

American Public Transportation Association
Business Member Board of Governors Meeting
Sunday, March 12, 2017, 2:45 – 5:00PM
J.W. Marriott, Washington D.C.
Salon II

AGENDA

2:45 p.m. Welcome and introductions (**Jeff Wharton**)

Anti-trust statement (**Hugh Harrison**)

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.

2:50 p.m. Comments/remarks from: **Doran Barnes**, Chair APTA

3:00 p.m. Comments/Remark from **Richard White**, Acting President and CEO, APTA

3:10 p.m. Comments/Remark from **Matthew Welbes**, Executive Director, FTA

3:25 p.m. Report of the Chair – **Jeff Wharton**, Chair APTA BMBG

3:35 p.m. Approval of the Minutes from January 2016 Meeting **Att. 1**

3:40 p.m. Status of Congressional Activity of Transportation Funding – Andrew Brady

3:50 p.m. Business Member Committee Reports:

Business Development Committee (Coleman)	Att. 2
Workforce Development Committee (Loehr)	Att. 3
Legislative Committee (Fuller)	Att. 4
Procurement Committee (Cornell)	Att. 5
Programs Committee (Olivier)	Att. 6
Small Business Committee (Williams)	Att. 7

4:20 p.m. Business Member Activity Fund Budget (**Rogers**)
Review and Finalization

--- Amendment to FY 17 Budget (Motion and Vote)	Att. 8
--- FY 18 Budget (Motion and Vote)	Att. 9

4:40 p.m. Other New Business

4:45 p.m. Adjourn

2017 Business Member Board of Governors Meetings:

- Bus & Paratransit Conference, Sunday, May 7, Reno, NV
- APTA Annual Conference & EXPO, Sunday, October 8, Atlanta, GA

All Business members are invited to attend and participate in BMBG meetings

APTA Business Member Board of Governors
Annual Meeting
January 24-27, 2017
Opal Sands Resort, Clearwater, FL

MINUTES

Present at the meeting were the following BMBG members:

Michael Allegra	Hugh Harrison	Patrick Scully
John Bartosiewicz	Angela Iannuzziello	Richard Simonetta
Margareth Bonds	Mike Loehr	Paul Smith
Buddy Coleman	Mark Magaldi III	Jim Srygley
Charles Di Maggio	Jack Martinson	William Thomsen
Frank DiGiacomo	Kevin Masterson	Dave Turney
Freddie Fuller	Ray Melleady	Jeffrey Wharton
Robert Gallant	Raquel Olivier	Eve Williams
Kim Green	Joe Policarpio	Chuck Wochele
Sharon Greene	Janet Rogers	

Other business members included:

Joel Abraman	Dale Hill	Daniel Pearsall
John Andreas	David Hillock	Lou Quaglia
John Barberis	Fran Hooper	Kevin Simms
DeLois Babiker	Jim Gallagher	Roland Staib
Steve Berry	Joe Gibson	Richard Sullivan
Thomas Bush	Stanley Grill	Emmanuelle Toussaint
Jose Bustamante	Dan Kelleher	Bill Umbenhaur
Denzil Cameron	Tony Kellen	Dave Vozzolo
Natalie Cornell	Lee Kemp	Tom Wagner
Jamie Cressman	Lolalisa King	Jannet Walker Ford
Eugene de Ribeaux	Kevin Kirk	Scott Walsh
Karen Dhanie	Robert Lamanna	Tom Webb
Barry Dykeman	Brian Ley	Scott Wilkinson
Emily Guill	Matt Maxwell	Gregory Yates
Jim Haigh	Stephone Montgomery	Jeff Zarr
Michael Hennessy	Jeff Moore	
Bobby Hill	James Mourafetis	

Guests:

Brad Miller	Katharine Eagan	Cleveland Ferguson
Valarie J. McCall	Dave Stackrow	Doran Barnes

APTA Staff:

Randy Clarke	Lenay Gore	Richard White
Adam Martin	Andrew Brady	Art Guzzetti (phone)

BMBG Chair Jeff Wharton welcomed attendees and opened the meeting. He asked for a show of hands by those attending for the first time. The meeting was opened with introductions. There was a moment of silence observed in memory of Jesse Broussard. The Anti-Trust Statement was read.

Comments/remarks from: Brad Miller, CEO, Pinellas Suncoast Transit Authority

Brad welcomed attendees to Clearwater. He gave an overview of PSTA. He gave a broad update on what is new at PSTA, with more detail coming later in the meeting. They are partnering with Uber, as well as the Hillsborough Area Regional Transit Authority. He hoped the attendees enjoyed Clearwater, and left with a message for legislators in Washington, DC.

Comments/remarks from: *Doran Barnes*, Chair APTA

Doran thanked Brad Miller for being a gracious host. He promoted Leadership APTA as a great program for developing tomorrow's leaders. He, and several members of the BMBG and Brad Miller, have benefited from the program. He highlighted the importance of safety and security efforts, building a positive relationship with the new Administration and Congress, amendments to the APTA bylaws, the status of the APTA CEO search, and advancing and updating APTA's diversity programs. All five areas are his goals as APTA Chair. He skimmed the agenda and briefly described the highlights of what to expect.

