



19th National Conference on Rural Public and Intercity Bus Transportation

Bold Ideas and Big Challenges: Rural and Urban Synergies

October 24–27, 2010

**Sheraton Burlington Hotel and Conference Center
Burlington, Vermont**

Organized by

Transportation Research Board

Cosponsored by

Federal Transit Administration, National Rural Transit Assistance Program

Welcome

Welcome to 19th National Conference on Rural Public and Intercity Bus Transportation

Given current economic conditions, bold ideas are needed for the big challenges we face in public transportation. This conference provides a marvelous forum to share ideas with peers from across the country and to make connections between rural and urban mobility systems. Together we create a dynamic synergy that allows us to accomplish more than produced by any one of us independently.



Hough

The bucolic backroads and covered bridges of rural New England remind us of the time when measurement of horsepower indicated the number of horses in front of the buggy. Mobility has come a long way since that time, but even then it was known that horses working as a team could accomplish more than horses working independently. This 19th national Conference: Rural and Intercity Bus Transit is witness to the progress in public transportation and is a tribute to the teamwork that will allow us to go even farther.

This year's conference will feature a special town hall meeting on livability, to increase awareness and share how we can improve livability in rural areas. The conference also allows us to share innovative ideas on issues such as

- regional connectivity,
- policy and funding issues (showcasing urban and rural connections in the Vermont region),
- workforce development strategies in public transportation,
- emergency preparedness, and
- technology solutions that allow better connections and movement to paperless reporting.

All of this effort—this teamwork and synergy—moves us toward our goal of increasing mobility.

The conference planning committee designed this conference with you in mind, and we hope that you return home filled with new bold ideas to tackle the challenges that your agency or business faces.

On behalf of the planning committee I welcome you to the 19th National Rural Public and Intercity Bus Transportation Conference. Please learn, network, and enjoy your time in Burlington, Vermont.

—Jill Hough
Conference Planning Committee Chair
North Dakota State University

October 24–27, 2010



Conference Agenda

Sunday, October 24

1:00 p.m.–5:00 p.m., *Diamond Foyer*
Registration

3:30 p.m.–5:00 p.m., *Emerald III*
Conference Planning Committee Meeting (by invitation only)
Sponsored by Planning Committee

5:30 p.m.–7:00 p.m., *Emerald I*
Welcome Reception

Monday, October 25

7:00 a.m.–5:00 p.m., *Diamond Foyer*
Registration

7:30 a.m.–8:30 a.m., *Promenade*
Continental Breakfast

8:30 a.m.–10:00 a.m., *Emerald III*
Welcome and Opening Session
Jill Hough, North Dakota State University, *presiding*
Sponsored by Conference Planning Committee

TRB Committee on Rural Public and Intercity Bus Transportation Welcome
Robert R. (Randy) Isaacs, Isaacs and Associates

Welcome and Introduction
Chris Cole, Chittenden County Transportation Authority

Welcome to Burlington Vermont
Bob Kiss, Mayor, City of Burlington, Vermont

Welcome and Introduction
Karen Glitman, University of Vermont

Sunday, October 24, and Monday, October 25, 2010



**Keynote Address: The Future of Transportation Includes Neither Cars Nor Planes:
How to Change America's Love Affair with Nonpublic Travel**

David Blittersdorf, President and CEO, AllEarth Renewables, Inc.

Sixty years ago, science-fiction visions of transportation for the year 2010 included flying cars, underwater bubble cars, and cars that did not need drivers—all of which were powered by the pure magic of abundant energy. But the law of conservation of energy says there is no free ride. Scientists generally acknowledge that “peak oil”—the point past which oil production will decline—has already occurred. The expanding car-culture economies of other countries are competing with the United States for fossil fuels, and it is a hard truth that our energy resources are both dwindling and finite. Conservation will be a necessary part of our energy future, and cars and planes are not an efficient way of spending resources. Why are we expanding airports and offering federal bailouts to the consumer car industry when that time and money would be better spent on the development of infrastructure and innovation in mass-transit technology such as trains and buses? AllEarth Renewables president and CEO David Blittersdorf brings three decades of experience in the renewable-energy business to an analysis of the world energy outlook as it applies to public transportation. He describes how socially responsible businesses can play a key role in educating employees about public transport options and establishing a grassroots culture of sustainable mobility.

