

FLORIDA PUBLIC TRANSPORTATION ASSOCIATION  
36<sup>th</sup> ANNUAL CONFERENCE AGENDA  
October 17-19, 2010  
Miami Hilton Downtown – Miami, Florida

"Public Transportation - An Investment in our Future"

**SUNDAY, OCTOBER 17, 2010**

8:00 a.m. – 5:00 p.m.

**VENDOR EXHIBITS AND MARKETING DISPLAYS SET-UPS**

**Symphony Ballroom III & IV (Vendor Exhibits)**  
**Overture I Foyer (Marketing Exhibits)**

10:00 p.m. – 5:00 p.m.

**FPTA CONFERENCE REGISTRATION BOOTH OPEN**    **Overture Foyer**

7:00 a.m. – 1:30 p.m.

**FPTA CONFERENCE GOLF TOURNAMENT**

**Crandon Golf at Key Biscayne**

*6700 Crandon Boulevard*

*Key Biscayne, Florida*

<http://www.crandongolfclub.com>

*Bus leaves hotel at 7:00 a.m.*

***Shotgun start will be at 8:30 a.m.***

*Buffet breakfast and range balls provided*

6:30 p.m. – 7:30 p.m.

**WELCOME RECEPTION AT HOTEL**

**City-Vu Pool Area**

**MONDAY, OCTOBER 18, 2010**

7:30 a.m. – 5:00 p.m.

**FPTA CONFERENCE REGISTRATION BOOTH OPEN**    **Overture Foyer**

9:00 a.m. to 5:00 p.m.

**GUEST/SPOUSE OUTING OPPORTUNITY –  
THE VILLAGE AT GULFSTREAM PARK & CASINO**

**The Fish Market – Close to the Concierge Desk in the Main Lobby**

After a brief get acquainted continental breakfast at the hotel, the group will be bused to The Village at Gulfstream Park & Casino in Hallandale, Florida. At The Village, the tour participants will have the opportunity to shop, visit the casinos and relax during the complimentary luncheon at the upscale Brio Tuscan Grill.

See full write up early in the program.

8:00 a.m. – 9:30 a.m.

**SIT DOWN BREAKFAST AND CONFERENCE WELCOME**

**Symphony Ballroom I & II**

**Welcomes:**

FPTA Welcome

Wes Watson, FPTA Executive Director

Jesus Gomez, FPTA Chair

Miami-Dade Transit Welcome

Harpal S. Kapoor, MDT Director

Miami-Dade County Welcome

Honorable Barbara J. Jordan

Miami-Dade Board of County Commissioners, District 1

Chair - Transit, Infrastructure and Roads Committee

Community Transportation Association of America

Jo Ann Hutchinson, CTAA, United We Ride Ambassador – Region 4

American Public Transportation Association Presentation

Art Guzzetti, APTA Vice President - Policy

9:30 a.m. – 10:30 a.m.

**GRAND OPENING OF TRANSIT PRODUCT EXHIBITS**

**Symphony Ballroom III & IV**

10:30 a.m. – 11:45 a.m.

**FPTA BUSINESS CLASS MEMBERS ANNUAL MEETING**

In the Exhibit Area

**Symphony Ballroom III & IV**

10:30 a.m. – 11:45 a.m.

**TECHNICAL SESSION BREAKOUTS #1**

**A – Florida Transit Marketing Network**

**Concerto Ballroom A**

*Moderators:*

*Elizabeth Stutts, Florida Department of Transportation, Grants Program Administrator*

*Ann Joslin, USF Center for Urban Transportation Research, Senior Research Associate*

The Florida Transit Marketing Network (FTMN) was created to encourage networking and information sharing opportunities for Florida transit marketing professionals, as well as to provide a forum for professional development. The focus of this session will be on two presentations on Green Marketing and the new FPTA Marketing Outreach Program.

*A 'Green' Public Transportation Resource Package*

*Presenter: Justin Begley, USF Center for Urban Transportation Research, Research Associate*

Many transit agencies convey the environmental and energy related benefits of their service to the public, as there are numerous sources of generalized green

transit information. However, few tools are available to quickly and effectively share the actual benefits the agency is providing to the state and local community through public transportation via easy to relate facts and narrative. This presentation will focus on the development of an off the shelf, yet customizable set of tools that can be used to translate the green benefits of transit to stakeholders and policymakers. The resources will be made available for anyone to use from the FTMN website.

