

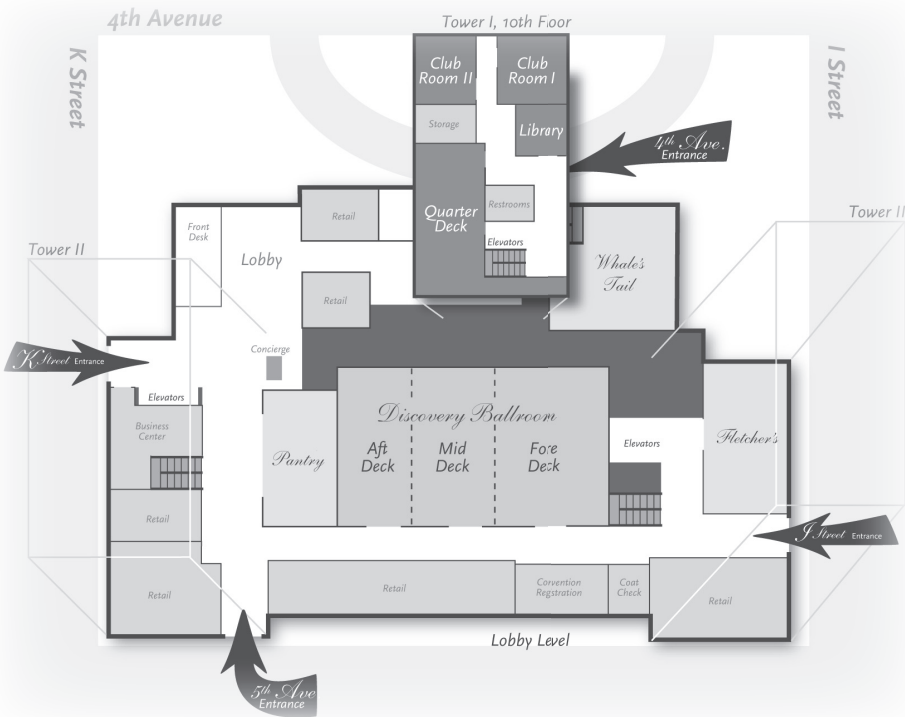
# BUILDING BLOCKS FOR A SMOOTH RIDE



October 25-27, 2011  
Hotel Captain Cook, Anchorage, Alaska



# HOTEL LAYOUT



Lobby Level

Lower Lobby



# WELCOME

August 3, 2011

On behalf of the Alaska Department of Transportation and Public Facilities, I welcome you to the 2011 Community Transportation Transit Conference.

This year's conference theme is "Building Blocks for a Smooth Ride!". The conference will feature speakers and topics dealing with the present and future of public transportation in Alaska. Some of the topics at the 2011 conference (and which are subject to change) include:

- Federal Transit Administration (FTA) Deputy Administrator, Therese McMillian
- Tribal Transit, presented by FTA
- Governor's Coordinated Transportation Task Force, Update On Policy and Procedural Recommendations
- Singing Our Industries Praises, presented by nationally-renowned speaker, John Martin
- Vehicle Procurement, from pre-solicitation to post-delivery
- ADA and Public Transit
- Transit Technology

Please join us in this annual opportunity to meet with your peers, transit providers and advocates, vendors and state and national and transit leaders in this opportunity to learn, share, and network. We look forward to seeing you at the conference!



J. Eric Taylor  
Manager, Transit Programs  
Division of Program Development  
Alaska Department of Transportation & Public Facilities

# IMPORTANT INFO

## **CONFERENCE COMMITTEE**

The Conference is brought to you by the hard work of the DOT/PF, Alaska Transit Office and the Alaska Mobility Coalition.

## **SILENCE CELL PHONES**

Please remember to turn off your cell phones at all times during the conference including all meal functions.

## **DRESS CODE**

Dress code is business casual for the conference.

## **NAME TAGS**

Name tags serve as the conference attendee's entrance to all sessions, meals and events. Please be sure to wear your name tag at all times.

## **BUSINESS & INTERNET SERVICES**

Complimentary wireless internet is available in all the guest rooms and throughout the public areas of the hotel. The business center is located on the lobby level, near the front desk.

## **ASSISTANCE**

Conference Registration and the Help Desk is located outside of the Fore Deck Room.

## **EMERGENCIES**

Dial the hotel operator (0) and they will dispatch security. More emergency info is available in your room.

## **PARKING**

Self Parking passes will be available for attendees at a cost of \$12.00 per day. You may pick up a parking pass at the front desk of the hotel. The pass will only be valid for the Captain Cook parking garage on K Street between 4th and 5th Avenue.

## **SMOKING**

The Hotel Captain Cook is a non smoking facility.

## **DINING**

The options for dining at the Hotel Captain Cook are:

### **• THE CROW'S NEST**

The Crow's Nest Restaurant, perched atop Tower 3, is known for its innovative French and New American fine dining cuisine, and for its outstanding wine list, coming from our 10,000-bottle wine cellar. The view cannot be beat with spectacular views of the Cook Inlet, Downtown Anchorage and the Chugach Mountains.

### **• FLETCHER'S**

Fletcher's restaurant offers gourmet pizza, fresh pasta dishes and seafood specialties in an English pub-style setting. Named for Fletcher Christian, the man behind the historic mutiny on the Bounty, the seafaring ambiance extends to such local delights as Alaskan Halibut Piccata, accompanied by a local, micro-brewed beer, wines by the glass or cognac

### **• THE PANTRY**

Located in the main lobby, The Pantry is our indoor sidewalk café featuring a delightful selection of American cuisine for breakfast. For lunch you can enjoy local favorites such as chowder or fresh fish

## **HOTEL CONTACT INFORMATION**

Hotel Captain Cook

939 5th Avenue, Anchorage AK, 99501

phone: 907-276-6000 toll free: 800-843-1950

## **TRANSPORTATION**

The hotel does not offer a hotel shuttle service. A cab can be accessed at the airport to the hotel. The cost is about \$25.00 each way.

## **PHOTOS**

Photos will be taken and potentially used for future publicity. Please notify one of the registration staff if you do not wish to have your photo used in any future publications for marketing.

# KEYNOTE PRESENTERS



**THERESE W. MCMILLAN**  
**FTA Deputy Administrator**

Therese McMillan was appointed FTA Deputy Administrator on July 2, 2009. Therese assists the Administrator in leading a staff of more than 500 in the Washington D.C. headquarters office and 10 regional offices throughout the United States. Deputy McMillan worked with

FTA staff in allocating \$8.78 billion for 1,072 Recovery Act grants that created or retained over 12,500 jobs and strengthened and enhanced public transportation for working Americans and their communities. Deputy McMillan also leads a special task force on Civil Rights to comply with the increased—and welcome—attention that the Obama Administration and Secretary Ray LaHood have placed on the entire body of Civil Rights responsibilities that the DOT and all federal agencies are expected to carry out on behalf of the American public. Therese also serves on the Partnership for Sustainable Communities with fellow DOT colleagues, EPA and HUD.

