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Shaping Public Transit to Lead In a New Mobility Era

BY DOUG KELSEY
General Manager
Tri-County Metropolitan Transportation District of Oregon (TriMet)
Portland, OR

WE ARE APPROACHING a tipping point—an important juncture—for the public transit industry, where new policies, customer-focused technology and demand for service beyond a bus or a train are driving the next transportation revolution.

The way we approach transportation, mobility and city planning is rapidly shifting as ride-sharing, Transportation Network Companies (TNCs) and autonomous vehicles change the market and transportation landscape. As public transit providers, we work to adapt to the rapidly changing mobility environment. If we are to adjust and maintain our place in the market, I believe our industry must focus on two major challenges.

The first challenge will be to refine our core funding model. We must realign our cost structure, both capital and operating, and look to leverage new funding sources. Getting our costs down is crucial as technologies evolve and the cost difference between subsidized public transit and ride-sharing services narrows. The need will be further accelerated when ride-sharing services—offering driverless alternatives at a potentially far lower cost and fill gaps where high-capacity public transit isn’t available. We will need to both partner and compete.

The second challenge will be to shift from an organizational culture of operations to a service industry that brings new products to market for enhancing the customer experience. To exist in a market-based environment, we must no longer behave like a semi-utility. As we start to collaborate and compete with a wide array of mobility service providers, we need to remove barriers to riding public transit. We need to simplify trip planning, integrate new technologies to speed what I refer to as the “plan/book/pay” process and offer customer benefits akin to private-sector companies. We have the opportunity to access new customer segments by improving their experience and removing friction points. If we hope to stay nimble and relevant in this rapidly changing mobility landscape, we will need to keep closer pace with the private sector that is driving innovation and technology forward. The taxi industry has gone the good example. Soon after TNCs entered the market, the long-established taxi business was greatly eroded. These TNCs now see us as their competition. If the public transit industry clings to parts of its old model, we, too, will be left behind.

We have a chance to proactively prepare for additional technological and artificial intelligence advancements that will come to public transit in the next decade. While trying to keep up with the rate of change can be an overwhelming process, we must lay the foundation to move from traditional transportation providers to dynamic passenger-integrated mobility providers—a paradigm shift in the public transportation model.

We cannot achieve all the necessary changes alone. Smart city planning must work in tandem to restructure communities; however, some of the needed changes to the mobility landscape outpace planning efforts and needed investments. One immediate aid would be leveraging new public policies—far more robust and aggressive policies—that give an advantage to cycling, walking and public transit. Our policymakers need to be courageous in tilting the playing field over single-occupancy vehicles.

In Portland, we will benefit from a planned two-junction lanes, HOV lanes, additional transit signal priority and mitigation strategies for cyclists, pedestrians and public transit during road work or unexpected closures. This would require more aggressive and consistent policies throughout the Portland region to shape where active public transit is preferred.

We are looking to shift both policy and culture. These policy changes would benefit the greater community, yielding environmental and health benefits, reduced energy consumption, congestion mitigation and a reduced demand for parking space in high-value real estate areas.

Traditionally, public transit has simply been a community connector and a people mover. On the business end, it has been one of the most difficult industries for customer-centric marketing due to the diverse customer base we serve and, historically, the limited individual interactions. As we work to reshape the industry and streamline the rider experience, we have the chance to better understand our customers.

We must employ customer-focused applications and technologies that provide more options and simplify the decision-making process. This will result in benefits for both public transit agencies and riders. Transit providers will be able to potentially reduce costs and better execute new or reallocated service to best serve their communities. Riders can take advantage of an improved customer experience. At TriMet we are looking to expand our customer-centric approach, extending additional transit benefits directly to the customer by way of loyalty programs.

The future of public transit is an exciting prospect. We are on the verge of a new transportation system. As transit leaders, we have significant challenges to overcome but we also have significant opportunities to improve our service, our operations and our community.

Now is the time to prepare and act. To meet these challenges, we must realign costs, remove barriers for riding, build trust, add value and simplify the customer experience in ways we had not previously considered. While the structure of partnerships and the speed of transition to this new model will vary greatly depending on specific regional markets, it is a critical piece for the future of public transportation.

“Commentary” features authoritative points of view from various sources on timely and pressing issues affecting public transportation. Statements and opinions expressed in Passenger Transport are those of the authors and do not necessarily reflect those of APTA. APTA would like to hear from you. If you are interested in submitting an original, thought-leader Commentary for consideration, please contact Senior Managing Editor David A. Riddy at driddy@apta.com.
FTA Announces $423M in Funding for Bus Projects

According to Acting Administrator K. Jane Williams, “This program is an excellent opportunity for communities to enhance the safety and reliability of their buses and improve mobility for their residents.”

FTA will accept applications until June 21. Eligible recipients include fixed-route bus operators, states and local governmental entities that operate fixed-route bus service, and Indian tribes. More information is available at https://bit.ly/2WFjODW. The FY 2018 Buses and Bus Facilities Infrastructure Investment Program funded 107 projects in 50 states and territories totaling $366.2 million.

APTA Outlines Priorities to Appropriations Leaders

APTA SENT LETTERS to the leadership of the House and Senate Committees on Appropriations, as well as the Subcommittees on Transportation, Housing and Urban Development, and Related Agencies, May 13, outlining APTA’s priorities as the committees move forward in the appropriations process for FY 2020.

In the letters, APTA urged, in particular, funding for State of Good Repair and Bus and Bus Facilities grants above FAST Act levels. “These investments support the national transportation network and are critical to main street businesses,” the letter stated.


APTA Releases Latest Fact Book

APTA HAS PUBLISHED its 2019 Public Transportation Fact Book—marking the 70th-anniversary edition of this publication.

The look and feel of the latest edition have been reimagined for this milestone and introduce a new way to describe and visualize public transit industry data.

The Public Transportation Fact Book is much more than a snapshot of one year’s statistics; rather, it’s a depiction of where the industry has been and where it’s going as public transportation agencies seek to transition to mobility managers and integrators.

In 2017, bus, Bus Rapid Transit (BRT) and trolleybus systems were responsible for 47 percent of the 10.15 billion unlinked passenger trips taken in the U.S. To enhance service and boost ridership, many public transit systems are investing in BRT services. For example, twice as many BRT systems were operating in the U.S. in 2017 as in 2010.

The Fact Book shows important trends such as the transition to alternative fuels in the bus fleet, the increase in onboard amenities and greater accessibility of public transit vehicles. Fifty-eight percent of the U.S. bus fleet operates on alternative fuels and 99 percent of the fleet is now ADA accessible.


Denver RTD Launches G Line Commuter Rail

The Regional Transportation District (RTD) in Denver and its many partners recently celebrated the grand opening of the commuter rail G Line with a ceremony at the end-of-line Wheat Ridge & Ward Station before opening the line to the public with two weeks of free rides.

RTD General Manager and Chief Executive Officer Dave Genova said of the 11.2-mile line, “It takes a vision to begin these endeavors and it is a joy when we see the tangible results. As we celebrate the collaborations that have made today’s milestone possible, RTD will build upon this achievement to provide additional connections that enhance the mobility of the region.”

The G Line is part of RTD’s 2004 voter-approved FasTracks program to expand public transit across the Denver metro region and the third and final commuter rail line to open as part of the federally funded Eagle P3 Project.

RTD concessionaire Denver Transit Partners operates the new line along with the existing University of Colorado A Line to Denver International Airport and the B Line to Westminster. RTD noted that it is the first U.S. public transit agency to build PTC technology into a new rail system from the ground up. All three of the agency’s commuter rail lines operate with wireless PTC.

At the launch event, Denver Mayor Michael B. Hancock called the opening “the next major step in the buildout of a vital transit network that has provided so many new opportunities for our residents and neighborhoods. Each new line means new connections in our communities,” he added.

In addition to the launch of the new line, RTD also added two new stops along the B Line where both lines share track.

FTA to Host Transit Asset Management Webinar

FTA WILL HOST a webinar to review how two public transit agencies are using their Transit Asset Management (TAM) data to support agency decision making, May 29, 3:30-4:30 p.m. Eastern.

The webinar will feature presentations from Sharon Okoye, transportation engineer for Connecticut DOT (CTDOT), and Terry Boylan, asset and configuration manager for the Greater Cleveland Regional Transit Authority (GCRTA). Okoye will focus on CTDOT’s use of the Transit Asset Prioritization Tool to track and analyze asset data to support decision-making. Boylan will discuss GCRTA’s predictive maintenance program and how it supports more effective decision making across the asset life cycle.

Registration, at https://bit.ly/2HmRM0F, is on a first-come, first-served basis.

APTA Welcomes Visitors to Louisville

The skyline of Louisville, KY, host city for the 2019 APTA Mobility Conference.
Second Annual TCRP Day Scheduled for June 13

The Transit Cooperative Research Program (TCRP) has announced that its second annual TCRP Day is June 13. This national event aims to create awareness of the program, showcase its research in action and increase the number of public transit professionals involved in the program.

For more information and to volunteer as a local host, contact Peggy Wilson at pwilson@apta.com.

TCRP Day hosts will either hold a brown bag lunch or staff an information table at their organization to help educate their colleagues about the program. An online toolkit is available to help hosts organize their event.

Three New Publications

TCRP also recently released three new publications:

**Research Report 208: Social and Economic Sustainability Performance Measures for Public Transportation**, available in pre-publication format, explores a practical tool to help public transit agencies of all sizes develop performance measures to plan, evaluate and report on social and economic sustainability. This report is intended to complement the APTA Recommended Practice for Social and Economic Sustainability for Transit Agencies (2018) and is presented with a companion Excel workbook.

**Synthesis 143: Managing the Transit Scheduling Workforce** examines how agencies are recruiting, training, developing and retaining schedulers. Where agencies use third parties to create schedules, the study also shows how agencies manage those parties.

**Synthesis 139: Transit Service Evaluation Standards** offers an overview of the purpose, use and application of performance measures, service evaluation standards and data collection methods at public transit agencies in North America. Order these and other TCRP publications at www.trb.org/tcrp.

New Book Explores Governing Function in Public Transit

**APTA CHAIR David M. Stackrow Sr. and public transportation management consultant Doug Edie, founder and president of Doug Edie & Company, discuss the governing function in public transit in **Building A Solid Board-CEO Partnership: A Practical Guidebook for Transit Board Members, CEOs, and CEO-Aspiants**.

**DOUG EDIE DAVID STACKROW**

**BUILDING A SOLID BOARD-CEO PARTNERSHIP**


Written expressly for public transit board members, chief executive officers, senior executives and the elected officials who appoint transit board members, the book provides guidance on developing the governing capacity of boards and building board-chief executive officer partnerships that can stand the test of time.

Topics include:

- The role of the chief executive officer as “Chief Governing Partner”;
- How to develop the board’s capacity to manage itself as a governing body, including setting governing targets and monitoring governing performance;
- How to engage board members in the planning, monitoring and external-relations functions;
- How to capitalize on well-designed board committees as “governing engines”; and
- How to engage the executive team in the governing process.

“This has been an exciting project to be a part of,” said Stackrow. “My 25 years of experience as a board member at CDTA and my work with Doug has allowed me to provide real-life examples and advice to transit board members across the country on how to develop and maintain a rock solid partnership with their CEO. I hope people enjoy reading the book as much as Doug and I enjoyed writing it.”

New CEO Named Cummings, T.Y. Lin International

**T.Y. LIN INTERNATIONAL**, based in San Francisco, has named Matthew (Matt) G. Cummings its president and chief executive officer. He succeeds former President and CEO Alvaro J. Piedrahita, who transitions to chairman of the Board of Directors of TYLI Group. Cummings has more than 30 years of engineering experience and joins T.Y. Lin International after leading a $2 billion transportation infrastructure business at a global engineering and construction firm.

**Acquisitions**

**HDR, Calthorpe Associates**

**HDR HAS ACQUIRED** Calthorpe Associates, a regional planning, urban design and TOD firm based in Berkeley, CA, which will now be known as HDR/Calthorpe.

Peter Calthorpe, founder and principal at Calthorpe Associates, will join HDR as a senior vice president. He has received the Urban Land Institute’s J.C. Nichols Prize for Visionaries in Urban Development. Also, Joseph Scanga, partner and urban designer at Calthorpe Associates, will become a vice president with HDR.

**National Express, Total Transit**

**NATIONAL EXPRESS LLC**, based in Lisle, IL, has acquired Total Transit Enterprises LLC and Discount Enterprises Inc. (collectively, “Total Transit”), which provides non-emergency medical transportation and taxi services in Phoenix and Tucson, AZ.

National Express LLC is the North American subsidiary of National Express Group, PLC, a major transportation firm in the United Kingdom. Total Transit, founded in 1984, operates a fleet of more than 200 sedans, minivans and shuttles.

In Memoriam

**Flaherty, STV Senior Vice President**

**BRIAN J. FLAHERTY**, 77, a senior vice president with STV in New York City, died April 15. Flaherty joined STV in 1995, part of a career of more than 40 years. He led the firm’s design-build national practice and in 2009 received the Distinguished Leadership Award from the Design-Build Institute of America.
APTA Welcomes Mobility Professionals to Louisville

**APTA WELCOMES** hundreds of mobility professionals to the Omni Louisville Hotel in Louisville, KY, for the first APTA Mobility Conference, APTA’s enhanced bus and paratransit conference, May 19-22, hosted by the Transit Authority of River City (TARC).

