

**American Public Transportation Association  
Business Members Program Committee  
Sunday, October 12, 2014, 7:30 – 8:30 AM  
Lanier Grand Ballroom D  
Hilton Americas – Houston, TX  
AGENDA**

1. Introductions - **John Bartosiewicz**

2. Anti-trust statement

*The cardinal rule in keeping an association's operations within anti-trust laws is that there should be no agreements – express or implied – which restrain the member's freedom to make independent decisions in matters that affect competition. Each member must be completely independent to set prices, establish production and sales levels, choose the markets in which he or she will operate and select his or her customers and suppliers.*

3. Meeting Notes from June meeting

**Attachment 1**

4. Chair's Report

5. Conference Program Sessions

- Update on Annual Conference Program
- Discussion of Themes for 2015
- Seek Topics and Volunteers to Plan Bus and Rail Panels

**Attachments 2-3**

6. Business Member Activities at EXPO

- Business Member Brochure
- Business Member Booth

**Attachments 4-5**

7. Discussion of potential Keynote Speakers for 2015 Annual Meeting in San Francisco

- Update on Efforts to Date
- Direction to Staff
- Be Prepared to Make Recommendation at January BMBG Meeting

8. New Business

**2015 Business Member Board of Governors Meetings:**

1. BMBG Annual Business Meeting, January, 26-28, 2015, Palm Beach, FL
2. Legislative Conference, Sunday, March 8, 2015, Washington, D.C.
3. Bus & Paratransit Conference, Sunday, May 3, 2015
4. APTA Annual Conference, Sunday, October 4, 2015, San Francisco, CA

All business members are invited to attend and participate in BMBG meetings.

# ATTACHMENT 1

Business Member Program Committee  
June 15, 2014  
12 – 1:30 PM  
Hochelaga 6, Convention Floor  
Fairmont Queen Elizabeth Hotel – Montreal

Meeting Notes

The meeting was called to order by committee chair John Bartosiewicz and introductions were made. The minutes from the March meeting were approved as presented. The chair provided a report on recent events including discussions with the head of the Los Angeles Alliance for a New Economy (LAANE).

BMBG Chair Angela Iannuzziela provided an overview of the Practicum, which ended a day prior to the Rail Conference. She proposed two sessions for the Annual Meeting in Houston; one on Alternative Funding and an interactive session between transit board members and business members. Business members were invited to participate in the session. John Bartosiewicz suggested working with the Procurement Committee to develop the sessions.

The chair raised the possibility of obtaining very dynamic speakers for upcoming APTA conferences. It is possible to exceed the normal allowance given the accrual of carryover funding from previous years. Speakers from the IT industry were mentioned as a target group to pursue. Google executives were among the potential speakers mentioned. It was stated that some business members have already started to reach out to the Google organization. Elon Musk, CEO and CTO of SpaceX, CEO and chief product architect of Tesla Motors, and chairman of SolarCity was also mentioned as a possible speaker.

Eve Williams suggested initiating a Small Business track at each conference. John Barberis offered that Small Business Members could present on panel at any time now and should be encouraged to do so. Stanly Rosenblum suggested introducing new topics on recovery, preparedness and resiliency.

Buddy Coleman and Stan Rosenblum volunteered to participate in Jim Harper's procurement presentation for grantees.

Jim Srygley suggested having a Tech Bar on Smart Phones as a way to increase the functionality & utility of the Business Members Resource Room.

The chair requested that everyone come to the next meeting prepared to decide on topics for the 2015 Bus & Rail conferences and a keynote speaker.

# **ATTACHMENT**

**2**

# B2B NETWORKING BREAKFAST

## MIX & MINGLE WITH OTHER EXHIBITORS ON THE EXPO SHOW FLOOR



**TUESDAY, OCTOBER 14 | 8 - 9 A.M.**  
**FOR EXHIBITORS ONLY**

EXPO Exhibitors: Can't get away from your booth during the show to meet with other exhibitors?  
Here's your chance!

Enjoy coffee and a light breakfast while networking  
with your fellow exhibitors before the show floor  
opens to attendees.

Want to order some concessions to host exhibitors  
in your booth during this event?

>> Download and complete the catering order form.



