

# PASSPORT



## *To Progress*

*PA Public Transportation Association  
2014 Spring Conference*

**April 23-25, 2014**  
**Lancaster Marriott at Penn Square**





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# PPTA Appreciates the Sponsors of this year's Spring Conference...

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*Thank You for Supporting American Jobs!* 

*Lanyards*

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*Membership Luncheon*

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***ROHRER***

*School & Commercial Bus Sales*

*Expo Reception*

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 **AMERICAN SEATING**

*Peer Reception (Vine Street)*



*Thursday EXPO Breakfast*

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**SURE-LOK**  
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**NOVA BUS**

*Thursday Coffee Bar Social*

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*Thursday EXPO Lunch*

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**NOVA BUS**

*Big Night Out (Federal Tap House)*

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**BAE SYSTEMS**

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**Shepard Bros., Inc.**  
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*Friday Breakfast*

## 2014 Professional Supervisor Program Graduates

Melissa Bland	<i>Washington Rides</i>
Roberta Gostic	<i>Washington City Transit</i>
Semia Hackett	<i>Red Rose Transit</i>
Andrew Jones	<i>Lehigh/Northampton Transportation Authority</i>
Christopher Jordan	<i>Centre Area Transportation Authority</i>
Rick McClellan	<i>Centre Area Transportation Authority</i>
Jeremy Peterson	<i>Erie Metropolitan Transit Authority</i>
Bob Reska	<i>Centre Area Transportation Authority</i>
Rivera Roseanne	<i>Lehigh/Northampton Transportation Authority</i>
George Rutt	<i>Lehigh/Northampton Transportation Authority</i>
Tammy Sullivan	<i>Washington Rides</i>
George Thornes	<i>Ocean City Transit, Maryland</i>

## 2014B TransitSCORE Graduates

Joseph Dowkus	<i>rabbittransit-Northumberland Division</i>
Mary George	<i>FACT</i>
Roberta Gostic	<i>Washington City Transit</i>
Christopher Jordan	<i>Centre Area Transportation Authority</i>
Cindy Salopek	<i>First Transit</i>
Tammy Sullivan	<i>Washington Rides</i>





# PennTRAIN's New Board Training 101 - On site training & Board Training on-line modules - August 2014

Board Training 101 is designed to provide PA Transit Board Members and Executive Directors/General Managers/CEOs with advanced level skills to ensure positive guidance and oversight of transit services. During the course, participants will learn more about the pressures facing a modern transit Board; the primary role, functions and responsibilities of the Board and its members; and from whom the Board obtains authority and for what it is accountable. The course also explores the structure of a Board and expectations of Board operations, Act 44 performance review requirements and the rationale behind them, and various Federal and State funding requirements.

Contact Cindy Conaway to schedule your board on-site training at [cconaway@penntain.net](mailto:cconaway@penntain.net) or 1-800-847-0333 x 102.

## Upcoming PennTRAIN Sponsored Classes

**August 5-7, 2014**

Description

CTAA's Certified Safety & Security Officers Certification (CSSO)- State College, PA

<http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=41&z=116>

**Fall 2014**

Description

NTI - Procurement for Small & Medium Transit Systems - TBD

<http://www.ntionline.com/courses/courseinfo.php?id=209>

**Jan/Feb 2015**

TransitSCORE - Train the Trainer Instructor Led - TBD

**Feb/March 2015**

Description

Professional Supervisor Program Instructor Led - TBD

[www.penntain.net](http://www.penntain.net)

PennTRAIN Online Trainings for both programs available to anyone in Pennsylvania Transportation - Contact Cindy Conaway for log-in access.

