

Minnesota Public Transit Conference

October 5-7, 2020



**Mayo Civic Center
Rochester, MN**

2020 Minnesota Public Transit Conference

Monday, October 5th

Registration Opens	8:00 AM
Training Session I Emergency Preparedness	10:00 AM - Noon Suite 102 & 103
Training Session II Communication and Outreach	1:00 PM - 3:00 PM Suite 104 & 105
CEO Summit	2:30 PM - 4:00 PM Suites 110-113
MPTA Annual Meeting	4:00 PM Suites 110-113
Transit Awards	5:30 PM Suites 110-113
Welcome Reception	6:00 PM Suites 110-113

Check out our Virtual Scavenger Hunt

Want a chance to **win a gift card**? We are giving out multiple gift cards ranging from \$50-\$150. For a chance to win, go through the virtual booths on the MPTA website, each one has a scavenger hunt code listed inside. Find as many as you can and submit them using the link below! The more booths you visit and codes you submit, the more chances you have to **win**

<https://www.surveymonkey.com/r/MPTCScavengerHunt>

Mayo Civic Center
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Training Session I – Suites 102 & 103

10:00 AM to 12:00 PM

Emergency Preparedness

Kelly Shawn, *RLS& Associates, Inc*

This session will focus on the role of transit systems during local or regional emergency events and the level of preparation needed to meet the needs of the event. Attendees will learn about the types of response needed for each type of disaster or emergency event and the importance of employee roles, service level adjustments and training. The two-hour session will provide attendees information on how to be an integral part of the local and state emergency management plans while also developing plans for emergency response within the transit system.

Training Session II – Suites 104 & 105

1:00 PM to 3:00 PM

Tips for Communicating Transit Effectively Now and in the Future

Jill Cahoon, *AECOM*

A.T. Stoddard, *LSC*

Jill Brown, *Jill C. Brown Public Relations*

Effective communication and community engagement have never been more important than they are in the pandemic conditions of 2020 and will continue at that level of importance as the world rebuilds. For a transit agency, internal and external communications and community engagement are vital to success. Join us as we provide tips for communicating effectively now and in the future. We will set the stage with 2020 context and what that means for communications, then we discuss developing and tracking a referral network, new marketing tools available, and looking for opportunities to tell your story and will finish up with the importance of building and maintaining a stakeholder network/coalition and continually engaging with the community.



CEO Summit – Suites 110-113

2:30 PM to 4:00 PM

Join with other transit system CEOs for a discussion about your challenges and successes.

MPTA Annual Meeting — Suites 110-113

4:00 PM - 5:00 PM

Get the latest news and updates while reconnecting with colleagues. You'll learn more about the work of the association and what MPTA is doing to assist you in providing great transit service.

MPTA Transit Awards Ceremony — Suites 110-113

5:30 — 6:00 PM

Recognizing leaders in transit is important for everyone in the community. Join in the celebration as we honor people who have done amazing work and who provide inspiration for all of us.

Welcome Reception – Suites 110-113

6:00 PM

Time to connect with colleagues and friends. Whether you're in Rochester or somewhere else, you can talk directly with other conference participants and catch up over refreshments.

Use Gatherly to Connect!

<https://mptc-reception.event.gatherly.io/>



2020 Minnesota Public Transit Conference

Tuesday, October 6th

Registration Opens	7:30 AM
General Session Federal Transit Funding and Policy Update	8:30 AM Suites 110-113
Break in Vendor Expo Area with Virtual Scavenger Hunt	10:00 AM Exhibit Hall
3 Breakout Sessions -Managing Staff in Turbulent Times -New Technology for Transit -Working With Local Governments/ Community Leaders	11:00 AM - Noon Suites 102& 103 104 & 105 110-113
Lunch and Vendor Expo with Virtual Scavenger Hunt	Noon - 2:00 PM Exhibit Hall
Maintenance Break-Out Session	1:00 PM Suites 102 & 103
3 Breakout Sessions -Safety for Operators, Staff and Riders -Customer Service – Getting Riders Back -Transit Funding 2021 – What are the options in Minnesota	2:30 PM - 4:00 PM Suites 102& 103 104 & 105 110-113

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Breakfast Suites 110-113

8:00 AM

Welcome and Keynote Panel

8:30 AM to 10:00 AM

Federal Funding Policy Update

Kelley Brookins, Regional Administrator, FTA

Scott Bogren, Executive Director, CTAA

Mark Hybner, Senior Legislative Representative, APTA

An up-to-date look at the status of the FAST Act reauthorization, FY 21 appropriations, potential COVID-19 supplemental appropriations and more. Updates will be provided relating to FTA funding opportunities and training availability as well as highlights from grant awards to Minnesota recipients.

