

# PPTA

Pennsylvania Public Transportation Association



Wherever Your Journey Takes You



## 2016 Spring Conference & Expo

**April 19 - 21, 2016**

Lancaster Marriott at Penn Square

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# Exhibitors

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# 2016 PPTA Spring Conference & Expo Agenda

“Wherever Your Journey Takes You”

TUESDAY, APRIL 19<sup>TH</sup>

7:15 AM – 5:00 PM **Registration** [Freedom Hall Lobby]

7:45 AM – 8:30 AM **Continental Breakfast**  
[Commonwealth Ballroom Pre-function Area]



## COMMITTEE MEETINGS

8:30 AM – 9:30 AM **Technology Advancement** [Commonwealth Salon 1-2]  
**Maintenance** [Commonwealth Salon 3]  
**Financial Officers** [Independence Room]  
**Safety** [Commonwealth Salon 4]

9:45 AM – 10:45 AM **Marketing & Communications** [Commonwealth Salon 1-2]  
**Community Transportation** [Commonwealth Salon 4]  
**Operations** [Commonwealth Salon 3]

11:00 AM – 12:00 PM **Planning** [Commonwealth Salon 1-2]  
**Ride Share** [Commonwealth Salon 4]

12:15 PM – 1:30 PM **Recognition Luncheon** [Heritage Salon ABC]



1:00 PM – 5:00 PM **1:00 pm Vehicle Set Up In Expo Hall**  
**2:30 pm Vendor Table Set Up In Expo Hall**

**1:30 PM – 5:30 PM MUST ATTEND FULL 4-HOUR SESSION (OP, EX, HR)**

**Assault Awareness & Prevention For Transit Operators-Train the Trainer**  
[Independence Room] (session provided through NTI: attendees must complete all four (4) hours of the class to receive completion certificate)

Presented by **Rich Foerch**

The goal of this course is to give bus operators in the transit industry the knowledge and skills needed to reduce the likelihood of assault incidents from occurring. Prevention methods covered include defining assault, discussing the types of incidents that could be considered assault and recognizing key vulnerability factors. Prevention strategies focus on communication and response skills, and the value of reporting incidents. In addition, the training includes information on the importance of seeking assistance to recover from assault incidents.

2:00 PM – 3:15 PM

## CONCURRENT SESSIONS

### **The Cross-Country Local** (HR, MA, MT, EX, OP) [Commonwealth Salon 1-2]

Presented by **William Freedman**

Last fall, journalist William Freedman set out to become the first person to traverse America coast-to-coast on public transit. He shares tales from that bumpy ride that tell us what we might not know about transit in this country, and about the country itself.

### **Schoolhouse Rock, it's Time for an Intervention!** (MA, EX)

[Commonwealth Salon 3]

Presented by **Sarah Copley**, Greenlee Partners

Join Harrisburg lobbyist Sarah Copley as she not only explains the legislative process, but delves deep into advocacy and relationships.

### **Social Media Strategies in the Transportation Industry** (MA, EX)

[Commonwealth Salon 4]

Presented by **Eric Zimmert**, Founder, President, Braden Social Media

How to use social media for marketing and customer service for transportation agencies at any stage of social media adoption. Which social media channels you should be using. Where social media fits in with other marketing platforms and how to use it effectively for the short- and long-term success of your business.

3:30 PM – 4:30 PM

## CONCURRENT SESSIONS

### **ADA roundtable – Right and Responsibilities –**

### **When and How to Say No** (HR, EX, OP) [Commonwealth Salon 1-2]

Presented by **Karen Hoesch**, Executive Director, Access Transportation

This informal, interactive session will provide a framework for decision making about balancing rights and responsibilities under the ADA with day to day operational issues. Bring your scenarios or submit them in advance to Leeann!

