



Pennsylvania Public Transportation Association

36th Annual Spring Conference & Expo
April 27, 28, 29, 2011

**Lancaster County Convention Center &
Lancaster Marriott at Penn Square**



Preliminary Conference Program

ACCOUNTABILITY: The Standard of Performance

Preliminary Conference Program

Wednesday, April 27

- 8:00 a.m.-6:30 p.m. **Conference Registration**
- 8:00 a.m.-10:30 a.m. **Rural Management Assistance Discussion Session (RMA)**
- 9:00 a.m.-10:30 a.m. **Committee Meetings**
- *Community Transportation*
 - *Marketing & Communications*
 - *Membership Services*
 - *Operations*
- 10:30 a.m.-10:45 a.m. **Coffee Break**
- 10:45 a.m.-12:15 p.m. **Committee Meetings**
- *Government Affairs*
 - *Financial Officers*
 - *Human Resources*
 - *Maintenance*
 - *Ride Share*
- 11:00 a.m.-3:00 p.m. **EXPO Set-Up**
- *Buses 11:00; Booths 1:00*
- 12:30 p.m.-3:00 p.m. **Keynote Luncheon**
- Opening Remarks
Secretary of Transportation
(Invited)
 - PPTA Membership Meeting
 - Keynote Presentation
Mark Aesch
Author of Driving Excellence
Learn all about this new cutting edge public sector management philosophy
- 3:15 p.m.-5:00 p.m. **3 Concurrent Sessions**
- Organizational Performance
 - Accident Investigation
 - Maintenance Topic *TBA*
- 6:00 p.m. **EXPO GRAND OPENING**
(Ticket Required—EXPO NOT OPEN PRIOR TO 6:00 p.m.)
- 6:30 p.m.-9:30 p.m. **EXPO Game Night Dinner**
Enjoy the evening with great food and great competition as you visit all the vendors
- 10:00 p.m.-12:00 a.m. **Peer-to-Peer Networking**

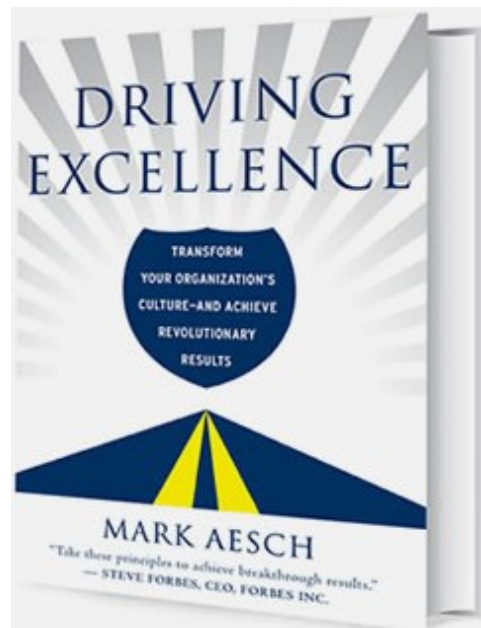
Thursday, April 28

- 7:00 a.m.-5:00 p.m. **Conference Registration**
- 7:00 a.m.-8:00 a.m. **EXPO Continental Breakfast**
- 8:15 a.m.-9:45 a.m. **3 Concurrent Sessions**
- *Transportation Demand Management Strategies*
 - *Addressing Bias in Public Transportation*
 - *Employment Tax Laws*
- 9:45 a.m.-10:45 a.m. **EXPO Social & Prizes**
- 11:00 a.m.-12:30 p.m. **EXPO Closes/Teardown**
- 11:00 a.m.-12:30 p.m. **General Session**
Policy & Regulatory Update
- 12:45 p.m.-2:45 p.m. **Award Luncheon**
- 3:00 p.m.-4:30 p.m. **3 Concurrent Workshops**
- *Accountable Transit Planning & NTD Reporting*
 - *Courageous Conversations*
 - *FTA Issues and Answers*
- 5:30 p.m. **Depart for Big Night Out**
- 6:00 p.m.-9:30 p.m. **Big Night Out**
Enjoy a wonderful dinner and a great musical comedy, the “Unsinkable Molly Brown” at Dutch Apple Dinner Theatre
- 10:00 p.m.-12:00 a.m. **Peer-to-Peer Networking**

Friday, April 29

- 7:30 a.m.-8:30 a.m. **Buffet Breakfast**
- 8:45 a.m.-11:00 a.m. **Accountability: The Standard of Performance**
A Shared-Ride Discussion
- 9:00 a.m.-11:00 a.m. **Technical Tour to Red Rose Transit**
Explore RRTA’s newly renovated operations center and it’s many green features

ACCOUNTABILITY: The Standard of Performance



PPTA is pleased to announce that
MARK AESCH
will present our Keynote Address
“Driving Excellence.”

