Celebrating Excellence in the Public Transportation Industry





OCTOBER 2, 2012 SEATTLE, WASHINGTON

2012 American Public Transportation Association Awards

The prestigious APTA Awards are given to those individuals and organizations that have made outstanding contributions to the public transportation industry in North America. Winning an APTA Award means that you are "the best of the best" and a distinguished leader.

Today we honor a constellation of stars in the public transportation industry. As stellar role models of excellence, these individuals and organizations have led the way, successfully advancing public transportation on the local and national levels. Today's ceremony is our chance to applaud their achievements and give them the congratulations and thanks that they deserve. I hope all of you will have a chance to personally thank them as well.

Finally, as the chair of the 2012 APTA Awards Committee, I want to thank all the members of the Awards Committee for their dedication and hard work.

Rosa Navejar

Chair, 2012 APTA Awards Committee and Board Vice Chair Fort Worth Transportation Authority (The T) Fort Worth. TX



>Genfare

Many thanks to SPX Genfare for sponsoring the 2012 APTA Awards Book.



2012 APTA Award Winners

ODCANIZATION AWADDS

ORGANIZATION AWARDS	
INNOVATION AWARD Washington Metropolitan Area Transit Authority	2
OUTSTANDING PUBLIC TRANSPORTATION SYSTEM ACHIEVEMENT AWARD Rock Island County Metropolitan Mass Transit District (MetroLINK)	6
INDIVIDUAL AWARDS	
LOCAL DISTINGUISHED SERVICE AWARD Mayor Antonio R. Villaraigosa	. 10
OUTSTANDING PUBLIC TRANSPORTATION BOARD MEMBER AWARD Gregory A. (Greg) Evans, M.Ed. Lee Kemp.	
OUTSTANDING PUBLIC TRANSPORTATION BUSINESS MEMBER AWARD Clifford (Cliff) Henke	. 16
OUTSTANDING PUBLIC TRANSPORTATION MANAGER AWARD Laurence W. Jackson	. 18
HALL OF FAME AWARD	20



Innovation

For demonstrating innovative concepts in the provision of public transportation services.

eligibility process for customers who are seeking paratransit service. Customers receive information on an array of available transit options and discounted fare programs, and travel trainers are on hand for anyone who is willing to give bus and rail a try. This results in the most independent use of public transit by people with disabilities while reserving paratransit for those who truly need it. 99

Patrick Sheehan, Chairman
 WMATA Accessibility
 Advisory Committee



WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

We are pleased and honored to receive this award recognizing our commitment to providing quality service for our customers with disabilities. Metro's one-stop shop for the disability community has empowered customers with better information, offered them better choices, and made the best use of our resources for the greatest number of people."

 Christian T. Kent, Assistant General Manager of Access Services, WMATA

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Washington, DC

ike many public transit agencies, the Washington Metropolitan Area Transit Authority (WMATA) is confronting the twin challenges of providing more service for a growing number of customers with disabilities while working to contain the high cost of door-to-door paratransit service. At nearly \$50 per trip, paratransit service is limited to eligible customers, yet many more need assistance to access public transit. WMATA launched an overhaul of its service to patrons with disabilities that has effectively enhanced the public transit experience for customers, enabled those with disabilities to travel more independently, and achieved millions of dollars of savings through avoiding contracted service costs.

WMATA established a one-stop shop for customers to apply for any disability-related benefit or service that consolidated eligibility assessments for free and reduced fare programs on fixed route transit. Paratransit eligible applicants can ride bus and rail at no charge, but more than 95 percent of those not eligible for paratransit service are automatically enrolled in the discounted fixed route travel option. Since FY 2010, two million more trips were taken on fixed route transit services through the program, greatly increasing customer satisfaction and empowerment. Additionally, participation in travel training substantially increased when customers were offered this option on site during their eligibility assessments as opposed to receiving a future referral. In FY 2011, WMATA saved more than \$25 million as 559,106 trips were taken using the free ride benefit. Over the same period, paratransit ridership dropped for the first time by 1.7 percent

from the previous year, and in FY 2012, paratransit ridership decreased by 10.8 percent.

While WMATA is a fully accessible public transit system, the environment around the system still contains barriers such as inaccessible bus stops that can prevent customers with disabilities from using it. WMATA's eligibility process now includes a mechanism that identifies inaccessible bus stops, refers them to local jurisdictions for review, and coordinates appropriate followup with affected customers.

To provide the most effective eligibility determinations, WMATA consolidated its application and assessment functions and assigned a dedicated case worker to assist each applicant through every stage of the process. In addition to simplifying the process for customers, this business model also expedited the process and eliminated delays in application processing. Further, WMATA established the practice of using recreation therapists as case workers since they were found to have the skills and training best suited to help customers with reintegration into community activities, including negotiating barriers and using public transportation. As an extra measure of quality control, WMATA requires a management level review of all findings of ineligibility at the end of the application process. As a result of this practice, appeals decreased 80 percent, and of those appeals received, more than 70 percent validate the original assessment.

WMATA's creative approach to paratransit eligibility and travel training has provided better transportation options, higher quality service, and greater independence for customers with disabilities.



Outstanding Public Transportation System

For public transportation systems that have demonstrated achievement in efficiency and effectiveness.

CATEGORY: Providing 4 million or fewer annual passenger trips.

winning the APTA 2012 Outstanding Public Transportation System Award. MetroLINK has created a reliable multimodal transportation service for the Quad Cities region while promoting sustainability through the use of compressed natural gas and clean diesel vehicles. Their vision for growth will impact economic development throughout the region in the coming years, and the national recognition of their efforts is well earned. 22

U.S. Senator Richard Durbin (D-IL)



ROCK ISLAND COUNTY METROPOLITAN MASS TRANSIT DISTRICT (MetroLINK)

MetroLINK staff has worked tirelessly to push the bar of expectation and innovation to achieve greatness in all we do. We are thrilled to be chosen as one of the best transit systems in North America, and attribute our success to the support of a progressive Board of Trustees and the hard work of an amazingly talented team of committed people."

- Jeffrey Nelson, General Manager, MetroLINK

ROCK ISLAND COUNTY METROPOLITAN MASS TRANSIT DISTRICT (METROLINK)

Moline, IL

Rock Island County Metropolitan Mass Transit District (MetroLINK) serves the Illinois communities of the Quad Cities, a vibrant, urban, bi-state region located on the banks of the Mississippi River. MetroLINK's sophisticated technologies and efficient route structure have attracted growing ridership each year. Operating a fleet of 55 fixed route buses, 15 paratransit vehicles, and two ferryboats, MetroLINK has seen record ridership numbers, accounting for a 29 percent increase over the last three years on all modes. Of the more than 3.4 million riders in 2011, more than 50 percent use the system for commuting purposes.

