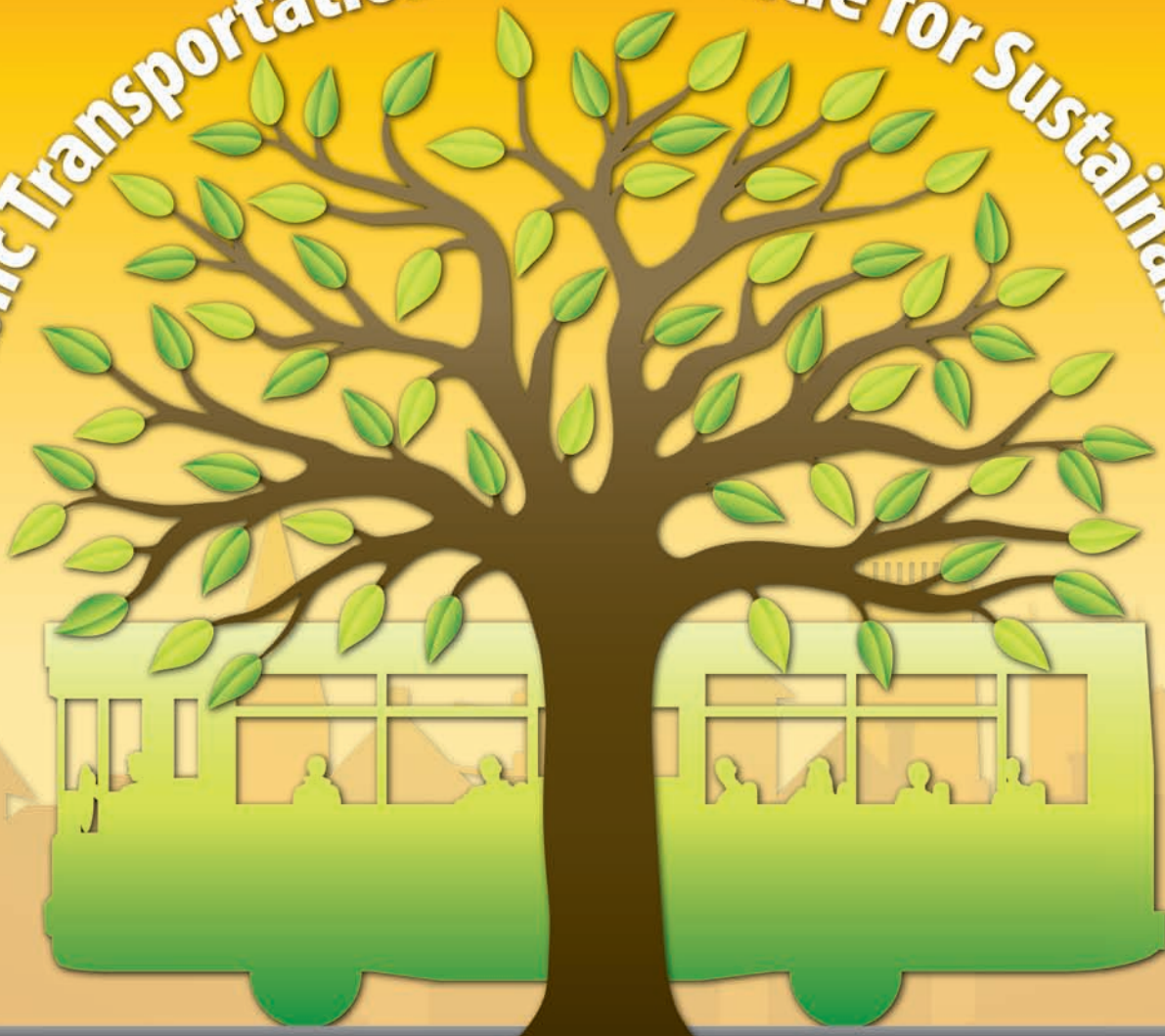


Public Transportation - The Vehicle for Sustainability



Pennsylvania Public Transportation Association 34th Annual Spring Conference & Expo