### **Transit Labor Update** (HR, EX, OP) [Commonwealth Salon 3]

Presented by **Greg Dash**, John A. Dash & Associates

Discussion of the current trends in collective bargaining. Attendees will receive a copy of the latest comprehensive Dash Report, detailing current issues, both nationally and in the State of Pennsylvania.

### **Latest Innovations in ITS Technology for Transit** (MT, OP, MA, EX)

[Commonwealth Salon 4]

Presented by **Rick Spangler**, Vice President, Avail Technologies

Highlighting some of the exciting and innovative ITS technologies being utilized in PA today and a look forward at the latest innovations and where ITS technology is going in the near future.

### **Workplace Facilities – Hazard Recognition Through Visual Learning**

(MT, OP, EX, HR) [Heritage Ballroom Salon DE]

Presented by **Jeffrey B. Petrunak**, Daecher Consulting Group

In an effort to avoid injuries and damage to vehicles, equipment and property; we'll use visual learning and graphics to identify hazards, show the relationship between parts and equipment, and illustrate thoughts, ideas, and concepts related to workplace safety and hazard recognition.

#### **KEY- SESSIONS GEARED TOWARD THE FOLLOWING:**

**HR** = Human Resources | **MA** = Marketing | **MT** = Maintenance | **EX** = Executive | **OP** = Operations

## TUESDAY, APRIL 19TH (CONTINUED) • • • • • • • • • •

5:00 PM

**Board of Director's Meeting** [Federal Room]

6:00 PM – 8:00 PM



**Opening Reception & Networking with Exhibitors**  
[Freedom Hall B]



8:00 PM – 10:00 PM

**Hospitality Suite**  
[State/Founders Room - Montgomery House]



## WEDNESDAY, APRIL 20TH • • • • • • • • • •

8:00 AM – 5:00 PM

**Registration** [Freedom Hall Lobby]

8:15 AM – 10:30 AM

**PennDOT Chat With Staff** [Freedom Hall Lobby]

8:30 AM – 9:15 AM



**Breakfast & Networking with Exhibitors**  
[Freedom Hall B]



9:30 AM – 10:30 AM

**CONCURRENT SESSIONS**

### **Democratizing Transportation to Foster Social Mobility & Civic Equality** (EX, MT, OP) [Commonwealth Salon 1-2]

*Presented by Dale Hill, Founder, Proterra*

Faced with climbing populations and increased socioeconomic stratification, urban ecosystems are being pressured to renovate their transportation networks to meet the needs of all residents – marginalizing none and prioritizing all. In this session, Dale Hill, Founder of leading battery-electric bus manufacturer Proterra, Inc., will speak on how electrified transport will help regenerate mass transit's mass appeal and how decommissioning diesel buses can bring about cleaner cityscapes, better air quality, and more balanced civic impact.

### **Federal DBE Best Practices** (EX) [Commonwealth Salon 3]

*Presented by Lynn A. Bailey, Regional Civil Rights Officer (Region III), Federal Transit Administration*

### **How the Transit Benefit Works – and Can Work for Your System** (MA, EX) [Commonwealth Salon 3]

*Presented by a panel: David Judd, Edenred USA/Commuter Check; Erin Burke, DVRPC/RideECO; Jennifer Scimone, SEPTA/ComPass program*

*Moderated by Stacy Bartels, Manager, Office of Marketing & Commuter Services at DVRPC*

A panel will discuss the background on and details of the Transportation Fringe Benefit, and the many ways it can be implemented to help riders and businesses in your region save money. The benefit has been ever-evolving since it began over 25 years ago, and with the recent increase and permanency of the monthly cap at \$255, it's more important than ever to have a program in place for your system. This session will present several ways your system can introduce a formal program, at little to no cost, and will discuss the many benefits of having a transit benefit program in place.