MetroLINK partners with local colleges and universities to offer students transportation on the fixed route system with a student ID. The business model incorporates an annual investment from the college or university, which provides students and faculty unlimited public transit access for school, work, or play. This growing market of college students and young professionals can plan trips via Google Transit or through onsite interactive kiosk displays, and also receive real-time next bus arrival information via their cell phones.

A vision that embraces sustainability has been the driving force behind MetroLINK's environmentally friendly policies for over a decade. This commitment to sustainability is evident through the use of compressed natural gas vehicles (70 percent of fixed route fleet), hybrid-electric vehicles, "Save Something Green" public awareness campaigns, transit-oriented development ventures, and capital infrastructure projects built to LEED certification. MetroLINK received the *Moline Dispatch* "Radish Award for Green Transportation" as a testament to the organization's commitment to living and breathing sustainability.

MetroLINK celebrates a culture of safety and customer service, from the partnership with the Rock Island County Sheriff's deputies and the procurement of a bomb detection K-9 unit, to the integration of the CUTA "Train the Trainer" program into new and existing operator training. Workforce development continues with annual sessions addressing morale, wellness, and diversity. These types of workshops offer positive reinforcement and ideas on how to maintain a healthy work-life balance.

As an active partner in the ongoing urban renewal of the Quad Cities, MetroLINK has worked diligently with community leaders to bring passenger rail from Chicago to the Quad Cities. This vision is a reality led by MetroLINK's Multi-Modal Station, a catalyst to a comprehensive \$60 million public/private transit-oriented development. An extension of MetroLINK's Centre Station transit hub, the Multi-Modal Station creates a complete intermodal junction offering passenger rail service, bus service, car and bike rental, residential, retail, hotel, and public gathering space.

As MetroLINK's growth continues, future planning will place a larger emphasis on identifying new markets and maximizing public transit use. Capitalizing on environmental technology and economic impact, MetroLINK acknowledges that public transit is the "core" of a sustainable community, with partnerships and collaboration taking on greater importance as public transit moves into the future. MetroLINK envisions that, through a strong investment in public transit, effective regional partnerships, and careful land use planning, the Quad Cities will continue to be a dynamic region to live, work, and play.



Outstanding Public Transportation System

For public transportation systems that have demonstrated achievement in efficiency and effectiveness.

CATEGORY: Providing more than 4 million but fewer than 20 million annual passenger trips.

cc Metro Transit is top notch, with incredible service and dedicated staff. It is a true asset to the City and it is wonderful to see that it is being recognized on a national level. As families and businesses consider possible relocation, public transportation is key, not only for commuters, but also for students and families. Metro service is clearly a selling point as we attract new residents and business. 22

Mayor Paul Soglin Madison, WI



METRO TRANSIT

We are very excited to receive this award. We feel Metro Transit is a high quality transit system, and we appreciate the significant role the entire community plays in ensuring its success. We could not have provided such a high level of service without the hard work of our employees and continued support from our passengers, elected officials, and taxpayers. We are fortunate that our community has a culture that stands behind transit."

- Chuck Kamp, General Manager, Metro Transit



METRO TRANSIT

Madison, WI

n December 7, 2011, a passenger boarded a Metro Transit bus in the early morning hours on the University of Wisconsin campus. This particular ride officially broke Metro's all-time ridership record set back in 1979. At the end of the year, Metro recorded 14.9 million rides, a 9.5 percent increase over the previous year.

Metro Transit in Madison, WI, has been serving Madison and surrounding municipalities such as Middleton, Fitchburg, Verona, and the Town of Madison for over 40 years.

In an effort to create a more sustainable community throughout its 72-square-mile service area, Metro partners with several area universities, hospitals, employment centers, and small businesses in offering an unlimited ride pass program that encourages people to use public transit for their commutes.

In addition, staff also implemented a number of initiatives over the last three years that have contributed to Metro's record ridership and overall success.

In 2009, Metro added 14 hybrid buses, making nearly 10 percent of its fleet hybrid. New diesel buses with improved engine and exhaust technology have also helped Metro experience a 13 percent mile/gallon fuel efficiency improvement and a 28 percent passenger fuel improvement in the past five years.

In 2011, Metro introduced electronic trip planning through Google Maps, making the process simpler and more user-friendly. Staff also worked with third party developers to make live arrival information and electronic schedules available on smart phones and other mobile devices. Electronic

information has reduced printing costs and decreased the overall call volume to Metro's customer service center.

Staff continued to focus on a number of environmental initiatives at Metro's administrative and maintenance facilities. These include continued use of ultra-low-sulfur fuel, increased use of green energy, installation of a new garage door that controls heating costs, and installation of sensor-activated LED lighting in Metro's bus garage that shuts off when not needed.

Metro has also made great strides in improving safety and security. In 2009, Metro recorded its lowest number of preventable accidents in five years, and received a "Most Improved" safety award from its insurance carrier. Metro's insurance premium was reduced 2.5 percent in 2010 as a result of the award.

Metro staff completed an extensive overhaul of its driver training program with a new, heavily weighted emphasis on safety. A comprehensive training manual was developed, instructional videos were created, and all drivers now attend annual refresher training that focuses on safety incidents and topics that have arisen in the previous year.

Even with all the improvements made in the past few years, Metro recognizes that none of it would have been possible without the commitment of its passengers, employees, legislators, and taxpayer base who strongly support public transit.

Metro is proud to accept APTA's 2012 Outstanding Public Transportation System Achievement Award on behalf of everyone in the community who has contributed to its accomplishments and helped achieve this huge success.



Outstanding Public Transportation System

For public transportation systems that have demonstrated achievement in efficiency and effectiveness.

CATEGORY: Providing 20 million or more annual passenger trips.