Featuring the Mid Atlantic Software Expo (4/22 & 23)
April 22, 23, & 24, 2009 Hershey Lodge & Convention Center

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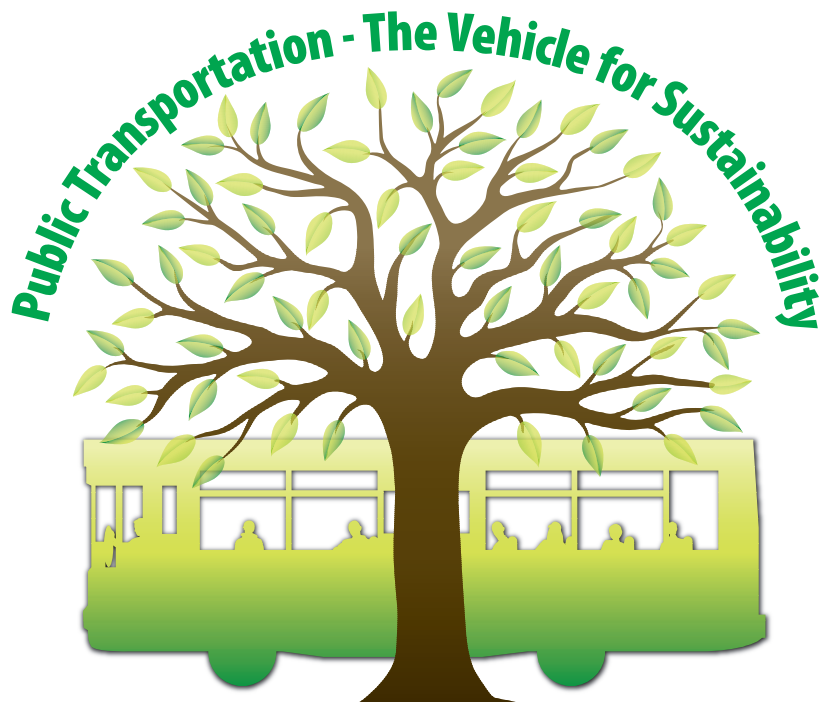
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Michael MacAllister, P.E.
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Pittsburgh, PA 15220-2728
Phone: (412) 922-5575

Michael Lee, P.E.
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Harrisburg, PA 17106-7100
Phone: (717) 763-7211

Ray Hofsass, P.E.
Valley Forge Corporate Center
1010 Adams Avenue
Audubon, PA 19403-2402
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Keith Chase, P.E.
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Harrisburg, PA 17106-7100
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April 22, 23, & 24, 2009
Hershey Lodge & Convention Center

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Jeff Forville

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talk with Jeff and Vanessa**



Vanessa Cousins



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Conference Menu

*Non-fat and Alternative Meals for Special Diets Available
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Wednesday Coffee Break Sponsored By:
USSC/4ONE LLC

Wednesday Membership Luncheon Sponsored By:
Gannett Fleming / RouteMatch Software
Mixed Garden Greens, Honey Balsamic-Roasted Pork Loin, Hershey Snowball

Wednesday Reception Sponsored By:
American Seating / Avail Technologies, Inc.

Wednesday Award Dinner Sponsored By:
RouteMatch Software
Field Greens, Seared Medallion of Beef & Herb Basted Jumbo Shrimp
Dessert Served in the Expo Hall
Hugs & Kisses Cake, Coffee/Tea and Hershey Chocolate Sensation

Thursday Continental Breakfast:
Direct Media

Thursday Luncheon Sponsored By:
Gannett Fleming / ISE Corporation / Nevison Group, Inc.
Caesar Salad, Toffee-Crusted Breast of Chicken, Peanut Butter Pie

Thursday Ice Cream Social Sponsored By:
Gillig Corporation / Penn Detroit Diesel-Allison, LLC

Thursday Big Night Out Sponsored By:
Avail Technologies, Inc. / Michael Baker Jr., Inc. / Shepard Bros.

