



DULUTH, MN OCTOBER 4 - 7

# 2021 MN/WI PUBLIC TRANSIT CONFERENCE

PROGRAM: MONDAY, OCTOBER 4

8:00 AM  
*Registration Area  
Ground Floor*

**Registration Opens**

10:00 AM  
*Split Rock 1&2*

**Training Session I: Public Transportation Security**

10:00 AM  
*Gooseberry Falls 1*

**Operations/Paratransit Committee**

1:00 PM  
*Gooseberry Falls 2&3*

**Training Session II: Mobility Management: The Magic of Performance Metrics and Sustainability**

2:30 PM  
*Room O Skyway Level*

**CEO Summit**

4:00 PM  
*Lake Superior  
Ballroom J&P*

**MPTA Annual Meeting and Awards**

4:00 PM  
*Lake Superior  
Ballroom K&Q*

**WIPTA Annual Meeting and Awards**

6:00 PM  
*Lake Superior  
Ballroom J&P*

**Welcome Reception**

## Vendor Expo Set Up

Duluth Entertainment Convention Center

1:00 PM to 4:00 PM

Buses — 9:00 AM to 1:00 PM

## MONDAY, OCTOBER 4

### Training Session I: Public Transportation Security

10:00 AM - 12:00 PM / *Split Rock 1 & 2*

**Brooke Boesch**, Transportation Security Inspector, TSA

**Joseph Guagenti**, Field Intelligence Officer, TSA

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

Inspector Brooke Boesch will provide information regarding the security resources and outreach programs that TSA has available for public transit stakeholders. Field Intelligence Officer Joseph Guagenti will provide an intelligence briefing regarding the current mass transit threat assessment. Transportation Security Specialist- Explosives Thomas Folger will provide explosive hazard recognition and safety awareness training.

### Operations/Paratransit Committee

10:00 AM - 12:00 PM / *Gooseberry Falls 1*

### Training Session II: Mobility Management: The Magic of Performance Metrics and Sustainability

1:00 PM - 3:00 PM / *Gooseberry Falls 2 & 3*

**Judy Shanley, Ph.D.**, Easterseals Director, Nat Center for Mobility Management (NCMM)

**Steven Workman**, NCMM

Developing performance measures and strategies for sustaining mobility management and coordination activities is often viewed as daunting, overwhelming, and unachievable. However, there is another way, and some would say it's magic! Join the National Center for Mobility Management for this interactive professional development session that will provide mobility managers, planners and those involved in human service coordination with tools to identify and implement formative and summative performance metrics and key dimensions of system sustainability.

### CEO Summit

2:30 PM - 3:30 PM / *Room O Skyway*

A leadership summit for transit system executives to share ideas, experiences and questions about leading a transit system (invitations to this session were sent prior to the event).

## MONDAY, OCTOBER 4 (cont.)

### MPTA Annual Meeting and Awards

4:00 PM - 6:00 PM / Lake Superior Ballroom J&P

### WIPTA Annual Meeting and Awards

4:00 PM - 6:00 PM / Lake Superior Ballroom K&Q

### Welcome Reception

6:00 PM - 7:30 PM / Lake Superior Ballroom J&P

*Join colleagues and friends as we re-connect  
and share good food and good company!*



## THANK YOU 2021 VENDORS!

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# 2021 MN/WI PUBLIC TRANSIT CONFERENCE

PROGRAM: TUESDAY, OCTOBER 5

7:30 AM  
*Registration Area  
Ground Floor*

**Registration Opens**

8:00 AM  
*Lake Superior  
Ballroom J&P*

**Welcome/General Session  
Federal Funding Update**

8:30 AM  
*St. Louis River Room*

**Maintenance Committee**

10:00 AM  
*South Pioneer and  
Edmund Fitzgerald*

**Break in Expo Hall**

11:00 AM  
*See descriptions  
for locations*

**Break-Out Sessions**

12:00 PM  
*South Pioneer and  
Edmund Fitzgerald*

**Lunch and Exhibits**

2:00 PM

**Vista Duluth Harbor Tour  
(Pre-Registration Required)**



TUESDAY, OCTOBER 5

## Welcome / General Session

8:00 AM - 10:00 AM / *Lake Superior Ballroom J&P*

**Emily Larson**, Duluth Mayor  
**Rod Fournier**, Duluth Transit Authority (DTA)  
**Ryan Daniel**, MPTA President  
**Tom Wagener**, WIPTA President