Prior to her appointment, Ms. McMillan was the Deputy Executive Director-Policy at the San Francisco Bay Area Region's Metropolitan Transportation Commission. Serving that role for nine years, she was responsible for strategic financial planning and MTC's management of federal, state and regional fund sources for transit, highways, roadways and other modes; state and federal legislative advocacy, and public affairs and community outreach. Ms. McMillan received her B.S. degree in Environmental Policy and Planning Analysis from the University of California, Davis (1981) and a joint M.C.P./M.S. in city planning/civil engineering science (1984) from U.C. Berkeley.



**JOHN MARTIN**  
**President & CEO, The Southeastern Institute of Research (SIR)**

John is responsible for SIR's strategic initiatives such as the SIR Boomer Project. The SIR Boomer Project is a marketing think-tank that explores how Baby Boomers relate to the media and advertising messages directed

at them. Having conducted over 50 research studies for AARP and thousands of studies for other businesses and associations targeting the 50 plus market, SIR's researchers has a keen appreciation of the Boomer segment. The SIR Boomer Project builds on this knowledge base through SIR's national ongoing quarterly tracking studies. SIR Boomer Project findings are shared with SIR's clients to help them fine tune their marketing communication programs -- how to appeal to "boomer sensibilities."

Prior to joining SIR, John led the marketing efforts of PBM Products, a \$100 million consumer products company specializing in nutritional store brand and national brand product lines. While at PBM, John orchestrated new product launches and promotional programs with leading retailers including Wal-Mart, Target, Kroger, Albertson's, CVS, and dozens of other regional chains.

John began his career at Siddall, Matus & Coughter Advertising & Public Relations where as president he was responsible for client programs and new business development. John led the agency's work in healthcare, consumer products, and transportation demand management. Many of John's initiatives earned SMC American Marketing Association's (AMA) Effie Awards, for the most effective marketing campaigns in the country.

John received a Master's of Business Administration from Virginia Commonwealth University in 1984 and graduated from Washington & Lee University with a bachelor's degree in economics in 1982.

John is active in the Richmond community, as he is currently serves on the boards of the Richmond Memorial Health Foundation, the Medical College of Virginia Foundation, the Greater Richmond Chamber of Commerce, the Sustainable Transportation Initiative of Richmond (STIR), the Older Dominion Partnership, and Virginia's age wave preparedness planning initiative. John enjoys fishing and spending time with his family.

# PRESENTERS



**CHRISTOPHER AADNESEN**  
President and CEO,  
Alaska Railroad Corporation

Christopher Aadnesen is the Alaska Railroad's President & CEO. He assumed this post in mid-September 2010. Just prior (2007-2010), Aadnesen worked for HNTB Corporation, a nationwide consulting firm. Based in Austin, Texas, Aadnesen led national freight rail services for all seven of the U.S. Class One railroads. From 2004 to 2007, Aadnesen was CEO and chairman of the management board for Estonian Railways (ER). Like ARRC, ER provides passenger and freight services and is owned by a government (privatized in 2001, ER ownership was sold back to the country in a year-long process overseen by Aadnesen). In 1996, Aadnesen founded Capitol City Group, a consulting firm in Austin. Actively participating through 2009, Aadnesen specialized in rail transportation and logistics, management, strategic and business planning, and quality systems development.



**JAMIE ACTON**  
Municipality of Anchorage, Public  
Transportation

Jamie Acton is the Mobility Coordinator for over 2 years at Municipality of Anchorage. Jamie holds a BS from Eastern Oregon University in Discourse Studies & Business.



**TODD ALLEN**  
Director of Government & Community  
Relations, RouteMatch Software

Based in Raleigh, NC, Mr. Allen is the Director of Government Affairs & Community Relations for RouteMatch Software where his main responsibility includes building relationships with federal and state governmental agencies.

Mr. Allen has been actively involved in the public and human service transportation industry for over 20 years. Mr. Allen has served in various industry-related roles such as university transit director, state transportation consultant, assistant and general manager, senior transit planner, and Acting Transit Director for the City of Raleigh, NC. Mr. Allen also worked for the North Carolina Department of Transportation (NCDOT) to administer the NCDOT Sections 5310 & 5311, coordinated transportation, and statewide planning programs. Mr. Allen has a Bachelor of Arts degree in Political Science from Northern Illinois University.

Mr. Allen is a former appointed Member of the Raleigh Transit Authority and was awarded the 2010 Georgia Transit Association's President's Award and the 2011 North Carolina Public Transportation Association's President's Award. He is currently the Secretary of the North Carolina Public Transportation Association; a Board Member of the Georgia Transit Association and Conference Committee Co-Chairman; and a member of three American Public Transportation Association committees; and ITS America's Passenger Transportation Systems and Services (PTSS) Committee.

**JENNIFER BECKMAN**  
Executive Director, Central Area Rural Transit System, Inc.



**U.S. SENATOR**  
**MARK BEGICH**

Senator Mark Begich is in his third year representing Alaska in the U.S. Senate, where his primary focus is building a strong Alaska economy. Already in his short time in the Senate, Senator Begich has risen to key positions for Alaska. He was recently named

chairman of the Commerce Committee's Subcommittee on Oceans, Atmosphere, Fisheries and Coast Guard, which has broad jurisdiction over important Alaska issues. He works on behalf of Alaska's servicemen and women on the Armed Services Committee and also is a member of the Veterans, Homeland Security and Budget committees.

As chairman of the Senate Democratic Steering and Outreach Committee, Senator Begich holds the Number Five position in the leadership for the Senate majority, which he uses to advocate on Alaska issues. Senator Begich was elected to the Senate in 2008 after serving as mayor of Anchorage for nearly six years. Born and raised in Anchorage, Senator Begich's other priorities include reducing the national deficit, tax reform, and building a national energy policy that emphasizes Alaska's oil and gas resources, an Alaska natural gas pipeline and the state's many renewable resources.



**MARSHA BRACKE**  
Bracke and Associates, Inc.

Marsha Bracke has facilitated groups to resolution around contentious and complex issues such as the management of spent nuclear fuel, transportation projects that might take one's business or home, interagency initiatives designed to leverage public resources, and strategic plans that improve the quality of life for people with developmental disabilities, mental health issues, and low income.

# PRESENTERS

Marsha has worked as a full time neutral process professional since 1994, along with prior experience as the deputy manager of a Fortune 300 public and employee communications organization for a Department of Energy science and environmental research laboratory. She has previous experience as a university instructor. She has supported projects throughout the United States and in Canada.

She is a graduate of the FoCuSeD™ Facilitator Academy. She holds a master's degree from the University of Idaho and a bachelor's degree from Boise State University.

## **ANNE BROOKS, P.E.**

### **Brooks & Associates**

Ms. Brooks earned her civil engineering degree from UAA in 1988 and embarked on an extensive career in Alaska. She established her own firm in 1993, with a focus in transportation planning and public involvement. Her transit work began with completion of Transit Development plans for the North Slope Borough in the early 1990s. Recent transit work includes, in addition to the Regional Transit Authority Study, coordination plans for Homer, Seward and the Central Kenai Peninsula area. Ms. Brooks holds a B.S. in Civil Engineering from the University of Alaska Anchorage, and an A.S. in Business Administration from Northern Arizona University. She is a Registered Professional Engineer in Alaska.