*Marketing and Public Education Synergies Between FPTA and Agencies*  
*Presenter: Denis Eirikis, Clear Light Communications, President*

With transit systems statewide facing service cuts, layoffs, etc., it has never been more important for agencies to synergistically band together to build statewide citizen support for public transportation investment. Fasten your seatbelts as the FPTA's Denis Eirikis facilitates a fast- moving interactive discussion of lessons learned on the recent statewide TELL YOUR STORY contest and plans for the FPTA to embark on a bold new plan designed to build its base and increase our voice. Airlines regard their databases of frequent flyers as the single most valuable company asset. This discussion will center upon how our industry can cooperatively embark on a statewide program to identify our riders and fans and energize them to support public transportation in Florida.

## **B – Florida High Speed Rail Overview**

**Concerto Ballroom B**

*Moderator:*

*Rob Gregg, USF Center for Urban Transportation Research, Director  
Transit Management & Innovation*

*Presenters:*

*Nazih Haddad, Florida Department of Transportation, Chief Operating  
Officer, Florida Rail Enterprise  
Kevin Thibalt, Florida Department of Transportation, Executive Director,  
Florida Rail Enterprise*

President Barack Obama announced Florida's award in Tampa on January 28, 2010. The Florida Department of Transportation (FDOT) was awarded \$1.25 billion from the Federal Railroad Administration (FRA) as part of the High Speed Intercity Passenger Rail (HSR) Program. The newly established Florida Rail Enterprise (FRE) is charged to manage the development of this HSR project. This session will provide an overall perspective on the future of HSR in Florida and specific development activities for the Orlando to Tampa segment of the system.

## **C – Transit Safety and Security**

**Concerto Ballroom C**

*Moderator: Steven Neal, SunTran (Ocala), General Manager*

*Distracted Driving*

*Presenter: Amber Reep, USF Center for Urban Transportation Research, Senior Research Associate*

Transit agencies throughout the U.S. are faced with the unprecedented challenge of managing wireless technologies on their fleets. Recently, the Florida Department of Transportation and the USDOT's Transportation Safety Institute (TSI) partnered to develop a computer-based training (CBT) program and video to provide distracted driving safety training to transit systems throughout the country. In addition, FDOT sponsored the development of a specialized CBT module that offers training on new changes to Florida Administrative Code 14-90. This session will offer attendees a sneak peak at the national CBT, state CBT and training video. The presenter will also outline some of the transit operator distracted driving new rule changes to 14-90.

**FTA Drug and Alcohol Regulatory Update**

*Presenter: Diana Byrnes, USF Center for Urban Transportation Research, C-SAPA, Substance Abuse Management Specialist*

This session will provide participants with details regarding recent changes to the US DOT Final Rule; effective October 1, 2010. Participants will receive updated model policies and training material to comply with the regulatory changes. New prescription and over the counter medication awareness training tools will also be highlighted.

**D – Florida Transit Maintenance Consortium Meeting    Concerto Ballroom D**

*Moderators:*

*Robert Westbrook, Florida Department of Transportation, Operations Administrator*

*Ed Bart, USF Center for Urban Transportation Research, Senior Research Associate*

*Presenter: Mr. Hugh Ferdows, Sütrak Corporation.*

The Florida Transit Maintenance Consortium will hold its quarterly meeting: topics of discussion will include the 2011 Bus Mega-Rodeo, status of the Certified Transit Technician (CTT) program, including program changes, and a brief presentation by Sütrak.

12:00 p.m. – 1:30 p.m.

**LUNCHEON – AWARDS AND PRESENTATIONS**

**Symphony Ballroom I & II**

- Golf Awards
- FPTA Hall of Fame Induction Ceremony
- CTAA State Leadership Award Presentation to FDOT Transit Office

- Debbie Hunt, Florida Department of Transportation Assistant Secretary, Intermodal Systems Development
- Dr. Yvette Taylor, Federal Transit Administration Region IV Administrator Presentation

2:00 p.m. – 3:15 p.m.

## **TECHNICAL SESSION BREAKOUTS #2**

### **E –Community Involvement in Transit Referendums**

**Concerto Ballroom A**

*Moderators:*

*Mike Miller, JTA, Director, Business Development & Corporate Sales*

*Presenters:*

*Danny Ours, LAMTD / PTA, Executive Director*

*Donna Chen, HART, Manager of Community Relations*

The role and opportunities for transit services in Florida communities is dependent upon the awareness and support of citizens and stakeholder groups. This session will provide an overview of various formats and techniques that may be used to engage the public, increasing awareness and involvement. Specifically all three agencies in this session are seeking dedicated funding with scheduled referendums. Participants will learn how to approach a comprehensive communication program and build Public Transit Coalitions. Examples of successful efforts and events will be presented by transit agency representatives.

