenger confidence
- 2 Build for the today and tomorrow
- 3 Find and fix inefficient processes
- 4 Amaze your passengers
- 5 Use data to increase revenues



“

These thermal scanners will help serve as a first layer of defense for our employees and our transit contractors that interact with our customers and community on a daily basis.

”

M.J. Maynard

CEO, Regional Transportation
Commission of Southern
Nevada

1 Restore Passenger Confidence With Digital Solutions

The top priority is always to keep your passengers safe. But what are the best ways to do this? Transit agencies and airports have begun to use new digital technologies to anonymously detect and evaluate safety risks.

Thermal scanning is already in use by the Regional Transportation Commission of Southern Nevada to detect people with elevated body temperature – flagging people for secondary testing and/or quarantine. Elsewhere, businesses use 3D lidar to detect groups that are not social distancing. And video intelligence to automatically alert them when people aren't using personal protection equipment such as masks. Beyond immediate pandemic concerns, these systems can also alert your team to slips and falls, and physical security above and below the wing for airports and on the platform or in the maintenance yard for transit.



2 Build a Digital Foundation for Today and Tomorrow

New uses and new technologies are only the start. Though single systems and point products can be useful in the short term, they miss the long-term advantages of holistic insights enabled by data converging from many such systems. Enhancing safety isn't the end of the line here. Build your digital foundation with an eye to extending it to other business tools and benefits.

Consider the returns transportation managers realize by choosing solutions that use their new applications and tools to streamline auditing of performance and compliance, to reduce waste, improve efficiencies and build business intelligence. Remember that your solutions can and should give you insights from today's digital solutions and the ability to integrate the ones that are invented tomorrow.

3 Find and Fix Inefficient Processes To Reduce Losses

Even before the pandemic there were inherent inefficiencies and uncertainties: lack of accurate insights into passenger counts, crowding, passenger and freight flows, fare evasion, inflexible maintenance and more. We all accepted them because they couldn't be measured or automated. Just a cost of doing business, we thought.

Not anymore. You can address each of these inefficiencies with digital solutions and the data they give you. For example, automate your passenger counts, combine them with crowding detection alerts and discover exactly when you should schedule your staffing and maintenance shifts. These new insights can help any of your teams work together more efficiently and effectively.

Here's a tip. Each department should not be reinventing its own digital wheel. Build a vision for management showing how your new solutions can be used by everyone, to improve safety, streamline operations and automate reporting for everyone.

4 Amaze Your Passengers, Old and New

Don't underestimate the power and opportunities in happy customers. Give them a seamless experience, reduce their queues and wait times and you'll see their satisfaction jump dramatically. But that doesn't always require more buses, trains or flights. For example, you can help them plan for and use your system better if you simply give them accurate, timely information, and know the right staffing levels to accommodate them.

Measure and communicate your predicted or real-time delays to help your passengers make smarter decisions about their own timing. The same goes for information about long wait times at the curbside. Or up-to-date times for connecting busses or trains, parking, or availability of other forms of micro and shared mobility that are merging into the journey. This data can also help you make staffing decisions to place enough people in the right places to help manage passenger flows.

5 Increase Revenues With New Business Models

Now that you've built a digital platform for your safety and operational systems, you can step into a new future. Your ability to develop insights from your new data flows lets you enhance and even rethink your business models. Identify and build new businesses and revenues from digital innovations and new offerings. Consider how your new understandings of passenger flow and preferences can help form new customer services – and drive new revenues – with data partners in ride-hailing, in-station retailers, insurance companies, airlines, food and beverage vendors, journey services, destination services and so on. Devising new strategies and business models with a trusted partner with the right expertise can pay off many times over.

You may also have opportunities for government funding that's earmarked for infrastructure improvements tied to pandemic relief. For example, at this writing, the United States unleashed \$1.9T of COVID relief funding with more to come, and in early 2021 the EU passed a record €550 billion green stimulus bill.

Data Query

Q: If passengers spend \$7 per hour in your terminal, and spending drops 30% every additional ten minutes they spend in screening lines, when is the best time for data insights?

A: Now. Digital solutions can help you raise both passenger satisfaction and retail revenues.

Source: <https://thehustle.co/airport-food-expensive/>

Hitachi Knows Transportation

Hitachi has a long history of innovation and expertise in transportation.

- First Shinkansen bullet train in Japan in 1964.
- First high-speed rail line in Europe in 1981.
- Tested the first battery-powered tram in 2021.
- Manage over 250 kilometers of driverless metro rail systems across the world.
- Pioneered autonomous control system (ATOS) in Tokyo on 24 lines and 380 stations.



Hitachi has helped a wide variety of transportation companies around the world to improve health and safety, operations, and customer experience. Our transportation practice combines over a century of OT and half a century of IT expertise, bringing together the very best solutions for our customers that focus on solving real problems, and improving our everyday lives in truly meaningful ways, including:

- Health and Safety
- Sustainability and efficiency
- Customer experience enhancement
- New revenue streams and data monetization
- A strategic and open ecosystem



Choose the Right Experienced Partner

Don't do this alone. Work with a strategic partner who understands the transportation industry, and the technology that supports it. Find a partner that takes an open approach to technology and systems so you're not required to "rip and replace" or be locked into a single vendor. Our transportation practice has all that and we're happy to help. We bring together expertise from across Hitachi and work with an extensive partner ecosystem to solve your problems. We've done this before, and we're here to help you do it right.

Take the Next Step

Learn more about how our transportation practice can help you improve health and safety, optimize operations, adapt to a changing world, and delight your customers.

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Want to speak with someone who can help? Check out our transportation solutions webpage and contact us for an assessment of your needs, and a plan of action to help.

SEE HITACHI SOLUTION >

We Are Hitachi Vantara

We guide our customers from what's now to what's next by solving their digital challenges. Working alongside each customer, we apply our unmatched industrial and digital capabilities to their data and applications to benefit both business and society.



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