Comments/remarks from *Richard White*, Acting President and CEO, APTA

Dick welcomed everyone, especially the first-time attendees. He acknowledged Margareth Bonds and Sharon Greene for being awarded with "The Women Who Move Transit" by COMTO. He presented APTA's short-term action plan and let the committee know what APTA's priorities are. He reminisced about the process in which he became the acting CEO. He appreciates the opportunities in conference programming that the business member activity fund creates.

Comments/remarks from *Jeff Wharton*, Chair BMBG

Jeff recapped the value proposition memo that was sent to all APTA business members. It is important that business members remain involved, recommending policy, managing and contributing to the activity fund, and working within the subcommittees. He emphasized that business members do not need to be on the BMBG to be a business member committee chair. He talked about the different scholarships offered by the APTF and encouraged contributions. Fran Hooper shared the success story of the first recipient of her named scholarship.

Approval of the Minutes from September 2016 BMBG Meeting

The minutes were approved.

Approval of the 2017 BMBG Nominating Committee

The 2017 BMBG nominating committee, chaired by Pat Scully and comprised of John Bartosiewicz, Janet Rogers, Rick Simonetta, and Paul Skoutelas, were approved.

APTA Finance Report & Revenue Task Force Update

Kim Green presented the state of APTA's finances. Membership revenue collection was at 91%, down from previous years. The budget approved was short on revenue, given the sudden departure of APTA's CEO and other factors. It is too soon to project how conferences will net in revenue, though the 2016 Annual Meeting did well. Kim commended Dick White and other APTA staff for keeping costs down.

Kim then gave an update to attendees on the progress of the five working groups under the Revenue Task Force.

APTA Chair Report – Governance Bylaws and CEO Search Task Force Discussion

APTA Chair Doran Barnes gave a status update on the current relationship between APTA and NYMTA. The APTA Executive Committee Retreat took place in New York to keep communication open with NYMTA leadership. Communication is promising, but ongoing.

To amend bylaws, a 2/3 vote is required. An expanded Executive Committee was recommended, allowing all transit systems and businesses, regardless of size, representation. The voting notices were sent electronically to all voting members on the day of this meeting. Doran encouraged APTA business members to fill out their paper ballots while at the meeting.

Doran opened the floor for discussion on what characteristics business members find most important in the next APTA CEO. These were comments offered by the attendees:

Character & Background

- Should not have any political "skeletons" in the closet, must have a great relationship with the Congressional community.
- Must be able to address APTA's revenue issue, figure out why people aren't buying into the APTA brand.
- Transit industry experience should not be a prerequisite, but it is preferred.
- Charisma, solid background a first priority.
- CEO must have a 10-20 vision for APTA's health, and be able to reshape APTA on an as-needed basis so that it remains strong in the future.
- Advocacy and "Hill" experience extremely important.
- Must be able to serve the needs of NOW, as well as look forward.

Compensation

- Must find out what the market bears for an association CEO.
- Limiting pay below the highest-paid transit CEOs may not be practical if APTA CEO candidate is a proven association manager.
- "Total Package" must be considered (i.e. housing allowance, travel expenses, etc.).
- Must be sensitive to the fact that APTA represents public interests, not solely private.
- Must develop a longevity plan...what state will APTA be in once the CEO's contract has expired.

Misc.

-Should survey business members on why they aren't more involved in APTA initiatives and programs.

EXPO 2017 Update

Joe Gibson, chair of the 2017 Expo Committee showed a promotion video for the EXPO in Atlanta. He reported that 21 business members participated in the site visit last Fall in Atlanta. They are working on developing a community service project for attendees to participate in. EXPO sales are 10% further than the same time during the last show cycle. There are 511 companies contracted. The DBE goals are at 58%. On the international side, space is being held for Swiss Rail. There are 3 international pavilions; Business France, German Pavilion, and a Chinese Pavilion.

Leadership APTA

Angela Iannuzziello announced the opening of registration for the 2018 Leadership APTA class.

Business Member Committee Reports and Two Year Work Programs

Business Development Committee – Buddy Coleman reported that the committee has selected a vice chair. The committee is working to bring opportunities to business members and promoting sustainability. A draft for refining the sustainability signatory process is in the works. Committee has been updated on international programs.

Workforce Development Committee – Mike Loehr reported that the committee is working on promoting the APTA Youth Summit. It is also working on delivering the 2017 Passenger Rail Engineering Education Symposium in July.

Legislative Committee – Vice Chair Ray Melleady reported on the update delivered to the committee on the new Administration and composition of the new Congress. He also reminded the committee of the Industry Footprint Tool that was produced to help business members make their case on Capitol Hill. The committee is also narrowing down a date for the Business Member Fly-In. It is taking place May 18, 2017. Chair Freddie Fuller discussed hosting a webinar to educate business members before their Hill visits and keeping business members abreast of developments pertaining to Buy America.

Procurement Committee – Natalie Cornell reported that the committee will continue to meet with the Business Member Legislative Committee, since issues overlap. The committee will continue to monitor implementation dates for Buy America rules and will continue to monitor regional programs that institute local hiring requirements.

Programs Committee – Raquel Olivier announced that Tony Kellen will serve as vice chair for the committee. The committee has joined the Bus & Paratransit Conference Planning Committee to insert itself into the abstract selection process. The committee is seeking to sponsor a session that is procurement focused. The complimentary registration raffle will continue.

