

# APTA 2010 Transit Board Members Seminar and Board Support Employee Development Workshop Newsletter

Saturday, July 17, 2010 – Tuesday, July 20, 2010

Sunday,  
July 18,  
3:00-4:30  
p.m.

## *Bringing the Benefits of Public Transportation to Life*

*By APTA Chair M. P. Carter*

APTA Chair Mattie “M.P.” Carter’s major initiative is: “Telling our Story.” Communicating the benefits of public transportation and advocating for increased public transit investment is critical to advance the industry. There is a need to continue to find ways to tell our story in compelling and engaging ways. The session on Sunday, July 18, will highlight ideas and best practices, including using social media and testimonials, to tell the public transportation story.

*Message from M. P. Carter:  
Dear Transit Board Members:*

*I am excited at the prospect of seeing each of you at the APTA Transit Board Members Seminar in Eugene, Oregon, in July. Most of you are familiar with the TBM programs, but for those new board members who are attending the seminar for the first time, I especially want you to prepare yourselves for a great learning, participating, and networking experience.*

*APTA is the leading force in advancing public transportation. And, as transit board members, that is our goal, also. However, we bring a unique and special perspective to the table. We represent the transit riders and, therefore, must always view transportation from that perspective. This seminar will offer each transit board member the opportunity to learn and enhance your skills and become a better board member.*

*Special thanks to Greg Evans and your entire agency in Eugene, Oregon, for opening your doors to us for this annual seminar. I have already had a taste of Eugene through Greg and his sharing of the great wine country there on the west coast. Thanks Greg for your outstanding efforts in preparing us for July.*

*I am absolutely convinced that this is going to be one of the best Transit Board Members Conferences to date, with the exception of course to Memphis. So, let the seminar begin and may we learn and network and leave better than we came.*

## *Watering the Bamboo: Unleashing Your Potential and Realizing Your Dreams*

*By Greg Evans, M.Ed.*

*APTA Region VI Representative and Programs Committee Chair*

Mr. Greg Bell, author, attorney, and lecturer is the invited guest presenter for the Monday, July 19, 9:00 a.m., session.

Greg will present a dynamic interactive 90-minute workshop designed to enhance the leadership, team, and personal development skills of our membership. Greg has a unique presentation and approach to communicating the time-honored concepts and skills of vision, faith, patience, persistence, and focus. His presentation will be tailored for the APTA Transit Board Members and Board Support audience and will speak to the challenges and issues we all face as stewards of public transportation authorities and districts.

Monday,  
July 19,  
9:00 –  
10:30 a.m.



Greg is the author of “Water the Bamboo: Unleashing the Potential of Teams and Individuals,” a best-selling book that teaches the principles for individual and team success. Greg has served more than 500 clients and associations with the principles presented in “Watering the Bamboo,” helping them to transform leadership and spark needed change.

## Mobile Workshops

Take a tour of your choice:

### Bus Rapid Transit (BRT)

Following a presentation on the development of LTD's bus rapid transit service, EmX, join Lane Transit District staff on a tour of the system. Work is nearing completion on a seven-mile extension in Springfield. The \$41.3 million Gateway EmX extension is scheduled to begin operating on January 9, 2011, and will provide service to a new half billion dollar regional medical facility and to one of the region's fastest growing business, hotel, and retail centers.

Environmental analysis has begun on the next extension of EmX. This third corridor is planned for west Eugene and will create EmX's first regional connection across Eugene-Springfield. Following a decision on a locally preferred alternative later this year, LTD will move to final analysis and apply for federal funding.

EmX is transforming Eugene-Springfield, Oregon!

*By Andy Vobora, Director of Service Planning, Accessibility, and Marketing*



### Paratransit Call Center

Tour the Call Center and hear a presentation from LTD's Accessible Services Manager Terry Parker.

The RideSource facility in Eugene, is home to both the RideSource Call Center and the RideSource operations hub, providing Americans with Disabilities Act (ADA) paratransit and human services transportation for the area.

The RideSource Call Center began operations serving all of Lane County, Oregon, on May 19, 2008. Established as a "one-stop" call center for human services transportation, the RideSource Call Center handles requests for transportation for nine different programs, including ADA paratransit and Medicaid Non-Emergency Medical transportation. Individuals eligible for a variety of human services transportation can call one telephone number to reach the Call Center and work directly with a trained Customer Service Representative. The customer is assisted by the RideSource Call Center all along the way from initial assessment to service delivery.

