



**AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION**

TO: All APTA Members

FROM: William Millar
President

DATE: October 2, 2009

SUBJECT: **APTA 2010 BUS CONFERENCE CALL FOR PAPERS**

The American Public Transportation Association's (APTA) 2010 Bus & Paratransit Conference & International Bus Rodeo will be held May 2-5 at the Renaissance Hotel in Cleveland, Ohio. APTA is pleased to invite its members to submit half-page abstracts by October 30, 2009, within these technical/educational routes:

| <u>ROUTE</u> | <u>SUBJECT</u> |
|--------------|--|
| BRT | Bus Rapid Transit |
| A | Accessibility |
| B | Policy/Planning & Marketing |
| C | Safety & Security |
| D | Operations/Maintenance/Management |
| E | Sustainability |
| F | Workforce Development |
| G | Business Practices |
| H | Technology |

To submit abstracts and review the session descriptions, please visit <https://www.aptagateway.com/eWeb/DynamicPage.aspx?WebCode=AptaMainAbstract> or select the link, "The Call for Papers" on the bus & paratransit conference page at <http://www.apta.com/mc/conferences/allother/2010bus> . For questions or assistance with the online submission process, please contact David Bruening at dbruening@apta.com or at (202) 496-4825.

SCHEDULE

| | |
|--------------------------|--|
| October 30, 2009 | Abstracts due to APTA |
| December 17, 2009 | Author notification |
| March 12, 2010 | Papers due at APTA |
| May 2-5, 2010 | Conference proceedings available online |

You are encouraged to share your professional expertise with transit industry peers and showcase your projects. By submitting an abstract, authors are proposing to prepare a paper of about ten pages in length for the conference proceedings.

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APTA expects to receive approval from the American Institute of Certified Planners (AICP), the professional institute of the American Planning Association, to award certification management (CM) credits tailored to meet the needs of new and experienced planning officials at the 2010 APTA Bus & Paratransit Conference & International Bus Roadeo. If you are submitting abstracts addressing topics such as planning and sustainability, APTA is requesting that you also send to Starleetah Gaddis at sgaddis@apta.com, a bio for you and any co-authors that are certified members of the American Institute of Certified Planners (AICP).

If you have questions or want more information about the bus & paratransit conference call for papers process, please contact Starleetah Gaddis of APTA's Program Management and Educational Services Department at (202) 496-4338 or email sgaddis@apta.com.

We look forward to your participation and learning more about your work.
This opportunity is open only to APTA members. All authors must be members of APTA.
For information about joining APTA, please contact Helene Brett of APTA's Member Services Department at (202) 496-4837 or e-mail hbrett@apta.com.

WM/sg:cp

**BUS & PARATRANSIT CONFERENCE & INTERNATIONAL BUS ROADEO
CALL FOR PAPERS
TOPIC DESCRIPTIONS**

APTA requests that submissions of final papers from businesses regarding public transportation agency projects acknowledge that their client properties have approved or will participate in writing the paper or making an oral presentation about its project at the bus conference.

Route BRT: Bus Rapid Transit

Other

Abstracts on topics related to this route other than the sessions above may be submitted under “other” in this route.

Route A: Accessibility

ADA Eligibility Certification

Abstracts are invited that address any of the following contained in the session description below:

This informative session will feature discussions about eligibility assessment and certification processes for ADA paratransit services; requirements regarding health information privacy of the Health Insurance Portability and Accountability Act (HIPAA); conditional / trip-by-trip eligibility; and the appeals process.

Integrating Paratransit Services into A Regular Service Schedule

Abstracts are invited that address any of the following contained in the session description below:

The reality of paratransit is that it is necessary and important - but costly. It has long been recognized that one way to mitigate the cost is to draw more people into regular fixed route services that are capable of using fixed route over costly demand response service. Is it possible to achieve efficiencies by integrating the two? How have scheduled route deviations and other technologies improved the way you run your paratransit service?

Paratransit Coordination

Abstracts are invited that address any of the following contained in the session description below:

Coordinating paratransit service is as complicated as it is diverse. This session will look at such opportunities as partnering with organizations, living centers, and educational institutions. The session will also look at projects using New Freedom funds and help you understand how to coordinate with social service agencies and discuss the Federal national United We Ride initiative.

Other

Abstracts on topics related to this route other than the sessions above may be submitted under “other” in this route.

Route B: Policy, Planning & Marketing

Bus Rapid Transit and Transit Oriented Development: Improving Lives – Improving Communities

Abstracts are invited that address any of the following contained in the session description below:

BRT has a significant impact on Transit Oriented Development (TOD). Find out how some agencies have used their BRT systems to create new TOD opportunities for the communities they serve. Learn how to coordinate with other government and non-government agencies to build better communities and increase your ridership.