Small Business Committee – Eve Williams reported that the committee keeps working really hard to showcase and fill the needs of the Small Business Members. The committee continues to host business member network breakfasts at the Bus & Paratransit Conference and the Rail Conference. Eve lauds their success and wants to develop a better way to track individual success. The committee is also continuing SB2SB receptions, perhaps through partnerships with COMTO. The Tech Bar at the 2016 Bus & Paratransit Conference in Charlotte was a success.

Proposed Business Member Activity Fund Budget

Janet Rogers reported on the Activity Fund Budget to date. She is seeking a vice chair to get involved. Janet presented a planning document for FY18. There is anticipated carryover of \$200,000 and \$375,000 is being requested. The fund is expected to accrue \$230,000 in new contributions.

High Speed Rail ROI Presentation - Art Guzzetti of APTA staff and Sharon Greene reported on the economic benefits of high speed rail.

Business Member Fly-In Revisit – Jeff Wharton strongly encouraged business members to take part in the fly-in and informed them that APTA can assist in scheduling meetings with Congressmen. He wants to build on the success of last year's fly-in.

Economics of APTA Conference Planning – Randy Clarke presented on how APTA formulates conference pricing. He also brings attention to costs implemented by hotels and convention centers. He spoke about sponsorships and how that helps APTA's bottom line from a conference revenue standpoint.

The meeting part of the Business Member Board of Governors concluded.

On Friday, the following sessions were presented:

1. CEO/Transit Board Member Roundtable – Updates in Transit Innovation

Moderator: Jeff Wharton

Panelists: Brad Miller, CEO, Pinellas Suncoast Transit Authority
Katharine Eagan, CEO, Hillsborough Area Regional Transit Authority
Cleveland Ferguson, VP of Administration, Jacksonville Transportation Authority
Dave Stackrow, Chairman, Capital District Transportation Authority
Valarie J. McCall, Member, Board of Trustees, Greater Cleveland Regional Transit Authority

2. New Administration & APTA's Infrastructure Proposal

Speaker: Andrew Brady, APTA

3. *Transit Safety & Standards Briefing*

Speaker: Randy Clarke, APTA

The meeting was adjourned.

**Business Member Board of Governors
Summary Report**

Business Member Business Development Committee

Committee Work Program updates

1) International Speaker Support Program

Accomplishments:

- International Speakers have participated at the APTA Bus, Rail and Annual Meetings

2) Increase U.S. Presence at International Public Transportation Events

Accomplishments:

- Creation of North American Pavilion at UITP conference
- Continue to promote and support U.S. companies at international trade shows and study missions
- 2017 APTA Safety and Security Study Mission to Asia including 4 Business Members

3) Update Investment Brochure & Reach out to Financial Community

Accomplishments:

- 2016 edition has been published

4) Increase Business Member Participation in the APTA Sustainability Program

Accomplishments:

- Created Brochure outlining in detail the business case for becoming an APTA Sustainability Program Signatory

**Business Member Board of Governors
Summary Report**

Business Member Workforce Development Committee

Committee Work Program updates

The Committee has taken action to conform to the desired committee structure. William Thompsen has agreed to become vice chair of the full committee, and Mark F. Magaldi has agreed to chair the pREES subcommittee.

We have several nominations for the committee secretary position from the annual meeting Chairman will determine ahead of Rail Conference.

- 1) APTA Youth Summit - The goal is to build the next generation of transportation professionals by helping students to learn about the public transit industry. The Summit opens the door for 50 young people to discover careers and the benefits of the public transportation and make a positive impact in their communities and the public transportation industry today.

Accomplishments:

- There was support by the business members in the 2016 Youth Summit.
- More support opportunities exist for Business Members to become involved.

Anticipated Actions:

- Complete planning for the 2017 summit.
- Work to increase participation of Business Members who will talk about careers and success in their jobs.

- 2) Passenger Railroad Engineering Education Symposium (pREES) -

Accomplishments:

- Have kicked off preparation of the schedule grid with several meetings in Q3/4 of 2016.
- Have identified instructors for most major items, with numerous backups that are willing to assist.
- Confirmed that NuRail is interested in support the effort, however their DOT funding was not renewed so we will need to work on some financial arrangements for their participation.

Anticipated Actions:

- Finalize a west coast location and dates in 2017 to avoid conflicts between pREES other APTA and industry events. Q1 2017. Contracts are out to hotels, awaiting signature.
- Prepare a 'hold the date' mailing for early Q1 2017.
- Work with presenters and the APTA HR committee and staff to place pREES materials on the APTA website. Q1 2016.

Other Committee Issues and Updates

- Adam reports pREES budget issues, Chair will work with Adam to resolve.

**Business Member Board of Governors
Summary Report**

Business Members Legislative Committee

Committee Work Program updates

1) Advocate for industry investment needs

Accomplishments:

- Supported receptions at both the RNC in Cleveland and the DNC in Philadelphia by providing funding for each. These opportunities were highly successful and allowed APTA to take lead roles among the partnership that facilitated these events.
- Advocacy Associates has submitted a proposal to support Business Member Hill visits during the 2017 APTA Legislative Conference. Contract execution is anticipated in the immediate future.

