



AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

Annual Meeting Planning Subcommittee

GEORGE R. BROWN CONVENTION CENTER ROOM 342 DE

Wednesday October 15, 2014 • 12:45-2 p.m.

Agenda Post-Meeting De-Brief

**** All APTA members are welcome to participate in this lunch meeting ****

- 1. Welcome and thanks to host team – Gwen Johnson, Metropolitan Transit Authority of Harris County**

- 2. Overall impressions – All**
 - Educational content of sessions
 - Keynote speakers
 - EXPO learning zones, exhibits, events, booths
 - Tours
 - Call for presentations
 - “App,” online program, printed at-a-glance programs, meter boards
 - Other impressions and ideas

- 3. 2015 Annual Meeting**
 - Host San Francisco Municipal Transportation Agency – Roberta Boomer
 - Overview of event & subcommittee’s work plan – Lynne Morsen
 - Decide topics in call for presentations – Cheryl Pyatt

- 4. Other business**

Agenda packet includes:

1. Conference overview 2014
2. Conference overview 2015
3. Subcommittee work plan
4. Topics – call for presentations
5. Subcommittee charter

UPCOMING APTA ANNUAL MEETINGS

- OCTOBER 4-7, 2015: HILTON SAN FRANCISCO UNION SQUARE
- SEPTEMBER 11-14, 2016: J. W. MARRIOTT, LOS ANGELES (NOT A TYPO, IT’S SEPTEMBER)
- OCTOBER 8-11, 2017 ANNUAL MEETING & EXPO: GEORGIA WORLD CONGRESS CENTER, ATLANTA

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OCT. 12-15, 2014 ANNUAL MEETING & EXPO OVERVIEW