In advance of the Monday morning Opening General Session May 20, APTA committees convened throughout the weekend and welcomed North America’s top bus operators and maintenance teams to the 2019 APTA International Bus Roadeo competition on May 19.

Jarrett Walker, blog author, Human Transit.org, and president and principal consultant, Jarrett Walker + Associates, Portland, OR, will keynote the Opening General Session, speaking on “Leveraging Mobility Innovation to Enhance the Experience.” Other speakers will include APTA Chair David M. Stackrow Sr., board treasurer of the Capital District Transportation Authority, Albany, NY, and APTA President and CEO Paul P. Skoutelas. The day’s activities begin with “Meet the Primes/Agencies”: A Small Business Networking Breakfast, supported by the APTA Business Member Activity Fund.

APTA will present a variety of educational sessions throughout the conference. The Bus Display, outside the Kentucky International Convention Center, will feature numerous bus models to tour; manufacturers’ representatives will be on hand to discuss their products and answer questions.

FTA Executive Director Matthew Welbes and Vincent Valdes, associate administrator for research, demonstration and innovation, will report on a series of wide-ranging initiatives including infrastructure investments, mobility management, workforce development and technology at a late afternoon General Session. Other sessions will feature the annual Customer Service Challenge and graduation ceremonies for the Emerging Leaders Program Class of 2019.

APTA will recognize the winners of the 2019 Bus Safety & Security Awards at a General Session kicking off Tuesday’s activities. Another General Session immediately following will address “Managing the Curb”: finding ways for all providers to work together to create a safe, seamless and reliable mobility network.

The Mobility Products & Services Showcase in Halls A-B, Upper Concourse, Kentucky International Convention Center, will host business members and what’s new and innovative for bus and paratransit professionals.

This year, APTA is unveiling a new format to honor the bus operators and maintenance teams receiving International Bus Roadeo awards. The award ceremony begins at 6:30 p.m., followed by the Awards Reception.

Wednesday’s schedule will offer more concurrent sessions in the morning followed by the Closing General Session, “Celebrating & Developing Champions,” where award-winning jockey Pat Day will talk about how champions are identified and nurtured and how attendees can use these skills at their organizations to nurture a championship culture.

TARC will host a technical tour Wednesday afternoon. Starting at the Omni Hotel, the group will travel by bus to TARC’s 29th Street Campus to see the state-of-the-art maintenance facility, followed by a visit to the agency’s headquarters at historic Union Station.

Put the APTA Mobility Conference in the palm of your hand with the [official event app](https://example.com/app). Search for and install the “Eventential” app from your app store; open the Eventential app on your mobile device and search for “APTA”; tap the Mobility Conference logo to launch.

For social media, be sure to use the official conference hashtag #APTAmobility19.
Welcome to Louisville, the ‘Derby City’!

BY FERDINAND L. RISCO JR. Executive Director
Transit Authority of River City (TARC)
Louisville, KY

W
elcome to the city of Louisville and welcome to the 2019 Mobility Conference: APTA’s enhanced Bus & Paratransit Conference and International Bus Roadeo! The conference is taking place at the “new cornerstone of downtown” Omni Louisville Hotel, less than a block from our fare-free LouLift service traveling to some of the city’s best attractions. The Roadeo is being held in South Louisville near the fairgrounds at the Kentucky Exposition Center. Throughout your visit, at all event locations, our agency hosts will be available to point you in the direction of the next event, a popular sight or spot to eat, and be ready to offer local advice to help you make the most of your stay with us. We are honored to be chosen as APTA’s host for 2019. As guests to the Greater Louisville region, we hope you take advantage of every opportunity to explore our city. Enjoy your visit, and if you do have to leave after, we hope you take an unforgettable experience home!

About the Transit Authority of River City

Celebrating its 45th year of service in 2019, TARC provides mobility solutions for more than 12.5 million passenger trips covering more than 12 million miles annually. TARC runs 43 routes in five counties across two states and owns and operates 102 paratransit vehicles and 223 buses. TARC averages more than 41,000 daily rides, 83 percent of which are for work or school.

By embracing technological advancements—Wi-Fi on every bus, charging stations for mobile devices, rapid transit service to downtown, a dynamic trip planner, one of the largest electric fleets in the country and the recent move away from paper tickets to MyTARC (our electronic fare system)—TARC has set its sights on becoming the mobility managers for the region, ensuring that the ride from where you are to where you want to be is more convenient, more productive and, most importantly, more enjoyable.

The city of Louisville—the hub of TARC’s service area—is experiencing a historic boom in terms of an ever-increasing tourism industry. With the recently created LouLift service, we’ve enhanced connectivity for more than 24 million annual visitors, providing easily accessible transportation and helping to generate the additional economic success necessary to move Louisville and our region forward. The relationship between resident prosperity and visitor experience, with more than 26,000 tourism-related jobs, is closely tied to the ease with which guests to the city use our service.

CDTA Testing New Tech

BY DAVID M. STACKROW SR.
Chair, APTA
Board Treasurer
Capital District Transportation Authority
Albany, NY

THE CAPITAL DISTRICT

The Transit Authority (CDTA) in Albany, NY, has officially moved into the pilot testing stage of its new intelligent transportation management system (ITMS) for paratransit and demand-response services with Trapeze Software Group Inc. In 2019-2020, CDTA will launch an entirely new demand-response mobile computing solution for both its customers and employees. Using Android smartphones and tablets, operators and dispatchers will be able to connect to vehicles, the CDTA dispatch center and the full paratransit scheduling information system in real time. Such information includes same-day bookings, trip cancellations and adjustments, on-time performance and passenger loads.

According to CDTA, the most important benefit of the new mobile computing platform is the ability to make instant, on-the-fly decisions and operational changes to passenger trips. New features of the ITMS include:

- **Driver-Centered CAD/AVL Dispatching.** This technology provides CDTA dispatchers with tools to view and manage demand-response vehicles and maintain high ridership.
- **Web Reservations, Updates and Cancellations.** For the first time, CDTA customers can request trip reservations for one-time and subscription-based trips by specifying dates, times, pickup and drop-off locations, reasons for travel and passenger aids.
- **Phone-Based Interactive Voice Response Reservations, Cancellations and Callbacks.** This feature will enhance CDTA’s existing automated phone-based confirm and cancel bookings feature. It is a self-service, telephone-based application for customers to look up, cancel or book demand-response trips at any time. The system will automatically call back customers to confirm requests.
- **Email and SMS.** This functionality provides CDTA’s customers with email- and SMS-based notifications and confirmations about their upcoming trips.
- **Real-Time Vehicle Location.** The application tracks each demand-response vehicle’s location with GPS for customers and CDTA dispatchers. It also automatically sends and receives real-time updates and provides turn-by-turn directions for operators.
- **Fully Integrated Navigator Fare Payment.** Perhaps the most important upgrade for customers will be the integration of CDTA’s new fare collection system and Navigator smartcard. This feature will enable paratransit customers to pay for rides by using their Navigator card while also being able to use the same card to ride fixed-route services at half fare.

These features will allow CDTA to manage all aspects of demand-response operations internally and in the vehicle for all service providers through the use of a mobile application and a tablet.

Currently, CDTA provides demand-response services using a mix of company-owned vehicles and contracted service providers. The new ITMS bridges the information gap between what is available to a customer and to a CDTA employee. It will ensure that both customers and employees are well informed, using the same tools and technologies.

VTA’s Cutting-Edge Electric Bus Charging And Management Project

BY NURIA FERNANDEZ
Vice Chair, APTA
General Manager & CEO
Santa Clara Valley Transportation Authority
San Jose, CA

IN SILICON VALLEY, we do things the “Silicon Valley way”: that is, constantly seeking opportunities for partnerships that lead to cutting-edge projects that promote mobility and reduce impacts on the environment. One such project is building an electric charging system that provides “smart” management for our fleet of electric buses.

California’s public transit agencies have a mandate to transition to 100 percent zero-emission vehicles (ZEV) by 2040. As public transit agencies across the state move toward adoption of these vehicles, VTA’s pilot project will optimize performance of the new charging technology, minimize stress on the California electric grid and track the unique electric bus parameters.

By developing a seamless transition from conventional fleet grid integration (VGI) strategies, VTA will advance California’s goal of reaching 1.5 million electric vehicles in circulation throughout the state by 2025. We are at the forefront of helping the nation’s largest state reach this achievement. This is how we are going about it. VTA collaborated with innovation think tank Prospect Silicon Valley to pursue a $2 million grant from the California Energy Commission to research, develop and demonstrate an advanced energy management grid services system and critical parameters for public transit electric bus fleets.

The National Renewable Energy Lab (NREL) is another integral part of this project. By evaluating and simulating current transit routes, NREL determined that a “microgrid” solar energy generation and energy storage system would be ideal to offset the cost of electricity, reduce the impact on the electrical grid and support any potential emergency power requirement.

In addition to these benefits, this research will provide valuable data to both enable the integration of intermittent natural renewables like solar and wind and develop a disaster recovery solution for a large zero-emission bus fleet.

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JTA Expanding Services and Ridership

BY LISA DARNALL
Vice President of Transit Operations, Chief Transportation Officer
Jacksonville Transportation Authority
Jacksonville, FL

The Jacksonville Transportation Authority (JTA) is investing in new and expanded services as it continues to pursue creative solutions for Northeast Florida’s public transit needs.

In recent years, JTA has embraced the new mobility paradigm by increasing its small-scale and microtransit options to create better flexibility attuned to customer preferences. That trend continues in 2019. The authority’s recent addition of a curb-to-curb transportation option, ReadiRide, and the expanded door-to-door paratransit service, Connexion Plus, come as JTA navigates a changing industry and a more diverse customer base.

JTA launched ReadiRide in December as a way to serve customers living in some Jacksonville neighborhoods where fixed-route bus service could be improved. ReadiRide often covers the first or last mile of a longer journey by connecting customers to JTA fixed-route bus stops and stations or to one of the three First Coast Flyer BRT lines. Residents living within certain designated zones throughout Jacksonville can be transported anywhere in the same zone for $2 a ride. As with other JTA services, customers can purchase fares and plan their routes online or through the MyJTA app, available from the App Store and Google Play.

In April, JTA also expanded paratransit services with Connexion Plus when it became clear that existing customers wanted more personalized and direct modes of transportation.

Connexion Plus is a destination-to-destination public transportation option for customers with disabilities who are not able to use fixed-route services.

This premium program offers JTA’s existing Connexion-certified customers more flexibility to travel by providing rides anywhere in Jacksonville and the ability to make same-day reservations, which can be made up to two hours in advance.

Small-scale and microtransit options like ReadiRide and Connexion Plus are helping JTA extend ridership options to people and areas that require tailored alternatives to traditional public transit service.

Just as important, investment into these alternatives as opposed to more expensive projects allows JTA to be more nimble as it plans for a future that includes autonomous vehicles and smart corridors.

Palm Tran Breaks Ground On Major Facility Expansion

PALM TRAN in West Palm Beach, FL, recently broke ground on a major expansion and renovation to its South County Facility in Delray Beach, which will convert the 3,800-square-foot space to a three-story, 34,000-square-foot facility—almost nine times its current size.

The $25 million facility, more than 90 percent federally funded, will enable Palm Tran to charge fully electric, zero-emission buses and service 20 additional buses. When completed, the facility will be the prime location for the system’s recruiting, training and public meetings, offering enhancements including an expanded area for bus operators, new locker rooms and an expanded service bay.

“We are very eager to begin the construction phase of this project, which has been years in the making,” said Palm Tran Executive Director Clinton B. Forbes. “When finished, this state-of-the-art facility will help Palm Tran meet its mission statement of providing access to opportunity for everyone, safely, efficiently and courteously.”

Last year, Palm Tran launched its first bus system overhaul in more than two decades. The system redesign, known as the Route Performance Maximization (RPM) project, resulted in improved on-time performance and route efficiency. The agency says the South County Facility expansion will carry on that momentum.

Palm Beach County Assistant Administrator Todd Bonlarron noted the environmental benefits the building will provide when it is completed late next year. Specifically, he pointed to a new clean engine room for maintenance of Palm Tran’s buses, including 40 diesel-electric hybrids.

The design of the building will be enhanced with artwork by Palm Beach County’s Art in Public Places program. In addition, Palm Tran announced that the project exceeds goals for participation of women and minority-owned businesses. The goal for participation by these types of businesses was 10 percent during the design phase, but 56 percent was achieved. Goals are also being surpassed during the construction phase, according to the agency.

MCTS’ Ad Campaign Targets Millennials

THE MILWAUKEE COUNTY Transit System (MCTS) launched a creative ad campaign this spring as part of an effort to reach its largest untapped segment of potential riders: Millennials.

The “Don’t Knock It Until You Ride It” campaign features a series of bold statements designed to grab attention, evoke an emotional response and spark conversation. Examples include:

- “Breakfast is overrated.”
- “Person who’s never tried it
- “French press is pretentious.” — Person who’s never tried it
- “Seeing foreign films is a waste.” — Person who’s never tried it
- “Craft beer is for snobs.” — Person who’s never tried it
- “Yoga isn’t exercise.” — Person who’s never tried it
- “Listening to podcasts is boring.” — Person who’s never tried it

By pointing out the naiveté in misperceptions of things readers care about, the ads prompt them to reexamine their own views of the bus.