During the mobile workshop portion of the conference, you will have the opportunity to tour the Call Center and hear a detailed description of how this intricate and renowned service operates.

*By Terry Parker, Program Manager for Accessible Services*

### Point2point Solutions

Transportation Options: Windows of Opportunities for Public Transit

Transportation Options and Transportation Demand Management Strategies are connected and interdependent with transit as one feeds and compliments the other, and the objectives of each cannot be reached without the other's existence.

In this mobile workshop class session, point2point Solutions/LTD staff will provide a history of the region's transportation demand management program and how a consortium of local government representatives helps guide this unique and innovative program.

*By Connie Bloom Williams, Program Manager for point2point Solutions*



**Monday,  
July 19  
1:30-  
4:00 p.m.**

## *Sunday Night Dinner at the Beautiful King Estate Winery*

We are delighted to have the 2010 Transit Board Members Seminar dinner at King Estates Winery on Sunday, July 18.

Executive Chef Michael Landsberg and the culinary team are excited to present a Northwest themed menu featuring Pacific seafood, and many vegetables, herbs, and other ingredients grown in our organic gardens. This will be a lovely evening filled with live jazz, great food, and exceptional wines.

Beautiful 1,033-acre King Estate, celebrating 19 years of Oregon winemaking, produces Pinot Noir, Pinot Gris, and Chardonnay. King Estate is committed to producing Oregon wines of exceptional quality using organic and sustainable farming methods, meticulous fruit selection, impeccable winemaking practices, and judicious blending.

The Estate includes 465 acres of vineyards; 30 acres of fruits, vegetables, and flowers; and is crowned by the charming, European-style winery.

This will be an evening you won't soon forget!



## *...And Other Workshop Highlights*

### **National Training Institute Course:**

Overview of Transit Procurement for Senior Leadership

This seminar offers a better understanding of the rationale, functions, and process of third-party contracting for FTA grantees. Topics will highlight competence and training, teaming and partnering, supporting advance planning of procurements, and adhering to pre-established procedures.

### **Crisis Management for Board Members:**

How does your board tend to react?

Was there an emergency? An accident? Any project cost overruns? How was your board prepared?

On Tuesday, July 20, board members will describe their situations and strategies – and talk about what they *wouldn't* do again. The next task is to meld the experiences into best practices for unexpected occurrences and early recognition of developing problems.

### **Providing Quality Board Support with Fewer Resources:**

The public transit industry is dealing with tough economic challenges as seriously as other industries. We are being asked to cut operating budgets but still maintain quality service to our internal and external customers. The objective of this session is to seek ideas and suggestions for board support staff to continue to provide quality support to board members with fewer resource allocations.

### **The Board and Environmental Issues:**

Leading and advocating for public transportation as the responsible environmental choice.

Attend this session to learn more about the board's role in advocating for transit and come away armed with information on reducing your agency's carbon footprint and meeting new energy-efficient standards.

Fred Hansen, General Manager of Portland's TriMet, will facilitate this panel discussion.

Mr. Hansen is considered an expert in environmental issues having served as a deputy administrator for the U. S. Environmental Protection Agency in Washington, D.C., and as the director of the Oregon Department of Environmental Quality for more than 10 years.

## *Extracurricular Activities*

Pre-registration is required for the following tours.

To register, e-mail Experience Oregon at [info@experienceoregon.com](mailto:info@experienceoregon.com) or call 541-342-2662

Reserve your seat early. **Deadline is July 8** (unless otherwise noted)

Please identify yourself as an APTA delegate when registering.

### **Coast Tour:**

*Sunday, July 18*

Florence on the Oregon coast is just a short one-hour and 15-minute beautiful drive from Eugene. Experience the world famous Sea Lion Caves and view the most photographed lighthouse in the U.S., Heceta Head. Take in Old Town Florence with a variety of locally owned restaurants and retail shops to choose from and ride the dunes in a dune buggy. The cost is \$55 per person. Does not include the price of lunch.



### **McKenzie River Rafting:**

*July 16, 17, and 19 from 1:00-5:00 p.m., and July 20 from 3:00-7:00 p.m.*

Fun and excitement for all ages! "Wild Water Adventures" will pick you up at your hotel for a two-hour "McKenzie River Quickie." Cost is \$39 per person.