ANNUAL MEETING OCT. 12-15, EXPO OCT. 13-15 • HILTON AMERICAS-HOUSTON & GEORGE R. BROWN CONVENTION CENTER

As of September 17, 2014

SAT. OCT 11	SUN. OCT 12	MONDAY OCTOBER 13	TUESDAY OCTOBER 14	WEDNESDAY OCTOBER 15
<p>8 am-6 pm COMMITTEE MEETINGS</p> <p>12-4 pm APTA Board Meeting—election at noon *****</p> <p>2-5 pm – Texas Transportation Institute Workshop HOT TOPICS IN TRANSIT *****</p> <p>REGISTRATION & AV PREVIEW ROOM HOURS SAT 8:30-5 SUN 7:30-6 MON 7:30-5 TUE 7:30-4:30 WED 7:30-noon *****</p> <p>NOTES: Friday Oct 10, 7:30-12 APTA community service project, Food Bank of Houston Friday Oct 10, 1:30 APTF Golf Tournament</p> <p>Trans/Tech co-locates w/ Annual Meeting & EXPO *****</p> <p>7 LEARNING ZONES Presentations on or near EXPO Floor M-W: 1-Innovations Learning Zone 2-Solutions Learning Zone 3-International Learning Zone 4-Livable & Sustainable Communities Learning Zone 5-Bus Technical Maintenance & Clean Technology Learning Zone 6-Procurement & Materials Management Learning Zone 7-Workforce Development Learning Zone</p>	<p>7 am-6 pm COMMITTEE MEETINGS</p> <p>1-2:15 pm This is APTA-Brett (Hemsley) *****</p> <p>1:30-3:30 p.m. Houston METRO Technical Tour: Houston B-cycle / Houston Bike Share: Connecting Neighborhoods to METRO's Bus & Rail System *****</p> <p>6-7:30 pm @ Hilton WELCOME RECEPTION *****</p> <p>NOTES: Most committees meet at Hilton Sat-Sun., some are at convention center.</p> <p>Sessions Mon-Wed at Convention Center.</p>	<p>7-8:15 am COMMITTEE MEETINGS 5:45-7 pm COMMITTEE MEETINGS</p> <p>8:30-10:15 am OPENING SESSION State of the Industry and the Association-Morsen (Gallagher, Waters, Sheridan, Gore, Golden) *****</p> <p>Trans/Tech two sessions @ each time-Sanders (Williams) 1-2:30 • 2:45-4:15</p> <p>APTA EXPO OPENS AT 10:30 am — 'til 5 pm Innovations Learning Zone-Pyatt 11:15-11:45 • 1:15-1:45 • 2:15-2:45 • 3:15-3:45 • 4:15-4:45 Solutions Learning Zone-Pyatt 11-11:30 • 1-1:30 • 2-2:30 • 3-3:30 • 4-4:30 International Learning Zone-Garcia-Colberg 11:30-12 • 1-1:45 • 2-2:45 Livable & Sustainable Communities Learning Zone-Weaver, Bell 10:15-10:45 • 11-11:30 • 11:45-12:15 • 12:30-1 Bus Technical Maintenance & Clean Technology Learning Zone-Hiott 8-11 • 1:30-3:30 Procurement & Materials Management Learning Zone-Hooper 9:15-10:45 • 11-12:15 Workforce Development Learning Zone-Boswell, Niegoski, Stanley 11-1 • YPT Pitch 3-5 • 3:30-4:30 *****</p> <p>1:30-3 pm GENERAL SESSION - USDOT Update *****</p> <p>3:30-5:30 pm CONCURRENT SESSIONS • Linking Transit & Land Use: Building & Sustaining Transit-Oriented Communities-Weaver • Congress & Federal Transportation Agenda-Tynan • AdWheel Awards-King • Innovative Funding Ideas for Public Transportat'n-Guzzetti • Big Transportation Projects Worldwide-Guzzetti • Launching Next Year's Celebration of the ADA's 25th Anniversary-Boswell *****</p> <p>5:45-6:45 pm APTF Reception-tickets required (not included with registration)-Boswell *****</p> <p>5-7 pm Young Professionals in Transportation (YPT) Reception-Boswell, off site *****</p> <p><i>Monday a.m. coffee service</i></p>	<p>8-9 am Business-to-Biz breakfast, exhibitors only - on EXPO floor *****</p> <p>8:30-10:30a APTA AWARDS CEREMONY & BREAKFAST-Miller *****</p> <p>Trans/Tech two sessions @ each time-Sanders (Williams) 8:30-10 • 10:15-11:45 • 1:15-2:45</p> <p>APTA EXPO OPEN 9 am – 4:30 pm Innovations Learning Zone-Pyatt 