



## APTA MOBILITY MANAGEMENT COMMITTEE

### 2019 APTA Mobility Conference

Omni Louisville Hotel

Room = Olmsted Ballroom 4

Louisville, KY

**Monday, May 20, 12:30 – 2:00 pm**

(Buffet lunch at 12:15 pm)

### AGENDA

**1. Welcome and Introductions**

- a. **Katherine Eagan Kelleman**, Vice Chair; Chief Executive Officer, Port Authority of Allegheny County, Pittsburgh, PA

**2. Approval of March 17 Meeting Minutes**

**3. Federal Transit Administration Update**

- a. **Vincent Valdes**, Associate Administrator, Research, Demonstration and Innovation, Federal Transit Administration, Washington, DC
- b. **Kimberly Sledge**, Director of the Office of Transit Programs, Office of Program Management, Federal Transit Administration, Washington, DC

**4. Conversation with Jarret Walker**

- a. **David Zipper**, Principal, DZ Strategies LLC, Washington, DC
- b. **Jarret Walker**, Ph.D., President and Principal Consultant, Jarrett Walker + Associates, Portland, OR

**5. Discussion of Proposed Changes FTA National Transit Data Base Reporting**

- a. **Art Guzzetti**, Vice President – Mobility Initiatives and Policy, APTA, Washington, DC

**6. Update on APTA Reauthorization Proposal on New Mobility**

- a. **Marlene Connor**, Co-Chair, Intergovernmental Issues Legislative Subcommittee; Principal/Manager, Marlene Connor Associates, LLC, Holyoke, MA

**7. Update on APTA Mobility Action Plan**

- a. **Art Guzzetti**, Vice President – Mobility Initiatives and Policy, APTA, Washington, DC

**8. New Business**

**9. Adjourn**

**Next Meeting:** TRANSform Conference, *APTA's Reimagined Annual Meeting* (October 13-16, New York, New York)



## APTA MOBILITY MANAGEMENT COMMITTEE

Sunday, March 17, 2019  
Grand Hyatt Hotel: Independence Ballroom A  
1000 H Street NW  
Washington, DC 2001

### **DRAFT MINUTES**

#### **1. Welcome & Introductions**

- a. Katharine Eagan Kelleman, Vice Chair; Chief Executive Officer, Port Authority of Allegheny County, Pittsburgh, PA

*Katharine gave opening remarks, and attendees introduce themselves.*

#### **2. Minutes Approval: May 6, 2018 Meeting**

*Minutes were approved.*

#### **3. Updates from the Federal Transit Administration**

- a. Vince Valdes, Associate Administrator for Research, Demonstration and Innovation, FTA
- b. Bruce Robinson, Acting Associate Administrator for the Office of Program Management, FTA

*Bruce provided an update on FY19 appropriations and funding for FTA grant programs, timeline for publishing grant recipients, NCMM, and other ongoing activities. Vince gave a presentation that included a background on the FTA Office for Research, Demonstration, and Innovation and the industry disruption and opportunity for integrated mobility. He also announced the IMI Notice of Funding Opportunity (NOFO) Demonstration Program for \$15 million, which should be released within a month or so.*

#### **4. Presentations from Mobility Management Committee Members**

- a. **From Mass Transit to MaaS Transit: Case Study of Mobility as a Service Project at TARC**

- i. Sumithra Jagganath, President, ZED Digital, Columbus, OH

*Sumithra presented on TARC's MaaS program called ZIG, which includes three phases: launch Maas platform, integrate TNCs, and create mobility passes. The program will allow freedom of mobility and will collect real-time ridership analytics.*

- b. **Dayton RTA's Connect On-Demand Program**

- i. Brandon Policicchio, Chief Customer and Business Development Officer, Greater Dayton RTA, Dayton, OH

*Brandon presented on Dayton RTA's Connect On Demand program. He also discussed best practices for other agencies in creating on-demand programs, RTA's program challenges, and program highlights including initial statistics and feedback from riders.*