Hospitality Suite Sponsored By:
Altro Transflor / American Seating, Co. / Michael Baker Jr., Inc.

Conference Gift Sponsored By:
Ilderton Conversion Company

Friday All American Buffet Breakfast Sponsored By:
Clear View Strategies, LLC
Scrambled Eggs, Bacon & Sausage, Breakfast Potatoes
French Toast with Maple Syrup, Assortment of Cold Cereals
Seasonal Sliced Fruit, Assortment of Breakfast Pastries & Muffins

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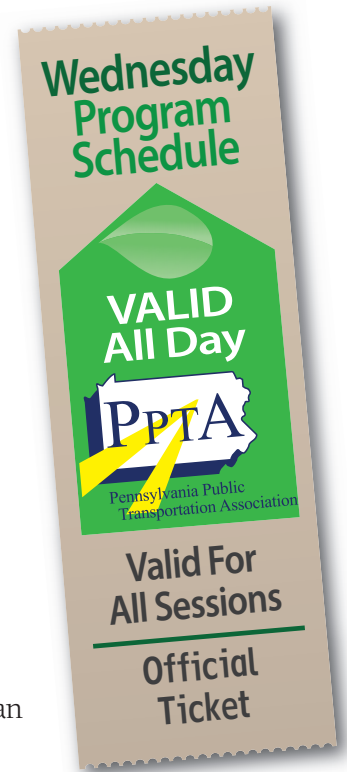


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Wednesday, April 22

- 8:00 a.m.-7:00 p.m.** Conference Registration - Confection Hall Lobby
- 8:30 a.m.-9:30 a.m.** Rural Management Assistance (RMA) Session
Magnolia C
- 9:00 a.m.-10:00 a.m.** Committee Meetings (Session I) – Open to All PPTA Members
Magnolia A Community Transportation – Cynthia Zerbe, Chairman
Magnolia B Marketing & Communications – Marc Roncone, Chairman
Wild Rose A Operations – John Kanyan, Chairman
Wild Rose B Membership Services – Teri Giurintano, Chairman
- 10:30 a.m.-10:45 a.m.** Coffee Break - Confection Hall Lobby
- 10:45 a.m.-12:15 p.m.** Committee Meetings (Session II) – Open to All PPTA Members
Magnolia A Human Resources – John Palko, Acting Chairman
Magnolia B Government Affairs – David Kilmer, Chairman
Wild Rose A Maintenance – Carl Souder, Chairman
Wild Rose B Financial Officers – Coletta Corioso & Bonnie Stine, Co-Chairman
- 11:00 a.m.-3:00 p.m.** EXPO Set-Up (Buses 11:00; Booths 1:00)
- 12:30 p.m.-2:00 p.m.** Luncheon & Annual Membership Business Meeting



PUBLIC TRANSPORTATION: THE VEHICLE FOR SUSTAINABILITY



- **SUSTAINABILITY**, at its core, is a way to make our communities more livable by integrating and balancing economic, social and environmental needs.
- **SUSTAINABILITY** is about practices that make good business sense and good environmental sense.
- **SUSTAINABILITY** is balancing the economic, social and environmental needs of a community.
- **SUSTAINABILITY** is employing practices in design and capital construction using sustainable building materials, recycled materials, solar and other renewable energy sources to make public transportation facilities as 'green' as possible.
- **SUSTAINABILITY** is employing practices in operations and maintenance to reduce hazardous waste, to increase fuel efficiency, to create more efficient lighting and to use energy-efficient propulsion systems.
- **SUSTAINABILITY** is employing community-based strategies to encourage land use and transit-oriented development designed to increase public transit ridership.