**10:30 AM – 11:00 PM Coffee Bar Social & Networking with Exhibitors**



[Freedom Hall B]

**11:00 AM – 12:00 PM CONCURRENT SESSIONS**

**Bus Stops Accessible for All (MT, OP, EX) [Commonwealth Salon 1-2]**

Presented by **Sandra Clarey**, Project Manager, McMahon Associates and **Mark Cassel**, AICP, Senior Operations Planner, SEPTA

Learn about bus stop accessibility audits and coordinating with private developers and municipalities to create ADA compliant bus stops. Presentations will highlight case studies and lessons learned related to SEPTA's Bus Stop Design Guidelines and MBTA's accessibility audits and bus stop improvements.

**Federal Transit Administration Updates (HR, OP, EX, MA)**

[Commonwealth Salon 3]

Presented by

**Terry Garcia Crews**, Regional Administrator

**Vida Morkunas**, Director, Planning & Program Development

**Tony Cho**, Director, Program Management & Oversight on Triennial Review Trends

**Jay Fox**, Regional Counsel

Discussion and update on FAST Act, TrAMS, Triennial Review Trends, Buy America, Expected Changes to Circular 5010.1E (Award Management Requirements) and Safety Regulations

\*Stop by FTA Chat With Staff To Continue The Discussion On These And Other Topics

**12:00 PM – 1:00 PM CONCURRENT SESSIONS**

**TSA programs and General Security Awareness Training (HR, OP, EX)**

[Commonwealth Salon 1-2]

Presented by **Joseph Larkin**, Lead Transportation Security Inspector, Surface US Dept of Homeland Security/TSA

TSA Surface Inspectors will discuss programs available to assist transit agencies in increasing and improving their security posture. This includes an assessment program, exercise program and TSA provided training opportunities. Additionally, Inspectors will provide General Security Awareness training utilizing the First Observer program. This training is relevant for all employees of an agency, from executive staff, office personnel to front line employees.

**The CTAA Listening Session: Talking About Tomorrow Today**

(EX, MA, OP) [Commonwealth Salon 3]

Presented by **Scott Bogren**, Executive Director, CTAA

Come join new CTAA Executive Director Scott Bogren in an engaging, two-way discussion about how demographics, technology, service modes and other issues like health care and politics will impact the future of public and community transportation. This session is designed to inform CTAA and help shape its direction as much as it is Scott talking about new products and services under development at the Association. Come prepared to actively participate.

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**12:00 PM – 1:00 PM CONCURRENT SESSIONS (continued)**

**DB Supportive Services Update (EX) [Commonwealth Salon 4]**

Presented by **Kenyon Holley**, *Cheyney University*

Cheyney University serves as a resource for assisting DBs in maximizing their participation on 100% state funded transportation and construction related contracts, including the P3 transportation projects in PA. This allows PennDOT and other transportation authorities and commissions in the state to enter into agreements with the private sector to participate in the delivery, maintenance and financing of transportation-related projects.

**Riding While Blind (MA, OP, EX) [Heritage Salon DE]**

Presented by *Office of Vocational Rehabilitation, Bureau of Blindness & Visual Services*  
**Shelly Faust-Jones**, *Vocational Rehabilitation Specialist Supervisor*; **Susan Neff**, *Aging Services Specialist*; **Justin Laffey**, *Assistive Technology Specialist*

This session will provide participants with information regarding how to enhance the public transportation ride for a user who is blind or visually impaired. Participants will be given the opportunity to experience a vision loss through simulation.

**1:00 PM – 2:15 PM**



**Networking Lunch/Door Prize Drawings with Exhibitors**  
*[Freedom Hall B]*



**1:00 PM – 2:30 PM**

**FTA Chat With Staff** *[Freedom Hall Lobby]*

**2:15 PM – 3:15 PM**

**CONCURRENT SESSIONS**

**The New Face Of Transportation- A Panel Discussion (OP, MA, EX)**  
*[Commonwealth Salon 1-2]*

Presented by **Sami Nain**, *Public Policy Manager, Lyft*; **Douglas Paskowski**, *Director of Business Rental Sales, Enterprise*; and **Jon Feldman**, *PA General Manager, Uber*

