



2017 Annual Conference – Agenda

Day One, Wednesday, December 6, 2017

10 AM Registration Opens

12 PM Welcome/Conference Start:

- Welcome from Savannah Mayor Eddie DeLoach
- Conference Chair Justin Rison, Transitions Commute Solutions
- Conference Host Curtis Koleber, Chatham Area Transit
- “State of Transit in Georgia”, Rhonda Briggins, President GTA

1:45 – 3:45 PM Full-Afternoon Breakout Session

- December Meeting of the House Commission on Transit Governance & Funding
 - This session will feature state legislators and other key stakeholders from across the state as they continue the information-gathering phase of their mission of making recommendations to the Governor on how best the state can assist with transit development across Georgia. **ALL**
 - **TOPIC: Rural Transit in Georgia**

4:30 Welcome Reception (Harborside + Vendor opening)

6:30 Dinner (around town)

Day Two, Thursday, December 7, 2017

8:00 AM Breakfast

9:30 AM Breakout Session 1 A – **Moderator: Rhonda Briggins, MARTA/GTA President**

- Panel Discussion: Including Everyone in Georgia’s Transit Vision (Pat Stephens, Augusta Transit; Jeff Ashman, Columbia County Transit; Whitney Shephard, Transport Solutions; Catherine Perry, GA DHS; Jemal Shepperd, GDOT) **ALL**

9:30 AM Breakout Session 1 B – **Moderator: John Bayalis, MARTA**

- Last-Mile Connectivity/Transportation Demand Management
 - Initiating Transportation Network Company Partnerships: From Procurement to Program Implementation (Chip Burger, AECOM; Eric Meyer, Cobb County; Anna Shoji, AECOM) **ALL**
 - Measuring the Success of Modal Shift Using Emerging Technologies (Karl Smith, Gresham, Smith & Partners, Megha Young, Gresham, Smith & Partners; Sean Flaherty, Gresham, Smith & Partners) **ALL**
 - Tailoring TDM Programs for Strategic Employer Outreach (Ryan Ellis, ARC; Allison Velleca, GCO; Lauren Travis, Cobb Commute Specialist) **ALL**

10:30 AM Breakout Session 2 A – **Moderator: Maggie Maddox, HNTB**

- Technology & Safety
 - A Mesh Communication Primer & How Mesh Can Benefit Transit (John Joynt, Urban Solar) **SU**
 - Interoperable Public Safety Communications (Christine Johnson, Williams Communications, Inc.) **ALL**
 - Hurricane Matthew Evacuation – October 2016 (Erica Franklin, CEMA/CAT) **SU**

10:30 AM Breakout Session 2 B – **Moderator: Ryland McClendon, MARTA**

- Communication: The Big Picture
 - The Value of Marketing: Engage, Measure & Save (Cara Vojdani, HNTB; Elizabeth Ament, HNTB; Scott Bogren, Community Transit Association of America) **ALL**

12 PM Lunch:

- GTA 2018 Legislative Agenda: John Bayalis, GTA
- Federal Update: Scott Bogren, Community Transit Association of America
- Keynote Presentation: TBD

1:30 PM Breakout Session 3 A – **Moderator: Elizabeth Ament, HNTB**

- Autonomous Vehicles
 - Are Self-Driving Buses a Threat to Public Transit? (Brady Young, DoubleMap) **ALL**
 - Designing Transit Station Infrastructure in a Future with Autonomous Vehicles (Keith Hall, Atlanta Beltline) **LU**

1:30 PM Breakout Session 3 B – **Moderator: Andrea Foard, Cobb County**

- Transit Asset Management
 - o Agency-Driven Asset Management: Collaboration in Action (Reagan Lynn, Cambridge Systematics) **ALL**
 - o Creating Tools to Track & Plan for Transit Asset Management (Shayna Pollock, ARC) **ALL**
 - o Transit Asset Management for Georgia's Small Urban & Rural Transit Systems (Lisa Rudder, GDOT; Terry Ferguson, Athens Transit; Dr. Laurie Garrow, GATECH; Andrew Pofahl, GATECH) **R, SU**

2:30 PM Breakout Session 4 A – **Moderator: Scott Haggard, ARC**

- Using Rider Data Effectively
 - o Transformative Transit Planning & Big Data (Grant Sparks, Chatham Area Transit; Rachel; Hatcher, RS&H) **LU**
 - o Achieving Rider-Centric Outcomes for Greater Returns (Pepper Harward, Routematch) **SU**

2:30 PM Breakout Session 4 B – **Moderator: J. Rison, Transitions Commute Solutions**

- Multimodal Transportation: Georgia's Major Mobility Improvement Program (Carol Comer, GDOT; Tim Matthews, GDOT; Tim Kassa, HNTB) **ALL**

2:30 – 5 PM CAT Maintenance Facility Tours (rotating)

4:30 Reception (Harborside)

6:30 – 9:30 PM Dinner/Casino Night

Day Three, Friday, December 8, 2017

8:30 AM Breakfast + Awards

10 AM Breakout Session 1 A – **Moderator: TBD**

- Marketing Transit: A Comparative Analysis
 - o Changing Augusta's Transit Image (Pat Stephens, Augusta Public Transit) **SU**
 - o Cross-Marketing Commuter Rail (Russell McDermott, AECOM/CTRides-Shore Line East) **ALL**

10 AM Breakout Session 1 B – **Moderator: Tavoires Edwards, Coweta County**

- Funding Discussions
 - o National & Georgia Update on Trending Urban Transit Systems & Their Funding (Jamie Cochran, GDOT; Dr. Laurie Garrow; GATECH;

Anna Nord; GATECH; Tavoires Edwards, Coweta County; Geoff Morton; Cherokee County) **R**

- Making Public-Private Partnerships Work: Your Business is Our Business (Phillippa Lewis Moss, Hall Area Transit; Wade Carroll, JR Wilburn Associates) **SU**

11 AM Breakout Session 2 A – **Moderator: J. Brown, Transition Commute Solutions**

- Workforce Development & Service Delivery
 - Managing & Delivering Small Urban & Rural Transit Services (Jamie Cochran, GDOT; Michele Nystrom, GDOT; Yves Wilkerson, GDOT; Ortez Gude, Gude Management) **R, SU**
 - Customer Service...on a bus? (Evelyn Arnette, A Customer's Point of View) **ALL**

11 AM Breakout Session 2 B – **Moderator: Robert Heitt, Three Rivers Regional Comm.**

- Paratransit/Mobility Workshop
 - Georgia DHS Coordinated Transportation Update (Leigh Ann Trainer, DHS; Peggy Hackett, DHS; Perry McMillon, DHS; Cathy Perry, DHS) **R**
 - Intro to Mobility Management – Cost Saving Strategies and How to Impact Your Community (Jarrod McCarthy, River Valley Regional Commission) **R**

12 PM Tradeshow Breakdown + Box Lunch