### **F – Florida Transit Planning Network**

**Concerto Ballroom B**

The Florida Transit Planning Network provides a forum for transit planners to discuss and share information on current public transportation planning issues. In addition to general discussion of the Network and its activities, this session will highlight a presentation on ADA requirements for bus stops.

*Moderators:*

*Diane Quigley, Florida Department of Transportation, Transit Planning Administrator*

*Ann Joslin, USF Center for Urban Transportation Research, Senior Research Associate*

#### **ADA Requirements at Bus Stops**

*Presenter:*

*Don Kloehn, Tindale-Oliver & Associates, Inc., Senior PM/Accessibility Specialist*

The presentation will provide an overview of the accessibility requirements for bus stops in urban, suburban, and rural settings. Don Kloehn, Senior Project Manager/Accessibility Specialist, with Tindale-Oliver and Associates will host and provide practical instruction on the technical compliance issues and how to assess bus stops in your service area. The course will include information on

accessibility features, such as shelter design, lighting, security, pedestrian environment and other elements.

### **G – Transit Procurement**

**Concerto Ballroom C**

*Presenter: Rich Bannon, LYNX, Manager of Procurement and Contracts*

This session will provide general guidance, compliance, and information on FTA funded public transportation procurements covering rules, regulations, policies and best practices. Don't miss this opportunity to network with fellow transit professionals and ask questions about FTA funded procurements.

### **H – Maintenance Roundtable-Transit Coach Rebuild and Repowers**

**Concerto Ballroom D**

*Moderator:*

*Ed Bart, USF Center for Urban Transportation Research, Senior Research Associate*

*Panelists:*

*David Allen, Regional Manager, EMP, Seyed Mirsajedin, consultant, formerly at MARTA, Paul Wilhelm, VP of PowerUp, Inc., Wayne Wolf, President of CoachCrafters, Inc., and Larry Ralston, Maintenance Manager, Lee Tran*

Our blue ribbon panel of industry professionals will empower attendees to stretch their agency budgets while reducing their carbon footprint in this compelling panel discussion. An overview of bus rebuilding and repowering will be presented, including: grants application process and funding sources, the process to convert from a Detroit Series engine to a Cummins ISL engine, the energy savings and reliability of EMP over traditional engine cooling, and positive real life experiences with repowering from a public transit agency perspective.

3:15 p.m. – 3:45 p.m.

**BREAK IN VENDOR EXHIBIT AREA**

**Symphony Ballroom III & IV**

3:45 p.m. – 5:00 p.m.

**TECHNICAL SESSION BREAKOUTS #3**

### **I – Transition – “The Art of Embracing Change” Concerto Ballroom A**

*Presenter: Liliane M. Agee-Finke, Palm Tran, Marketing and Community Affairs Manager*

Managing change in these changing times is a challenging and uneasy process. Organizations will continue to be faced with turmoil. How we as individuals and agencies respond to change is one of the key components of a successful transition. In this session we will explore how to remove the barriers that block our paths towards change.

**J – Building BRT with New Starts and Small Starts Funds**

**Concerto Ballroom B**

*Moderator:*

*Dennis Hinebaugh, National Bus Rapid Transit Institute at CUTR, Director*

*Presenter:*

*Donald J. Emerson, Parsons Brinckerhoff, Vice President*

The presentation will provide an overview of the FTA’s discretionary New Starts and Small Starts programs, including process requirements, project rating criteria, and Bus Rapid Transit (BRT) success stories.

**K – Florida Operations Network**

**Concerto Ballroom C**

*Moderators:*

*Elizabeth Stutts, Florida Department of Transportation, Grants Program Administrator*

*Amber Reep, USF Center for Urban Transportation Research, Senior Research Associate*

*Presenters:*

*Paul Goyette, LeeTran, Operations Manager*

*Joel Volinski, National Center for Transit Research at CUTR, Director*

The Florida Operations Network (FON) is comprised of Florida’s transit agency Operations Managers who meet quarterly to discuss industry related issue and to solve problems. In addition to the regularly scheduled FON meeting, the agenda will include presentations by LeeTran on its customer service software and a National Center for Transit Research project presentation on best practices for communicating with transit operators.

6:00 p.m. – 7:00 p.m.

**TGMO (THANK GOODNESS MONDAY’S OVER) RECEPTION**

*In Vendor Exhibit Area*

**Symphony Ballroom III & IV**

**TUESDAY, OCTOBER 19, 2010**

8:00 a.m. – 12:00 p.m.