\*\*\*\*\*Now available: Online Trainings are compatible with iPad and tablets



**Pennsylvania Public  
Transportation Association**

**FOR PPTA MEMBERSHIP INFORMATION CONTACT:**

The Pennsylvania Public Transportation Association  
600 North Third Street, Fourth Floor  
Harrisburg, PA 17101-1113  
(717) 234-7211 • (717) 234-7176 (fax)

[Imacwilliams@ppta.net](mailto:Imacwilliams@ppta.net) • [cconaway@penntain.net](mailto:cconaway@penntain.net)  
[www.ppta.net](http://www.ppta.net) • [www.penntain.net](http://www.penntain.net)



Pennsylvania Transportation Resource  
and Information Network



**pennsylvania**  
DEPARTMENT OF TRANSPORTATION

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April 8-10, 2015**

**Marriott Lancaster at Penn Square**

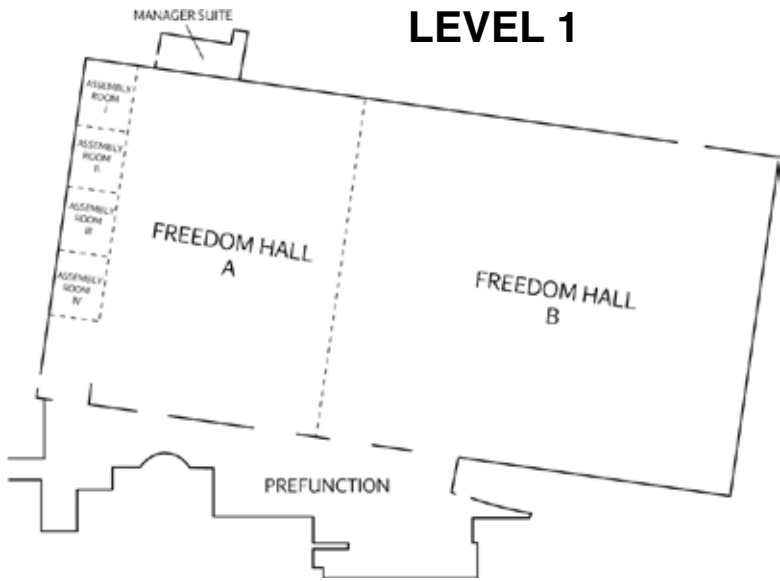


# Exhibitors

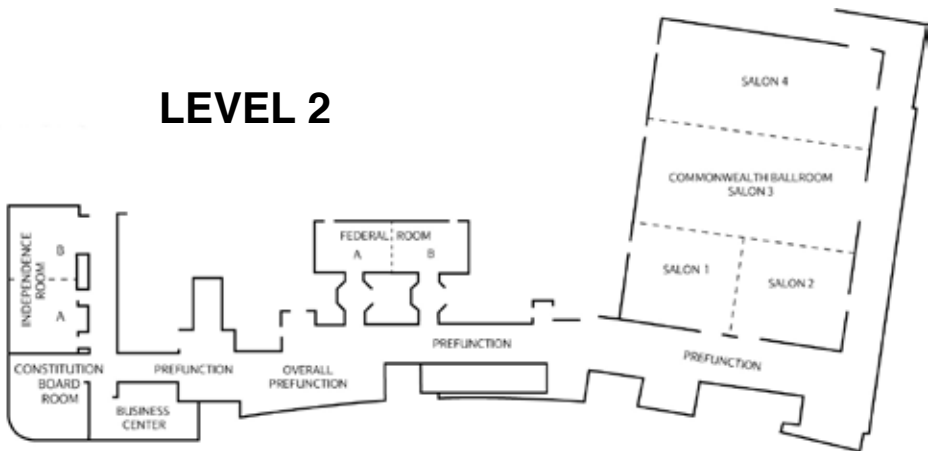
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- Aesys Inc.  
Alan Tye Lifts  
Altro Transflor  
American Cooling  
Technology Inc.  
American Public  
Transportation Association  
American Seating Company  
AMETEK Technical &  
Industrial Products  
Apollo Video Technology  
Avail Technologies Inc.  
BAE Systems  
Bus Stuf inc.  
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Cummins Power Systems Inc.  
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Training LLC  
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Urban Solar Corp.  
USSC Group Inc.  
UTC Aerospace Systems  
Voith Turbo Inc.  
Women in Transportation