Each ad ends with a call for action that encourages individuals to “Give the bus a try.” Years of research in Milwaukee County have shown that most first-time riders are pleasantly surprised with their positive bus experience. Once they try it for themselves, it is likely they will consider public transportation as an attractive option in the future.

Millennials are highly coveted as new customers because they are still forming their transportation habits and perceptions, MCTS noted. Additionally, the generation is more likely to value access over ownership. While the campaign has relevance well beyond the core target, its messaging and design are tailored to get the biggest response from this key area for growth—ultimately resulting in increased ridership and a more positive perception of public transportation in general.

The ads appear on the sides and backs of MCTS buses, bus shelters, Instagram, Facebook, Twitter and at Milwaukee’s Intermodal Station, a public transit hub for visitors to the city.

MCTS considers this ad campaign an evocative and humorous way to get people’s attention in a world cluttered with commercial messages. The agency has had success with unconventional content in the past, including viral social media threads about sports, pop culture and other trend-worthy topics.

SANTA CLARA VTA CONTINUED FROM PAGE 6

as the energy management software, and major enhancements to our computer-aided dispatching software, that have become the foundation for the Advanced Transit Bus VGI project. Currently we have five electric buses and we will expand that number incrementally each year to fulfill our obligation of reaching a zero-emission bus fleet. Also, as part of the pilot project, VTA will provide engineering services, fleet management requirements, in-field testing and collection of charging/energy usage data from the fleet.

VTA is excited about this project and the outcomes that will provide invaluable information for public transit agencies throughout the country to use to deliver alternative energy solutions to their communities.

This project will transform the way we power and move our entire fleet in future decades. VTA is proud to partner with nationally recognized industry experts on a solution that is sustainable and environmentally responsible for our communities.

To see our project video on YouTube, visit https://bit.ly/2ViAwUS.
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LEARN MORE AT: QSTRAINT.COM/QUANTUM
While ridership on public transit was down nationally in 2018, there are systems in the U.S. reporting notable ridership increases due to a variety of factors including local economic development, the introduction of new lines and community partnerships. Here are a few examples:

Metro Transit in Minneapolis/St. Paul reported ridership growth last year on both its light rail lines and BRT. “We’ve invested in light rail and Bus Rapid Transit because they deliver exactly what customers want—fast, frequent and reliable service,” said General Manager Wes Koosstra. “Last year’s record-setting ridership totals affirm our belief that to maintain and grow ridership we must continue our focus on providing the highest-quality service.”

The agency pointed to development, both residential and commercial, as a major ridership driver for Green Line light rail. Specifically mentioned were off-campus housing for University of Minnesota students near the line and investments in affordable housing all along the corridor.

The agency’s BRT corridor also has seen development along a line that already hosts shopping centers and the Minnesota State Fairgrounds.

The agency also noted that the Twin Cities have hosted such major events as Super Bowl LII in 2018, which added approximately 200,000 rides compared with previous 10-day periods, and this year’s NCAA Final Four.

MTA Long Island Rail Road (LIRR) reported its highest ridership since 1949 and “the latest in a string of modern record-breaking years,” according to LIRR President Phillip Eng.

Eng ascribed LIRR’s success to New York’s improving economy and changing demographic trends, with a young workforce “with a reliance on public transit coming onboard, including with reverse-peak commuters, contributed to this growth.”

Other factors he cited included “a surge in non-commutation riders, including leisure travelers,” and expansion projects such as double-tracking along a heavily used 13-mile stretch of rail, completed ahead of schedule in September 2018, and East Side Access, which will bring LIRR service to Grand Central Terminal when it is complete in 2022.

“In Blacksburg, VA, home of Virginia Tech, we’ve made improvements that have helped attract a larger share of university-related trips and kept pace with their growth,” said Blacksburg Transit (BT) Director Tom Fox.

Beyond that, Fox continued, the agency has made improvements to serve the entire community, such as route and service hour expansion, the addition of Sunday service during the summer and streamlining routes to eliminate the need for most “alternate” routes during off-peak hours. He noted BT’s on-time performance rate of 90 percent and a strong safety record also contributed to ridership growth.

In Glendale, AZ, Transit Administrator Kevin Link credited the elimination of fares on the city’s three Glendale Urban Shuttle circulators for the 40 percent increase in ridership in 2018.

The Central Ohio Transit Authority (COTA) in Columbus reported a 3 percent ridership increase in 2018. One major reason for the growth was the introduction of COTA’s first BRT line, CMAX, which reported ridership 17.5 percent above fixed-route ridership covering the same area the previous year. Another boost during the year came from the launch of C-pass, an employer-funded pass program that provides public transit to downtown Columbus workers at no cost to them.

“When we launched CMAX, we wanted to make sure the business community and community members were informed about the new service and the opportunities it would bring them,” said COTA Deputy Chief Executive Officer Emille Williams. “Before the launch, we held several outreach events and community meetings to explain how CMAX would provide access to 200,000 jobs, two hospitals and three post-secondary campuses on the Cleveland Avenue corridor—more than ever before.” Also, according to COTA, other community organizations partnered with the agency to promote C-pass.

The Charlotte (NC) Area Transit System (CATS) has seen growth since implementing its Envision My Ride initiative. A restructuring of one-third of CATS bus routes and new connections with Lynx light rail led to a 16 percent jump in ridership on an existing route converted to a direct crosstown line.

“Citizen feedback and research told us that riders use crosstown services more to access jobs and destinations they need,” said CATS Chief Executive Officer John Lewis.

Lewis noted that when service is more direct, frequency can be increased. In fact, he said CATS shortened a popular route, improved its frequency and ridership increased 25 percent.

Many public transit agencies also reported ridership gains for their demand-response services. Bill Pfeiffer, community outreach coordinator for Mountain Line in Missoula, MT, cited several reasons for his agency’s ridership increase of more than 28 percent in 2018. He said the Zero-Fare Partnership, funded by 24 public and private community partners, which covers fares for both fixed-route and demand-response service since 2015, may be the primary driver of ridership.

He also noted Mountain Line’s senior mobility outreach throughout the community and that some of its complimentary Senior Van service—with more restricted hours than para-transit but requiring no medical certification—have shifted to paratransit.

What are the new challenges for depot management that come with scaling your EV fleet?

Operating electric buses within service routes and operations that were traditionally suited for diesel or CNG buses, comes with new challenges.

As the number of electric buses within mixed fleets grows, processes within transit organizations will change and fleet managers must learn how to deal with grid limitations, as well as peak loads at the depot. Charge management goes much further than determining when to plug in buses so they complete charging. Its after-effects can have a big influence on the day-to-day operations of all departments in your organization.

The key priority for all depot managers is to ensure that all the buses are sufficiently charged by the time they are set to leave the depot. Growing your EV fleet doesn't simplify this task. Manual processes, such as connecting your chargers, become increasingly unmanageable. At the same time, the process is becoming more complex through topics such as limited grid connections that don't provide enough power for all buses. Overnight charging now also competes with time previously spent on preventative maintenance and repairs.

Avoiding depot limitations

By letting smart charging algorithms balance the total capacity of the grid over the number of buses charging, the demand stays within the limit of your maximum capacity. Charging power is optimally controlled so that buses are always charged, but don't exceed the maximum grid capacity.

Additionally, through prioritized load balancing, buses are charged in relation to their route schedules and the corresponding need for energy. By connecting vehicle- and charger data to planning information, charging processes become automated (easier) and more efficient (cheaper).

With this technology, buses will automatically start and stop charging so that prioritized buses will be ready and charged at their departure time. That way, buses that are parked in front of the line can always be charged first, offering greater parking flexibility.

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With live mapping of your chargers in the yard and on route, your team knows exactly which chargers have an issue. This takes the guesswork out of status checks and health control of chargers from different manufacturers. Finally, you can even get real-time grid information to make sure you charge when prices drop or serve as an energy source when electricity is scarce.

Allowing the charging systems to manage themselves is the best way to avoid the added layer of complexity that comes with scaling up our EV fleet.

More information on smart charging?

Reach out to Joel Torr:
jtorr@viriciti.com
(864) 202 6692
www.viriciti.com
Bus Manufacturing Drives Job Growth, Economic Development

Federal investment in public transportation creates and sustains jobs—lots of them in many states. This theme, along with public transit's value in strengthening economic development, has been at the heart of APTA's ongoing legislative and advocacy campaign aimed at increasing federal investment in public transit. The campaign leverages high-profile events, member mobilization and advertising emphasizing public transit's impact as a Main Street issue. This schematic illustrates the myriad jobs supported by bus manufacturing, categorized by vehicle systems and the states in which those jobs exist.

**Quick Facts**

- An investment of $1 billion in public transportation supports and creates 50,000 jobs.
- Public transportation is a $71 billion industry that directly employs 420,000 people and supports millions of private sector jobs.

**Bus Manufacturing = Jobs Across America**

Strong public transportation makes our economy grow and makes the U.S. more competitive

**TARC Leads in MaaS, Launches Multimodal App**

The Transit Authority of River City (TARC), Louisville, KY, is set to be one of the first public transit agencies to implement an integrated Mobility as a Service (MaaS) platform as part of its efforts to develop innovative and cutting-edge solutions to enable its transition to a mobility manager for the Greater Louisville region.

When it enters operation in May, this platform—powered by ZED Digital's MaaS technology, ZIG—will enable agency customers to seamlessly plan trips across multiple modes such as TARC buses, Uber, Lyft, Bird Scooters and LouVelo Bike Share via a single app.

“This app positions TARC as a leader in MaaS, enabling our transformation from a public transit agency to an integrated mobility solutions provider," said Ferdinand L. Risco Jr., TARC executive director. “This is a streaming service data platform. In addition to the various mobility modes available to choose from, the app also streams activities, entertainment, landmarks and parking availability in the Greater Louisville region, all in real time.”

ZED President Sumithra Jagannath said, “A major distinguishing factor of ZED’s MaaS platform is that it provides analytics and real-time data to TARC from a rider’s perspective on their mobility patterns and usage of each of the modes.”

When it is released later this year, the next version of the TARC app will enable the agency to complete its transition from a level 1 to a level 3 MaaS provider, moving from unintegrated to integrated services allowing booking and payment as well as potential bundling and subscription offers. This will be achieved by integrating a seamless payment solution to the multimodal trip planner, allowing riders to pay for multiple modes through the app.
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Transitioning your fleet to battery-electric technology introduces a new set of challenges that go well beyond the vehicles. Proterra Energy fleet solutions offer a turnkey approach to delivering your complete energy ecosystem, from utility make-ready infrastructure and charging systems to batteries and energy management for heavy-duty electric fleets. Proterra takes care of your project from start to finish, with design, build, financing, operations, maintenance and energy optimization. With this comprehensive solution, you can lower upfront cost, reduce risk, and simplify your transition to electric vehicles.

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St. Cloud Prepares for Future, Celebrates the Past

BY RYAN DANIEL
Chief Executive Officer
St. Cloud Metro Bus
St. Cloud, MN

AT ST. CLOUD Metro Bus, we continually look for ways to improve our service while respecting the people and events that brought us to where we are today. In 2019, we are doing both in big ways!
Beginning in January, we rolled out a new trial service model to potentially replace our lowest-performing route. ConneX (pronounced “connects”) is an on-demand shared-ride service designed to better serve the city of Sartell. Sartell has low road connectivity and lower population density than most of our service area. These factors make fixed-route service inefficient and created an opportunity to try something new. ConneX ridership is trending up each month and we are excited to learn whether it will serve our customers better.
As we look ahead to serving the community for years to come, we also celebrate the past. This year marks the 50th anniversary of the St. Cloud Metropolitan Transit Commission, which operates Metro Bus. We are celebrating this milestone with several events:
- We kicked off the year of celebration by unveiling a “50 Years of Service” logo, featuring the latest addition to our fleet, during St. Cloud Mayor Dave Kleis’s State of the City address.
- Next, we are wrapping up a new CNG fixed-route bus to share our anniversary and commitment to Central Minnesota. The bus features aerial shots of the four-city service area with the iconic Mississippi River and our operations facility with our fleet on either side.

AVTA’s Zero-Emission Bus Fleet Reaches 1M Miles

BY KELLY MILLER
Community Outreach Specialist
Antelope Valley Transit Authority
Lancaster, CA

The Antelope Valley Transit Authority (AVTA) reached a significant milestone in its goal to become the nation’s first all-electric bus fleet as our zero-emission buses are currently in service collectively reached the one-million-mile mark this month.
AVTA announced the achievement in advance at a joint celebration with Build Your Dreams (BYD) as the bus manufacturer reached its own milestone by producing its 300th electric bus at its Lancaster, CA, facility.
AVTA Chairman of the Board Marvin Crist spoke of the benefits to the community and beyond that have resulted from the electrification of our fleet.
“AVTA’s fleet of 75 currently includes about 35 electric buses, which have now completed a million miles of travel. Thus far, approximately 252,000 gallons of diesel fuel have been saved with the new battery-electric fleet. This equates to a net savings of $310,000 in fuel costs,” he said. “We expect AVTA’s entire fleet to be converted to electric buses as we reach our second million miles, and the savings will be even greater by then—nearly $500,000 in fuel costs saved.”
The AVTA board voted in early 2016 to award a contract to BYD for the manufacture of 85 (75 plus 10 for expansion) electric buses over a five-year period, setting AVTA on the path to pioneering battery-electric bus transportation.
We have found that the $72 million project, which is nearing completion, has created a smarter, greener and more interconnected public transit system serving the Antelope Valley and areas extending south into the Los Angeles basin and north to Edwards Air Force Base. By combining groundbreaking electric-bus technology with wireless inductive charging technology, our innovative bus project will be the first of its kind in the nation.
“The conversion of our fleet to 100 percent all-electric, zero-emission buses is a history-making event, not just for AVTA but for public transportation as a whole,” says AVTA Executive Director and Chief Executive Officer Macy Nesbit. “Our goal from the start has been to be the first transit agency to implement electric-bus technology on a broad scale, and we’re proud of the efforts that we have made thus far.