CCSEPTA is an integral part of living, working, and investing in southeastern Pennsylvania—efficiently moving our people to their jobs, schools, medical appointments, shopping destinations, and returning them home safely—more than one million times every day. **22**

Southeastern Pennsylvania Congressional Delegation



SOUTHEASTERN PENNSYLVANIA TRANSPORTATION AUTHORITY

am so proud of the members of the SEPTA team, some 9,200 strong, who are committed to serving our customers, and fulfilling our mission to improve the environment, facilitate economic growth, and sustain the quality of life in our region. This recognition is a testament to their dedication, enthusiasm, and innovative spirit. $\ref{eq:total_service}$

- Joseph M. Casey, General Manager, SEPTA

SOUTHEASTERN PENNSYLVANIA TRANSPORTATION AUTHORITY

Philadelphia, PA

reated in 1964 from the assets of bankrupt private transportation companies, the Southeastern Pennsylvania Transportation Authority (SEPTA) is the largest public transit system in Pennsylvania and the sixth largest in the nation. SEPTA operates a diverse network with five fleet modes and legacy routes, stations, and infrastructure that serves a 2,200-square-mile region in Philadelphia, four suburban counties, northern Delaware, and Trenton, NJ. With a 9,200 person workforce, it ranks among the largest employers in Philadelphia. Despite a sluggish economy, ridership in 2011 reached its highest levels in 22 years, serving 334 million customers.

Doing more with less is a reality for public transit, and SEPTA faces this challenge by turning it into a mandate for innovation and creative solution building. Guided by a Strategic Business Plan, Sustainability Program, operating and capital budgets, and a Customer Service Plan, SEPTA has clearly defined its business goals and methods to gauge achievement.

Meeting an annual balanced budget mandate takes aggressive cost controls, increasing farebox revenue, and developing alternative revenue streams. With creative thinking, the advertising program was expanded to include station naming rights, website ads, and digital highway billboards and in 2010, SEPTA was able to negotiate the largest public transit naming rights contract for its Sports Complex Station.

SEPTA has the only consolidated multimodal Control Center in the industry, housing rail; bus; subway; trolley; paratransit; power dispatching; and police dispatching in one location.

This facility oversees 2,800 vehicles, 280 stations, and the movement of more than one million daily passengers.

Transit is a "green" business and SEPTA has adopted a program to advance economic, social, and environmental sustainability goals focusing on issues from energy production and storage systems, to stations and work facility recycling, and local partnerships to create transit hub farmers markets. SEPTA is building an eco-fleet, purchasing new Silverliner V rail cars and creating one of the largest diesel-electric hybrid bus vehicles fleets in the nation.

As a leader in safety and risk management, SEPTA's Multi-Modal System Safety Program advances best practice benchmarks including bus and rail accident investigation procedures now used by agencies across the country. SEPTA also received a TSA Gold Standard Award from Homeland Security.

SEPTA is committed to a strong partnership between employees and customers to enhance courtesy, cleanliness, communications, and convenience, supported by a website refresh, new real-time information tools, and the integration of social media with traditional communication channels. With a laser focus on riders, in 2011 SEPTA began an employee supported process to grow from a "customer friendly" organization into a "customer-focused" company.

SEPTA is a public authority that follows the business model of private industry, where efficiency and success are measured in the ability to deliver a quality product, encourage innovation, empower employees to act on behalf of customers, and create a work environment that fosters performance and achievement.



Local Distinguished Service

For significant contributions at the local level to public transportation through policy, legislative initiative, and leadership.

CC Mayor Villaraigosa helped form a broad coalition that contributed to the success of the bipartisan transportation bill, MAP-21, that includes America Fast Forward, which had its beginnings in Los Angeles. **22**

U.S. Sen. Barbara Boxer (D-CA)



MAYOR ANTONIO R. VILLARAIGOSA

List truly an honor to be recognized by an organization that has been the voice for transit supporters for over 100 years. APTA has and will continue to be an essential partner as we push to create jobs and improve our transportation systems in Los Angeles and around the country.



MAYOR ANTONIO R. VILLARAIGOSA

Los Angeles, CA

hen President Barack Obama signed the surface transportation bill (MAP-21) into law on July 6, 2012, it signaled a triumph for Los Angeles Mayor Antonio Villaraigosa, whose far-reaching initiative "America Fast Forward" (AFF) is the centerpiece of the innovative finance portion of America's new surface transportation program.

The AFF legislation evolved from a progression of local funding initiatives championed by Mayor Villaraigosa, who, as chairman of the Los Angeles County Metropolitan Transportation Authority (Metro) and a member of the Metro Board of Directors since 2005, sought to accelerate an ambitious transportation agenda while maintaining a first-class transportation system for the nation's third largest transportation agency.

Due to the mayor's leadership in the region and with the help of the California State Legislature, and despite the pressure of an escalating recession, the people of Los Angeles County voted in 2008 to approve Measure R, the half-cent sales tax that would generate over \$35 billion over the next 30 years to pay for traffic relief and transportation upgrades throughout the county.

Measure R projects took on a new momentum when the mayor proposed the "30/10 Initiative" to build a dozen mass transit projects in the next 10 years (instead of the 30 years it would take the sales tax to accumulate) by using federal financing to accelerate the construction of Measure R public transit projects.

Generating national interest, Mayor Villaraigosa leveraged the "30/10" accelerated funding program for public transit

projects into a national transportation initiative with provisions for highway funding titled "America Fast Forward" (AFF). Now signed into law as part of MAP-21, AFF is a model funding program that gives transportation agencies across the nation a financial tool to accelerate transportation projects by using committed funds accumulating from local streams of revenue as collateral for up-front federal loans.

Mayor Villaraigosa served as chairman of Metro for three one-year terms since his election to the city's top post in 2005 and subsequent re-election in 2009.

As a result of the mayor's vigorous leadership, major projects have come online. Among them: The 6-mile Metro Gold Line Extension to East Los Angeles; the 14-mile Metro Orange Line transitway serving the San Fernando Valley; the Metro Expo Line, Phase 1, an 8.6-mile light rail line from downtown Los Angeles to Culver City; the Crenshaw/LAX Transit Corridor Project, an 8.5-mile light rail line that will extend from Crenshaw Boulevard at Exposition to the Metro Green Line's Aviation/LAX Station; the Regional Connector, a 1.9-mile, fully underground connection in downtown Los Angeles that will link four light rail lines, minimizing the need for rail transfers; the Westside Subway Extension, a 9-mile subway extension that will serve Century City and Westwood/UCLA; and the 4-mile Metro Orange Line Extension to Chatsworth.

"America Fast Forward" is the touchstone of the transportation agenda of Los Angeles Mayor Antonio Villaraigosa, who, by extending the possibilities of a local funding program for transportation and infrastructure to all American cities, has transformed the mobility of a nation.

