

The APTA HONORS

Celebrating Excellence & Leadership

OCTOBER 15, 2019

Welcome to the 2019 APTA Honors celebrating Excellence and Leadership in public transportation.

These honors span the breadth of our industry's talent and potential—from students and young professionals who are just embarking on their careers to executives and thought leaders who have helped distinguish our industry for decades. They truly represent the best of public transportation's recent achievements, current innovations, and future aspirations.

The AdWheel Awards recognize the marketing and communications successes of APTA's members, whose best practices raise awareness about the critical contributions of public transit's marketing professionals.

Leadership APTA is our industry's investment in a diverse, broad-based group of highly motivated and dedicated future leaders.

The American Public Transportation Foundation provides scholarships to deserving students interested in careers in public transportation.

The APTA Awards recognize individuals and organizations that have made outstanding contributions to the public transportation industry in North America. We are thrilled to recognize those individuals and organizations whose ideas, innovations and vision have greatly advanced our industry.

This year, we induct four industry icons into APTA's prestigious Hall of Fame, an honor reserved for individuals who have made extraordinary contributions to public transportation and who have actively participated in APTA activities.

We celebrate and congratulate all our honorees!

New York, NY
2019 APTA TRANSform Conference

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Innovation

For demonstrating innovative concepts in the provision of public transportation services.

Milwaukee County Transit System (MCTS)

Milwaukee, WI



“From finding lost children to guiding those who are visually impaired, the MCTS Excellence program highlights employees who go above and beyond. Their extraordinary actions serve as an important reminder of the vital role transit plays in communities. We’re proud to receive the APTA Innovation Award because our video series brings attention to a simple tool other systems can use to highlight their own staff—something that is positive and productive for the entire industry.”

**— Dan Boehm
Managing Director**

Hundreds of millions of people around the world have viewed or read stories about the Milwaukee County Transit System (MCTS) and its employees thanks to the innovative MCTS Excellence program.

MCTS Excellence began in late 2016 as a video series posted on the company’s website and official social media accounts. Each video, which is pro-

duced in house by the MCTS Marketing Department, uses bus surveillance footage to tell a unique story that highlights an employee’s act of kindness, compassion or heroism.

Recent videos have shown bus drivers finding lost children, helping visually impaired riders cross the street, assisting passengers suffering from

medical emergencies, pulling a crash victim from a burning car and even helping connect a homeless man with a new place to live.

This “shareable content” regularly goes viral and attracts widespread attention from local, state, national and international media outlets. High-profile coverage has included *ABC World News*, *NBC Nightly News*, *Good Morning America*, *The Today Show*, *CBS Evening News*, *CBS This Morning*, CNN, CNN International, Fox News Channel, The Weather Channel, BBC, *The Steve Harvey Show*, *Inside Edition*, *USA Today* and *People Magazine*.

MCTS bus drivers have also been recognized by celebrities. On social media, MCTS Excellence videos have been shared by Ashton Kutcher, Anderson Cooper, Common, George Lopez and Shonda Rhimes. A bus driver was invited to a taping of *The Ellen DeGeneres Show* and later participated in an onstage Q&A session with singer Kelly Clarkson. Another driver was asked to be a contestant on a nationally televised game show in Los Angeles. Additionally, a bus driver was featured as an ‘Everyday Hero of 2018’ in *Time* magazine’s annual “Person of the Year” edition.

The MCTS Excellence program also has increased opportunities for the company’s community engagement. Bus drivers featured in these stories often become “local celebrities.” They receive invitations to appear at schools, festivals and special events and are frequently honored by civic and nonprofit organizations and professional sports teams including the Milwaukee Bucks and the Milwaukee Brewers.

MCTS Excellence has demonstrated itself to be both an effective external marketing campaign and a valuable part of the company’s internal mission. Team morale is on the rise because employees are

proud of their accomplishments and excited to receive special recognition.

Every public transit agency has its own identity, but they all have one thing in common: hard-working men and women who provide a critical service. MCTS Excellence is a powerful and inexpensive idea that can be adopted by any system that has exceptional employees, surveillance cameras on its vehicles and at least one staff member with video editing skills. Public transit agencies around the world can recreate the concept and reap its benefits—all with a shared goal of bringing positive attention to the industry and getting non-riders excited about public transportation.



Congratulations to the Milwaukee County Transit System for being recognized with the APTA Innovation Award. MCTS Excellence is a testament to the hard work, heroism and humanity that our employees bring to the job every day: not only to get riders from Point A to Point B, but to ensure all of our residents are safe and secure. I commend the dedicated men and women who work on the road and behind the scenes for this well-deserved national recognition.

— Chris Abele
Milwaukee County Executive
Milwaukee County, WI



Innovation

For demonstrating innovative concepts in the provision of public transportation services.

Dallas Area Rapid Transit (DART)

Dallas, TX



“Transit agencies can no longer view mobility as operating trains and buses; we must see Mobility as a Service, and transit vehicles are part of a person’s journey. This is the future. In our increasingly connected world, commuters are looking for user-centered solutions. GoPass integrates technology and tools to empower our customers to make travel decisions based on their needs. Through our sustained emphasis on innovation, DART is defining mobility.”

**— Gary C. Thomas
President/Executive Director**

Consumers desire customized experiences and instant gratification. DART’s GoPass® app creates a simple interface that satisfies those desires.

With GoPass®, customers have access to multi-modal options based on how and when they want to travel—arriving at a destination of their choice while having to make only a single payment.

DART has implemented several innovative upgrades to the app since its introduction in

September 2013. These upgrades move DART closer to the long-term vision of GoPass® becoming a national platform for multiple public transit agencies.

As one of the earliest transit mobile ticketing apps, GoPass® allowed riders to purchase local and regional transit passes; perform trip planning; discover special events and offers; and buy partner event tickets.

In 2016, DART added the ability to distribute corporate annual and college semester passes through the app. Now 85 percent of college participants and 25 percent of corporate customers receive their transit passes digitally. These customers benefit from being able to use their phones to pay their fares like many of their other daily transactions. For DART, integrating these passes into the app eliminated logistical resources needed for physical passes.

In 2017, DART received a \$1.2 million Mobility on Demand Sandbox grant from U.S. DOT. The agency used the grant to assist in the integration of ridesharing services into the app, such as DART's new GoLink microtransit service to provide customers an on-demand first- and last-mile solution. By April 2019, GoLink averaged 3,500 weekly boardings.

In 2018, the agency released GoPass® 2.0, which continued to revolutionize how riders transact with DART. New features and benefits included fare capping, which helps customers get the best deal with every ride, and a cash-to-mobile payment option that provides flexibility to unbanked/underbanked riders. The pass now interacts with Apple Pay, which gives customers greater control of the process, and the GoPass® Wallet, which eliminates the necessity of carrying cash for a public transit pass. Real-time trip planning is a great benefit that delivers real-time information for other services such as Uber and Lyft.

DART released the much-anticipated GoPass® 3.0 earlier this year. This version securely positions the app as a mobility manager platform that could be leveraged nationally, providing Mobility as a Service (MaaS) without regard to mode or provider.

With one transportation mobile application, the agency's customers now have access to a breadth of mobility options based on their needs and lifestyle,

ranging from multimodal, multi-provider, real-time trip planning to a maximum choice of providers for customers based on price, wait time and other features. Customers also have equity in choice and service performance regardless of accessibility needs and availability and pricing for UberPool shared-ride service and Bird scooter rentals, as well as integrated payment for DART's GoLink microtransit service.

To date, GoPass® has been downloaded 1.1 million times, and 8.3 million tickets have been sold. The GoPass® app is how DART is making mobility personal.



Congratulations to DART on their APTA Innovation Award. DART has always provided innovative solutions to all North Texas residents. They are vital to getting fans safely to and from the American Airlines Center for Mavs home games. We appreciate their partnership and look forward to working with them to enhance GoPass to ensure that our fans have a great experience in and around our games.

— **Mark Cuban**
Owner, Dallas Mavericks
Dallas, TX



Outstanding Public Transportation System

For public transportation systems that have demonstrated achievement in efficiency and effectiveness.