## **DENYSE BROWN**

### **Mobility Manager, Connecting Ties, Inc.**

Denyse Brown is the Mobility Manager for Connecting Ties, Inc., the lead agency for the Valdez Coordinated Community Transportation Committee. VCCTC runs a low-cost voucher based transportation program for the elderly, disabled and low-income to work populations

in the city of Valdez.

## **LAURA BROWN**

### **Associate, RLS & Associates, Inc.**

Laura Brown brings a solid and diverse background of transit planning and operations supplemented with organizational management and financial planning. An associate with RLS from 2000-2004, Ms. Brown worked in Europe for three years with the Northrop Grumman Information Technology, Defense Group, as a comptroller for financial planning of 27 Department of Defense contracts totaling approximately \$36 million. Since rejoining RLS in 2007, Ms. Brown has managed, and/or contributed to several high profile projects.

Ms. Brown completed her Masters in Public Administration at Wright State University and received a B. A. in Sociology from The Ohio State University. In addition, Ms. Brown completed National Environmental Policy Act Training and Categorical Exclusions Training, both sponsored by the Indiana Department of Transportation (INDOT) & Federal Highway Administration (FHWA) in 2009.



## **JASON BURKE**

### **State ADA Coordinator, State of Alaska**

Jason Burke coordinates disability rights compliance for the State of Alaska to ensure that people with disabilities can fully participate in state jobs and services. He regularly provides training and outreach on emerging disability/ access issues and coordinates the 2012 Access Conference. He is a Professional Associate with the National Association of ADA Coordinators. He has been active with the AMC since the first Transit Conference and supports its efforts to improve access to public transportation in Alaska.



## **JOHN CARUOLO**

### **Senior Consultant, Milligan & Company, LLC**

An FTA alumni, Mr. Caruolo has been providing assistance to FTA's Oversight Program by conducting numerous Triennial Reviews and State Management Reviews for the past 15 years. Over the past five years, he has given compliance workshops for these types of reviews as well as for the Tribal Transit Program and the FTA's ARRA Program.



## **STATE REPRESENTATIVE SHARON CISSNA**

Sharon Cissna is a Democratic member of the Alaska House of Representatives, representing the 22nd District since 1999. Cissna is the owner and operator of PS Publication Services. She has worked as a Home Based Mental Health Counselor with Hope Cottages, mental health therapist, and family/individual counselor. Cissna is also a Lieutenant Colonel/Commander in the Legislative Squadron of the Alaska Wing Civil Air Patrol, and is involved with many organizations, including the American Public Health Association, Academy Health, Anchorage Citizens Coalition, and Health & Social Services Committee of the National Conference of State Legislators.

# PRESENTERS



**JESSICA DEBAROLO**  
**Human Services Transit Planner,**  
**AK DOT&PF**

Jessica is employed by Alaska DOT in the Alaska Transit Office for the past three years. Currently she oversees funding for human service projects such as planning, start-up, mobility management, capital and purchase of services.



**TESSA DELONG**  
**Senior Program Manager,**  
**Denali Commission**

Tessa DeLong is responsible for managing the Commission's Transportation Program and staff, which specializes in planning, designing and constructing local road and waterfront development projects in rural Alaska. Ms.

DeLong also manages the Commission's National Environmental Policy Act (NEPA) program, administers a variety of agency contracts and assists the Federal Co-Chair on an array of management and policy issues. Ms. DeLong previously served as the Commission's Director of Programs for 4 years, after working for 3 years managing the agency's Health Facilities Program and a year serving in a deputy program management role. Prior to joining the Commission in 2002 Ms. DeLong was employed by the Institute for Social and Economic Research and the Mental Health Trust Authority.

Ms. DeLong is a life-long resident of Alaska and was raised on a homestead near Ketchikan. Ms. DeLong holds a Bachelors of Arts in Political Science and a Masters of Public Administration from the University of AK Anchorage and is currently pursuing a Masters of Public Health.

**DEAN DEETER**  
**President, Athey Creek Consultants**

Mr. Dean Deeter is responsible for technical operations of Athey Creek Consultants, which he founded in April, 2006. He has more than 18 years of experience in planning, design, operations and evaluation of technology systems for transportation, with an emphasis on traveler information, transit, and rural initiatives. Dean has a Bachelor's degree from Colorado State University and a Masters degree from the University of California, Irvine.



**SENATOR JOHNNY ELLIS**

Johnny Ellis is a Democratic member of the Alaska State Senate, representing the L district since 1993. He currently serves as the Senate Majority Leader. Previously he was a member of the Alaska House of Representatives from 1986 through 1992. Ellis earned a B.A. from Claremont McKenna College in 1982. Ellis has served on the Alaskan senate since 1992. During that time, he has served as the minority leader (1998-2008) and the majority leader (2008-present). Prior to the senate, Ellis served on the Alaska House of Representatives from 1986-1992.



**LINDA GEHRKE**  
**Deputy Regional Administrator, Federal**  
**Transit Administration, Region 10**

Ms. Linda Gehrke serves as the Deputy Regional Administrator for the Federal Transit Administration in the Region 10 Seattle Office. Region 10 is responsible for the administration of Federal funds for public transportation purposes in Alaska, Idaho, Oregon and Washington. Linda's responsibilities include the development and delivery of FTA's capital, operating and planning programs; grants management; environmental analysis; technical assistance to external and internal customers; and overseeing administrative functions. Linda began her career with FTA as a Community Planner in 1996.



**ROSEMARY GERTY**  
**Division Manager, Regional Accessibility,**  
**Chicago Regional Transportation Authority**

Rosemary Gerty is a Division Manager for Regional Accessibility at the Regional Transportation Authority, located in Chicago. Her division is responsible for managing the ADA eligibility determination program, travel training program, and mobility management program throughout the six-county region served by the RTA.



# PRESENTERS



**DAWN GROTH**  
**Anchorage Safe Routes 4U**

Dawn Groth is a Registered Nurse with a Masters Degree in Outdoor /Environmental Education and twenty years professional expertise in bicycle, pedestrian and health issues. She works on Safe Routes to Schools projects for Alaska Safe Routes to Schools, is an active board member of The Bicycle Commuters of Anchorage, and because of her knowledge was nominated to the Leadership Group to update Alaska's 2007 Strategic Highway Safety Plan. She has visited over 20 countries as a multi-modal transit user and has it as her personal mission statement to "help Anchorage become a leading U.S. Bicycle Friendly City".



**REPRESENTATIVE MAX GRUENBERG**

Max Gruenberg is a Democratic member of the Alaska House of Representatives, representing the 20th District from 1985-1993, and has currently served since 2003. He served as House Majority Leader from 1987-88, and 1991-92.