Outstanding Public Transportation Board Member

An individual serving on the governing board of a public transportation system who has made outstanding contributions to the public transportation industry.

66 This is a great and well deserved honor for a long-time public transit advocate. Mr. Evans' years of dedication to transit have helped make Lane County a stronger community for all residents. He knows firsthand the important service that public transportation provides to our families and communities. 22

U.S. Sen. Jeff Merkley (D-OR)



GREG EVANS, M.ED.

 $^{\prime\prime}I$ am deeply honored and humbled to receive this prestigious award. I appreciate the recognition of the efforts of my fellow board members and myself to make public transit better for the people who live and work in our communities across America and Canada. I also am happy to be sharing this award with my esteemed colleague and friend Lee Kemp, Chair of the Denver RTD Board. 22

GREGORY A. (GREG) EVANS, M.ED.

Lane Transit District Eugene, OR

reg Evans began his association with public transportation riding the bus as a young boy growing up in Cleveland, OH. Much later, he embarked on a 25-year involvement with public transportation working as a customer service representative for Lane Transit District (LTD) in Eugene, OR. While employed at LTD, he was a member of the Amalgamated Transit Union Local 757.

With his appointment in 2006 to the LTD Board of Directors by Oregon Gov. Ted Kulongoski, Greg became the first minority and African-American member of the board in its history. Gov. Kulongoski reappointed Greg to a second four-year term in 2010. Greg has served LTD in leadership roles on a number of key board positions, committees, and special assignments. After serving four years as board vice-president, Greg was elected board president in June 2012.

As chair of LTD's EmX Steering Committee, he led the successful completion and opening of the second Bus Rapid Transit (BRT) line in the Eugene-Springfield area (Gateway EmX) in January 2011. LTD was the first small transit system (under 100 peak buses) in North America to launch a successful BRT project.

An active member of APTA, Greg has served in a number of leadership roles. He is currently a member of the Executive Committee and has chaired or participated in nine other APTA committees. Greg chaired the Transit Board Members 2009-2010 Program Subcommittee, which led to hosting the APTA Transit Board Members Seminar and Board

Support Employee Development Workshop in Eugene. Based on the success of this conference, Greg is working with LTD staff to solicit both the Universities and Sustainability conferences to meet in Eugene-Springfield.

In 2009, Greg led the successful effort to dedicate the Eugene Station Transit Plaza in honor of civil rights icon Rosa Parks, while also honoring Wiley Griffon, Eugene's first African-American provider of public transit service in the 1890s and a pioneer in the city's African American community. Greg chaired the Rosa Parks Memorial Committee, which raised more than \$45,000 to commission a sculpture of Parks for the transit plaza. LTD became the first public transit agency in America to so honor the civil rights leader with that dedication in her memory.

As an active member of the community, Greg has been awarded the Martin Luther King, Jr. Award from the Lane County Martin Luther King, Jr. Celebration Committee, and the Martin Luther King, Jr. Award from the Black Student Union at Lane Community College, in recognition of the successful completion and dedication of the Rosa Parks Transit Plaza.

In 2011, Greg was recognized by the Lane County Board of Commissioners for Outstanding Community Service for his leadership in public transit. Additionally, this year Greg received the Trail Blazer Award from the Oregon Northwest Black Pioneers for leadership in public service.

Outstanding Public Transportation Board Member

An individual serving on the governing board of a public transportation system who has made outstanding contributions to the public transportation industry.

CC As a fellow elected official, Lee has been a good partner in addressing financial issues and other matters from a win-win perspective with an eye toward solutions that benefit all parties involved. Chair Kemp has been a very positive force in his leadership and service to the RTD and I know that he is very deserving of the APTA Outstanding Public Transportation Board Member Award. **22**

 Gov. John Hickenlooper Colorado



LEE KEMP

This is a direct reflection on the excellence of the entire RTD organization and the great work the agency performs every day. I truly appreciate the remarkable support from my fellow Board members, the RTD staff, and our stakeholders. I am very grateful and a bit overwhelmed. $\ref{eq:total_start}$

LEE KEMP

Chairman, Regional Transportation District Board of Directors Denver, CO

ee Kemp has served on the Regional Transportation District (RTD) Board of Directors since 2004 and is now completing his fifth consecutive term as chairman, an unprecedented record of service as the policy leader for the public transit agency. Under his chairmanship, the board has been marked by solid policy direction, clear vision, and sustained focus to bring to fruition the FasTracks rapid transit expansion—the single largest voter-approved public transit program in the country.

RTD serves 40 municipalities and eight counties, and Lee clearly realizes the importance of regional cooperation and support. As with agencies throughout the nation that faced the harsh reality of tax revenues not reaching projected levels, RTD pursued creative and effective methods to meet budgets. Lee led the way with stakeholders, municipalities, and the RTD Board to come up with solutions to ensure the entire FasTracks program would be completed, reiterating the team mantra: "To build as much as we can, as fast as we can, until it's all done."

Lee's hard work helped pave the way for RTD to receive a federal Full Funding Grant Agreement of \$1.03 billion for the innovative Eagle P3 project. An example of RTD's creative financing approach, the project is bringing in \$500 million in private equity, in addition to the federal funds. This highly complex \$2.1 billion project, currently under construction, includes a commuter rail line to Denver International Airport (the fifth busiest airport in the nation), and rail lines to Golden and south Westminster as well as a commuter rail

maintenance facility. It is considered a model for public transit projects across the globe.

RTD reaches out to involve elected officials and stakeholders directly in key decisions, a process Lee championed. For example, when the Eagle P3 Project contract came in \$305 million below budget, RTD sought input from the entire region on the best way to provide meaningful investments in the public transit corridors scheduled to be constructed. This resulted in RTD committing that money toward building segments of light rail and commuter rail lines in corridors where funding would otherwise not be available for many years. RTD also provided matching funds to leverage additional federal grants to extend Bus Rapid Transit lanes and put money up front to assist with adding commuter rail stations that will pave the way for transit-oriented development and additional ridership.

Lee is very familiar with the day-to-day operations of RTD. As a 35-year public transit veteran himself, he understands and appreciates the complexities of operating a public transit system that serves 2,337 square miles. His leadership in learning all aspects of the entire RTD system prompted other board members to take a more active role in comprehensive policy development.

As RTD faces economic challenges and continues to build out the single largest rail-focused public transit program in the country, Lee has managed the RTD Board in a professional and effective manner. We thank Lee Kemp for his leadership and service.