CATEGORY: Providing 4 million or fewer annual passenger trips.

Blacksburg Transit (BT)

Blacksburg, VA



"This award is a testament to the work of BT's talented and dedicated team who have taken the organization to new heights while never compromising our high standards. The unwavering support of the Town of Blacksburg, partners at Virginia Tech, Christiansburg and DRPT has been instrumental in our ability to grow the system and introduce new programs. We are proud to be recognized by APTA."

**— Tom Fox
Transit Director**

"Blacksburg Transit Ridership Increases 22 Percent, 2016-2018."

While it's a great headline, it's really just one part of the story. The real story at Blacksburg Transit (BT) is the tireless work by an entire team to expand the agency's role in the community, maximize resources and strengthen relationships with its partners.

BT, a department of the town of Blacksburg, VA, operates public transportation services in the town, including Virginia Tech, the town of Christiansburg and portions of Montgomery County in Southwest Virginia. Although Virginia Tech is the main trip generator, BT is much more than a university transit system. BT tailors its services to the diverse markets it serves, including fixed-route bus, paratransit,

commuter, deviated fixed-route, demand-response and a service for seniors.

In 2016, BT identified a need for additional service, developed a plan, secured partner support and began adding service. Customers responded with record-setting ridership three years in a row. Even with that increase in service, BT maintained high levels of efficiency and effectiveness: 43 passengers per hour; on-time performance of 90 percent; 9,950 miles between road calls; and 79 percent of customers who approve or strongly approve of the quality of service.

Recruiting, training and retention of staff, especially bus operators, are ongoing activities. BT's use of electronic media platforms is its foundation for operator recruitment. In fact, in 2017 BT won an APTA AdWheel Grand Award for its "Drive for BT" electronic recruitment campaign.

Once operators are hired, BT begins a rigorous training program, training approximately 75 new operators each year. The training and safety programs are effective: BT operated more than three million miles in 2016-2018 without a major preventable safety event.

The agency has implemented new programs to improve compensation, incentivize specific behaviors and encourage professional development. In addition, BT offers many opportunities for employee interaction to promote teamwork and morale. These programs have helped reduce turnover and extend the average tenure of employees.

BT is involved in initiatives, both local and national, to support public transportation and other forms of alternative transportation. In 2018 the system secured grant funding to launch and manage the area's first bikeshare program. BT is regularly involved in research projects conducted by

the Virginia Tech Transportation Institute, including a current effort involving autonomous buses.

Over the years BT has developed a reputation as a training ground for public transit professionals, which is something the entire organization embraces. More than 60 former staff members now work at other systems across the U.S.

At BT, the future is as bright as the past. BT expects to break its ridership record again in 2019; begin construction of a 17-bay, \$30-plus-million multimodal transit facility; and order five electric buses this year, a first for the agency.



Blacksburg Transit is the crown jewel of our efforts to minimize travel by single-occupant vehicles. With tens of thousands of students and commuters making trips each day, BT is key to our quality of life. We are also enormously proud of their record of environmental stewardship, demonstrated recently with their commitment to adding electric buses. They are outstanding in all they do!

— Mayor Leslie Hager-Smith
Blacksburg, VA



Outstanding Public Transportation System

For public transportation systems that have demonstrated achievement in efficiency and effectiveness.

CATEGORY: Providing more than 4 million but fewer than 20 million annual passenger trips.

C-TRAN

Vancouver, WA



"C-TRAN did not achieve this honor on its own. We are here because our community demands forward progress, and our employees, partner agencies and Board of Directors work with us to support that vision. Transportation is our primary function, but that is just one piece of a greater goal: to make Clark County a better place to live and work. This is 'Our Community, Our Promise.' "

**— Shawn M. Donaghy
Chief Executive Officer**

C-TRAN serves the citizens of Clark County, WA, by connecting people to opportunities, supporting economic vitality and enhancing quality of life for the community. The agency provided 6.2 million rides in 2018 via BRT, local fixed routes, commuter service to Portland, OR, and paratransit service.

C-TRAN has implemented numerous improvements that have increased its efficiency, the most significant being the 2017 launch of The Vine, the Portland-Vancouver region's first and only BRT system. In its first two years of operation, Vine ridership has increased 27.1 percent on the corridor.

In September 2016, C-TRAN implemented its biggest service change in a decade, resulting in a strong boost to on-time performance. These changes coincided with an overall system ridership increase of 4.63 percent from 2016 to 2018.

C-TRAN's Maintenance Department takes pride in providing jobs for workers with special needs, and Clark County leaders recognized those efforts with an award to the system in 2018. C-TRAN emphasizes the hiring of women and minorities at all levels; nearly 70 percent of its executive leadership team are women, with a minority workforce of 25 percent and female workforce of 40 percent.

FTA's triennial review of C-TRAN in 2018 found no deficiencies, a feat achieved by only 7 percent of public transit agencies that underwent review in the previous three years.

Sustainability is a priority for C-TRAN. By 2018, it operated 62 hybrid-electric vehicles—more than many larger agencies and more than half of C-TRAN's fixed-route fleet. In 2017, C-TRAN launched its Green Team, an employee-led initiative to make it a cleaner, greener agency.

To keep safety top of mind, C-TRAN has doubled the amount of scheduled training its drivers receive each year and created an organizational safety department under the chief maintenance and safety officer.

C-TRAN uses innovative approaches to improve access for all. Its Youth Opportunity Pass is a partnership with local school districts that provides a free annual transit pass for middle school and high school students. Since the program's inception in 2015, participation has increased by 900 percent and represents 4.32 percent of the agency's overall local ridership.

In 2017, C-TRAN introduced Hop Fastpass, a contactless smartcard that allows customers to pay

fares with seamless regional transfers between bi-state systems. The Hop Fastpass is among the first in the nation to feature fare capping.

Between 2016 and 2018, the number of C-TRAN's total social media followers increased by 224 percent. Its marketing efforts have included an increased use of internally produced videos on a variety of subjects; "Vine Tunes," a summer concert series that featured live music on board BRT; and free and extended New Year's Eve service to keep drunk drivers off the road.

C-TRAN employees believe they are more than a public transit agency: They are community stewards, tasked with making Clark County a better place to live and work. This is "Our Community, Our Promise."



C-TRAN's commitment to safety; operational efficiency; phenomenal maintenance; effective financial controls; a well-trained workforce; and inclusiveness, access and equity has been noticed not only by our community but also by a national audience. It gives me great joy to be part of an organization that works tremendously hard every day to provide world-class service to its customers.

— **Adrian Cortes**
Chair, C-TRAN Board of Directors &
Member of the Battle Ground City Council



Outstanding Public Transportation System

For public transportation systems that have demonstrated achievement in efficiency and effectiveness.

CATEGORY: Providing more than 20 million annual passenger trips.

TransLink

Vancouver, British Columbia, Canada



“This award comes down to the hard work and dedication of each of our 7,800 employees, the heart and soul of the organization. Whether front-line or in the office, everyone played a valuable role. TransLink’s ridership has reached unprecedented levels and despite enormous growth, we’ve also managed to achieve an all-time high for customer satisfaction. I’m extremely proud of our team and the outcomes we’ve achieved together for our customers and the region.”

— Kevin Desmond
Chief Executive Officer

Vancouver, British Columbia, consistently ranks as one of the best cities in the world for quality of life, and its high-performing public transit system is often cited as a key contributor. In the last three years, TransLink reached new heights, leading the U.S. and Canada in ridership growth, with 18 percent growth in boardings from 2016 to 2018.

TransLink is the Vancouver region’s transportation authority, connecting 23 municipalities across 1,118 square miles by bus, automated rapid transit (SkyTrain), commuter rail (West Coast Express), passenger ferry (SeaBus) and paratransit (HandyDART). It is responsible for regional transportation planning,

co-manages 1,650 lane miles of the Major Road Network and delivers major transportation projects.

Recently, TransLink has embarked on an incredible journey. During a time of rapid and dramatic change in the transportation sector, the agency has become a world-leading example of how public transit can grow and help an entire region become more livable, more sustainable and more innovative.

