

2019 Transit Board Members & Board Administrators Seminar - Program

This page is a preliminary overview of the conference schedule and subject to change.

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Saturday, July 20

Registration

8 a.m. - 4:30 p.m.

Conference Center A Foyer, 3rd Floor, Hyatt Regency Jacksonville Riverfront

Transit Board Members Committee

10:15 - 11:30 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Chair, Carol Herrera

Lunch Available

11:30 a.m. - 12 p.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

****Theme of the Afternoon: National and Grassroots Advocacy****

12 p.m. -

Opening Session

12 - 12:30 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Joint TBM/TBA Session

Officer of the Day/Presiding

- **Kevin J. Holzendorf**, Member, APTA Executive Committee; Vice Chair, Transit Board Members Committee; Chairman, Jacksonville Transportation Authority, Jacksonville, FL

Welcomes

- **David M. Stackrow, Sr., CPA**, Immediate Past Chair, APTA; Treasurer, Capital District Transportation Authority, Albany, NY
- **Paul P. Skoutelas**, President and CEO, American Public Transportation Association, Washington, DC
- **Carol Herrera**, Member, APTA Executive Committee; Chair, Transit Board Members Committee; Chair, Transit Board Members Executive Council; Executive Board Chair, Foothill Transit, West Covina, CA
- **Roberta Boomer**, Member, APTA Board of Directors; Chair, Transit Board Administrators Subcommittee; Board Secretary, San Francisco Municipal Transportation Agency, San Francisco, CA
- **Nathaniel P. Ford, Sr.**, Chief Executive Officer, Jacksonville Transportation Authority, Jacksonville, FL
- **Hon. Scott Wilson**, District 4, City Council President, City of Jacksonville, Jacksonville, FL

APTA Advocacy Update - A View from Washington

12:30 - 1:30 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Joint TBM/TBA Session

Receive information on APTA's surface transportation reauthorization as well as the latest on APTA's congressional outreach and advocacy activities and tools.

Speakers

- **Ward W. McCarragher**, Vice President-Government Affairs and Advocacy, American Public Transportation Association, Washington, DC
- **Rosemary Sheridan**, Vice President - Communications and Marketing, American Public Transportation Association, Washington, DC

An Insight into State and Local Advocacy

1:30 - 2:30 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

This session offers a national and state overview of successful advocacy and ballot measures.

Moderator

- **Arezou C. Jolly**, Member, APTA Board of Directors; Vice Chair, Jacksonville Transportation Authority, Jacksonville, FL

Panelists

- **Joshua Cohen**, Campaign Director, APTA Center for Transportation Excellence, Washington, DC
- **Christopher K. Walton**, Transportation Department Director, Broward County Transportation Department, Fort Lauderdale, FL

Networking Break

2:30 - 2:45 p.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

How Transit Board Members Can Strengthen their Grassroots Advocacy - Roundtable

2:45 - 4:15 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Learn from your peers about key techniques that contribute to successful grassroots advocacy for transit, and what lessons they can share from their own local advocacy experience.

Moderator

- **Valarie J. McCall**, Vice Chair, Meetings Programming and Site Selection Committee; Member, Board of Trustees, Greater Cleveland Regional Transit Authority, Cleveland, OH

Panelists

- **Doug Tisdale**, Member, APTA Board of Directors; Chair, Transit Board Members Legislative Subcommittee; Chairman of the Board and District H Director, Regional Transportation District, Denver, CO
- **Douglas Lecato**, Member, APTA Board of Directors; Chair, Transit Board Members ADA Subcommittee; Vice Chair, Capital Area Transportation Authority, Lansing, MI
- **Dr. Maxine Wortham**, Treasurer, Board of Trustees, Greater Peoria Mass Transit District, Peoria, IL

- **Dr. Roberta Abdul-Salaam**, Secretary, Board of Directors, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

Community Outreach Strategies: Group Discussions

4:15 - 5:15 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

What outreach strategies have worked well in your own communities to ensure positive engagement on transit issues?

