AGENDA

1. Introductions – **Cliff Henke**

2. Meeting Notes from September meeting  
   *Attachment 1*

3. Update 2014/ 2015 Conference Program Sessions  
   *Attachment 2*
   - 2014 Annual Meeting – No speaker required EXPO – Please bring some great suggestions to the committee meeting in March in Washington!
   - Update on Rail (Montreal) Conference Program - **Sharon Greene**
   - Update on Bus (Kansas City) Conference Program - **Cliff Henke**

4. Discussion of 2014 Activities
   - Focus Area – BMBG Chair’s Financing Initiative
     i. Further activities?  
     *Attachment 3*
   - How do we cap year at 2014 Expo?
   - Business members brochure for Expo  
     *Attachment 4*
   - Business members booth for Expo  
     *Attachment 5*

5. Potential Program Topics
   - Open discussion of hot issues for 2014/2015
   - Volunteers for coordinating panels for the 2015 Bus and Rail Meetings

6. New Business

*The next meeting of the committee will take place in Washington, D.C. in conjunction with the APTA Legislative Conference which takes place on Saturday, March 8 – Tuesday, March 11, 2014.*
Business Member Program Committee
September 29, 2013
Meeting Notes

The meeting was called to order by committee chair John Bartosiewicz. Present at the meeting were vice chair Vicki Porter, Frank DiGiacomo, Rick Simonetta, Hugh Harrison, Alan Wulkan, Cliff Henke, Buddy Coleman, Keith Britton, Jeff Wharton, Shirley DeLibero, Mary Ann Collier, Raquel Olivier, Reba Malone, John Walsh, John Kardos and Angela Iannuzziello. APTA staff present were Fran Hooper, Mariela Garcia and Beverly Hill.

The meeting notes from the May 2013 meeting were reviewed and approved.

The committee’s programs at the Annual Meeting were discussed including keynote speaker Gil Penalosa and the finance session that supports the business member comprehensive finance initiative. Cliff Henke reported that call for paper submissions for the 2014 bus and rail conferences had been made in support of the comprehensive finance initiative and that he and Sharon Greene would develop the sessions for those conferences in Kansas City (Cliff) and Montreal (Sharon).

The members discussed other 2014 program activities. Cliff Henke noted that there would be a Procurement and Materials Management seminar in Houston next October and that there was an interest in developing program sessions related to contacting service operations. The members decided to support a business member booth in the APTA pavilion at EXPO 2014 and to develop a brochure to encourage business members to get involved in APTA committees and programs. Vice Chair Vicki Porter will lead these efforts.

Alan Wulkan suggested that, similar to their efforts in New Orleans, that business members should once again support a voluntary community involvement effort in Houston. Shirley DeLibero noted that the Houston Metro staff would be glad to assist in the effort. Raquel Olivier said she would help in the effort.

The committee chair asked that members be surveyed for additional program session topics that they would like to have developed at future conferences.
Bus Conference: **Innovative Business Models In Bus Service.**

Public transportation faces a paradox of growing ridership demand, high levels of political support and growing competition for limited funding as public sector budgets are squeezed at all levels of government. In response, more and more agencies are looking to innovative models of service and project delivery.

For the 2014 Bus Conference presentations are proposed for the following areas:
- How bus OEMs can play a greater role through longer-term warranties and service contracts, installment financing and long-term leasing and inventory management strategies;
- How professional service firms are beginning to offer U.S. cities a variety of integrated planning, design, alternative project delivery and financing strategies that are commonplace in international projects for BRT and other bus-based infrastructure; and
- How bus contract operators can assume a greater role through delegated management concepts (including a greater degree of involvement in planning and investment decisions).

Industry examples both in the U.S. as well as abroad will be presented, with an eye toward finding the optimum balance of the public sector role in protecting the public interest but also taking greater advantage of the innovations, efficiencies and financial resources that could be provided by the private sector.

Rail Conference: **Implementing New Business Models in Rail Transit.**

More and more public transportation agencies are looking to public private partnerships and other innovative models of service and project delivery to help finance, design, deliver, operate and/or maintain their systems at a time of growing demand but with limited public sector resources.

For the 2014 Rail Conference presentations are proposed for the following areas:
- How car builders and systems suppliers can play a greater role through longer-term warranties and service contracts, installment financing and long-term leasing and inventory management strategies;
- How private sector firms are beginning to offer U.S. cities a variety of integrated planning, design, alternative project delivery, operations and financing strategies that are commonplace in international projects, including those in which these private firms offer equity participation and private financing as part of the package; and
- How rail service contract operators can assume a greater role through delegated management concepts (including a greater degree of involvement in planning, farebox, marketing and investment decisions).

Industry examples both in the U.S. as well as abroad will be presented, as well as discussion of the most important risk management and procurement process-related issues, but always with an eye toward finding the optimum balance of the public sector role in protecting the public interest while also taking greater advantage of the innovations, efficiencies and financial resources that could be provided by the private sector.
International Practicum on Innovative Transit Funding & Financing
JUNE 12 – 13 ~~ Hotel Omni Mont-Royal, Montréal, QC

This in-depth, hands-on and interactive workshop explores new and non-traditional funding and financing tools for public transportation agencies, including capturing the value of transit, revenue strategies, and partnering with the public, as well as nonprofit and private sector "beneficiary pays" models. Successful case studies from North America and abroad are explored, their practical applications and lessons learned.