TransLink has also become an example to cities around the world on how, instead of just surviving, a public transit authority can become more trusted, more popular and even cool!

Over the last three years, TransLink has been laying the groundwork to deliver a \$9 billion (Cdn.) plan to improve public transit and transportation across the region, including two SkyTrain extensions, expansions to bus and rail service, major infrastructure upgrades and improvements in service reliability.

TransLink has reached an all-time high in customer satisfaction, been recognized as the fastest-rising brand in *British Columbia BC Business Magazine*, and led the way with innovations in technology, marketing and access to transit.

For example, with the introduction of Tap to Pay in 2018, TransLink became the first public transit authority in Canada to offer contactless credit card payment options. Later that year, TransLink again led the way among North American transit agencies by introducing wearable technology, giving customers the convenience of paying with a wristband.

In 2018, TransLink earned worldwide attention by featuring the voice of Vancouver-born actor Seth Rogen in an etiquette campaign throughout the system, boosting the authority's profile and popularity.

While demand for transit in the Vancouver region has continued to grow to record levels,

TransLink has improved its service reliability, reaching new highs for on-time performance in bus and SkyTrain. This follows the organization's renewed commitment to a State of Good Repair, proactively managing and maintaining assets and upgrading facilities.

TransLink attributes much of its success to its employees, the heart and soul of the organization—7,500 strong—who work tirelessly around the clock to serve more than 1.3 million daily boardings.

Since 2016, TransLink has seen incredible growth, but the adventure does not end at 2018. With more services, more infrastructure and more accessible and sustainable transportation solutions on the way, TransLink will continue to help a growing region thrive.



Canadians have developed a reputation for exemplifying leadership in innovation, sustainability and technology. That is why we are extremely proud to congratulate TransLink for being a worthy recipient of this prestigious award from the American Public Transportation Association. The Government of Canada continues to be an active partner in helping to deliver this world-class system and celebrates TransLink's outstanding achievement.

— Justin Trudeau
Prime Minister of Canada



Local Distinguished Service

For significant contributions at the local level to public transportation through policy, legislative initiative, and leadership.



Mayor Madeline Rogero

Knoxville, TN

"It's an incredible honor to be recognized by the American Public Transportation Association. I'm thankful to work with such an outstanding team. The dedicated KAT staff and multiple City departments have worked together seamlessly to improve our transit infrastructure and services each year while incorporating transit into all our long-range planning. Transit is essential in solving our most challenging climate issues, and I believe we have positioned Knoxville well to take on those challenges."

As Knoxville (TN) Mayor Madeline Rogero completes her eighth and final year in office, her transformative impact as a champion for public transit will be felt for decades to come. By fully integrating transit into the city's internal structure, increasing financial support and changing the city's culture around transit, Knoxville's public transit system moves into the future with citizen support and a seat at the table.

Prior to Mayor Rogero's first term, the transit system, Knoxville Area Transit (KAT), was barely reflected on the city's organizational chart. She changed that, making the public transit manager a city director and integrating transit into the centralized planning and decision-making process.

Simply put, this change has revolutionized the culture of Knoxville's government. New partnerships have formed across the spectrum of city government.

The city's Department of Public Service coordinates with KAT on winter road clearing, ensuring that bus routes have priority, keeping KAT, and the city, moving during snow events. The city's Department of Parks and Recreation incorporates information on KAT bus routes and stop locations on its parks and greenways map, expanding mobility options and park access. The Department of Special Events coordinates festival street closures so as not to disrupt downtown trolley routes. And perhaps most visibly, the Departments of Engineering and Redevelopment, in coordination with KAT, add transit enhancements to all new on-street projects, from major redevelopments to sidewalk replacements, resulting in a 44 percent increase in the number of new bus shelters in the past several years alone.

Mayor Rogero, with support from the Knoxville City Council, increased financial support for KAT by 20 percent during her two terms in office, resulting in a 24 percent increase in hours of service. KAT passengers now enjoy later evening services on most routes and, for the first time, 15-minute peak service on three major corridor routes. KAT also added Wi-Fi on all buses. Transit users can now get real-time information on their bus location and plan their commute by using KAT's new mobile app.

For many years, Mayor Rogero set the tone—and the example. As a political candidate, she rode the bus to campaign events. Once elected, she launched the "Mayor on Board" initiative; she and staff rode transit as a group to public events to promote the convenience of riding KAT. To further encourage transit use, she also instituted a bus pass program for city employees. (City employees have logged more than 36,000 miles.)

Mayor Rogero understands that public transit is key to a healthy, livable city. Her efforts to integrate and support transit are reflective of her commitment to smart, equitable growth and building a sustainable future.



Mayor Rogero's vision has put Knoxville on the forefront of national trends for many issues, including mobility and transit. Knoxville has become a model for mid-size cities and Mayor Rogero's leadership and forward thinking have garnered respect from her peers across the country.

**— Christopher Zimmerman
Vice President of Economic
Development
Smart Growth America**



State Distinguished Service

For significant contributions at the state level to public transportation through policy, legislative initiative, and leadership.



State Senator Jim Beall

California (15th District)

"It's an honor to accept this award in recognition of my decades of public service to champion public transportation. I have dedicated my career to making the lives of Californians better, and transportation options are just one way to bring economic opportunity and mobility to people. I will continue this work long after I leave office as we continue to build a more connected California of the future."

California State Senator Jim Beall's dedication to the people and welfare of his state is inspiring.

Over a 30-year career in public service, from the San Jose City Council to the halls of the California State Capitol, he has focused on improving public transportation options and infrastructure throughout California. Most recently, Senate Bill 1, the Road Repair and Accountability Act of 2017 sponsored by Sen. Beall, became the most comprehensive

response to the state's chronic underinvestment in infrastructure in decades.

Senate Bill 1 grew out of a special legislative session called by Governor Jerry Brown in June 2015, with a mandate to provide funding for the maintenance and rehabilitation of California's transportation infrastructure and to improve the state's key trade corridors and complement local infrastructure efforts.

This measure, funded by California fuel taxes and vehicle fees, will invest \$54 billion over 10 years to fix roads, freeways and bridges and create steady increases in funding for transit operations across California.

In Santa Clara County, the extension of San Francisco Bay Area Rapid Transit (BART) service into Silicon Valley benefited from more than \$750 million in funding through SB 1 and the cap-and-trade system. That investment will allow tens of thousands of daily commuters from around the Bay Area to make their way, via public transit, to and from Silicon Valley every day.

In addition, three other major infrastructure projects aimed at easing traffic congestion, considered to be among the worst in the nation, will benefit from SB 1 funding. The significant reconfiguration of one of the most heavily traveled freeway interchanges in Silicon Valley, dubbed the “Mathilda Monster” by commuters because of the difficulty to navigate heavy traffic, is already underway thanks to an investment made possible by the leadership of Sen. Beall.

Sen. Beall exhibited extraordinary leadership and dedication in 2018 as he worked to ensure that the commitment to the state’s transportation systems remained strong, by forging the path for California voters to affirm the legislative decision after it was threatened with repeal at the ballot box.

Stemming from Sen. Beall’s commitment to educating voters statewide, Proposition 6, which threatened to reverse the commitments of SB 1, was soundly defeated by voters, allowing Sen. Beall’s newly penned law to continue addressing the state’s critical transportation needs. Sen. Beall worked tirelessly with a broad coalition of stakeholders to defeat Proposition 6, holding town hall meetings and other events across the state to educate voters.

Another product of Sen. Beall’s years of commitment to championing the funding and delivery of transportation improvements came in the form of SB 595, which was later approved by voters in nine San Francisco Bay Area counties in the form of Regional Measure 3. RM 3 will provide \$4.45 billion for a multimodal program of highway and public transit improvements in the toll bridge corridors across the Bay Area.

These are significant examples from a long legislative career focused on creating and modifying funding programs to make a positive impact on California’s transportation infrastructure.

A lifelong resident of San Jose, Sen. Beall has devoted three decades to public service that has left a mark on much more than the transportation industry. He has championed services and protections for many of society’s most vulnerable citizens, leading the successful creation of laws addressing affordable housing for veterans, mental health parity and college and job training programs for foster care youth. The legacy he has created will work to improve the quality of life in California for generations to come.