10:00 a.m.–10:30 a.m., *Promenade*

Break

10:30 a.m.–noon, *Emerald III*

**Route 1: Planning, Design, and Research—Rural Mobility and
Special Populations (Strategies, Services, and Needs)**

Matt Mann, Windham Regional Council, *presiding*

Sponsored by Planning, Design, and Research Subcommittee

Rural mobility has many challenges, including efficiency of operation, elimination of unmet needs, decrease in headway, and provision of convenient service for the elderly and disabled. With many different strategies that can accommodate everyone's transit demands, choosing one can be challenging, and very costly if not a good fit for the needs and demands of the traveled corridor. As much as transit services are coordinated, populations of the elderly, people with disabilities, minorities, and youth deserve specific attention. This session addresses the challenges of rural mobility and looks at ways communities are bridging the gaps to provide transportation service to elderly, disabled, and refugee populations.

Ride or Relocate

[Del Peterson](#), North Dakota State University

Mobility of Older Adults and People with Disabilities in North Dakota

[Jeremy Mattson](#), North Dakota State University

Refugee Populations, Equity, and Transportation in Vermont

[Pablo Bose](#), University of Vermont

Developing, Enhancing, and Sustaining Tribal Transit Services

Peter M. Schauer, Peter Schauer Associates

10:30 a.m.–noon, *Emerald I*

Route 2: Policy, Funding, and Finance—Local Showcase of Urban and Rural Connection

Dave Pelletier, Vermont Agency of Transportation, *presiding*

Sponsored by Policy, Funding, and Finance Subcommittee

Commute patterns and mobility needs often transcend municipal boundaries and federal designations of urban and rural, while urban and rural mobility needs can be different and require different service



solutions. This session explores how the regional transit authority, Metropolitan Planning Organization (MPO), and local nonprofit carsharing organization each work to solve mobility needs in connecting the urbanized area with the surrounding rural areas of the state and the impacts those connections have.

Regional Services in Local Environment

Chris Cole, Chittenden County Transportation Authority

Synergies of Urban and Rural Planning Through the Eyes of MPO

Michele Boomhower, Chittenden County Metropolitan Planning Organization

Carsharing and the Urban and Rural Connection

Chapin Spencer, Local Motion

10:30 a.m.–noon, *Diamond I*

Route 3: Special Topics—Census

Karen Glitman, University of Vermont, *presiding*

Sponsored by Special Topics Subcommittee

The population census has provided important information to planners, managers, and transit operations specialists for decades. The census of 2010 represents the largest undertaking to date by the Bureau of the Census to develop an accurate population count, used to distribute more than \$400 billion in federal assistance. Learn about the important changes in how the Bureau of the Census conducted the census of 2010 and what you can expect in terms of impacts at the local level.

Anticipating the Impacts of Census 2010 on Rural Transit

Linda K. Cherrington, Texas Transportation Institute

Transportation Planning and the 2010 Census: An Update

Fred Schmidt and William Sawyer, University of Vermont

Transit-Supportive Zones and Demand Potential in Vermont

Nathan P. Belz, University of Vermont

10:30 a.m.–noon, *Emerald II*

Route 4: Rural Transportation in Today's Operating Environment—Are You Prepared?

Learn to Assess and Update Your Emergency Preparedness Plan

Robert R. (Randy) Isaacs, Isaacs and Associates, *presiding*

Sponsored by Rural Transportation in Today's Operating Environment Subcommittee

Many rural transportation agencies are unprepared to handle a catastrophic emergency in their communities. This session explores the lessons learned from the assessment of emergency preparedness of public transportation and school buses in rural communities. Speakers will demonstrate how to use a new web-based tool developed by the Federal Transit Administration (FTA) to assess your agency's emergency preparedness plan.