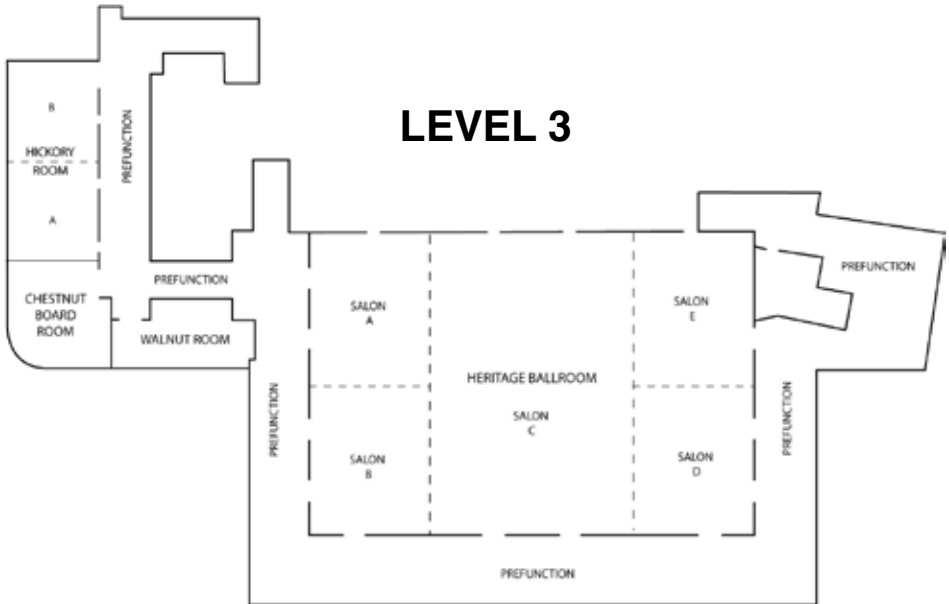
## LEVEL 1



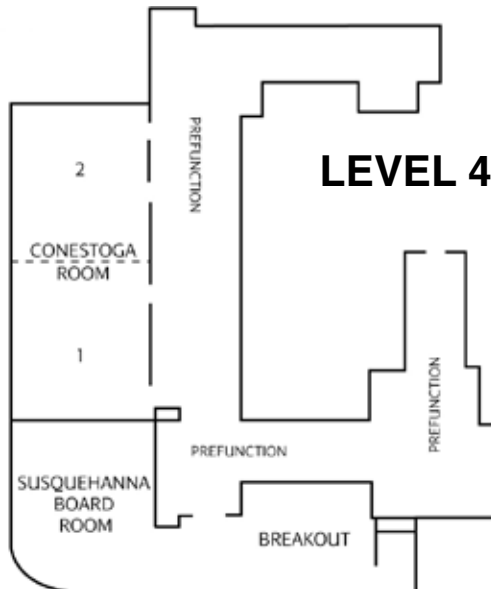
## LEVEL 2



## LEVEL 3



## LEVEL 4



# 2014 PPTA SPRING CONFERENCE AGENDA

## WEDNESDAY, APRIL 23

7:00 AM – 4:00 PM **Registration** - *Montgomery House Foyer (adjacent to Freedom Hall)*

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7:30 AM – 9:45 AM **Committee meetings**

7:30 – 8:30 AM Technology - *Commonwealth Ballroom Salon 1*

Human Resources - *Commonwealth Ballroom Salon 2*

8:45 – 9:45 AM Operations - *Commonwealth Ballroom Salon 2*

Marketing - *Independence*

Ride Share - *Commonwealth Ballroom Salon 1*

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9:45 – 10:00 AM **Coffee Break** - *Commonwealth*

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10:00 AM – 12:15 PM **Committee meetings**

10:00 – 11:00 AM Maintenance - *Commonwealth Ballroom Salon 2*

Community Transportation - *Com. Ballroom Salon 1*

11:15 AM – 12:15 PM Governmental Affairs - *Commonwealth Ballroom Salon 1*

Finance Officers - *Commonwealth Ballroom Salon 2*

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12:30 – 2:00 PM **Membership Luncheon & Award Recognition**  
*Commonwealth Ballroom Salon 3&4*

---

2:15 – 3:15 PM **Concurrent Sessions (2)**

**(1) Transit Potpourri** - *Commonwealth Ballroom Salon 2*

A primer on what you need to know including revisiting the *right to know* law after 5 years, updates to the laws affecting transit authorities, human resource updates and what we have learned over the last few years to minimize exposure through good “operational” policies. A global discussion to educate transit providers that policies are not just HR’s job but impact operations, board relations and compliance with Pennsylvania Law.