continued on page 9

EARTH WEEK IS APRIL 21 - 25



Gerald Blair

IndiGO
Indiana County Transit Authority

Helena Borischak

CamTran
Cambria County Transit Authority

Amy Delozier

rabbittransit
York County Transportation Authority

Chris Lord

STS
Schuylkill Transportation System

Mamie Mann

AMTRAN

Terry Smith

COLT
County of Lebanon Transit Authority

Ernest "Doc" Strange

SEPTA

Kimberly Stogdill

CATA
Centre Area Transportation Authority

John Weeks

Pocono Pony
Monroe County Transit Authority

Michael J. Zamiska

Port Authority of Allegheny County

Wednesday, April 22 (continued)

- 2:00 p.m.-4:15 p.m. **A Guide to Reasonable Suspicion Testing**
Wild Rose A Dr. Donna Smith, Regulatory Affairs & Program Development Officer, FirstLab
This session provides the required two hour training on controlled substance abuse and alcohol misuse.
- 2:15 p.m.-3:45 p.m. **Three Concurrent Sessions**
- Crystal A
- 1. Policy and Regulatory Update**
Department Representatives from PennDOT, FTA, Aging & DPW
Gain the most up-to-date information from agency staff.
- Wild Rose B
- 2. Green Emission Solutions**
Chuck Barrett and Dean Bruno, Cummins Bridgeway, LLC
Will you be ready when the North American automotive on-highway emission changes go into effect on 1/1/10? This session will include information on Cummins Selective Catalytic Reduction technology, Urea Diesel Exhaust Fluid, and engine maintenance.
- Magnolia A
- 3. What Makes Commuters Tick?**
George Ward, Chris Byerly, Amy Muntz & Monica Witter, Neiman Group
A recent study commissioned by PennDOT set out to learn how people view and use transit. This session will discuss how the state-wide research was undertaken, the information that was gained, and how to apply the findings to your system's public relations and marketing campaigns.
- 4:00 p.m.-5:00 p.m. **EXPO / Free Time**
- 4:00 p.m.-5:00 p.m. **PPTA Board of Directors Meeting**
Magnolia C
- 5:00 p.m.-6:00 p.m. **Reception in the EXPO**
- 6:00 p.m.-8:30 p.m. **Annual Award Dinner**
Aztec Room Honoring the Super Stars of Transit and our Professional Supervisor Program Graduates
- 8:45 p.m.-9:45 p.m. **Coffee and Dessert in the EXPO**
- 10:00 p.m.-12:00 a.m. **Peer-to-Peer Networking** (Parlor 2220 & 2222)



PUBLIC TRANSPORTATION: THE VEHICLE FOR SUSTAINABILITY



TEN EASY GREEN THINGS YOU CAN DO

1. Take public transportation instead of driving.
2. Turn off lights and electronics when you're not using them.
3. Vacuum the refrigerator coils.
4. Replace the filters in your cooling/heating system.
5. Replace an incandescent light bulb with a compact fluorescent.
6. Get rid of some of the chargers and LED-lighted appliances that suck energy 24/7.
7. Raise the thermostat two degrees in warm weather; lower it by two degrees in cool weather.
8. Carry a refillable bottle for water rather than a single-use bottle that you throw away.
9. Use less paper: 39 of every 100 lbs. of trash is paper.
10. Use a cloth bag for groceries rather than paper or plastic.