Lessons Learned from Evacuation Preparedness of Rural Coastal Public Transportation

David Kack, Western Transportation Institute

FTA Safety and Security Assessment Tool

James Caton, Federal Transit Administration

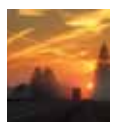
Evacuation Using Public Transportation

Gary Hegland, GTH Transit Advisory, LLC

The Role of School Buses in Rural Evacuations

Janelle Booth, Western Transportation Institute

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10:30 a.m.–noon, *Diamond II*

Route 5: Technology Solutions to Improve Service—State of the State in Travel Information

Lorna R. Wilson, Federal Transit Administration, *presiding*

Sponsored by Technology Solutions to Improve Service Subcommittee

Travel information is the invitation to use the transportation system. Many states are looking at systemwide information access improvements and mobility management opportunities. Virginia's I-95 Corridor project and Google are among the organizations thinking about how to manage and deliver schedules and other travel information that describes options and invites more multimodal and intermodal travel locally and with intercity bus transportation.

Statewide Ticket to Ride: Expanding Fare Media to Include Multimodal and Intermodal Travel

John Englert, Massachusetts Department of Transportation

Regional Information Sharing

Matthew A. Coogan, New England Transportation Institute

Idaho Integrates Schedules

Fred Kirtchner, Consultant

Noon–1:45 p.m., *Lake Champlain Exhibition Hall*

Awards Luncheon

Jill Hough, North Dakota State University, *presiding*

Sponsored by Conference Planning Committee

The luncheon features presentation of the 19th National Conference Student Paper Awards competition, presented to two students who won the TRB Rural Conference paper competition. In addition, the Transportation Research Board's "Roger Tate is Smiling" Award will be presented to an individual who, like Roger Tate, has a record of passionate, innovative, and unswerving commitment to improving transportation services in rural America.

Student Paper Awards

Patricia Weaver, University of Kansas

First Place: Nathan P. Belz, Burlington, Vermont

Transportation Research Center, University of Vermont

Graduate paper: **Transit-Supportive Zones and Demand Potential in Vermont**

Second Place: Janelle Booth, Bozeman, Montana

Western Transportation Institute

Graduate paper: **The Role of School Buses in Rural Evacuations**

"Roger Tate Is Smiling" Award

Jon E. Burkhardt, Westat

2:00 p.m.–3:30 p.m., *Emerald III*

Route 1: Planning, Design, and Research—Transit Service Planning for National Parks

Bethany Whitaker, Nelson–Nygaard Consulting Associates, *presiding*

Sponsored by Planning, Design, and Research Subcommittee

Public transportation planning is fairly new to the national park system. In recent years, however, as visits to the nation's national park system have steadily increased, congestion on the internal transportation networks has emerged as a growing concern. As a result, park managers are increasingly developing public transportation systems as a strategy to preserve park integrity yet keep the parks accessible to all. This session will explore how different parks have developed and adapted public transportation

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systems to meet these often competing goals. Sessions will include systems developed for both visitors and employees and will draw on experience from parks around the country, including the smallest to the largest and busiest parks in the system.

Resource-Sensitive Transit Planning in National Parks

Steve Lawson, Resource Systems Group, Inc.

Employee Transportation in Yellowstone

David Kack, Western Transportation Institute

Rural Transit, Public Lands and Coastal Communities

Lindsey Morse, Volpe National Transportation Systems Center

2:00 p.m.–3:30 p.m., *Emerald I*

Route 2: Policy, Funding, and Finance—Environmental Justice and Social Equity: Are We Making Progress?

Patrisha Piras, Pat Piras Consulting, *presiding*

Sponsored by Policy, Funding, and Finance Subcommittee

Executive Order 12898, signed by President Clinton, calls on all federal agencies to ensure fair and equitable treatment to all people, regardless of race or income. In these harsh economic times, is this promise making headway, especially with regard to funding and availability of mobility services? Key practitioners present an update on how we are actually doing out on the street.

FTA Civil Rights Update

Margaret Griffin, Federal Transit Administration

Factors in the Mobility of Low Income Women in Burlington, Vermont

Cassandra Elena Gekas, University of Vermont

Tribal Perspective

Pam Ternes, Standing Rock Public Transportation

2:00 p.m.–3:30 p.m., *Diamond I*

Route 3: Special Topics—Cost-Related Issues

Richard Garrity, RLS and Associates, Inc., *presiding*

Sponsored by Special Topics Subcommittee

Rural transit systems are facing unprecedented fiscal pressures, from reductions in federal funding to lack of local match, creating new challenges for transit managers to sustain current service levels. This session will provide insights on two management strategies that can assist managers in effectively delivering services.