Break – Exhibit Hall

10:00 AM to 11:00 AM

Visit with our exhibitors – both in Rochester and those participating remotely! This is your chance to see all the new products and services and increase your chances of winning great prizes.

<https://mptc-expo.event.gatherly.io/>



Concurrent Sessions — 11:00 AM to 12:00 PM

Managing Staff In Turbulent Times Suites 102 & 103

Charlotte DiBartolomeo, Red Kite Project

As the transportation industry faces the multiple challenges of a pandemic, civil unrest, unprecedented budget cuts, and political uncertainty, the strain negatively impacts the entire workforce. This session will cover how long-term threat becomes traumatic stress, teach participants how to identify the signs of traumatic effects in themselves and their employee populations, as well as develop strategies to build more resilient work communities.

New Technology For Transit Suites 104 & 105

Thomas Craig, Trillium Transit

Marcy Jaffe, Transnnovation

Let's bring your agency online for trip planning. Riders can now find flex service with continuous pick-up and drop off along bus routes with a recent feature offering through General Transit Feed Specification (GTFS). This session shows you how to use no-cost tools from National Rural Transit Assistance Program (National RTAP)'s GTFS Builder to publish your routes and 'flex' services. In addition, many agencies need riders to call and schedule their ride. GTFS Builder supports that important feature as well. What is slowing you down from publishing your digital schedules? We'll answer those questions.

Working With Local Governments and Community Leaders Suites 110-113

Robin Kaufman, Metro Transit

Nick Lemmer, Rochester Transit

Emily Murray, Association of MN Counties

Communicating with leaders in your community is more important than ever. This session will explore strategies for engaging decision makers and community members to build support for local transit service including additional funding to meet future needs.

Vendor Expo and Lunch – Exhibit Hall 12:00 PM to 2:00 PM

We have the largest Transit Expo in the Midwest! Visit vendors and see first-hand all of the new products and services that will help you do your job and improve your system! Check for the booth code and enter to win great prizes!

Join us Via Gatherly!

<https://mptc-expo.event.gatherly.io/>

Maintenance Session Suites 102 & 103

1:00 PM – 2:00 PM

Wheelchair Lifts and Small Bus Maintenance

Cody Reynolds, *BraunAbility*

Ken Krych, *North Central Bus Sales*

An introduction into the features of our BraunAbility Wheelchair Lifts, how they operate, some basic troubleshooting on most common failures, and some basic overview of general maintenance.

The session will also cover the basic operation of the Intermotive Interlock system, bus body maintenance and bus electrical system layout and the function of components.

Concurrent Sessions — 2:30 PM to 4:00 PM

Transit System Safety Suites 102&103

Bill Maroni and TJ Doyle, *American Public Transportation Association*

Scott Stark, *St. Cloud Metro Bus*

Brooke Blakey, *Metro Transit Police*

It's all about safety! APTA's Health and Safety Commitments Program is the public transportation industry's overarching pledge to passengers that our systems are operating safely as North America recovers from the COVID-19 pandemic. You'll also hear about the steps being taken by transit systems here in Minnesota to improve safety including strategies for dealing with unrest in these turbulent times.

Recovery and Moving Forward – Getting riders back on the bus Suites 104&105

Jim Wright, *Pulsar Advertising*

Lisa Raduenz, *LJR Transportation Consultants*

Jim Wright brings more than twenty-five years of senior advertising, marketing, social/digital/mobile, PR, branding and market research experience to Pulsar with an emphasis on transit and transportation clients. He is advising clients on ways to bring back riders. Lisa Raduenz of LJR Transportation Consultants, will share details about SouthWest Transit's targeted Fall 2020 marketing campaign for new riders. As SouthWest refocuses upon reintroducing riders back on its buses, it is focusing on riders of choice, particularly local seniors, who may not be aware of its local demand/responsive service known as Southwest Prime.

Transit Funding 2021 – What are the options in Minnesota?