Welcome Reception

5:30 - 6:30 p.m.

River Deck, 3rd Floor, Hyatt Regency Jacksonville Riverfront

Joint TBM/TBA Event

Mix it up, renew friendships, and network with new colleagues at this high-energy gathering that is sure to set the tone for the seminar.

Sunday, July 21

Registration

7 - 12 a.m.

Conference Center A Foyer, 3rd Floor, Hyatt Regency Jacksonville Riverfront

Continental Breakfast

7:30 - 8:30 a.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

****Theme of the Morning: Addressing Ridership Trends****

8:30 a.m. -

Welcome & Daily Run Down

8:30 - 8:45 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Officer of the Day

- **Dr. Maxine Wortham**, Treasurer, Board of Trustees, Greater Peoria Mass Transit District, Peoria, IL

Understanding Ridership Trends in Transit

8:45 - 9:15 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Hear from a leading transportation professional on recent transit ridership trends and what is affecting them, as well as opportunities and challenges for increasing ridership moving forward.

Speaker

- **Dr. Steven E. Polzin, Ph.D., P.E.**, Director, Mobility Policy Research, Center for Urban Transportation Research/College of Engineering, Tampa, FL

Bucking the Trend: Strategies to Increasing Ridership - Roundtable

9:15 - 10:45 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Transit ridership has been on the decline in most cities across the country for the past few years. What is affecting ridership and how are transit agencies responding to increase ridership?

Moderator

- **Jeff Walker**, Member, APTA Board of Directors; Secretary, Board of Directors, Regional Transportation District, Denver, CO

Panelists

- **Carlton Christensen**, Trustee - Board Chair, Utah Transit Authority, Salt Lake City, UT
- **Art Kinnaman**, Chairman, Rock Region METRO, North Little Rock, AR
- **Dr. Cleveland Ferguson, III**, Senior Vice President/Chief Administrative Officer, Jacksonville Transportation Authority, Jacksonville, FL

Networking Break

10:45 - 11 a.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

Increasing Ridership - Group Discussions by System Size

11 - 11:45 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

How is your agency and community discussing and addressing ridership trends; and what strategies are you considering and implementing to increase ridership?

Lunch on Your Own

11:45 a.m. - 1 p.m.

****Theme of the Afternoon: Governance and Leadership****

1 p.m. -

Board/Staff Partnerships: Cultivating Candor, Communication, and Collaboration

1 - 2:15 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Joint TBM/TBA Session

Communication and collaboration between the board and board professional is essential if the board is to avail itself of the board professional's reservoir of insights, and thus enhance and advance good governance. Consequently, the board and board professional must work together to establish authentic trusting relations, which are foundational to effective communication and high performing teams. This session will review strategies to solidify the board and board professional partnership.

Keynote Speaker

- **Artis Hampshire-Cowan**, former WMATA Board Member; former Senior Vice President and Secretary of the Board, Howard University; Senior Fellow, Association of Governing Boards of Universities & Colleges, Washington, DC

Networking Break

2:15 - 2:45 p.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

Best Practices in Good Governance - Group Discussions

2:45 - 3:45 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

What best practices in good transit board governance do you implement and what can you learn from your peers?

Transit Industry Resources to Maximize Your Board Leadership

3:45 - 4:45 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Learn how APTA leaders from the business member community and transit CEOs are leveraging APTA and industry resources to maximize their leadership potential in advocacy and policymaking.

Moderator

- **David M. Stackrow, Sr., CPA**, Immediate Past Chair, APTA; Treasurer, Capital District Transportation Authority, Albany, NY

Panelists

- **Nuria I. Fernandez**, Chair, APTA; General Manager/CEO, Santa Clara Valley Transportation Authority, San Jose, CA
- **Jeanne Krieg**, Member, APTA Executive Committee; Immediate Past Chair, Small Operations Committee; Chief Executive Officer, Eastern Contra Costa Transit Authority, Antioch, CA
- **Raymond J. Melleady**, Member, APTA Executive Committee; Chair, Business Member Legislative Subcommittee; Executive Vice President, USSC Group, Exton, PA

JTA Host Event: Surfer The Bar

7 - 11 p.m.

