



MINNESOTA AND WISCONSIN  
PUBLIC TRANSPORTATION CONFERENCE

**Monday, October 15**

8:00 AM – Registration opens at the La Crosse Center

10:00 AM – Training Session I - Safety & Security in Transit with TSA: Best Practices, Rules & Regulations (includes lunch)  
Boardroom B

**Thomas Folger**, *Transportation Security Specialist – Explosives, TSA*

**Cary Sharrett**, *Field Intelligence Officer, TSA*

Safety is a growing concern for all transit systems, large and small. This training session will provide critical information from the Transportation Security Administration on how to improve safety and reduce the risks for your passengers and staff.

1:00 PM – Training Session II - Transit Technology: Apps, Social Media & New Tech Developments  
Boardroom C

**Brendan Conway**, *Chief Marketing and Communications Officer, Milwaukee Co Transit*

**Denise Wandke**, *Director of Transportation, Milwaukee Co Transit*

**Dan Basile**, *Chief Operations Officer, Milwaukee Co Transit*

**Adam Mehl**, *Metropolitan Council*

It's the hot issue – new apps and technology to attract and retain riders. Come learn about how transit systems in Minnesota and Wisconsin are taking advantage of new technology and how your system can benefit from these tools.

1:30 PM to 3:30 PM – Association Membership Meetings

WATO – Zielke B

WAMM – Boardroom A

WCTC – Conference Room

All Aboard Wisconsin – Zielke A

2:30 PM – CEO Summit

Boardroom B

Leading and managing a transit system brings daily challenges. This Summit provides a great opportunity for transit system CEOs to share best practices.

4:00 PM – MPTA Membership Meeting

Ballroom A & B

Join us and get the latest updates from MPTA. Celebrate the accomplishments of friends and colleagues at the Annual MPTA Transit Awards.

4:00 PM – WIPTA Membership Meeting

Ballroom C

Join us and get the latest updates from WIPTA. Celebrate the accomplishments of friends and colleagues at the Annual WIPTA Transit Awards.

6:00 PM – Welcome Reception (includes food)

Ballroom A & B

Don't Miss! Here's your opportunity to meet up with old friends and make new ones!

## Tuesday, October 16

7:30 AM – Registration opens at La Crosse Center (includes breakfast)

8:30 AM to Noon – Maintenance Committee

Zielke B

8:30 AM – Welcome – **Tim Kabat**, La Crosse Mayor; **Craig Rempp**, MPTA President; **Lynn Giles**, WIPTA President

Ballroom A-C

9:00 to 10:00 AM – Keynote Speaker Tim Clue: Tim engages and interacts with his audience in a way that is both humorous and inspiring. This motivational speaker gets people out of their seats and into the presentation, connecting them in entertaining yet thoughtful conversations.



10:00 AM to Noon – Operations/Paratransit Committee

Zielke A

10:00 to 11:00 AM – Break in Expo area

11:00 to Noon – Concurrent Sessions (5)

- Autonomous Buses/Alternative Fuels – **Paul Buharin**, *First Transit*; **Michael Kronzer**, *MnDOT*; **Bryan Law**, *City of Rochester Transit*; **Adam Lorentz**, *La Crosse MTU*  
Ballroom A  
It's happening here and now! Minnesota and Wisconsin are testing autonomous buses and taking advantage of federal funds to buy more all-electric vehicles. Learn more about the buses of the future and how quickly they are coming.
- Five-Year Transit System Plans in Greater Minnesota – **Joe Kapper**, *SRF*; **Jill Cahoon** and **Andrew Ittigson**, *AECOM*; **A.T. Stoddarm**, *LSC*; **Tom Cruikshank**, *WSB & Associates*  
Ballroom C  
Planning for the future of your system is critical and it's not just for larger, metropolitan area systems. All transit systems need a blueprint for how to expand and improve service while engaging the local community. In this session, you'll get an update on the development of individual 5-year plans for smaller systems in Minnesota. It's a great opportunity to get your questions answered.
- Federal Transit Funding Update – **Kelley Brookins**, *FTA Region V*  
Ballroom B

Everyone relies on federal transit funding. We'll hear directly from the Federal Transit Administration about the latest action in Washington, D.C. and what new information you need to know from the FTA. This session will give you an opportunity to get your questions about federal policies and funding answered.

- Ideas Café – Driver Issues - **Aaron Koski**, *Metropolitan Council (Facilitator)*

Boardroom C

- Integrating Your Program with Local Planning – **Jackie Eastwood**, *Transportation Planner, La Crosse Area Planning Committee*

Boardroom B

Learn about creating safe and accessible communities through integrated transportation networks, housing design and other infrastructure using principles of Livable Communities, Complete Streets, Aging in Place programs. In this session you'll learn how the La Crosse Area Planning Committee, as the MPO, supports and integrates transit into its planning processes including what we do well and what we need to work on.

Noon to 3:00 PM – Lunch and Vendor Expo

Great new products and services for your system! Don't miss the largest vendor expo in the Midwest. Visit all of our great vendors and find out what's out there to help make your life easier.