10:15-10:45 • 11:15-11:45 • 12:15-12:45 • 1:15-1:45 2:15-2:45 • 3:15-3:45 Solutions Learning Zone-Pyatt 10-10:30 • 11-11:30 • 1-1:30 • 2-2:30 • 3-3:30 • 4-4:30 International Learning Zone-Garcia-Colberg 10:30-11:15 • 11:30-12:15 • 1:30-2 • 2:15-3 Livable & Sustainable Communities Learning Zone-Weaver, Bell 10-10:30 • 10:45-11:15 • 11:30-12 • 12:15-12:45 Bus Technical Maintenance & Clean Technology Learning Zone-Hiott 8-11 • 1-3 Procurement & Materials Management Learning Zone-Hooper 7:30-9 • 9:15-10:45 • 11-12:15 Workforce Development Learning Zone-Boswell, Niegoski, Stanley 9-11 • 9-12 • 10-12 *****</p> <p>2-4:30 pm METRO TECHNICAL TOURS Arts inTransit + Houston TranStar Emergency Management + METRORail Operating Facility + METROlift Operations Center *****</p> <p>1:30-3:30 pm CONCURRENT SESSIONS • Reimagining Transit Services & Organizations: A Texas Roundup-Weaver • Good Faith Effort: Live or Memorex? APTA-COMTO DBE Assembly-Hooper • Celebrating Tomorrow's Leaders: Leadership APTA Graduation & the APTF Scholarship Awards-Niegoski (Boswell, Stanley) • Promising Practices in Asset Management, State of Good Repair & Performance-Based Planning-Weaver • Trends in Public Perceptions of Public Transportation: Let's Seize the Opportunity-Sheridan (Williams-Guzzetti-Grisby) • Above the Din of the Deal: Comprehensive Finance Approaches to Advance Public Transportation-Doersch (Hooper, Guzzetti) • Small Operations: Innovations and Best Practices-Boswell *****</p> <p>4-5:30 pm GENERAL SESSION-Guzzetti (Gallagher) A Roundtable Discussion with American Mayors *****</p> <p>5:45-6:45 pm Leadership APTA Reception-Niegoski</p>	<p>COMMITTEES AFTER 12:30 pm</p> <p>7:30-9:15 am WEDNESDAY WAKE UP BREAKFAST Gender + Generations in Transportation-Gallagher *****</p> <p>8 am Systems Engineering certification test</p> <p>Trans/Tech two sessions @ each time-Sanders, Williams 8:30-10 • 10:15-12 *****</p> <p>8 am-5 pm FTA Buy America Transit Supply Chain Connectivity Forum (Hooper) *****</p> <p>APTA EXPO OPEN 9 am – 3 pm Innovations Learning Zone-Pyatt 10:15-10:45 • 11:15-11:45 • 1:15-1:45 • 2:15-2:45 Solutions Learning Zone-Pyatt 10-10:30 • 11-11:30 • 1-1:30 • 2-2:30 International Learning Zone-Garcia-Colberg 11-11:45 Livable & Sustainable Communities Learning Zone-Weaver, Bell 9:45-10:15 • 10:30-11 Procurement & Materials Management Learning Zone-Hooper 7:30-9 • 9:15-10:45 *****</p> <p>9:30-11 am CONCURRENT SESSIONS • Management and Integration of Emerging Technologies-Hull (Popovich) • The Transit Board Member's Role in Procurement-Hooper (Pyatt, Morsen) • Top Actions to Mitigate Distracted Driving-Smith (Grizard) • An Executive Round Table: Advancing our Front-Line Workforce-Niegoski (Boswell) • You Are a Powerful Force: Public Transportation and Real Estate Values-Grisby (Williams) • Art in Transit-Tingstrom (Weaver) (9:30-11:15) *****</p> <p>11:30 am-12:30 pm CLOSING GENERALSESSION Re-thinking Urban Mobility-Gallagher *****</p> <p>1-5 pm FTA's MAJOR CAPITAL INVESTMENT GRANT WORKSHOP-Weaver *****</p> <p>1:30-4:30 Transportation Safety Institute Workshop SAFETY MANAGEMENT SYSTEMS & MAP-21-Grizard *****</p> <p>2-4:30 pm METRO TECHNICAL TOURS Arts inTransit + Houston TranStar Emergency Management + METRORail Operating Facility + METROlift Operations Center</p> <p><i>APTA reserves the exclusive right to revise the schedule at any time.</i></p>

