

# STATE PUBLIC TRANSPORTATION PARTNERSHIPS CONFERENCE

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Westin Hotel  
Seattle, WA  
August 3-5, 2010



# 2010 STATE PUBLIC TRANSPORTATION PARTNERSHIPS CONFERENCE

## SEATTLE, WA

### AUGUST 3-5, 2010

Welcome to Seattle, Washington, and the State Public Transportation Partnerships Conference. The conference is a cooperative effort among American Public Transportation Association (APTA), Community Transportation Association of America (CTAA), and American Association of State Highway and Transportation Officials (AASHTO). This conference is hosted by Washington State Public Transit Association and the Washington State Department of Transportation.

The agenda includes interactive group sessions on a variety of topics including state initiatives, state DOTs and state transit relationships, state financing of public transit, and effective management of state transit associations.



# 2010 STATE PUBLIC TRANSPORTATION PARTNERSHIPS CONFERENCE

**Tuesday, August 3**

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1 – 5 p.m.  
Orcas Room  
San Juan Level

**NCHRP 20-65 Panel Meeting**

*Open Meeting*

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11:30 a.m. - 6 p.m.  
Stuart Room  
Mezzanine Level

**Registration**

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6 – 7 p.m.  
Grand Crescent  
Grand Level

**Opening Reception**

**Sponsored by URS Corporation**

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**Wednesday, August 4**

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7 a.m. – 5 p.m.  
Stuart Room  
Mezzanine Level

**Registration**

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7 - 8 a.m.  
Elliott Bay Anteroom  
Lobby Level

**Continental Breakfast**

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8 – 8:30 a.m.  
Elliott Bay Room  
Lobby Level

**Welcome to Washington**

**Welcome Remarks:**

**Katy Taylor**, public transportation division director, Washington State Department of Transportation

**Richard DeRock**, president, Washington State Transit Association

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8:30 – 10:15 a.m.  
Elliott Bay Room  
Lobby Level

**General Session:  
National Partners Roundtable**

*The national associations are setting the framework and vision for public transportation and community mobility. Association leaders will comment on state roles in public transportation, authorization and advocacy.*

**Moderator:**

**Michael A. Sanders**, APTA vice chair- state affairs, and transit administrator, transit and ridesharing, Connecticut Department of Transportation

## Wednesday, August 4 (cont'd)

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**Remarks:**

**William Millar**, president, American Public Transportation Association, Washington, DC

**Jack Basso**, director of finance and program management, American Association of State Highway & Transportation Officials, Washington, DC

**Charles Dickson**, associate director, Community Transportation Association of America, Washington, DC

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**10:15 - 10:30 a.m.**  
**Elliott Bay Anteroom**  
**Lobby Level**

### **Break**

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**10:30 – 11:45 a.m.**  
**Elliott Bay**  
**Lobby Level**

### **FTA Programs Update**

*Hear the latest on federal programs and their implementation as they affect the public transportation industry. Find out the latest on ARRA implementation and oversight. Hear what's on the horizon from FTA federal and regional offices.*

**Moderator:**

**Ron Epstein**, vice chair, SCOPT, vice chair, APTA state affairs committee, and office of finance director, New York Department of Transportation

**Panelists:**

**Mary Martha Churchman**, senior program advisor, Office of Program Management, Federal Transit Administration, Washington, DC

**Rick Krochalis**, administrator, Region X, Federal Transit Administration, Seattle, WA

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**12 noon – 1:30 p.m.**  
**Grand 1**  
**Grand Level**

### **Luncheon**

**Featured Speakers:**

**Joni Earl**, chief executive officer, Sound Transit, Seattle, WA

**Kevin Desmond**, chair, APTA sustainability committee and general manager, King County Metro Transit Division, Seattle, WA

**Sponsored by RouteMatch Software, Inc.**

1:30 – 5 p.m.  
Vashon  
San Juan Level

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## Concurrent Session: State Transit Association Leaders Roundtable