Outstanding Public Transportation Business Member

An APTA public transportation business member who has made outstanding contributions to the public transportation industry.

that you do not hear about, but who is always involved with the things that are critical to our association and adding value to the activities he is working on. He is the person who always has creative ideas that help perfect the effort. He has an extraordinary ability to capture and bring dry information to life, and Cliff is always willing to roll up his sleeves and get the job done. He is the person who makes an organization that relies on volunteers succeed and excel. 22

Chuck Wochele
 Vice President, Industry &
 Government Relations
 ALSTOM Transportation Inc.

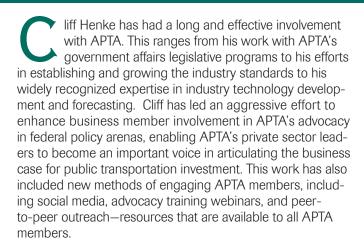


CLIFFORD (CLIFF) HENKE

Lithough I never imagined to have a career in public transportation, it's been a privilege to have had one, because our industry cares about issues I have always cared about: our planet's future, and where we live, work, and play. This award is a wonderful surprise, just as my involvement in our industry has been 22



Senior Analyst, Parsons Brinckerhoff Los Angeles, CA



His policy leadership is only part of his long tenure of service to APTA, which includes terms on the Board of Directors; the Business Member Board of Governors; the APTA Awards Committee; the Standards Development Oversight Council; and several authorization task forces.

Cliff's support for industry standards was instrumental in the establishment of the APTA standards program, and he was appointed to the Standards Development Oversight Council (SDOC) when it was first created in 2003. As Tony Kouneski, who led the staff effort to establish the APTA standard program, said: "When Cliff heard of the standards program, he immediately recognized its importance for the transit industry. He jumped at the opportunity to participate and played a significant role in writing the SDOC's bylaws, policies, and procedures."

Outside APTA, Cliff has served on the advisory boards of the Center for Transportation Excellence, the National Bus Rapid Transit Institute at the University of South Florida's Center for Urban Transportation Research, and the Community Streetcar Coalition.

He has played a visible role in promoting the Bus Rapid Transit (BRT) mode, and is nationally and internationally recognized for his expertise. He was involved early on in the FTA's look at BRT, serving on the agency's industry advisory group and later as program manager for the FTA Action Plan for BRT Vehicles, a technology development project.

In a different vein, Cliff's name may be familiar to many because of the numerous articles that he has written about public transit industry issues, technology, trends, and other key topics during the past 30 years—both during his early career as an industry journalist to today as a Parsons Brinckerhoff employee. He is a member of the Advisory Board for *Passenger Transport*, which has published several of his articles covering a broad variety of policy, management, and technology topics.

Whether behind the scenes, in conference presentations, or with his name on an article byline, Cliff long has been involved with the issues that are critical to the public transit industry. Cliff Henke's significant contributions to the industry over many years and his long record of working to help APTA grow and succeed make him an outstanding choice as the 2012 APTA Business Member of the Year.



Outstanding Public Transportation Manager

An APTA public transportation manager who has made outstanding contributions to the public transportation industry.

(4 In my 37 years in the transit industry, I have never worked with a manager that is more respected by management staff, the union employees, the Board, and fellow managers than Larry. ??

- Tom Hock, President Thomas P. Hock & Associates



LAURENCE W. JACKSON

We have made remarkable advancements in the public transportation industry. Over the last few decades, many of these were made at Long Beach Transit. These accomplishments would not have happened without the hard work, leadership, and dedication of Long Beach Transit employees. I am very proud to serve the industry and my community in this way, and I am honored to receive the APTA 2012 Outstanding Public Transportation Manager Award. ??

LAURENCE W. JACKSON

Long Beach Transit Long Beach, CA

arry Jackson is one of the longest tenured presidents of a public transit agency in the United States, spending the last 36 years inspiring the employees of Long Beach Transit (LBT). He has provided major contributions toward the advancement of the public transit industry and has made a great impact at the local, regional, national, and international levels.

One of his earliest contributions was LBT's paratransit service, implemented in 1975 before the Americans with Disabilities Act. This gave residents who were otherwise confined to their homes the freedom to travel outside. The service was integrated into local taxi operations, achieving a 50 percent savings over traditional services. Twenty years later, Larry also made travel safer and more secure for customers with wheelchairs by being the first to create a bus fleet 100 percent accessible for persons with disabilities. About the same time, he spearheaded the introduction of the first low floor buses in the United States.

In the early 1980s, Larry was integral in developing the Long Beach Transit Mall, a central regional hub for rail and bus transit in Southern California. Nearly three decades later, he coordinated the mall's \$7 million renovation, completely modernizing it into a venue that serves 25,000 riders daily and doubles as a public art gallery.

From the early 1980s to the present, Larry has been a guiding voice for the California Transit Association (CTA), serving as vice-chair of the association and as a longstanding member of CTA's Finance and Management Committee. Nationally, Larry has been APTA's secretary-treasurer, and has spent more than 30 years on the Legislative Committee.

He has been on APTA's Board of Directors since 1984 and served as president of the board. He was also chairman of the American Public Transportation Foundation. Internationally, Larry was the United States policy board representative and North American Executive Committee representative for the International Association of Public Transport (UITP), and he is currently emeritus vice president of the board of directors.

In the late 1990s, Larry brought two popular services to Long Beach. One was a fare-free shuttle service in the downtown area; the other was a ground-breaking partnership with Catalina Express to operate a water taxi service that now provides service to more than 45,000 customers per year.

In the mid-2000s, Larry put the first hybrid gasoline-electric buses into service in Southern California. Over the next five years, he also implemented the latest technology breakthroughs, such as LBT being the first on the West Coast to make GPS bus tracking available from a website and real-time schedule information available via phone.

In 2008, Larry partnered with California State University, Long Beach, to offer a University Transit Pass program which allows more than 30,000 students, faculty, and staff to ride for free, which increased daily ridership from 1,000 to more than 9,000.

This year, Larry oversaw construction of a compressed natural gas (CNG) fueling facility to support the introduction of CNG buses

His proudest accomplishment, however, has been the opportunity to mentor so many people who have become leaders today in public transportation.