Anticipated Actions:

- The Subcommittee will begin planning for a business member fly-in in 2017 to provide the opportunity for business members to engage and educate new Members of Congress and the new administration on our issues and set the foundation for the next authorization in 5 years.
- The Subcommittee is also planning to take advocacy action for any unexpected actions that may occur during the upcoming year. As we know, there have been responses required on our behalf, in the past, that were not anticipated (i.e. all of the Buy America engagement just prior to authorization of the FAST Act)
- Continue efforts to encourage Business Member advocacy outreach, such as local facility site visits and district based outreach, aimed at continuing to build relationships with more Members of Congress.
- Continue to support business member education on FAST Act, new Congress and new administration. The Trump administration is an unknown quantity and will likely bring about many changes that will require business members be educated on new key stakeholders, opportunities and challenges. The Subcommittee will seek to develop webinars to keep business members informed and educated.

2) Advocate for Business Members' Policy Priorities

Accomplishments:

- The Subcommittee worked with the APTA staff to identify and respond to Policy/Legislation/Regulation affecting Business Members. Among the issues addressed were:
 - Buy America – The Subcommittee and the BMBG worked to fight back and limit the impact of efforts in Congress to increase domestic content requirements for rolling stock. Work prevented enactment of more onerous proposals, and secured language on iron and steel content and helpful waiver language.
 - Bus axle weight – Subcommittee tracked efforts in California (state/local situation) having impact on bus axle weight despite Federal exemption. Previously members had engaged to develop research on the issue.
 - Local Hire – Subcommittee tracked and weighed in on Appropriations provision initiating efforts by USDOT to allow geographic hiring preferences. The Subcommittee and BMBG weighed in within APTA to impact APTA comments to the docket on the NPRM. The Subcommittee continued to track provision throughout FY2016 Appropriations process. Members worked with APTA staff to support inclusion of Senate Appropriations legislative language limiting the impact of the provision.
 - Procurement Generally – The subcommittee tracked and discussed efforts to improve bus procurement. Members of the Subcommittee worked with APTA staff to provide input to the Congressional Committees, ultimately leading to the inclusion of legislative language comprehensively addressing vehicle procurements.

Anticipated Actions:

- Continue to work with the APTA staff to engage in the process of FAST Act Implementation.
- Continue to facilitate discussion around Buy America legislative changes, and contribute to efforts to generate additional research on the issue.

3) Serve as a sounding board for research ideas and policy questions

Accomplishments:

- The Subcommittee served as a venue for discussion of important policy issues and contributed to research and data collection on these issues.
- The Subcommittee provided input into the research project plans funded by the BMBG Activity Fund including the development of the 2016 Free Congress

Foundation report entitled “The Role of Public Transportation in the Conservative Pro-Growth Agenda”

Anticipated Actions:

- The Subcommittee will continue to provide input into research plans supported by BMBG Activity Fund dollars and encourage a more robust dialogue on proposed research topics during the BMBG annual meeting prior to finalizing the BMBG annual budget.
 - The Subcommittee will continue to host joint meetings with the BMBG Procurement Committee when deemed necessary due to overlapping legislative topics.
- 4) Committee leadership as an advocate with peers on information/data collection and general involvement

Accomplishments:

- Maintenance and data collection undertaken and supported for the Industry Footprint Tool including updates after the 2016 elections.

Anticipated Actions:

- Additional maintenance and data collection will be undertaken and supported for the Industry Footprint Tool as changes occur with APTA members and elected officials.
- Subcommittee will continue to market the benefits of utilizing the “Industry Footprint Tool” to APTA members and ensure that it is utilized to provide data to support advocacy including Hill visits and fly-ins.

Other Committee Issues and Updates

None.

**Business Member Board of Governors
Summary Report**

Business Member Procurement Committee

2017 Committee Work Program updates

Note: Because so many procurement issues are also legislative issues, the two committees have met jointly for the last year. This means APTA staff don't have to report on the same things twice and that members of both committees stay updated on progress (or lack thereof). We anticipate the two committees will continue to meet jointly for the short term.

1) Monitor and React to Changes to US Content Requirements

Accomplishments:

- Meetings with FTA and comments received by them from the industry meant the final rule picked one specific date for the calculation of US content
- Blanket waivers also issued for projects where selection of rolling stock supplier happened between the start of the fiscal year (Oct 1) and the issuance of the rule (so increased content was NOT retroactive)

Anticipated Actions:

- Monitor any new direction from Congress and/or the new Administration that could show up in authorizing or appropriations bills for 2017

2) Local Hire and other procurement initiatives

Accomplishments:

- Two research studies underway to provide data for on-going discussions
- Session at Annual Meeting moderated by Beverly Scott

Anticipated Actions:

- Publish results of research studies: create sessions at Rail, Bus, CEO and Board member meetings to share results; possible webinar topics
- Continue outreach to CEOs and Board members on how best to manage procurements that benefit the whole country's manufacturing base
- Monitor any new direction from Congress and/or new Administration that could show up in authorizing or appropriations bills for 2017

3) A&E Contract Ts & Cs and other contracting issues (risk sharing)

Accomplishments:

- Re-invigorated this sub-committee
- Issued identified:

- **Indemnification Clauses:** transfer of risk and responsibility to AE without any ability to accept that risk and protect the owner
- **Liability Insurance:** Limits and types of coverage that are either not based upon a proper risk evaluation or that assign limits that are not commercially available
- **Capped Rated contracts:** violate cost plus principles in FAR
- **Actual Cost Overhead** requirements under capped rated contracts – assignment of project costs to overhead and erosion of limited profit margins
- **Profit Margin targets:** limiting profit allocations without the understanding of final reconciled profit amounts including consideration of payment timing, interest and risk factors in execution of the contracts
- **Non Brooks Act procurements** for services which require A-E services - violate the essence of Brooks with federally funded contracts
- **Retainage requirements:** AE service agreement should not require retainage because the professional product is a continuous service that is owned by the agency upon delivery, and represents the standard of care provided in the profession. Retainage clauses are for construction contracts that use the retainage as leverage to obtain the final quality specified of the intended product.
- **Slow Payment:** Slow payment (more than 30 days) of invoices by owners cost A-E's many \$ in interest payments which are not allowable under overhead audits, and result in reduced profitability. Most federal contracts require interest to be paid to the A-E for slow payments.

Anticipated Actions:

- Consider sessions at upcoming APTA conference
- Possible session at the Legal Affairs conference or meeting
- Adding this to the NTI procurement training course to develop training for grantees

4) Procurement Sessions at Conferences

Accomplishments:

- Bus Conference sessions: Cooperative Procurements; Lowering the Cost and Minimizing the Complications of Your Next Bus Procurement;
- Rail Conference sessions: Can we Build Better Partnerships?; O&M Service Contracts
- Annual Meeting: Procurement Supersession; Update on the Federal DBE Program

Anticipated Actions:

- Continue to work with APTA staff to keep procurement issues on the programs
- Expo: Procurement Series?

**Business Member Board of Governors
Summary Report**

Business Member Programs Committee

Committee Work Program updates

- 1) Plan and deliver program sessions at the bus and rail conferences that present discussions of key business member issues

Accomplishments:

- Planning for all program conference sessions is continuing to follow APTA Planning Committee efforts. This method is integrative, systematic, and comprehensive to the overall APTA agenda. The committee is able to influence selection of business member submitted papers, moderators, and presenters chosen. Complimentary registration raffle seems to be a successful endeavor, and we will continue to support this initiative.

Anticipated Actions:

- Discussion will be held at the March committee meeting about the conference themes, and selected topics. We will continue to promote the complimentary conference registration raffle sessions.

- 2) Support APTA EXPO to recruit new members and enhance business member interface with attendees

Accomplishments:

BMBG Activity Funds have been budgeted to support the committee's selected activity.

Anticipated Actions:

- Decide if Business Members will partially host international reception, identify ways to support the small business committee event, and/or staff business member booth at EXPO
- Have members sign-up to support APTA membership committee recruit new members during EXPO

- 3) Support the use of high profile guest speakers who can bring a business message to APTA's conferences and seminars

Accomplishments:

- Since this is an EXPO year, there is no keynote speaker for the meeting in Atlanta.

Anticipated Actions:

- The Committee will begin working early to identify a potential guest speaker for the 2018 Annual Meeting.

- 4) Identify opportunities to present key business member issues at the transit board seminar and the transit CEO seminar that focus on industry business issues.

Anticipated Actions:

- Discussions to be held with committee members on interest to pursue this effort. If interested, plans will be derived to meet with Transit Board Members Program Planning Committee and/or CEO Seminar Planning Committee

**Business Member Board of Governors
Summary Report**

Business Member Small Business Committee

Committee Work Program updates

1. **First Work Program** Objective: Create opportunities for APTA small and disadvantaged business members to establish meaningful business relationships with clients and other potential partners.

Accomplishments:

SB2SB: Conducted the two SB2SB Networking Reception (LOCAL COMTO AND APTA members) first one during the bus conference in Fort Worth Texas in May 2015 and second one at rail in Phoenix. Very successful attendance wise, but needs a plan for follow-up to promote and encourage continued future networking. Also, we need to promote APTA better or have a plan that allows them to “sample” APTA. We will continue to have networking events with COMTO members in transit. The objective is to find national synergy among small firms in various locales.

Resource Room/Techbar: In North Carolina and the Bus conference, we brought in students from NC A&T who were dynamic. The idea was to assist people with their smartphone applications, while introducing the students to APTA. The introduction of the students to APTA was a bigger success than the interest of smartphone assistance among the members. This should be elevated to either better market it or just have a student awareness program. Great idea, but may be more for the Workforce Development Committee.

The same concept could be developed for new small businesses instead.

BREAKFAST: We will utilize the program as we have in the past. Having 2 breakfasts a year – at rail and at bus. 2 different audiences. May discuss having a 3rd during annual. Typically, agenda is too busy, but worth an evaluation.

COMTO: Although we are not involved, there is typically a session that is hosted by APTA-COMTO at APTA conferences and one at COMTO conferences. we should become more involved with them. We will continue to have networking events with COMTO members in transit. The objective is to find national synergy among small firms in various locales.

2. **Second Work Program** Objective: Develop programs for small and disadvantaged business members to maximize the value of their APTA membership.