*Listen and engage experts and colleagues on state transit association management best practices, strategic planning, and advocacy and outreach efforts. Hear about Smart Growth America's multi-state transit funding and coalition building initiatives and how you can participate.*

**Facilitator:**

**Linda McMinimy**, vice chair, APTA State Affairs Committee and executive director, Virginia Transit Association, Richmond, VA

**Advocacy and Statewide Coalition Building**

**Presenters:**

**Neha Bhatt**, deputy state policy director, Smart Growth America, Washington, DC

**Denis Eirikis**, president  
Clear Light Communications Inc.

**State Association Management Topics**

- *Report on Washington State Transit Association* – Michelle Parvinen, member services director
- *Keeping Your Board and Members Energized and Engaged* - all
- *Messaging with the New Social Media* – all
- *Keys to Strategic Planning* - Kristin Joyner, SWTA
- Other topics

1:30 – 5 p.m.  
Elliott Bay  
Lobby Level

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## Concurrent Session: AASHTO Standing Committee on Public Transportation Business Meeting

**Facilitators:**

**Jeffrey Parker**, SCOPT chair and commissioner, Connecticut Department of Transportation (tentative)

**Legislative and Authorization Update – Ron Epstein**, NY DOT

**Advanced Notice of Proposed Rulemaking (ANPRM) Update on New Starts/Small Starts – Mike Sanders**, CT DOT

**FTA Update and Question & Answer Session (Prepared questions from SCOPT/MTAP members)**

**MTAP Update – Kimberly Gayle**, MTAP steering committee chair

**NCHRP 20-65 Update and Project Presentations – John Dockendorf**, NCHRP 20-65 Research Liaison and Pennsylvania Department of Transportation

**Gwen Chisholm-Smith**, Transportation Research Board

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5 p.m.

## Adjourn

5:30 – 9:30 p.m.

## “Little Night Out” – Bainbridge Island, WA

Walk or ride to ferry – depart hotel at 5:30 p.m.

Ferry ride to Bainbridge Island, Washington, 6:20 p.m. sharp

Dinner on your own

Return ferries run until 1 a.m.

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## Thursday, August 5

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7:30 – 8:30 a.m.

Elliott Bay

Lobby Level

## Continental Breakfast

8:30 – 10 a.m.

Cascade 2

Mezzanine Level

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## General Session:

### Mobility Management: Trends and Topics

*Hear perspectives on mobility management from national associations. This session will focus on trends at the state level and where the health and business communities are in relation to Human Services Coordination.*

#### Moderator:

**Todd M. Allen**, secretary, North Carolina Public Transit Association, and director of business development, and community relations, RouteMatch Software, Raleigh, North Carolina

#### Panelists:

**Chris Zeilinger**, director, National Resource Center for Human Service Transportation Coordination, Community Transportation Association of America, Washington, DC

**Mary A. Leary, Ph.D.**, senior director, Easter Seals Project ACTION, Washington, DC.

**Nick Farber**, policy associate, National Conference of State Legislatures, Denver, CO

10 – 10:15 a.m.

Cascade 2 Foyer

Mezzanine Level

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## Break

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## Thursday, August 5 (cont'd)

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10:15 – 11:45 a.m.

Cascade 2  
Mezzanine Level

### **Livable and Sustainable Communities: Rural and Small Urban Perspectives**

*This session will focus on the recent partnership formed between the Environmental Protection Agency (EPA), the Department of Housing and Urban Development (HUD) and the Department of Transportation (DOT) regarding Livable and Sustainable Communities and showcasing best practices from the region with a focus on rural and small communities.*

**Moderator:**

**Katy Taylor**, public transportation division director, Washington State Department of Transportation

**Panelists:**

**Rick Krochalis**, Region X administrator, Federal Transit Administration, Seattle, WA

**Martha Rose**, executive director, Island Transit, Island County, WA

**Heather Wheeler**, executive director, Community Transportation Association of Idaho

**Audrey Allums**, supervisor, transit section, Montana Department of Transportation

**Glennith Johnson**, deputy secretary for mass transit, South Carolina Department of Transportation

12 noon – 1:30 p.m.