**Federal Regulations, Law Changes Affecting Commercial Drivers**  
**(EX, OP, HR) [Commonwealth Salon 4]**

Presented by **Stephen P. Cantini**, *CDL Manager, PA Department of Transportation, Bureau of Driver Licensing* and **Chris Miller**, *Manager, Driver License Division, PA Department of Transportation, Bureau of Driver Licensing*

Act 89 significantly changed PennDOT's processes for issuing commercial driver's licenses. These changes were on October 22, 2015, with an effective date of December 21, 2015. The changes affect both commercial driver's license and commercial learner's permit holders. The majority of these changes are in response to changes to Federal Motor Carrier Safety Administration (FMCSA) rules.

**Best Practices for Design and Construction of Intermodal Transportation Facilities (EX, MT, OP) [Commonwealth Salon 3]**

Presented by **Michael Hartley, P.E., PMP, CCM**, *Vice President, Sowinski Sullivan Architects*; **Robert Fiume**, *Executive Director, County of Lackawanna Transit Systems (COLTS)*; **Richard Sullivan, RA, LEED AP, GGP**, *Director of Design, Sowinski Sullivan Architects*; **Kelly Freeman, RA, LEED AP**, *Vice President, Principal Architect, Sowinski Sullivan Architects*

This presentation will highlight best practices for project management, stakeholder collaboration, transit operational considerations, and sustainable design and construction practices for Intermodal Transportation Facilities. Various projects will be referenced throughout the presentation along with a specific case study of the new Lackawanna Transit Center in Scranton, Pennsylvania.

### **APTA & CTAA National Association Updates** (EX, MA, OP) [Commonwealth Salon 4]

Presented by **Rich Sampson**, CTAA and **Billy Terry**, APTA

Hear the latest national news, updates and federal legislation from our two national associations. Get all of the details from the passage of the FAST Act and learn how it impacts you.

### **SEPTA's Cycle-Transit Plan: If You Build It, "Wheel" They Come?** (MA, OP, EX) [Commonwealth Salon 1-2]

Presented by **Jennifer Barr**, Senior Long Range Planner, SEPTA and **Becky Collins**, Corporate Initiatives Manager-Sustainability, SEPTA

SEPTA's Bike Action Plan documents the increasing demand for "cycle-transit" use, explores policy and infrastructure implications, and presents practical measures to better integrate transit and bicycle networks. This presentation focuses on universal issues of bicycle parking and access that go beyond "cycle-transit" use. Bicycle parking and infrastructure are becoming integrated into more site plans, community plans and roadway designs. Yet often bicycle parking and infrastructure go underutilized due to poor design, connectivity and placement. Real-world examples are drawn from over 100 commuter rail stations.

### **System Redesign: The Good, the Bad, and What Comes Out of the Cracks** (OP, EX, MA) [Commonwealth Salon 3]

Presented by **Joshua Diamond**, Project Manager/Lead Service Planner; Foursquare Integrated Transportation Planning

System redesign" is a trending topic in today's transit; come revel (or perhaps revile?) in our experiences with the BaltimoreLink plan, the complete rebuild - from scratch - of the Maryland Transit Administration (MTA) bus system in Baltimore, Maryland. Relive the highs and lows of our on-going project to reinvent transit in Charm City, as we share the genesis of the vision of the BaltimoreLink plan, the data and inputs used to base our planning decisions, the extensive outreach we performed and the changes we made to the plan in response, and the potential impact of the plan to the City of Baltimore and its people.

### **Transit System Regionalization – The Good, the Bad and The Ugly – Lessons Learned** (OP, HR, EX) [Commonwealth Salon 1-2]

Presented by **Jim Ritchy**, Transportation Manager, WRA and **Kia Monast**, Program Manager, Institute for Transportation Research & Education

There are many facets to transit regionalization. Improved inter-regional connections, cost efficiencies from less staff and combined facilities and improved federal and state compliance are typical factors in the regionalization discussion. Jim Ritchey a manager with more than 40 years of regional transit experience and Kia Monast a program manager with more than a decade of experience with North Carolina's transit systems will discuss their lessons learned concerning regional transit benefits and the political speedbumps that make regional decisions challenging.