Gruenberg is a Partner and Family Lawyer with Gruenberg, Clover and Holland. He previously worked as a legislative assistant to United States Senator Ted Stevens, and law clerk for Justice Roger Connor, Alaska Supreme Court. Gruenberg is a member of the Alaska Common Ground Board, Veterans of Foreign Wars - Post 9978, American Academy of Matrimonial Lawyers Board, and Fairview Lions Club.

**BRETT ISENBERG**

**Regional Sales Director, LogicTree Corporation**

Mr. Isenberg has been with LogicTree for 8 years, focusing primarily on sales, marketing and product management for 511 Traveler Information systems. He has a Mechanical Engineering degree from Valparaiso University and an MBA from the University of Maryland. Brent has spent the majority of his career focusing on automation for process, environment and customer service.



**PATRICK J. KEMP, P.E.**  
**Deputy Commissioner, Highways & Public Facilities**

Pat Kemp currently serves as the Deputy Commissioner of Highways for the Alaska Department of Transportation and Public Facilities (DOT&PF), managing the state's surface transportation system.

Mr. Kemp commands a vast knowledge of DOT&PF processes and projects, having begun his career as a Rear Chainman for the Department of Highways in 1971. Mr. Kemp continued his career with the Department, rising to the challenges of Construction Chief, Preconstruction Engineer, and Special Assistant; retiring from that position and the Department in 2006.

Since retiring from the DOT&PF in 2007, Mr. Kemp has served as an ARRA review engineer for the FHWA, and has maintained a private engineering office in Juneau.

Mr. Kemp earned a Bachelor of Science degree in Civil Engineering from the University of Washington in 1977, and has been a registered professional engineer in the State of Alaska for 30 years. Mr. Kemp is a lifelong Alaskan, raised in Ketchikan and Juneau, graduated from Juneau-Douglas High School, and has maintained a very active role in the Juneau community. He is a member of the Gold Medal Basketball Tournament Hall of Fame, coached many youth activities and has served on several boards of booster clubs for sports activities.



**SENATOR LESIL MCGUIRE**  
**(INVITED)**

Senator Lesil McGuire was born in Portland, Oregon, before her family moved to Alaska in 1973.[1] She attended Willamette University in Salem, Oregon beginning in 1989,[1] where she majored in both political science and speech.[2] She also served two years as an intern and press aide for Senator Ted Stevens of Alaska before graduating in 1993 with a Bachelors of Arts degree.[2] After college she attended law school at Willamette University College of Law, graduating with a juris doctorate in 1998.[2] In law school she worked for Willamette Law Review, the school's legal journal.[2] After graduation, she returned to Alaska and clerked briefly for Birch Horton Bittner & Cherot before taking a position as an aide to the Alaska State House Judiciary Committee.

In 2000, at the age of 29, she won election to the Alaska House of Representatives to replace John Cowdery, who was elected to the Alaska State Senate.[2] She served in the House as a moderate Republican until 2006 when she was elected to the Alaska State Senate, continuing to serve as a moderate Republican. She is currently the youngest member of the currently-serving Alaska State Senate. She is also the newest president of PNWER, in addition to her duties with the state. She is also active with CSG, otherwise known as the Council of State Governments, having served as the past chair of the Western Region.

# PRESENTERS



**U.S. SENATOR  
LISA MURKOWSKI**

Lisa Murkowski is Alaska's senior senator and the first Alaska-born person to represent the state in Congress. Born in the Southeast Alaska community of Ketchikan, Murkowski grew up in towns across the state, including Anchorage and Fairbanks. After serving in the Alaska state legislature, Murkowski joined the Senate in 2002. She was re-elected in 2010, after running an historic write-in campaign.

As the top Republican on the Senate Energy and Natural Resources Committee, Murkowski has pursued policies that support an "all-of-the-above" strategy to improve America's energy security and has been a proponent of regulatory reform and increased domestic mining, including developing the nation's rare earth element resources.

Murkowski is also the ranking Republican on the Senate Appropriations Subcommittee overseeing the budgets of the Interior Department and the Environmental Protection Agency. She also serves on the Senate Health, Education, Labor and Pensions Committee; the Senate Indian Affairs Committee.

Murkowski is married to Verne Martell with whom she has two sons, Nicolas and Matthew. Murkowski has a bachelor's degree in economics from Georgetown University and a law degree from Willamette University.



**ANDRA NATIONS  
Retired Special Educator/  
Disability Advocate**

Andi Nations worked as the Executive Director of the Statewide Independent Living Council from 2008 through 2011. Andi worked with her council members to advocate for and support the independent living program for seniors and people with disabilities throughout the state of Alaska. During her work with the SILC, Andi has represented Alaskans with disabilities on the Governor's Coordinated Transportation Task Force, as well as on numerous advocacy and support networks. Prior to her employment with the SILC, Andi worked for twenty-five years as a special education teacher, program coordinator and advocate for students with disabilities. She worked with the independent living program, DVR, and many other community agencies within the Mat-Su Valley to empower young people as they transition from school into lives of their choosing in the adult community.



**JEFF OTTESEN  
AK DOT & PF**

Jeff has been with the Alaska Department of Transportation and Public Facilities for 23 years and Director of the Division of Program Development for 8 years. This Division also oversees the statewide transportation planning process and the development of the statewide transportation improvement program or STIP. He has lived in Alaska for 34 years including time in Soldotna and Juneau. His education includes a Bachelors of Science from Washington State and Masters of Planning from University of Massachusetts.

**BILL PACKEE  
State President, Alaska National Federation of the Blind**

Bill Packee is the husband of a deaf/blind wife, and a father of 6. He has worked in the Assistive Technology business, where he owns his own business as an Assistive Technology consultant. As State President of the Alaska National Federation of the Blind, he leads the way for other blind and deaf/blind persons in Alaska to achieve equality in education, employment and independent living throughout the State and Nationwide.



**CLIFF PENN  
Armed Forces YMCA**

Mr. Penn has prior Army service and has been in Alaska since 1965. He married his local sweetheart, raised two children and is currently spoiling a grandchild! He plans on retiring in Alaska.

# PRESENTERS



**BOB PETROVSKI**  
**Schetky Northwest Sales, Inc**

Bob Petrovski is the Manager of the Bus Division for Schetky Northwest Sales, Inc., one of the nation's oldest and largest distributors of light, medium, and heavy duty buses. Bob came to Schetky Northwest in 1989 from the public sector where he managed a fixed route

and demand/response municipal transportation program in Oregon as well as conducting consulting services for various transportation programs and transit development plans. He has served as a past officer and Board member of the Oregon Transit Association and has been active in the Alaska Mobility Coalition and Alaska Transit Association since their inception. Aside from his responsibilities with Schetky Northwest, he has lectured at local, regional, national, and international events on topics ranging from rolling stock specification development, preventative maintenance, and rolling stock procurement. Bob has been with Schetky Northwest for over 22-years, and lives in Vancouver, Washington with his wife and three (3) children.



