

FTA

FEDERAL TRANSIT ADMINISTRATION

Creating a TAM Culture

Bridging Asset Management and
Agency Mission

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What is Culture?

A shared set of values, goals, and practices that characterizes an institution or organization.

- Culture is lasting and can endure external pressures (Policy, Funding, Politics, etc.)
- A strong culture of asset management is felt at all levels of the organization and agency.

A TAM Culture assures that Asset Management principles are institutionalized and adhered to in an agency's everyday practices.

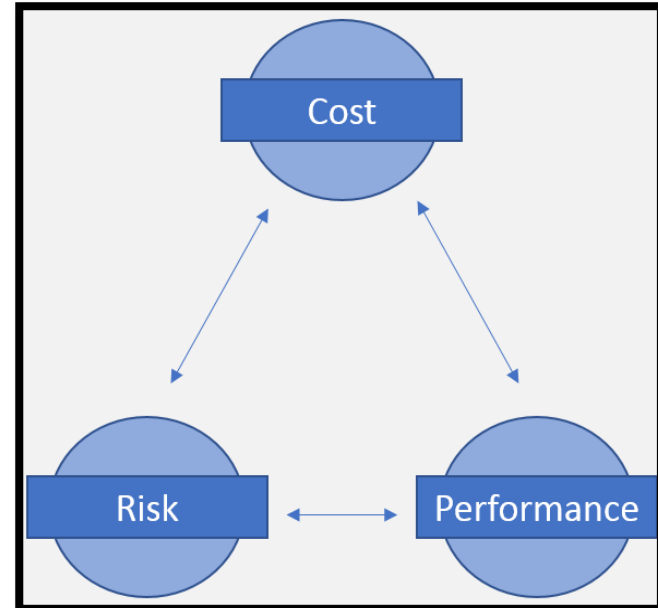
Steps to Creating a TAM Culture

- Active communication.
- Asset management supports programs and project priorities.
- Data informs the vision and action plans for TAM.
- Lifecycle management is vital.
- All stakeholders are engaged in a TAM culture.

INTENTION – You will create the TAM culture

Shift from Managing Assets to Asset Management

- Asset Management is **active**, while managing assets is **passive**.
- Asset Management adopts integrative approaches
 - Project Management
 - Systems Engineering
 - Procurement
- *Management of liabilities* to inform trade offs between cost, performance and risk.



Lifecycle Management

- *Whole life perspective* considers value and cost of asset from cradle to grave.
- Focus on overall improvement
 - Increase in Value and Services
- Continuous process of monitoring performance
 - Data systems and use of technology
 - Qualitative data is valued and can be leveraged

Benefits of a TAM culture

- Better business investments.
- Mission alignment across all departments.
- Flexible and reacts to change.
- Stakeholder confidence increases.

Phil Jackson

“Before a vision can become a reality, it must be owned by every member of the group”

Examples of Creating and Re-creating a Culture



- They had initial success and growth driven by profit.
- External and internal pressures shed light into the toxic culture that had been created.
 - British Airways had massive layoffs in the 80's
 - Apple fired their first CEO Steve Jobs
 - General Motors faced bankruptcy in 2008
- Restructure and reorganization brought these companies back to focus on the company culture.

Elements of the Company Culture Shift

- Mission alignment across the organization.
- Continuous communication with stakeholders.
- Used lessons learned to inform future decision making processes.
- Conflict in the organization was catalyst for a new beginning (i.e. culture shift).

Key Takeaways

Culture is the soil where the ideas grow

- Create your TAM culture beyond compliance with the TAM rule.
- Communication and engagement at all levels are critical.
- Learn from your experiences and celebrate your successes!