Why Volunteer Driver Programs Are the Best Option for Older Adults in Rural America

Helen Kerschner, Beverly Foundation

Using Cost Allocation to Facilitate Coordination Efforts

Jon E. Burkhardt, Westat

2:00 p.m.–3:30 p.m., *Emerald II*

Route 4: Rural Transportation in Today's Operating Environment—Coordinating ADA Increases Mobility for all Riders

Jacklyn Montgomery, California Association for Coordinated Transportation, Inc., *presiding*

Sponsored by Rural Transportation in Today's Operating Environment Subcommittee

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Rural transit agencies are getting very creative with coordination programs that fill service gaps and increase mobility options for riders in the communities. This session will review case studies of small rural transit agencies that are successful in coordinating ADA, Area Agency on Aging and Medicaid transportation services from TCRP B-34, Commingling ADA-Eligible and Non-ADA Riders. The presentations will demonstrate the successful use of cabs in multiple environments.

Enhancing Mobility Through Taxi Services

George Sparks, Pomona Valley Transportation Authority

TCRP B-34, Commingling ADA and Non-ADA Riders

Elizabeth H. Ellis, KFH Group, Inc.

TCRP B-34, Commingling ADA and Non-ADA Riders

Tom Procopio, TranSystems

2:00 p.m.–3:30 p.m., *Diamond II*

Route 5: Technology Solutions to Improve Service—Innovations That Share Options

Sean Libberton, Federal Transit Administration, *presiding*

Sponsored by Technology Solutions to Improve Service Subcommittee

Technology is a tool that can help with low-cost and simple additions to give customers more information and more control of their trips, as it improves agency capacity to facilitate more trip types and modes. Local transit can link and interline with intercity services by working with the National Bus Traffic Association, and partnerships with local colleges can use your existing automatic vehicle location equipment to give customers access to real-time information about vehicle departures.

Rural Transit Uses Interline Service

David Bruffy, Mountain Line Transit

Intercity Goes Intermodal on Google

Chris Anzuoni, Plymouth and Brockton Street Railway Company

Easy Does it with Ticketing Online

Lawrence Harmon, Bridgewater State College

3:30 p.m.–4:00 p.m., *Promenade*

Break

4:00 p.m.–5:30 p.m., *Emerald III*

Route 1: Planning, Design, and Research—Regional Connectivity and Intercity–Interregional Bus Services

Jim Moulton, Addison County Transit Resources, *presiding*

Sponsored by Planning, Design, and Research Subcommittee

Tying together the transportation threads throughout regions and cities can be very challenging but is necessary for rural transit to succeed. Economic development can increase that much more if transit connections from city to city or region to region are already in place. Employees living in rural areas can keep their jobs if there is accessible transit bringing them to the next region. This session will address accommodating the transportation demands of the public and commuters and their need for connecting regions and cities.

Analysis of Rural Intercity Bus Strategy

Frederic D. Fravel, KFH Group, Inc.

A Statewide Intercity Bus Network Plan for North Carolina

Thomas J. Cook, North Carolina State University, Raleigh



Succeeding with Commuters After Intercity Failure
Aaron Frank, Chittenden County Transportation Authority

4:00 p.m.–5:30 p.m., *Emerald I*

Route 2: Policy, Funding, and Finance—Transit-Oriented Development and Intermodalism in Rural Environments

Peter M. Schauer, Peter Schauer Associates, *presiding*
Sponsored by Policy, Funding, and Finance Subcommittee

Transit-oriented development (TOD) is the exciting new fast-growing trend in creating vibrant, livable communities. TOD is often thought of as applying only to urban settings but also applies to rural areas. This session explores and explains the concept of TOD for rural environments. As an example the case study of the Mason County Transit Authority in Shelton, Washington, is presented. The case study explains details about how it has created a TOD that incorporates retail, community organizations, office space and a transfer center for buses.