In Santa Clara County, Senator Jim Beall’s name is synonymous with transportation and infrastructure.

**— U.S. Rep. Zoe Lofgren
California (19th District)**



Outstanding Public Transportation Business Member

An APTA public transportation business member who has made outstanding contributions to the public transportation industry.



Jeffrey Wharton

Director, Alternative Delivery Services, SYSTRA
New York, NY

"I am very honored and humbled by this recognition and to be part of such a great group of industry professionals. I have been fortunate to work with so many extraordinary industry friends over the years and to be associated with life-changing programs to better serve the needs of our public transportation stakeholders. I am eternally grateful to my wife, Suzi, and her steadfast love to help me along the way."

Jeffrey (Jeff) Wharton started in transportation in 1978, in aviation as a flight instructor and commercial pilot flying air charters from San Francisco. In 1980, through his flying connection, he began working for a nationwide electrical contractor, Kingston Contracting, and focused on major public transit projects throughout the country.

Over the course of the next 19 years, Jeff learned a lot about public transportation. He rose through the ranks to lead regional offices for

Kingston Contracting and manage multi-million-dollar transit projects for the San Francisco Bay Area Rapid Transit District, San Diego Metropolitan Transit System, Washington Metropolitan Area Transit Authority and Portland's Tri-County Metropolitan Transportation District of Oregon.

In 1999, Jeff transitioned from construction to manufacturing, where he spent another 20 years providing traction power substations and electrification hardware through IMPulse NC, located in

Mount Olive, NC. He became president of IMPulse NC in 2010.

It was in 1999 that Jeff was introduced to APTA and its vast family of public transit professionals. Soon he was hooked and became an active APTA member, taking on numerous leadership positions including seats on the Board of Directors and the Executive Committee, chair of the Business Member Board of Governors, a director of the American Public Transportation Foundation, chair of the 2014 EXPO and co-chair of APTA's Youth Summit, just to name a few. In addition, Jeff became a member of the Institute of Electrical and Electronic Engineers and the American Rail Working Group under the U.S. Chamber of Commerce in China.

In 2019, after a very brief retirement (one day), Jeff started his fourth career path, at SYSTRA USA as director for alternative delivery services. SYSTRA is a world-renowned engineering, technology and innovative service firm; Jeff leads the USA group in expanding its design-build portfolio by maximizing his 40 years of experience.

Throughout his career, Jeff sought out ways to learn, to improve and to give back. In 2010, he testified before the House Committee on Transportation & Infrastructure during hearings on the American Recovery and Reinvestment Act Progress Report on public transit infrastructure investments. In 2013, Jeff was selected as a "Champion of Change for Transportation Technology Solutions for the 21st Century" and received the award from Transportation Secretary Ray LaHood at a White House ceremony.

Jeff has participated in international APTA study missions, his first in 2004 to China and his most recent in 2018 across Canada. His manufacturing company, IMPulse NC, was the first APTA

business member to sign on to APTA's Sustainability Commitment program and the first business member to achieve APTA's Gold recognition.

With great mentors and family support along the way, recognizing the importance of leading by example with respect and integrity, Jeff plans to stay active in public transportation and engage with its future leaders to maintain a strong industry that connects communities, provides mobility choices and reinforces the importance to keep investing in public transportation.



I have worked closely with Jeff over a number of years and he has been an active partner and collaborator on a number of significant issues both within APTA and our industry. He has always conducted himself with the highest level of professionalism and integrity and has shown tremendous leadership on behalf of the business community and the entire transit industry.

— Dorval R. Carter Jr.
President
Chicago Transit Authority



Outstanding Public Transportation Board Member

An individual serving on the governing board of a public transportation system who has made outstanding contributions to the public transportation industry.



Carol Herrera

Chair, Executive Board, Foothill Transit
West Covina, CA

"There is a new enthusiasm in transportation and we as leaders have to tap into it, encourage it, and focus it where we need it most. This award is a direct result of that ethos and it is my hope that this highlights to everyone how much even one person can accomplish when you welcome more people to the table."

Mobility and public transportation are Carol Herrera's natural focus as both an elected official, serving in the Los Angeles community of Diamond Bar, and in her role on the governing and executive boards of Foothill Transit, her region's primary public transportation provider.

Carol continually leans in, expanding her leadership to the national stage as chair of APTA's Transit Board Members Committee and engaging in national and international mobility dialogue

and policy making through seven different APTA committees. She aggressively supports technological innovation in transportation while keeping in touch with grassroots civic involvement in public transit issues, advocating always for her customers and constituents. She embodies thinking globally and acting locally in public transit and has been recognized by her community for her dedication, tenacity and tenure. She's been an active participant in transit advocacy for more than 30 years.

Carol's local leadership in public transit advocacy and policy making involves three key regional organizations in Los Angeles County: her elected seat on the city council of Diamond Bar (where she is currently serving her seventh term), her presidency of the Four Corners Transportation Policy Group and her long tenure at Foothill Transit. Her local efforts have brought hundreds of millions of dollars to the region, for both infrastructure and local services.

Her eagerness to lead has allowed her to have a direct and significant impact on how Foothill Transit serves its 12 million annual customers in eastern Los Angeles County. She successfully advocated for several major projects, including the launch of the agency's first BRT line in 2007 and the successful transition of the agency's fleet to all-CNG in 2012, and conversely led the next steps toward a zero-emissions future by supporting Foothill Transit's 2016 commitment to go all-electric by 2030.

In addition to her major projects at the agency, Carol is a dedicated mentor to the women at Foothill Transit, advocating strongly for a workforce that values, includes and protects diverse perspectives. Under her leadership, Foothill Transit's core director team is 44 percent female, of whom 75 percent are women of color. Her support of women and diversity in the agency was one of the core reasons Foothill Transit was named Employer of the Year by the WTS Los Angeles Chapter in 2014.

On the national stage, Carol is a very active member of the APTA Transit Board Members Committee and serves on the APTA Executive Committee. Her aptitude for reaching consensus led to her role as the Transit Board Members Committee chair. In her current role as chair it became clear that a rewrite of the committee bylaws was needed,

ultimately making the committee larger and more responsive to the needs of its members. Of the nine new seats created by the changes, Carol has successfully recruited for eight, establishing a solid bench of APTA leadership for years to come.



A team player, Carol is not afraid to challenge the status quo when necessary. She understands working regionally to benefit locally, and serves on numerous regional boards, focused primarily on traffic mitigation. Her years on APTA's board and exemplary life of public service is worthy of APTA's recognition as Outstanding Public Transportation Board Member.

— **Former State Senator Bob Huff**
California (29th District)



Outstanding Public Transportation Manager

An APTA public transportation manager who has made outstanding contributions to the public transportation industry.



Henry Li

General Manager/CEO
Sacramento Regional Transit District
Sacramento, CA

"I am truly honored and humbled to receive this award but this is genuinely about the community and SacRT's commitment to improving mobility in our region. It is through the leadership of the Board, the hard work and dedication of our employees and the strong support from riders, community stakeholders and advocates that we have been able to achieve transformational successes. I share this honor with APTA mentors and colleagues throughout my career."

Henry Li is a visionary leader who has successfully led and transformed several public transit agencies in highly political, complex and dynamic metropolitan regions.

Henry joined the Sacramento Regional Transit District (SacRT) at a time when the agency was beleaguered by poor service delivery, dire financial condition, aging infrastructure and encroaching crime. Since he became the system's general manager/CEO more than three years ago, SacRT has

experienced a historic comeback in record time. Now services are much more reliable and consistent; accountability and transparency are ingrained in the new culture; financial ratings are positive; ridership and customer satisfaction are way up; and safety and security practices are the best in the industry. The region is seeing SacRT in a whole new light. Henry instituted a motto that says it all: "Customers First."

With the industry's best in class safety and security practices, SacRT received the TSA Gold Standard Award. Henry jump-started a comprehensive rail system modernization and expansion program and bus fleet electrification initiatives; decreased fares for the first time in the agency's 47-year history; increased light rail and bus service levels; and reimagined SacRT's bus network.