## FEDERAL FUNDING UPDATE

**Kelley Brookins**, Federal Transit Administration Region V  
**Scott Bogren**, Community Transit Assn of America  
**Paul Skoutelas**, American Public Transportation Assn

Investing in infrastructure is a major issue at the federal level – finally! This session will focus on the latest action by Congress and the administration that will impact federal funding and policies related to transit. This is a session you don't want to miss!

## Maintenance Committee

8:30 AM - 12:00 PM / *St. Louis River Room*

## Break In Expo Hall

10:00 AM - 11:00 AM / *South Pioneer and Edmund Fitzgerald*





# TUESDAY, OCTOBER 5 (cont.)

## Break-Out Sessions

11:00 AM - 12:00 PM

### MICRO/MACRO TRANSIT / *Split Rock 1*

**Jeremy Eves**, Pantonium

**Matt Fyten**, SouthWest Transit

**Patty Kiewitz**, Green Bay Metro Transit

**Matthew Deery**, Via

One of the hot topics in transit continues to be the first/last mile connection and how transit systems are working with new providers like Uber and Lyft to ensure a seamless rider experience. This session will give you insights into how to deal with both Micro and Macro transit.

### RECOVERING FROM COVID / *Gooseberry Falls 2&3*

**Scott Bogren**, CTAA

A detailed look at what CTAA members around the nation are doing to transition to what "new normal" operations might look like. What trends are taking root? What pitfalls should you avoid?

### MAINTENANCE SESSION: BUS AIR CONDITIONING – EVERYTHING YOU NEED TO KNOW / *Gooseberry Falls 1*

**George M Zimucha**, Mobile Climate Control

This session will focus on how a bus air-conditioner works, how to diagnose problems, and Preventive Maintenance tips.

### TRANSIT SYSTEM PLANNING AND ROUTE DESIGN / *Split Rock 2*

**Lisa Raduenz**, MnDOT Office of Transit and Active Transportation

**Jeff Sponcia**, Milwaukee County Transit

The presentation includes information about the process used to develop the 5 Year Plans for 5311 systems in Minnesota, what has happened with the plans since their inception in 2019 and throughout COVID19 interruptions, and what comes next to ensure robust and practical short-term agency planning in the future. The year 2021 saw three implementation phases of Milwaukee County Transit System's Route Redesign project go into effect. Jeff will share some of his lessons learned as Planning Manager during MCTS Planning's busiest year ever.

## Lunch and Exhibits

12:00 PM - 2:30 PM / *South Pioneer and Edmund Fitzgerald*

**Don't Miss Out! Visit the largest transit vendor Expo in the Midwest. Lots of new products and services for transit systems. Please visit all of our Exhibitors!**

## Vista Duluth Harbor Tour

2:00 PM - 4:00 PM

**Pre-Registration Required (Space Limited)**

Be part of the Duluth's active waterfront bustle on this fully narrated 75-minute tour aboard the Vista Star. Cruising the scenic Harbor, our engaging guide will give you the insider info on Duluth's regional landmarks while showcasing the panoramic views of the North Shore.