Hall of Fame

This special honor is reserved for individuals who have long and distinguished careers in the industry; who have made extraordinary contributions to public transportation; and who have actively participated in APTA activities.

it were not for Peter's mentoring and support. Peter helped me understand the importance of empowering employees . . . and making sure we take care of our front line employees . . . he ensured that I participate in professional development activities sponsored by APTA and the ENO Transportation Foundation. 22

Matthew O. Tucker, CEONorth County Transit District



PETER M. CIPOLLA

It never really occurred to me that one day I would be named to APTA's Hall of Fame. And now, as I look through the list of those previous recipients, I am truly honored and humbled to be associated with such a prestigious group of people who have contributed to our industry. While I am personally honored, this recognition is a reflection on those fellow employees, policy-makers, the business community members, and others who continue to make a difference in this industry. ??



PETER M. CIPOLLA

Over 35 years of commitment to developing tomorrow's industry leadership

fter 10 years in the retail industry, Peter Cipolla began his second—and truly his more satisfying—career as director of marketing for the Kansas City Area Transportation Authority. Dissatisfied with the product the organization was putting on the street, he took the uncommon step of abandoning the first major marketing campaign and, instead, began working closely with maintenance and operations to make major improvements.

During this time, Peter developed a mantra: "Do it right and do it right the first time." Everyone must take pride in their work and feel good about their contribution, no matter the size of the job.

Peter's management style reflected his beliefs about accountability and pride in all roles. He put particular value on those individuals on the front line. Personally listening to employees' concerns and challenges, and—whenever possible—addressing those issues or letting them know why they couldn't be addressed, gave him a true sense of the people and the challenges in each organization. Peter believes, and has proven in practice, that all employees will seek excellence and hold themselves accountable as long as their manager clearly explains the goals, provides training, ensures access to the right tools, and grants reasonable authority.

At each public transit organization he served, Peter encouraged growth and new accomplishments for both individual staff and the organization. Whether guiding his team to meet the challenges of new services at LexTran, initiating a special training program for maintenance staff, or leading the Delaware Administration for Regional Transit through its transition to a state agency, Peter balanced the need to

direct an entire staff while focusing on building the pride and accountability of individual members.

One of Peter's hallmark skills was directing operations for light and heavy rail systems. He led the operations staffing and training effort for Maryland's initial METRO subway system, then built on his experience in Sacramento to launch the city's initial LRT segment.

As CEO of the Regional Transportation District (RTD), Peter led the effort for the initial design and implementation of Denver's light rail system, which now operates over five lines and more than 35 stations. During his tenure, the system was also awarded APTA's Outstanding Public Transportation System Achievement Award—a reflection of RTD employees' commitment and pride.

Back in California once again, Peter led the Santa Clara County Transit System's transition and merger of the Santa Clara County Transit System and the Congestion Management Agency into the Santa Clara Valley Transportation Authority. He was instrumental in the delivery of a multi-billion-dollar major highway and public transit capital effort—including the Measures A/B Highway and Rail program—ahead of schedule and under budget. He also worked closely with local business and government officials to establish a sales tax platform for future capital improvements.

Still active as a senior vice president at Hatch Mott MacDonald, Peter looks back on his accomplishments with pride and humility, crediting the team—employees, staff leadership, consultants and contractors, and the business and political community—for his success.

APTA 2012 Awards Committee

Rosa Navejar

Chair

Board Vice Chair Fort Worth Transportation Authority (The T) Fort Worth, TX

John B. Catoe, Jr.

President & CEO The Catoe Group Santa Monica. CA

Carolyn Flowers

Chief Executive Officer Charlotte Area Transit System Charlotte, NC

Angela lannuzziello

Vice President Canada National Transit Market Sector Lead AECOM Markham, ON Canada

Mary Jo Morandini

General Manager Beaver County Transit Authority Rochester, PA

Richard J. Simonetta

Rail and Transit Business Development Lead The Burns Group Powell, OH

Richard Cain

Administrator
Central Oklahoma
Transportation & Parking Authority
Oklahoma City, OK

Shirley A. DeLibero

President
DeLibero Transportation Strategies, LLC
Milton, MA

Kim R. Green

President GFI GENFARE Elk Grove Village, IL

Doug Kelsey

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Michael S. Townes

Vice President, Transit Services Leader CDM Smith Hampton, VA

Joseph A. Calabrese

Chief Executive Officer,
General Manager/Secretary-Treasurer
Greater Cleveland Regional Transit Authority
Cleveland, OH

Donna DeMartino

General Manager/Chief Executive Officer San Joaquin Regional Transit District Stockton, CA

Michael S. Harbour

General Manager Intercity Transit Olympia, WA

Larry W. King

General Manager
Muncie Public Transportation Corporation
Muncie, IN

Howard Silver

Chair Golden Empire Transit District Bakersfield, CA

APTA Award Winners 1983–2011

MEMBERS OF THE APTA HALL OF FAME

Joe Alexander
John Baine
Leonard W. Bardsley
Wilbur P. Barnes
George E. Benson
Keith Bernard
Lloyd G. Berney
Peter Bigwood
Alan L. Bingham
Robert M. (Bob) Brown
Robert C. Buchanan
Fred B. Burke

Robert C. Buchanan Fred B. Burke S.A. (Syl) Caria James A. Caywood Hector Chaput Henry C. Church Edgar A. Claffey George J. Clark Carmack Cochran Robert M. Coultas Leo J. Cusick

John A. Dash Jan den Oudsten Robert G. Decker Shirley A. DeLibero Henry R. DeTournay James W. Donaghy

Georges G. Donato Walter S. Douglas Wilfred E.P. Duncan

John A. Dyer

Albert Engelken
William F. Farrell
E. Roy Fitzgerald
H. Welton Flynn
Bernard J. Ford
Warren H. Frank
Louis J. Gambaccini
Joseph V. Garvey
Stanley H. Gates, Jr.
David Q. Gaul
Miriam Gholikely
Dominic J. Giacoma

John Joseph Gilhooley Jack R. Gilstrap Jackson Graham Kenneth M. Gregor David L. Gunn David G. Hammond

Peter I Giacoma

George Gibbs

Gerald T. Haugh Jesse L. Haugh Louis L. (Larry) Heil George W. Heinle F. Norman Hill Harold R. Hirsch John F. Hoban

William B. Hurd John F. (Jack) Hutchison Donald C. Hvde

Houston P. Ishmael P.S. (Red) Jenison Frederick J. Johnson Robert B. Johnston

Charles Edward Keiser

Joseph C. Kelly Alan F. Kiepper Robert S. Korach George Krambles Lucien L'Allier James I. Lammie

Frank J. Lichtanski

Anthony R. (Tony) Lucchesi William R. (Bill) Lucius

William A. Luke James A. Machesney Reba Malone Henry M. Mayer

Robert G. MacLennan Walter J. McCarter Alton McDonald

Peter J. Meinardi James R. Mills Albert Paul Moniz

Robert Wayne Nelson Thomas G. Neusom

W.H. Paterson Milton Pikarsky Robert Pollock

Thomas O. Prior Walter S. Rainsville, Jr.