### **Google and Your Business** (EX, MA) [Commonwealth Salon 3]

Presented by 2014 Google Platinum award winner for Marketing and PR **Joe Jackson** and the team at business photos America

Google Trusted Partner Business Photos America will be hosting a Google Business workshop to help bridge the gap between Google and your company. Seminars on Google products such as Maps, Search, Adwords and My Business as well as other tools Google has to help you get more customers.

4:45 PM – 5:45 PM CONCURRENT SESSIONS (continued)

**Cummins Product, Interface Tooling, and Quick Serve Online Overview (MT) [Commonwealth Salon 4]**

Presented by **Dave Herman**, General Manager-Bus, Cummins Power Systems, LLC

This session will provide valuable information on Cummins Product ISL, ISLG, ISB overview including maintenance intervals, Interface tooling that are available from Cummins and Quick Serve online including parts break outs, technical manuals and updates.

**Ecolane Update- What's your metadata IQ (OP, EX) [Heritage Salon DE]**

Presented by **Jason Ellis**, Vice President of Professional Services, Ecolane

Come learn what other agencies are doing to improve their service through data evaluation with all that data Ecolane provides.

6:30 PM – 8:30 PM **Irish Night Out at Tellus 360**  

Enter via **SIDE ENTRANCE**: Enter from Marriott Skywalk exit into parking garage. Upon exiting the Marriott into garage, turn left and head down small ramp to side door of Tellus Three Sixty. Entrance into the PPTA event will **not** be through the Front Entrance.



The Temple, Tellus360's concert hall and large event space is the result of a mega-collaboration project involving some of the world's leading sound, lighting, and stage tech designers. Nearly everything in the room has had a past life of rich stories.

If you look up, you'll see chandeliers fashioned from Jack Daniels whisky barrels. And the disco ball is a repurposed projector from the North Museum's planetarium.

The (Tait) stage has been on tour with Maroon 5, The Rolling Stones, Madonna, Elton John and Billy Joel, Josh Groban, Lady Gaga, and Ozzy/Black Sabbath. The Clair Global S4 speakers hanging above the stage toured with U2 on their Vertigo tour, and the delay speakers hanging farther back in the room are old AC/DC stage monitors.

The recently added window frames wrapping the stage were salvaged from a hospital built by Rockefeller in Manhattan, as were the railings around the room. Reclaimed wood can be seen all around the room, taken from burned down buildings, mushroom beds, and a variety of other sources.



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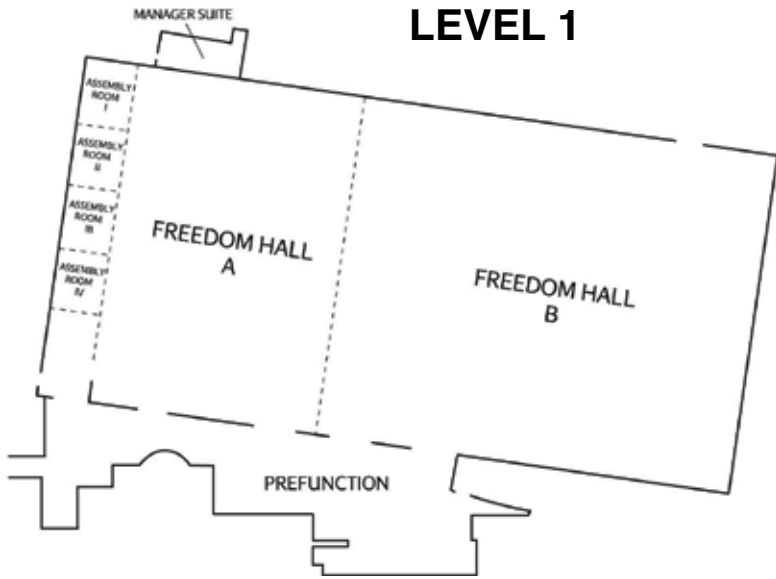
“SPRING IS THE TIME  
OF PLANS AND  
PROJECTS.”