*Ed Benning brought up the issue surrounding NEMT and Medicare funding.*

#### **5. Update on APTA's Mobility Action Plan**

- a. Art Guzzetti, Vice President – Mobility Initiatives and Policy, APTA

*Art announced that mobility is one of APTA's top priority and likely will be in the next strategic plan, and provided an update on ongoing initiatives under the Mobility Action Plan: Mobility Hub, Pilot of the Month webinar, Integrated Mobility and Livable Communities Consortium, and APTA conferences. The Mobility Action Plan has deadlines to keep the association accountable.*

## **6. Roundtable Discussion**

### **a. APTA's Mobility Principles**

#### **i. Katharine Eagan Kelleman, Vice Chair**

*Art announced that APTA plans to adopt the Mobility Principles at the June Board of Directors meeting, and asked attendees for feedback, comments, or suggestions to improve them. Several attendees provided positive feedback and minor enhancements in language.*

*A motion was made and approved for the Mobility Management Committee to endorse the principles, with the incorporated suggestions.*

### **b. Google Maps and Transit Agencies**

#### **i. Katharine Eagan Kelleman, Vice Chair**

*Art introduced the topic and asked attendees if they were experiencing new required payments from Google Maps to use their platform. A couple attendees shared their experiences, and there was a discussion on the issue.*

## **7. Adjourn**

*Katherine adjourned the meeting.*

### **Upcoming meetings:**

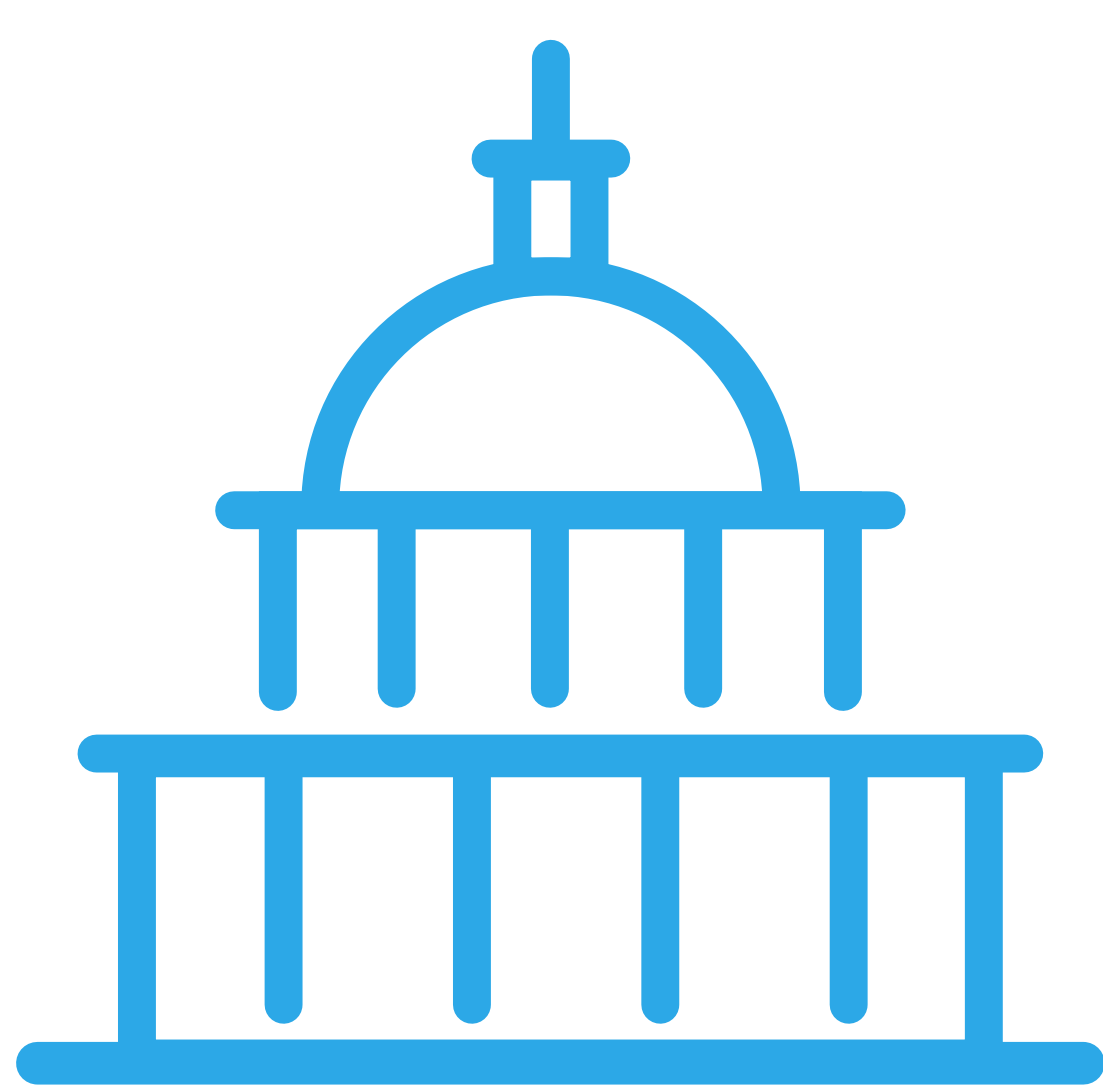
- Mobility Conference: Monday, May 20, 2019 | 12:30 PM – 2:00 PM | Louisville, KY
- TRANSform Conference (Annual Meeting): October 13 – 16, 2019 | New York, NY