**CHARLES RUTKOWSKI**  
**Assistant Director, Community Transportation Association of America**

Charles Rutkowski is Assistant Director for the Community Transportation Association of America in Washington, DC. Mr. Rutkowski manages CTAA's Technical Assistance Programs, which include the USDA funded

Rural and Tribal Technical Assistance Programs. Projects have included development and operation of coordinated transit programs, employment transportation services, and multimodal and multifunction facilities. Mr. Rutkowski has over 35 years of experience in the community transit field and joined CTAA in 1991. Mr. Rutkowski has provided assistance and training in 43 states.

## **JESS SEWARD**

**Commercial Vehicle Enforcement Officer, Alaska DOT/MSCMV**

Mr. Seward joined the State of Alaska PF/DOT Weights & Measures/Commercial Vehicle Enforcement 1999. In the year 2001 Offer Seward became the state's only Compliance Review Officer and has been certified to conduct Compliances Reviews and Safety Audits for the past 10 years. Officer Seward is also a certified roadside inspector in Hazardous Material, Bulk Tankers, and Motor Coach's.



**SUSAN SHIFFER**  
**Paratransit Contract Administrator, Anchorage Dept. of Public Transportation**

Susan Shiffer has been employed as the AnchorRIDES Paratransit Contract Administrator with the Municipality of Anchorage for 15 years. Susan specializes

in ADA transit and paratransit issues and oversight of the operation and development of paratransit policy, eligibility, operations and coordination. She has a B.A. in Psychology and previously worked in both direct service and program management for children and adults with developmental disabilities and chronic mental illness.



**BARB SINGLETON**  
**CTAA**

Barbara Singleton is the United We Ride Ambassador for Region 10: the states of Alaska, Washington, Idaho and Oregon. As Ambassador she helps organizations improve coordination practices locally, regionally and statewide in order to ensure transportation

access to people with special needs living in rural or urbanized areas.

She started coordinating transportation services in 1980 as Executive Director of a private non-profit organization working to coordinate human service transportation in a single county with five social service agencies participating. In 1995 when she left the agency they had seven bases of operation coordinating resources in Washington and operating bases coordinating resources in Alaska, Oregon and Nevada. She has participated in the formation of the regional Medicaid Brokerage System currently operating in Washington State. Under her leadership their agency operated the first demonstration of the Brokerage in an urban area in the late 1980s.

## **JASON SPORE**

**EK Coaches**

## **GARY STEVIG**

**Chickaloon Native Village (CNV)**

# PRESENTERS



**A. T. STODDARD**  
**Principal, LSC Transportation Consultants, Inc.**

Prior to joining LSC in 1987, A.T. Stoddard was on the faculty of the Engineering School at the University of Alaska Anchorage where he taught courses in Civil and Transportation Engineering and is a graduate of the University of Alaska Anchorage. He has prepared transit plans for tribal transit programs in Colorado, Wyoming, Montana, New Mexico, Oklahoma, Washington, Wisconsin, and Alaska and for rural transit systems throughout the country. He is currently part of a team which is updating the methodology for forecasting rural transit demand as part of the Transit Cooperative Research Program Project B-36 and is Project Manager for the Transit Cooperative Research Program Project H-38 "Developing, Enhancing, and Sustaining Tribal Transit Programs". He has also conducted many training programs for transit managers and planners throughout the country.



**MAYOR DAN SULLIVAN**

Dan is a fourth generation Alaskan, the third of nine children of George and Margaret Sullivan. Dan's wife Lynnette is an award winning elementary school teacher and his daughter Jennifer graduated with honors from the Anchorage School District and from the University of Oregon's Clark Honors

College in 2009.



**ROB TASSINARI**  
**Senior Technical Director, National RTAP**

Mr. Tassinari's primary function is Senior Technical Director. As a part-time staff member, Mr. Tassinari is involved with data collection and analysis, tracking and outcome measurements, and assistance with product development and management. Mr. Tassinari is the Project Manager for the ProcurementPRO application, conducts surveys to determine customer satisfaction with National RTAP products and services and compiles and reports on the annual Rural National Transit Database statistics for National RTAP.



**ERIC TAYLOR**  
**Transportation Planner II, AK DOT & PF**

Eric Taylor is a Transportation Planner II with the Division of Program Development, Alaska Department of Transportation and Public Facilities (DOT&PF). As the Manager of the Statewide Long-Range Transportation Plan and Transit Programs, he is responsible for facilitating the update of the state's 20-year transportation policy plan and its accompanying area transportation plans, as well as overseeing the state transit office staff and the management of funding coming to the state for various public and community transportation programs, Scenic Byways, and Safe Routes to Schools. Since 2008 he has coordinated staff and administrative support for the Governor's Coordinated Transportation Task Force. Eric has been with DOT&PF since 1996. Prior to joining Alaska DOT&PF, he served in the U.S. Navy as a surface warfare officer in a variety of leadership assignments from 1979-1996, retiring with the rank of Lieutenant Commander in 1995. He obtained a masters degree from the University of Alaska Southeast in public administration, and a bachelor's degree from the U.S. Naval Academy in Marine Engineering.



**LT. GOVERNOR**  
**MEAD TREADWELL**

Mead Treadwell was elected as Alaska's lieutenant governor in November 2010. He is committed to helping Governor Sean Parnell strengthen Alaska's economy by filling the TransAlaska Pipeline, facilitating a gas pipeline, bringing affordable energy to Alaskans and standing up to the federal government to ensure access to our natural resources. On a national level, he has been influential in bringing about a national missile defense system, in shaping U.S. Arctic policy and in establishing circumpolar cooperation.

A graduate of Yale University and the Harvard Business School, Treadwell brings a record of private and public sector success to his job as lieutenant governor

# PRESENTERS



**DAN WAGNER**  
Principal, Reid Consulting, LLC

For the past 18 years, Mr. Wagner has supported FTA's oversight program by conducting Tribal Transit Program Assessments, State Management Reviews, and Triennial Reviews. He works with FTA to develop program guidance and provides training in FTA requirements.



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# AGENDA

## MONDAY, OCTOBER 24, 2011

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8:00am - 5:00pm	SMITH SYSTEM - Train the Trainer	Whitby
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## TUESDAY, OCTOBER 25, 2011