Elliott Bay  
Lobby Level

### **Luncheon**

**High Speed Rail on the Horizon**

**Featured Speaker:**

**Scott Witt**, director of freight and passenger marine division, Washington State Department of Transportation

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Afternoon sessions sponsored by the:

### **Center for Transportation Excellence (CFTE)**

1:30 – 3 p.m.

Cascade 2  
Mezzanine Level

### **Public Transportation Funding Trends**

*Get an overview of key state and regional trends from the last few election years. The expert panelists will offer insights and examples of state and regional public transportation funding mechanisms.*

**Moderator:**

**Elena Wilken**, executive director, Colorado Association of Transit Agencies, Denver, CO

## Thursday, August 5 (cont'd)

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**Panelists:**

**Jason Jordan**, executive director, Center for Transportation Excellence, Washington, DC

**John Dockendorf**, urban transit division chief, Pennsylvania Department of Transportation

**Kimberly Gayle**, MTAP steering committee chair and chief, federal transit grants program, California Department of Transportation

**Thomas R. Shrouf, Jr.**, executive director, Citizens for Modern Transit, St. Louis, Missouri

**Nick Farber**, policy associate, National Conference of State Legislatures, Denver, CO

**3 – 3:15 p.m.**  
Cascade 2 Foyer  
Mezzanine Level

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### Break

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**3:15 – 4:30 p.m.**  
Cascade 2  
Mezzanine Level

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### Case Study – Winning Campaigns & Effective Coalitions in Washington

*Hear about major state and regional public transit funding initiatives that have passed in recent year and prospects for the future. The panelist will provide insight into their successful campaigns & coalitions.*

**Moderator:**

**Bill LaBorde**, policy director, Transportation Choices Coalition, Seattle, WA

**Panelists:**

**Kevin Desmond**, general manager, King County Metro, Seattle, WA

**John Wyble**, partner, WinPower Strategies, Seattle, WA

**Rachel Smith**, government and community relations specialist, Sound Transit, Seattle, WA

**Representative Marko Liias**, Washington State Representative

**4:30 – 5:45 p.m.**  
Cascade 2  
Mezzanine Level

### Campaign Marketing and Media Strategies

*This session will show you the ads, communication tools, and media strategies behind some of the most effective transportation campaigns and transit systems. This session features leading experts discussing the economic, political, demographic and social trends and their impact on your public relations and media efforts.*



**Moderator:**

**Andrew Schmid**, public affairs specialist, Sound Transit, Seattle, WA

**Panelists:**

**Dan Kully**, managing partner, Laguens Kully Klose, Seattle, WA and Washington, DC

**Ian Stewart**, vice president & senior analyst, EMC Research, Seattle, WA

**Christian Sinderman**, Northwest Passage Consulting, Seattle, WA

**Martin Duke**, Seattle Transit Blog, Seattle, WA

## Friday, August 6

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7:30 – 8:30 a.m.  
Vashon  
San Juan Level

### MTAP Steering Committee Breakfast/Meeting

**Kimberly Gayle**, MTAP steering committee chair, and chief, federal transit grants program, California Department of Transportation

- State partnerships meeting agenda follow up and 2010 winter annual meeting agenda items
- Intro to MTAP business meeting agenda
- MTAP emphasis areas and wrap up

8:30 – 9:30 a.m.  
Vashon  
San Juan Level

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### MTAP Business Meeting – ALL MTAP Members

**Kimberly Gayle**, MTAP steering committee chair, and chief, federal transit grants program, California Department of Transportation

- Follow up from conference call with FTA on oversight SMR and safety and security issues
  - NCHRP 20-65 update and overview from project selection panel meeting
  - Analysis of 2010 MTAP survey
  - Discussion of MTAP budget and budget surplus
  - Planning for MTAP/SCOPT winter meeting in Savannah, GA, December 6-9, 2010
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