Accomplishments:

WEBINARS: During last 3 years, we conducted several successful webinars. These webinars should be posted on the website. The last one was “How to win work with public agencies” where we featured the director over small and minority business from Sound Transit. Webinars should continue, but it lacks a leader. We should continue to host the webinars this year and develop better ways to reach different audiences. However, we should limit them to 2 per year at best.

:

RECOGNITION: We are looking for avenues to recognize large APTA business (and perhaps public members) who do business with small business members. We intend to look for ways to educate new member about being involved. This is the only one of our initiatives we have not worked on. It should be the major initiative this year, especially as we look for ways to increase our value proposition and retain members.

3. **Third Work Program** Objective: Assist in the understanding in the federal, state, and local policy changes that affect small and disadvantaged business members, such as certification, prompt payment, and sustainability issues.

Accomplishments:

PROGRAMS: We only managed to have one workshop during Fort Worth bus conference on the new personal network statement for the DBE certification. Attendance could have been better had it not been on the last day and better publicized to local community (non-APTA members)

We should explore topics which DBEs are interested in and develop a means of delivering and educating the membership as well as those who are not members, whether the tools are webinars, program tracks at conferences, articles in PT, local newsletters etc.

FY 2018 Business Member Activity Fund Budget Request

	FY2016 6/30/2016 Actuals	FY2017 Approved Budget	FY2017 Current Actuals	FY2017 Estimate	FY2018 Request
REVENUE:					
Beginning Balance	\$ 481,730	\$ 237,136	\$ 372,948	\$ 372,948	\$ 272,330
Member Contributions	240,075	230,000	243,671	243,671	230,000
TOTAL REVENUE	721,805	467,136	616,619	616,619	502,330
COMMITMENTS:					
Advocacy:					
Business Member Advocacy Activity		100,000			100,000
Hill Visits Support				15,000	
Transit Ballot Measure Conference sponsorship	10,000			10,000	
Education webinars/support for biz member auth activity					
Special Authorization Activities	52,889		15,475	15,475	
Sarah Kline Contract:					
Rail Liability Cap memo	2,625				
International Business Models Synthesis				5,000	15,000
Report on PPP Restrictions					10,000
Private Sector Benefits of Guaranteed Funding		30,000	4,250	30,000	
Impact Supply Side Jobs on Local Economies Report					30,000
Free Congress Report	20,000				20,000
Congressional Landscape Report					20,000
Rail Economic Study (to be finished by Dec 2016)	39,167				
Industry Footprint Tool Maintenance	9,463	20,500	20,700	20,700	18,000
Industry Footprint Tool (supply Side)	48,450				
Social Media/ Marketing - Footprint	2,027				
3D Printing		20,000		10,000	10,000
	184,621	170,500	40,425	106,175	223,000
Programs/Events:					
Legislative Breakfast (Mar 2017)	15,000	15,000		15,000	
Legislative Breakfast (Mar 2018)					20,000
Bus Conference Reception (May 2017)	5,000	5,000		5,000	
Bus Conference Reception (May 2018)					5,000
Rail Transit Conference Reception (June 2017)	5,000	5,000		5,000	
Rail Conference Reception (June 2018)					5,000
Bus Conference Speaker	5,612	10,000		10,000	10,000
Rail Conference Speaker	10,792	10,000		10,000	10,000
Annual Meeting Speakers	40,017	50,000	45,502	45,502	
International EXPO					20,000
International Speaker Support		15,000		15,000	15,000
Compilmentary meeting registration raffle		2,000		2,000	2,000
Subtotal	81,421	112,000	45,502	107,502	87,000
Committee Activities					
Speakers at BMBG Meetings (travel, Registration,etc.)	228	3,000		3,000	
Annual Investment Brochure	15,842	8,000	3,000	3,000	10,000
ROI on Sustainability for Businesses		13,500	13,425	13,425	
Rail Engineering Symp. -Summer 2016	27,077				
Rail Engineering Symp. - Summer 2017		60,000		30,000	30,000
Resource Room/Tech Bar - Bus and Rail	539	10,000	570	10,000	12,000
Tech Bar	1,577	3,000		3,000	
SB2SB Reception	802	4,000		4,000	4,000
Youth Summit Contribution - Summer 2017				30,000	
Networking Breakfasts	4,128	9,000	4,337	9,000	10,000
Subtotal	50,194	110,500	21,332	105,425	66,000
Other:					
APTF Scholarships-	20,000	10,000	-	10,000	10,000
Chairman's Discretionary Account	6,442	10,000	5,000	10,000	10,000
Conference Expenses	15,080		187	187	
BMBG Chair and Vice Chair Travel Expense		5,000		5,000	5,000
Subtotal	41,522	25,000	5,187	25,187	25,000
TOTAL EXPENSE	\$ 357,758	\$ 418,000	\$ 112,446	\$ 344,289	\$ 401,000
Errant Charges	\$ 8,901				
AMOUNT AVAILABLE	\$ 372,948		\$ 504,173	\$ 272,330	\$ 101,330

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Legislative Committee

Committee Chair: Freddie Fuller

Member Request _____

APTA Staff Recommendation ☒X_____

Program/Activity Description: Special Activities related to Infrastructure Initiatives: Funds for business member advocacy contributions during consideration of infrastructure initiative or related tax legislation. Costs could include print ads in Washington DC publications, digital ads, drive-time radio ads in targeted congressional districts, or collaboration activities with other business oriented national advocacy groups with common goals. During 2016, these funds were used to help support outreach efforts at Republican and Democratic National Conventions.