Henry used his strong organizational improvement background and business acumen to challenge the traditional governmental operations to function more like a business-oriented enterprise. He implemented transformative improvement initiatives, dramatically streamlined processes, built a top-notch leadership team and inspired internal employees and external partners to fully engage in SacRT's journey to excellence. He fostered a strong regional collaboration that led to the annexation and service consolidation of peer public transit systems within the six-county region.

Henry is a champion of innovative mobility solutions in the industry. From on-demand micro-transit to partnering with TNCs and micromobility providers, SacRT is at the forefront of integrated solutions fueling the regional economy and creating the smart region of the future.

Prior to coming to SacRT, Henry served as vice president of finance and administration at the Jacksonville Transportation Authority, which was named APTA's 2016 Outstanding Public Transportation System. He also held leadership positions at Hampton Roads Transit, San Francisco Municipal Transportation Agency and Metropolitan Atlanta Rapid Transit Authority.

Henry actively serves on various APTA working groups and committees and regularly shares his innovative ideas as a speaker and panelist at

APTA conferences. He is taking a lead role in the future of mobility, not only for SacRT but for the transit industry as a whole, alongside his peers. He relentlessly continues to work on important issues such as public transit policy, aging infrastructure, increasing ridership, and funding advocacy in front of Congress and at the state and federal levels.

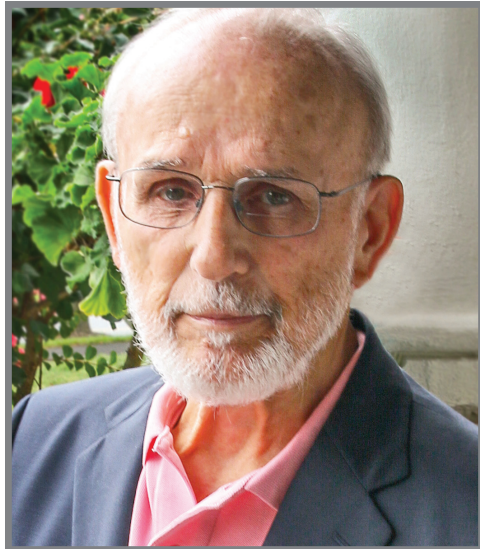
Henry's leadership gets results because he is a strategic thinker, creative problem-solver and swift executor. He is a strong change agent who has consistently delivered transformational and phenomenal results through visionary leadership, a collaborative approach and a relentless pursuit of excellence for the advancement of public transportation.

Henry hit the ground running and has been a difference-maker in improving the safety of our transit system and expanding the suite of mobility options for Sacramentans of all ages and abilities. Henry's commitment to safety, accessibility, and innovation are positioning SacRT for a bright future, and I congratulate him on this well-deserved and prestigious award.

— U.S. Rep. Doris Matsui
California (6th District)

Hall of Fame

This special honor is reserved for individuals who have long and distinguished careers in the industry; who have made extraordinary contributions to public transportation; and who have actively participated in APTA activities.



Tony Kouneski

A 45-year trailblazing career in public transportation, providing leadership and mentoring future industry leaders

“To be inducted into APTA’s Hall of Fame is a great honor and a privilege. I am fortunate to have been a part of such an important industry that every day makes a difference in people’s lives. I can’t express how grateful I am to receive this honor. And, to all the amazing and talented people who have helped and supported me over the course of my career—you are the reason I am here.”

Tony Kouneski has been a trailblazer throughout his 45-year public transportation career. Many progressive marketing, service delivery, safety and staff development programs can be attributed to his leadership.

Tony’s first job was promoting the city of Baltimore. Recognizing a need to connect downtown businesses, he presented a circulator bus plan to the Maryland Transit Administration (MTA). This attracted the attention of ATE Management, which

recruited him to be the MTA’s director of marketing. The Urban Mass Transportation Administration (now FTA) recognized Tony’s successes, awarding the MTA a national marketing demonstration grant that influenced other systems to pursue similar programs.

In 1979, ATE promoted Tony to assistant general manager for the Metropolitan Transit Commission in Minneapolis, where his efforts led to the agency receiving several national marketing awards.

In his next position, general manager for SunTran in Tucson, AZ, Tony resolved labor issues, expanded the fleet and service area, and earned the mayor's highest award by improving city council, employee and community relationships.

In 1981, Tony became CEO of ATE's flagship system, Queen City Metro in Cincinnati. Metro had lost a funding referendum and credibility with the business community, elected officials and the public. Tony restructured his team and developed a plan to rebuild the fleet, add facilities and realign services, efforts recognized by the agency receiving APTA's Mid-Size System of the Year Award.

After leaving ATE, Tony became CEO of Capital Metro in Austin, TX, where his successes included sustained funding; a merger with the University of Texas bus system; a free fare program that increased ridership; a fueling station installation; CNG vehicle purchases; and ADA taxi voucher, alternative fuel and employee training programs.

He next went to New Jersey Transit Corporation as vice president and GM of bus and light rail. Shortly thereafter, APTA asked him to join its team and, with NJ Transit's support, Tony became the association's vice president of member services.

For 12 years Tony was a potent force in the delivery of APTA member services. When a GM encountered an unfamiliar situation, Tony was the person's first call. He fostered Leadership APTA, CEO committees, international missions, peer review efforts, technical papers, operating and equipment standards and the Safety Audit program. His leadership made APTA's conferences and the EXPO more dynamic and relevant.

Tony has long championed the promotion of minorities and women, as recognized with APTA's Minority Development Award and the Women in

Transit Committee's Advancement of Women in Management Award.

Upon "retiring" from APTA, Tony and Jack Leary founded KL Executive Search, successfully placing more than 100 transit executives. In 2014 he oversaw the creation of KL's successor, KL2 Connects, where he remains a strategic advisor.

To consider Tony's career is to recognize a life rich in professional achievement. But a broader legacy merits acknowledgment—the young professionals he mentored who became industry leaders, diverse teams he inspired to bring their best efforts forward, the many friends he supported along the way. For these qualities, and for his enduring dedication to the public transit industry, Tony is highly deserving of induction into APTA's Hall of Fame.



Transit is filled with passionate and diverse leaders due to Tony's amazing ability to delegate significant responsibility and then sit back and let you excel. He was always the first to celebrate your accomplishments. Tony also modeled a positive work-life balance that focused on success in both arenas. The transit industry is fortunate he chose to give his time and talents here.

— Celia Kupersmith
Principal
KL2 Connects LLC



Hall of Fame

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Paul A. Toliver

Successfully promoted diversity and advocated the benefits of technology decades ahead of the curve for more than 40 years

"It is an honor to be recognized by your peers and colleagues. It is also a recognition that there are others who share your values of equality of opportunity, a management style that involves and respects all employees and a use of technology to improve the quality of one's life and not worsen it. From my beginnings in the '70s to today, the need for a cost-effective and efficient means of public transit is as critical as ever."

Paul Toliver started his public transit career in Cincinnati before there was a Queen City Metro (QCM).

The U.S. had only a handful of public transit systems at that time, including those in New York, Chicago and San Francisco. Most bus companies were still privately owned, but the movement to sell them to public agencies had begun. Cincinnati Transit (CTI) was one of them.

The city hired former U.S. Secretary of Transportation William Coleman to negotiate to buy CTI's assets, which would ultimately form QCM. Paul was the second public staff member of the new agency. Newly purchased buses arrived shortly thereafter.

In 1981—after brief tours in Tulsa, OK, and South Bend, IN—Paul accepted a position as principal advisor of transit to New Orleans Mayor Ernest "Dutch" Morial. There he helped negotiate the purchase of public transit assets, which included

the legendary St. Charles Streetcars, from the New Orleans Public Service Co. for use by the newly created New Orleans Regional Transit Authority.

In 1984, Paul joined San Francisco Mayor Dianne Feinstein's administration as deputy general manager of the San Francisco Municipal Railway. His mentor in San Francisco was retired Muni General Manager Curtis Green, the industry's first African American general manager.