# 2021 MN/WI PUBLIC TRANSIT CONFERENCE

PROGRAM: WEDNESDAY, OCTOBER 6

7:30 AM  
*Registration Area  
Ground Floor*

**Registration Opens**

8:00 AM  
*Lake Superior  
Ballroom J&P*

**General Session: Agency Updates**

9:15 AM  
*See descriptions  
for locations*

**Break-Out Sessions**

10:30 AM

**Break**

11:00 AM  
*See descriptions  
for locations*

**Break-Out Sessions**

12:00 PM  
*Lake Superior  
Ballroom J&P*

**Lunch and Keynote Speaker**

3:15 PM  
*Lake Superior  
Ballroom K*

**Human Trafficking Awareness Training**

6:00 PM  
*Lake Superior  
Ballroom J*

**National RTAP Reception**

WEDNESDAY, OCTOBER 6

## General Sessions: **Agency Updates**

8:00 AM - 9:15 AM / *Lake Superior Ballroom J&P*

**Tori Nill**, MnDOT  
**Ian Ritz**, WisDOT  
**Nick Thompson**, Metro Transit

Get the latest updates from state and regional agencies regarding transit system services and how 2022 is shaping up as we continue to recover from COVID and other challenges. This presentation will give you important information from the heads of the Office of Transit and Active Transportation at MnDOT, the Wisconsin Department of Transportation and the Metropolitan Council in the Twin Cities Metropolitan Area.

## Break-Out Sessions

9:15 AM - 11:45 AM

**LET'S GET GOING WITH ON-LINE TRIP PLANNING & GENERAL TRANSIT FEED SPECIFICATION (GTFS)! / *St. Louis River Room***

**Marcy Jaffe**, Transnnoation, Inc.

On-line trip planning tools from National RTAP help you develop your routes and schedule data into the data format needed to publish on Google Maps, The Transit App, Apple Maps, and others. In this session, we will help you generate GTFS data for one route using our free tool known as GTFS Builder.



## WEDNESDAY, OCTOBER 6 (cont.)

9:30 AM - 10:30 AM

### BATTERY ELECTRIC BUSES - LESSONS LEARNED / Room O

**Tony Kellen**, Wendel

**Ron McCorkel**, Milwaukee County Transit System

Come along for an overview of BEB's and the challenges of implementation including battery fundamentals, small vs. large vehicles, charger considerations and a case study of an 11 bus implementation in Greater Bridgeport Connecticut.

### NON-EMERGENCY MEDICAL TRANSPORTATION IDEA CAFE / Room L

**Bobbi Craig**, Wisconsin Assn of Mobility Managers, Moderator

It's an Idea Café – your opportunity to share your experiences and hear from other transit system professionals about the challenges and latest developments in the area of NEMT – Non-Emergency Medical Transportation. It's an issue for all transit systems so come learn more from your colleagues.

### CUSTOMER SERVICE/MARKETING / Room M&N

**Jill Brown**, PR Consultant

**Kristina Hoffman**, Milwaukee County Transit System

How to effectively publicize your transit service has been a challenge, but in this new environment, it can feel even more daunting. What is the right message, what are the most effective tools, how do you market on a shoestring budget? These are the issues that will be explored in this session.

### Break

10:30 AM - 11:00 AM

### Break-Out Sessions

11:00 AM - 12:00 PM

### BETTER BUS PROJECT / Room M&N

**Chris Belden**, Duluth Transit Authority, Director of Planning & Grants

**David Clark**, Duluth Transit Authority, Director of Marketing

The DTA has embarked upon a portfolio of projects designed to enhance all aspects of the transit system and customer experience. Kicked off during the midst of an unprecedented pandemic, and comprised of projects in multiple arenas, this campaign has been branded as the Better DTA Movement. Join DTA Director of Planning and Grants Christopher Belden, and Director of Marketing David Clark, as they discuss the objectives of this campaign, the tactics and strategies deployed so far, and reflect on what it means to impart significant change to your operation.

### ASSOCIATION PARTICIPATION / Room O

**Margaret Donahoe**, MPTA

**Tom Wagener**, WIPTA

Associations work for you – providing critical advocacy efforts and resources. We do the work you don't have time for and help systems obtain needed funding. This session will include information regarding the opportunities and value of participating in the Wisconsin Public Transportation Association and the Minnesota Public Transit Association.