**FPTA CONFERENCE REGISTRATION BOOTH OPEN**

**Overture Foyer**

8:00 a.m. – 9:00 a.m.

**CONTINENTAL BREAKFAST IN EXHIBIT AREA**

**Symphony Ballroom III & IV**

8:30 a.m. – 12:30 p.m.

**GENERAL SESSION**

**Symphony Ballroom I & II**

8:30 a.m. – 9:00 a.m.

**FINDING NEW REVENUES AND REDUCING COSTS DURING TOUGH TIMES**

*Moderator: Jim Liesenfelt, Space Coast Area Transit, General Manager*

*Presenter: Joel Volinski, National Center for Transit Research at CUTR, Director*

This reports on feedback received from close to 100 transit agencies on what they have done to bring in new, non-traditional revenues and how they have reduced their costs in ways that has helped them preserve or increase service. The transit agencies reported over 150 different techniques that have been condensed for this presentation. Information to be covered includes all areas of interest in a transit agency, from marketing, operations, maintenance, planning, and administration.

Don't miss this thought provoking session, you'll be sure to leave with several ideas that can be implemented at your transit agency.

9:00 a.m. – 9:30 a.m.

### **BENEFITS OF TRANSIT IN FLORIDA**

*Moderator: Diane Quigley, Florida Department of Transportation, Transit Planning Administrator*

*Presenter: Dr. Xuehao Chu, USF Center for Urban Transportation Research, Senior Research Associate*

This session will summarize the Florida Department of Transportation sponsored project to update and expand the 1997 report titled *An Analysis of the Economic Impacts of Urban Transit Systems on Florida's Economy*. In addition to estimating the economic benefits of urban fixed-route transit provides in the state of Florida, the 2010 effort estimates transit's health benefits (air quality, traffic safety, physical activity) and transit's community benefits (energy conservation, greenhouse gas emissions, and mobility of the transportation disadvantaged population).

9:30 a.m. – 10:00 a.m.

### **2060 FLORIDA TRANSPORTATION PLAN PRESENTATION**

*Presenter:*

*Ed Coven, Florida Department of Transportation, State Transit Manager*

The 2060 Florida Transportation Plan (FTP) is the state's long range transportation plan that provides a vision for the future of transportation over the next 50 years.

The 2060 FTP identifies the goals, objectives, and strategies to address the long-term needs of the state transportation system and to guide the expenditure of federal, state, and local transportation funds. The FTP enables partners to work together when making decisions affecting the transportation safety, security, preservation, and mobility needs of our state. The Florida DOT is charged by state law with convening these partners and the public to develop a state transportation plan every five years. The 2060 FTP will be adopted by December 2010.

10:00 a.m. – 10:30 a.m.

### **FLORIDA TRANSIT SHOW & TELL**

*Moderator: Anthony Beckford, SCAT, General Manager and FPTA Vice Chair*

*Presenter: Harpal S. Kapoor, MDT Director*

This is an abridged version of the infamous “show & tell” sessions from years past in which the Florida transit agencies are provided an opportunity to share their outstanding accomplishments and future plans.

This year’s focus will be on our host property and the largest of the Florida’s transit agencies – Miami-Dade Transit.

10:30 a.m. – 11:00 a.m.

**UNPRECEDENTED SPECIAL ANNOUNCEMENT FROM FLORIDA PUBLIC TRANSPORTATION ASSOCIATION**

*Moderator: Anthony Beckford, SCAT, General Manager and FPTA Vice Chair*

*Presenter: Denis Eirikis, Clear Light Communications, President*

Get briefed on the FPTA’s aggressive public education effort. 85% of transit systems nationally are raising fares, cutting service and laying off. The future of our industry (and perhaps your job) is at stake. Don’t miss this session as the FPTA announces plans to identify, recruit and mobilize 100,000 pro-transit Floridians. Denis Eirikis, FPTA’s PR consultant, will brief us on this ground breaking FPTA-APTA initiative that will directly and positively impact you and every transit system in Florida. This plan is so innovative and paradigm-shifting that every transit association in the nation will be watching what we do in Florida.

11:00 a.m. – 11:30 a.m.

**UPDATES FROM FPTA, FDOT, and FTC**

*Moderator: Wes Watson, FPTA Executive Director*

*Presenters:*

*Wes Watson, Florida Public Transportation Association, Executive Director*

*Ed Coven, Florida Department of Transportation, State Transit Manager*

*Sally S. Patrenos, Florida Transportation Commission, Executive Director*

This annual favorite provides an opportunity to find out “what’s new” with the Florida Public Transportation Association and two of our state partners – the Florida Department of Transportation and the Florida Transportation Commission.

