

TRANSITECH 2011

“Technology Drives the Business”

HILTON MIAMI DOWNTOWN

MIAMI, FL

MARCH 29 - 31, 2011

Welcome to the 2011 TransITech Conference. This year we are co-locating with the APTA Fare Collection Workshop. The conference includes a mix of session types, including both presentations and round-table discussions. The mix of session topics includes more information technology specific and innovative technologies to balance with the previous emphasis on transit-focused and ITS technologies.

Learn the latest in information technology, traveler information, electronic payment systems, and other intelligent transportation system issues affecting public transportation. Join top decision makers in transit information technology and fare collection at the annual exhibit showcase and reception.

APTA's Vision

APTA is the leading force in advancing public transportation.

APTA's Mission

To strengthen and improve public transportation, APTA serves and leads its diverse membership through advocacy, innovation, and information sharing.

APTA's Policy on Diversity

APTA recognizes the importance of diversity for conference topics and speakers and is committed to increasing the awareness of its membership on diversity issues. APTA welcomes ideas and suggestions on how to strengthen its efforts to meet these important diversity objectives.

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2011 Trans/Tech Conference

Program-at-a-Glance

Monday, March 28	Tuesday, March 29	Wednesday, March 30	Thursday, March 31								
<p>Research and Technology Committee Meeting 11 a.m. – 12 p.m. Tenor</p> <p>Registration 2 – 5 p.m.</p>	<p>Registration 9 a.m. – 5 p.m.</p> <p>Information Technology Committee Meeting 8:30 – 9:30 a.m. Soprano</p> <p>Coffee Break 9:30 – 9:45 a.m.</p> <p>Session 1: Roll Call of Transit Properties 9:45 – 11:45 a.m.</p> <p>Session 2: Lunch with Keynote Speaker 11:45 a.m. – 1:15 p.m.</p> <p>Session 3: US DOT Connected Vehicles 1:15 – 3 p.m.</p> <p>Joint Products and Services Showcase with Fare Collections Workshop 3 – 8 p.m.</p> <p>Reception 6:30 – 8 p.m.</p>	<p>Registration 8 a.m. – 3 p.m.</p> <p>Continental Breakfast 7:30 – 8 a.m.</p> <p>Session 4: KPI and Dashboards with a Round-table Discussion 8 – 10 a.m.</p> <p>Session 5: Wireless Broadband and Narrowbanding 10:15 – 11:15 a.m.</p> <p>Session 6: Wireless Broadband and Narrowbanding Round-table Discussion 11:15 a.m. – 12 p.m.</p> <p>Lunch 12 – 1 p.m.</p> <p>Session 7: Cloud Computing, Service-Oriented Architecture, Software as a Service 1 – 2:30 p.m.</p> <p>Session 8: Cyber Security Round Table 2:45 – 3:30 p.m.</p> <p>Session 9: Integrated Corridor Management (ICM) Initiative 3:30 – 5 p.m.</p> <p>ITS Committee Meeting 5 – 6 p.m. Symphony Ballroom IV</p>	<p>Registration 8 – 9 a.m.</p> <p>Continental Breakfast 7:30 – 8 a.m.</p> <p>Session 10: Electronic Fare Payment Systems 8 – 9 a.m.</p> <p>Session 11: Information Technology ITS Applications 9 – 10:30 a.m.</p> <p>Session 12: Transitioning from Legacy CAD/AVL 10:45 a.m. – 12 p.m.</p> <p>Lunch 12 – 1 p.m.</p> <p>Session 13: Struggling IT Shops 1 – 2:30 p.m.</p> <p>Session 14: Effective Procurement 2:45 – 3:45 p.m.</p> <p>Session 15: Closing 3:45 – 4:15 p.m.</p>								
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Room Key</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;"> <p>Registration Registration Office</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Products and Services Showcase & Reception Symphony Ballroom I-III</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Trans/Tech Sessions Symphony Ballroom IV</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Lunch – Tuesday Symphony Ballroom I - III</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Lunch – Wed. & Thurs. Symphony Ballroom III</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Continental Breakfast Overture I Foyer</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Coffee Break Symphony Ballroom IV Foyer</p> </td> </tr> </tbody> </table>				Room Key	<p>Registration Registration Office</p>	<p>Products and Services Showcase & Reception Symphony Ballroom I-III</p>	<p>Trans/Tech Sessions Symphony Ballroom IV</p>	<p>Lunch – Tuesday Symphony Ballroom I - III</p>	<p>Lunch – Wed. & Thurs. Symphony Ballroom III</p>	<p>Continental Breakfast Overture I Foyer</p>	<p>Coffee Break Symphony Ballroom IV Foyer</p>
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TRANS/TECH 2011

