



2015 Southeastern Regional Transit Conference  
**BUILDING LADDERS  
 OF OPPORTUNITY**  
 Through Transportation Networks

Georgia Tech School of Civil and Environmental Engineering  
 College of Engineering



**May 13-15, 2015**  
**Loudermilk Center**  
**40 Courtland Street**  
**Atlanta, Georgia**  
**FINAL AGENDA**

**Day 1, Wednesday, May 13, 2015**

**7:00 am – 8:00 am      Registration and Continental Breakfast      Ballroom**

**8:00 am – 8:15 am      Welcome      Ballroom**

Speakers: **Dr. Yvette Taylor**, Regional Administrator, FTA Region IV  
**Dr. Michael Hunter**, Director, Georgia Transportation Institute

**8:15 am - 9:15 am      Opening Remarks      Ballroom**

Moderator: **Dr. Yvette Taylor**, Regional Administrator, FTA Region IV

Speakers: **The Honorable Mayor Kasim Reed**, Mayor of Atlanta, GA  
**Russell McMurtry**, Commissioner, Georgia Department of Transportation  
**Keith Parker**, General Manager/CEO, Metropolitan Atlanta Rapid Transit Authority  
**Doug Hooker**, Executive Director, Atlanta Regional Commission  
**Christopher Tomlinson**, Executive Director, Georgia Regional Transportation Authority  
 and State Road and Tollway Authority

**9:15 am – 10:00 am      FTA Federal and Regional Updates      Ballroom**

Speakers: **Therese W. McMillan**, Acting Administrator, FTA  
**Dr. Yvette Taylor**, Regional Administrator, FTA Region IV

**10:00 am - 10:15 am      Conference Program Overview and Logistics      Ballroom**

Speaker: **Jennifer Hibbert**, Director of Planning and Program Development, FTA Region IV

<b>10:15 am – 10:30 am</b>	<b>Coffee Break and Vendor Network Session</b>	<b>Foyer</b>
----------------------------	--	--------------

Please take this time to visit with the vendors displaying products and services at the conference.

<b>10:30 am – 11:45 am</b>	<b>General Managers Only Roundtable</b>	<b>Boardroom</b>
----------------------------	---	------------------

Hosts: **Therese W. McMillan**, Acting Administrator, FTA  
**Henrika Buchanan-Smith**, Associate Administrator for Program Management, FTA  
**Dr. Yvette Taylor**, Regional Administrator, FTA Region IV  
**Dudley Whyte**, Deputy Regional Administrator, FTA Region IV  
**Robert Buckley**, Acting Director, Office of Oversight and Program Management, FTA Region IV

The FTA wants to hear from the General Managers and Executive Directors! This is an opportunity for agency leaders to provide us with feedback regarding what we can do to better serve your organization. We want to evaluate and focus on the current state of the public transportation industry and how we, FTA and transit agencies, can be more collaborative in building ladders of opportunity as we move into the future.

<b>10:30 am – 11:45 am</b>	<b>Implementing Safety Management Systems</b>	<b>Ballroom</b>
----------------------------	---	-----------------

Moderator: **David Powell**, General Engineer, FTA Region IV

Speaker: **Lynn Spencer**, Director, Office of System Safety, FTA

This session features key information that transit professionals often want to know about implementing a Safety Management Systems (SMS) approach for their agencies. Find out why FTA is moving toward an SMS approach for all modes and how you can use SMS to answer the Board's, the public's, and employees' critical safety questions in order to prevent safety incidents and accidents. SMS is scalable and applies to transit agencies of all sizes, complexity and operating environments.

<b>12:00 pm – 1:30 pm</b>	<b>Lunch: Use of Social Media for Transportation Agencies</b>	<b>Ballroom</b>
---------------------------	---	-----------------

Moderator: **Jennifer Hibbert**, Director of Planning and Program Development, FTA Region IV

Speaker: **Susan Bregman**, Oak Square Resources, LLC, Boston, Massachusetts

Susan will share examples from her book, *Best Practices for Transportation Agency Use of Social Media*, which offers real-world advice for planning and implementing social media from government practitioners, academic researchers, and industry experts. She will talk about how transportation agencies use social media to connect with their customers and community, how researchers are mining social media conversations to better understand attitudes toward transit, and protocols and policies that agencies can use to manage their social media activities.