# APTA's Mobility Platform

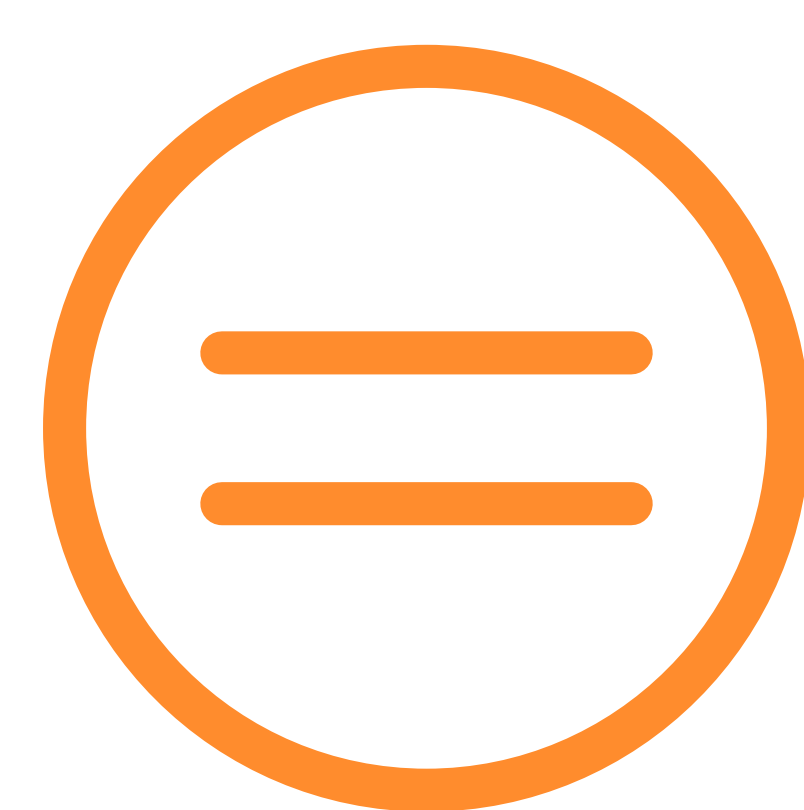
**IN TODAY'S ERA OF RAPID TECHNOLOGICAL CHANGE,** APTA believes that public transportation remains a critical and necessary backbone to connecting and building thriving communities. There is no other way to move large numbers of people quickly, safely, affordably and with a minimum of environmental impact.