Monday, March 28

11 a.m. – 12 p.m.
Tenor

Research and Technology Committee Meeting

2 – 5 p.m.
Registration Office

Registration

Tuesday, March 29

9 a.m. – 5 p.m.
Registration Office

Registration

8:30 – 9:30 a.m.
Soprano

Information Technology Committee Meeting

9:30 – 9:45 a.m.
Symphony Ballroom IV foyer

Coffee Break

9:45 – 11:45 a.m.
Symphony Ballroom IV

Session 1: Roll Call of Transit Properties

All transit property attendees will give short updates of recent, current, and future technology initiatives, projects, and applications. The “Roll Call” will set the tone of the conference and help both APTA transit properties and business members understand the state of applied information technology in transit, as well as future needs.

Moderator:
David Sullivan, chair, APTA Information Technology Committee, and chief of staff, Hampton Roads Transit, Norfolk, VA

Tuesday, continued

11:45 a.m. – 1:15 p.m.
Symphony Ballroom IV

Session 2: Lunch with Keynote Speaker

Host:

William Millar, president, APTA

Presenter:

Peter H. Appel, administrator, Research and Innovation Technology Administration, U.S. Department of Transportation, Washington, DC

1:15 – 3 p.m.
Symphony Ballroom IV

Session 3: US DOT Connected Vehicles

This session provides an overview and status update of the Connected Vehicles Program, with an emphasis on opportunities where the transit community should contribute to and benefit from this revolutionary multimodal initiative.

Moderator:

Jeffrey L. Spencer, ITS team leader, Federal Transit Administration, Washington, DC

Mobile Communications for Transit

Barry Einsig, chair, APTA Wireless Communications Subcommittee; chair, Transit Wireless Communications Joint Council; and market director, Harris Corporation, Washington, DC

Connected Vehicles Transit Participation Strategies

Doug Jamison, senior ITS developer, LYNX – Central Florida Regional Transportation Authority, Orlando, FL

Priority Connected Vehicles Applications for Bus and Paratransit

Steve Mortensen, senior ITS engineer, ITS Team, Federal Transit Administration, Washington, DC

Ongoing and Project Transit Activities in Connected Vehicles

Jeffrey L. Spencer

3 – 8 p.m.
Symphony Ballroom IV

Joint Products and Services Showcase with Fare Collections Workshop

Tuesday, continued

6:30 – 8 p.m.
Symphony Ballroom I-III

Reception



Wednesday, March 30

8 a.m. – 3 p.m.
Registration Office

Registration

7:30 – 8 a.m.
Overture I Foyer

Continental Breakfast

8 – 10 a.m.
Symphony Ballroom IV

Session 4: KPI and Dashboards Presentation with a Round-table Discussion

Key Performance Indicators and Dashboards provide transit agency management, communities, and boards, a method to objectively measure the efficacy of service. This session will present case studies and projects where transit agencies have been able to improve their performance, reputation, and efficiency through business intelligence and dashboard projects.

Moderator:

Angela Miller, vice chair, APTA Information Technology Committee, and chief technology and sustainability officer, North County Transit District, Oceanside, CA

Wednesday, continued

How KPI and Dashboards Improve Customer Service Levels in London, UK

Arjan van Andel, director, business developments, Trapeze ITS U.S.A. LLC, Cedar Rapids, IA

How to Make Your Dashboard Solution Transportation Focused

Patrick Callahan, practice director, business intelligence, AST Corporation, Naperville, IL

Real-time ETA to Travelers on Smartphone's, Tablets, and More: Transforming Data to Useful Traveler Info

Tim Quinn, executive vice president, RouteMatch Software, Inc., Atlanta, GA

Beyond Dashboards: How Business Intelligence Systems Can Be Used for More than Reporting Key Performance Indicators

David Suarez, Jr., technology manager, Foothill Transit, West Covina, CA

Circulator Dashboards: Making Bus Performance Data Accessible, Transparent, and Effective

Brooke Taylor Fossey, transportation planner, District Department of Transportation, Mass Transit Administration, Washington, DC

10:15 – 11:15 a.m.
Symphony Ballroom IV

Session 5: Wireless Broadband and Narrowbanding

Transit technical teams are facing new requirements on narrowbanding, 800 megahertz rebanding, cellular technologies, wireless mesh, and wireless priority services. This session will focus on topics related to wireless technologies, with a special focus on new federal requirements facing transit agencies.