WHO SHOULD ATTEND: transit CEOs, transit board members, senior level staff of transit agencies, transit private sector representatives

CONTACT: Petra Mollet at 202.496.4852 or pmollet@apta.com

Draft Module Topics

1. Capturing the value of transit:
   - joint development
   - land value capture

2. Partnerships in funding/financing
   - Public partnerships
   - Private equity/Private sector participation
   - PPPs (e.g., availability payments)
   - Lowering the cost of capital (e.g., federal credit programs)

3. “Beneficiary pays” models
   - employee levies
   - parking levies
   - congestion charging, tolls, mileage-based road users fees
   - carbon taxes
   - transit referenda

4. Revenue strategies
• fare policies (e.g., pay per use, long distance, peak/non-peak, differential fares)
• revenue management (e.g., yield management)
• secondary revenues (non-fare revenues)
• (cost management)
AAPTA's Vision Statement
Be the leading force in advancing public transportation.

AAPTA's Mission Statement
To strengthen and improve public transportation, APTA serves and leads its diverse membership through advocacy, innovation, and information sharing.
Three good reasons why you should join an APTA committee...

Leadership
- Committee membership provides an opportunity to advance better public transportation choices.

Advocacy
- Committee membership provides a stronger voice particularly when monitoring issues that represent your interests in Washington.

Results
- Committee membership helps your business expand and grow.

‘APTA provides networking and information sharing opportunities with our peers, customers and business partners. Participation in APTA meetings and committees enhances the opportunity to learn and contribute to the mission of APTA as well as supporting our business goals.”

— Frances Tubbs, National Sales Manager, Orbital TMS

How will your committee participation benefit your business?

- Provides greater access to industry
- Strengthens APTA’s advocacy efforts
- Creates a platform for industry recognition
- Offers an opportunity for leadership development
- Generates unlimited networking
- Demonstrates goodwill to the industry

“Being involved with APTA committees provides me and my firm the opportunity to give something back to an industry that has been very good to us. We enjoy supporting the transit industry and helping to make a difference for our clients and others.”

— Alan C. Walker, SVP/Transport Program, Parsons Brinckerhoff Quade & Douglas, Inc.

What are the typical committee activities?

For APTA Conferences:
- Plan and organise workshops/sessions
- Write and present papers
- Serve as moderator and/or speaker at conferences

For Committee Meetings:
- Learn about advances in research and technology
- Develop & direct legislation and policy initiatives
- Guide changes in the industry
- Share best practices

“Being involved in APTA committees for nearly 50 years has benefited both me and my firm greatly. It has permitted me to keep abreast of activities in the transportation industry, aided our firm’s marketing and planning, and kept me in contact with the leadership of the transportation industry.”

— Raul Bravo; President, Raul V. Bravo & Associates, Inc.

APTA COMMITTEES

APTA’s 1500-member organizations elect individuals from transit agencies and businesses nationwide. They provide oversight and general governance. Business members hold eight at-large seats and seven regional seats.

The 18 member Executive Committee is elected to provide day-to-day leadership. Business members are eligible for eight of these seats.

Here is a partial listing of APTA’s committees and the person you can contact to find out more information:

Business member committees
- Fran Hooper 202-496-4876 fhooper@apta.com
  - Business development
  - Procurement
  - Member outreach
  - Programs
  - International

Rail transit committee
- Martin Schroeder 202-496-4835 mschroeder@apta.com
  - Rail transit
  - Capital projects
  - Other technical subjects

Commuter and intercity rail committees
- Yvette Conley 202-496-4868 yconley@apta.com

Bus equipment and maintenance committees
- Luanne Stuart 202-496-4844 lstuart@apta.com
  - Alternative fuels
  - Bus equipment and maintenance
  - Other bus subjects
  - APTA’s standards program

Transit safety and security
- Greg Hull 202-496-4815 ghull@apta.com

Government affairs committee
- Rob Healy 202-496-4811 rhealy@apta.com
  - Legislative
  - Policy and planning

Human resources committee
- Joe Niegoski 202-496-4870 jniegoski@apta.com

Research and technology committee
- Lou Sanders 202-496-4886 lsanders@apta.com
  - Advanced public transit systems
  - Research and technology

Marketing and communications committee
- Jack Gonzalez 202-496-4824 jgonzalez@apta.com

Management and Finance committees
- Sam Kerns 202-496-4843 skerns@apta.com
  - Financial management
  - Information technology
  - Legal affairs
  - Procurement and materials management
  - Revenue management
  - Risk management

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Key achievements—APTA Committees at work

- SAFETEA-LU – APTA committees created a solid framework for the 2005 reauthorization of federal transit funding and they work for full funding in annual appropriations bills. They will work to identify policy and other issues that need to be considered in the next reauthorization bill.

- Procurement guidelines – Through APTA committees business members spearheaded the development of bus procurement standards and an on-going program to improve and standardize industry procurement practices.

- Industry standardization – Through APTA committees business members have been instrumental in developing bus, rail, commuter rail and infrastructure safety, design, operating and maintenance standards.

- Public Transportation Partnership for Tomorrow (PTP) – The first-ever nation-wide education and outreach program initiative that has built support for public transportation among the public and federal, state and local officials. This effort played a major role in the successful federal reauthorization effort and in increasingly successful local transit funding referenda.

- TransportMax – APTA Business-to-Business portal offering a balanced marketplace to all members that includes web-based procurement and solicitation management services.

“Most important to us is receiving information about relevant issues such as funding and industry activities in a timely manner; the ability to discuss merits of issues with peers; the ability to meet potential clients and partners; the ability to elevate issues to the attention of decision makers. Simply put, no other organization offers such opportunities.”

— Raul Bravo; President, Raul V. Bravo & Associates, Inc.
### EXPO SCHEDULE – BUSINESS MEMBER BOOTH

**MONDAY, OCTOBER 13**

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**EXPO SCHEDULE – BUSINESS MEMBER BOOTH**
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**EXPO SCHEDULE – BUSINESS MEMBER BOOTH**

**WEDNESDAY, OCTOBER 15**

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