Transit-Oriented Development in Shelton, Washington
Dave O'Connell, Mason County Transportation Authority

Travel Washington: Rural Intercity Service and TOD—Intermodalism
Stephen A. Abernathy, Washington State Department of Transportation

Intermodalism and Rural Transit-Oriented Development and Greyhound
John Isaacson, *Isaacs and Associates*

4:00 p.m.–5:30 p.m., *Diamond I*

Route 3: Special Topics—Current Safety Issues and Topics in Rural Transit

Gary Hegland, GTH Transit Advisory, LLC, *presiding*
Sponsored by Special Topics Subcommittee

Transit safety is a top priority for every rural system. This session will provide current research results and state-of-the-art updates on topics ranging from preventing wireless device distractions to the current state of the industry with respect to driver use of over-the-counter medications that may impair performance. Toolkits and current research will be presented.

FDOT's Wireless Distractions Training Resource for Transit
Amber Reep and Deborah Sapper, University of South Florida

Safety-Related Attitudes and Behaviors of Rural Drivers
Matthew A. Coogan, New England Transportation Institute

Prescription and Over-the-Counter (OTC) Medication: State of the Industry
Robbie Sarles, RLS & Associates, Inc.

A Prescription for Safety—Rx and OTC Medication Awareness Toolkit
Diana Byrnes, Consultant

4:00 p.m.–5:30 p.m., *Emerald II*

Route 4: Rural Transportation in Today's Operating Environment—Improving Mobility for All Soldiers, Active Duty and Retired

Karl M. Johanson, Council on Aging and Human Services, *presiding*
Sponsored by Rural Transportation in Today's Operating Environment Subcommittee

Veterans and soldiers in rural areas face special challenges in overcoming long distances to Veterans Affairs medical facilities, social services, local communities, and regional airports. Transportation services for service men and women could be improved in many ways. This session will present results of the

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TCRP Project J-6, Task 74, on the mobility of soldiers and provide examples of successful programs that are providing transportation to improve mobility for all active duty and retired soldiers.

Improving Mobility for Veterans

Jon E. Burkhardt, Westat

Veterans Programs

Scott Bogren, Community Transportation Association of America, Inc.

Providing Services to Veterans and to Service Men and Women

Carl Sedoryk, Monterey-Salinas Transit

4:00 p.m.–5:30 p.m., *Diamond II*

Route 5: Technology Solutions to Improve Service—Rural Vision

Robin Riesa Phillips, American Bus Association, *presiding*

Sponsored by Technology Solutions to Improve Service Subcommittee

What are some states and regions doing to expand their public transportation vision and the visibility of that rural vision? Maine and Vermont are working together to make ridesharing available consistently and coextensively in their region. Delta Rides helps more people access available resources and helps the region see its transportation resources as a system rather than a collection of ride opportunities.

Go Maine—Go Vermont: Rideshare Picks up Service

Carey Kish, Go Maine; Ross MacDonald, Go Vermont

Virtual Systems: Creating a Seamless Experience for the Transportation End-User

Aaron Antrim, Trillium Solutions, Inc.

Opportunities for Expanding Online Resources for the Rural Transit Operator

Frank Condon, National RTAP

Tuesday, October 26

6:45 a.m.–4:30 p.m., *Diamond Foyer*

Registration

7:00 a.m.–8:30 a.m., *Promenade*

Continental Breakfast

7:00 a.m.–8:30 a.m.

Topic Roundtable Discussions

The topic roundtable discussions provide an opportunity for peers and experts to participate in an open dialogue on issues such as FTA sections 5310 and 5311(f), tribal programs, and creative funding. Please grab your breakfast and join one of these discussions.

Intercity Bus Program—FTA Section 5311(f) Funding, *Diamond I*

Lorna R. Wilson, Federal Transit Administration

Transportation for Elderly Persons and Persons with Disabilities—FTA Section 5310 Funding, *Diamond II*

Kimberly Gayle, California Department of Transportation

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Tribal Transit Program, Emerald I

Charles H. Dickson, Community Transportation Association of America, Inc.

Creative Funding: Raising Your Match, Emerald II

Barbara Donovan, Maine Department of Transportation

8:30 a.m.–10:00 a.m., *Emerald III*

Plenary Session—Where Are We Now and Where Do We Go From Here?

Jon E. Burkhardt, Westat, *presiding*

Sponsored by Planning Committee

Hear from the leaders of APTA, CTAA, and ABA their perspectives on improvements in rural public and intercity bus transportation since the passage of SAFETEA-LU and insights on where we need to go from here. What kinds of improvements do we need to make to legislation, regulations, funding and other resources for even more improvements? Get ready to direct your burning questions to these industry experts.