NCRTD Begins Development Of Maintenance Facility

BY ANTHONY MORTILLARO
Executive Director
North Central Regional Transit District
Española, NM

The northern New Mexico-based North Central Regional Transit District (NCRTD) has begun development of a transit maintenance facility, vehicle wash bay and fueling station complex, to be located at district headquarters in Española.
NCRTD received two federal grants to support this $7.3 million project: $3.6 million in FY 2018 through a U.S. DOT/FTA program “to modernize and improve America’s bus infrastructure” and a $1.29 million FTA BUILD grant. In addition, the New Mexico State Legislature awarded $1.16 million toward the project. The district is responsible for covering the balance of $1.25 million.
NCRTD projects that the 12,000-square-foot facility will open in April of 2021. It will service the agency’s entire fleet, which currently includes 55 vehicles.
The new facility will provide significant benefits to both the agency and the passengers it serves. With an emphasis on safety, liability risk mitigation and green building practices and alternative fuels, the district looks forward to continuing to contribute to the growth and success of northern New Mexico and beyond.
The addition of the maintenance facility complex to the NCRTD headquarters will reduce operating expenses and bring many fleet service calls in-
NEORide to Launch Multi-Agency Integrated Fare Collection Solution

NEORide, a council of governments in Ohio, is embarking on the largest regional mobile ticketing initiative in the U.S.: a unique system that will allow public transit passengers to travel on multiple systems using a single fare-payment system.

The goal of NEORide is to encourage cooperative arrangements and coordination among public transit agencies. Multiple systems are committed to using the app.

NEORide has partnered with mobile ticketing provider Masabi to develop the app. Passengers using the app will have access to an account-based fare collection system for multiple public transit agencies and will receive electronic transfers.

The app eliminates the need for riders to carry cash or purchase bus passes at various locations. They can pay for tickets using a credit or debit card or via various digital wallets. Tickets are then stored in the app's secure "ticket wallet."

Partner transit agencies have their own central back office to track ticket sales, access revenue reports, set rider type, amend fares and manage customer service requests. The program also allows the creation of third-party accounts for universities, social service agencies and employers to manage the distribution of transit passes.

To further enhance the rider experience, the ticketing app is being integrated into Transit, a major public transportation app available in more than 175 cities worldwide. Ohio riders can use Transit to plan trips, track their ride in real time and make last-mile connections to rideshare and bikeshare services. With the app integration, they will also be able to pay for their transit trip in one simple experience.

The app will launch in the summer with a visual validation system, giving public transit operators the ability to quickly inspect passenger tickets by viewing their smartphones.

One NEORide member, Laketran in Painesville, OH, will be one of the first U.S. public transit agencies to test Masabi's JustRide Validators, where riders scan the app's dynamic and encrypted QR code on the electronic validation units when boarding the bus. This removes the bus operator from the fare collection process, speeds up on-boarding and allows for more in-depth tracking of trips.

With increased interest in the fare collection app around the state and neighboring states, there is potential the new app could eventually provide a single statewide or Midwestern mobile platform for fare collection.

Learn About Louisville

Since 1875, Churchill Downs in Louisville has been the home of the Kentucky Derby (known as the "Run for the Roses" and "the greatest two minutes in sports"), the first leg of the Triple Crown of Thoroughbred horse racing. The Derby is held annually on the first Saturday in May.

Louisville is one of only a few cities of its size in the U.S. with a professional full-time orchestra, opera, ballet, children's theatre, dinner theatre and Broadway series. Actors Theatre of Louisville is internationally renowned as one of America's foremost regional companies.
MOBILITY was attracted recently to an area that includes Bakersfield city limits as well as adjacent unincorporated areas. We operate a fleet of 90 renewable natural gas (RNG) buses on 16 routes, seven days a week, transporting more than six million passengers each year. In addition, we operate 21 ADA-compliant RNG GET-A-Lift paratransit vehicles.

What attracted you to the public transportation industry? I was just out of college and needed a summer job before I started teaching school in the fall. I applied to be a bus operator at the Utah Transit Authority, thinking it would be a fun thing to do. I soon realized there were career opportunities in the field of public transit—and it paid more than teaching school! I quit my teaching job and quickly advanced in public transit, rising through the ranks of four different agencies, including becoming executive director at North County Transit District in North San Diego County.

What do you like most about your job? As CEO of GET, I love the opportunity to provide leadership and resources to a very dedicated group of people who believe that what they do is essential to the health and vibrancy of our community.

Please describe your organization’s size and scope. Golden Empire Transit District (GET), located at the southern gateway to California’s Central Valley, was formed in July 1973 and is the primary public transportation provider for the Bakersfield Urbanized Area and its population of 489,132. GET is the largest public transit system within a 110-mile radius, with an operating area that includes Bakersfield city limits as well as adjacent unincorporated areas. We operate a fleet of 90 renewable natural gas (RNG) buses on 16 routes, seven days a week, transporting more than six million passengers each year. In addition, we operate 21 ADA-compliant RNG GET-A-Lift paratransit vehicles.

Please describe the length and scope of your involvement with APTA. I have been attending APTA conferences and participating on APTA committees since the early 1980s. Much of my development in my early career came from the learning I experienced at APTA conferences. Later, I had many opportunities to be a moderator or speaker at APTA conferences, which gave me a new level of confidence and tapped into my love of sharing what I know with others.

What have you found to be the most valuable APTA benefit or resource? Over the years, the most valuable APTA benefit for me has been advocacy. Especially today, where I am at a small agency without a lot of staff or other resources to dedicate to advocacy-related matters. We have a much greater voice because of APTA’s work in this area.

What do you see as the biggest challenges and opportunities facing public transportation over the next few years? The new buzzword seems to be “disruption.” We have all experienced it in the past four or five years and I think it will continue with great fervor in the next five years. We need to learn to be more nimble and greater risk takers despite the regulatory constraints we have.

At GET, we recently implemented a microtransit pilot project. It was very difficult to get staff to think outside our standard transportation models and ways of doing things. We have come up with a viable transportation solution, but I think it will need to evolve as we gain experience. We are looking for other Mobility-as-a-Service (Maas) programs to implement that would have a positive impact on our community. I do think, however, that our fixed-route system will always be the backbone of our services and have the greatest capacity to benefit Bakersfield.

Please describe your APTA committee involvement. Over the years, I have served on numerous APTA committees. Presently, I am chair of the Bus & Paratransit CEOs Committee. I also serve on the APTA Board of Directors and the Executive Committee. Most recently, I have been a part of the APTA Legislative Steering Committee and was recently appointed to the new CEOs Coordinating Council.

What is unique about your organization; what would readers be surprised to learn? GET is a small but mighty organization. While we have lost many of our discretionary riders over the past few years as ridership has declined, we still provide a critical life-line to our customers. Today, GET’s typical rider is an English-speaking Latina who is 19 to 44 years old. She is not employed full time and is not a student. She has an annual household income of $20,000 or less. More than 80 percent of our customers live in households with an income of less than $35,000 annually. If we didn’t provide this service, who would?
Providing Trips and Opportunities to Veterans in Michigan

BY ED BENNING
General Manager/CEO
Mass Transportation Authority
Flint, MI

IN 2015, the Mass Transportation Authority (MTA) established the Rides to Wellness program. This program has grown tremendously since then and has expanded to provide same-day service within 30 minutes of the requested call.

Recently, the MTA added a new division of the program to cater directly to the transportation needs of veterans: Rides for Veterans. This has been made possible through a partnership between the Genesee County Department of Veterans Services and the MTA.

Area veterans and their spouses are eligible to receive four rides per month, per person, using an app specially developed for the program or by calling to schedule a ride.

The service provides connections to medical services at the University of Michigan-Ann Arbor, Saginaw Veterans Medical Center and Henry Ford Hospital in Detroit. In addition, pre-certified veterans and their spouses can use the service for shopping trips and personal needs.

To date, the program has proven very successful and rider numbers increase daily. Based on the success of the county program, the MTA received a grant from Michigan DOT under the Michigan Mobility Challenge to provide expanded veterans service across three counties, Genesee, Lapeer and Shiawassee, to provide trips to state veterans’ hospitals.

The MTA is working closely with partners to expand Rides to Wellness to provide a seamless service.

In Dayton, Expanding Mobility and Slashing Costs with Partnerships

When it faced significant funding reductions due to changes in sales tax revenues, the Greater Dayton (OH) Regional Transit Authority (GDRTA) chose to innovate service rather than eliminate it. The result was the creation and expansion of the Connect On-Demand pilot program.

Instead of taking away service completely to meet the budget shortfall, GDRTA replaced its traditional fixed-route service in some areas and expanded by operating smaller vehicles to provide on-demand, round-the-clock service fulfilled by the agency’s paratransit services and through partnerships with Lyft and a local taxi provider.

“Before, if we reduced service in an area, customers were left with no options. Now we are giving customers an option that can better fit their schedules while meeting the mobility needs of previously unserved and underserved areas,” said RTA Chief Customer and Business Development Officer Brandon Policicchio.

GDRTA launched On-Demand service in spring 2017, replacing a rural route in a sparsely populated area on the edge of the agency’s service region. After success in that area, the agency expanded the service to cover five zones, one of which includes Ohio’s largest single-site employer, Wright Patterson Air Force Base. Since implementation, ridership on the program has more than tripled.

“On-Demand strives to change the landscape of mobility for the entire region by blurring the lines among mobility modes, creating one seamless experience,” said the RTA’s director of Marketing and Business Development Stephanie Pless.

Greater Dayton RTA Connect On-Demand is a pilot program that uses paratransit door-to-door trips to connect customers in certain areas of the Dayton region to the RTA fixed-route bus system.

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May 20, 2019 | 17
At Ben Franklin Transit, ‘We’re Going Places’

Tucked into the southeastern corner of Washington State, Ben Franklin Transit (BFT) in Richland has been systematically moving some major operational mountains over the past few years.

BFT instituted a comprehensive service overhaul in late 2017 that streamlined routes, reduced customer transfers, added 28,000 revenue hours and increased frequency along major corridors.

New onboard technology replaced manual passenger counting methods and GPS monitoring paved the way for improved on-time performance management and other operational improvements, and we added free Wi-Fi for customers. An online trip-planning tool—which will soon launch officially as an app —was introduced in concert with a website facelift.

In 2018, BFT continued its progress in the areas of service, fleet and facilities, including the start of a multi-year amenities replacement project that will enhance system curb appeal, seamlessly integrate with jurisdictional aesthetics and improve customer comfort. On the way are modern steel and glass shelters, upgraded signage and more.

With the arrival of 60 new revenue vehicles, 2018 marked the first year in nearly three decades that BFT’s fleet officially reached a State of Good Repair. Adding 13 new fixed-route buses also provided a unique opportunity to balance the size of the fleet against route-specific demand while replacing vehicles that had far exceeded FTA lifespan guidelines.

The unexpected closure of a long-time contracted taxi service provider in the fourth quarter of 2018 dealt BFT a sudden disruption to ancillary night, Sunday and taxi feeder services throughout the agency’s public transportation benefit area. Persisting in the face of challenges, the BFT team moved from concept to approval of proposed solutions within a month to help minimize community impact and restore service coverage.

As a result, the agency has already launched three new demonstration services in early 2019, including general demand service in two impacted zones and an extension of fixed-route bus and ADA paratransit hours until 10 p.m. Monday through Saturday, adding up to more than 15,000 additional revenue hours.

Stay tuned! There is more to come from this small transit agency serving one of Washington’s fastest growing areas. “We’re Going Places” is more than a tagline; it’s a new way of life for Ben Franklin Transit.

At LAVTA, A New Way To Transport

BY JONATHAN STEKETEE
Customer Service and Contract Oversight Manager
and CHARLES LOUDON
Special Projects Intern
Livermore Amador Valley Transit Authority
Livermore, CA

Maximizing service and reducing cost are two actions that rarely fit into the same initiative, but the Livermore Amador Valley Transit Authority (LAVTA), with a staff of 14, is meeting this challenge head-on.

LAVTA completed a Comprehensive Operational Analysis of its services in 2016. In response to its findings, the agency made changes, eliminating underperforming routes to focus on the most productive routes; however, these adaptations left gaps in the service area. While the coverage vs. productivity equation was not new, LAVTA then took a new and innovative approach.

In 2017, LAVTA created GoDublin, a partnership with Transportation Network Companies (TNCs) to provide coverage in regions where underperforming routes had been eliminated. GoDublin provides a 50 percent subsidy on TNC rides up to $5 within the city of Dublin, CA.