Presenter: Jill Nagy, Esq, Summers Nagy Law Firm

## **(2) Q&A and tips for using Microsoft Excel Sponsored by PennTRAIN**

- *Commonwealth Ballroom Salon 1*

The session will focus on improving your use of Excel through shortcuts and tools that go unnoticed or under-utilized.

Presenter: Rich Williams, IT/Trainer, PPTA

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**2:00 – 6:00 PM**

**Expo Set Up (buses 2:00 PM, booths 3:00 PM)**

*Freedom Hall B*

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**3:30 – 4:30 PM**

**Concurrent Sessions (3)**

### **(1) Building A Marketing Plan No Matter the Size Agency or Your Position**

*Independence*

This session is designed to talk *soup to nuts* in a simple and easy fashion yet appealing to seasoned marketing professionals and those who aren't sure where to start.

Some topics of discussion include:

- Identifying target audience
- Determining marketing channels
- Thinking seasonal/cyclical

Presenter: Vincent Reedy, Creative Director, holberg design

### **(2) Worker's Compensation... Do you know all you need to know?**

*Commonwealth Ballroom Salon 2*

This session steers you through the ins and outs, challenges and issues you may not be aware of and what to do and not to do. You may think you have all the answers but this session will make sure you do.

Presenters: Katherine Bavoso - Thomas, Thomas, & Hafer LLP  
Evan Jenkins - Thomas, Thomas, & Hafer LLP  
Jason C. Giurintano - Thomas, Thomas, & Hafer LLP  
Paul Pauciulo - Thomas, Thomas, & Hafer LLP



## WEDNESDAY, APRIL 23 (CONTINUED)

### (3) Act 44 Data Validation- An Analytical Approach (3:30 – 5:00 PM)

*Commonwealth Ballroom Salon 1*

This presentation will focus on “real world” ways that any transit agency can review and verify data and data trends using standard office software. Case studies will reveal approaches analysts can use to focus limited resources to insure effective management oversight and quality control.

Presenter: Wade White, President & CEO, Whitehouse Group, Inc.

5:00 – 6:30 PM

**PPTA Board of Directors Meeting** - *Hickory*

6:30 – 7:30 PM

**Opening Reception in EXPO Hall** - *Freedom Hall B*  
(Networking with Exhibitors)

7:30 – 9:30 PM

**Peer to Peer Reception** - *Vine Street Lobby*

## THURSDAY, APRIL 24

7:00 AM – 3:00 PM

**Registration** - *Montgomery House Foyer (adjacent to Freedom Hall)*

7:15 – 10:00 AM

**EXPO Open** - *Freedom Hall B*

Stop by the PennTRAIN booth to discuss PennTRAIN online courses as well as meet with Rich Williams, for Q&A and tips for using Microsoft Excel

7:15 – 8:15 AM

**Breakfast & Networking with exhibitors in EXPO Hall** - *Freedom Hall B*



7:15 – 9:45 AM

**PennDOT “Chat with Staff” in EXPO Hall**

*Freedom Hall B*

Meet with Bureau staff to discuss a variety of topics that impact your system, share concerns, ask questions and discuss challenges that face you.

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8:15 – 9:30 AM

**Concurrent Sessions (2)**

**(1) Procurement Fraud** - *Commonwealth Ballroom Salon 1*

The Office of Inspector General’s mission is to prevent, investigate, and eradicate fraud, waste, abuse, and misconduct in the programs, operations, and contracting of executive agencies under the Governor’s jurisdiction. This presentation will focus on several Procurement Fraud Schemes and red flags to help identify and prevent procurement fraud.

Presenters: James H. Timko, Special Assistant to the Inspector General  
Robert A. Zeplin, Special Investigator  
Martin B. Molitoris, Special Investigator

**(2) APTA-Voices of Transit** - *Commonwealth Ballroom Salon 2*

The American Public Transportation Association has developed an exciting new campaign to brand and position public transportation in our communities. This new initiative, which is based on research, is all about promoting the value of public transit at the local, state and national levels and advancing the case for additional investment. This session will outline the research findings and showcase the new messaging and advertising materials and as well as digital advocacy and media outreach. Come see how these materials and templates can be localized for your use.