American Public Transportation Association Perspective

William W. Millar, American Public Transportation Association

Community Transportation Association of America Perspective

Dale Marsico, Community Transportation Association of America, Inc.

American Bus Association Perspective

Peter J. Pantuso, American Bus Association

10:00 a.m.–10:30 a.m., *Promenade*

Break

10:30 a.m.–noon, *University Amphitheater*

Route 1: Planning, Design, and Research—Land Use, the Environment and Transit in New England

Ellen Oettinger, Nelson–Nygaard Consulting Associates, *presiding*

Sponsored by Planning, Design, and Research Subcommittee

In any transportation corridor, land use plays a crucial role. From access management, to transit stops, to new sidewalks, to park-and-ride facilities, the rural transportation corridor affects the land use and vice-versa in many different ways. Accommodating for many modes of transportation—biking, walking, transit, and so forth—can enhance the livability of the corridor, but also increases safety, and slows vehicles down. This session will address transit-oriented development in rural areas as well as measuring walkability and what a transportation management association focuses on.

Transit-Oriented Development in Rural Areas

Matthew A. Coogan, New England Transportation Institute

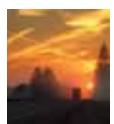
Measuring Urban Form and Walkability in Rural Communities

Lucy Gibson, Smart Mobility, Inc.

Smart Commute: Creating Mobility Options in Vermont and New Hampshire

Aaron Brown, Upper Valley Transportation Management Association

Tuesday, October 26, 2010



10:30 a.m.–noon, *Emerald I*

Route 2: Policy, Funding, and Finance—Federal Operating Authority for Multistate and Intercity Bus Feeder Services

Mary Martha Churchman, Federal Transit Administration, *presiding*
Sponsored by Policy, Funding, and Finance Subcommittee

The Federal Transit Administration and the Federal Motor Carrier Safety Administration (FMCSA) are working collaboratively to oversee regulations for rural feeder bus services in interstate operating situations. Is the process really as bad as some of the stories sound? Survivors of the experience reveal the truth.

The FTA Perspective

Mary Martha Churchman, Federal Transit Administration

The FMCSA Perspective

Loretta Bitner, Federal Motor Carrier Safety Administration

Securing FMCSA Authority: The Capital Rural Area Transit System Experience

David Marsh, Capital Rural Area Transit System

10:30 a.m.–noon, *Diamond I*

Route 3: Special Topics—Intercity Bus Planning: Current State Practices and Case Studies

Robin Riesa Phillips, American Bus Association, *presiding*
Sponsored by Special Topics Subcommittee

This session focuses on current practices to plan and provide for effective intercity bus services on a statewide basis. Examples of how one state has approached these issues on a statewide basis as part of their American Recovery and Reinvestment Act implementation efforts will be highlighted. Additional examples, drawn from the New England region, will discuss interactive planning for intercity services.

Alabama DOT Section 5311(f) Application and Policy Assistance

Charles Glover, RLS and Associates, Inc.

Accessibility of Intercity Bus Service in Connecticut

Md Sha Al Mamun, University of Connecticut

Interactive Intercity Transit Planning for Vermont, New Hampshire, and Maine

Norman Marshall, Smart Mobility, Inc.

10:30 a.m.–noon, *Emerald II*

Route 4: Rural Transportation in Today's Operating Environment—Making Connections to Travel Anywhere

Jacklyn Montgomery, California Association for Coordinated Transportation, Inc., *presiding*
Sponsored by Rural Transportation in Today's Operating Environment Subcommittee

Many rural communities have very limited or no transportation services to connect them to other communities. The intercity bus network is filling some service gaps by providing connections for riders to other services. However, there are still service gaps in the network. This presentation provides a toolkit for estimating rural–intercity demand to help communities decide whether to implement an intercity project and cover bus programs that provide a backbone for local transportation services.

Estimate of Demand for Rural Intercity Bus Services: TCRP Project B-37

Frederic D. Fravel, KFH Group, Inc.