3:30 to 5:30 PM – La Crosse Queen Tour

A fun excursion on the Mississippi River. Get a new view of the city from the water and relax with colleagues. The La Crosse Queen is a modern-day replica of the grand river boats that plied the Mississippi River in the early 1900s. She is one of the few authentic Mississippi River paddlewheel river boats still in operation in the United States today. (149-person limit – those who signed up prior to the conference will get first priority.)

6:30 PM – First Transit Reception (includes food)

Ballroom A-C

Great food, great company and a chance to re-connect with colleagues and friends.

## Wednesday, October 17

7:30 AM – Registration opens (includes breakfast)

8:00 to 9:15 AM – General Session: FAST Act Reauthorization Coming Soon: 2020 - **Alexandra King**, *CTAA*; **Art Guzzetti**, *APTA*

Ballroom A & B

The five-year federal transportation authorization act known as the FAST Act, is set to expire in 2020. While that may seem like it's off in the future, these major pieces of legislation can take years to pass. Transit advocates need to start now to lay out our priorities and push for a new surface transportation authorization act that makes transit a priority.

9:30 to 10:30 AM – Concurrent Sessions (5)

- Transportation Network Companies (i.e. Uber, Lyft) – *SouthWest Transit*; **Christine Kuennen**, *Metro Council Metro Mobility*

Boardroom B

New providers are here promoting their ability to transport people conveniently from door to door. What does this mean for transit systems in both rural and urban areas? This session will give you real world examples of how transit systems are working with TNCs to offer more options to riders.

- Idea Café - Engaging local officials – **Ian Ritz**, *WisDOT (Facilitator)*

Boardroom A

How supportive are local officials when it comes to transit funding? Do you struggle to get attention with community leaders and businesses? Have you had a great experience in building local support? Come share your challenges and success stories in this session.

- Transit Advocacy –**Margaret Donahoe**, MPTA; **Crystal Martin**, Metro Transit in Madison, WI  
Ballroom A  
Expanding and improving transit service requires active support from local leaders, area legislators, governors and people who rely on transit. With a big election in November, change is coming and transit advocates need to be ready to make progress regardless of which party is in charge. We'll talk about the messages and strategies that cut across party lines and build support for transit.
- Family Care/ Medicaid – **Charlene Norberg**, ADRC/Aging Unit Director, ADRC of Eagle County  
Boardroom C  
Learn the basics of Medicaid and the Medicaid waiver program in WI, Family Care, and how to work with the broker of non-emergency medical transportation and care management organizations.
- Customer Driven Service Part I – **John Hill**, Noel Training and Consulting  
Ballroom C  
Using materials from National RTAP, this customer service transit specific training workshop will address the “big picture” of customer service - why customer service is important, how customer service reflects an organization’s culture, what transit customers want, needs and expectations from the service provider, as well as how morale and stress affect customer service. This is a two-hour training that will be continued after the break.

10:30 to 11:00 AM – Break

11:00 to Noon – Concurrent Sessions (5)

- Travel Training/Trip Planning/ Bus Buddy Programs – **Holly Keenan**, Mobility Manager, Lutheran Social Services, Vice-President WAMM (mediator); **Derek Muench**, Director of Transit and Parking, City of Sheboygan; **Jo-Ellen Douville**, Travel Trainer, Milwaukee County Transit System  
Ballroom A  
Travel training is critical to building ridership. Three successful programs host a Panel Discussion with tips for success and lessons learned. Get answers to your questions and share your successes during this open discussion.
- Procurement Policies – **Jean Meyer**, MnDOT; **Danette Tessmann**, WisDOT Transit Procurement & Contract Administration Manager  
Boardroom B  
Everyone needs to understand the ins and outs of procurement policies. In this session, the basic mechanics of transit procurement processes will be reviewed. Procurement resources, best practices, and examples of templates will be shared with participants. Come and get all of your questions answered.
- Customer Driven Service Part II – **John Hill**, Noel Training and Consulting  
Ballroom C  
This is the second half of a two-hour training. See the full description under “Customer Driven Service Part I.”
- Attracting Riders – **Art Guzzetti**, APTA  
Ballroom B  
How to reach new riders and market your system – it’s an ongoing challenge. We’re here to help with expertise from the American Public Transportation Association. You’ll learn about successful strategies and campaigns from around the country that will spark ideas for your system.
- Funding for Transit – **Zachary Elgart**, Texas A&M, CTAA; **Alexandra King**, CTAA  
Beyond the usual formula funds, how can transit systems find creative new opportunities for raising revenue? Contracts for service, innovative use of advertising space and even the possibility of delivering packages via transit vehicles will be discussed in this session. It’s an opportunity to think “out of the box.”

Noon to 1:30 PM – Lunch and Keynote Speaker Paul Lewis: Paul is the Vice President of Policy and Finance for the Eno Center for Transportation. His presentation is on Transit Technology Pilots from Around the U.S.: What Have We Learned? Microtransit, AV shuttles, first-mile/last-mile tests, dockless mobility - the transit space is buzzing with new and exciting ways to move people. These all involve complex partnerships with private firms, opportunity to provide enhanced mobility options, and a healthy dose of hype. This session will examine the data and case studies of the transit technology demonstrations and pilots, evaluating how they have performed and providing lessons learned for agencies.



Register for the MN / WI Public Transportation Conference and Expo online!: [www.mpta-transit.org](http://www.mpta-transit.org).