Partnerships for Complete Streets

Abstracts are invited that address any of the following contained in the session description below:

Complete Streets policies are gaining momentum and being implemented across the country. How are transit agencies partnering with the local government agencies, including local public works departments, and advocates to foster implementation of complete streets. How are transit agencies and local governments rethinking the bus stop to make it an integral part of the complete street? How are bus stops and streets accommodating persons with disabilities, the elderly, bicycle riders, and pedestrians? Presentations will highlight partnerships that help implement policy and implementation of complete streets, bus stop design, safety, access and other factors that make a street complete for all users.

Planning Partnerships to Address Sustainability and Livability in Transportation Planning

Abstracts are invited that address any of the following contained in the session description below:

Communities, regions, and states are looking to improve their “sustainability”, “livability”, transportation coordination, land use, housing and environmental programs. As such, productive organizational partnerships among service providers and stakeholder interests are essential. With the transportation element, transit agencies clearly need to be “at the table” in order for transit plans and programs to be “on the table” and fairly considered in funding decisions. The partnership between public transportation systems and metropolitan planning organizations (MPOs) in working together to develop sustainable multi- and inter-modal transportation long range plans and short range programs will be the focus of the session. This session will also look at institutional arrangements, use of flexible funds, transit participation in smart growth programs, developing corridors that support livable communities, and other sustainable outcomes.

Quality Service

Abstracts are invited that address any of the following contained in the session description below:

Quality service is determined through the perceptions, experiences and expectations of our customers and is based on how well the service matches what is promised and

communicated to the public. Quality service is also determined by how well the service adapts to the changing needs of customers and the community that the organization serves and in support of ridership growth.

This session will explore quality initiatives that have been implemented in organizations and the tools and resources that have been developed that will lead to strengthening the quality of transit services to our customers.

TDM and Public Transit: Partners in Mobility Management

Abstracts are invited that address any of the following contained in the session description below:

How are transit agencies working to include transportation demand management (TDM) into their operations? How do TDM agencies work with transit agencies to provide more service in the community?

The session will focus on transit agency TDM integration, coordination and best practices including ways complement each other to advance mobility management. In addition, the session will focus on integrating non-traditional vehicles and routes, such as van pool operations, into the array of services.

To Tweet or Not to Tweet?

Abstracts are invited that address any of the following contained in the session description below:

Communications technology is rapidly advancing. Facebook, LinkedIn, blogging and Twitter provide new communications tools for the transit industry and at the same time present many challenges. This session will explore cutting edge practices in using and managing these tools effectively.

Other

Abstracts on topics related to this route other than the sessions above may be submitted under “other” in this route.

Route C: Safety & Security

Emergency Preparedness and Management: An “All Hazards” Approach

Abstracts are invited that address any of the following contained in the session description below:

Emergencies and critical events can occur without notice and, in the case of weather-related events, they can sometimes be anticipated with one or two days of notice. The key to effectively addressing an emergency is to have a practical and effective plan. You must also test that plan regularly and learn through the experiences of both the real and simulated events. But beyond preparation are the community needs for maintaining some level of transportation support during an emergency and to restore regular service as soon as possible.

Safety Basics for the Transit Bus Industry

Abstracts are invited that address the application and implementation of the FTA Model Bus Safety Program as described below:

This session is looking for abstracts from agencies that can show how you have applied and found success in implementing the provisions of the revised Federal Transit Administration Model Bus Safety Program. This topic can be approached from many directions such as from the major stakeholder groups like transit agencies, state DOTs and the FTA. This session will show how to establish key performance indicators for tracking progress to goals, training programs, establishing goals and objectives for safety success, and challenges for small agencies to meet the FTA model.

TMI – When is too much information too much information?

Abstracts are invited that address any of the following contained in the session description below:

Event data recorders (EDRs) and on-board cameras have become a vital tool in the transit industry. EDRs can record pre-crash vehicle dynamics and system status, driver inputs, vehicle crash signature, restraint usage/deployment status, and post-crash data. Onboard cameras are capable of high resolution audio and video recording on buses and can be effective in discouraging disruptive behavior, managing risks such as passenger slips and falls and vehicle accidents. Watching a video is also helpful in keeping track of whether buses are running on schedule. So how do you balance these technologies with respect to your rider’s privacy and the safety and security of your operators and your maintainers?

Other

Abstracts on topics related to this route other than the sessions above may be submitted under “other” in this route.

Route D: Operations/Maintenance/Management

Achieving Service Efficiencies through Operations Planning

Abstracts are invited that address any of the following contained in the session description below:

With limited resources, transit operations are looking to make the best possible use of resources at their disposal. Perhaps one of the best resources is the operations planning department. How are planners looking at today’s customer markets to make recommendations on optimizing routes, re-evaluating service priorities, and potentially saving millions at the bottom line?