Paul joined Seattle Metro (now King County Metro) in 1988 as transit director before being appointed director of King County DOT in 1996. During his tenure, Seattle Metro reached its highest ridership ever, 105 million passenger trips in 2000. In 1992, the agency received APTA's Public Transportation System Outstanding Achievement Award (now the Outstanding Public Transportation System Achievement Award).

Seattle Metro implemented many innovative programs during Paul's tenure, such as the largest vanpool program in North America, a late-night guaranteed ride home program for pass holders and a deeply discounted pass program for college students. But the agency's forté was new technology. Seattle Metro loved being the first public transit system to successfully implement unheard-of ways to use new technology. It became the first with a systemwide vehicle monitoring system, a system website and real-time information both online and sent to cellphones announcing a customer's bus was to arrive.

In 1999, Paul was honored with APTA's Jesse L. Haugh Award (now the Outstanding Public Transportation Manager).

Throughout Paul's four decades in the public transportation industry, he has been an active supporter of APTA, serving on the executive committee

as vice president of management and finance, the Transit Board Members Committee and the Bus & Paratransit CEOs Committee.

One of the highlights of Paul's career was co-authoring and co-presenting a paper at the 1992 Annual Meeting of the IVHS Society (now the Intelligent Transportation Society of America) describing a concept of using new, advanced computer technology coupled with cellphones to improve ridesharing, which has evolved into Uber/Lyft type services today.



Paul's induction to the APTA Hall of Fame is the capstone of a dedicated and distinguished career in public transportation spanning more than 40 years. Paul taught me early on to 'articulate, advocate, and when necessary agitate' to promote your beliefs. He lived true to his teachings, successfully promoting diversity in the workplace and advocating the benefits of technology decades ahead of the curve.

— Emmett Heath
Chief Executive Director
Community Transit
Snohomish County, WA



Hall of Fame

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Michael S. Townes

Nearly 40 years of advancing and advocating public transportation through leadership and mentoring

"This is the most meaningful, humbling, and joyful recognition that I have ever received. I am overwhelmed. When I became involved in public transportation, I fell deeply in love with an industry that does great things for people and society. I view APTA as the core of our industry, and any contributions that I made result from my labor of love. I will always advocate for public transportation and APTA—to be recognized for that is my life's greatest honor."

Michael Townes didn't immediately know that public transit would be his career of choice, but it was clear that his legacy would be to make positive changes for communities as he learned early about the importance of fostering relationships and advocating on behalf of the public.

Michael began his nearly 40-year public transportation career in 1978 as a planning technician for the Richmond (VA) Regional Planning Commission,

then was hired by the Greater Richmond Transit Company as its planning director in 1980.

In 1982, Michael took on an assignment with the Saudi Arabian Public Transport Company as manager of planning, marketing and scheduling. One of his major achievements in this capacity was to plan and manage the staging operation for the annual pilgrimage to Mecca, the largest mass move of people in the world. Here he learned to manage

and unite diverse stakeholders, a skill that became a theme throughout his career.

After returning from Saudi Arabia in 1984, Michael served as assistant general manager for the Stockton Metropolitan Transit District in California, currently the San Joaquin Regional Transit District. In 1986, he was selected as assistant to the executive director of the Peninsula Transportation District (PENTRAN) and was promoted to the agency's executive director in 1989.

In 1999, Michael became president and CEO of Hampton Roads Transit (HRT)—formed through a merger of PENTRAN and neighboring Tidewater Regional Transit—and held this role until 2010. At HRT, Michael's leadership leveraged industry, state and local relationships to attract more than \$280 million to build a light rail system in Norfolk, VA, the first such system in the state.

After leading HRT for more than a decade, Michael held leadership roles as vice president and transit market leader for CDM Smith, a major global consultancy practice, and senior vice president and Transit Market Sector leader, HNTB Corporation, another major consultancy practice.

An active and passionate member of APTA, Michael was chair of APTA in 2007-2008 and chair of the Legislative Committee and the Executive Committee. He was committed to and involved in almost every aspect of the association but focused mainly on legislation and government affairs, research and educating and mentoring young public transit professionals.

Michael also held many leadership roles in transportation, including chairman of the Mineta Transportation Institute Board of Trustees and chairman of the TRB Executive Committee. He was appointed by Gov. George Allen in 1996 to Virginia's

Specialized Transportation Committee and by Gov. Tim Kaine in 2007 to the Governor's Commission on Climate Change.

Other honors Michael has received include APTA's Women in Transit Committee Achievement Award and the Conference of Minority Transportation Officials Executive of the Year Award.



While serving the 95th District as a delegate in the Virginia General Assembly and as chairwoman to the PENTRAN Commission, I had the pleasure of working with this talented professional to see the merger of the Hampton Roads Transit agency come to fruition. The depth of Michael's knowledge and dedication greatly enhanced his reputation as an outstanding, well-respected transit administrator. Any recognition he receives is incredibly well-deserved.

— Flora Crittenden
Former Member
Virginia House of Delegates



Hall of Fame

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Richard A. White

A distinguished and impactful career in both the public and private sectors spanning more than 45 years

"Most of us have a different story about how and when we entered the public transportation industry. But a common theme is our passion for knowing that what we do has such a positive impact on improved mobility, quality of life, and access to opportunities for so many people. I am extremely humbled to be recognized for the contributions that I have been able to make through working with others over a 45-year career in our industry."

Dick White has a unique place in the public transportation industry as one of the very few individuals who has worked in all four sectors of the industry: the federal government (U.S.DOT/FTA), public transportation operating agencies, business member/industry organizations that serve public transit clients and at the national level, as acting president & CEO of APTA.

Dick started his career at the Urban Mass Transportation Administration, now known as FTA,

where he was introduced to the public transportation industry and benefited from a national and federal perspective on transit programs and industry issues.

His 32 years of public sector experience include more than 16 years in public transit agency executive management, specifically as chief executive officer of the Washington Metropolitan Area Transit Authority (WMATA) and San Francisco Bay Area Rapid Transit District and other senior management

roles at New Jersey Transit Corporation and the Metropolitan Transit Authority of Harris County (Houston METRO).

In each location he developed and delivered tangible improvements to operational and agency performance, introduced customer service improvements, achieved ridership growth, advanced major capital improvement projects, mentored others and advanced professional development opportunities, enhanced diversity and inclusion practices, delivered strong budgetary and fiscal performance and served boards of directors and communities alike.

Subsequent to his public sector experience, Dick has spent 10 years in the private sector as a senior consultant for several firms including SYSTRA, where he currently works. In addition, one of his most fulfilling work experiences was the nearly three years of nonprofit experience at APTA, including a 20-month period serving as the acting president & CEO.

Of Dick's many experiences in and contributions to the industry, two in particular stand out. First was his personal leadership and decision-making during the response to the 9/11 attacks while serving in the top job at WMATA. The agency successfully moved hundreds of thousands of people throughout the National Capital Region during a time of great fear and anxiety. For his and WMATA's public service at a time of emergency, Dick received a Meritorious Leadership Award from U.S. Secretary of Transportation Norman Mineta.

The other is Dick's invaluable contribution to the public transit industry and the APTA organization during a period of change. He was initially hired in 2015 as APTA's vice president of member services. When the president & CEO resigned in April 2016, Dick was selected by the APTA Board

of Directors to serve as its acting president & CEO. He held this position for 20 months and was able to stabilize and then improve APTA. He left APTA in stronger condition for the next president and CEO.

Dick's career is a testament to public service, integrity, hard work and passionate belief in advancing the public transportation industry.



APTA's Hall of Fame is reserved for transit professionals who have made consequential contributions to our wonderful industry. Dick White is just such a professional: his decades of public service at federal, state and regional levels, combined with private sector work with top consulting companies and his leadership at APTA, are clear testimony to his life's work.

**— Jerry Premo
Principal
Premo Partnerships &
2015 APTA Hall of Fame
Recipient**



AdWheel Grand Awards

APTA's 2019 AdWheel Awards recognize the strategic importance of marketing and communications initiatives that advance the organizational goals of APTA members. Public transportation systems and businesses compete for Grand Awards within their peer group, based on the number of annual passenger trips or in the separate business member group. Judges reviewed 317 entries this year and 64 first-place winners were narrowed down to the following 12 Grand Award winners.