**APTAEXPO.com**

**Monday, October 13, 2014**

**3:30 – 5:30 p.m.**

**Room 310, 3<sup>rd</sup> Floor, GRB Convention Center**

## **INNOVATIVE FUNDING IDEAS FOR PUBLIC TRANSPORTATION**

### *Practices in National and International Revenue Development*

In June, 2014 APTA partnered with the Canadian Urban Transportation Association to convene the International Practicum on Innovative Public Transportation Funding and Finance. The event brought a wealth of global perspectives on new sources of revenue. As societal trends point public transportation toward ongoing growth, how can transit agencies keep up with the revenue demands to keep their systems growing? This session will recap key themes from the June Practicum, while introducing new ideas which build from that base.

Sponsor Recognition: TranSystems Corporation – **Robert Ryan**, Senior Vice President  
National Passenger Rail, Chicago, IL

Moderator: **Angela Iannuzziello**, Vice President, Canadian National Transit Market Sector  
Lead, AECOM, Toronto, ON, Canada

### Panelists:

*Using Cap-and-Trade Revenues for Public Transportation:* **Joshua Shaw**, Executive Director,  
California Transit Association, Sacramento, CA

*Corridor Tolls, Tax Increment Financing, Special Assessments & Innovative Financing:* **Jamison Feheley**, Managing Director of Public Finance Banking, JP Morgan, New York, NY

*Farebox Policies That Yield Revenues:* **Mortimer L. Downey, III**, Board member, Washington  
Metropolitan Area Transportation Authority, Washington, DC

*Local Share Funding Sources for Small Urban and Rural Transit Agencies,* **Linda Cherrington**, Texas Transit Institute

*Trends in Value Capture and Other Innovative Funding Strategies,* **Sasha Page**, Senior Vice  
President, IMG Rebel, Bethesda, MD

*Naming Rights and Sponsorships:* **Katherine Eagan**, Interim Chief Executive, Hillsborough  
Area Regional Transit Authority, Tampa, FL

Wednesday October 15, 2014  
9:30 - 11 AM  
Room 361, GRB Convention Center

**The Transit Board Member's Role in Procurement: *Business acumen in the board's policy & oversight functions – and the perspective of business partners***

Public transportation agency board members and commissioners shape the procurement environment and must protect the integrity of the process. What makes a good business climate from the perspectives of board members and businesses? What do transit boards and private organizations look for and expect in a business partner? Join this session to discuss these questions and contribute your challenges as the group creates lists of the Top 10 things that board and business members need to watch-out for and the Top 10 myths about doing business with one another. FYI ... at [www.apta.com](http://www.apta.com), you may want to download the publications, *Transit Procurement: A Guide for Transit Board Members*, *Standard Bus Procurement Guidelines*, and *Light Rail Vehicle RFP Procurement Guidelines* (best use the search box.)

Moderator: Ronald J. Tober, senior advisor, Parsons Brinckerhoff, Charlotte, NC

Panelists:

Dr. Valarie J. McCall, member, APTA Executive Committee; chair, APTA Transit Board Members Committee; vice chair, APTA Transit Board Members Legislative Subcommittee; and member, Board of Trustees, Greater Cleveland Regional Transit Authority, Cleveland, OH

Allen D. Watson, PE, vice chairman, Metropolitan Transit Authority of Harris County, Houston, TX

Natalie Cornell, secretary, Rolling Stock Equipment Technical Forum; chair, Business Member Procurement Committee; Senior Consultant, LTK Engineering Services, Ambler, PA

Paul Soubry, president & chief executive officer, New Flyer, Winnipeg, MB, Canada