Moderator:

Louis Sanders, director – technical services, APTA

Radio System Narrowbanding and Its Impact on Transit CAD/AVL Systems

Derek Brown, manager, Transit ITS Practice, Macro Corporation, Chalfont, PA

Broadband on Transit – The Sizing Chart

James Allison, manager of planning, Capitol Corridor Joint Powers Authority, Oakland, CA

Wednesday, continued

Implementing a Broadband Wireless Network within the MARTA System

Joy Thompson, program manager, Metropolitan Atlanta Rapid Transit, Atlanta, GA

11:15 a.m. – 12 p.m.
Symphony Ballroom IV

Session 6: Round-table Discussion on Wireless Broadband and Narrowbanding

Moderator:

Angela Miller, vice chair, APTA Information Technology Committee, and chief technology and sustainability officer, North County Transit District, Oceanside, CA

Panelist:

Hector Garnica, computer services senior manager, Miami-Dade Transit, Miami, FL

Joe Vicente, program manager, Orange County Transportation Authority, Orange, CA

Alan Steven Tilles, attorney, Shulman, Rogers, Gandal, Pordy & Ecker, P.A., Potomac, MD

Jonathan H. McDonald, PE, western division, Rail Systems Director, HNTB Corporation, San Francisco, CA

12 – 1 p.m.
Symphony Ballroom III

Lunch

1 – 2:30 p.m.
Symphony Ballroom IV

Session 7: Cloud Computing, Service-Oriented Architecture, Software as a Service

While cloud computing, service-oriented architecture, and software as a service have taken off in the broader IT industry as innovative solutions for the private industry, government and transit have been slower to embrace these technologies. Concerns about security and legal risks, the loss of control of information, and a lack of understanding about the opportunities, pitfalls, and appropriateness of the public sector rely on these technologies.

Moderator:

Brendon Hemily, principal, Brendon Hemily, Toronto, ON

Wednesday, continued

Emerging and Innovative Core IT Technology and Strategies, Cloud Computing and Service-Oriented Architecture

Clint Hunter, enterprise architect, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

It's Down Under, but Australian Transit is Already Soaring High in the Clouds

Sean Rathwell, vice president, transportation, MMM Group/McCormick Rankin International, Ottawa, ON

Why Hosting is Not About Saving Money for Large Agencies

Arjan van Andel, director, business developments, Trapeze ITS U.S.A. LLC, Cedar Rapids, IA

Cloud Computing.... What Does it Mean for Transit?

Brian Stein, business development lead – public transit, Accenture, Boston, MA

2:45 – 3:30 p.m.
Symphony Ballroom IV

Session 8: Cyber Security Round Table

Cyber security has received attention in the media, but what strategies should transit agencies be developing for their own systems? This session will highlight the efforts by transit properties to match their cyber security strategies to their cyber risk environment. Just as the first step of physical security efforts is a risk assessment, hear how agencies can determine their cyber environment. Attendees will also have the opportunity to participate in a discussion of how the newly formed APTA Cyber Security Standards Working Group can focus their efforts to bolster cyber security in the transit environment.

Moderator:

David Sullivan, chair, APTA Information Technology Committee, and chief of staff, Hampton Roads Transit, Norfolk, VA

Panelist:

Greg Harris, cyber and information assurance product manager, Harris Corporation, Lynchburg, VA

Additional panelist to be announced.

Wednesday, continued

3:30 – 5 p.m.
Symphony Ballroom IV

Session 9: Integrated Corridor Management (ICM) Initiative

The U.S. Department of Transportation (US DOT) is engaged in a multi-year research initiative, called the Integrated Corridor Management (ICM) Initiative, which aims to promote innovation in the development of new approaches for efficiently managing existing transportation networks within a corridor. ICM is the integrated management of freeway, arterial, transit, and parking systems within a corridor using Intelligent Transportation Systems (ITS) and innovative practices or strategies. Simply put, ICM is the management of a corridor as a system rather than the more traditional approach of managing individual transportation networks within a corridor. Transit is a key partner in ICM as it assists in managing demand, and offers travelers an attractive option during normal operations and planned and unplanned events.