- LEO TOLSTOY

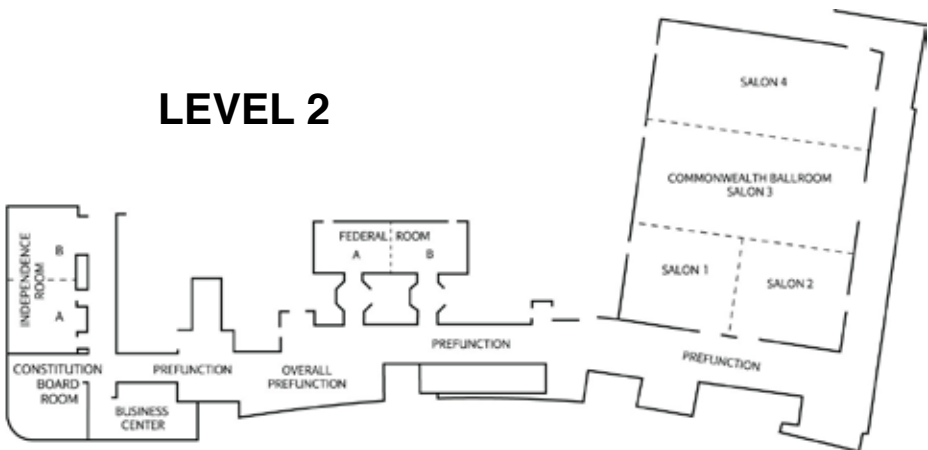
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2016 PPTA SPRING CONFERENCE & EXPO