Improved Operating Cost Efficiency on BRT Corridors

Abstracts are invited that address any of the following contained in the session description below:

Key performance indicators have shown BRT improves operating costs. Indicators of operating efficiency such as passengers per revenue hour, subsidy per passenger mile and subsidy per passenger can improve when BRT service is introduced to a corridor. How do you monitor these indicators to ensure your BRT line is operating as efficiently as possible?

Knock, knock, whose there? The 2010 Engine!

Abstracts are invited that address any of the following contained in the session description below:

The new EPA emissions requirements for the 2010 engine are here. Do you know what the new requirements are to be compliant? What do you really need to do now? This session will focus on how new federal emissions requirements are changing how the public transportation industry does business, what you need to do to stay in compliance and how it will impact your maintenance program.

Maintaining and Accommodating BRT Vehicles

Abstracts are invited that address any of the following contained in the session description below:

With the introduction of BRT, transit agencies must now learn how to manage and integrate the new vehicles and the technologies they bring into the existing property infrastructure. How has the addition of BRT vehicles changed your maintenance garage? Are the new technologies and stylized vehicles burdensome? Find out what works and doesn't work.

New Innovations with Hybrid Buses and Alternative Fuels

Abstracts are invited that address any of the following contained in the session description below:

Hybrid transit buses are catching on with transit agencies around the country. They can be a mix of diesel and electric, sometimes gasoline and electric. There is also methanol, ethanol, biodiesel and natural gas. With all the new hybrid technologies and advancements in alternative fuels...what is the best propulsion method for your agency and what are the determining factors?

Other

Abstracts on topics related to this route other than the sessions above may be submitted under "other" in this route.

Route E: Sustainability

Cap and Trade Policy and Proposals

Abstracts are invited that address any of the following contained in the session description below:

With transit's positive impact on greenhouse gas emissions, there may be opportunities to capture additional revenues and expand transit services. But how will all this work? This session will provide an overview of the various proposals for cap and trade systems, identify how the transit industry could benefit from these programs, and discuss strategies to ensure transit is at the table.

Lean Management Practices in Public Transit

Abstracts are invited that address any of the following contained in the session description below:

Many transit systems have implemented lean management practices into their operating environments. They have used practices that are often started in the manufacturing industry where cutting costs is the primary motivation.

Practices include a range of activities from instituting cost saving measures such as lowering utility bills by changing light bulbs to improving the work flow of maintenance facilities by changing workplace design. Measures are primarily instituted for economic reasons as cost saving measure to help the bottom line. Such practices will be presented at a special session to help transit agencies benefit from successful adaptations of lean management practices in the industry.

Public Transportation: Telling the Sustainability Story

Abstracts are invited that address any of the following contained in the session description below:

The transit industry is a leader in sustainability and improving quality of life. Many transit systems have signed on to APTA's sustainability commitment and are working aggressively to implement environmentally friendly programs. There are great stories to tell that need to be told. This session will explore the efforts of the transit industry to "go green", incorporating sustainable practices into the everyday work environment, and how we are telling our story to the public.

Sustainable Cities and Public Transit: Going Green – Going Beyond!

Abstracts are invited that address any of the following contained in the session description below:

There are cities that have focused on sustainability and have taken measures in their larger communities to move forward. Their transit systems are part of the solution on lowering green house gas emissions and pursuing green buildings and other practices. Best practices of these transit systems as related to their city's efforts regarding to sustainability will be the focus of this special session. Innovative examples will include LEED construction, energy audits, and instituting demonstrated sustainable measures. Some of these transit systems have signed up to participate in the APTA Sustainability commitment.

Other

Abstracts on topics related to this route other than the sessions above may be submitted under "other" in this route.

Route F: Workforce Development

An Aging Workforce

Abstracts are invited that address any of the following contained in the session description below:

When considering workplace diversity, people tend to think in terms of gender, race, ethnicity, or cultural or religious backgrounds. However, one of the most striking ways in which today's workforce has become more diverse is in age. For the first time in history, the workplace includes four distinct generations, each with unique strengths, expectations, motivations, and work styles. This session will focus on successful techniques used to leverage mature workforces while planning for the impending "brain drain", to motivate the different generations to be engaged and productive, and to implement communication techniques that are effective for all generations.

Industry Round Table Discussion: Labor Management Partnerships during a tough Economy

Abstracts are invited that address any of the following contained in the session description below:

Strong labor management relations, collaborations, and partnership are key to the health and vitality of transit organizations and the public transportation industry. These relationships are especially crucial during tough economic times as transit organizations confront the realities of budget and service cuts, furloughs, and staff reductions. This round table session features industry and labor leaders who share best practices and case studies of how organizations and labor together address solutions to overcome these challenges and strengthen their relationships.