Presenters: Rose Sheridan, Vice President, Communications and Marketing, APTA  
Mantill Williams, Director, Advocacy Communications, APTA

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9:30 – 10:00 AM

**Coffee Bar Social in EXPO Hall** - *Freedom Hall B*

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# THURSDAY, APRIL 24 (CONTINUED)

10:00 – 11:30 AM

## FTA Policy & Regulatory Update

*Commonwealth Ballroom Salon 2*

The session will include a presentation and time for questions and will focus on:

- Current status of FTA funding
- Most common FY13 key triennial findings
- An update on FTA's progress in implementing MAP-21 – including changes in regulations and Circulars

Don't forget to also stop by FTA the *"Chat with Staff"* on the EXPO floor following this session.

Presenters: Brigid Hynes-Cherin, Regional Administrator, FTA  
Jay Fox, Regional Counsel, FTA

11:45 AM – 1:45 PM

## EXPO Lunch, Networking with Exhibitors & Door Prizes - *Freedom Hall B*

11:45 AM – 1:45 PM

## FTA *"Chat with Staff"* in EXPO Hall

*Freedom Hall B*

Extend your discussion, get your questions answered and talk about what is important to you in regards to FTA issues.

1:45 PM

## EXPO teardown

1:45 – 3:00 PM

## Concurrent Sessions (2)

### (1) Raising the Bar for the Safety & Training Program in Your Organization - *Commonwealth Ballroom Salon 1*

With the demand for quality paratransit drivers greater than the current supply, efforts to recruit, hire, train and maintain these drivers is more important than ever. This session will examine ways to improve safety & training programs

Presenter: Carl Pysher, rabbitransit



## (2) National Association update with APTA & CTAA

*Commonwealth Ballroom Salon 2*

This session provides a wealth of information from our two national associations: American Public Transportation Association & Community Transportation Association of America. Hear their take on Federal Legislative issues, initiatives and much more. Plenty of information you should know and time for you to ask questions.

Presenters: Charles Dickson, Associate Director, CTAA  
Billy Terry, Senior Legislative Representative, APTA

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**3:15 – 4:30 PM**

### Concurrent Sessions (3)

#### (1) Marketing Best Practices Panel - *Commonwealth Ballroom Salon 1*

This panel features three transit system representatives sharing best practices, the ins and outs, challenges and successes and sharing ideas along with a Q&A so can start or expand your marketing efforts. A can't miss session!

Presenters: Jenna Reedy, Business Development Manager, rabbittransit  
Cindy Binner, Office Manager, Lebanon Transit  
Jacqueline Sheader, MBA, Marketing Manager, CATA

#### (2) DGS Contract 4400012478: CoSTARS© TRIPLE PLAY for Paratransit Operators! - *Commonwealth Ballroom Salon 2*

Factory representatives from FORD and GM will be present to describe how users of the DGS contract benefit from low-cost **training and education** options for their maintenance and repair technicians, and gain access to **OEM service information, technical data and software updates**. If you operate Ford, GM or Chrysler vehicles, and have cost-control, fleet operations or staff development responsibility, you should attend this session! Immediate **cost-reduction** opportunities available to PPTA members and contractors who operate FORD, GM and CHRYSLER vehicles so don't miss this session.

Presenter: George Wright, Fleet Sales Manager, Fred Beans Parts, Inc.

#### (3) General Transit Feed Specification - *Independence*

The session will provide an overview of the GTFS standard and Google Transit as well as future developments of the standard and analytical tools which can be used to get the most out of GTFS data. The session should provide value to fixed route systems currently using GTFS as well as those who have not yet begun publishing their data to Google Transit

Presenter: JD Kronicz, IT Manager, PPTA

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## THURSDAY, APRIL 24 (CONTINUED)

5:15 PM **Depart from Hotel Main Lobby for Big Night Out**

5:30 – 7:30 PM **Federal Tap House event** - *Federal Tap House*

Enjoy an evening of networking and fun at the Federal Tap House

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## FRIDAY, APRIL 25

7:45 – 8:45 AM **Peer to Peer Networking Breakfast** - *Heritage Ballroom C*

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9:00-9:30AM **PennDOT Update** - *Heritage Ballroom A-B*

Veteran's Grants, Capital Planning Tool, and much more will be part of a brief update from the PennDOT team

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9:30 – 11:00 AM **Capital Planning Tool - Asset Data Workshop**