Suites 110-113

Sherry Munyon, MPTA

Sam Rockwell, Move Minnesota

With a major budget deficit projected for the next few years, transit funding is under threat. Transit advocates will need to engage to understand the level of funding needed to maintain current service and the options for stabilizing and growing transit funding in Minnesota.



2020 Minnesota Public Transit Conference

Wednesday, October 7th

Registration Opens	8:00 AM
General Session Transit In Minnesota Update	8:30 AM – 10:00 AM Suites 110-113
Volunteer Driver Session/ RTCC Update	10:30 AM Suites 110-113
Conclusion	12:00 p.m.

Breakfast Suites 110-113
8:00 AM

Welcome and Keynote Panel
8:30 AM to 10:00 AM

Transit In Minnesota Update – Suites 110-113

Charlie Zelle, Chair, Metropolitan Council

Margaret Anderson Kelliher, Commissioner, MnDOT

You won't want to miss this update from agency leaders regarding current transit system operations and the outlook for the coming year. This session will highlight how transit systems are faring and what to expect as systems expand service and try to bring riders back to transit.

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Volunteer Driver Session and RTCC Update - Suites 110-113

10:30 AM to 12:00 Noon –

Moderator: **Sherry Munyon, MPTA**

Dawn Simonson, Metropolitan Area Agency on Aging

Tiffany Collins, Central Community Transit

Karen Onan, East Central Regional

Development Commission

Tom Gottfried, MnDOT. Office of Transit

Volunteer driver programs are struggling as drivers have to deal with potentially higher insurance rates and issues with mileage reimbursement. Legislation is being pursued that would improve the situation for everyone in the state who relies on volunteer drivers. We'll also provide an update on the latest activity among the Regional Transit Coordinating Councils (RTCC) so you can understand the role these councils will play.





Join Us Next Year!

2021 Minnesota and Wisconsin Joint Public Transit Conference

Duluth Entertainment Convention Center



Mark your calendars!
October 4-6, 2021



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Minnesota Public Transit Association

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MINNESOTA PUBLIC TRANSIT ASSOCIATION

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Thank you to 2020 MPTA Vendor Members

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LHB, Inc
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North Central Bus & Equipment
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Roush CleanTech
Routematch Software
Safety Vision
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Conference Notes

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Gold Level



Ecolane is created for transit people by transit people, in order to suit the unique needs of our customers. Serving as a catalyst at the intersection between demand-response

and on-demand transportation, Ecolane software works by automatically adapting to changes in schedules and conditions as they are happening in real-time on the day of service. For more than 18 years, Ecolane has proudly served our partners and their communities while simultaneously expanding reach. With more than 200 partners across the globe, Ecolane has proven to be the provider of choice for the future of the transit industry. For more information on how Ecolane can help your paratransit or on-demand transportation agency grow in ridership and increase operational efficiency, visit us at www.ecolane.com



First Transit, Inc. supplies precision, efficiency, innovation, and all-around expertise to both public and private transportation

systems. For over 60 years, First Transit has hands-on experience with every facet of transportation operations, maintenance, and administration. As the nation's leading provider of public transportation contracting and management services, we know transit. Headquartered in Cincinnati, Ohio, First Transit operates in 335 locations, carrying more than 350 million passengers annually throughout the United States in 39 states, Puerto Rico and Canada.



The goals for the **Minnesota RTAP** is to provide positive customer focused service to the transit agencies by engaging with them to know

their training needs, offering the right opportunities for knowledge transfer and advancing the skills and competencies to the individuals providing transit in Greater Minnesota.

THE PROGRAM FOCUSES ON:

- Enhancing the quality of training and technical assistance
- Encouraging and assisting with peer networking and engagement
- Advancing the skills, competencies, and knowledge for all
- Providing proactive communication supporting RTAP trainings, workshops, effective practices and opportunities

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GILLIG is the leading manufacturer of heavy-duty transit buses in the United States. From initial design through final assembly, each GILLIG bus is designed and built

by dedicated Americans in Livermore, California. GILLIG buses are known for their unmatched quality and have earned their reputation as the lowest cost buses to maintain and operate. Throughout the years, GILLIG has held strong to its family values and focus on its employees and customers. Our motivated and dedicated employees have a passion for quality and customer satisfaction. We are committed to building buses that connect communities, eliminate congestion, and contribute to a greener environment. Our Company pride is exemplified by the thoughtful design and quality craftsmanship present in every GILLIG bus. Our steadfast focus on quality and unwavering commitment to exceptional customer service sets us apart from our competition. A family-owned American business since 1890, GILLIG has a long history of excellence, supported by our Vision, Mission, and Core Values.