Order your book today and
bring it with you to be signed by the author!

Visit www.markaesch.com

As CEO of the Rochester Genesee Regional Transportation authority, Mark Aesch has nearly two decades of strategic leadership experience. He helped take a money-losing under-performing organization and transform it into a public sector leader that has actually cut fares for customers and reduced reliance on taxpayer dollars. Multi-million dollar deficits have been replaced with multi-million dollar surpluses and demand for service has increased at rates three times the national average.

The RGRTA has enjoyed four straight years of surpluses, driven productivity up and improved customer satisfaction. With ridership levels at a twenty-year high, the RGRTA has successfully replaced an attitude of “I think,” with a sound strategy, a quality measurement system and a spirit of “I know.”

“Reading this book, business owners, government officials, and shareholders alike will discover what can be accomplished when government actually runs on common sense and creativity.” Steve Forbes

“Driving Excellence is about excellence in the public sector, or anywhere. I’m ready to call it one of the best management books I’ve ever read – and it really is a page-turner!”– Tom Peters

ACCOUNTABILITY: The Standard of Performance

Preliminary Conference Workshop Detail

WEDNESDAY, APRIL 27

3:15 p.m.-5:00 p.m.: Three Concurrent Sessions

1. Improving Accountability & Organizational Performance

Michael Noel, Lazaro & Noel and Robert Schmitt, RTR Enterprises

All staff have their own view of the organization they work for and the people they work with. The front line supervisor has significant impact in shaping this collective view or "organizational culture." Based on information gathered from working with 250+ transit supervisors, this workshop will look at how better communication between managers and supervisors can foster and improve employee performance and accountability and how supervisors dedicated to coaching, discipline, prevention and modeled behavior can actually improve organizational performance.

2. Accountable Accident Investigation & Reporting

Matthew Daecher, Daecher Consulting Group and Jill Nagy, Nagy Law Offices

Accidents often are part of the job in transit but how you prepare, respond, and report can make a difference. Matt & Jill will discuss the importance of correct policies and processes, as well as the legal aspects of accident investigation and prevention. You will gain guidance on how to reduce your exposure and learn what steps to implement in your transit system so that you will be better prepared the next time an accident occurs.

3. Maintenance (Details TBA)

THURSDAY, APRIL 28

8:15 a.m.-9:45 a.m.: Three Concurrent Sessions

1. Transportation Demand Management Strategies

Terri Quici, CATA, Panel Facilitator

As demands on our transportation infrastructure increase, public transportation must offer a menu of transportation options. Learn what transportation demand management (TDM) is and how to work with local planning agencies to integrate long distance commuter options with public transit. An overview of ride sharing and vanpools by Pennsylvania providers currently implementing such services will be presented, along with information on car sharing (Zip Car), real-time ridesharing (Avego) and other TDM initiatives you can put into operation.

2. Addressing Bias in Public Transportation Systems

***Cathy Bollinger, Director of Diversity and Organizational Development
York Jewish Community Center***

Do you hear people making negative comments or using inappropriate labels and stereotypes about others who are different from them? Do you listen to people making assumptions about groups of people based on their race, religion, size, socio-economic level, interests, sexual orientation, personality, abilities, etc.? Biases, if left unchecked, can lead to hate; hate ruins and destroys lives. This interactive session explores the impact of bias in ourselves, as well in our transit systems. Come learn strategies to help you take action to address bias and create a community where all people feel welcome, safe, valued, celebrated, and respected.

3. Employment Tax Laws

Veronica Green Bell, FSLG Specialist, Internal Revenue Service

Congress constantly implements changes in employment tax laws that affect all organizations. Learn more about tax laws and regulations affecting payroll processing, vendor relationships, and more to help foster compliance and the proper handling of employment tax issues.

ACCOUNTABILITY: The Standard of Performance

Preliminary Conference Workshop Detail (continued)

THURSDAY, APRIL 28 (Continued)

3:00 p.m.-4:30 p.m.: Three Concurrent Sessions

1. Accountability in Transit Planning and NTD Reporting

Walter Cherwony, Abrams-Cherwony Group, Gannett Fleming Inc. & Brian McCollom, McCollom Management Consulting

As PennDOT and FTA require enhanced planning and reporting, this session will teach how to implement accountable processes for service analysis and NTD reporting.

2. Courageous Conversations

Patricia Miller, rabbittransit

Do you stress over having that difficult conversation with your boss, coworker or employee? Do you wonder if that last conversation was worth it? All managers and supervisors are challenged to improve employee performance or relationships with the boss or peers. This interactive session will teach you how to address those difficult discussions with tact and diplomacy.