Moderator:

Steve Mortensen, senior ITS engineer, ITS Team, Federal Transit Administration, Washington, DC

ICM Initiative Overview

Dale Thompson, transportation research specialist, Federal Highway Administration, Washington, DC

Dallas Demonstration Site

Koorosh Olyai, assistant vice president, mobility programs development, Dallas Area Rapid Transit, Dallas, TX

San Diego Demonstration Site

Alex Estrella, senior transportation planner, mobility management and project implementation, San Diego Association of Governments, San Diego, CA

ICM Analysis, Modeling, and Simulation (AMS)

Karl Wunderlich, fellow, transportation analysis, Noblis, Inc., Washington, DC

Evaluation

Lee Biernbaum, economist, Volpe National Transportation Systems Center, Cambridge, MA

5 – 6 p.m.
Symphony Ballroom IV

ITS Committee Meeting

Thursday, March 31

8 – 9 a.m.
Registration Office

Registration

7:30 – 8 a.m.
Overture Foyer

Continental Breakfast

8 – 9 a.m.
Symphony Ballroom IV

Session 10: Electronic Fare Payment Systems

As more transit agencies revamp their fare collection processes to include electronic fare media, credit card purchasing, mobile terminals, and web-based, cell phone and smart phone purchasing, adherence to Payment Card Industry (PCI) standards has become a pressing issue. Often PCI compliance issues can derail fare collection projects, extending timelines and presenting requirements that are difficult to meet. This session will focus on the special PCI and security issues for your fare collection projects.

Moderator:

Brian Stein, business development lead – public transit, Accenture, Boston, MA

Chicago Opens Fare System – Private Financing

Eric Reese, general manager, business development, Chicago Transit Authority, Chicago, IL

Integrating Multiple Vendors in a Single Fare Payment System Using API's –The St. Louis Metro Experience

Curtis Pierce, associate, Booz Allen Hamilton, San Francisco, CA

Electronic Payment Systems and Information Technology: Investigate, Communicate, and Integrate

Nez Tubaya, senior project manager, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

9 – 10:30 a.m.
Symphony Ballroom IV

Session 11: Information Technology ITS Applications

Information Technology and Intelligent Transportation Systems are inexorably linked. The origination, retention, and delivery of information concerning transportation

Thursday, continued

actions and elements is fundamental to all ITS applications. Addressing our friends at Google, pursuing Customer Information Systems in New York, and providing AVL applications for riders clearly demonstrate the IT/ITS relationships.

Moderator:

Robert G. Ayers, PE, president, Ayers Electronic Systems, LLC, Richmond, VA

An Online Interactive Transit Inventory through Google Map Application Programming Interface (API)

Dr. Ya Wang, senior transportation planner, Santa Clara Valley Transportation Authority, San Jose, CA

MTA Bus Customer Information Systems: The Open Strategy

Michael Frumin, systems engineer, MTA New York City Transit, New York, NY

Simple AVL Applications for Riders

Michael Keating, business development manager, OpenPlans, New York, NY

Overview of Information Technology and ITS at the ITS World Congress

Kelley K. Pecheux, Ph.D., senior program manager, ITS America, McLean, VA

10:45 a.m. – 12 p.m.
Symphony Ballroom IV

Session 12: Transitioning from Legacy CAD/AVL

The promise of Intelligent Transportation Systems (ITS) has been realized by many transit agencies, but now agencies want to push the legacy systems to deliver more functionality for customers. Automatic Vehicle Location (AVL) systems need to deliver real-time arrival predictions to websites, smart phones, cell phones, and electronic signage at stations and stops must be updated automatically, and proprietary systems must integrate more frequently with new tools for passenger information. This session will demonstrate how transit agencies have transitioned their legacy ITS investments to deliver more features and functionality, and how agencies may justify this investment to their communities and boards.