**FTA 101:****FTA Programs Overview per  
MAP-21 Changes****Cramer**

Speakers: **Robert Buckley**, Acting Director, Office of Oversight and Program Management, FTA Region IV  
**Tajsha LaShore**, Community Planner, FTA Region IV  
**Holly Peterson**, Community Planner, FTA Region IV  
**Parris Orr**, Community Planner, FTA Region IV

This session will address the various grant programs FTA administers for State DOTs and local communities to support public transportation to eligible recipients for planning, vehicle purchases, facility construction, operations, and other purposes. New and future circulars will be presented as well as eligible recipients and activities for each program. This is a great session for new transit employees to learn about FTA and each of our programs!

**Planning:****Real Estate/Joint Development****Boardroom**

Speakers: **Micah Miller**, Regional Counsel, FTA Region IV  
**Maggie Sandberg**, General Engineer, FTA Region IV  
**Jason Ward**, Manager of Transit Oriented Development, MARTA

This session will provide an overview of FTA's Joint Development and Real Estate guidance. The discussion will include what determines project eligibility for Joint Development and the process grantees should follow to request FTA concurrence. In addition, MARTA will share their experience in developing several Joint Development projects.

**Oversight:****Third Party Contracting Update,  
Common Oversight Deficiencies, and  
How to Avoid Them****Duke**

Moderator: **Janice Abaray**, General Engineer, FTA Region IV

Speaker: **James Harper**, Director, FTA Office of Acquisition Management

This session is devoted to sharing the latest third party contracting updates on geographical preference hiring/in-state or local geographical preference prohibitions, joint procurements and schedule use. Additionally, there are ten major findings that appear repeatedly in FTA Oversight reviews. These ten findings will be identified and discussed, and tips will be offered on how to avoid them.

**Research:****Alternative Fuel Technologies and Transit  
Research & Innovation Initiatives****Pope**

Moderator: **David Powell**, General Engineer, FTA Region IV

Speakers: **Russell Lawrence**, Executive Director, Tuscaloosa Transit Authority  
**Chris Ward**, Grants Coordinator, Transit Authority of River City, Louisville, Kentucky  
**Christina Gikakis**, General Engineer, FTA Office of Research, Demonstration and Innovation

Representatives from regional transit agencies and the FTA Office of Research, Demonstration and Innovation will discuss the use and implementation of alternate fuel technologies; results of implementing innovative technology programs like TIGGER; and examples of other innovative transit technologies. This will be an open panel discussion where the panelists will provide project costs, results, cost effectiveness and benefits of the innovative technology, and information on environmental improvements.

**3:00 pm – 3:30 pm****Break and Vendor Displays****Foyer**

Please take the time to visit with the vendors displaying products and services at the conference.

**3:30 pm – 5:00 pm****Transit Asset Management****Ballroom**

Moderator: **Maggie Sandberg**, General Engineer, FTA Region IV

Speakers: **David Springstead**, Senior Director of Engineering and Development, MARTA  
**Johnny Mmanuike**, Assistant Director, Office of Public Transit, South Carolina  
Department of Transportation  
**Janet Jones**, Regional Program Manager, Office of Public Transit, South Carolina  
Department of Transportation

This session provides an overview of new MAP-21 requirements for transit asset management by FTA's grantees as well as new reporting requirements to promote accountability. The goal of improved transit asset management is to implement a strategic approach for assessing needs and prioritizing investments for bringing the nation's public transit systems into a state of good repair. Two agencies, MARTA and SCDOT, will provide real world examples of their transit asset management implementation experiences.

## Day 2, Thursday, May 14, 2015

**7:00 am – 8:00 am**                      **Continental Breakfast**                      **Ballroom**

**8:00 am – 9:15 am**                      **FTA Regulations Updates / USDOT  
Office of the Inspector General (OIG)**                      **Ballroom**

Moderators: **Dr. Yvette Taylor**, Regional Administrator, FTA Region IV  
**Dudley Whyte**, Deputy Regional Administrator, FTA Region IV

Speakers: **Henrika Buchanan-Smith**, Associate Administrator for Program Management, FTA  
**Michael Clark**, Criminal Investigator, Office of Inspector General (OIG)

The first part of this session will feature a discussion of the latest updates on FTA programs and policies. It will include a discussion of Departmental priorities such as Connectivity, which encompasses FTA's Rides to Wellness Initiative. The second part of the session will be a presentation by the USDOT OIG.