3. FTA Issues & Answers

FTA Staff

This session will provide an overview of all things FTA. Among the topics to be discussed are procurement guidelines, piggy-back purchases, Buy America policies, and reporting requirements. Be sure to bring your questions to this session where you will learn the latest in what's happening at the FTA.

FRIDAY, APRIL 29

8:45 a.m. – 11:00 a.m.

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A Shared-Ride Discussion

Join PennDOT staff in an open forum to discuss all things shared-ride. From performance measures, to performance reviews, to quality assurance checks and HST pilots, the shared-ride program continues to expand accountability and service delivery. Bring your questions, your concerns, your ideas and recommendations and participate in this lively discussion.

9:00 a.m. – 11:00 a.m.

Technical Tour to Red Rose Transit

Take advantage of this opportunity to explore RRTA's recently renovated Operations Center that incorporates many "green" energy saving features. You won't want to miss the solar panels, the green roof (a roof covered with vegetation) and the innovative geothermal system and waste-oil burners. There is much to see and learn about as RRTA seeks to increase account ability and performance in their operations, the environment, and the communities they serve.



Take time to visit the country's oldest farmers' market housed in a beautiful 120-year-old red brick building full of local character. A great place to buy souvenirs and regional food specialties, you'll find a wide selection of goodies to take home. Bring your cooler to keep your purchases safe on the trip home. Be sure to visit Lancaster's Central Market opposite the Marriott, open 6:00-4:00 on Friday.

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REGISTER ON-LINE – SAFE & SECURE

*You don't have to fax or mail if you register on-line!
A few simple steps and you're good to go!*

Secure on-line payment system!

REGISTER NOW!

Visit www.ppta.net—Click on the Spring Conference Button

IF YOU HAVE QUESTIONS CALL 1-800-847-0333

SHOW OFF YOUR MARKETING MATERIALS!

The PPTA Marketing & Communications Committee invites you to share your marketing materials. Place your items for display in PPTA's EXPO booth and be sure to stop by to gain new ideas!

CHECK THE PPTA WEB SITE FOR
PROGRAM UPDATES AND DETAILS
WWW.PPTA.NET

LODGING INFORMATION

*Don't be left without a room
Make your reservations NOW!*
Marriott Lancaster at Penn Square
(717) 239-1600



Request the PPTA Room Block—Room Rate: \$144 Single/Double

NOTE: MEALS & \$5.00 PARKING ARE NOT INCLUDED IN ROOM RATE

Guarantee your overnight accommodations with any major credit card.

Cancellations must be received 48 hours prior to day of arrival.

European Plan - Rates are per person per day, subject to tax and gratuity.

Check in at 3:00 p.m. / Check out by 12:00 p.m.

ACCOUNTABILITY: The Standard of Performance

PPTA CONFERENCE REGISTRATION

Wednesday, April 27, Thursday, April 28, & Friday, April 29, 2011

IT'S EASY TO REGISTER ON-LINE AT WWW.PPTA.NET OR
SIMPLY FAX THIS FORM TO 717-234-7176

Photocopy this form for additional registrants—One registrant per form!

Badge Name & Title: _____
 Organization: _____
 Address: _____
 City, State, & Zip: _____
 Phone: _____ Fax: _____ E-Mail: _____
 Spouse Registration-Badge Name: _____
(Complementary registration for non-transit spouse/partner — Payment required for meals)

<p>STEP 1: SELECT CONFERENCE PLAN</p>	<p>Full Three-Day Conference Registration _____ x \$195 = \$ _____ Wednesday Conference Registration _____ x \$85 = \$ _____ Thursday Conference Registration _____ x \$125 = \$ _____ Friday Conference Registration _____ x \$65 = \$ _____</p>	
<p>STEP 2: SELECT MEALS</p>	<p>Wednesday Membership KEYNOTE Luncheon _____ x \$45 = \$ _____ Wednesday EXPO GRAND OPENING Dinner _____ x \$50 = \$ _____ Thursday AWARD Luncheon _____ x \$45 = \$ _____ Thursday Fun Night Out Dinner Theatre _____ x \$58 = \$ _____ Friday Buffet Breakfast _____ x \$19 = \$ _____</p>	
<p>STEP 3: FAX/MAIL REGISTRATION & PAYMENT BEFORE 4/15/11</p> <p>PPTA 600 North Third Street Harrisburg, PA 17101-1113</p> <p>Phone: 717-234-7420 OR 800-847-0333 Fax: 717-234-7176 cconaway@penntain.net</p>	<p>CREDIT CARD PAYMENT: ___ Visa ___ MasterCard ___ Discover ___ Amex = \$ _____</p> <p>Card #: _____</p> <p>Last three numbers on back of card: _____</p> <p>Expiration Date: ___ / ___ Signature: _____</p> <p>OR REGISTER ON-LINE AT www.ppta.net</p>	<p>TOTAL PAYMENT ENCLOSED</p>