## LEVEL 1

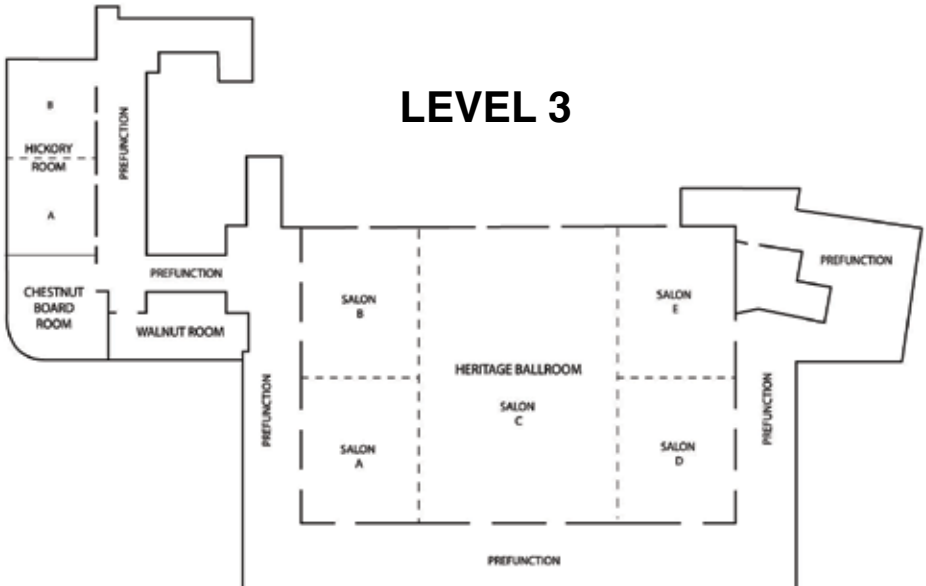


## LEVEL 2

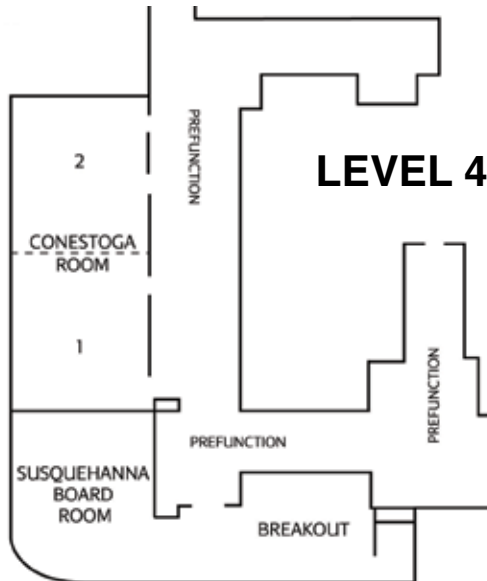




## LEVEL 3



## LEVEL 4





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# Upcoming Events

<b>June 9, 2016</b>	START Safety Training Train The Trainer for Operations Managers & Safety Trainers	Ramada Inn, State College
<b>August 5-8, 2016</b>	Summer Meeting & Rodeo	Hilton Scranton & Conference Center
<b>September 21 &amp; 22, 2016</b>	Paratransit Management & Operations Course	Courtyard by Marriott, State College
<b>January 11-13, 2017</b>	Winter Meeting	Penn Stater Conf. Center Hotel, State College
<b>April 25-27, 2017</b>	Spring Conference & Expo	Lancaster Marriott at Penn Square

[www.ppta.net/pages/events.html](http://www.ppta.net/pages/events.html)

[www.penntrain.net/pages/calendar.html](http://www.penntrain.net/pages/calendar.html)

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## Executive Committee

**Robert J. Fiume, Executive Director**  
(Chair / Member-At-Large / 2018)  
County of Lackawanna Transit System

**Sheila J. Gombita, CCTM,  
Executive Director**  
(Treasurer / Class 5 Director / 2016)  
Freedom Transit

**Timothy C. Geibel, Executive Director**  
(Vice Chair / Member-At-Large / 2017)  
Crawford Area Transportation Authority

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**Jeffrey Kneuppel, General Manager**  
(Class 1 Director)  
Southeastern Pennsylvania  
Transportation Authority

**Michael E. Imbrogno,  
Executive Director**  
(Class 4 Director / 2016)  
Area Transportation Authority of  
Central Pennsylvania

**Daniel J. DeBone**  
Senior Government Relations Officer  
(Class 2 Director)  
Port Authority of Allegheny County

**John H. Paul, Executive Director**  
(Class 4 Director / 2018)  
Butler Transit Authority

**David W. Kilmer, Executive Director**  
(Class 3 Director / 2017)  
South Central Transit Authority

**Dennis Wisor, Executive Director**  
(Class 5 Director / 2017)  
Blair Senior Services, Inc

**Richard H. Farr, Executive Director**  
(Class 3 Director / 2018)  
York Adams Transportation Authority

**Eric Wolf, General Manager**  
(Member-At-Large / 2016)  
Altoona Metro Transit (AMTRAN)

**Mike Tann, Executive Director**  
(Class 3 Director / 2016)  
Erie Metropolitan Transit Authority

**Troy P. Whitesel**  
(Associate Director / 2016)  
Transit Solutions

**John R. Kanyan, Executive Director**  
(Class 4 Director / 2017)  
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# CONFERENCE EVALUATION

PLEASE ANSWER THE FOLLOWING :

I attended the PPTA 2016 Conference & Expo as a(n)?

- Member                       Non-Member                       Speaker  
 Transit Agency               Exhibitor/Associate               Affiliate

How many PPTA Educational Conferences have you attended (Spring, Summer, Winter or other)?  This was my first  2-3  4-5  More than 5

How did you hear about the Conference?