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7:00am - 5:00pm	Registration	Alcove - Lobby Level
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7:00am - 8:00am	BREAKFAST	Fore Deck
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8:00am - 5:00pm	SMITH SYSTEM - Train the Trainer	Whitby
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8:00am - 8:30am	Welcome - Dan Sullivan, Mayor of Anchorage	Fore Deck
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8:30am - 9:00am	<b>Congressional Update</b> - US Senator Mark Begich <b>AKDOTPF Report</b> - Patrick J. Kemp, P.E., Highways & Public Facilities	Fore Deck
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9:00am - 9:45am	<b>Supporting Effective Service by Coordinating State Systems - Governor's Coordinated Transportation Task Force - Part 1</b> Marsha Brake, Bracke and Associates, Inc. Eric Taylor, AK DOT & PF Jeff Ottesen, AK DOT & PF This session will provide an overview of the work and draft recommendations of the Governor's Coordinated Transportation Task Force.	Fore Deck
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9:45am - 10:00am	AM BREAK	Fore Deck
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10:00am-11:30am	<b>Supporting Effective Service by Coordinating State Systems - Governor's Coordinated Transportation Task Force - Part 2</b> Marsha Brake, Bracke and Associates, Inc. Eric Taylor, AK DOT & PF Jeff Ottesen, AK DOT & PF This session will provide an overview of the work and draft recommendations of the Governor's Coordinated Transportation Task Force, and present discussion questions around which discussion and input from conference participants will be solicited during the 2nd part of this session.	Fore Deck
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11:30am-12:15pm	AM BREAK	Outside of Fore Deck
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12:15pm - 1:15pm	<b>Keynote Luncheon</b> - Therese McMillan, Federal Transit Administration	Fore Deck
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1:15pm - 1:30pm	PM BREAK	
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1:30pm - 2:30pm	<b>Breakout - FTA Tribal and Rural Transit Program Overview</b> John Caruolo, Milligan & Company, LLC Linda Gehrke, Federal Transit Administration, Region 10 Dan Wagner, Reid Consulting, LLC A.T. Stoddard, LSC Transportation Consultants, Inc. Broken out over multiple sessions, representatives from the Federal Transit Administration (FTA) will present an overview of the Tribal Transit Program and application requirements; provide training in TEAM-Web, FTA's grant administration system, and discuss FTA requirements related to Legal, Technical, Financial, National Transit Database Reporting, Satisfactory Continuing Control, Maintenance, School Bus, Charter Bus, Procurement, Drug-Free Workplace, Drug and Alcohol Program, and Americans with Disabilities Act.	Endeavor
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# AGENDA

<b>1:30pm - 2:30pm</b>	<b>Breakout - Americans with Disabilities Act (ADA) and Public Transportation</b> <i>Jason Burke, State of Alaska</i> <i>Rosemary Gerty, Chicago Regional Transportation Authority</i> <i>Andi Nations, Retired Special Educator/Disability Advocate</i> <i>Susan Shiffer, Anchorage Dept. of Public Transportation</i> This presentation will present information related to the ADA and public transportation based on the needs of the conference participants. Topics include ADA certification, travel training, encouraging use of fixed route services, improving fixed route accessibility, paratransit scheduling and dispatching, managing paratransit no/sows or other ADA-related topics as desired.	<b>Adventure</b>
<b>1:30pm - 2:30pm</b>	<b>Breakout - How To Find MATCH Funds</b> <i>Barb Singleton, CTAA</i> This presentation will concentrate on how to use federal funds other than DOT funds as match for FTA grants. We will show how the rules for matching federal funds with other federal funds were changed when SAFE TEA LU legislation was signed by the President in 2005.	<b>Quadrant</b>
<b>2:30pm - 2:45pm</b>	<b>PM BREAK</b>	<b>Lower Level Lobby</b>
<b>2:45pm - 4:15pm</b>	<b>Breakout - FTA Tribal and Rural Transit Program Requirements in the Areas of Legal, Financial and Technical Capacity</b> <i>John Caruolo, Milligan &amp; Company, LLC</i> <i>Linda Gehrke, Federal Transit Administration, Region 10</i> <i>Dan Wagner, Reid Consulting, LLC</i> Broken out over multiple sessions, representatives from the Federal Transit Administration (FTA) will present an overview of the Tribal Transit Program and application requirements; provide training in TEAM-Web, FTA's grant administration system, and discuss FTA requirements related to Legal, Technical, Financial, National Transit Database Reporting, Satisfactory Continuing Control, Maintenance, School Bus, Charter Bus, Procurement, Drug-Free Workplace, Drug and Alcohol Program, and Americans with Disabilities Act.	<b>Endeavor</b>
<b>2:45pm - 4:15pm</b>	<b>Breakout - Americans with Disabilities Act (ADA) and Public Transportation</b> <i>Jason Burke, State of Alaska</i> <i>Rosemary Gerty, Chicago Regional Transportation Authority</i> <i>Andi Nations, Retired Special Educator/Disability Advocate</i> <i>Susan Shiffer, Anchorage Dept. of Public Transportation</i> This presentation will present information related to the ADA and public transportation based on the needs of the conference participants. Topics include ADA certification, travel training, encouraging use of fixed route services, improving fixed route accessibility, paratransit scheduling and dispatching, managing paratransit no/sows or other ADA-related topics as desired.	<b>Adventure</b>
<b>2:45pm - 4:15pm</b>	<b>Breakout - Vehicle Procurement</b> <i>Jessica DeBartolo, AK DOT &amp; PF</i> <i>Jennifer Beckmann, Central Area Rural Transit System, Inc.</i> <i>Bob Petrovski, Schetky Northwest Sales, Inc.</i> <i>Jason Spore, EK Coaches</i> <i>Rob Tassinari, National RTAP</i>	<b>Quadrant</b>
<b>4:30pm - 6:30pm</b>	<b>EXHIBITOR/WELCOME RECEPTION</b>	<b>Mid Deck</b>
<b>WEDNESDAY, OCTOBER 26, 2011</b>		
<b>7:00am - 5:00pm</b>	<b>Registration</b>	<b>Alcove - Lobby Level</b>
<b>7:00am - 8:00am</b>	<b>BREAKFAST</b>	<b>Fore Deck</b>