Joint TBM/TBA Event

Shuttle buses begin leaving the hotel at 6:30 p.m.

Location: 200 1st St N, Jacksonville Beach, FL 32250

Have you ever wondered how fire dancers brave the hot flames? Wonder no more! At Surfer the Bar, you will experience fire/acrobatic hand-to-hand dancers. Live

music will also be performed by the local favorite Reggae band, Pili Pili. Complete your beach experience by taking a ride in the Beachside Buggies.

Sponsored by GILLIG LLC and Cummins, Inc.

Monday, July 22

Continental Breakfast

7:15 - 8:15 a.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

****Theme of the Morning: The Changing Mobility Landscape****

8:15 a.m. -

Welcome & Daily Run Down

8:15 - 8:20 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Officer of the Day

- **Gary S. Giovanetti**, Member, APTA Board of Directors; Secretary, Transit Board Members Committee; Board Member, San Joaquin Regional Transit District, Stockton, CA

The New Mobility Landscape

8:20 - 9:45 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

We are living in disruptive times. New technologies and new players are increasingly affecting the mobility eco-system in communities across the country and around the world. Hear from APTA's leadership on what the national landscape is for new mobility services and how APTA is helping members navigate change. Learn about the new partnerships and innovative concepts transit agencies are implementing, as well as the key findings from APTA's recent study mission to Europe on "Integrated Mobility: Being Mobility-as-a-Service (MaaS) Ready."

Speakers

- **Paul P. Skoutelas**, President and CEO, American Public Transportation Association, Washington, DC
- **Nathaniel P. Ford, Sr.**, Chief Executive Officer, Jacksonville Transportation Authority, Jacksonville, FL
- **David M. Stackrow, Sr., CPA**, Immediate Past Chair, APTA; Treasurer, Capital District Transportation Authority, Albany, NY

Networking Break

9:45 - 10:15 a.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

Expanding Your Palette and Being an Integrator of Services - Leadership Discussion

10:15 - 11:45 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

How are transit agencies across the country changing their role and enhancing their services to become true mobility service providers and integrators? Hear from top industry leaders on current initiatives and innovations and their vision going forward.

Moderator

- **Nathaniel P. Ford, Sr.**, Chief Executive Officer, Jacksonville Transportation Authority, Jacksonville, FL

Panelists

- **Donna DeMartino**, Member, APTA Board of Directors; Chair, Mid-Size Operations Committee; Chief Executive Officer, San Joaquin Regional Transit District, Stockton, CA
- **Brad J. Miller**, Member, APTA Executive Committee; Chief Executive Officer, Pinellas Suncoast Transit Authority, St. Petersburg, FL
- **Alice N. Bravo, P.E.**, Member, APTA Board of Directors; Director, Department of Transportation & Public Works, Miami-Dade Transit, Miami, FL

Lunch Available

11:45 a.m. - 12:15 p.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

Working Lunch & Group Discussions: How My Agency is Responding to the New Mobility Landscape

12:15 - 1 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

In this informal peer exchange, share how your agency is navigating the changing mobility environment in your community and addressing evolving customer expectations in an increasingly on-demand world.

****Theme of the Afternoon: The Board's Role in Transit Safety & Security****

1 p.m. -

The Benefits of Safety Management Systems

1 - 2 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

This session will focus on the requirements of the Public Transportation Agency Safety Plan rule, including the role of transit agency boards, and the organizational benefits of Safety Management Systems.

Speaker

- **Candace Key**, Director, Office of System Safety, Federal Transit Administration, Washington, DC

JTA Innovation and Mobility Improvements Tour

2:30 - 5 p.m.

Construction and innovation in action will be a part of this tour. We will take you up on the Skyway and down to the ground to experience the Ultimate Urban Circulator (U2C) autonomous vehicle and to glimpse the erection of the Jacksonville Regional Transportation Center at LaVilla under construction.