### ENTRY LEVEL DRIVER TRAINING REQUIREMENTS / Room L

**Matthew Marrin**, Federal Motor Carrier Safety Admin (FMCSA)

This session will cover the Entry-Level Driver Training (ELDT) – Final Rule; New CDL Driver Requirements; Training Provider Requirements: The Training Provider Registry and Countdown to ELDT: What should be done today to prepare for February 7, 2022

### BACK TO THE FUTURE: CHOOSING THE RIGHT TECHNOLOGY FOR YOUR TRANSIT SYSTEM / French River 1&2

**Elliott McFadden**, MnDOT Office of Transit and Active Transportation

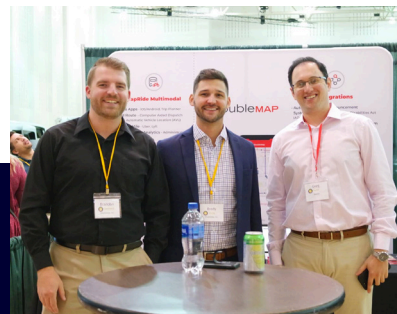
**Chuck Morris**, MnDOT Office of Transit and Active Transportation

Minnesota has developed a Statewide Transit Technology Plan, a recently completed document that will be a blueprint to guide transit technology investments for years to come. MnDOT will share an update on some innovative projects on Mobility-as-a-Service and outline some key factors that public transit agencies need to consider when taking on new technology and moving from pilots to long-term solutions.

### DRUG AND ALCOHOL TRAINING / St. Louis River Room

**Michael Redington**, US DOT Volpe Center

All transit systems need to stay on top of requirements for areas like drug and alcohol training. This session will provide updates on DOT/FTA regulatory requirements (49 CFR Part 40, 49 CFR Part 655), the status of FTA's Drug and Alcohol Program and upcoming trainings and conferences. This session is important for staying on top of new developments in this area.





# JOIN US NEXT YEAR AT THE 2022 MINNESOTA PUBLIC TRANSIT CONFERENCE

## St. Cloud River's Edge Convention Center

10 4th Avenue S,  
St. Cloud, MN 56301



October 23 - 25,  
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St. Paul, MN 55103  
651-659-0804  
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## WEDNESDAY, OCTOBER 6 (cont.)

### Lunch and Keynote Speaker

12:00 PM - 1:30 PM / *Lake Superior Ballroom J&P*

### EVOLVING OUR ORGANIZATION CULTURES SO EVERYONE FEELS THEY BELONG

**Alonzo Kelly**, Kelly Leadership Group

This holistic presentation is inclusive of the skill of Critical Thought and Crucial Conversation and Tools For Talking When The Stakes Are High. All participants will feel compelled to learn, invited to be courageous, and challenged to be humble as we explore the impact of our experiences on our ability to form truly authentic partnerships and relationships. Through intentional dialogue focused on our sense of Belonging, we are able to examine and challenge the plethora of personal and professional environments where we feel most and least likely that we belong. Participants will be able to apply their unique personality, lived experience, and acquired knowledge to Diversity, Inclusion, and Equity across all Roles, Responsibilities, and Departments.

### Human Trafficking Awareness Training

3:15 PM / *Lake Superior Ballroom K*

**Kristen Joyner**, President, KJ Backpack, LLC

Human traffickers exploit legitimate systems within multiple business sectors for their own profits. Native American people, especially women and girls are being targeted at a high level. Traffickers are using resources within the transportation sector to move their victims and transportation is a way out for survivors. Transit can play a key role in prevention, detection, and disruption of human trafficking. This introductory session will help you understand what human trafficking is, how it is impacting indigenouseous people and provide free resources and tips to create buy-in for meaningful training program development.