# AGENDA

<b>7:00am - 3:00pm</b>	<b>Exhibitor Showcase</b>	<b>Mid Deck</b>
<b>8:00am - 5:00pm</b>	<b>SMITH SYSTEM - Train the Trainer</b>	<b>Whitby</b>
<b>8:00am - 8:30am</b>	<b>Overview &amp; Lt. Governor Mead Treadwell</b>	<b>Fore Deck</b>
<b>8:30am - 9:00am</b>	<p><b>Alaska Railroad Update -</b>  <i>Christopher Aadnesen, Alaska Railroad Corporation</i>            What makes an integrated public transportation system? Rail, bus, van pools, share-a-ride must all work together to serve the customer, commuters. Local and state government is a critical component of that system here in Southcentral Alaska.</p> <p><b>Regional Transit Authority for Municipality of Anchorage and Mat-Su Borough -</b> <i>Anne Brooks, Brooks &amp; Associates</i>            What would it take to create a Regional Transit Authority encompassing the Municipality of Anchorage and the Matanuska-Susitna Borough. What services would fit into a RTA for the area? How would it be governed? Anne will report on the findings of a recently-completed study that answers these questions. The study was completed by RLS Associates with Brooks &amp; Associates as a local team member.</p>	<b>Fore Deck</b>
<b>9:00am - 9:30am</b>	<p><b>Transit Updates in Alaska - CTTA's Interior Alaska and CCTCC Transit Study</b>  <i>Laura Brown, RLS &amp; Associates, Inc.</i>  <i>Charles Rutkowski, Community Transportation Association of America</i>  <i>Gary Stevig, Chickaloon Native Village (CNV)</i>            This presentation will give us an update on the Fairbanks Corridor Project and CCTCC Transit Study.</p>	<b>Fore Deck</b>
<b>9:30am - 10:00am</b>	<b>Congressional Update - US Senator Lisa Murkowski</b>	<b>Fore Deck</b>
<b>10:00am - 10:30am</b>	<b>AM BREAK</b>	<b>Mid Deck</b>
<b>10:30am - 12:00pm</b>	<p><b>Breakout - FTA Tribal and Rural Transit Program Requirements in the Areas of Satisfactory Continuing Control, Maintenance, Procurement, Disadvantaged Business Enterprise, Title VI, and Equal Employment Opportunity</b>  <i>John Caruolo, Milligan &amp; Company, LLC</i>  <i>Linda Gehrke, Federal Transit Administration, Region 10</i>  <i>Dan Wagner, Reid Consulting, LLC</i>            Broken out over multiple sessions, representatives from the Federal Transit Administration (FTA) will present an overview of the Tribal Transit Program and application requirements; provide training in TEAM-Web, FTA's grant administration system, and discuss FTA requirements related to Legal, Technical, Financial, National Transit Database Reporting, Satisfactory Continuing Control, Maintenance, School Bus, Charter Bus, Procurement, Drug-Free Workplace, Drug and Alcohol Program, and Americans with Disabilities Act.</p>	<b>Adventure</b>
<b>10:30am - 12:00pm</b>	<p><b>Breakout - FMCSA -</b> <i>Jess Seward, Alaska DOT/MSCMV</i>            This presentation will cover the basic requirements for companies who drive commercial motor vehicles. It will answer the following questions and more.</p> <ol style="list-style-type: none"> <li>1. Do I need a USDOT number?</li> <li>2. Is my company an Interstate or Intrastate carrier?</li> <li>3. How much Insurance do I need?</li> <li>4. Am I required to stop at the scales?</li> <li>5. What's required to be in a Drivers File?</li> <li>6. Are my drivers, required to have Medical cards?</li> <li>7. Are my drivers, required to have a CDL?</li> <li>8. When are drivers required to do Drug/Alcohol testing?</li> <li>9. Do my drivers have to do a Log-Book?</li> <li>10. What is the required Emergency Equipment on a commercial motor vehicle?</li> <li>11. What's required in a Maintenance file?</li> </ol>	<b>Quadrant</b>



# AGENDA

<b>10:30am - 12:00pm</b>	<b>Breakout - Mobility Management</b> <i>Jamie Acton, Municipality of Anchorage, Public Transportation</i> <i>Denyse Brown, Connecting Ties, Inc.</i> <i>Todd Allen, RouteMatch Software</i> <i>Jessica DeBartolo, AK DOT &amp; PF</i>	<b>Voyager</b>
<b>12:00pm - 1:15pm</b>	<b>Keynote Luncheon - Major Trends and Key Drivers Shaping the Future of Alaska's Transit Industry</b> - <i>John Martin, Southeastern Institute of Research</i> <p>This action-packed keynote presentation will take everyone on a ride into the future landscape facing Alaska's transit industry. John will share insights on the major demographic and cultural trends that are reshaping Alaska, the role of transit and immediate action steps for transit agencies on how to prepare for the exciting change that's ahead.</p> <p>As long-term strategic planning for Alaska's transit industry is an integral component of this year's conference, John's keynote presentation will serve as a thoughtful launching pad for identifying the key issues and market forces that should be considered in the industry's planning process. Concurrent sessions over the course of the conference will further develop key components that should be included in Alaska's transit industry plan - Building Blocks for a Smooth Ride.</p> <b>Exhibitor Showcase &amp; Transit Overview</b>	<b>Fore Deck</b>
<b>1:15pm - 1:30pm</b>	<b>PM BREAK</b>	
<b>1:30pm - 2:45pm</b>	<b>Breakout - FTA Tribal and Rural Transit Program Requirements in the Areas of ADA, Charter Bus, School Bus, Drug-Free Workplace, and Drug and Alcohol Testing</b> <i>John Caruolo, Milligan &amp; Company, LLC</i> <i>Linda Gehrke, Federal Transit Administration, Region 10</i> <i>Dan Wagner, Reid Consulting, LLC</i> <p>Broken out over multiple sessions, representatives from the Federal Transit Administration (FTA) will present an overview of the Tribal Transit Program and application requirements; provide training in TEAM-Web, FTA's grant administration system, and discuss FTA requirements related to Legal, Technical, Financial, National Transit Database Reporting, Satisfactory Continuing Control, Maintenance, School Bus, Charter Bus, Procurement, Drug-Free Workplace, Drug and Alcohol Program, and Americans with Disabilities Act.</p>	<b>Adventure</b>
<b>1:15pm - 2:45pm</b>	<b>Breakout - Show Me The Money</b> - <i>Jessica DeBartolo, AK DOT &amp; PF</i>	<b>Voyager</b>
<b>2:45pm - 3:00pm</b>	<b>PM BREAK</b>	<b>Mid Deck</b>
<b>3:00pm - 4:30pm</b>	<b>Breakout - National RTAP "In the Cloud" Tools for Tribal and Rural Transit Providers</b> <i>Rob Tassinari, National RTAP</i> <i>John Caruolo, Milligan &amp; Company, LLC</i> <i>Linda Gehrke, Federal Transit Administration, Region 10</i> <i>Dan Wagner, Reid Consulting, LLC</i> <p>National Rural Transit Assistance Program (National RTAP) "In the Cloud" tools. An overview of National RTAP services including National RTAP in the Cloud applications with a demonstration of the online application ProcurementPRO. This web-based application is designed to provide municipalities and rural and tribal transportation agencies with information and best practices regarding federal procurement requirements and processes when utilizing federal funds. It was designed in consultation with public transportation agencies, state department of transportations, and the Federal Transit Administration.</p>	<b>Adventure</b>

# AGENDA

3:00pm -4:30pm

**Breakout - Make Business a Part of Rural Transit's Business -**

*John Martin, Southeastern Institute of Research*

**Voyager**

When we think of stakeholders, we typically think of riders, board members, elected officials, the media or perhaps even other transportation organizations in the community. A major stakeholder group that is often overlooked is the business community.

The truth is businesses and business communities derive tremendous benefit from rural transit services. We transport their workers, we provide mobility to and through the community, serve as an asset to attract businesses to our communities, and we often serve as a vital connecting link to other communities. Simply put, we need to make sure we are making business a key component of our business.

In this session - "Make Business a Part of Rural Transit's Business," John Martin will share how rural transit providers can organize workforce messages to recruit and engage businesses. John will share case studies of what works and show step by step how a rural transit provider can form strategic partnerships with Chambers of Commerce and Economic Development programs. The session will introduce action steps that rural providers can use immediately to identify business supporters and leverage that relationship as part of their overall operations.

3:00pm -5:00pm

**AMC Annual Meeting / Board Elections**

**Quadrant**

7:00pm - 9:00pm

**Evening Out - Alaska Native Heritage Center**

***Must have ticket to participate***

The Evening Out Event is a fun night to get away from the conference, relax, and experience traditional Alaska Native culture. The event will feature two live performances, one from traditional native dancers; the other will be a traditional story teller. Participants will have the chance to walk through the exhibits and see some great artifacts. There will be a variety of hors d'oeuvres and a cash bar service with beer and wine. Transportation to and from the event is included for convenience. The deadline to purchase tickets for the event is Tuesday, October 25th. Bus departs from the hotel at 6:30pm.