The recipe for success in ensuring that public transportation remains at the core of the mobility ecosystem requires that public transportation be:



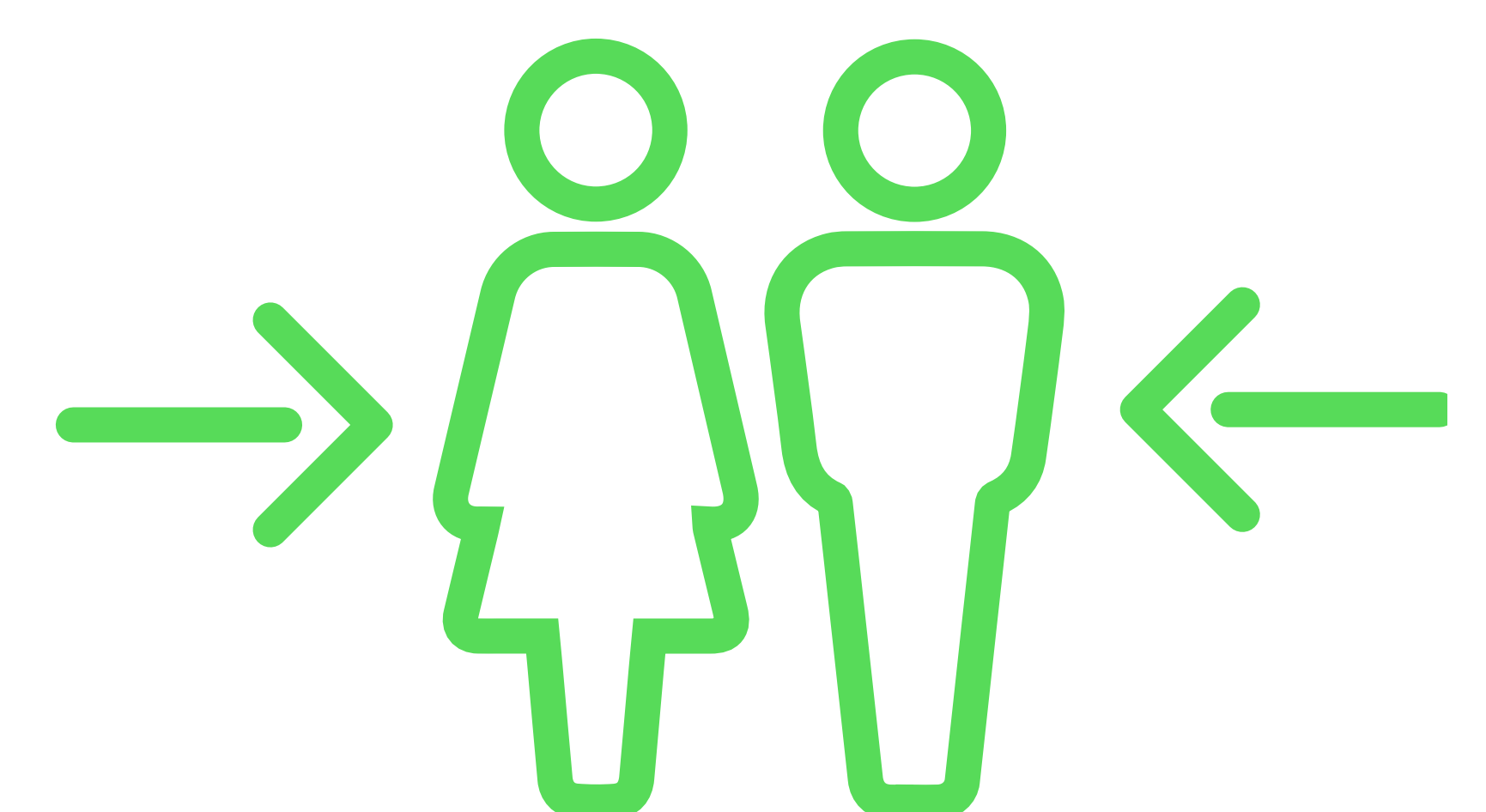
## RESOURCED

Governments at the federal, state, and local level must establish policies and provide funding to enable these goals to be achieved.