*Heritage Ballroom A-B*

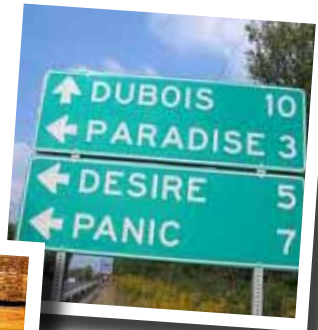
This workshop will provide agencies with an opportunity to get their questions answered about how to input rolling stock asset data into the workbooks which will be distributed by early March. A demonstration of how the asset data can then be managed and used in the Capital Planning Tool will be provided, as well as a preview of the next steps in the project.

Presenters: Laurie Hussey, Cambridge Systematics

Julian Ray, Cambridge Systematics

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# 2014 SUPERSTARS OF TRANSIT

**Bob Beck**

*Centre Area Transportation Authority*

**Maria Church**

*Suburban Transit Network, Inc.*

**Carolene Dobbins**

*York Adams Transportation Authority*

**Denny Fuge**

*CamTran*

**Donald W. Gallice**

*AMTRAN*

**Erik S. Johanson**

*SEPTA*

**Risa Reid**

*Capital Area Transit*



# NOTES:



# CONFERENCE EVALUATION

PLEASE ANSWER THE FOLLOWING :

I attended the PPTA 2014 Conference & Expo as a(n)?

- Member                       Non-Member                       Speaker  
 Transit Agency                       Exhibitor/Associate                       Affiliate

How many PPTA Educational Conferences have you attended (Spring, Summer, Winter or other)?

- This was my first     2-3     4-5     More than 5

How did you hear about the Conference?

- Newsletter                       Web Site                       E-Mail  
 PPTA Member                       Staff

ON A SCALE FROM 1 TO 5, (5 being the best)

PLEASE RATE THE FOLLOWING SESSIONS

	LOW	HIGH
Committee Meetings . . . . .	1	2 3 4 5
Transit Potpourri . . . . .	1	2 3 4 5
Q&A and Tips for Using Microsoft Excel . . . . .	1	2 3 4 5
Building a Marketing Plan No Matter the Size Agency or Your Position . . . . .	1	2 3 4 5
Worker's Compensation... Do you know all you need to know? . . . . .	1	2 3 4 5
Act 44 Data Validation-An Analytical Approach . . . . .	1	2 3 4 5
PennDOT "Chat with Staff" . . . . .	1	2 3 4 5
Procurement Fraud . . . . .	1	2 3 4 5
APTA-Voices of Transit . . . . .	1	2 3 4 5
FTA Policy & Regulatory Update . . . . .	1	2 3 4 5
FTA "Chat with Staff" . . . . .	1	2 3 4 5
Raising the Bar for the Safety & Training Program in Your Organization. . . . .	1	2 3 4 5
National Association update with APTA & CTAA . . . . .	1	2 3 4 5
Marketing Best Practices Panel . . . . .	1	2 3 4 5
DGS Contract 4400012478 . . . . .	1	2 3 4 5
General Transit Feed Specification . . . . .	1	2 3 4 5
PennDOT Update . . . . .	1	2 3 4 5
Capital Planning Tool-Asset Data Workshop . . . . .	1	2 3 4 5

PLEASE RATE THE FOLLOWING NETWORKING EVENTS

Membership Lunch. . . . .	1	2 3 4 5
Wednesday Receptions . . . . .	1	2 3 4 5
Thursday Breakfast . . . . .	1	2 3 4 5
Thursday EXPO Lunch. . . . .	1	2 3 4 5
Thursday Big Night Out. . . . .	1	2 3 4 5
Friday Breakfast . . . . .	1	2 3 4 5

# CONFERENCE EVALUATION

ON A SCALE FROM 1 TO 5, (5 being the best)  
PLEASE CIRCLE THE FOLLOWING:

OVERALL EVALUATION	LOW	HIGH
Time of year . . . . .	1	2 3 4 5
Conference format . . . . .	1	2 3 4 5
Promotional materials . . . . .	1	2 3 4 5
Your experience with the hotel . . . . .	1	2 3 4 5
On-site registration assistance . . . . .	1	2 3 4 5
Value received for registration fee . . . . .	1	2 3 4 5
Overall quality of events . . . . .	1	2 3 4 5
Overall organization of events . . . . .	1	2 3 4 5
Seminar program content . . . . .	1	2 3 4 5
Content was geared toward my level of experience . . . . .	1	2 3 4 5
Overall speaker expertise . . . . .	1	2 3 4 5
Overall quality of presentations . . . . .	1	2 3 4 5
Meeting room management . . . . .	1	2 3 4 5
Seminar content matched literature . . . . .	1	2 3 4 5
Variety of exhibitors . . . . .	1	2 3 4 5
Amount of time with exhibitors . . . . .	1	2 3 4 5

Would you be interested in attending the 2015 Spring Conference (April 2015)?  
 Yes    No    Maybe

Suggestions for future Topics or Speakers:

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Additional suggestions/comments:

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Your Name/Company \_\_\_\_\_

## Thank You For Completing this Form!

Please fax, email or mail to:

Pennsylvania Public Transportation Association  
600 North Third Street, Fourth Floor  
Harrisburg, PA 17101  
FAX: 717-234-7176  
email: Lmacwilliams@ppta.net



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# 2013-2014 PPTA Board of Directors

## Executive Committee

**Sheila J. Gombita, Executive Director**  
(Chair/Class 5 Director/2016)  
Washington Rides  
Washington County Transportation Authority  
(724) 229-2502 / (724) 223-9474 FAX

**John R. Kanyan, Executive Director**  
(Treasurer/Class 4 Director/2014)  
IndiGO - Indiana County Transit Authority  
(724) 465-2140 / (724) 465-1933 FAX

**David W. Kilmer, Executive Director**  
(Vice-Chair/Class 3 Director/2014)  
Red Rose Transit Authority (RRTA)  
(717) 397-5613 / (717) 397-4761 FAX

---

**Daniel J. DeBone, Senior Gov. Relations Officer**  
(Class 2 Director)  
Port Authority of Allegheny County  
(412) 566-5108 / (412) 566-5111 FAX

**Robert J. Fiume, Executive Director**  
(Member-At-Large/2015)  
County of Lackawanna Transit System (COLTS)  
(570) 346-2061 / (570) 343-3819 FAX

**Michael E. Imbrogno, Executive Director**  
(Class 4 Director/2016)  
Area Transportation Authority of North Central PA (ATA)  
(814) 965-2111 / (814) 965-3053 FAX

**John H. Paul, Executive Director**  
(Class 4 Director/2015)  
Butler Transit Authority  
(724) 283-0445 / (724) 283-1201

**Gerald W. Sheehan, Regional Sales Manager**  
(Associate Director/2015)  
Gillig LLC  
(510) 329-0320 / (717) 747-3988 FAX

**Troy P. Whitesel, Marketing Manager**  
(Associate Director/2014)  
Avail Technologies, Inc.  
(814) 234-3394 / (814) 234-3393 FAX

**Cynthia A. Zerbe, Administrator**  
(Class 5 Director/2015)  
Union/Snyder Transportation Alliance (USTA)  
(570) 522-1390 / (570) 522-1409 FAX

**Richard H. Farr, Executive Director**  
(Class 3 Director/2015)  
rabbitransit-York County Transportation Authority  
(717) 846-5562 / (717) 848-4853 FAX

**Timothy C. Geibel, Executive Director**  
(Member-At-Large/2014)  
Crawford Area Transportation Authority (CATA)  
(814) 336-5600 / (814) 336-5406 FAX

**Larry J. Morris, Executive Director**  
(Class 3 Director/2016)  
Westmoreland County Transit Authority (WCTA)  
(724) 832-2705 / (724) 834-9494 FAX

**Michelle A. Schultz, Esq., Director, Legislative Affairs**  
(Class 1 Director)  
SEPTA - Southeastern PA Transportation Authority  
(215) 580-7341 / (215) 580-7534 FAX

**David M. Trout, Executive Director**  
(Class 5 Director/2014)  
Community Transit of Delaware County  
(610) 490-3977 / (610) 490-3992 FAX

**Eric Wolf, General Manager**  
(Member-At-Large/2016)  
Altoona Metro Transit (AMTRAN)  
(814) 944-4074 / (814) 941-2733 FAX