James Reading Dan Reichard, Jr. David Ringo William J. Ronan Leonard Ronis

Daniel T. Scannell Herbert J. Scheuer

Victor Sharman
Bernard Shatzkin
Carlton Sickles

John Duncan Simpson

Robert Sloan Roger Snoble

Virendra K. (Vic) Sood Frank Julian Sprague

Alan Sterland Edward R. Stokel

B.R. Stokes
Harley L. Swift
Erland A. Tillman

Carmen E. Turner Kenneth S. Voigt H. Donald White

Harvel W. Williams

LIFETIME ACHIEVEMENT

1997 Rosa Parks 2000 Mortimer Downey

2006

Norman Y. Mineta

OUTSTANDING PUBLIC TRANSPORTATION MANAGER

(FORMERLY THE JESSE L. HAUGH AWARD)

(I OINIVILIN	LI TIL JEGGE E. TI/ (OGIT/ W/ (ND)
1983 1984	Warren H. Frank Louis B. Olsen
1985	Alan F. Kiepper
1986	Harold C. Jenkins
1987	William W. Millar
1988	David L. Gunn
1989	Carmen E. Turner
1990	James E. Cowen
1991	William L. Volk
1992	Chester E. Colby
1993	Kenneth M. Gregor
1994	Allan Leach
1995	Gerald T. Haugh
1996	Shirley A. DeLibero
1997	Richard J. Simonetta
1998	Roger P. Snoble
1999	Paul A. Toliver
2000	Richard F. Davis
2001	John P. Bartosiewicz
2002	Lawrence G. Reuter
2003	Sandra L. Draggoo
2004	Thomas P. Kujawa
2005	Ronald J. Tober
2006	Clarence (Cal) W. Marsella
2007	J. Barry Barker
2008	Joe Calabrese
2009	John B. Catoe, Jr.
2010	Hugh A. Mose
2011	Stephanie Negriff
2011	Stephanie Negrin

SPECIAL AWARD FOR EXTRAORDINARY LEADERSHIP

2006 Dwight D. Brashear

SPECIAL RECOGNITION FOR EXTRAORDINARY RECOVERY

2011 Regional Transit Authority

OUTSTANDING PUBLIC TRANSPORTATION BUSINESS MEMBER

James A. Machesney

1989

1990	Claude G. Robinson
1991	Mark J. Obert
1992	Richard J. Bouchard, Jr.
1993	David L. Turney
1994	Robert Graham
1995	Dan M. Reichard, Jr.
1996	B.J. (Bill) Chaddock
1997	Bernard J. Ford, Sr.
1998	Brian Macleod
1999	Alan C. Wulkan
2000	Del D. Komejan
2001	Stephanie L. Pinson
2002	Frank Di Giacomo
2003	Gary E. Griggs
	William H. McCloud
2004	Robert Brownstein
2005	William (Bill) Lochte
2007	Kim R. Green
2008	Jerome (Jerry) C. Premo
2009	Delon Hampton
2010	James G. Srygley
2011	Sharon Greene

OUTSTANDING BUSINESS EXECUTIVE OF THE YEAR

2004	G. Richard Wagoner, Jr.
2006	Carl Guardino
2007	William E. Valentine

2009 Tim Solso

OUTSTANDING PUBLIC TRANSPORTATION BOARD MEMBER

2001	George H. Ivey, Jr. Jesse Oliver
2002	H. Welton Flynn
2003	James S. Barbour
2004	Mary K. Blue
	Leon L. Williams
2005	Huelon Harrison
2006	George F. Dixon, III
2007	F. Charles Emery
2008	Al French
2009	Gregory J. Nickels
	David M. Stackrow
2010	Flora M. Castillo
2011	Crystal Fortune Lyons

OUTSTANDING PUBLIC TRANSPORTATION SYSTEMS

1983	Winston-Salem Transit Authority Central New York Regional Transportation Authority Municipality of Metropolitan Seattle New Jersey Transit Corporation
1984	Regional Transportation Commission/CITIFARE Pierce Transit Metropolitan Transit Authority of Harris County

1985	Blacksburg Transit Ann Arbor Transportation Authority Southwest Ohio Regional Transit Authority/ Queen City Metro Toronto Transit Commission
1986	Champaign-Urbana Mass Transit District Capital Metropolitan Transportation Authority Utah Transit Authority Ottawa-Carleton Regional Transit Commission
1987	Alexandria Transit Company Santa Monica Municipal Bus Lines Milwaukee County Transit System Washington Metropolitan Area Transit Authority
1988	Beaver County Transit Authority Sun Tran San Mateo County Transit District Tri-County Metropolitan Transportation District of Oregon
1989	Chatham Area Transit Authority Fresno Area Express/FAX Long Beach Public Transit Corporation
1990	St. Cloud Metropolitan Transit Commission Duluth Transit Authority VIA Metropolitan Transit Greater Cleveland Regional Transit Authority
1991	Athens Transit System Capital Area Transportation Authority San Diego Trolley, Inc. Westchester County Department of Transportation/ The Bee-line System Municipality of Metropolitan Seattle
1992	City Transit Company, Inc. Santa Monica Municipal Bus Lines Sacramento Regional Transit District Metro-North Commuter Railroad Regional Transportation District