Sponsored by Rumlin Insurance Agency and Miller Skinner & Jolly P.A.

JTA Host Event: Jacksonville Jumbo Shrimp Baseball Game

5:30 - 10 p.m.

Joint TBM/TBA Event

Buses begin leaving the hotel at 5:30 p.m.; food served at 6 p.m.; first pitch is at 7:05 p.m.

How about those Jacksonville Jumbo Shrimp! Wrap the evening up with an opportunity to cheer for the host city's baseball team and root them on to victory.

Event sponsored by Michael Baker International and Balfour Beatty

Tuesday, July 23

Continental Breakfast

7:30 - 8:30 a.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

****Theme of the Morning: The Board's Role in Transit Safety & Security (cont'd)****

8:30 a.m. -

Welcome & Daily Run Down

8:30 - 8:45 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront
Officer of the Day

- **Michael Goldman**, Member, APTA Executive Committee; Second Vice Chair/Principal Director, Maryland, Washington Metropolitan Area Transit Authority (WMATA), Washington, DC

Public Safety and the Transit Board: Lessons Learned from Chatsworth

8:45 - 10 a.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Transit board member orientation to system safety and preparedness for serious events is a responsibility sometimes overlooked until tragedy strikes. The Chatsworth train collision occurred at 4:22 p.m. PDT Friday, September 12, 2008, when a Union Pacific freight train and a Metrolink commuter train collided head-on in the Chatsworth district of Los Angeles, California, causing mass casualties.

Session attendees will view a brief video about the incident and hear from a panel of past and present Metrolink leaders about what they learned from their responses to the event.

Moderator

- **Julie Hile**, President, Hile Group, Normal, IL

Panelists

- **Sherita Coffelt**, Head of Marketing and Communications, Southern California Regional Rail Authority (SCRRA), Los Angeles, CA
- **Keith Millhouse**, Principal, Millhouse Strategies, Los Angeles, CA
- **John E. Fenton**, President & CEO, Patriot Rail Company, Los Angeles, CA

Networking Break

10 - 10:30 a.m.

Sky Bridge, 3rd Floor, Hyatt Regency Jacksonville Riverfront

Cybersecurity Update: What Board Members Need to Know

10:30 a.m. - 12 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

What essential understanding do our most effective transit boards members have about the cybersecurity issues of the day? What role should boards play to support staff in protecting their systems' physical infrastructure from threat and their sensitive agency and customer data? What are the most consequential cyber threats and how should public transit agencies respond?

The TSA Assistant Administrator for Surface Operations will brief us about the TSA Cyber Security Roadmap, TSA-sponsored workshops, and cyber-related supply chain and procurement language issues. We will also hear from a Supervisory Special Agent from the FBI's Cyber Division who will talk about concerns regarding cyber security of railcars manufactured by foreign state-owned, controlled, or subsidized

enterprises. In addition, APTA's Polly Hanson will discuss APTA's involvement and resources on cybersecurity.

Moderator

- **Kevin J. Holzendorf**, Member, APTA Executive Committee; Vice Chair, Transit Board Members Committee; Chairman, Jacksonville Transportation Authority, Jacksonville, FL

Panelists

- **Sonya T. Proctor**, Assistant Administrator for Surface Operations, Transportation Security Administration, Arlington, VA
- **Gene Springer**, Supervisory Special Agent, Cyber Division, Mission Critical Engagement Unit, Federal Bureau of Investigation, Washington, DC
- **Polly Hanson**, Senior Director - Security, Risk and Emergency Management, American Public Transportation Association, Washington, DC

Closing Remarks

12 - 12:15 p.m.

Conference Center A , 3rd Floor, Hyatt Regency Jacksonville Riverfront

Speakers

- **David M. Stackrow, Sr., CPA**, Immediate Past Chair, APTA; Treasurer, Capital District Transportation Authority, Albany, NY
- **Carol Herrera**, Member, APTA Executive Committee; Chair, Transit Board Members Committee; Chair, Transit Board Members Executive Council; Executive Board Chair, Foothill Transit, West Covina, CA