**9:30 am – 10:45 am**                      **Concurrent Breakout Sessions II**

**Spotlight:**                      **Transit Financing**                      **Boardroom**

Moderator: **Keith Melton**, Community Planner, FTA Region IV

Speakers: **William L. Cross, P.E.**, Director of Planning and Capital Development, South Florida Regional Transportation Authority  
**Henry Li**, Vice President - Finance & Administration/CFO, Jacksonville Transportation Authority  
**Ben Limmer**, Director of Planning, Atlanta Beltline, Inc.  
**Doug Frate**, Director of Intermodal & Freight Programs, South Carolina Department of Transportation

This session will include a panel and audience discussion on innovative financing strategies with presentations by those agencies that have experience with alternative transit financing. Panel participants will present projects in which alternative financing was utilized and lessons learned. Alternative financing strategies may include flexible funds and non-grant sources of transit finance such as state infrastructure banks, USDOT lending programs, and others.

**FTA 101:**                      **FTA 101: Beginning to End**                      **Childs Young**

Speakers: **Tajsha LaShore**, Community Planner, FTA Region IV  
**Richelle Gosman**, Community Planner, FTA Region IV  
**Marie Lopez**, Transportation Program Specialist, FTA Region IV  
**Guanying Lei**, General Engineer, FTA Region IV

This session seeks to answer the question: "What is the FTA grant-making process?" We will address the program and project-specific requirements necessary to transmit a grant application for FTA review, the pre-award activities that take place during the regional review phase, and the general oversight responsibilities that come into play in the post-award phase.

**Planning:****FTA/FHWA Joint Planning Regulations****Duke**

Moderator: **Elizabeth Martin**, Community Planner, FTA Region IV

Speakers: **Holly Peterson**, Community Planner, FTA Region IV  
**Andy Edwards**, Planning Team Leader, FHWA Georgia Division  
**Leslie Meehan**, MPO Director of Healthy Communities, Nashville MPO  
**Melissa Roberts**, Community Engagement Coordinator, Atlanta Regional Commission

This session will focus on the FTA/FHWA MAP-21 joint planning regulations as well as the Planning Emphasis Areas. The Nashville MPO will highlight their public health initiatives and planning process. The Atlanta Regional Commission will highlight their public engagement efforts. This is a great session for all - transit agencies, metropolitan planning organizations (MPO), and State DOTs.

**Oversight:****Overview of NTD Reporting****Cramer**

Moderator: **David Mucher**, Transportation Program Specialist, FTA Region IV

Speakers: **Keith Gates**, Senior Program Analyst, Office of Budget and Policy, FTA  
**Robin Phillips**, Executive Director, National Rural Transit Assistance Program  
**Dr. Xuehao Chu**, Senior Research Associate, Mobility Policy Program at Center for Urban Transportation Research/University of South Florida

**Overview of NTD Reporting**

Mr. Gates will present an overview of the NTD reporting process for Urban and State reporters. This will include recent changes in safety and annual reporting requirements, as described in the Federal Register and will cover the new NTD on-line reporting system. He will highlight a few forms where reporters often have trouble, help reporters understand program structure, and explain how they can find the help they need to complete their reports.

**Less Expensive, More Effective NTD Sampling Plans**

In a recent policy decision, the FTA rescinded Circular 2710.1A and no longer pre-approves the sampling plans in this circular. Giving the options of sampling every day, every other day, etc., these highly structured sampling plans had served many agencies over many years and had been largely institutionalized into the data programs of individual agencies. Many of these agencies may want to keep using such structured sampling plans to avoid costly changes to their data program, including the potential need to modify commercial software they already use. Dr. Chu will discuss the free, simple, and effective Excel-based tool developed by the National Center for Transit Research (NCTR) for agencies to customize the sampling plans in Circular 2710.1A to their local conditions.