During the planning of the program, concerns arose surrounding whether TNCs would cannibalize LAVTA’s remaining services. However, after two years of operation, data reflect that both GoDublin and fixed-route rides have increased in Dublin. GoDublin ridership has increased steadily since its inception, with a current average of 40 trips per day, while the fixed-route bus lines in Dublin have seen ridership increase by 6 percent per year.

This program has also proved to be cost effective, as LAVTA pays an average of $2.81 per rider with GoDublin compared to an average cost of $26.13 for previous fixed-route services. This has allowed LAVTA to put additional focus on its rapid routes while also solving the first-mile, last-mile connection problem for many riders.

LAVTA also is currently testing a Shared Autonomous Vehicle (SAV) to provide first- and last-mile connections for customers to and from public transit hubs.

In its efforts to answer the age-old problem of coverage versus cost reduction, LAVTA has taken stock of the public transit environment and realized that traditional fixed-route solutions cannot by themselves solve 21st-century problems. The agency’s GoDublin and SAV projects prove that new, innovative technologies and services such as Uber and Lyft are not a threat to public transit but can work in concert with public transit agencies to solve today’s problems.

‘POGO’ Shuttle Improves Connections in Peoria, AZ

Residents of Peoria, AZ, near Phoenix, have begun making improved connections to local and regional destinations with the recent launch of Peoria on the Go (POGO), a free circulator bus operated by Valley Metro and funded by the city’s dedicated transportation sales tax.

POGO runs every half hour on weekdays from 6 a.m. to 6 p.m., providing service to a part of the city without public transportation. The city estimates there are 8,000 jobs within one-quarter mile of the POGO stops and notes that the line also provides access to parks, trailheads and community amenities. The route, which covers approximately 18 miles, also makes stops at a public transit hub with connections to multiple bus routes, shopping areas and educational institutions.

According to the city, POGO serves approximately 18,000 residents, 16 percent of whom are over 65 and 25 percent under 18.

‘Dayton Partnerships’

experience for all public transit users regardless of disability or means to pay for service,” Policicchio said.

On-Demand trips provide either door-to-door service in a determined zone for a low cost to riders or a free trip to riders who take the trip to connect to the agency’s main fixed-route network. More than 90 percent of On-Demand trips connect to fixed-route service.

On-Demand trips in March 2018 totaled 1,037. By March 2019, those trip totals stood at 4,790, at a much lower cost per trip. The fixed-route service provided in these On-Demand zones was costing the agency $2.5 million annually in 2017, according to GDRTA data.

GDRTA continues to analyze On-Demand ridership and the network and seeks to add mobility providers, including an upcoming partnership with Ford’s GoRide Health LLC.

‘Michigan Veterans’

In addition to providing veterans with rides, the MTA is actively seeking veterans to drive Rides for Veterans vehicles. We already have a number of new veteran drivers who are anxious to help with what we expect will be an extremely successful program.
Moving METRO Forward with Momentum

BY DENISE BECK
Manager of Marketing and Community Outreach
Greater Portland METRO
Portland, ME

The Greater Portland Transit District (METRO) has increased its ridership by almost 35 percent in the last five years, primarily through system modernization, partnerships, route expansion and public awareness. The agency had record ridership of 1.95 million in 2018, breaking the 1.8 million mark reached in 2017, and is on track to beat that record in 2019. METRO General Manager/Chief Executive Officer Greg Jordan has worked in the public transit profession for more than 20 years. Before joining METRO in 2011, he was deputy director in Tempe, AZ, where he led a large multimodal public transit program. Moving to the coast of Maine meant learning how to run public transit in extreme cold instead of extreme heat and figuring out a cost-effective strategy to clear snow from 500 bus stops. Yet the bigger challenge was building an effective and broadly used transit system when ridership, public support and funding for public transit services in Maine had waned during the preceding decades.

System Modernization

Initial improvements in 2014 mostly focused on bus stop placements—too many stops were too close together to make the system effective. Paring them down met with some resistance initially, but the exercise also paved the way for many more enhancements and public engagement opportunities.

System upgrades have continued at a fast pace. Routes were streamlined; express service added; Sunday and holiday service expanded; the number of bus shelters doubled; and frequency increased on most routes. "Real-time" bus arrival tracking, texting and trip planning was implemented in 2016 and the introduction of new branding and installation of Wi-Fi on all buses was completed last year. Plans are underway to introduce automated fare collection and develop a new circulator route in downtown Portland.

Partnerships

In 2015, Portland Public Schools looked to delay the start time of their three high schools but lacked the resources to make the changes. Partnering with METRO was the creative solution to their dilemma, which also led to increasing ridership, improving overall awareness of public transit and breaking down stigmas about riding the bus. More than 2,000 high school students ride METRO on weekdays, to and from school, and also use public transit on nights, weekends and school breaks.

In 2018, METRO partnered with the University of Southern Maine (USM) to introduce the Husky Line route as part of a larger expansion project where students, staff and faculty can access all of the system's routes using their USM ID (U-PASS). METRO also partners with Southern Maine Community College (SMCC) and is working with the state's largest hospital, Maine Medical Center, to start an employee program later this year. Additional partnerships will be developed as fare structure improvements are implemented.

These system enhancements and partnerships have improved public transit service and infrastructure in the region. "METRO has spent the last decade laying the groundwork for the tremendous success we have had in ridership growth," said longtime METRO board member and Westbrook City Councilor Michael Foley. "From new routes in member communities and partnerships, we've been able to increase our coverage area exponentially, netting these amazing results."

Route Expansions

Using federal grants, METRO BREEZ, an express service connecting Portland with three northern towns, launched in 2016 as a pilot. The communities of Yarmouth, Freeport and Brunswick will vote this year on whether to continue (and pay for) this popular service, which has exceeded annual projections by 20,000 boardings.

Last year, METRO’s Transit West Expansion included the new Husky Line route, featuring USM's mascot on its buses, among Portland, Westbrook, Gorham and the two USM campuses; expanded service options for the city of Westbrook; and the introduction of public transit to town of Gorham residents. "Establishing new express services between the urban core and surrounding communities has helped us to tap into a commuter base that previously had to rely on automobiles," said Belinda Ray, METRO board president and Portland city councilor. "Add to that the recent rebranding effort that has made METRO buses more physically and philosophically attractive, and it's easy to see why METRO's numbers are up."

Public Awareness

Over the past several years, METRO has expanded its community outreach through marketing campaigns and building relationships with stakeholder groups. Last year, the agency introduced a new logo on its buses, bus stops and communication materials and redesigned its website. In response to input from high school students, METRO developed a campaign, "Expect Respect," for bus riders to report harassment or safety concerns.

While Greater Portland METRO continues moving forward with system enhancements and technical upgrades, it still faces many of the same challenges impacting other agencies. The job market has greatly affected the ability to hire and retain bus operators and limited funding influences what projects can be completed.

This year, METRO is implementing new fare pricing and introducing automatic fare payment systems, working collaboratively between multiple and separate public transit systems with varying fare structures. Complex negotiations are often involved in improving the regional transit network for the riders it serves.

To learn more about these projects, visit www.gpmetro.org, call 207-774-0351 or email info@gpmetro.org. You can reach Greg Jordan at gjordan@gpmetro.org or Denise Beck at dbbeck@gpmetro.org.
Taxicabs a Viable Option for Paratransit Connectivity

BY PAUL JABLONSKI
Chief Executive Officer
San Diego Metropolitan Transit System

The San Diego Metropolitan Transit System’s (MTS) paratransit service hit a breaking point in 2015: cost per passenger reached $31.25; the number of passengers increased 49 percent between 2010 and 2015; the service provided more than 500,000 trips; and demand was outpacing the resources available.

MTS turned this challenge into an opportunity to reinvent how it provides the service. To lower costs and improve efficiencies, MTS looked to a familiar partner—the taxicab industry.

As the primary oversight and administrator for San Diego’s taxicab industry, MTS is familiar with the industry’s market share decline with the paradigm shift to Transportation Network Companies such as Lyft and Uber. MTS identified this gap as an opportunity to fill a paratransit need that could improve efficiency and decrease the cost per trip while maintaining and improving overall paratransit service quality.

Therefore, MTS Access launched a pilot program that uses taxicabs to provide select Access trips: the MTS Access Taxi Pilot Program.

The focus of the year-long pilot has been on single-ride-customer trips and ambulatory customers who do not require assistance. MTS established an initial target of 36,000 trips during the pilot period.

The Access customer can schedule trips through the standard paratransit service appointment scheduling process since they both use the same reservations and trip scheduling system. On the back end, MTS manages the trips through Trapeze Trip Broker software, which considers customer data, trip distances, compatibility with other scheduled trips and much more.

Participating taxi drivers are trained and certified using a national Passenger Assistance Safety and Sensitivity (PASS) training program. To date, 172 taxi drivers have been through the certification program.

The results are encouraging:
- MTS exceeded the targeted trips by 173 percent;
- Savings per trip topped $21 and the cumulative savings has exceeded $1 million;
- On-time performance improved 5 percent;
- Average trip time reduced by 17 percent;
- Preventable accidents reduced by 41 percent; and
- Complaint ratio was less than 0.3 percent.

While taxicabs may have lost some of their traditional market share, they have turned out to be a viable option for MTS paratransit service. Taxicabs can help public transit agencies improve efficiency and enhance connectivity for transit riders who need service the most.
In Corpus Christi, Training Is Just the Beginning

BY JORGE CRUZ-AEDO
Chief Executive Officer
Corpus Christi Regional Transportation Authority
Corpus Christi, TX

“T”

he training process is so much better than it was eight years ago. What new operators go through now would have helped me tremendously back then. Even now, in retraining, the instructors pick up on the little things and offer minor adjustments that can prevent an accident,” according to Corpus Christi Regional Transportation Authority (CCRTA) bus operator Camelia Wehring. Part of the change Wehring speaks of is how the CCRTA responds to accidents involving its fleet. Following an accident, the bus operator and training instructor review its cause and anything that could have prevented it from occurring. Such training is mandatory.

“We train our staff consistently, focusing on safety and reiterating topics that may not be at the forefront of their mind,” said Melissa Ruiz, training instructor. Responsive training is not the only classroom experience CCRTA bus operators gain. Before operators can get behind the wheel and be assigned one of the CCRTA’s 35 fixed routes, they must spend eight weeks in training—a 33 percent increase over previous programs. The extra two weeks of classroom sessions speak to the attention to detail the instructors offer. “Safety is the priority, and some things can’t be rushed,” said Natalie Grady, training instructor.

Trainees also spend two to three weeks working directly with a seasoned bus operator in a training effort called “Behind the Wheel.” An increased emphasis on preparation has led to an increase in operator confidence.

“Operators used to be nervous, afraid that they’d go ‘blank’ on their first day. Now the confidence can be seen on their faces and in their body language. They can’t wait to pick up a route,” said Carol Flowers, transportation supervisor.

The increased level of confidence in operators parallels a decrease in collision rates for CCRTA. In November of 2017, the agency reported a collision rate of 1.45 per hundred thou-
sand revenue miles. One year later, the collision rate had dropped to just 1.03, a significant 30 percent decrease. With safety at the forefront of CCRTA’s efforts, the goal is eventually to lower the collision rate to zero. Part of the challenge is the growing pains of an expanding city. Almost 40 percent of all fixed routes are facing construction detours stemming from Corpus Christi bond projects and a new bridge on the horizon. Still, the organization is confident that advancing technology on buses, in combination with the emphasized training, will lead to a safer community.

Training doesn’t end in the classroom, either. Grady said, “We love spending time out in the field, acknowledging our operators, thanking our customers and offering positive feedback for a job well done. They enjoy seeing us out there and we relish showing them that we are in this together. Our efforts don’t end in the classroom; in fact, the classroom is just the beginning.”

In Corpus Christi, Training Is Just the Beginning

In Cincinnati, Riders Speak; Metro Listens

BY DARRYL HALEY
Interim Chief Executive Officer &
General Manager
Southwest Ohio Regional Transit Authority/Metro Cincinnati, OH

IN CINCINNATI, when riders asked for improvements to their service, Metro began working diligently to respond and get more people on board.

A year ago, we launched a Wi-Fi pilot on select buses. Since then, we have added dozens more buses with Wi-Fi connectivity. The effort has been a huge success among our riders, 88 percent of whom told us that the addition of free Wi-Fi made them more likely to take the bus. More than 91 percent of riders told us the change made them more likely to recommend riding the bus to their friends and family.

In March, we began a bus stop balancing project aimed at improving the reliability of our service and creating a faster, smoother ride. Working with the community, we identified for removal a number of stops that were redundant, as well as those lacking in accessibility, safety or amenities. While we await results from the first few months of the project, we hope we can expand it to the remainder of our system to improve the ride for all our customers.

We’re also working to improve riders’ experience off the bus, placing 50 new benches at high-ridership stops and getting ready to break ground on a new transit center—complete with real-time information signs, off-street park-and-ride spaces and a ticket vending machine—in one of our highest-ridership neighborhoods.

These changes join a host of other improvements Metro has made over the past several years in answer to riders’ requests:

- Cincy EZRide, a mobile payment app;
- Cincy EZAlerts, a text and email service alert system; and
- Real-time arrival information at selected bus stops, online and via smartphone apps.

As we look forward to the rest of 2019 and the years ahead, we at Metro hope to make even more improvements for our customers, providing them with a public transportation system built for today’s world.