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AMERICAN PUBLIC TRANSPORTATION ASSOCIATION
OCT. 4-7, 2015 ANNUAL MEETING OVERVIEW
 HILTON SAN FRANCISCO UNION SQUARE, 333 O'FARRELL STREET, SAN FRANCISCO, CA 94102

As of September 19, 2014

SAT. OCT 3	SUN. OCT 4	MONDAY OCTOBER 5	TUESDAY OCTOBER 6	WEDNESDAY OCTOBER 7
8 am-6 pm COMMITTEE MEETINGS	7 am-6 pm COMMITTEE MEETINGS	7-8 am COMMITTEE MEETINGS 5:30-7 pm COMMITTEE MEETINGS	7-8:15 am COMMITTEES 4:30-7 pm COMMITTEES	12:30 on... COMMITTEES
<p>12-4 pm APTA Board Meeting *****</p> <p align="center">***** REGISTRATION & AV PREVIEW ROOM HOURS</p> <p>SAT 10-5 SUN 8-6 MON 7-4 TUE 8-4 WED 7:30-10 *****</p>	<p>10-12:30 Legislative Committee</p> <p align="center"><i>42 committee meetings on Sunday in 2014</i></p> <p>1-2:15 pm This is APTA-Brett *****</p> <p>6-8 pm WELCOME RECEPTION @ SHOWCASE *****</p>	<p>8:30-9:30 am OPENING SESSION *****</p> <p>10-11:30 am CONCURRENT SESSIONS *****</p> <p>11:30 am-2 pm LUNCH @ PRODUCTS & SERVICES SHOWCASE *****</p> <p>2:15-3:30 pm GENERAL SESSION: USDOT *****</p> <p>4-5:30 pm CONCURRENT SESSIONS • AdWheel Awards Ceremony</p> <p align="center"><i>Monday & Tuesday coffee service, Wednesday hot breakfast</i></p>	<p>8:30-10 am GENERALSESSION APTA Business Members Present Keynote Speaker *****</p> <p>10:30 am-12 pm CONCURRENT SESSIONS *****</p> <p>12-2 pm APTA AWARDS CEREMONY & LUNCHEON *****</p> <p>2:30-4 / 2:30-4:30 pm CONCURRENT SESSIONS • Leadership APTA/APTF (3-5 pm)</p> <p>2:30-4:30 pm TECHNICAL TOURS *****</p>	<p>7:30-9 am WEDNESDAY WAKE UP BREAKFAST Keynote Speaker *****</p> <p>9:30-11 am CONCURRENT SESSIONS *****</p> <p>11:30 am-12:30 pm CLOSING GENERALSESSION Keynote Speaker *****</p> <p>1:30-3:30/4:30 pm TECHNICAL TOURS *****</p> <p align="center"><i>APTA reserves the exclusive right to revise the schedule at any time.</i></p>

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AMERICAN PUBLIC TRANSPORTATION ASSOCIATION
Annual Meeting Planning Subcommittee
2014-15 WORK PLAN

OCTOBER 4–7, 2015 • HILTON SAN FRANCISCO UNION SQUARE

As of September 19, 2014

DATE		WORK PLAN
2014	OCT	Subcommittee’s de-brief meeting Oct. 15 in Houston. Decide on topics for the call for presentations.
	NOV DEC	APTA staff prepares the ‘call’ and researches keynote speakers.
2015	JAN	Call for presentations issued January 9.
	FEB	Abstracts due Feb. 23. Begin reviewing abstracts.
	MAR	Review abstracts – staff and members. Complete reviews, develop CFP & invitation sessions.
	APR	Complete reviews April 1. Subcommittee conference call early April to discuss abstracts and suggest “invitation” sessions (unrelated to abstracts.) Notify abstract contact persons accepted / rejected April 30.
	MAY	Finalize list of sessions. Invite speakers and moderators. Identify sessions for credentialing/certification units.
	JUNE- SEPT	Post Annual Meeting program and registration online by June 4 – four months ahead. Collect bios. Submit sessions for credentialing approval. Collect PowerPoints. Hold conference calls w/panels. Confirm keynote speakers. Marketing via mailers, e-blasts, <i>Passenger Transport</i> .
	OCT	Launch conference ‘app.’ Annual Meeting October 4-7. Evaluation survey, thank you letters. Post PowerPoint presentations to www.apta.com .

HOST 2015: San Francisco Municipal Transportation Agency (SFMTA), Annual Meeting Planning Subcommittee Chair Oct. 16, 2014 to October 7, 2015, Roberta Boomer, Board Secretary

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Topic Areas for 2015 Annual Meeting Call for Presentations

As of September 22, 2015

APTA's Annual Meeting is the association's major policy & management conference and offers high-level study topics for all types of registrants e.g., board members, management at all levels, operations staff, business representatives, state association staff, and others.

Topic 1 – Policy, Management, & Workforce Development

This topic area will discuss innovative transportation policy, management and workforce initiatives.