**Research:****Center for Urban Transportation  
Research Session****Pope**

Moderators: **Abigail Rivera**, Community Planner, FTA Region IV

Speakers: **Phil Winters**, Director, Transportation Demand Management Program, Center for Urban Transportation Research/University of South Florida  
**Kristine Williams, AICP**, Director, Planning and Corridor Management, Center for Urban Transportation Research/University of South Florida  
**Joel Volinski**, Director, National Center for Transit Research, Center for Urban Transportation Research/University of South Florida

**Travel Assistance Device – A Prototype Mobile Application to Increasing Mobility While Decreasing Paratransit Costs**

The public transportation environment challenges new and existing riders to make rapid real-time decisions that are especially difficult for special needs populations. For those with cognitive disabilities (approximately 14.2 million Americans, or 6.9% of the population), it is especially daunting to plan and execute a trip with no personal assistance from transit agency travel trainers especially on their first few trips. Compounding the difficulty faced by the traveler, transit agencies are struggling to support expensive specialized on-demand services, i.e. paratransit, for riders who could use fixed route public transportation services with proper assistance. The Travel Assistant Device (TAD) system developed by the National Center for Transit Research (NCTR) at the University of South Florida is a software communication architecture that enables GPS-enabled mobile phones to provide end user travel services to the person carrying the phone. This presentation will describe the development of TAD and current efforts to deploy.

**Multimodal Transportation Planning Best Practices – A Florida Model**

Many communities are interested in promoting a wider variety of transportation modes in the local government planning process. This presentation will address guidance for local governments on contemporary multimodal planning best practices that were developed under the National Center for Transit Research. Topics include Florida's new multimodal planning requirements and methods for integrating land use and transportation plans in support of public transportation, walking, and cycling. This material can also be useful to other local governments outside of Florida.

**Lessons Learned in Transit Efficiencies and Revenue Generation**

Transit agencies rarely have an abundance of financial resources, but the recent Great Recession put greater pressure on agencies to maintain effectiveness with less money. This presentation will highlight how some transit agencies found ways to earn new, nontraditional revenues while reducing their costs through greater efficiencies. Agencies that adopt these techniques, most of which are transferable, can minimize service cuts and fare increases and demonstrate to the community that the agency is doing everything possible to keep essential service available.

**10:45 am – 11:00 am****Coffee Break and Vendor Displays****Foyer**

Please take this time to visit with the vendors displaying products and services at the conference.

**Spotlight:**                      **Planning, Design and Construction  
of Transit Facilities**                      **Cramer**

Moderator:    **David Powell**, General Engineer, FTA Region IV

Speakers:      **Andre Bittas**, Director of Planning, Engineering & Permits, City of Birmingham  
                  **Jesus Gomez**, Transit Director, Gainesville Regional Transit System  
                  **David Eatman**, Transit Director, City of Raleigh Public Works  
                  **Melissa Roberson**, Chief Administrative Officer, Knoxville Area Transit

Representatives from regional transit agencies and FTA will discuss the best practices for planning, designing and constructing transit facilities. This will be an open panel discussion in which the panelists will provide best practices and lessons learned on Need and Purpose for facilities, site selection and feasibility studies, project costs, NEPA and mitigation efforts, facility design, project delivery method, construction management, and how the facility currently is operating and meeting the transit agency's needs.

**FTA 101:**                      **National Environmental Policy Act (NEPA)**                      **Duke**

Speakers:      **Stan Mitchell**, Environmental Protection Specialist, FTA Region IV  
                  **Carrie Walker**, Environmental Protection Specialist, FTA Region IV

This session will familiarize transit agency staff as well as decision-makers with the basic concepts and processes supporting FTA's administration of the NEPA process. It is designed to provide an overview of the NEPA requirements. This session will discuss the history of NEPA itself and leads the participant through the environmental process, from Class of Action decision through scoping, consultant selection, document production, review and finding.

**Civil Rights:**                      **Civil Rights Update**                      **Childs Young**

Speakers:      **Carlos Gonzalez**, Civil Rights Officer, FTA Region IV  
                  **Dr. Stacie Parkins**, Civil Rights Officer, FTA Region III, Philadelphia, Pennsylvania  
                  **Doretha Foster**, Civil Rights Officer Detailee, FTA Region IV

This session will provide an overview of the Title VI of the Civil Rights Act of 1964, Disadvantaged Business Enterprise (DBE), Equal Employment Opportunity (EEO), and the American with Disabilities Act (ADA) programs. Discussion will include the requirements for complying with these programs, related oversight, and monitoring.