Thursday, continued

Moderator:

Michael De Santis, ITS coordinator, AMT Montreal (Agence Metropolitaine de transport), Montreal, PQ

Drawing-Board to Legacy ITS and Communication System Replacement: Process Followed and Lessons Learned

Dmitriy Vanchugov, business development manager, Trapeze ITS U.S. A., LLC, Cedar Rapids, IA

ITMS - Legacy System to Advanced Technology

Joe Vicente, program manager, Orange County Transportation Authority, Orange, CA

Transition from Legacy CAD/AVL System towards Future-Proof of Investments: Case Study from Munich

Joern Janecke, Dipl.-Ing., BLIC GmbH, Berlin, Germany

Planning the Transition of an ITS Legacy System

Jean-Yves Carrier, program manager, product management, OC Transpo/City of Ottawa, ON

12 – 1 p.m.

Symphony Ballroom III

Lunch

1 – 2:30 p.m.

Symphony Ballroom IV

Session 13: Struggling IT Shops

The economy has forced transit agencies to make difficult choices on resources. For many, the decision is to implement new technologies in an attempt to become more efficient with fewer resources. Yet, the technology teams resources continue to be constrained. How can you motivate your technology team to be more diversified in their skill set, handle the growing technology demands without growing staff, and continue to provide a high level of customer service with dwindling resources? Can transit agencies look toward outsourcing IT as a means of economizing without compromising? This session will explore the experiences of transit agency IT teams as they struggle to do more with less.

Moderator:

Shyam K. Dunna, president & CEO, nMomentum Corporation, Suwanee, GA

Thursday, continued

Innovation in Customer Service – Using Managed Services to Reduce Cost & Improvement

Brent Isenberg, regional sales director, LogicTree Corporation, Bowie, MD

IT Capital Investment Selection: A Tool to Help the Capital Planning Process

Randy Frazier Jr., chief information officer, Metropolitan Transit Authority of Harris County, Houston, TX

Leveraging the PMO to Deliver More with Less

Tracy Niemi Harris, Dallas Area Rapid Transit, Dallas, TX

Application Development Using APTA TCIP

Robert G. Ayers, PE, president, Ayers Electronic Systems, LLC, Richmond, VA

2:45 – 3:45 p.m.
Symphony Ballroom IV

Session 14: Effective Procurement

Cooperative contracting could prove a significant cost saving device for transit agencies. However, while jointly procuring a vehicle seems straightforward, cooperatively procuring technology comes with many extra considerations about internal integrations with legacy systems and overcoming purchasing processes. Effective procurement, volume purchasing, and cooperative contracting can offer transit agencies the opportunity to reduce costs through steep discounts. However, are these large projects typically successful? What extra considerations should managers keep in mind while venturing into joint procurements? This session will present real-world case studies on cooperative purchasing, with guidance on how to ensure your projects achieve success.

Moderator:

Louis Sanders, director technical services, APTA

Cooperative Contracts a Convenient Method for Sourcing Essential Transit Products and Services

Bruce Greene, director of sales – Eastern region, Apollo Video Technology, Woodinville, WA