Presentation ideas are invited that include or go beyond the following topics:

- Trends in rider demographics and preferences
- Procurement
- DBEs
- Accessibility for people with disabilities and older adults
- Small transit agencies – best practices, policies
- How top management oversees integration of new technology
- Workforce development & Retention
- Public outreach process for new projects or expansions
- Safety, security, emergency preparedness
- Other topics on policy, management & workforce development

Topic 2 – Planning, Finance, Sustainability & Mobility Management

This topic area will showcase key examples of the linkages between transportation, land use, and development to form livable communities. Presentation ideas are invited that include or go beyond the following topics:

- Funding
- Financing capital projects
- New sources of revenue
- Transit oriented development
- Connectivity – integrating transit modes and integrating with other modes of travel
- Mobility Management – integrating and coordinating mobility options such as taxi, vanpool, ridesharing/car sharing
- First and last mile – getting from home to the bus stop or rail station and to your destination
- Complete Streets – building livable communities with city and transit partnerships that provide cycling, transit, walking, safe road, pedestrian, and bike-way designs
- Art in transit and public places
- Sustainability
- Other topics on planning, finance, sustainability & mobility management

Topic 3 – Capital Programs

Transit agencies are teaming up with local partners, cities, and businesses to achieve success in creating accessible, sustainable, and livable communities throughout the nation. This topic area will provide updates and showcase key examples of the linkages between transportation, land use, and development to form livable communities. Presentation ideas are invited that include or go beyond the following topics:

- Big transportation infrastructure projects worldwide
- New systems, expansions, and facilities
- HOV, hot lane, tolls
- Other topics on capital programs

Topic 4 - Legislative & Regulatory Activities

This topic area will discuss the latest in legislative and federal regulations affecting the public transportation industry. Presentation ideas are invited that include or go beyond the following topics:

- Legislative policy
- New surface transportation authorization
- Safety, asset management, state of good repair
- Ballot measures, developing effective messages, creating leverage, and generally what worked and didn't and why
- Other topics on legislative & regulatory affairs

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AMERICAN PUBLIC TRANSPORTATION ASSOCIATION
ANNUAL MEETING
PLANNING SUBCOMMITTEE CHARTER

As of September 19, 2014

WORK PURPOSE

- This advisory subcommittee guides the development of high-quality, high-interest educational programs for APTA's Annual Meeting.
- It helps ensure that APTA members have adequate input and are involved in the planning process.
- It helps ensure that industry-wide priorities and issues are treated evenly and consistently.
- It helps ensure that speakers and moderators represent all segments of the public transportation industry and APTA membership.
- It leads in introducing new concepts.

WORK PROGRAM

The subcommittee's work ...

- 1. Meet in person on the last afternoon of the Annual Meeting to provide impressions of the meeting and guidance on topics for the call for presentations. Review major developments, issues, and opportunities in the public transportation industry that are suggested for topics of study.**
- 2. Early January – APTA issues call for presentations. Authors have six weeks.**
- 3. February and March – receive and review abstracts. Begin constructing sessions.**
- 4. April – conference call to discuss abstracts and suggest “invitation” sessions.**
- 5. May and June – finalize sessions for posting at www.apta.com.**

SUBCOMMITTEE OVERSIGHT

- APTA's Conference Planning Committee has direct responsibility for its Annual Meeting Planning Subcommittee.

SUBCOMMITTEE OFFICERS

- There shall be a chair (or co-chairs) and vice chair with one-year terms.
- The chair shall be from the host property for the upcoming Annual Meeting and assume the chair role after the conclusion of the current Annual Meeting.
- The vice chair shall be from the host property for the following year and become the chair for the year leading to the Annual Meeting which his or her transit organization is hosting.