**Oversight:****Third Party Contracting Update,  
Common Oversight Deficiencies, and  
How to Avoid Them****Boardroom**

Moderator: **Christopher White**, General Engineer/Program Manager, FTA Region IV

Speaker: **James Harper**, Director, FTA Office of Acquisition Management

This session is devoted to sharing the latest third party contracting updates on geographical preference hiring/in-state or local geographical preference prohibitions, joint procurements and schedule use. Additionally, there are ten major findings that appear repeatedly in FTA Oversight reviews. These ten findings will be identified and discussed, and tips will be offered on how to avoid them.

**Research:****Real-time Transit Information: Uses  
and Impacts****Pope**

Moderator: **Abigail Rivera**, Community Planner, FTA Region IV

Speakers: **Dr. Kari Watkins**, Assistant Professor, School of Civil and Environmental Engineering,  
Georgia Institute of Technology  
**Simon Berrebi**, Georgia Institute of Technology

**The Enablers and Impacts of Next Vehicle Transit Arrival Information**

In order to attract more choice riders, transit service must not only have a high level of service in terms of frequency and travel time but also must be reliable. However efforts to improve on-time performance often come at a substantial cost. One inexpensive way to combat the perception of unreliability from the user perspective is real-time transit information. OneBusAway ([onebusaway.org](http://onebusaway.org)) is a real-time transit rider information system co-developed with researchers in the field of human-computer interaction to provide real-time next bus countdown information via multiple interfaces, including native smartphone applications. Dr. Watkins will discuss the impact of better information on measures such as rider satisfaction, wait time, and transit ridership, as well as the enablers of real-time information, including the ubiquity of mobile devices in passengers' pockets, the third-party developer and open data culture, and the importance of transit data standardization efforts.

**Moving toward Real-time Transit Operations**

One of the greatest problems facing transit agencies that operate high-frequency routes is maintaining stable headways and avoiding bus bunching. On these routes, schedules are difficult to maintain because dwell times tend to increase proportionally to headways, causing buses to bunch. Using real-time information, Georgia Tech has developed a headway-based control method to dispatch buses at even headways, based on current operating conditions. Holds are applied at the terminal station to minimize the waiting time of passengers at downstream stations. A simulation was performed to assess the expected average waiting time of passengers at stations. The proposed control strategy was found to provide lower passenger waiting time and better resiliency than methods recommended in the literature and used in practice.

<b>12:30 pm – 2:00 pm</b>	<b>FTA Region IV STAR Awards Luncheon</b>	<b>Ballroom</b>
---------------------------	---	-----------------

Moderator: **Dr. Yvette Taylor**, Regional Administrator, FTA Region IV

We will honor the recipients of the **S**outheast **T**ransit **A**chievements and **R**ecognition awards, the 2015 **STAR** Awards, during this luncheon. This triumphant occasion celebrates the public transportation industry and will showcase the outstanding successes demonstrated throughout Region IV.

<b>2:00 pm – 2:30 pm</b>	<b>Vendor and Networking</b>	<b>Foyer</b>
--------------------------	------------------------------	--------------

Please take this time to visit with the vendors displaying products and services at the conference.

<b>2:30 pm – 3:15 pm</b>	<b>FTA Updates</b>	<b>Ballroom</b>
--------------------------	--------------------	-----------------

Speakers: **Robert Buckley**, Acting Director, Office of Oversight and Program Management, FTA Region IV  
**Jennifer Hibbert**, Director Office of Planning and Program Development, FTA Region IV  
**Micah Miller**, Regional Counsel, FTA Region IV

This session will address the various grant programs FTA administers for State DOTs and local communities to support public transportation to eligible recipients for planning, vehicle purchases, facility construction, operations, and other purposes. Additionally, specific requirements for oversight of grant management will be addressed. The presentation will highlight the roles and responsibilities of regional FTA points of contact in an effort to ensure grantees are aware of the technical assistance, guidance and support resources that are available to them.

<b>3:30 pm – 5:00 pm</b>	<b>Concurrent Breakout Sessions IV</b>
--------------------------	--

<b><u>Spotlight:</u></b>	<b>RAPID Transit Knowledge - “Speed Learning”</b>	<b>Cramer</b>
--------------------------	---	---------------

This session will feature an interactive question and answer format between grantees and FTA Regional Staff. Grantees will have the opportunity to hear short, targeted presentations about a specific topic and ask questions to FTA staff pertaining to that topic. The six topics featured are coordinated planning, NEPA, grants management, grant close-out, civil rights and triennial reviews.