2019 MOBILITY CONFERENCE

May 20, 2019 | 21
Central City Line Will Enhance Mobility Options in Spokane

The Spokane (WA) Transit Authority’s (STA) Central City Line, a six-mile, all-electric, corridor-based BRT route, will enhance mobility options throughout the city’s urban core and the surrounding residential neighborhoods by offering frequent, all-day service on an easy-to-use line.

Operating similarly to streetcars in larger cities, the line will be distinctly branded and include permanent stations with comfortable and convenient customer features such as real-time information, shelters and leaning rails, area wayfinding signage and more. The line is expected to provide nearly one million rides in its first year and generate $175 million in economic development over a 20-year period.

FTA will allocate the full federal share of STA’s $53.4 million Small Starts Grant request for the line. The allocation comes from remaining funding in FTA’s FY 2018 Capital Investment Grants Program, which invests federal funds alongside local contributions to fund important public transportation infrastructure.

STA Chief Executive Officer E. Susan Meyer called the allocation “an acknowledgment of a visionary and level-headed approach to public transportation by our board of directors and many dedicated partners. We started this journey many years ago with an objective to design a system that is sized and scaled for our transportation needs and resources, and the FTA is demonstrating that we are on the right track.”

STA Board Chair and Spokane City Council Member Candace Mumm said, “This is a giant step forward for Spokane Transit, as well as its current and future riders. ... The board of directors is committed to working with FTA and taking the necessary steps to execute a grant agreement and see the project completed as part of our 10-year plan.”

The Central City Line is one of more than 25 projects in the Spokane region’s 10-year transit improvement plan, for which voters in every jurisdiction in the transit service area approved local funding in 2016. The plan aims to maintain, improve and expand public transit in response to a growing population and increasing expectation of transportation options in urban areas.

UTA Partners in Autonomous Shuttle Pilot Project

THE UTAH TRANSIT Authority (UTA), in partnership with Utah DOT, will run an autonomous shuttle pilot project throughout the state for the next year, beginning this month.

UTA is selecting locations for the shuttle routes based on proximity to current public transit options, a broad population of travelers and a large number of visitors: university campuses, multi-use shopping centers, business parks and more.

The autonomous vehicle—with no driver, steering wheel or pedals, but with a host on board for all travel—can operate up to 15 mph along a predetermined route. Sensors enable it to react in real time to other vehicles, pedestrians and any obstacles in its path.

UTA and Utah DOT are testing this technology to identify opportunities to improve safety by decreasing the possibility for human error. Additionally, they are looking at how this technology can help increase mobility for individuals who are not able to drive themselves.
Continuing to Advance a Comprehensive Transportation Network in Austin

BY CHAD BALIENTNE
Vice President of Demand Response, MetroAccess and Innovation
Capital Metropolitan Transportation Authority
Austin, TX

Public transit does an excellent job transporting large numbers of people throughout our communities. It’s what we do every day and we, as an industry, are very good at it.

Challenges arise, though, when we look to provide service in areas not best served by a 40-foot bus. That could be due to a lack of density, geographic separation, variable demand peaks or countless other reasons. This isn’t a new problem for public transit and we collectively have been trying new approaches over the years to meet the needs of our customers.

In Austin we’ve experimented with taxis and Transportation Network Companies but have found roadblocks when it comes to geographic availability, wheelchair accessibility, the cost of service, driver training, drug and alcohol testing, cash collection and overall control of the customer experience. But we have now identified a service that meets all these needs, bringing together our well-trained vehicle operators with uniquely branded small vehicles and a new on-demand, real-time customer app. It’s called “Pickup.”

Beginning in June, riders will be able to request a trip (with vehicles arriving within 15 minutes) to travel anywhere in their designated service zones, including to Capital Metro bus and rail stops. They can make same-day reservations using the Pickup by Cap Metro app or by calling the Pickup Service Center. All vehicles will be wheelchair accessible and feature bike racks. Local Capital Metro fares will apply, meaning each trip costs the rider just $1.25.

The service will start in Manor, a small town north of Austin within the Capital Metro service area. In August, Pickup will launch in four Austin service zones, each uniquely tailored to the neighborhood it serves. Pickup will open the door to high-frequency transit for many Austin neighborhoods that previously have been unable to access Capital Metro’s service, placing the whole city within their reach. Extensive community engagement is a major element for developing the service and deciding on hours of operation, days of service and even a nickname for their specific service zone. Additional zones will be planned and rolled out regularly in the coming years.

Capital Metro sees Pickup as an important part of providing a comprehensive transportation network agile and flexible enough to meet the needs of our fast-growing Austin community.

Mobility Opportunities with a Customer Focus

BY DOUG DOUGLAS
Vice President, Mobility Management Services
Dallas Area Rapid Transit

PROVIDING ACCESS to safe and reliable mobility options for riders with disabilities is the responsibility of every great public transit organization—one which is growing as we see increased demand for paratransit services every year.

With Dallas Area Rapid Transit’s (DART) continued focus on finding innovative ways to serve our riders, we’ve partnered with MV Transportation to develop a technology solution to provide our customers with the ability to choose the service that works best for both their needs and their schedules.

DART Mobility Management Services provided more than 750,000 paratransit trips in 2018, using several modes of transportation across the DART service area including paratransit vans, shuttles, subsidized taxi services and Transportation Network Company partners such as Lyft. With so many options, sometimes running independently of each other, we began looking for ways to integrate all these modes into a single technology platform to provide a customer-centric ecosystem of services that would fit the requirements and needs of every customer.

Travel Options that Fit the Rider

Traditionally, paratransit riders haven’t been able to be as spontaneous with their travel needs as users of fixed routes. Having to schedule travels a day in advance prevents customers from enjoying the flexibility to make a quick run to the grocery store or meet a friend for lunch.

By using dynamic scheduling technology, we’re now able to match riders with available transportation options based on their defined profile and needs, as well as location and schedule.

As we’ve rolled out the system, we continue to hear positive reviews from our customers.

By leveraging technology, DART is focused on providing our customers with every possible resource to make the transportation decision that fits their needs. By offering the option to book trips on our website, on the phone or through an app, we aim to provide an overall better customer service experience.

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Technology Helping Pace Improve Service

Pace Suburban Bus, Chicagoland’s suburban bus and regional paratransit and vanpool provider, has been hard at work incorporating new technology into the rider experience. Pace On Demand offers reservation-based, shared-ride service in 11 designated areas throughout the region. Pace renamed the service, formerly known as Pace Call-n-Ride, after introducing an online booking feature in six of the 11 On Demand areas; the tool will be rolled out in the remaining five areas later this year.

According to the agency, online booking has caught on with riders: they are already booking online more than by phone in three of the six areas where the feature is available.

This is only the latest technology innovation Pace has brought riders. A suite of Bus Tracker tools, available at Pacellbus.com, offers real-time departure information, including alerts for specific trips, maps showing live bus locations and a number that passengers can text to learn when the next bus will arrive at their stop.

Beginning in early 2017, Pace vastly increased the deployment of code numbers onto bus stop signs for the text messaging service; riders now send Pace more than 100,000 texts per month—up from a monthly average of just 10,000 in 2016. Pace also has installed digital signs that display next-bus arrival information at 46 locations, with another 72 signs in the installation and planning stages.

The agency is also working closely with partners to develop and install Transit Signal Priority (TSP) technology throughout the region. TSP allows buses to communicate with traffic signals, allowing delayed trips to extend green lights or shorten red lights to improve schedule reliability. Pace has already optimized traffic signal timing at 400 intersections and plans to implement TSP at 300 of them. The technology, designed in-house to be cross-compatible with Chicago Transit Authority buses, will debut on a segment of Milwaukee Avenue in Chicago and Niles later this year when Pace’s Pulse Milwaukee Line BRT launches.

More technological improvements like these will be implemented and announced in the future. By the end of the year, Pace expects to unveil a new website and release a new strategic vision plan that views innovation as a core agency value.

Learn About Louisville

Louisville hosts more than 24 million visits annually for an estimated economic impact of $1.6 billion, which supports 26,000 local tourism-related jobs.

Louisville was founded by George Rogers Clark in 1778. It is named for King Louis XVI of France in appreciation for the king’s assistance during the American Revolution.

The University of Louisville, located just south of downtown, is a state-supported research university established in 1798. The university operated as a municipally supported public institution for decades before joining the university system in 1970.

“The Greatest,” Muhammad Ali was born and raised in Louisville. Most notably known for his boxing career, Ali became a champion of human rights and social justice after retiring from the ring. He is buried in Louisville’s Cave Hill Cemetery.

COTA Moves Forward On Customer Service

The Central Ohio Transit Authority (COTA) is launching several bold and innovative projects this year to improve mobility and customer service in the Columbus, OH, region.

On May 6, COTA launched Mainstream On-Demand to answer a need for more paratransit service in the region. The new program does not replace COTA’s existing Mainstream service for ADA customers but does provide users with additional mobility options.

Mainstream On-Demand provides same-day, non-stop, door-to-door transit service. Mainstream On-Demand is the first of its kind in Ohio and is powered by UZURV, a rideshare company specializing in ADA services. Through this service, customers can receive rides as little as two hours in advance or up to 30 days in advance. They can bring a personal care attendant or service animal on the trip.

COTA is also working to make sure Mainstream On-Demand is affordable for its customers. All qualifying customers pay an initial $5 fee and COTA will pay an additional subsidy toward the cost of the trip. Any additional cost will be the customer’s responsibility. The trip cost is determined by mileage and the price of the trip is set at the time of booking.

COTA is also preparing to launch its first microtransit pilot project, COTA Plus, this summer in Grove City, a community southwest of Columbus. The main goal of the program is to eliminate gaps in areas where fixed routes cannot operate, connecting riders and other residents to jobs, medical appointments, education and more. Customers who use the service to connect to a COTA fixed route will not be charged any additional fee, but customers will be charged a fare if they are using COTA Plus for direct service.

Finally, COTA is furthering its commitment to sustainability by putting greener buses on routes. The agency added 28 New Flyer buses to its growing CNG fleet in April, replacing diesel coaches. COTA plans to purchase 28 coaches per year and discontinue all diesel bus use by 2025. Other plans would add electric buses to the fleet in 2020.

MVTA Launches ‘Get on Board Commuter Challenge’

The Minnesota Valley Transit Authority (MVTA), Burnsville, MN, launched its first Get on Board Commuter Challenge April 22-28 in conjunction with APTA’s inaugural Get on Board Day on April 25.

During the week, MVTA encouraged residents to leave their cars at home and find a new way to get to work and around town in the south metro area of Minneapolis. Participating public transit riders, cyclists, carpoolers, walkers and teleworkers registered online to participate and were eligible for prizes from area businesses who were partners in the promotion.

As part of the promotion, MVTA highlighted APTA data regarding the benefits of altering commutes, including:

- The average household spends 18 cents of every dollar on transportation, and 96 percent of this money goes to buying, maintaining and operating cars—the largest expenditure after housing;
- Every $1 invested in public transportation generates $4 in economic returns; and
- Every $1 billion invested in public transportation supports and creates more than 50,000 jobs.

“There are many economic and environmental reasons for Minnesotans to find new ways to get to school, work and play that don’t involve single-occupancy vehicles,” said MVTA Executive Director Luther Wynder. “We think once people see how convenient it is to get where they need to go without a single-occupancy vehicle, they will become new transit riders, cyclists and carpoolers. We want this to become an annual event that the whole community enjoys and benefits from.”

In the inaugural MVTA challenge, more than 100 residents signed up for alternate commutes during the week and the marketing information had more than 236,000 impressions online.
HRT: Smooth Transportation At ‘Something in the Water’

Virginia Beach, VA, hosted one of the nation’s larger music festivals in late April and the three-day event was a prime opportunity for Hampton Roads Transit (HRT) to further refine its new mobile ticketing service.

The event, organized by musician and producer Pharrell Williams, was called Something in the Water, a celebration of art, culture and music that brought out a star-studded musical lineup to the city’s Oceanfront. An estimated 35,000 people purchased tickets for the sold-out event.

The Virginia Beach Oceanfront presents unique transportation challenges because of its limited access and dense resort-style development. Parking is a major challenge and public transit services, while present, are largely confined to a seasonal trolley service that operates primarily on a north-south alignment along the beaches.

The event was large enough that city school buses were contracted to move festival-goers from park-and-ride locations while Uber and Lyft drivers were confined by a geo-fence to a designated drop-off location a short walk from the Oceanfront. Tour bus access was similarly restricted.

During the summer season, HRT operates its 14 custom-built trolleys to convey tourists around the Oceanfront. Charming and built for casual vacationers, the trolleys have 24 wood-trimmed seats and brass railings, with limited room to stand. But they also are now serving as a test bed for HRT’s mobile ticketing program, which the agency hopes eventually to make available throughout the system.

In years past, trolley passengers would have needed either exact change or a pre-purchased farecard to ride. But in July 2018, the agency introduced its ticketing service.

TOD: Building Communities

The Greater Cleveland Regional Transit Authority (GCRTA) was among the recipients of the 2019 Greater Ohio Sustainable Development Award. The Catalytic Partnership Award, presented by the Greater Ohio Policy Center, recognizes GCRTA’s work in partnership with the Detroit-Shoreway Community Development Organization for the Aspen Place Development in the Detroit-Shoreway neighborhood of Cleveland. The project links affordable housing to rapid transit access on a major neighborhood corridor, providing a hallmark example of equitable TOD.

Why is that significant to the public transit professionals joining us at APTA’s 2019 Mobility Conference?