## THURSDAY, OCTOBER 27, 2011

7:00am - 4:00pm

**Registration**

**Alcove - Lobby Level**

7:00am - 8:00am

**BREAKFAST**

**Fore Deck**

7:00am - 3:00pm

**Exhibitor Showcase**

**Mid Deck**

8:00am - 5:00pm

**SMITH SYSTEM - Train the Trainer**

**Whitby**

8:00am - 8:30am

**Alaska Transit Technologies Update - Dean Deeter, Athey Creek Consultants**

**Fore Deck**

This presentation will update attendees on transit technology plans and recent deployments for the public funded transit agencies throughout Alaska.

**Transit Customer Service through Alaska 511 - Brett Isenberg, LogicTree Corporation**

The presentation will cover the status of current enhancements to the Alaska 511 system that are providing cost effective customer service automation for Alaska agencies.

8:30am - 10:00am

**Keynote - How To Join Hands To Sing Our Industry Praises & Advance A Unified System**

**Fore Deck**

*- John Martin, Southeastern Institute of Research*

Dr. Seuss' 1954 children's classic "Horton Hears a Who!" was written for the Alaska community transit industry. Recall in the book that the Whos, lest they end up being boiled in "Beezelnut Oil," needed to make themselves heard to the other animals. The Whos finally accomplish this by ensuring that all members of their society contributed their part in creating lots of noise so they were heard by the jungle folks. The moral of the story - it takes everyone, unified together, to be finally heard.

# AGENDA

In this session, John Martin will identify best practices of industry campaigns going on around the country. He will share specific action steps that the Alaska's transportation industry and member agencies can take to come together with one unified voice to more seamlessly position and brand the industry and showcase the industry's contributions to Alaska.

<b>10:00am - 10:30am</b>	<b>BREAK</b>	<b>Mid Deck</b>
<b>10:30am - 12:00pm</b>	<p><b>Breakout - FTA Tribal and Rural Transit Program TEAM Training</b>  <i>John Caruolo, Milligan &amp; Company, LLC</i>  <i>Linda Gehrke, Federal Transit Administration, Region 10</i>  <i>Dan Wagner, Reid Consulting, LLC</i>  <i>A.T. Stoddard, LSC Transportation Consultants, Inc.</i></p> <p>Broken out over multiple sessions, representatives from the Federal Transit Administration (FTA) will present an overview of the Tribal Transit Program and application requirements; provide training in TEAM-Web, FTA's grant administration system, and discuss FTA requirements related to Legal, Technical, Financial, National Transit Database Reporting, Satisfactory Continuing Control, Maintenance, School Bus, Charter Bus, Procurement, Drug-Free Workplace, Drug and Alcohol Program, and Americans with Disabilities Act.</p>	<b>Adventure</b>
<b>10:30am - 12:00pm</b>	<p><b>Breakout - Measuring and Reporting Individual Transit Agency &amp; Industry-wide Impacts</b> - <i>John Martin, Southeastern Institute of Research</i></p> <p>Year after year, rural transit systems stand before their stakeholders and make the case for the next fiscal year's funding. And, year after year, most are told you'll have to "make do with the same level of funding as last year." This past year has been even worse. Many operators have been told they'll have to "make do with less." In order to thrive as an operator and as an industry, we need to secure more funding, not less. This will require a fundamental shift in the way we solicit for financial support. To be successful, we need to arm ourselves with information that will make the most compelling case for funding and the return we can deliver. We need to gather, package, and report our data in a manner that showcases the real impact of our service - what an investment in rural transit system will return to the community. This new mindset requires a new way of thinking about performance reporting and funding requests. The new mindset involves moving beyond the traditional reporting of sheer number of routes, miles, and riders served. It involves packaging funding requests in a way that showcases how a community transit system impacts the entire community's overall quality of life. And, this new way of thinking includes making the case to the right stakeholders at the right time in the right order. All of this requires a disciplined process - a road map to greater stakeholder support and, dare to dream, increased funding. In this session, "How to Measure and Report Your Impacts," John Martin will share with us how rural transit providers can measure and report their impact and why this is integral to their long-term survival and growth. John will share successful case studies and detail step by step how a rural transit provider can implement proven methodologies to build and package a compelling story. The session will introduce a 7-step process that rural providers can use immediately to identify, measure, and report on their transit agency's performance and the overall impact it has on the community and customers it serves.</p>	<b>Quadrant</b>
<b>12:00pm - 1:15pm</b>	<b>LUNCHEON - Max Lyon Award</b>	<b>Fore Deck</b>
<b>1:15pm - 1:30pm</b>	<b>BREAK</b>	
<b>1:30pm - 2:45pm</b>	<p><b>Breakout - State Policy and Public Transportation/Roundtable Discussion</b>  <i>Confirmed Speakers - State Senator Johnny Ellis, State Representative Sharon Cissna, Representative Max Gruenberg</i>  <i>Invited Speakers - State Senator Leslie McGuire</i></p>	<b>Fore Deck</b>

# AGENDA

**1:30pm - 2:45pm**      **Breakout - Overview of Denali Commission Transportation Program**      **Quadrant**  
*Tessa DeLong, Denali Commission*  
This presentation will give an overview of the Denali Commission's transportation program, program status / funding, and eligibility and project requirements.

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**1:30pm - 2:45pm**      **Breakout - Working with Diverse Groups**      **Adventure**  
**Seduction of Multi Modal—bicycle, pedestrian and public— Transportation**  
*Dawn Groth, Anchorage Safe Routes 4U*  
Come see and learn how multi modal transportation—bicycle, pedestrian and public transit successfully thrives in other winter cities. This is an engaging, collaborative conversation that will lead you to action steps you can take to become involved in the seducing business of multimodal transportation.  
**Overview of the Armed Forces YMCA and Transportation Needs of Veterans in Alaska**  
*Cliff Penn, ASYMCA*  
This presentation will give an overview of the Armed Forces YMCA and transportation needs of veterans on Joint Base Elemendorf-Richardson.  
**Overview of the National Federation of the Blind/Alaska Chapter and Transportation Needs of People with Vision Impairments.**  
*Bill Packee, State President, Alaska National Federation of the Blind*

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**2:45pm - 3:00pm**      **BREAK**      **Outside Fore Deck**

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**3:00pm - 4:00pm**      **Wrap Up - - John Martin, Southeastern Institute of Research**      **Fore Deck**  
John Martin will end the 2011 conference with a facilitated and provocative wrap up session recapping conference highlights and overarching themes. This will include reviewing the Building Blocks for a Smooth Ride (for years to come) – the trends and related implications shaping the future of Alaska's Community Transit industry. This session will end with a consensus on how the industry leaders and transit agencies will work together to formulate a thoughtful and actionable long-term strategic plan.

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## FRIDAY, OCTOBER 28, 2011

**8:00am - 5:00pm**      **SMITH SYSTEM - Train the Trainer (Refresher Course)**      **Whitby**

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