# ATTACHMENT

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# POTENTIAL PROGRAM TOPICS

- **CEO Compensation and Performance Evaluation** – A comparative look at practices in the public and private sector. How can each learn from the other?
- **Innovative Project Delivery Techniques** – Present international examples and discuss how they might be applied in the USA.
- **Getting the Best Value for the Dollar** – How can private sector businesses and business members help public agencies solve their budget issues?
- **Innovative Service Delivery Techniques** – Present international models of service delivery and discuss how they can be adapted to the USA.
- **Succession Planning** – How is it done in the public and private sector? How can they learn from one another?
- **Technical and Engineering Skills Gap** – Report results of recently completed survey. Engage industry in identifying solutions.
- **Budget Issues and Small Business** – what is the impact on small business. How can agencies and big business best utilize small business?
- **How Can Business Help Public Agencies Maximize Dollars from FTA** – Present techniques and partnerships used to increase grant dollars.
- **Youth and Public Transportation** - Innovative programs used by the public and private sector to educate youth about careers in public transportation.
- **Risk Sharing in Capital Projects** – How can changes in contract terms and conditions drive down the cost of a project?
- **Use of Social Media** – How public and private entities use social media to drive customers and relate to one another.
- **Hidden Costs in Procurement** – How bonding and other unnecessary or vague terms lead to increased cost to business and public agencies.
- **Railcar and Bus Rehabilitation versus Buying New** – Pros, Cons and potential pitfalls.
- **Barriers to Privatization** – Why do public agencies and Unions fear privatization? How can those fears be overcome?
- **PPI – Risk Allocation** – How can realistic assessment and sharing of risk benefit business and public agencies?
- **212 Degrees – The Last Degree** – How to achieve excellence in the public – private relationship.
- **FTA DBE Changes in 2011** – A year later, what is the impact on public agencies and business members?
- **Casting a New Vision for Public Transportation** – How can business and public agency members relate the industry to new generations of users and take advantage of changing work, living and communication trends? Are we part of the Great Reset or do we get left behind?

- ***BRT as a Catalyst for Economic Development*** – How does investment in BRT generate economic development?
- ***DBE Compliance; How are we doing?*** – Are DBE goals being achieved? If not, what steps need to be taken to insure success?
- ***Leadership Competencies*** – Where do industry leaders excel and need improvement? How can this knowledge be used to improve relationships in business and public policy?
- ***The Next Reauthorization*** – What is the most effective role for business members?
- ***The Next Generation of Leaders*** – How do we sustain the human capital of the industry?
- ***APTA's Strategic Plan*** – How do business members contribute and lead?
- ***Comprehensive Financing for Public Transport*** – How can business members leverage their “non-public” relationships to insure the future of the industry?
- ***The Massachusetts Example*** – Leadership in private sector financing for state projects.
- ***Bus Leasing*** – A little used opportunity – why and could it be a good solution in today's marketplace?
- ***CTA - Red and Purple Line Projects*** – Real life examples of new financing alternatives.
- ***Hydrogen Fuel Cell Buses*** – Does the industry need a million dollar bus? If so, how do we pay for it?
- ***Give Me Your Keys -- NOW!*** How do we reach out to seniors who will have to give up their car keys and help them understand how they can remain independent with public transportation?
- ***Neither Red nor Blue*** - How can public transportation become an issue for the No Labels group in Congress?
- ***Industry Turnover*** - The high level of turnover industry senior managers and the need for leadership and management development.
- ***Value capture*** and how to build support for transit funding from it.
- ***Streetcar car systems*** tend not to come from APTA members but rather from downtown development associations. How do we build relationships with them?
- ***How do we tell the full story about the business of transit?*** Transit agencies don't understand the extent of the supply chain. How can we better understand it and tell the story,
- ***Energy productivity***. We are the biggest single energy using sector. How can we promote enhanced energy productivity?
- ***PPP's – the owner's role***: How much oversight is right, are there standards for oversight, if the consortium controls the action in the short term who has responsibility for looking out for the long term, where is the public interest vs. private delivery of the project?
- ***Small Business Track*** – Coordinate a track of sessions at each meeting that provide a practical focus on topics adapted to small business such as: FAR; Sustainability, Benefits of APTA Membership, Overcoming Key Business Challenges in Transit etc.
- ***How to Use the APTA Website*** – Many members are unaware of the full functionality of the APTA website. Have a hands-on session demonstrating how the site can be used to its maximum advantage.

- ***Resiliency and Recovery from Natural Disasters*** – Provide examples of how transit systems have coped with recovery with a particular focus on how standard operating procedures have been streamlined to meet urgent deadlines and how this affects business members.
- ***Genius Bar I*** – Summarize some key free Apps that are useful for business and transit system members.
- ***Genius Bar II*** – Solicit free Apps from the Cloud that can improve the transit industry. Demonstrate these at a session with a link for participants.

*August 18, 2014*

*Note: Items in grey have been used recently.*

# ATTACHMENT 4

**APTA's Vision Statement**

Be the leading force in advancing public transportation.

**APTA's Mission Statement**

To strengthen and improve public transportation, APTA serves and leads its diverse membership through advocacy, innovation and information sharing.