1993	East Volusia Transportation Authority	1999	MA . L II D L:
		1999	Montebello Bus Lines
	Peninsula Transportation District Commission		OMNITRANS
	Foothill Transit		Milwaukee County Transit System
	New Jersey Transit Corporation		MTA Metro-North Railroad
			Bi-State Development Agency
1994	Laredo Municipal Transit System	2000	Laketran
	Champaign-Urbana Mass Transit District		Access Services
	Oahu Transit Services		Santa Monica's Big Blue Bus
	Bi-State Development Agency		Oahu Transit Services, Inc.
1995	Durham Area Transit Authority	2001	Redding Area Bus Authority
	OMNITRANS		CityBus of Greater Lafayette
	Foothill Transit		Centre Area Transportation Authority
	British Columbia Transit		MTA New York City Transit
1996	Boise Urban Stages	2002	River Valley Metro
	LYNX-Central Florida Regional Transportation Authority		Santa Clarita Transit
	Utah Transit Authority		Utah Transit Authority
	Dallas Area Rapid Transit		Port Authority Trans-Hudson Corporation
	New Jersey Transit Corporation		
	Southeastern Pennsylvania Transportation Authority	2003	ART-Arlington Transit
			Space Coast Area Transit
1997	Sarasota County Area Transit		Delaware Transit Corporation
	Santa Monica Municipal Bus Lines		Regional Transportation District
	Citizens Area Transit New Jersey Transit Corporation	2004	SouthWest Metro Transit
	Metra	200.	Knoxville Area Transit
	Bi-State Development Agency		Interurban Transit Partnership
	Washington Metropolitan Area Transit Authority		San Francisco Bay Area Rapid Transit District
	City of Charleston		
		2005	Laketran
1998	CityLink-Abilene Transit System		Muncie Indiana Transit System
	Metropolitan Transit Development Board Contract Services		Sun Tran
	LYNX-Central Florida Regional Transportation Authority MTA Metro-North Railroad		Orange County Transportation Authority
	Port Authority Trans-Hudson Corporation	2006	Beaver County Transit Authority
	Broward County Division of Mass Transit		Stark Area Regional Transit Authority
			Central New York Regional Transportation Authority
			Los Angeles County Metropolitan Transportation Authority

2007	City of Elk Grove, Transit Services St. Cloud Metropolitan Transit Commission Capital Area Transportation Authority Greater Cleveland Regional Transit Authority
2008	Muncie Indiana Transit System GRTC Transit System Regional Transportation District
2009	Greater Lynchburg Transit Authority Intercity Transit San Diego Metropolitan Transit System
2010	Bloomington Public Transportation Corporation Hillsborough Area Regional Transit Authority Société de transport de Montréal
2011	Tompkins Consolidated Area Transit, Inc. Sun Metro Santa Monica's Big Blue Bus

PUBLIC TRANSPORTATION SYSTEM INNOVATION

1983	Metropolitan Atlanta Rapid Transit Authority
1984	Toronto Transit Commission
1985	Municipality of Metropolitan Seattle
1986	Washington Metropolitan Area Transit Authority
1987	Bi-State Development Agency
1988	Chittenden County Transportation Authority
1989	Los Angeles County Transportation Commission
1990	Southern California Rapid Transit District
1991	VIA Metropolitan Transit
1992	New York City Transit Authority
1993	Los Angeles County Metropolitan Transportation Authority
1994	Bi-State Development Agency
1995	Metropolitan Transit Authority of Harris County
1996	MTA New York City Transit
1997	New Jersey Transit Corporation
1998	Ann Arbor Transportation Authority

2000	New Jersey Transit Corporation
2001	Bi-State Development Agency
2002	Chicago Transit Authority
	Illinois Department of Transportation
2003	Metropolitan Transportation Commission
2004	Tri-County Metropolitan Transportation District of Oregon
	Washington Metropolitan Area Transit Authority
2005	Massachusetts Bay Transportation Authority
2006	York Region Rapid Transit Corporation
2007	Greater Bridgeport Transit Authority
	Utah Transit Authority
2008	Southwest Ohio Regional Transit Authority
2009	Utah Transit Authority
2011	Massachusetts Bay Transportation Authority

DISTINGUISHED SERVICE

1983	Dan Rostenkowski
1984	Alfonse M. D'Amato
1985	Ernest N. (Dutch) Morial
1986	Mark Andrews
1987	Glenn M. Anderson (NATIONAL)
	Thomas H. Kean (STATE)
1988	Bud Shuster (NATIONAL)
	Gerald Lee Baliles (STATE)
1989	William Lehman (NATIONAL)
	Isadore E. Lourie (STATE)
	James R. Mills (LOCAL)
1990	Robert R. Kiley (NATIONAL)
	Anthony W. Hall (STATE)
	George M. Smerk (LOCAL)
1991	Robert Roe (NATIONAL)
	Gerald H. Johnston (STATE/PROVINCE)
	Joseph Alexander (LOCAL)
1992	Brian W. Clymer (NATIONAL)
	William Donald Schaefer (STATE)
	Robert E. Ellis (LOCAL)
1993	Norman Y. Mineta (NATIONAL)

1004	Frank D. Lautanhana (MATIONA)	0000	Inner I Objected (NATIONAL)
1994	Frank R. Lautenberg (NATIONAL)	2000	James L. Oberstar (NATIONAL)
	James J. Kerasiotes (STATE)		Anne P. Canby (STATE)
	Jacob V. Stuart (LOCAL)	2001	Thomas Petri (NATIONAL)
1995	Mark Hatfield (NATIONAL)		Parris N. Glendening (STATE)
	Henry L. Peyrebrune (STATE/PROVINCE)		Lee P. Brown (LOCAL)
	John Dockendorf (STATE)	2002	Robert F. Bennett (NATIONAL)
	Rod Diridon (LOCAL)		Robert A. Borski (NATIONAL)
1996	Frank Wolf (NATIONAL)		Jeff Morales (STATE)
	Earl Blumenauer (LOCAL)	2003	Richard C. Shelby (NATIONAL)
	Frankee Hellinger (LOCAL)		Don Young (NATIONAL)
1997	Bud Shuster (NATIONAL)		Robert J. Grow (LOCAL)
	Tom Green (LOCAL)	2004	Earl Blumenauer (NATIONAL)
	Dr. Carlos I. Pesquera (TERRITORY)		Doug Stoner (LOCAL)
1998	Alfonse M. D'Amato (NATIONAL)	2005	Bob Huff (LOCAL)
	Daniel T. Scannell (STATE)	2006	Gerald E. (Gerry) Connolly (LOCAL)
	Richard S. Kelly (LOCAL)	2007	Lane Beattie (LOCAL)
1999	Paul S. Sarbanes (NATIONAL)	2008	Julie Hamos (LOCAL)
	Roy E. Barnes (STATE)	2010	Mufi F. Hannemann (LOCAL)
	Glenda E. Hood (LOCAL)	2011	Cameron Beach (LOCAL)

APTA'S CORE VALUES

Leadership Integrity Excellence **Diversity** Inclusiveness Fairness and Equity Teamwork Professionalism Accountability

APTA'S VISION

Be the leading force in advancing public transportation.

APTA'S MISSION

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