MEMBERSHIP

- **All APTA members are welcome.** To join the subcommittee, contact staff advisor Lynne Morsen at 202-496-4853 or e-mail lmorsen@apta.com.
- Members agree to help construct educational sessions, attend meetings or conference calls, and review abstracts in the call for presentations process.
- **In addition to open membership, designated seats include the chairs (or those appointed by the chairs) of these APTA committees:**

<p>1. ACCESS COMMITTEE chair Lauren Skiver, staff advisor Pam Boswell</p> <p>2. AMERICAN PUBLIC TRANSPORTATION FOUNDATION (APTF) chair Huelon Harrison, staff advisor Pam Boswell</p> <p>3. BUS & PARATRANSIT CEOs COMMITTEE chair Bradford Miller, staff advisor KellyAnne Gallagher</p> <p>4. BUS OPERATIONS COMMITTEE chair James Byrne, staff advisor Saahir Brewington</p> <p>5. BUS SAFETY COMMITTEE chair Sue Stewart, staff advisors Bill Grizard, David Hahn, Mike Smith</p> <p>6. BUSINESS MEMBER BOARD OF GOVERNORS 1st vice chair Patrick Scully & chair Angela Iannuzziello, staff advisors KellyAnne Gallagher, Fran Hooper</p> <p>7. BUSINESS MEMBER PROGRAMS COMMITTEE chair John Bartosiewicz, staff advisors KellyAnne Gallagher, Fran Hooper</p> <p>8. CAPITAL PROJECTS SUBCOMMITTEE chair Connie Crawford, staff advisor Charles Joseph</p> <p>9. COMMITTEE ON PUBLIC SAFETY (COPS) chair Paul MacMillan, staff advisor Greg Hull, David Hahn</p> <p>10. COMMUTER RAIL COMMITTEE & COMMUTER RAIL CEOS SUBCOMMITTEE chair Donald Orseno, staff advisor KellyAnne Gallagher</p> <p>11. EXPO ADVISORY COMMITTEE chair, Jeffrey Wharton, staff advisor Lenay Gore</p> <p>12. FARE SYSTEMS & PROGRAMS COMMITTEE chair Kevin Fehn, staff advisors Beverly Hill, KellyAnne Gallagher</p> <p>13. FINANCIAL MANAGEMENT COMMITTEE chair Terry Matsumoto, staff advisors Beverly Hill, KellyAnne Gallagher</p> <p>14. HIGH-SPEED & INTERCITY PASSENGER RAIL COMMITTEE chair Peter Gertler & secy Norman Forde, staff advisor KellyAnne Gallagher</p> <p>15. HUMAN RESOURCES COMMITTEE & SUBCOMMITTEES chair Lydia Grose, staff advisors Joe Niegoski, Pam Boswell, Mariah Stanley > Higher Education: Dr. Jill Hough > Labor Relations: Kimberly Ulibarri > Workforce Development: Dr. Barbara Gannon</p> <p>16. INFORMATION TECHNOLOGY COMMITTEE chair William Tsuei, staff advisor Lou Sanders</p> <p>17. LEADERSHIP APTA COMMITTEE chair John Lewis Jr., staff advisor Joe Niegoski</p> <p>18. LEGAL AFFAIRS COMMITTEE chair Madeline Chun, staff advisor Jim LaRusch</p> <p>19. LEGISLATIVE COMMITTEE chair Jeffrey Nelson, staff advisors Rob Healy, Brian Tynan</p>	<p>20. MARKETING & COMMUNICATIONS COMMITTEE chair Jennifer Kalczuk, staff advisors Jack Gonzalez, Rose Sheridan</p> <p>21. MID-SIZE OPERATIONS COMMITTEE chair W. Curtis Stitt, staff advisor KellyAnne Gallagher</p> <p>22. MOBILITY MANAGEMENT COMMITTEE chair Marlene Connor, staff advisor Rich Weaver</p> <p>23. POLICY & PLANNING COMMITTEE chair David Vozzolo & vice chair Lee Gibson, staff advisor Rich Weaver</p> <p>24. PROCUREMENT STEERING COMMITTEE comm memb rep Patrick Nowakowski, staff advisors, KellyAnne Gallagher, Fran Hooper, Jim LaRusch, Beverly Hill</p> <p>25. PROCUREMENT & MATERIALS MANAGEMENT COMMITTEE & DBE SUBCOMMITTEE chair Charles Kalb Jr., staff advisors, Fran Hooper, Beverly Hill, KellyAnne Gallagher > DBE Subc: April Alexander</p> <p>26. PUBLIC-PRIVATE PARTNERSHIPS COMMITTEE chair Michael Schneider, staff advisor Art Guzzetti</p> <p>27. RAIL SAFETY COMMITTEE chair David Genova, staff advisors Bill Grizard, David Hahn, Mike Smith</p> <p>28. RAIL TRANSIT COMMITTEE & RT CEOS SUBC. chair Paul Jablonski, staff advisors Martin Schroeder (Rail Transit Comm), KellyAnne Gallagher (Rail Transit CEOs)</p> <p>29. RESEARCH AND TECHNOLOGY COMMITTEE & SUBCOMMITTEES chair Jonathan McDonald, staff advisor Lou Sanders > Emerging Technology: Angela Miller > Systems Engineering: David Springstead</p> <p>30. SAFETY COORDINATING COMMITTEE chair Harry Saporta, staff advisor Bill Grizard</p> <p>31. SECURITY AFFAIRS STEERING COMMITTEE chair Michael DePallo, staff advisor Greg Hull</p> <p>32. SMALL OPERATIONS COMMITTEE vice chair Ronald Kilcoyne, staff advisor Pam Boswell</p> <p>33. STANDARDS DEVELOPMENT & OVERSIGHT COUNCIL chair Raul Bravo, staff advisors Lou Sanders, Jeff Hiott</p> <p>34. STATE AFFAIRS COMMITTEE chair Steven Billings, staff advisors, Rich Weaver, Nicole DuPuis</p> <p>35. SUSTAINABILITY COMMITTEE vice chair Susannah Kerr Adler, staff advisors Kyle Bell, Rich Weaver</p> <p>36. TRANSIT BOARD MEMBERS COMMITTEE vice chair, Randall Chrisman, staff advisors, Cheryl Pyatt, Lynne Morsen</p>
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GENERAL INFORMATION FOR PROGRAM DEVELOPMENT