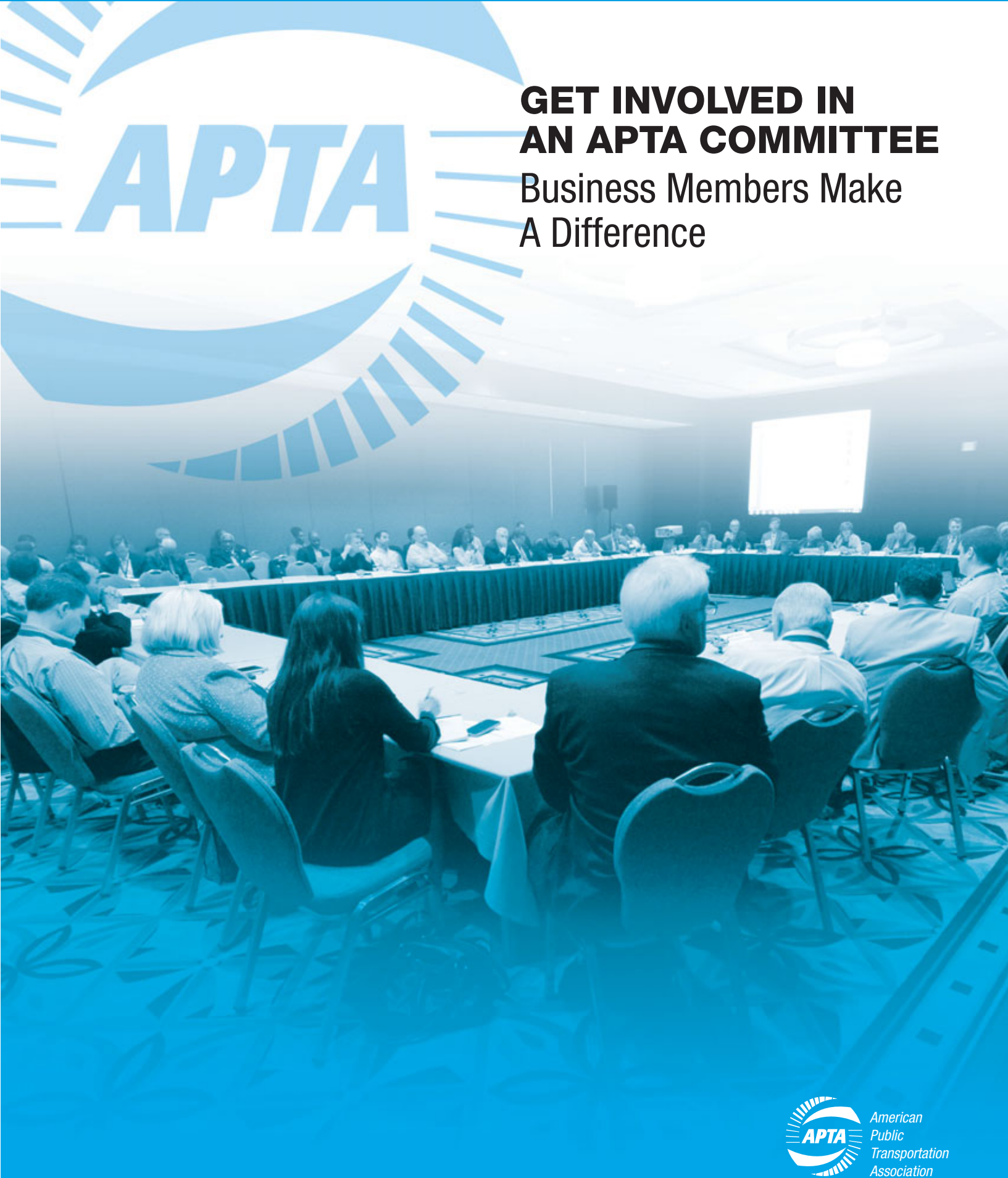


Photos from Business Member meetings at the June 2014 APTA Rail Conference.

*Business Member Board of Governors (shown left)*

*Business Member Small Business Committee (bottom left)*

*Business Member Government Affairs (bottom right).*



**GET INVOLVED IN  
AN APTA COMMITTEE**  
Business Members Make  
A Difference



1666 K Street, N.W. | Washington, D.C. 20006-1215  
**Michael Melaniphy**, President & CEO





APTA COMMITTEES

Three good reasons you should join an APTA committee...