**Please note: Seating for the RAPID Transit Knowledge session is limited. Please arrive at this session as early as possible and be prepared with specific questions related to the six featured topics.**

**FTA 101:****Grant Management Oversight  
and Reporting****Boardroom**

Speakers: **Dr. Jessica Granell**, General Engineer, FTA Region IV  
**Maggie Sandberg**, General Engineer, FTA Region IV  
**Chris White**, General Engineer, FTA Region IV

This session will address the post-award grant management activities related to managing a grant in TEAM until close-out. The discussion will include the grantee's responsibilities, specifically as they relate to post-award reporting requirements (i.e., financial status and milestone progress reporting and A-133 reporting).

**Planning:****Capital Investment Grant Program****Childs Young**

Moderator: **Keith Melton**, Community Planner, FTA Region IV

Speaker: **Brian Jackson**, Community Planner Office of Project Planning, FTA Office of Planning and Environment

Is your community interested in Bus Rapid Transit, Light Rail, Commuter Rail or a Heavy Rail transit system? Brian Jackson from the FTA Office of Planning and Environment will provide an overview of the funding requirements, process, and key eligibility criteria for the New Starts, Small Starts and Core Capacity Programs.

**Research:****Technology Innovations in the  
Transit World****Pope**

Moderator: **Abigail Rivera**, Community Planner, FTA Region IV

Speakers: **Dr. Kari Watkins**, Assistant Professor, School of Civil and Environmental Engineering, Georgia Institute of Technology  
**Carly Queen**, Georgia Institute of Technology

**Use of Web-based Feedback to Improve Public Transit Services**

The widespread availability of web-based tools, mobile applications and social media has made it easier than ever for transit riders to report issues like late trains, missing bus stop signs, or broken escalators. To help agencies use these tools to engage customers and obtain actionable feedback, the upcoming TCRP Report was developed as a user friendly toolkit for understanding, using, and managing a web-based feedback program to improve service on the street. This presentation gives an overview of the report, including types of agency feedback needs, types of web-based tools, benefits and potential challenges of web-based feedback, and tool selection.

**Forgotten Transit Modes**

While many modes of urban transit have been widely used in the United States over the last several decades, less conventional transit modes have been slow to catch on. Liability concerns and a lack of understanding related to certain transit technologies have hindered the adoption of more innovative modes nationwide. This presentation will help to familiarize attendees with many of these "forgotten modes," and provide examples of how each mode has been effectively used around the globe. Many of these newer modes offer a variety of benefits, from on-demand boarding to conflict mitigation, which would help to improve the reliability, efficiency, and safety of transportation systems in U.S. cities.

## Day 3, Friday, May 15, 2015

<b>7:00 am – 8:00 am</b>	<b>Continental Breakfast</b>	<b>Ballroom</b>
--------------------------	------------------------------	-----------------

<b>8:00 am – 9:15 am</b>	<b>Transit Award and Management System - TrAMS</b>	<b>Ballroom</b>
--------------------------	--	-----------------

Speakers: **Parris Orr**, Community Planner, FTA Region IV  
**Robert Buckley**, Acting Director, Office of Oversight and Program Management, FTA Region IV

FTA's Transit Award and Management System (TrAMS) will be implemented when FTA re-opens the grant-making process for FY 2016 during October. Come join us as we discuss the most current TEAM to TrAMS updates.

<b>9:30 am – 10:30 am</b>	<b>Concurrent Breakout Sessions V</b>
---------------------------	---------------------------------------

<b><u>Spotlight:</u></b>	<b>State Programs Team Roundtable</b>	<b>Boardroom</b>
--------------------------	---------------------------------------	------------------

Speakers: **Holly Peterson**, Community Planner, FTA Region IV  
**Richelle Gosman**, Community Planner, FTA Region IV  
**Jennifer Hibbert**, Director of Planning and Program Development, FTA Region IV

This session is designed specifically for State Department of Transportation staff to discuss their unique challenges and share best practices. This session will feature a unique question and answer session between FTA Regional Staff and State DOT staff.