Intercity Bus: A Backbone for Rural Transportation Services

Mark Wall, Lake Transit Authority



Boston Express Takes You There

James Jalbert, Boston Express Bus

Tribal Intercity Bus Programs

Lee Bigwater, Navajo Transit System

10:30 a.m.–noon, *Diamond II*

Route 5: Technology Solutions to Improve Service—Interactive Travel Services Association Travel Shed

Bethany Whitaker, Nelson–Nygaard Consulting Associates, *presiding*
Sponsored by Technology Solutions to Improve Service Subcommittee

People live and travel in areas that are not usually the same geographic area as their transportation service. There is a spectrum of transportation needs for employment, medical, recreational, shopping, social, health, and other services in your area. Looking beyond your service area is a first step to improving your customer's mobility, not just in your district but regionally for all their travel needs. Technology makes it possible and can make the cost of providing extra information reasonable.

How are Rural Areas Using Technology

David Ripplinger, Upper Great Plains Transportation Institute

Real-Time Smart Transportation Solutions

Jorgen Pedersen, Televent

Mobility Management

Ingrid Koch, Wisconsin Department of Transportation

Noon–1:30 p.m., *Lake Champlain Exhibition Hall*

FTA Administrators Awards Luncheon

Jill Hough, *presiding*

Deputy Administrator Therese McMillan will present five rural systems selected from throughout the United States the 2010 FTA Administrator's Award for Outstanding Rural Transit System.

1:45 p.m.–3:15 p.m., *University Amphitheater*

Route 1: Planning, Design and Research—Mobility and Service Coordination

J. William Rodman, Nelson–Nygaard Consulting Associates, *presiding*
Sponsored by Planning, Design, and Research Subcommittee

Rural areas have unique challenges in mobility management and service coordination. Despite small populations, rural areas often have increased demand for transportation services. As facilities and services become fewer and farther between, transportation becomes more difficult, time consuming, and expensive. This session will provide examples of how rural areas around the country have addressed these issues through mobility planning and new ways of delivering services.

Florida Heartland Rural Mobility Plan

Jay A. Goodwill and Lisa Staes, Center for Urban Transportation Research, University of South Florida

Building a Successful Rideshare Program

Richard Watts, University of Vermont

Rural Coordination—When Does Consolidation Make Sense?

David Kack, Western Transportation Institute

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1:45 p.m.–3:15 p.m., *Emerald I*

Route 2: Policy, Funding, and Finance—Update on New Access Board Bus and Van Guidelines

Patrisha Piras, Pat Piras Consulting, *presiding*

Sponsored by Policy, Funding, and Finance Subcommittee

On July 26, 2010, for the 20th Anniversary of the signing of the Americans with Disabilities Act, the U.S. Access Board announced proposed new guidelines and specifications for accessible buses and vans in public service. Comments are due by November 23. This session will highlight key provisions of the Access Board proposal and how they may affect intercity bus and local transit services.

Access Board Summary and Perspective

James J. Raggio, U.S. Access Board

Intercity Bus Perspective

Charles Zelle, Jefferson Lines

Transit Perspective

Daniel Mundy, DM Consulting

1:45 p.m.–3:15 p.m., *Diamond I*

Route 3: Special Topics—Workforce Development

John Collura, University of Massachusetts, Amherst, *presiding*

Sponsored by Special Topics Subcommittee

This session will provide a summary of best practices employed by transit systems throughout the country. Additionally, new tools for attracting potential employees to your transit systems will be provided. Finally, a recent study of commuting options, benefits, and preferences of university employees and graduate students will be presented.

Commuting Options, Benefits, and Preferences of Dartmouth College Employees and Graduate Students

Elizabeth R. Greene, Resource Systems Group, Inc.

Workforce Development Shortages in Public Transportation—A Tool for Education and Recruiting

Amber Reep and Joel M. Volinski, University of South Florida

Roles for Employment Transportation in the Post-Recession Job Market

Carolyn Jeskey, Community Transportation Association of America, Inc.

1:45 p.m.–3:15 p.m., *Emerald II*

Route 4: Rural Transportation in Today's Operating Environment—Commuter Programs that Increase Livability for Rural Communities

Del Peterson, North Dakota State University, *presiding*

Sponsored by Rural Transportation in Today's Operating Environment Subcommittee

With minimal public transportation services, residents find themselves reliant on private automobiles or the help of neighbors and family if they do not drive or have access to a vehicle. Rural areas are scouring the communities for untapped resources, primarily vehicles, drivers, and support services. This session will explore how several communities in New England and California are providing alternative transportation solutions that increase livability in rural communities.