**LEADERSHIP**

- Advance key public transportation issues
- Pathway to other APTA positions
- Professional development

**ADVOCACY**

- Join the industry's strong voice on regulatory and legislative issues
- Influence industry standards and best practices

**RESULTS**

- Increased networking
- Business recognition
- Recognition as a subject matter expert
- Grow your business

“Committees really deliver the bang for the buck from our firm’s APTA membership! Committees are great opportunities to network and information share. I learn a lot and feel part of the industry’s efforts to improve.”

**Jonathan H. McDonald**  
Vice President and Practice Manager, Transit & Rail, Atkins North America

How your committee participation benefits your business

- Provides greater access to industry activities
  - Strengthens APTA's advocacy efforts
  - Creates a platform for industry recognition
- Offers an opportunity for leadership development
  - Generates unlimited networking
  - Demonstrates goodwill to the industry

“Being involved with APTA committees provides me and my firm the opportunity to give something back to an industry that has been very good to us. We enjoy supporting the transit industry and helping to make a difference for our clients and others.”

**Alan Wulkan**  
Founder, The Wulkan Group



2014 Business Member Board of Governors Leadership: Patrick Scully, Chuck Wochele, Angela Iannuzziello and Jeff Wharton

What are the typical committee activities?

- For APTA Conferences:**

  - Plan and organize workshops/sessions
  - Write and present papers
  - Serve as moderator and/or speaker at conferences
- For Committee Meetings:**

  - Learn about advances in research and technology
  - Develop & direct legislation and policy initiatives
  - Guide changes in the industry
  - Share best practices

“Working in committees does involve a time commitment. However, my time is time well spent. For a relatively small investment of time, I get high-level contact with leaders in the industry and keep current with trends. The returns are well worth the investment.”

**Patrick Scully**  
Executive Vice President, Sales and Marketing, Motor Coach Industries Inc.

APTA's more than 1,500 member organizations include public transit systems and businesses nationwide. Every member has an opportunity to serve on the APTA Board of Directors, which governs with balanced representation from businesses, policy boards and transit agency professionals.

Leadership of the APTA Board is provided by an Executive Committee that has the same balanced representation.

Here is a partial listing of APTA’s 149 committees and the person you can contact for more information:

BUSINESS MEMBER COMMITTEES

**Beverly Hill**  
(202) 496-4315  
bhill@apta.com

- Business Development
- International
- Procurement
- Programs
- Small Business

BUS OPERATIONS

**Saahir Brewington**  
(202) 496-4834  
sbrewington@apta.com

BUS SAFETY

**Bill Grizard**  
(202) 496-4878  
bgrizard@apta.com

BUS TECHNOLOGY AND MAINTENANCE

**Jeff Hiott**  
(202) 496-4881  
jhiott@apta.com

COMMUTER RAIL AND HIGH SPEED AND INTERCITY RAIL

**KellyAnne Gallagher**  
(202) 496-4895  
kgallagher@apta.com

HUMAN RESOURCES

**Joe Niegoski**  
(202) 496-4870  
jniegoski@apta.com

LEGISLATIVE/GOVERNMENT AFFAIRS

**Brian Tynan**  
(202) 496-4897  
btynan@apta.com

MARKETING AND COMMUNICATIONS

**Rose Sheridan**  
(202) 496-4826  
rsheridan@apta.com

MOBILITY MANAGEMENT

**Rich Weaver**  
(202) 496-4809  
rweaver@apta.com

PUBLIC-PRIVATE PARTNERSHIPS

**Art Guzzetti**  
(202) 496-4814  
aguzzetti@apta.com

RAIL SAFETY

**Bill Grizard**  
(202) 496-4878  
bgrizard@apta.com

RAIL TRANSIT

**Martin Schroeder**  
(202) 496-4885  
mschroeder@apta.com

- Rail Transit
- Capital Projects
- Other Technical Subjects

RESEARCH AND TECHNOLOGY

**Lou Sanders**  
(202) 496-4886  
lsanders@apta.com

SUSTAINABILITY

**Rich Weaver**  
(202) 496-4809  
rweaver@apta.com

Essential to getting involved

- Contact the APTA Staff Advisor. Most committees require a simple letter or email stating your request to serve. Participation on a few committees is by appointment of APTA’s Chair.
  - Get to know the Committee Chair and Vice Chair
- Attend Committee meetings
  - Make yourself visible and available
  - Take the initiative and actively seek a role

Go to the APTA website for committee information. Each committee is listed including its mission, leadership, membership and staff advisor to contact for assistance. Visit our website at [www.apta.com/cmmtt](http://www.apta.com/cmmtt).