<b><u>Planning:</u></b>	<b>Chattanooga's Bike Share Project: A Partnership with Public Transit</b>	<b>Cramer</b>
-------------------------	--	---------------

Moderator: **Elizabeth Martin**, Community Planner, FTA Region IV

Speakers: **Melissa Taylor**, Director, Strategic Long Range Planning, Chattanooga-Hamilton County Regional Planning Agency  
**Phil Pugliese**, Bicycle Coordinator, Chattanooga  
**Ben Taylor**, Assistant Transportation Engineer, Chattanooga Department of Transportation  
**Annie Powell**, Grants Manager, Chattanooga Area Regional Transportation Authority

This session highlights the successful bike share program in Chattanooga, Tennessee. Local agencies partnered together and developed the Bike Chattanooga program that includes hundreds of bikes at over 33 stations located throughout Chattanooga. Stations included touchscreen kiosks, system and neighborhood map, and docking points.

**Oversight:****Route Optimization Initiative (ROI):  
New System. New Routes. New Way.  
A Mid-Size System Driving Big Change****Amphitheater**

Moderator: **Janice Abaray**, General Engineer, FTA Region IV

Speakers: **Brad Thoburn**, Vice President, Long Range Planning and System Development, Jacksonville Transportation Authority  
**Carl Weckenmann**, Senior Manager, System Planning, Jacksonville Transportation Authority

In December 2014, Jacksonville Transportation Authority (JTA) implemented a complete overhaul of its fixed route and community shuttle service by greatly increasing frequency, directness, and span of service all without increasing annual operating costs. The changes went beyond moving routes and rebuilding schedules. The Authority implemented real time passenger information, reduced the number of stops, installed new ADA accessible stops, addressed brand consistency and revised their approach to supervision and customer service. Learn how JTA's cross functional team approach managed planning, outreach, technology, training, infrastructure, branding, service equity and operations in this comprehensive system overhaul.

**Research:****Transit Technology –  
Characteristics of Premium Transit****Pope**

Moderator: **Abigail Rivera**, Community Planner, FTA Region IV

Speaker: **Bill Woodford**, Principal, RSG

This research attempts to understand more clearly the potentially broad range of transit service attributes that are important to transit users and non-users and to rethink the traditional approach to ridership forecasting for premium transit services. Topics discussed in this presentation include:

- Non-traditional transit amenities and their impact on transit ridership
- Awareness and consideration of transit options and impacts of forecasting models
- Traveler attitudes
- Test implementation of attribute-driven process in Salt Lake City

**Research:****From Millennials to Uber to Autonomous  
Vehicles: How Demographics, Economics  
and Technology are Changing Transportation****Childs Young**

Moderator: **Valencia Williams**, Community Planner, FTA Region IV

Speaker: **Dr. Steven Polzin**, Director, Mobility Policy Research, Center for Urban Transportation Research

This presentation will review some of the recent trends in all modes of transportation, describe some of the factors that are influencing and expected to influence future transportation and specifically discuss the impacts on public transportation.

<b>10:30 am – 10:45 am</b>	<b>Coffee Break and Vendor Displays</b>	<b>Foyer</b>
----------------------------	---	--------------

Please take this time to visit with the vendors displaying products and services at the conference.

<b>10:45 am – 11:45 am</b>	<b>Grantee Showcase</b>	<b>Ballroom</b>
----------------------------	-------------------------	-----------------

Moderator: **Dudley Whyte**, Deputy Regional Administrator, FTA Region IV

Speakers: **John Muth**, Interim CEO, Charlotte Area Transit System, Charlotte, North Carolina  
**Roderick Bailey**, DOT Manager, Public Transit Division. Mississippi Department of Transportation  
**Julie Metz**, Director, City of Goldsboro Downtown Development, Goldsboro, North Carolina  
**Secretary of Transportation Miguel Torres**, Puerto Rico

Come hear about four successful, diverse projects in Region 4 that showcase successful project delivery and implementation! The projects presented include the Charlotte, North Carolina CityLYNX Gold Line Streetcar Project, Choctaw Transit Facility, Gateway Transit Center TIGER V Project, and the Puerto Rico Section 5310 Project Roll-Out.

<b>11:45 am – 12:00 pm</b>	<b>Closing Remarks</b>	<b>Ballroom</b>
----------------------------	------------------------	-----------------

Speaker: **Dr. Yvette Taylor**, Regional Administrator, FTA Region IV