Pre-register via e-mail at [info@wylldh2o.com](mailto:info@wylldh2o.com) or by calling 541-895-4465.



### **Winery Tour:**

*Monday, July 19*

Experience the hidden treasures of the Willamette Valley. Visit Certified Organic King Estate Winery with 465 acres of vineyards and 30 acres of fruits, vegetables and flowers. Their Pinot Gris and Pinot Noir ranked number one and number two of domestic wines, ranked the highest producer in the 18-year history of the poll. Next, visit beautiful Sweet Cheeks winery on 140 acres of prime sloping hillside overlooking Briggs Hill Valley. Wine tasting is included in the price. Taste the unmatched quality of a Willamette Valley pinot noir or Pinot Gris while enjoying the view from the terrace. \$35 per person.



### **Eugene City Tour:**

*Tuesday, July 20*

Take the city tour to view some of the historic and iconic structures and landscape that makes Eugene so special. From Hayward Field and Autzen Stadium to the "Darth Vader" building, 5<sup>th</sup> Street Public Market, The Millrace and McArthur Court – The Pit! Also visit beautiful Hendricks Park.

### **Golf Outing:**

*Friday, July 16 and Wednesday, July 21*

Pre or post conference golf outing on Friday, July 16, and Wednesday, July 21, at Diamond Woods Golf Course. You won't want to miss this incredible opportunity to golf on one of the most beautiful courses anywhere. Located in the lush Willamette Valley, the course is surrounded by rolling hills and fir trees. The cost is \$34 for golf; club rental, if needed, is \$10; and cart rental is \$15 per person. At this time transportation is not included. If there is enough interest, we can consider coach transportation which would be an additional fee depending on the number of people. There is a café at the course and lunch is on your own. Pre-registration is required. Please call Linda Norris at Travel Lane County at 541-743-8756 or e-mail [Linda@TravelLaneCounty.org](mailto:Linda@TravelLaneCounty.org) to sign up. Payment will be made at the golf course so please bring a credit card or cash. **Deadline to sign up is Tuesday, June 30.**

For additional information on things to see and do while in Lane County, please visit [www.TravelLaneCounty.org/apta](http://www.TravelLaneCounty.org/apta)

## Travel Information:



### Eugene Airport

The Eugene Airport is the fifth largest airport in the Pacific Northwest, and provides commercial air service to a six-county region in mid-Oregon. Conveniently located 15 minutes from downtown Eugene, the airport is served by Allegiant Air, Delta Air Lines (operated by SkyWest Airlines), Horizon air and United Airlines (operated by SkyWest Airlines), and features non-stop flights from Denver, Las Vegas, Phoenix-Mesa, Oakland, Portland, San Francisco, Salt Lake City, and Seattle. There are 26 arriving flights and 25 departing flights each day, with approximately 1,424 in-bound seats per day.

### Hilton Shuttle

When arriving at the Eugene Airport, call the Hilton Hotel Shuttle at 541-342-2000

If you are flying into the Portland Airport (PDX), you have several environmentally friendly, cost-effective choices to get you to Eugene:

- Amtrak Rail Service: departing Portland for Eugene six times per day, for low fees of \$23-\$29 [www.amtrak.com](http://www.amtrak.com)
- Greyhound Lines: departing Portland for Eugene five times per day, for low fees of \$20-\$30 [www.greyhound.com](http://www.greyhound.com)
- Shuttle Services:
  - City2City Shuttle: \$59 [www.city2cityshuttle.com](http://www.city2cityshuttle.com)
  - Off The Beaten Path Transport: \$140 [www.junctioncity.com/tours/shuttle/index.htm](http://www.junctioncity.com/tours/shuttle/index.htm)
  - Adam Airport Shuttle: \$150 [www.adamairportshuttle.com](http://www.adamairportshuttle.com)
  - Eugene Shuttle PDX: \$190 [www.eugeneshuttlepdx.com](http://www.eugeneshuttlepdx.com)
  - Rose Transportation: \$190 [www.roseshuttle.com](http://www.roseshuttle.com)

# RAFFLE ★ TICKET

## Welcome to Eugene-Springfield!

Print this ticket and bring it with you to the conference.

We'll provide you a little welcome gift and you'll be entered into a drawing for a fabulous gift basket.

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Drawing to be held at the Welcome Reception!



Lane Transit District

The Best  
Way to  
Connect