“Want to meet new contacts and get your business out there, get involved in APTA committees! As an APTA business member, I became active in the Member Services Committee. This has given me unbelievable visibility, helped my business grow and given me the chance to gain even more by election to the APTA Board of Directors and Executive Committee.”

**Huelon Harrison**  
Principal, Legacy Resource Group

How does committee participation benefit your business?

BE THERE!	WORK HARD!	SPREAD THE WORD!
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“My active role in APTA has given me and my business a whole new perspective and avenue for growth nationally and globally. The network of new contacts in both the public and private sector keeps me in touch with the ever-changing landscape of this dynamic industry. The value I’ve received is measurable by the industry connections I’ve made, transit-related resources I have come to depend upon, and active forums in which I participate. It’s a cost-effective way to keep my business in the best position for generational success and sustainability.”

**Eve Williams**  
President, Dikita Enterprises Inc.

Key achievements – APTA committees at work

- **Legislation:** APTA committees work to create a solid framework for federal transit funding at both the authorizing and appropriation levels. They work to identify and achieve consensus on policy and other issues that are included in legislation. Such efforts have led to increased funding, new programs and increased flexibility.
- **Procurement Guidelines:** Through APTA committees, business members spearhead development of bus and rail procurement standards and provide ongoing input to key decisions in other procurement areas such as Buy America. These efforts promote an open and competitive marketplace.
- **Industry Standards:** Business members are active leaders in APTA’s standards development program. Through this work, hundreds of standards have been developed, implemented and refined in areas as diverse as communications protocols to safety to rail infrastructure to operations and maintenance. These efforts have transformed APTA into a recognized standards development organization.
- **Public-Private Partnerships:** Business members formed the core group for developing a cross-cutting focus for the industry on how projects could be advanced using innovative business models. This work continues and has led to major projects utilizing these techniques.
- **Financing Initiative:** Under the leadership of the Business Member Board of Governors Chair and business members, the industry was provided a two-year series of programs to shift the traditional focus from “funding” projects to “financing” them through tools readily available, but not traditionally used in transit. This culminated in an international financing practicum held in conjunction with a major APTA meeting.

Visit [www.apta.com/cmmtt](http://www.apta.com/cmmtt) for more information.

# ATTACHMENT

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**EXPO SCHEDULE – BUSINESS MEMBER BOOTH**  
**MONDAY, OCTOBER 13**

<b>WORK TIME</b>	<b>PERSONS WORKING</b>
10:30 TO 12:00	1. Buddy Coleman
	2. Natalie Cornell
	3. Alan Wulkan
12:00 TO 1:30	1. Dave Turney
	2. Bob Gallant
	3. Jack Martinson
1:30 TO 3:00	1. Janet Rogers
	2. Jeff Boothe
	3. John Kardos
3:00 TO 5:00	1.
	2. Tom Donahue
	3. Mike Townes



**EXPO SCHEDULE – BUSINESS MEMBER BOOTH**  
**TUESDAY, OCTOBER 14**

<b>WORK TIME</b>	<b>PERSONS WORKING</b>
9:00 TO 10:30	1. Kimberly Slaughter
	2. Raquel Olivier
	3. Al Engel
10:30 TO 12:00	1. Rick Simonetta
	2. Michael Jones
	3. Freddie Fuller
12:00 TO 1:30	1. John Bartosiewicz
	2. Kevin Sudano
	3. Pat Scully
1:30 TO 3:00	1. Paul Skoutelas
	2. Dave Hillock
	3. Chuck Wochele
3:00 TO 4:30	1. Mike Lohr
	2. John Bartosiewicz
	3. John Barberis

**EXPO SCHEDULE – BUSINESS MEMBER BOOTH**  
**WEDNESDAY, OCTOBER 15**

<b>WORK TIME</b>	<b>PERSONS WORKING</b>
9:00 TO 10:30	1. Margareth Bonds
	2. Reba Malone
	3. Joe Gibson
10:30 TO 12:00	1.
	2. Ray Melleady
	3. Frank DiGiacomo
12:00 TO 1:30	1. Tom Webb
	2. Kim Green
	3. Jim Srygley
1:30 TO 3:00	1.
	2. Nick Promponas
	3. Cliff Henke