Expected Benefits: Generate support for federal investment in public transportation infrastructure.

Deliverables (If Any):

Estimated Cost: \$100,000

Anticipated Obligation Date: TBD

Other APTA Funding Available for this Activity?

_____ Yes

_____ No

_____X_____ Unsure

Please return this form to Adam Martin, Jeff Wharton and Janet Rogers

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Legislative Committee

Committee Chair: Freddie Fuller

Member Request _____

APTA Staff Recommendation _____

Program/Activity Description:

Congressional Landscape Report – The purpose of this document is to:

- Provide an in depth analysis of the new landscape in Washington
- Identify new players and their historical perspective on transit related funding
- Identify new policies that may impact our industry
- Identify committee structures with strategies on outreach and advocacy that will benefit businesses related to transit

Expected Benefits:

1. This document will help business members understand newly elected officials and their historical positions (if known) to transit related investments.
2. This document will help to target advocacy efforts in a manner that helps to alter perceptions that may weigh against transit funding and/or transit related investments.

Deliverables (If Any):

Congressional Landscape Report

Estimated Cost: \$20,000

Anticipated Obligation Date:

Other APTA Funding Available for this Activity?

_____ Yes

_____ No

__X__ Unsure

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Legislative Committee

Committee Chair: Freddie Fuller

Member Request _____

APTA Staff Recommendation X

Program/Activity Description:

Industry Footprint Maintenance Renewal and Updates

Expected Benefits:

Maintain a member benefit that has proven useful in advocacy efforts by both APTA members and staff. Ensures that the information in the footprint tool is up-to-date and correct.

Deliverables (If Any):

Updates to transit lines and service areas, state/national legislator information, urban area transit service data.

Estimated Cost:

\$18,000

Anticipated Obligation Date:

4/1/2017

Other APTA Funding Available for this Activity?

_____ Yes

 X No

_____ Unsure

Please return this form to Adam Martin, Jeff Wharton and Janet Rogers

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Legislative Committee

Committee Chair: Freddie Fuller

Member Request _____

APTA Staff Recommendation ☒ _____

Program/Activity Description: Legislative Conference. Sponsor Monday morning breakfast at conference

Expected Benefits: BMBG support for legislative advocacy effort.

Deliverables (If Any):

Estimated Cost: \$20,000

Anticipated Obligation Date: March, 2018

Other APTA Funding Available for this Activity?

_____ Yes

☒ No

_____ Unsure

Please return this form to Adam Martin, Jeff Wharton and Janet Rogers

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Business Development Committee

Committee Chair: Buddy Coleman

Member Request ☒X

APTA Staff Recommendation _____

Program/Activity Description:

Annual update to the Investment Brochure \$5,000. Provide a current update to “The Business Case for Investment in Public Transportation”. This is an annual project to provide current updates, market trends and legislative measures affecting public transportation. Target the APTA Legislative Conference for the release.

Expected Benefits:

Provide Business Members with up to date information, including supporting data to maintain a current pulse on the transit market for continued business investment. Also enhances the legislative side in supporting transit.

Deliverables (If Any):

Ongoing annual update

Estimated Cost:

\$10,000.00

Anticipated Obligation Date:

Ongoing update with draft ready by January of each year. Formal release in time for Legislative Conference.

Other APTA Funding Available for this Activity?

_____ Yes

_____ No

_____ Unsure

Please return this form to Adam Martin, Jeff Wharton and Janet Rogers

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Workforce Development Committee

Committee Chair: Mike Loehr

Member Request _____

APTA Staff Recommendation _____

Program/Activity Description:

pREES 2017

Expected Benefits:

Expanded interest in Rail engineering education

Deliverables (If Any):

pREES Program

Estimated Cost:

\$60,000

Anticipated Obligation Date:

\$30,000 April 2017, \$30,000 July 2017

Other APTA Funding Available for this Activity?

_____ Yes

X No

_____ Unsure

Please return this form to Adam Martin, Jeff Wharton and Janet Rogers

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Programs Committee

Committee Chair: Raquel Olivier

Member Request _____

APTA Staff Recommendation _____

Program/Activity Description:

The BMBG will conduct a raffle during a Bus Conference session in May and a Rail Conference Session in Rail in order to promote attendance at an APTA conference or workshop. The raffle winner will get a free registration to an APTA conference or workshop in FY 18.

Expected Benefits:

To increase attendance at/participation in an APTA conference or workshop.

Advocacy and funding tool

Deliverables (If Any):

Estimated Cost: \$2,000; The conference price is estimated at \$1,000 each.

Anticipated Obligation Date: Starting with any major conference or workshop after July 1st 2016.

Other APTA Funding Available for this Activity?

_____ Yes

__X__ No

_____ Unsure

Please return this form to Adam Martin, amartin@apta.com

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Programs Committee

Committee Chair: Raquel Olivier

Member Request _____

APTA Staff Recommendation _____

Program/Activity Description:

The BMBG will sponsor an EXPO activity at the Annual Conference session in October 2017 in order to promote business member contracting opportunities, network, learn/join APTA.

Expected Benefits: To increase business member opportunities, enhance membership and participation in APTA.