Professional Supervisor Program Graduates Class of 2009



Vanessa Battle

Triangle Transit, NC

Kathleen Brooker

Ontario Transit Line, NY

Judy Brown

Warren County Transit, PA

Paul Burns

Mountain Line Transit, WV

Faith Colden

Capital Area Transit, PA

Marsha Crum

TransIT Services of Frederick County, MD

Brian Dean

Capital Area Transit, PA

Lenea England

Bay Aging/Bay Transit, VA

Patrick Hench

Red Rose Transit, PA

Dorothy Sterling Hill

County of Lackawanna Transit, PA

Dan Hogan

Focus on Renewal, PA

Dennis Howard

Triangle Transit, NC

Stephen Huyck

River Valley Transit, PA

Frank Lang

AMTRAN, PA

Erik Larson

Jaunt, Inc., VA

Tom Maher

CamTran, PA

Ray McDonald

FACT, PA

Dawn Missory

Chesterfield County/MHSS, VA

Timothy Mudrinich

Port Authority of Allegheny County, PA

Linda Muzikar

LANTA, PA





Professional Supervisor Program Graduates Class of 2009



Michael Nashtock

Shenango Valley Shuttle, PA

Kristine Peck

FACT, PA

Carl Reddinger

County of Lebanon Transit, PA

Steve Scott

Queen Anne's Co. Dept Aging, MD

John Tassone

Schuylkill Transportation System, PA

Anne Taylor

Krapf's Coaches, Inc., PA

Sandy Tenbus

Wayne County Office of Human Services, PA

George Thidemann

LANTA, PA

Sandy Thorpe

Wayne County Office of Human Services, PA

William Timmons

Warren County Transit, PA

Alphonso Turner

Capital Area Transit, PA

Shawn Updegrove

Capital Area Transit, PA

Angela Wealand

County of Lebanon Transit, PA

Cynthia Weaver

County of Lebanon Transit, PA

Sherry Welsh

rabbittransit, PA



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Thursday, April 23

7:30 a.m.-6:00 p.m. **Conference Registration** – Confection Hall Lobby

7:15 a.m.-8:15 a.m. **Continental Breakfast** in the EXPO

7:15 a.m.-4:00 p.m. **EXPO Open**

8:30 a.m.-11:45 a.m. **Welcome & Opening Remarks**
Aztec Room Richard H. Farr, PPTA Chairman

Keynote Address:

PUBLIC TRANSPORTATION: THE VEHICLE FOR SUSTAINABILITY

Toby Fauver, Deputy Secretary for Local & Area Transportation, PennDOT

FUNNY GREEN BUSINESS

Bob Hirschfeld, Business & Workplace Satirist

Some people merely try to be green. So does “Ecosatirist”

Bob Hirschfeld, which is why he takes a humorous look at

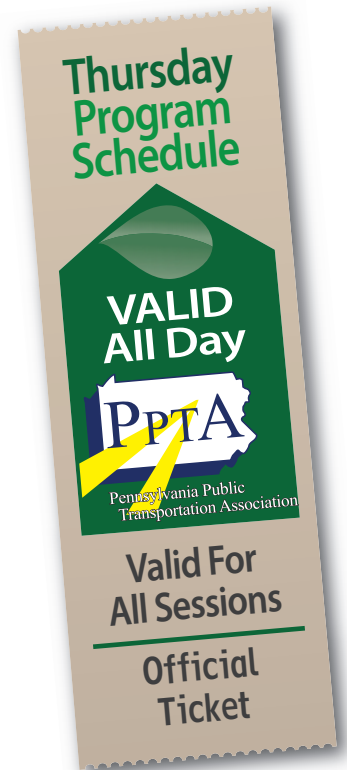
eco-challenges such as reducing your “carbon footprint” while

exploring green opportunities like public transportation. His presentation also includes a

tongue-in-cheek history of green business, a parody of green terms and concepts and a

comparison between the wasteful and the green office. Sit back, relax and enjoy Bob’s unique

“organic” approach to Public Transportation – The Vehicle for Sustainability



As a “Cybersatirist” Bob Hirschfeld has lampooned business and technology for over ten years. Now he adds the title “Ecosatirist” to focus on the challenges and opportunities of going green. It’s a fun, funny, and motivational way to tackle green topics with satire that is clean, efficient, and sustainable. A veteran of numerous conferences, Bob has shared his insights with Forbes, Johnson & Johnson, Microsoft, IBM, Honda, Cox Communications, the National Association of Homebuilders and hundreds of others.