Other

Abstracts on topics related to this route other than the sessions above may be submitted under "other" in this route.

Route G: Business Practices

Business Roundtable Discussions

Abstracts are invited that address any of the following contained in the session description below (three topics will be selected from those submitted):

Things are changing rapidly in the dynamic world of procurement. New regulations, new funding sources, new reporting requirements, new products, new priorities and lots of changes in the supply base. In recognition of this quickly moving new reality, join us for a high energy session with three concurrent topics presented in three separate intimate settings each intensely focused for 20 minutes apiece. These highly interactive round-table sessions will provide you with the opportunity to ask those questions you always wanted to ask and to convey those messages you always wanted to speak out about with key leaders in our industry. The three mini-sessions will focus on Agencies, Regulators and Suppliers. We want to hear from you so bring your questions, comments and suggestions to Procurement In Motion and be part of the solution.

Maximize Entrepreneurial Success

Abstracts are invited that address any of the following contained in the session description below:

Many transit agencies continue to face financial difficulties even as the economy recovers. It is more important than ever for transit agencies to seek innovative ways to cut costs and increase revenues. This session will offer real world ideas on what organizations are doing to be more "entrepreneurial" as they seek clever, innovative solutions. Come learn how to leverage your resources so that you can provide more, not less, without breaking the budget.

Media Management 101

Abstracts are invited that address any of the following contained in the session description below:

This session will feature media experts and transit industry professionals. Attendees will hear how to prepare for and give effective media interviews, as well as how to avoid being the subject of that embarrassing lead story in the.

Operating in the New Normal

Abstracts are invited that address any of the following contained in the session description below:

While most transit systems are downsizing due to financial realities, some have developed strategies to minimize or avoid service cuts. Hear industry success stories on topics such as wage roll-backs, work rule changes, outsourced maintenance, inventory subcontracting and fuel hedging that have helped to balance budgets.

Taking the Mystery Out of Proposal Writing

Abstracts are invited that address any of the following contained in the session description below:

Does the thought of writing a proposal fill you with dread? Well, it shouldn't. Effective proposal writing is both an art – and a science, but once you learn the basics, you'll discover just how simple and easy it can be.

This highly interactive session on writing the successful proposal is a must for any proposal writer whether you are just starting out or looking to polish your skills. Everyone will leave the class with a mini-proposal to take back, a work plan for writing future real proposals, and a maximum amount of new information!

Other

Abstracts on topics related to this route other than the sessions above may be submitted under “other” in this route.

Route H: Technology

Affordable Technologies

Abstracts are invited that address any of the following contained in the session description below:

As the communication technology used by the general public continues to improve it also opens the door to a number of relatively inexpensive methods to deliver real time information to your customers. It also helps enhanced IVR systems utilizing real time data and global positioning systems to monitor on time performance. There are affordable technologies out there to take advantage of and this session will give attendees the opportunity to learn from industry leaders how they can incorporate affordable technologies into daily operations.

BRT and Intelligent Transportation Systems

Abstracts are invited that address any of the following contained in the session description below:

More than ever, new technologies are changing the face of the transit industry and BRT is no exception. With the integration of ITS elements into building, operating and maintaining BRT services and infrastructure, do you know what types of ITS can be considered for your BRT system and if they are right for you?

Electronic Payment Systems – New Technology

Abstracts are invited that address any of the following contained in the session description below:

Fare collection is not an adequate description of what's going on in electronic payment in transit. Work is going on in the international community and at home to adapt such technologies as "Near Field Communications" to transit applications. Simultaneously, new applications are under study to take advantage of the APTA CFMS standard. Integrated systems including non transit applications are finding favor in some systems. What's next?

ITS and Information Technology Merging

Abstracts are invited that address any of the following contained in the session description below:

No longer can we look at these former independent technologies (ITS and Information Technology) in the transit environment as separate entities. A quick look at a recent agenda from a TransITech conference will convince you that the dividing line between former IT systems and emerging ITS systems is gone. Managing these increasingly complex interfaces is a growing challenge. There is much to be gained and much to be done. Let's look at some solutions.

Spreading the Word on New Technology

Abstracts are invited that address any of the following contained in the session description below:

Transit agencies are using new and improved technology to provide higher levels of service by improving customer information and system productivity. These technologies allow for the provision of real time schedule information for customers, enhanced service planning tools that can put service where it is needed most, improved on-time performance utilizing global positioning and with computer aided dispatch, and enhancements to communication.

Other

Abstracts on topics related to this route other than the sessions above may be submitted under "other" in this route.