Advocacy and funding tool

Deliverables (If Any):

Estimated Cost: \$20,000

Anticipated Obligation Date: October 8, 2017

Other APTA Funding Available for this Activity?

_____ Yes

__X__ No

_____ Unsure

Please return this form to Adam Martin, amartin@apta.com

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Workforce Development Committee

Committee Chair: Mike Loehr

Member Request _____

APTA Staff Recommendation _Pam Boswell_____

Program/Activity Description:

Youth Outreach & Summit \$25,000. Support for the APTA Youth Summit program occurs biennially. There will be no program during the FY2018 cycle. This program is part of APTA's youth outreach and awareness program to prepare the next generation of leaders within the public transportation industry. Participants are exposed to the multitude of career paths within the industry, and encouraged to consider the industry as a premier employer of the future. Funds will support housing, sessions, tours, transportation, and materials for 50 students.

Expected Benefits:

Continued enhancement of the APTA Youth Summit and its role in educating high school students for broader awareness of public transit & provide industry youth outreach. Following the 2017 program, the next summit will be in 2019. Past participants have recently been surveyed, and many have informed us the program has had a considerably positive impact on their perception of the industry, and the many careers that are available within transportation. One student is currently studying urban planning at the University of Cincinnati and is preparing to be a transit planner, while another is preparing to study industrial technology and foresees a career in manufacturing transit-related areas.

Deliverables (If Any):

3-1/2-day Summit held during the summer at APTA's offices in Washington, DC.

Estimated Cost:

\$0 this cycle, and \$25,000 for the next 2019 APTA Youth Summit & follow up outreach.

Anticipated Obligation Date:

Over the course of the year

Other APTA Funding Available for this Activity?

☐ Yes

☐ No

☒ Unsure: The Youth Summit budget will be proposed during APTA's FY2019 budget development process.

Please return this form to Adam Martin, Jeff Wharton and Janet Rogers

BMBG 2018 Activity Fund Budget Request Form

Committee Name: Business Member Legislative Committee

Committee Chair: Freddie Fuller

Member Request _____

APTA Staff Recommendation: Art Guzzetti

Project / Activity Description:

- 1. Federal Investments in Public Transportation is Consistent with Public Transportation Principles:** APTA and APTA business members have had a long relationship with Free Congress Foundation (rebranded as American Opportunity Foundation), headed initially by conservative icon Paul Weyrich, and currently by former Virginia Governor and former Republican National Committee Chair Jim Gilmore. Instead of new research, this year's project will synthesize the most noteworthy and compelling themes into a new summary report. A policy briefing will be organized on Capitol Hill to present the new report, with continuing efforts to expose and promote the report to conservative circles and thought leaders.
- 2. Sponsorship of May 21-23, 2017 APTA/CFTE Conference on Transit Ballot Measures:** This biannual conference provides a forum wherein those who have been through recent transit elections can share their experiences with others who have elections coming up or are considering elections in their regions. The conference this year will be hosted by the Seattle region, where voters approved a \$54 billion ballot measure in 2016.
- 3. Positioning the Public Transportation Industry for the Oncoming Era of 3D Printing:** All industries will be affected by rapidly advancing 3D printing technology as it advances over the next three to ten years. The transit industry faces unique challenges in procurement, human resources, capital programming, maintenance and legal aspects, among others. The transit industry needs to be forward-looking and address certain issues and policies now. This will enable transit management and suppliers to be able to take advantage of opportunities 3D printing can bring, including improved maintenance, capital development, and potential cost savings.

Expected Benefits:

1. Conservative leaders such as Utah House speaker Greg Hughes, have noted that earlier reports have provided the ideological reasoning that can become a foundation for

supporting or even embracing public federal and other public support for transit. The new report in combination with other efforts are part of APTA's 200-day strategy to connect with key constituencies as we advocate for public transportation in a national infrastructure initiative. Outreach to conservatives is key to this strategy.

2. Voters around the country approved \$170 billion for public transportation in 2016, a significantly higher total than any prior year. Previous conferences have been very helpful in providing practical, relevant, strategic insight on the tactics, messages that lead to successful campaigns. Attendees take this learning home with them, and apply these experiences to their own local campaigns.
3. The report will provide strategic information on how the transit industry can position itself as 3D printing technologies emerge in coming years.

Deliverables:

1. A report and Congressional briefing in June, 2017.
2. Sponsorship recognition and benefits at the May 21-23, 2017 conference in Seattle.
3. A report and strategic-positioning strategy by October, 2017

Estimated Cost:

1. APTA Business Member Activity Fund contribution of \$20,000
2. APTA Business Member Activity Fund sponsorship of \$10,000 (categorized under the Advocacy Activity section)
3. APTA Business Member Activity Fund contribution of \$20,000

Anticipated Obligation Date:

1. \$10K to be spent before June 30, 2017 (FY 2017) with the remaining \$10K to be spent in FY-2018.
2. Full \$10K to be spent before May 21, 2017.
3. Full \$20K to be spent by June, 2017

Other APTA Funding Available for the Activity:

1. An additional \$50,000+ in APTA funds will be used for this project.
2. The Transit Ballot Measures conference in Seattle will have additional sponsors.
3. An additional \$20K will come from other APTA funds.