Bob Hirschfeld initially made his mark with a popular humor website awarded a prestigious Top 100 by PC Magazine. He followed this with his own brand of “stand-up with a laptop” satire for conferences that includes parodies, visual punch lines and audience participation. His humor has appeared in Newsweek, The Wall Street Journal, The Washington Post, and USA Today. For several years, he was a contributing writer to Jay Leno for The Tonight Show. Jay Leno calls him “one of the top satirists in the country.”

continued on page 15



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Michael Baker Jr., Inc.
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Direct Media
Thursday Breakfast

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Thursday Lunch

Nevison Group, Inc.
Thursday Lunch

Penn Detroit Diesel-Allison, LLC
Ice Cream Social

RouteMatch Software
Membership Luncheon and Award Dinner

Shepard Bros.
Big Night Out

USSC/4ONE LLC
Wednesday Coffee Break



12:00 p.m.-1:30 p.m. Luncheon
Red Room

1:45 p.m.-3:00 p.m. Four Concurrent Workshops (Session One):

Magnolia A

1. **Sustainably Green Transit Systems**

Ed Roethlein, CDM & Richard H. Farr, rabbittransit

Not only are green practices better for the environment, they're better for operations, often leading to improvements in efficiency, supply costs and reduced waste. This session will provide realistic ideas to develop a sustainability plan for your system and methods to incorporate energy efficient design elements to create a LEED certified facility.

Magnolia B

2. **Media Relations – You Said What?**

Margaret J. Parone, Clear View Strategies LLC

This interactive session will offer strategies in crisis communication and tips on effective media relations to enhance local perceptions of public transportation.

Magnolia C

3. **Implementing Targeted Training to Reduce Liability**

Carmen Daecher & Matt Daecher, Daecher Consulting Group & Jill Nagy, Esq., Reading, PA

Learn how targeted training, observation, and communication can be combined to reduce accidents with individuals and groups of drivers and how it can also influence potential liability when accidents occur.

Magnolia D

4. **Mobility Management**

Reginald Knowlton, United We Ride Ambassador

Lynnda Bassham, Lower Savannah Council of Governments, Aiken, SC

A strategic approach to managing a coordinated community-wide transportation network, mobility management can improve mobility options for the customer, reduce operating expenses for transit systems, and improve customer service and access.

3:15 p.m.-4:00 p.m. Ice Cream Social and Door Prize Drawings in the EXPO

Network with your peers as you enjoy your ice cream treat!

Win a prize from our vendor raffle drawings!

4:00 p.m.-5:00 p.m. EXPO Closes/Teardown

continued on page 17



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4:15 p.m.-5:30 p.m. Three Concurrent Workshops (Session Two):

- Magnolia A
- 1. Sustainable and Smart Transportation and TOD**
Blake Drury, Glatting Jackson Kercher Anglin, Inc.; Jennifer Barr, Philadelphia City Planning Commission; Mark Schneider, Fourth River Development LLC Smart Transportation fundamentally implies linking transportation investments with land use planning and decision-making. Representatives from local government, the development community and the planning profession discuss how transit-oriented development can exemplify this smart transportation principle and what the ingredients are to successful TODs. Learn how to be “*sustainably smart*.”
- Magnolia B
- 2. Fare Collection Technologies**
John McGee, SEPTA and Julie Green, LTK Engineering Services
Rick Snyder, Port Authority of Allegheny County
SEPTA will explain its planned roll-out of its new payment system and how other providers can leverage the program to achieve a consumer friendly, flexible, open payment version of EZpay – the next generation fare payment platform.
- Magnolia C
- 3. Human Service Coordination Study**
Gannett Fleming and Dering Consulting
An in-depth discussion of how the joint study by PennDOT, DPW and Aging was developed, what outcomes were achieved, and what steps are planned for the future.

6:00 p.m.-10:30 p.m. (Buses Depart at 6:15 p.m.)