- The Annual Meeting is APTA's major policy and management conference, whereas the Rail Conference and Bus & Paratransit Conference are technical conferences.
- Keep the educational sessions strong and interesting on hot topics.
- Target audiences are public transportation agency executives, board members, and mid-level managers, business members, and others.
- At the 2013 Annual Meeting, six in 10 (58 percent) registrants were from transit systems and four in 10 (42 percent) were business members and others.
- The American Institute of Certified Planners (AICP) has approved "certification maintenance" (CM) credits and the Universal Public Procurement Certification Council (UPPCC) has approved "contact hours" for Annual Meeting sessions. APTA will continue and expand this credentialing effort with from certifying organizations.

SESSION DEVELOPMENT GUIDELINES

- **Vary the session format. Offer more interactive formats.**
- **Encourage participation by public transportation agencies.**
- **Balance participation among geographic areas, and size or type of system.**
- **APTA DIVERSITY GOAL: 30 percent of speakers and moderators are minorities or non-minority (white) females. Minimum 10 percent from each group.**
- **NEW SPEAKER PARTICIPATION GOAL: 40 percent of speakers and moderators should be "new" –haven't spoken at an APTA conference in the past three years.**
- **There was a maximum of six concurrent sessions in three time slots for the 2014 Annual/EXPO, a total of 18 concurrent sessions plus six general sessions: the opening session, APTA Awards Ceremony, DOT session, a Tuesday afternoon general session (a panel of mayors), The Wednesday Wake Up Breakfast, and the closing session. For 2015, there will be a maximum of 30 concurrent sessions.**
- **In a "talking head," 90-minute session, no more than four speakers, please.**
- **There may be only one member of an organization on any session. Do *not* have two from the same company.**