Best Initiatives to Increase Ridership or Sales

MATBUS, Fargo, ND

The system created a video to catch the attention of personal vehicle owners who were not already using public transit in the Fargo-Moorhead metro area.

Melancholy music and a somber narrator tell the tale of the "abandoned cars." Then the tone and music shift, revealing a bright, clean bus full of happy people. Following the March social media launch of the video to local young adults, college ridership in April increased 10 percent system-wide. (GROUP 1)



at area hotels and the convention center. Passenger activity at airport bus stops has more than doubled since launching the 15-minute service and the OMNI to ONT campaign. (GROUP 2)

Metropolitan Transit System, San Diego, CA

This campaign was equal parts "challenge" and "opportunity." The challenge is that MTS experienced declines in ridership at the same time it made unprecedented improvements to its system in both capital and operations. Overall, Choose Transit/Free Ride Day was a major success with a ridership spike of more than 52,000 trips. The MTS bus system saw a 15 percent increase in ridership and MTS Trolley received an overall 17 percent increase in ridership compared to the same day one year prior. (GROUP 3)



OMNITRANS, San Bernardino, CA

OMNITRANS generated awareness of its new 15-minute bus service to Ontario International Airport (ONT) through advertising/promotion aimed primarily at air travelers, plus targeted efforts to reach airport employees and guests



Q'Straint, Fort Lauderdale, FL

Q'Straint's "SEQURED" campaign aimed to raise awareness of the safety advantages of three-point wheelchair securement and rearward-facing wheelchair securement.

The company worked to capture

Q'STRAIN[®]

on-site, hands-on use with real mobility riders, bus drivers, maintenance directors and transit property directors. (GROUP 4)

Best Marketing & Communications Educational Initiatives

EMBARK, Oklahoma City, OK

With the coming of the OKC Streetcar and in anticipation of service, EMBARK wanted to make safety the priority of the new mode. "Streetcar City, Streetcar Safe" was an innovative campaign that took on storytelling elements in the creation of safety characters and used unconventional methods of communication that were both cost-effective and creative. This campaign created attention in all the right ways, leading to even more earned media coverage. Social media engagement and following increased dramatically through this campaign and started a conversation that EMBARK never expected. (GROUP 1)

EMBARK

Monterey-Salinas Transit, Monterey, CA

The agency introduced MST RealTime to the community throughout 2017 and 2018 in a comprehensive marketing campaign targeted to existing, first-time and future passengers. MST wanted to make sure its passengers were comfortable with the bus arrival information tools, regardless of their preferred technology. The number of text messages jumped 157 percent, app users increased by 64 percent, and between 20 and 30 percent of phone calls were transferred to RealTime automated information. Between 2017 and 2018, MST ridership has increased by 2.3 percent.

(GROUP 2)



Santa Clara Valley Transportation Authority, San Jose, CA

VTA is most commonly considered for work and school commutes and the agency wanted to increase off-peak boardings and market share of discretionary trips. The "Favorite __ Near VTA" campaigns were designed to leverage social media virality generated by current riders to reach high-potential riders with credible, authentic messages. Overall, VTA served 384,881 impressions and measured 7,059 engagements, for a solid 1.8 percent engagement rate per impression, using a shoestring budget to promote #vtataqueria, #vtapho, #vtacoffee, #vtaicecream and #vtafamily.

(GROUP 3)



New Flyer of America, St. Cloud, MN

New Flyer introduced its Vehicle Innovation Center (VIC) in Alabama as an educational hub for electric bus technology and adoption. The comprehensive campaign increased public awareness, bringing more than 1,000 industry leaders to the VIC to learn from the company's experts; obtained 40 positive media articles; realized one million impressions and more than 9,400 followers on Twitter; 222,000 Facebook impressions; and six YouTube videos with a total of 10,000 views. (GROUP 4)



Roaring Fork Transportation Authority, Aspen, CO

"Destination 2040" is RFTA's plan to address the region's current and future mobility needs. The campaign received recognition because of the quality of the work and the successful outcome of the ballot vote. The campaign became a staple for all staff members, board members and drivers to use during the planning and outreach process. It was used as a reference for information directly related to why RFTA needed additional funding moving into the future. (GROUP 2)



Best Initiatives to Highlight Public Transit Needs/Funding

Livermore Amador Valley Transit Authority (WHEELS), Livermore, CA

LAVTA's target audience for the Las Positas College Student Pass Program was college students, faculty and staff. The objective of this partnership was to increase awareness of a college transit pass program and to increase ridership in advance of a student vote on a Student Mobility Fee to fund the continuation of the program. Numerous strategies were employed ahead of the vote, increasing by 18 percent the ridership on the 15-minute frequency Rapid bus service. Students subsequently approved the Student Mobility Fee by an 80-point margin. (GROUP 1)



Regional Transportation Authority, Chicago, IL

Northeastern Illinois and the city of Chicago depend on safe, reliable trains and buses to take two million riders where they need to go every day. The 2018-2023 Regional Transit Strategic Plan, "Invest in Transit," is the region's case for pursuing dependable funding streams that will enable the public transit agencies to provide this vital service well into the future. RTA introduced the strategic plan to the public in a short video that creatively talks about the importance of funding. RTA featured the #InvestInTransit video on its blog, website, social media pages and at all executive speaking engagements. The authority measured increased engagement from riders and the public and, in June 2019, Illinois' governor signed the largest capital bill ever passed in the state and the first one in a decade. (GROUP 3)



New York Public Transit Association, Albany, NY

Launched in 2018, this campaign brought attention to New York State's failure to fund public transit in a way that sustains current service and produces the results customers and communities expect. This campaign brought together transit agencies from all corners of the state in a grassroots effort to increase awareness regarding the need for increased transit funding. In 2019, the campaign achieved its strategic objectives: (1) Recurring funding for the MTA through congestion pricing and other dedicated funding sources, and (2) Increasing state operating aid for non-MTA transit systems by 50 percent over the next five years. (GROUP 4)



* Group winners come from transit systems with less than 4 million annual trips (Group 1), between 4 and 20 million annual trips (Group 2), more than 20 million annual trips (Group 3), and business/affiliate members (Group 4).

American Public Transportation Foundation Scholars

As part of APTAU, the American Public Transportation Foundation (APTF) aims to increase and retain the number of individuals choosing the public transit field as a career by providing scholarships and engagement opportunities to deserving students and transit professionals. Since its inception in 1988, the APTF Board of Directors has awarded over \$1,500,000 in scholarships to more than 380 deserving students. This year, the Foundation achieved a new record: \$247,000 in grants to 38 students and transit professionals who represent the future of our industry.