Effective ITS Procurements from RFP to ATP

Carrie Butler, senior planner, TranSystems Corporation, Boston, MA

Thursday, continued

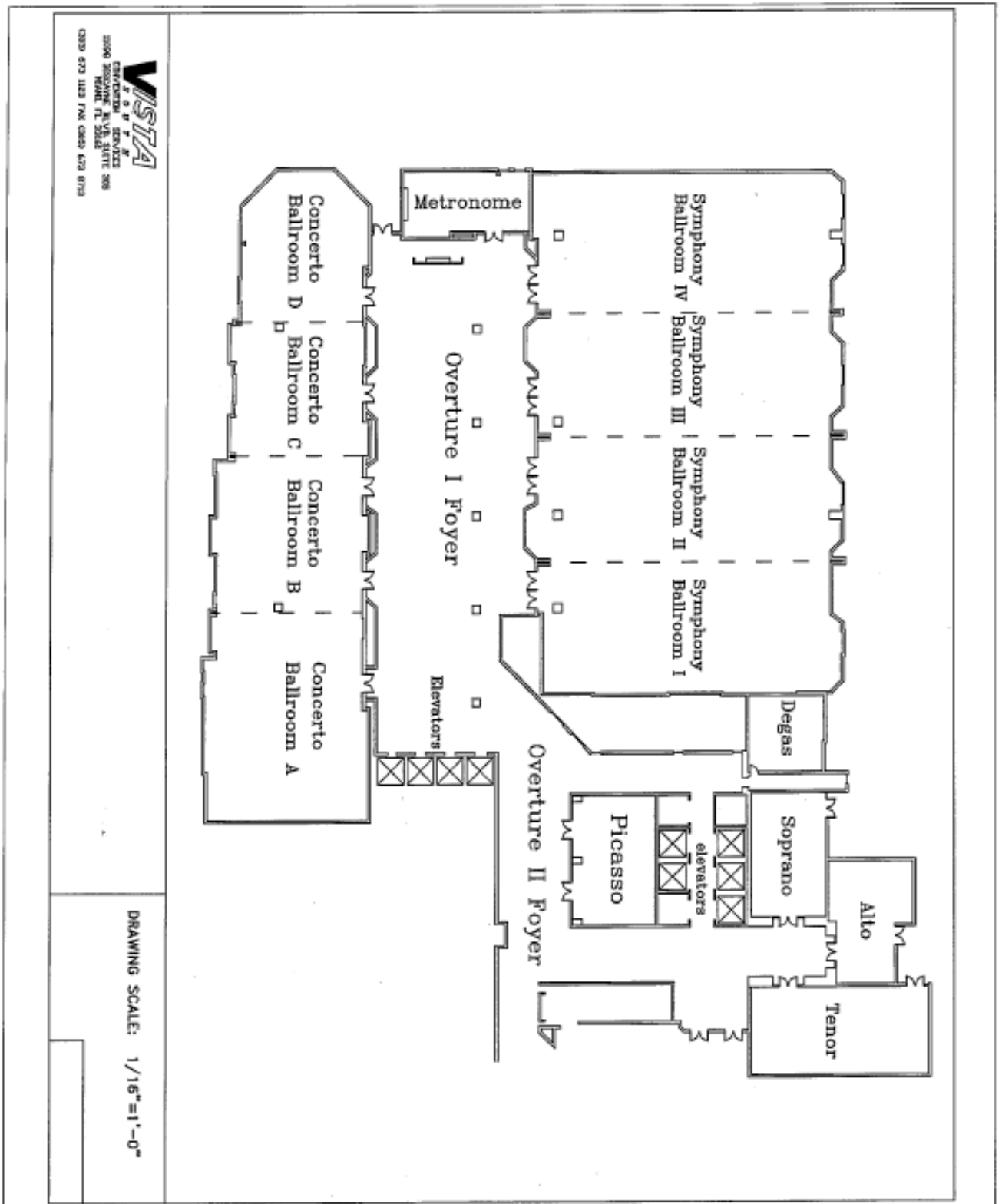
Maximizing Your Resources to Improve Your Website
Sean Sartell, software developer, Champaign-Urbana Mass
Transit District, Urbana, IL