It’s because, whether it’s GCRTA or any other public transit system in the country, we serve neighborhoods. We serve communities. And the work we do makes those projects more sustainable. We provide a welcoming environment for people to enjoy the amenities that come with access to public transportation.

GCRTA joined the local developer and civic partners to cut the ribbon on Aspen Place, which is now the hallmark of successful TOD in our region.

The successful working relationship between GCRTA and our civic partners is an excellent example of the possibilities that can be realized when partners work together for a common goal. It’s a model for communities everywhere.

It is also a true demonstration of agencies working together for the public good. No doubt, sustainability and community stewardship are vital parts of GCRTA’s role within each community it serves—and your public transit system in your community is no different.

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LANTA Builds Bridges With Schools, Employers

IT IS SAID THAT the best place to go fishing is where the fish are swimming. The Lehigh and Northampton Transportation Authority (LANTA), serving Allentown, Bethlehem and Easton, PA, has heeded that advice with an aggressive plan to develop relationships with area colleges and universities, as well as companies populating the burgeoning warehouse centers in the state’s fastest-growing region.

In the past year, LANTA Executive Director Owen P. O’Neil had led an effort to engage local school districts, private high schools, colleges and universities, as well as major employers in the service area, with options for them to offer discounted or fare-free programs for their students and employees.

Beginning with the Allentown School District, which does not operate school buses, LANTA offered a $1 Day Pass for students who purchase them at their schools. Several other public and private/parochial schools soon followed, all seeing increased ridership and better school attendance, too. The regular Day Pass costs $4.

This program also takes LANTA drivers out of the need to determine whether a rider is a student, as was the case with the previous on-board student fare arrangement.

Pennsylvania’s Lehigh Valley boasts several quality colleges and universities with thousands of students who are potential bus riders. In just the last year, LANTA entered into partnerships with Lehigh University, as well as Lafayette and Muhlenberg colleges, for a revenue agreement that allows students, faculty and staff to ride the bus system for free. Those programs, which are enjoying tremendous success, come on the heels of a longstanding reduced-fare program with Lehigh Carbon Community College.

With LANTA operating in the middle of the Boston-Washington corridor, it has seen tremendous growth in the development of warehouses encircling its service area. Again, the system has reached out to many companies, including Amazon, to adjust routes and add service under special revenue agreements.

In a market that once began service around 6 a.m., LANTA drivers now begin revving the engines soon after 2 a.m. to best serve the around-the-clock needs of the industry.

“It is important for transit agencies in small and mid-size markets to find new and creative ways to increase ridership and find new sources of revenue,” O’Neil said. “We continue to make personal contact with community and business leaders showing them how LANTA can help bring students and employees to school or work safely and dependably.”

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New Southern Cuisine with a Louisville Twist

New Southern Cuisine is one of the most popular food movements in the U.S. It’s about taking traditional, regional Southern dishes and putting a unique twist on them. And it’s big in Louisville!

While Louisville did not invent New Southern Cuisine, the city has tweaked it, fried it, poached it and, most importantly, added Bourbon. So, welcome to an entirely new New Southern Cuisine experience. And, welcome to a region that produces more than 95 percent of the world’s Bourbon.

A culinary adventure in Louisville takes you deep into the heart of the Bourbon Country lifestyle. Louisville Tourism suggests the following:

**Louisville’s Signature Dishes**

*Hot Brown.* The legendary open-face sandwich—made with Texas toast, thick-sliced turkey, cheesy Mornay sauce, crisp bacon and tomatoes, all baked until bubbling hot—was born here. It all began at Louisville’s historic Brown Hotel back in the 1920s. History goes that more than 1,200 guests would come each evening for the downtown hotel’s dinner dance. When guests would head to the restaurant for a bite to eat, chef Fred Schmidt recognized that they were wanting more than the traditional ham and eggs, and the Hot Brown was born. These days, the Brown Hotel has become synonymous with the tasty entree and estimates making between 400 and 500 each week. The requests double during Kentucky Derby season.

*Benedictine.* Thanks to Louisville caterer, restaurateur and cookbook author Jennie Benedict, a cucumber and cream cheese spread, known for its green color, has become a famous Kentucky culinary favorite. Miss Benedict invented her savory spread in a one-room kitchen in the family backyard around the turn of the 20th century and famously served it to Louisville high society and workers alike, earning it her namesake years later.

*Bourbon Balls.* It’s no secret in Bourbon Country the state’s signature spirit is a favorite ingredient in a slew of recipes, but perhaps none is more popular than the bourbon ball.

The bite-size sugary treat was created by Ruth Boone of the Rebecca Ruth Candy Co. in 1936, in Frankfort, KY, the state capital just east of Louisville. Boone’s recipe has been hailed over the years by Gourmet magazine and The New York Times. Kentucky’s most famous candy, in its original version, is a melt-in-your-mouth combination of pecans, bourbon and chocolate. Most families have their own adapted recipes, much like “Derby-Pie,” and local chocolate shops have infused their own spins with added flavors from cayenne to mint or peach.

*Derby-Pie.* The Derby-Pie was created in the 1890s at the Melrose Inn in Prospect, KY. Derby-Pie is a chocolate and walnut tart in a pie shell, usually with a pastry dough crust.

Derby-Pie is the registered trademark of Kern’s Kitchen. The recipe is top secret, known only to a few Kern family members and a single Kern’s employee who actually mixes the recipe today.

**Old Fashioned Cocktail.** Though the Mint Julep is certainly the star of the Kentucky Derby, the Old Fashioned was declared the city’s official libation in 2015. A private club in downtown Louisville (the Pendennis Club) has claimed its invention since the 1880s. Legend has it that a guest at the bar ordered a cocktail but warned the bartender that he wasn’t a fan of bourbon. Not wanting to serve a non-bourbon drink in the Bluegrass (it is Bourbon Country, after all), the bartender concocted a drink that ended up being a huge hit with the customer.

You’ll find everything from traditional to innovative variations of the classic cocktail all around Louisville. Quench your thirst by ordering up an Old Fashioned at any of the 30-plus restaurants and bars along Louisville’s Urban Bourbon Trail.

Louisville Celebrates a Rich History

**Named for King Louis XVI**

of France in appreciation of his assistance during the U.S. Revolutionary War, Louisville was founded by George Rogers Clark in 1778. While the city’s initial growth was slow, the advent of the steamboat in the early 1800s sparked booming industrial development, and by 1830 Louisville had secured its place as the largest city in Kentucky.

During the Civil War, Louisville was an important Union base of operations and a major military supply center. In the postwar era, the city emerged even more prosperous, with merchant princes and manufacturers shaping the new economy.

Owing to its strategic location at the Falls of the Ohio River, Louisville was a major commercial center. River transportation was supplemented by the construction of the Louisville & Nashville Railroad, which was chartered in 1850 and operated more than 1,800 miles of line in the state by 1920. Joseph E. Seagram and Sons opened the world’s largest distillery in Louisville following the repeal of Prohibition in 1933. Thanks to companies such as DuPont, the city became the world’s largest producer of synthetic rubber during the Second World War.

Louisville was also a city of firsts. In the reform-minded progressive era of the 1880s, the city was the first in the nation to introduce the secret ballot, significantly reducing vote fraud. It was the first city in Kentucky to adopt zoning and planning measures to control and shape urban growth. Home to the first bridge designed exclusively for motor vehicles to cross the Ohio River, Louisville was also the birthplace of Mary Millicent Miller, the first woman in the United States to receive a steamboat master’s license.

The city has been home to a number of men and women who changed the face of American history. President Zachary Taylor was reared in surrounding Jefferson County and two U.S. Supreme Court justices, including Louis D. Brandeis, the first Jewish justice, were from the city proper. John James Audubon was a local shopkeeper in the early years of his career, drawing birds in his spare time. Second Lt. F. Scott Fitzgerald, stationed at Camp Zachary Taylor during the First World War, was a frequent presence at the bar in the famous Seelbach Hotel, immortalized in the novel *The Great Gatsby.* Muhammad Ali, perhaps the greatest heavyweight boxer of all time, was born in Louisville and won six Golden Glove tournaments in Kentucky.

10 Museums, One ‘Row’

**Louisville’s Museum Row** on Main includes 10 original attractions within four walkable blocks. Museum Row partners offer a reciprocal discount: show your ticket from one partner when buying a ticket at another Museum Row attraction and get $1 off admission.

The museums on Museum Row are:
- **2tc Museum Hotel,** North America’s first museum dedicated solely to contemporary art of the 21st century;
- **Evan Williams Bourbon Experience,** the first distillery to open on Louisville’s historic Whiskey Row since Prohibition;
- **Frazier History Museum,** offering interactive exhibits, performances by costumed interpreters and special events;
- **Lexington Center for the Performing Arts,** a multi-modal experience highlighting the Kentucky experience;
- **KMAC,** the Kentucky Museum of Art and Craft;
- **Louisville Glassworks/Payton Glass Center,** a showcase of the art of glass;
- **Louisville Slugger Museum & Factory,** home of the legendary baseball bat; and
- **Muhammad Ali Center,** celebrating the life and legacy of the world champion boxer and global humanitarian.

Churchill Downs opened in 1875 and held the first Kentucky Derby and the first Kentucky Oaks Thoroughbred horse races that year.
Theall-electricRegionalConnectorbus,RTC'slongest-distanceroute,operatesbetweenRenoandCarsonCity.PassengerscanenjoyUSBchargingports,WFI andrecliningseats.

**TOPINDCleveland**  
CONTINUEDFROMPAGE25

different.


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Yes,Im’certainthatwhatwehave

seenwithoursystem’smajordevolutionprojectscanbereplicatedacrossthenationwheninfrastructuredollarsarespent.

Aswelooktothefuture,here’sone


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**InnovativeTransitSolutionsatReno’sRTC**

**BYLEE.G.GIBSON,AICP**

**ExecutiveDirector**

**RegionalTransportationCommission**

**of Washoe County**

**Reno,NV**

TheRegionalTransportationCommission(RTC)isattheforefrontofpublic transitinnovation,contantlyimprovingtobecomeevenmoredependable,safeandsustainable.Wehaveanumberofprojects,programsandinitiatives toadvancepublictransitinourregion.

TheRTCiscurrentlyworkingon theVirginiaStreetBusRAPIDTransit ExtensionProject,aninvestmentofmores than$80milliontobetterconnectMidtownReno todowntownRenoandtheUniversityofNevada, Reno.Theprojectfeaturesnewsidewalks,lighting,landscaping,BRT improvementsandcriticalsafetyinfrastructureforpedestrians,driversand publictransitpassengers.RTArecentlyannounceda$40.4millionallocation forthisprojectthroughthecapital InvestmentGrantprogram.

Theagencyisalso-makingimportant safetychangestonourobstopsby bringingthemintoADAcompliance.Thesechangesincolorfonsizesonbusstopsigns,increasesidewalk connectivityandimprovingstopswith benchesandbusstopamnities.

SustainabilityisoneoftheRTC’s guidingprinciples.Wereleyontechologytohelpcutdownonpaperuse:inthadditiontopapercustomerpasses,weoffer TokenTransitdigitalbuspasses.These passes,availableinsamedenominationsasthepaperpasses,allow thepassengersimplytoshownedrivera smartphonepasswithanimage thatchangesdaily.Additionally,passen gerscanusetheNextBussmartphone apptosearchwhenthehirabuswill arrive.


Inaddition,asourcommunity grows,Renoarearesidentsare seekingaffordablehousing solutions.TheRTCisstartinganAffordableHousingStudy thatwillworktoidentifylocations onpublictransitroutesthatarewouldbeideal foraffordablehousingdevelopment.

TheRTCisfindingnewandinno vativewaysforourcommunitytotravel onboard.

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**PeopleOnTheMove**

**SFMTA'sReiskinAnnouncesResignation**

**SANFRANCISCO—EdReiskin,director oftransportation**

fortheSanFranciscoMunicipalTransportationAgency (SFMTA)forthepasteightyears,hasannouncedhis resignatiyonthatpost.Hewillstepdownwhenhiscontract runsoutinmid-August.AFP,heisamemberof theBus&ParatransitCEOs,Legislative,Mid-SizesOperationsand RailTransitCEOscommitteesandthePublicTransportation CEOCoordinatingCouncil.

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**CLASSIFIEDS**


**TOPLACEYOURAD: E-mailtheresquesteddate(s) ofpublicationto:ptads@apta.com.**

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**Foradinformation:**Phone(202)496-4877.

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**BIDS/PROPOSALS**

**REQUESTFORPROPOSAL**

**FORPROJECTMANAGEMENTCONSULTANT**

**VIA CONTRACT#19-292**

VIA MetropolitanTransitiseekingproposalsfrom responsiblefirmsforProjectManagementConsultant.

REQUEST FOR PROPOSAL FOR  
UDC REVISION RECOMMENDATIONS 
STATION AREA PLANNING TYPLOGIES FOR TOD 
VIA CONTRACT #19-352 
LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY (LACMTA) 

REQUEST FOR PROPOSAL 
LACMTA will receive Proposals for ES6214 - Request for Interest and Qualifications CBR / PRIVATE LTE POC at the 9th Floor Receptionist Desk, Vendor/Contract Management Department, One Gateway Plaza, Los Angeles, CA 90017.