- Newsletter                       Web Site                       E-Mail  
 PPTA Member                       Staff

ON A SCALE FROM 1 TO 5, (5 being the best) PLEASE RATE THE FOLLOWING SESSIONS

	LOW	HIGH
Committee Meetings . . . . .	1 2 3 4 5	
Assault Awareness & Prevention For Transit Operators . . . . .	1 2 3 4 5	
The Cross-Country Local . . . . .	1 2 3 4 5	
Schoolhouse Rock, it's Time for an Intervention! . . . . .	1 2 3 4 5	
Social Media Strategies in the Transportation Industry . . . . .	1 2 3 4 5	
ADA roundtable - Right and Responsibilities - When and How to Say No	1 2 3 4 5	
Transit Labor Update . . . . .	1 2 3 4 5	
Latest Innovations in ITS Technology for Transit . . . . .	1 2 3 4 5	
Workplace Facilities - Hazard Recognition Through Visual Learning. . .	1 2 3 4 5	
PennDOT Chat With Staff . . . . .	1 2 3 4 5	
Democratizing Transportation to Foster Social Mobility & Civic Equality	1 2 3 4 5	
Federal DBE Best Practices . . . . .	1 2 3 4 5	
How the Transit Benefit Works - and Can Work for Your System . . . . .	1 2 3 4 5	
Bus Stops Accessible for All . . . . .	1 2 3 4 5	
Federal Transit Administration Updates . . . . .	1 2 3 4 5	
TSA programs and General Security Awareness Training . . . . .	1 2 3 4 5	
The CTAA Listening Session: Talking About Tomorrow Today . . . . .	1 2 3 4 5	
DB Supportive Services Update . . . . .	1 2 3 4 5	
Riding While Blind . . . . .	1 2 3 4 5	
FTA Chat With Staff . . . . .	1 2 3 4 5	
The New Face Of Transportation- A Panel Discussion . . . . .	1 2 3 4 5	
Federal Regulations, Law Changes Affecting Commercial Drivers . . . . .	1 2 3 4 5	
Best Practices for Design and Construction of Intermodal... . . . .	1 2 3 4 5	
APTA & CTAA National Association Updates. . . . .	1 2 3 4 5	
SEPTA's Cycle-Transit Plan: If You Build It, "Wheel" They Come?. . . . .	1 2 3 4 5	
System Redesign: The Good, the Bad, and What Comes Out.....	1 2 3 4 5	

# CONFERENCE EVALUATION

Transit System Regionalization - The Good, the Bad and The Ugly . . . . 1 2 3 4 5  
Google and Your Business . . . . . 1 2 3 4 5  
Cummins Product, Interface Tooling, and Quick Serve Online Overview 1 2 3 4 5  
Ecolane Update- What's your metadata IQ. . . . . 1 2 3 4 5  
Act 44 Data Reporting QC Plan Elements, Themes and Opportunities . . 1 2 3 4 5  
Promoting Options ... Individuals with Health Care Destinations . . . . 1 2 3 4 5  
Legal Update and Best Practices For Transit Agencies. . . . . 1 2 3 4 5

PLEASE RATE THE FOLLOWING NETWORKING EVENTS

Tuesday Recognition Luncheon . . . . . 1 2 3 4 5  
Tuesday Opening Reception & Networking with Exhibitors. . . . . 1 2 3 4 5  
Wednesday Breakfast & Networking with Exhibitors. . . . . 1 2 3 4 5  
Wednesday Coffee Bar Social & Networking with Exhibitors. . . . . 1 2 3 4 5  
Wednesday Networking Lunch/Door Prize Drawings with Exhibitors . . . 1 2 3 4 5  
Wednesday Irish Night Out at Tellus 360 . . . . . 1 2 3 4 5

Would you be interested in attending the 2017 Spring Conference?

Yes    No    Maybe

Suggestions for future Topics or Speakers:

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Additional suggestions/comments:

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Your Name/Company \_\_\_\_\_

**Thank You For Completing this Form!**



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