3:45 – 4:15 p.m.
Symphony Ballroom IV

Session 15: Closing

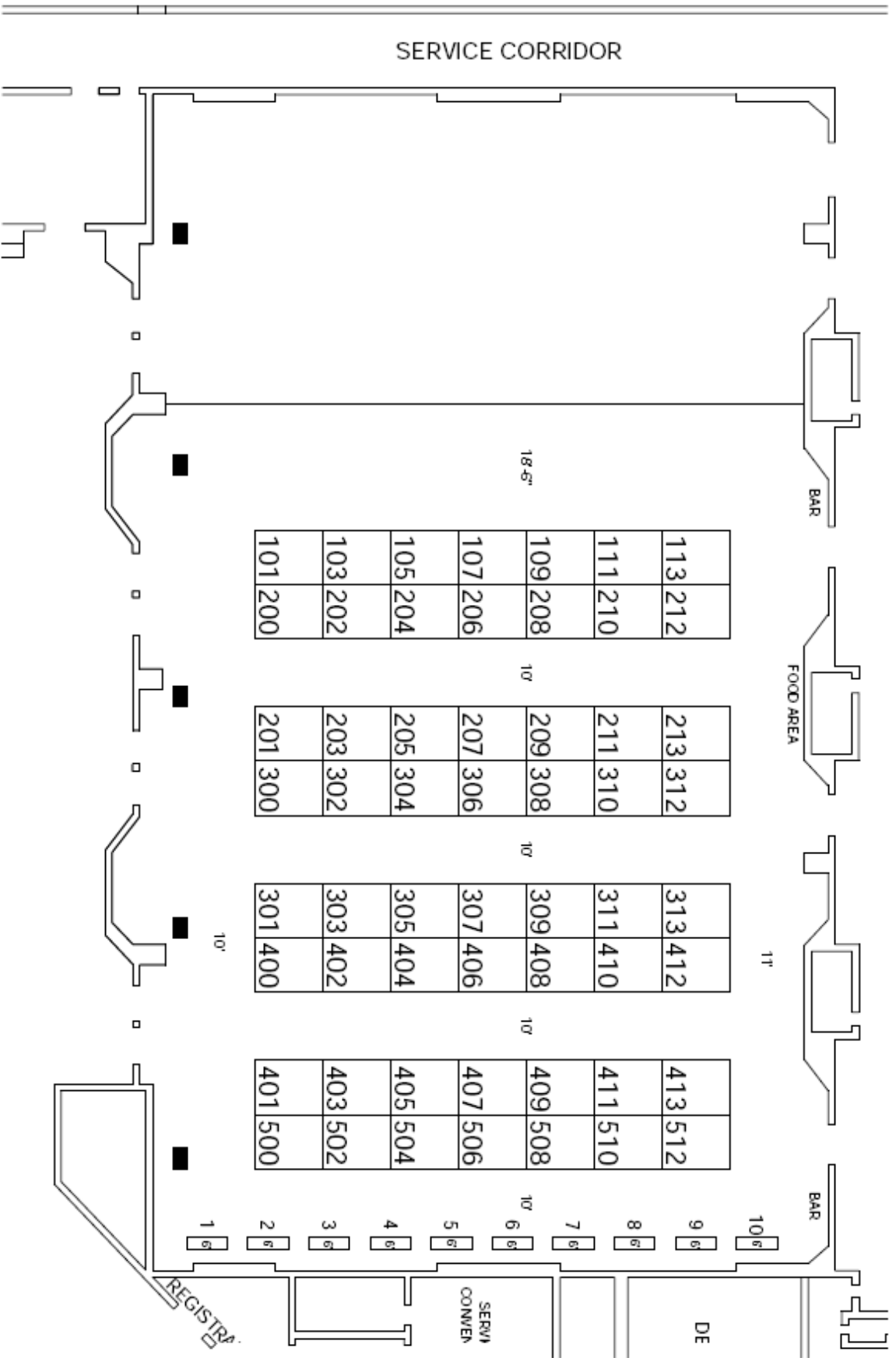
Angela Miller, vice chair, APTA Information Technology
Committee, and chief technology and sustainability officer,
North County Transit District, Oceanside, CA

Hilton Downtown Miami Floor Plan



APTA Fare Collection / TransITech Show

March 29, 2011
 Hilton Downtown Miami
 Miami, Florida



2011 Fare Collection Workshop/ Trans/Tech Conference Exhibitors

Hilton Downtown Miami
Miami, FL
March 29, 2011

Booth/Table Number	Company
4	*Acme Ticket
409	ACS A Xerox Company
410	Apollo Video Technology
312	AST Corporation
309	Avail Technologies
207	Brush Industries Inc.
10	Cash Code
408	CIBER
209	Clever Devices
3	*Click Software
206/208	Cubic
308	DILAX Systems Inc.
310	Digital Recorders
500	*Easyway Company Limited
205	Electronic Data Magnetics Inc.
406	ESRI
512/9	Eurotech Inc.
412	Fare Logistics
211	Finley & Cook, PLLC
201/300	GFI Genfare
311	Giesecke & Devrient
301	GIRO Inc.
407	HID Global
404	INIT Innovations in Transportation
400	In Motion Technology, Inc.
402	Lecip Inc.

Booth/Table Number	Company
212	Magnetic Ticket & Label
107	Mass Transit Magazine
411	MEI
203	Mentor Engineering Inc.
303	MJM Innovations
403	MV Transportation
401	NextBus Inc.
502	OpenPlans
504	RouteMatch Software
210	RSM Services
1	S&A Systems, Inc.
305/307	Scheidt & Bachmann USA
304	SEON Design Inc.
506	S.K.I. Company
413	*Smart Software, Inc.
510	Stratagen Systems
302	Strategic Mapping, Inc.
313	Tait Radio Communications
306	TranSched Systems LLC
8	Transit Intelligence, Inc.
405	TransIT Solutions
508	TransTrack Systems, Inc.
101-105; 200-204	Trapeze
109	Ubisense
2	Unified Dispatch LLC

*Denotes New Members