Big Night Out - Catacombs Feast at Bubes Brewery
Several stories below street surface in the aging cellars of Bube’s Brewery, a magical Medieval Feast awaits. Join us for an evening underground as we are led by our costumed guide 43 feet into the stone-lined vaults of the Catacombs. We will enjoy a unique dining experience, inspired by medieval cooking, and be entertained by lively festivities with minstrels, wenches, beggars and other entertainers.



Friday, April 24 GENERAL SESSIONS – 8:30 a.m. – 11:00 p.m.

7:30 a.m.-8:30 a.m. **Breakfast Buffet**
Trinidad Room

8:30 a.m.-11:00 a.m. **Two Concurrent Workshops**
Cocoa 4

1. How Do You Measure Up?

PennDOT Staff

Performance measurement is an integral part of the regulatory initiatives stemming from Act 44. Learn about the development process to date and how your performance will be measured.

Cocoa 5

2. Did you E-Grant Today?

PennDOT Staff

It's been one year since the new e-grant system was implemented and there are many successes to be celebrated and a few challenges to overcome. Learn how continuous quality improvement measures are being implemented and offer suggestions to support the future growth and development of the process.

**Friday
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Also find out which is the greenest city in the US.

Epa.gov/watersense – Learn how to cut back on excess water waste and calculate your water savings.

Thefabricofourlives.com/cotton-green-quiz – Test your eco-knowledge with this quiz that debunks myths about saving the planet.

Idealbite.com – A daily newsletter for quick hits and tips like how to make natural cleaning products and the top picks for organic foods.



Pennsylvania Public
Transportation Association

FOR PPTA MEMBERSHIP INFORMATION CONTACT:

The Pennsylvania Public Transportation Association
600 North Third Street, Fourth Floor
Harrisburg, PA 17101-1113
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(717) 234-7176 (fax)
mpierce@ppta.net / cconaway@penntrain.net
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DEPARTMENT OF TRANSPORTATION



Pennsylvania Public
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Hershey Lodge Map



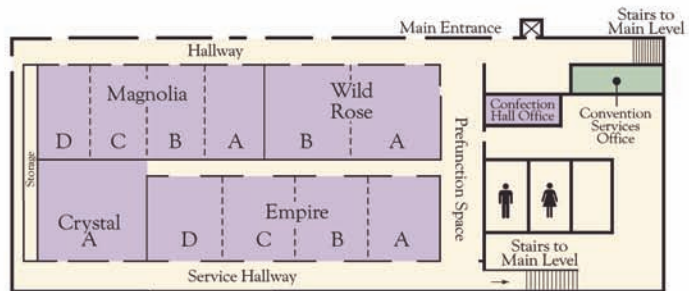
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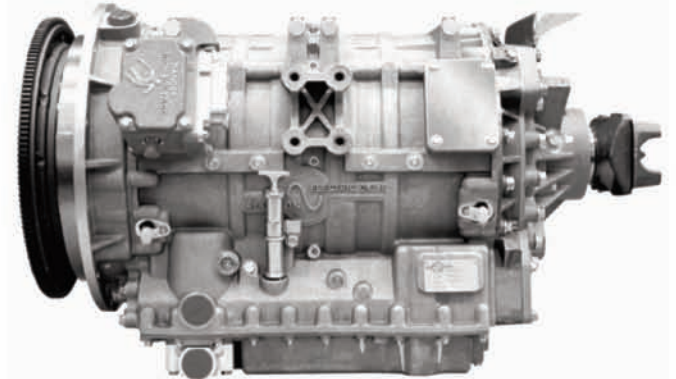
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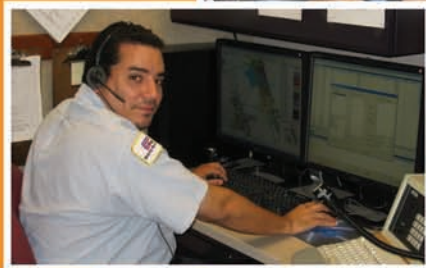
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