A Pre-Proposal conference will not be held. All Proposals must be submitted to LACMTA, and be filed at the reception desk, 9th floor, VCC Department, on or before 1:00 PM, Pacific Time on June 10, 2019. Proposals received after the above date and time may be rejected and returned unopened. Each proposal must be sealed and marked Proposal No. EN62412. For a copy of the Proposal/Bid specification visit our website at. Public Notice Portal at https://business.metro.net or for further information email Lorretta Norris at norrisl@metro.net.

PUBLIC NOTICE AND REQUEST FOR PROPOSALS 
Topanga Metropolitan Transit Authority (Metro) will receive proposals from qualified firms to provide varied services for its fixed route bus submittals. Proposals must be received in the Metro office at 201 N. Kanas Avenue, Topanga, CA 90290, in sealed envelopes marked “BUS TECHNOLOGY / RFP TM-14” no later than 3:00 PM Central Time on Tuesday, June 25, 2019. This proposal schedule will allow for thirty (30) calendar days for proposal submittals. The RFP document package may be obtained from Metro’s office at 201 N. Kanas Avenue, Topanga, CA 90290 or via Monday, May 20, 2019 to May 24, 2019 by contacting Karla Richardson. Interested firms may download the RFP document package from Metro’s website (www.topakengomtro.org) or call (718) 730-8622 to arrange for pickup or mailing. Proposers will be required to comply with all applicable state and federal Equal Employment Opportunity (EEO) laws and regulations. Metro, in accordance with Title VI of the Civil Rights Act of 1964 and related regulations, hereby notifies all proposers that minority business enterprises will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, creed, religion, gender, marital status, sexual orientation, familial status, national origin or ancestry, age, physical or mental handicap unrelated to ability, or military status in consideration for an award. Any agreement resulting from this RFP is subject to financial assistance agreements between Metro and the recipients as shown in the RFP. In order to be eligible to submit a proposal, the proposer must not be included on the United States Department of State’s Consolidated List of Specially Designated Nationals. Firms currently debarred or suspended from participating in public contracts.

Construction Manager Construction Manager for Los Angeles Metro to work near LA Area. Assignment is between two to six years. Requirements and Duties Construction Manager with minimum 15 to25 years of experience in rail transit stations; “Cut n’ Cover” and/or “Tunnel” construction process fit / finishes experience; Bachelor’s Degree in Engineering; Construction Management or other related field with registration is Desirable. Please prepare a resume with project details and references, as position open in LA, California.

- Participate in public meetings
- Monitor construction activities
- Manage CM staff
- Review Daily Inspection reports
- Assess quality and completeness of work performed
- Review and process claims, change notices, modifications
- Attend Owners and construction meetings
- Review progress reports
- Review contractor’s pay requests
- Resolve issues and differ site conditions in a timely manner
- Prepare progress reports
- Experience with City, County, State and Federal code enforcement
- Participate in activities as required by the clients

DALLAS AREA RAPID TRANSIT (DART) 
VICE PRESIDENT OF HUMAN CAPITAL 
Salary: DOE 
Application deadline: 05/28/2019 
APPLY: https://www.dart.org/webapps/462CPSHR/JobDetail?ID=462CPSHR 
How To Apply 
Apply online: https://www.dart.org/webapps/hrportal/default.asp
CPS HR Consulting Email: kwilson@cpshr.us
Online brochure: www.cpshr.us/search/DART website: www.dart.org

PROJECT DELIVERY MANAGER 
The Regional Transportation Commission of Southern Nevada (Las Vegas) is hiring a Project Delivery Manager. The Project Delivery Manager oversees a variety of complex, emergent technical projects in the space of advanced mobility & intelligent transportation systems. This position requires: Equivalent to a Bachelor’s Degree in Civil Engineering, Computer Science, Business Management, or related field and 10 years of closely related field, AND four (4) years of demonstrated project management experience overseeing complex IT and transportation projects.

Salary Range: $72,571.20 - $127,171.20 

Nevada Employees: Do Not Pay State Income Tax Or Social Security, Employer Paid Retirement 
For more information and to apply, visit our website at rrtc.com. RTC is an Equal Opportunity Employer & E-Verify Participant.
COMMUNITY TRANSIT – MANAGER OF PLANNING
SNOHOMISH COUNTY, WA

A managerial position responsible for development of Community Transit’s service vision and strategies to meet agency goals and the needs of a growing community. Facilitates development and approval of financially-constrained six-year transit service and capital plans, ensures development of relevant plans, service and fare policies. Coordinates with land use and transportation planning of cities, counties, state and metropolitan planning organizations. Manages planning studies and formulations of policies for adoption by Executive Team or Board of Directors; provides expertise and recommendations to leadership on technologically and politically complex issues or policies.

This position has oversight of the following development of transit markets, design and implementation of new services, route restructuring and enhancement of existing service; development of service and fare policies; region wide planning coordination; translation of leadership directives into complex decision support models including a cost allocation model, revenue model, incentive forecasting model, and capital needs model.

This position requires strategic thinking, exceptional communication and relationship building skills, and the ability to integrate diverse needs and priorities into cohesive and achievable plans.

As a recipient of federal funds, Community Transit is an Equal Employment Opportunity and does not unlawfully discriminate on any basis prohibited by Federal, State or Local law.

SENOIR DIRECTOR, QUALITY MANAGEMENT
LOS ANGELES METRO PUBLIC TRANSPORTATION SERVICES CORPORATION (PTSC)

Bulletin No: 00606-003 Closing Date: 2019-09-19 Salary Grade: 48-R
Salary Range: $122,970 - $153,691 - $184,434 At Will

Basic Function
To direct and administer quality management programs in design, construction, and start-up operations of major Metro capital projects.

Requirements For Employment
• Bachelor’s degree - Engineering or other related field
• 5 years’ management level experience administering Enterprise quality management programs for major capital projects.

Preferred Qualifications
Due to the competitiveness of the recruitment, consideration may be given to those candidates who demonstrate the following additional qualifications:
• Experience in administering implementing quality management programs for rail transit engineering and construction projects
• Experience developing Rail Quality standards consistent with the Federal Rail Quality Management Program (FQM)

Application Procedure
• Applicants should visit the website at www.metro.net/careers and complete an online Employment Application.
• Transportation Services Corporation (PTSC) is an equal employment opportunity employer.
• In the At-Will position and employee serve at the pleasure of the hiring authority.

TRANSPORTATION AUTHORITY OF MARYLAND
SAN RAFAEL, CALIFORNIA
DIRECTOR OF METRO OPERATIONS

Annual salary range: DOQ DOE
Applicants requested: Open until filled
First review of resumes: 05/24/2019
The successful candidate should bring solid experience in capital improvement planning and provide an unbiased opinion for achieving the correct balance of transportation modes. The successful candidate will have an articulate and technically sufficient method to make planning concepts understandable for the average resident. A transportation management background is preferred as well as knowledge of local transportation funding, proven leadership in mobility management, and high ethical standards as a standard of public service.

To view additional qualifications and submit your resume, cover letter, and a list of six work-related references (maximum two colleagues) please visit our website: https://secure.cstc.md.gov/jobDetailID=449

Andrew Nelson
Pam Derby
CPS HR Consulting
Ph. 916-471-3329
Online brochure: www.cstc.md.gov/search
Transportation Authority of Marin website: www.tmca.org

GOLDEN GATE BRIDGE HIGHWAY & TRANSPORTATION DISTRICT
BUS OPERATOR, FULL-TIME (PS101326)

Position is represented by the ATU Local Division #1575
Pied on December 5, 2018 and is open until filled
Positions available at www.communitytransit.onemployment/opportunities

Under general supervision, operates a variety of transit vehicles to transport passengers along specific, assigned routes according to the District’s requirements. Provide service in a safe, courteous and reliable manner. Responsible for written reports and other information as required. Upon completion of the Golden Gate Transit Training Program, the employee operates regularly scheduled assignments. All routes originate in either Santa Rosa, Novato or San Rafael.

Salary Range: $24.48 per hour - During training $25.00 per hour; Afterwards $26.02 per hour plus benefits - for the first (6) months of service.
$27.36 per hour, plus benefits - for the final (6) months of service.
$28.80 per hour, plus benefits - thereafter

Application Screening Dates:
• Application Open February 25, 2019
• Application Closed March 8, 2019

Applicants must complete an application at www.ggbt.org/jobs

Equal Opportunity Employer

The California Department of Transport - Federal Transit Administration “Safety Sensitive” Under DOT FTA regulations, employees in “Safety Sensitive” positions are subject to pre-employment, reasonable suspicion, post-accident, random and return-to-duty drug and/or alcohol testing.

Applicants with Disabilities: The Human Resources Department will make reasonable efforts to accommodate applicants with disabilities to complete the Employment Application and in any job-related activities necessary to the job. If you have any special needs, please call (415) 257-4353 Ext. 2510.

Review revised 02/15/2019

Welcome to the State of California Human Resources Administration

GGBHT
101 Andersen Drive
San Rafael, CA 94901-5138

Help Wanted

DIRECTOR OF METRO OPERATIONS
The Maryland Department of Transportation’s Maryland Transit Administration (MDOT MTA) is seeking a Director of Metro Operations. The right leader will be responsible for providing overall leadership of Metro Operations in formulating and achieving public transportation goals and objectives. The Director of Metro Operations contributes to short-term and long-term planning to ensure that the MTA’s integrated assignment of planning, resource and capital assets and respond to operational issues and meet program and safety compliance objectives. The Director of Metro Operations and their staff will provide safe and effective transit service and to support a diverse customer base throughout Maryland.

Sound interesting? Submit your application online by registering at www.mdot.maryland.gov/employment

101 Andersen Drive
San Rafael, CA 94901-5138

Classifieds

30 | Passenger Transport
LONG BEACH TRANSIT
MANAGER, MATERIALS AND WAREHOUSE

Department: Finance and Budget
Reports To: Executive Director/VP, Finance and Budget
FLSA Status: Exempt
Job Band: I

Job Summary:
The Manager, Materials and Warehouses leads Long Beach Transit’s (LBT) materials and warehouse section including parts replenishment, warranty recovery, and the provisions for the facilities of WeGo Public Transit. The Manager ensures a steady supply of parts and materials and creates and analyzes various reports and performance metrics in support of the LBT mission.

Education and/or Experience:
• Bachelor’s degree in Engineering, Management or Architectural field
• Project Management Professional (PMP) certification is preferred
• Experience working with architectural, engineering and construction firms
• Experience overseeing commercial facility building projects and maintenance aspects such as equipment installations, lighting, HVAC, interior renovations, and civil infrastructure projects

Budget
• Ability to understand and manage construction drawings and specifications
• Demonstrated experience coordinating activity with internal and external agencies

This job description is not intended to be a complete list of all the duties required of the position, but to provide information on the general scope of the position.
To apply, visit www.lbtransit.com/jobs

FACILITIES MAINTENANCE MANAGER

FACILITIES MAINTENANCE MANAGER

WEKO PUBLIC TRANSIT

WEKO is situated in the beautiful and thriving city of Nashville within the Middle Tennessee region. At WEKO Public Transit, it is our ongoing mission to connect people to their lives and community. We strive daily on anumber of important services for the community of Nashville and Middle Tennessee by providing friendly, sustainable, reliable, trusted public transportation everywhere for everyone.

Position Purpose
• Responsible for all facets of renovation and maintenance projects for the facilities of WEKO Public Transit, and will facilitate close coordination with WEKO Project Planners and Engineers on the development, design, and construction of future facilities.
• Responsible for the management and performance of the maintenance department, as it relates to the maintenance and cleanliness of the shop, general and passenger facilities, park and ride stations, and other facilities, as owned and operated by the transit authorities.
• Effectively manage all facility and transit stop state of the art safety barrier equipment. Evaluating planning efforts, to ensure proper maintenance and repair campaigns are incorporated into the agency’s capital management process.
• Provide support as needed to uphold the overall health and wellness of the maintenance department, as well as the Driver Operations (DOM) or Chief Operating Officer (COO).

Recommended Preparation for Employment:
Any combination of education, training, and experience equivalent to: 1) bachelor degree in engineering, public administration, transportation, construction management or related field; 2) seven years of experience as a manager or supervisor of a similar department or equivalent; and 3) two years of experience in labor relations. The successful applicant will have a proven record of communication skills, project management/construction experience, computer proficiency, and the ability to handle several projects at once, interpersonal skills, fleet diagnostics, alternative fuel systems, statistical analyses, project management, and computer systems.

We offer an outstanding portfolio of benefits including health, dental, vision, defined pension plans, 401k retirement plans, paid time off, flexible spending accounts, health savings账户, tuition reimbursement, and a competitive salary range.

Salary range: $62,866 - $89,725

Director of Facilities:

WeGo is situated in the beautiful and thriving city of Nashville within the Middle Tennessee region.

At WEKO Public Transit, it is our ongoing mission to connect people to their lives and community. We strive daily on anumber of important services for the community of Nashville and Middle Tennessee by providing friendly, sustainable, reliable, trusted public transportation everywhere for everyone.

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Director of Facilities:
Zero-Emission BUS LEASING

ELECTRIFY YOUR FLEET WITH NO UPFRONT COSTS

Monthly payments as low as $4,900
A partnership between BYD and Green Transportation Leasing (GTL)

For more information, please contact one of our experts:

Bobby Hill
bobby.hill@byd.com

David J. Clamage
david.clamage@byd.com

byd.com