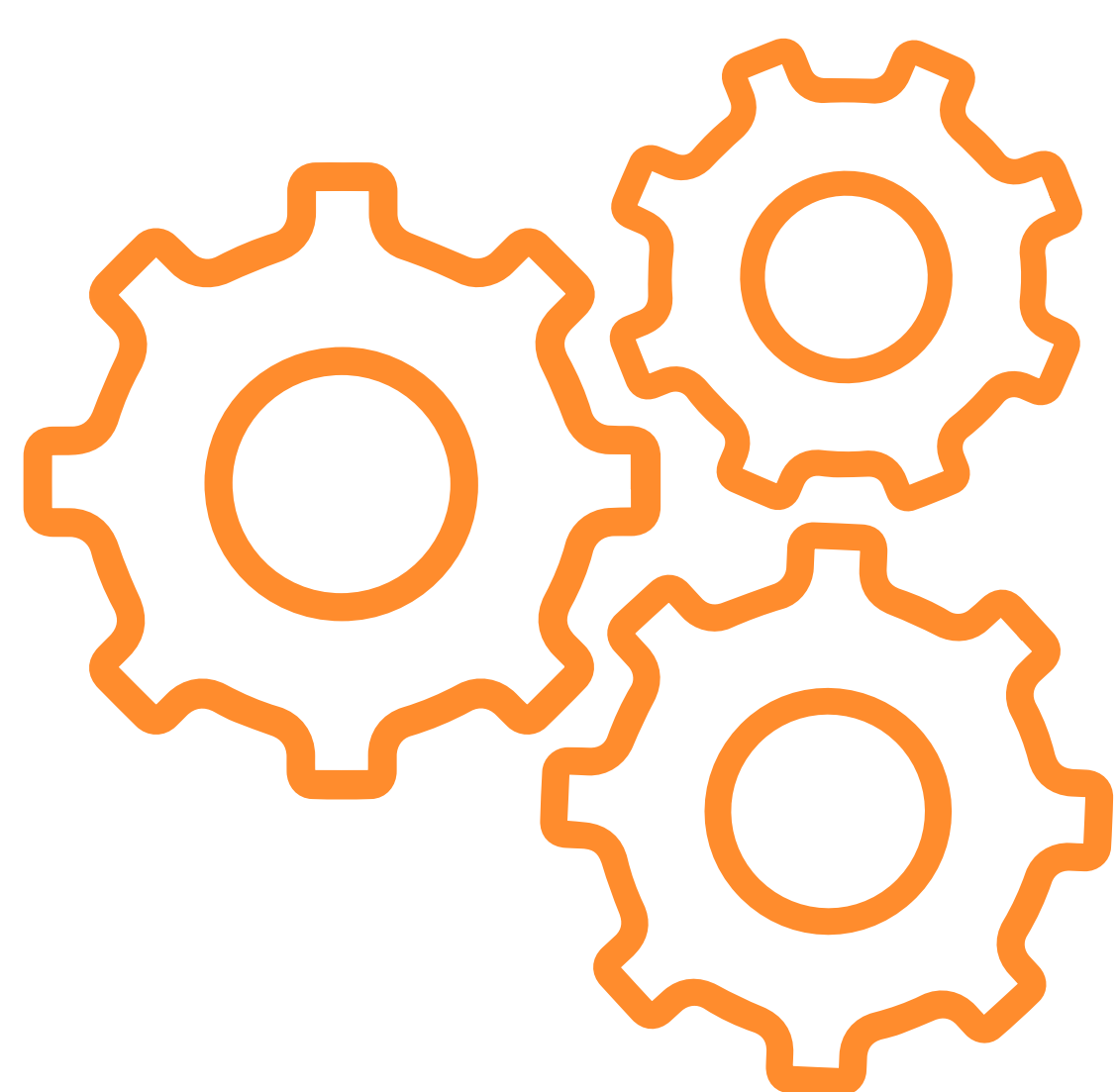
## EQUITABLE

Quality, fully accessible public transportation must be safe and available to every person, regardless of income, age, or ability.