Michelle Abunaja

*Richard J. Bouchard-AECOM
Scholarship*

University of Washington

SPONSORED BY: Spokane Transit
Authority



Timothy Bonds

APTF Board Scholarship

Florida Polytechnic University

SPONSORED BY: Frank T. Martin
Consult, LLC



Oforiwaa Pee Agyei-Boakye

*BMBG/Janie Wulkan Memorial
Scholarship*

University of Minnesota

SPONSORED BY: Metropolitan
Council under Metro Transit



Matthew Cahill

Jerome C. Premo Scholarship

Northwestern University

SPONSORED BY: WSP USA



Marek Allen

APTF Board Scholarship

Peirce College

SPONSORED BY: Southeastern
Pennsylvania Transportation
Authority



Michael Carrigy

*Mineta Transportation Institute /
APTF Joint Scholarship*

Rutgers, the State University of
New Jersey

SPONSORED BY: Southeastern
Pennsylvania Transportation
Authority



Jay Corey

APTF Board Scholarship

Roberts Wesleyan College

SPONSORED BY: Rochester Genesee
Regional Transportation
Authority



Taylor Gill

Raymond C. Miller Scholarship

San Diego State University

SPONSORED BY: Metropolitan Transit
System



Christian Douglas

*Gary Thomas APTF Ambassadorial
Scholarship*

University of Texas at Austin

SPONSORED BY: Los Angeles County
Metropolitan Transportation
Authority



Kristin Gladwin

*Florida Public Transportation
Association Scholarship*

Florida State University

SPONSORED BY: StarMetro



Asad Fayyaz

Louis T. Klauder Scholarship

Valparaiso University

SPONSORED BY: Wi-Tronix, LLC



Cassie Halls

Fran Hooper Scholarship

University of California-
Los Angeles

SPONSORED BY: Los Angeles County
Metropolitan Transportation
Authority

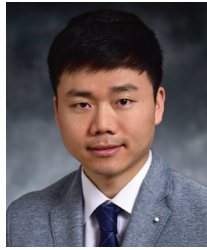


Mahtot Gebresselassie

Shirley DeLibero Scholarship

Virginia Tech, National Capital
Region

SPONSORED BY: Conference of
Minority Transportation Officials



Jinuk Hwang

*Americans with Disabilities
Act (ADA) 25th Anniversary
Scholarship*

Texas A&M University

SPONSORED BY: Texas A&M
Transportation Institute

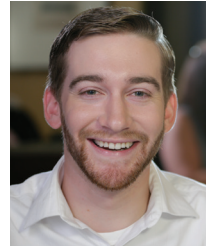


Sheida Khademi

Americans with Disabilities Act (ADA) 25th Anniversary Scholarship

University of Texas at Arlington

SPONSORED BY: Olivier, Inc.



Michael Lefevre

Dan M. Reichard, Jr. Scholarship
Duke University

SPONSORED BY: Virgin Trains USA



Tyler Kleinsasser

Bombardier Transportation Scholarship

South Dakota School of Mines and Technology

SPONSORED BY: Daktronics



Ahmadreza Mahmoudzadeh

Gary Thomas APTF Ambassadorial Scholarship

Texas A&M University

SPONSORED BY: Texas A&M Transportation Institute



Robert Ko

Donald C. Hyde Memorial Essay Scholarship

University of Wisconsin-Eau Claire

SPONSORED BY: Honolulu Authority for Rapid Transportation



Zakhary Mallett

Nathaniel Ford Scholarship

University of Southern California

SPONSORED BY: San Francisco Bay Area Rapid Transit District (BART)



Noel Lau

APTF Board Scholarship

Carnegie Mellon University

SPONSORED BY: Traffic21 and Mobility21 University Transportation Center



James Nee

James "Jim" Cowen Scholarship

Northeastern University

SPONSORED BY: MASCO



Carissa Nichols
William Millar Scholarship
Pennsylvania State University
SPONSORED BY: TriMet



Lisa Rivera-LaMantia
MV Transportation/Latinos in Transit Scholarship
University of Washington
SPONSORED BY: Central Ohio Transit Authority



Christina Perez
APTF Board Scholarship
Brandman University
SPONSORED BY: Orange County Transportation Authority



Alvaro Ruiz Emparanza
Wulkan Family American Public Transportation Foundation Endowed Scholarship
University of Miami



Anna Peterson
Stephanie Pinson Scholarship
Georgia Institute of Technology
SPONSORED BY: Georgia Tech Parking and Transportation Services



Madeline Ruvolo
KFH Group Single-Year Scholarship
University of California, Los Angeles
SPONSORED BY: UCLA Institute of Transportation Studies



Thalya Reyes
APTF Board Scholarship
University of Minnesota
SPONSORED BY: Metro Transit



Ashlien Savage
Dr. George M. Smerk Scholarship
University of La Verne
SPONSORED BY: Foothill Transit



Matthew Schomacker

*Parsons Brinckerhoff /
Jim Lammie Scholarship*

Northeastern University

SPONSORED BY: HNTB Corporation



Kiara Snadon

Reba Malone Scholarship

University of Louisville

SPONSORED BY: Transit Authority of
River City



Justin Sherrill

APTF Board Scholarship

Portland State University

SPONSORED BY: King County Metro



Norman K. Tuitavuki

Frank Lichtanski Scholarship

SPONSORED BY: Monterey-Salinas
Transit

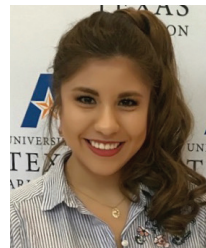


Shofi Ull Azum Shofi

Jack R. Gilstrap Scholarship

Ottawa University

SPONSORED BY: Kansas City Area
Transportation Authority



Diana Valadez

*Gary Thomas APTF Ambassadorial
Scholarship*

University of Texas at Arlington

SPONSORED BY: Dallas Area Rapid
Transit

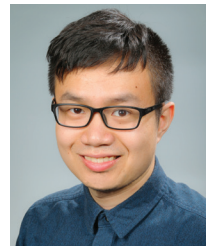


Cameron Simons

*Mineta Transportation Institute /
APTF Joint Scholarships*

San Jose State University

SPONSORED BY: Mineta
Transportation Institute



Sicheng Wang

Valarie J. McCall Scholarship

Rutgers, the State University of
New Jersey

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Institute

Leadership APTA Class of 2019

An offering of APTAU, Leadership APTA is the American Public Transportation Association's flagship program to develop and support those experienced managers and leaders aspiring to hold executive and senior leadership positions in APTA, their organizations, and the public transportation industry. Established in 1997, Leadership APTA boasts 550 graduates.



Graduates of the Leadership APTA Class of 2019

Graduates of the Leadership APTA Class of 2019

Chris Andrichak

Director of Management and Budget
AC Transit (Alameda-Contra Costa Transit District)
Oakland, CA

Chad Ballentine

Vice President, Demand Response and Innovative
Mobility
Capital Metropolitan Transportation Authority
Austin, TX

Skip Benz

Chief Audit and Ethics Officer
Metra
Chicago, IL

Edward G. Burger

Chief Operating Officer – Para-Transit & Maintenance
Mass Transportation Authority
Flint, MI

Lauren K. Cochran Scoville

Director of Sales, Southwest
Proterra Inc.
Houston, TX

Patricia Collins

Director of Human Resources
Pinellas Suncoast Transit Authority
St. Petersburg, FL

Brandy Creed

Director of Engineering and Construction
South Florida Regional Transportation Authority
Pompano Beach, FL

Jana Demas

Managing Director of Employee Services
King County Metro
Seattle, WA

Frederick A. Edwards II

Assistant Chief Transportation Officer
San Francisco Bay Area Rapid Transit District
Oakland, CA

Brian Funk

Deputy Chief Operations Officer – Bus
Metro Transit
Minneapolis, MN

Erin Kleist Gaynor

Director, Strategy and Business Operations
Chicago Transit Authority
Chicago, IL

Michael O. Helta

Chief Innovation Officer
Maryland Transit Administration
Baltimore, MD

Akiko Ito

Director
East Japan Railway Company
New York, NY

Karen M. Kitsis

Deputy Executive Director
Sound Transit
Seattle, WA

Rob Klovsky

Southern California Transit Director – Vice President
HDR
Irvine, CA

Deron Lozano

Central Region Transit Market Sector Leader
AECOM
Phoenix, AZ

Donald Luey

IT Director
Foothill Transit
West Covina, CA

Gregory May

Vice President & Pennsylvania Office Leader
HNTB Corporation
King of Prussia, PA

Tomika Monterville

Director of Planning & Development
LYNX - Central Florida Regional Transportation
Authority
Orlando, FL

Eric R. Reese

COO
Bytemark, Inc.
New York, NY

Andrew C. Rodgers

Director of Construction and Engineering
Jacksonville Transportation Authority
Jacksonville, FL

Narayana Sundaram

Senior Director – Engineering and Commuter Rail
Operations
American Public Transportation Association
Washington, DC

Elizabeth Solis

Assistant Vice President of Operations
The Solis Group
Pasadena, CA

Andy J. Taylor

Director of Strategy
Cubic Transportation Systems, Inc.
Arlington, VA

Heather J. Wilhelm

Director of Service and Delivery
Port Authority of Allegheny County
West Mifflin, PA

Many thanks to the APTA committees which selected this year's APTA Honors award and scholarship recipients.

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APTA's Purpose Statement

APTA leads public transportation in a new mobility era, advocating to connect and build thriving communities.

Notes



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