11:30a.m. – 12:30 p.m.

**TRANSPORTATION AND TRANSIT – TODAY AND MOVING FORWARD**

**“Surface Transportation Today and During the Next Four Years” – where is it, where is it moving and how do you recommend we drive it where it needs to go. You don’t want to miss this exciting and interactive presentation and panel discussion.**

**Moderators:**

**Deborah Tamargo, HART, Manager of Government Affairs**

**Panel Participants:**

**Florida Senator Paula Dockery**

*Senator Paula Dockery (Rep) was born in New York. She moved to Florida in 1968. Senator Dockery received a graduate and masters degree from the University of Florida. Prior to being elected to the legislature in both the House and Senate where she served as Majority Whip, Senator Dockery worked in the insurance industry and served on various boards in Lakeland. Senator Dockery has amassed over 70 award and recognitions for her legislative initiatives. She currently serves as a leader on Transportation Policy and Transportation appropriations.*

**Florida Senator Christopher L. “Chris” Smith**

*Senator Christopher L. “Chris” Smith (Dem) is a native Floridian and graduate of Johnson C. Smith University and Florida State Law School. Prior to being elected to the Florida House of Representatives he served on the Ft. Lauderdale Planning and Zoning Board. Senator Smith is currently an active member of the Florida Senate Transportation and Economic Development Appropriations Committee.*

**Florida Representative Hazelle Rogers**

*Representative Hazelle Rogers (Dem) was born in Jamaica and is a graduate of the University of Phoenix. Prior to being elected to the legislature, Representative Rogers served as a City of Lauderhill Lakes City Commissioner and President of the Florida League of Cities. Currently Representative Rogers serves on the Roads, Bridges & Ports Policy and Transportation Appropriations committee.*

**Florida Representative Esteban Bovo**

*Representative Esteban Bovo (Rep) was born in New York and raised in Miami. He is a graduate of Florida International University. Prior to being elected to the Florida House, Representative Bovo served on the Hialeah City Council where he served as President in 2006. Representative Bovo is currently an active member of the House Transportation Appropriations Committee.*

12:30 p.m. – 1:30 p.m.

**LUNCH ON YOUR OWN**

12:30 p.m. – 5:00 p.m.

**VENDOR EXHIBITS & MARKETING DISPLAYS TEAR-DOWNS**

1:00 p.m. – 4:00 p.m.

**FPTA CORPORATE CLASS MEMBERS (Transit Agencies) ANNUAL MEETING & BOARD OF DIRECTORS MEETING** (Includes lunch) **Concerto Ballroom B**

1:00p.m. – 4:00 p.m.

**FDOT TRANSIT DISTRICT & CENTRAL OFFICE STAFF MEETING** (includes lunch)  
**Picasso**

12:30 p.m. to 5:00 p.m.

**TECHNICAL TOUR OF MIAMI DADE TRANSIT EASY CARD FARE SYSTEM & MIAMI INTERMODAL CENTER** (includes box lunch at the hotel) **The Fish Market**  
**Close to the Concierge Desk in the Mail Lobby**

- Tour attendees should meet at The Fish Market - next to the Front Desk in the Main Lobby promptly at 12:30 p.m.
- A complimentary box lunch will be provided for tour attendees
- Pre-registration is required to assure your space on the tour – sign up at the FPTA registration desk

After two days of sitting through intense education and information overload, it's time to stretch your legs, walk around and get outside. Join your transit colleagues in this unique opportunity to visit and tour the MDT Easy Card/Automated Fare Collection System and the Miami Intermodal Center.

Following an informal lunch at the hotel, at approximately 1:15 p.m. the group will board a bus and travel to the Steven P. Clark Center for a guided tour of the new MDT Easy Card/Automated Fare Collection System.

At approximately 2:45 p.m., the group will re-board the bus for a trip and a very impressive guided tour of the Miami International Center.

The tour attendees' coach will depart at 4:30 p.m. and be returned to the hotel in time to prepare for the Tuesday evening with the traditional Awards Banquet.

***Please sign up at the registration desk to ensure your space on this exciting professional development opportunity.***

6:15 p.m. – 7:00 p.m.

**RECEPTION**

**Symphony Ballroom I & II**

7:00 p.m. – 9:30 p.m.

**AWARDS BANQUET**

**Symphony Ballroom I & II**

*Suggested Dress: Coat and Tie for the Gentlemen, equivalent for the Ladies*