### National RTAP Reception

6:00 PM / *Lake Superior Ballroom J*

*A great opportunity to relax and connect with colleagues  
from other states and other transit systems.*





# 2021 MN/WI PUBLIC TRANSIT CONFERENCE

PROGRAM: THURSDAY, OCTOBER 7

*At Radisson Hotel, 505 W. Superior St., Duluth*

7:30 AM	<b>Breakfast</b>
8:00 AM <i>The Great Hall 2</i>	<b>Federal Transit Administration (FTA) Region 5</b>
9:15 AM <i>The Great Hall 2</i>	<b>FTA Tribal Transit Technical Assistance Program</b>
10:15 AM	<b>Break</b>
10:30 AM <i>The Great Hall 2</i>	<b>Procurement</b>
12:15 PM <i>The Great Hall 2</i>	<b>Lunch</b>
1:30 PM <i>The Great Hall 2</i>	<b>Transit Asset Management for Tribal Transit Agencies</b>
3:00 PM	<b>Break</b>
3:15 PM <i>The Great Hall 2</i>	<b>Managing Transit Emergencies</b>
4:30 PM <i>The Great Hall 2</i>	<b>Strategic Planning Basics</b>

THURSDAY, OCTOBER 7

*At Radisson Hotel, 505 W. Superior St., Duluth*

## **Federal Transit Administration (FTA) Region**

8:00 AM / *The Great Hall 2*

**Matthew Lange**, Federal Transit Administration (FTA)

**Collin Korst**, Federal Transit Administration (FTA)

Presentation on alternate federal funding sources available to tribal transit providers.

## **FTA Tribal Transit Technical Assistance Program**

9:15 AM / *The Great Hall 2*

**Dana Lucas**, The DMP Group

How are TTP formula funds allocated among Tribes? Can I receive regular FTA rural funds directly from FTA? What are the special provisions for TTP funds that differ from other recipients of rural transit funds? What are eligible expenditures? Are there local match requirements? What records should I maintain and for how long? What can I expect from an FTA TTP Technical Assistance Assessment site visit? These questions will be answered.

## **Break**

10:15 AM / *The Great Hall 2*

## **Procurement**

10:30 AM / *The Great Hall 2*

**Mike LaBello**, Main Street Connections

The presentation topics include: Pre-Procurement Preparation, Project Identification, Solicitation Development, Bid Opening and Award, and Contract Administration. This session helps to provide background for managing the complex world of federal procurement.

## **Lunch**

12:15 PM / *The Great Hall 2*

**Robin Phillips**, National RTAP, *Executive Director*

Hear from National RTAP regarding lessons learned over the pandemic and how it is applicable to all transit providers. Robin Phillips will share best practices from other tribal and public transit agencies and how systems can coordinate/collaborate to make transit more seamless between 5307, 5311 and tribal transit agencies, focusing on how we serve the transit rider no matter the type of funding or agency.

# THURSDAY, OCTOBER 7 (cont.)

## Transit Asset Management for Tribal Transit Agencies 1:30 PM / The Great Hall 2

**Walt Diangson**, National RTAP, Instructor

Transit Asset Management Plans (TAMP) have been completed by tribal transit services since the adoption of the TAM rule (49 CFR part 625) and the completion date of October 1, 2018. A TAM Plan and process document the inventory and conditions of a tribe's transit assets, which include vehicles, equipment, and facilities for administration, maintenance, parking, fueling and bus racks. This session on TAM will assist in undertaking the more comprehensive approach for capital project development and implementation. This session will include discussion on getting ready for capital project development.

## Break 3:00 PM

## Managing Transit Emergencies 3:15 PM / The Great Hall 2

**John Filippone**

No two incidents are the same but having basic plans that have been discussed and trained on will enable an agency to quickly react to emergency situations. A little time and effort before the fact will allow an agency to come through in the clutch for the community.

## Strategic Planning Basics 4:30 PM / The Great Hall 2

**Rob Lynch**, Small Urban and Rural Center on Mobility (SURCOM), Training Coordinator

This session will assist small urban, rural and tribal transit providers with the process of agency strategic planning. We will examine the development of the transit agency mission, goals, and objectives; the strategic planning process; best practices to achieve success; and typical planning challenges and opportunities.



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