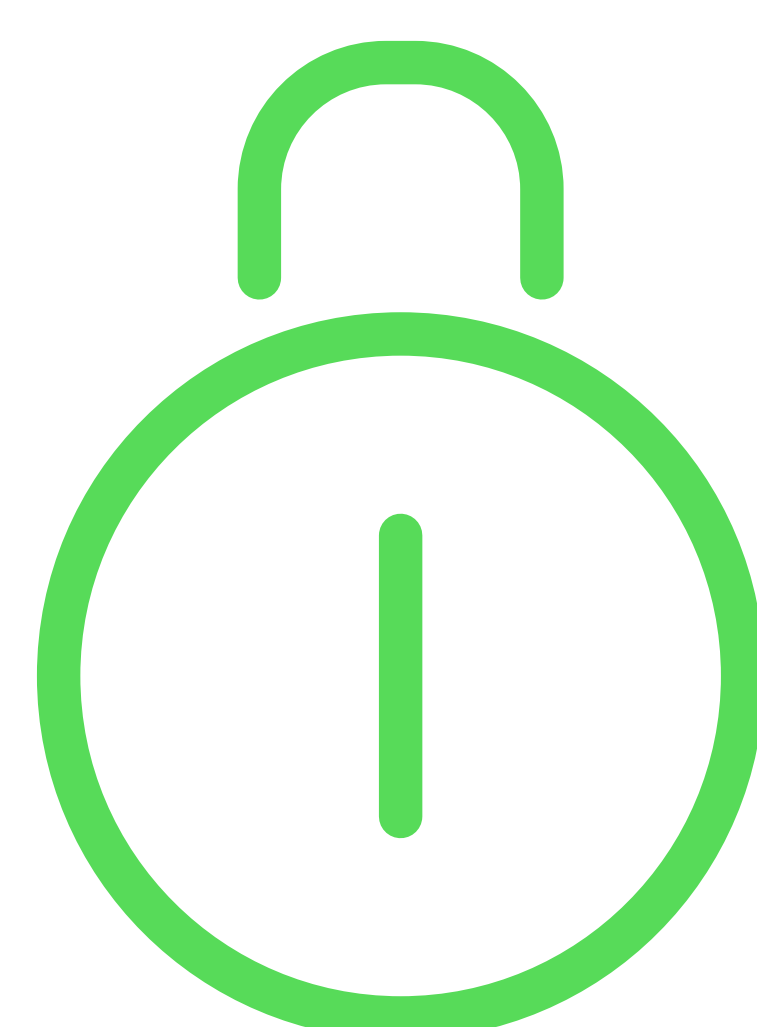
## CUSTOMER-CENTRIC

The quality of public transportation is measured by positive user experiences of individual customers.



## INTEGRATED

Public transportation is the centerpiece of integration with complementary services—public and private—that together comprise the mobility network.



## PROTECTIVE OF PRIVACY

Data is critical to planning and providing quality public transportation services—but at the same time, all customers are entitled to the privacy of data associated with their trips.



## EVOLUTIONARY

Public transportation agencies must continue to test and adopt new service models and technologies that can enhance the customer experience, improve operations, or save money.

For more information on APTA and its mobility initiatives, please visit APTA's Mobility Innovation Hub at [www.apta.com/hub](http://www.apta.com/hub).



AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

# How Could This Platform Be Used In Your Community?