As the world leader in wheel-chair and occupant securement, **Q'STRAIT/Sure-Lok** works closely with government agencies to help determine and define securement regulations on a global scale.

Backed by the industry's most advanced research and testing facilities, Q'STRAIT/Sure-Lok continues to encourage new ideas to develop the next generation of safety solutions for public and private transportation. Q'STRAIT/Sure-Lok has a long-standing commitment to product education and training.



At Cummins, innovation is ingrained in our culture, mission, vision and values. Our commitment to innovation dates back nearly a century, to when Clessie Cummins first applied inventive ideas to improvements that advanced the

diesel engine. Throughout the 100-year history of our company, our product innovations have enabled us to provide customers the products they need to be successful. We take the time to understand our customers, and then exceed their expectations by always being the first to market with the best products and leaders in technology.

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North Central Bus & Equipment, Inc. has been in the bus industry since 1955. For the last 65 years, we have worked hard to build a reputation of doing business the “SCIPI Way” which means doing the right thing and taking care of our

customers. We are proud to be a 100% ESOP Company, and are honored to have recently won the 2019 ESOP Company of the Year Award!

As our customer, that means that you can expect every employee in every department to do what it takes to earn and keep your business for the long road ahead. We are your one-stop shop for all your transportation needs! Whether you’re in the market for a van or a bus, you can count on us to provide quality vehicles that suit your needs paired with outstanding service before, during and long after the sale! We are the Authorized Dealer for Elkhart Coach, ARBOC Specialty Vehicles, Startrans Bus, Blue Bird and Micro Bird Commercial; as well as Braun, Abilitrax, Driverge, and Forest River vans! All of these vehicles come in a wide variety of models, sizes and seating capacities, so we’re confident that we can meet your needs.



PROTERRA

Proterra is a leader in the design and manufacture of zero-emission electric transit vehicles and EV technology solutions for commercial applications. Proterra provides a suite of products, services and

financing options for a seamless transition to clean, quiet, battery-electric fleets. Designed for durability, safety and energy efficiency and validated by rigorous U.S. independent testing, Proterra products are proudly designed, engineered and manufactured in America, with offices in Silicon Valley, South Carolina, and Los Angeles. For more information, visit: <http://www.proterra.com> and follow us on Twitter @Proterra_Inc

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Gold Level



TAPTCO has created comprehensive operator training courses for Transit and Paratransit operators. They

include all the operational practices to comply with the new FTA regulations and enable you to instill a safety culture in your operations. The course includes 33 video-based training programs available on DVD, thumb drive, or online. The updated and re-created Transit Operator Development Course was released in May 2020 and as such is new, fresh and completely up to date. All the training focuses on teaching operators the safest best practices in operating a vehicle and removing the 18 hazardous behaviors identified in the Safety Management System. Three of the programs – Safety Best Practices, LLLC Defensive Driving and Hazard Identification & Mitigation set the foundation for everything taught in the other 30 training programs. Some of the early users have commented, “The finest we have seen,” “I absolutely love it,” “On a scale of 1 to 10, I give it a 10,” “Most comprehensive driver training I have seen.” Taptco courses are designed to change operator behaviors by providing powerful reasoning as to why it is in their best interest to operate in a way that removes or mitigates risk. RTAP 5311 funds can be used to purchase this course.



TripSpark's people transportation technology provides transit agencies and private operators with the critical operational software and in-vehicle hardware they need to run efficiently and provide outstanding service to their customers. Our

products form an integrated ecosystem, including the core routing, scheduling, and operational software that our customers rely on, and the modern passenger information systems that passengers demand and rely on today. We have technology suites for Fixed Route, Paratransit, NEMT, Rideshare, and K-12 transportation. We pride ourselves in Moving Together with our customers as their needs change and offering the latest and greatest in modern people transportation technology. TripSpark is also part of the Constellation Software group, which has 125,000 customers in more than 100 countries across the globe, and offices on every continent.

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Silver Level



Bronze Level