Smart Commute: Creating Mobility Options in Vermont and New Hampshire

Aaron Brown, Upper Valley Transportation Management Association



Expanding Mobility Options: Sharing Vehicles and Rides

Jana Hunkler Brule, Berkshire Rides

Successful Van Pool Programs in Rural America

Ronald Hughes, Kings County Area Public Transportation Agency

1:45 p.m.–3:15 p.m., *Diamond II*

Route 5: Technology Solutions to Improve Service—Connecting the System We Have

Robert R. (Randy) Isaacs, *Isaacs and Associates*, *presiding*

Sponsored by Technology Solutions to Improve Service Subcommittee

Turning your service into part of the connected rural transportation network is an easy way to invite people to use the service and the intercity bus that runs through your town. The National Bus Traffic Association works with local operators to connect with existing intercity services. You can be an agent and earn local match through commissions and get the schedule and route changes directly from the intercity operator. Learn what connecting can do for your system.

Local Services Go Regional

David Bruffy, Mountain Line Transit

National Bus Traffic Goes Local

Brandon Buchanan, American Bus Association

Travel Washington: Local and Regional Services Go National

Stephen A. Abernathy, Washington State Department of Transportation

3:15 p.m.–3:45 p.m., *Promenade*

Break

3:30 p.m.–5:15 p.m.

Local Transit Tour: Chittenden County Transportation Authority Facility

Chris Cole, Chittenden County Transportation Authority, *presiding*

Sponsored by Conference Planning Committee

Chittenden County Transportation Authority (CCTA) is the regional public transportation authority serving a five-county region and approximately 50% of the state's population. The CCTA manages a rural public transportation nonprofit agency, the Green Mountain Transit Agency (GMTA). Maintenance on a portion of the GMTA vehicle fleet is performed at the CCTA facility. Come tour the facility and learn how an urban regional public transit authority administers the rural transit program and maintains the vehicle fleet.

3:45 p.m.–5:15 p.m., *University Amphitheater*

Route 1: Planning, Design, and Research—Technology and the Rural Operator

Robert Chamberlin, Resource Systems Group, Inc., *presiding*

Sponsored by Planning, Design, and Research Subcommittee

The transit industry is experimenting with a range of new technologies, intelligent transportation systems (ITS), that offer tremendous potential for improving travel speeds, service reliability, passenger information systems, and fare collection systems. Start-up costs associated with many of these technologies have left many small urban and rural operators unable to pursue such technologies to the same extent as their urban peers. Small operators, however, are not immune to efficiency pressures or increasing passenger expectations for real-time information. This session will focus on transit technology and its application to small transit operators through discussions with a panel of small urban operators and their advisors, exploring their perspectives on the importance of technology as well as their experiences with funding, implementation, and public education.

Tuesday, October 26, 2010



ITS and the Rural Operator—Costs, Benefits and Opportunities

Robert Chamberlin, Resource Systems Group, Inc.

ITS Transit Practices in Burlington, Vermont

Ross Nizlek, Chittenden County Transportation Authority

Real-Time Passenger Information for Rural Transit

Van Chesnut, Advance Transit, Inc.

Show Me the Numbers: Can Technology Really Pay for Itself?

Cindy A. Johnson, Mobilitat

3:45 p.m.–5:15 p.m., *Emerald I*

Route 2: Policy, Funding, and Finance—Update on Rural National Transit Database

David Ripplinger, Upper Great Plains Transportation Institute, *presiding*
Sponsored by Policy, Funding, and Finance Subcommittee

Now that our local systems and DOTs are accustomed to compiling and filing NTD reports, how is it all working? What are the latest changes and information for FTA? How can local systems use the data to help monitor and improve service? A hands-on practical approach to those numbers!

2010 Rural National Transit Database Training

Lauren Tuzikow, Federal Transit Administration

Practical Uses for NTD Data

David Ripplinger, Upper Great Plains Transportation Institute

3:45 p.m.–5:15 p.m., *Diamond I*

Route 3: Special Topics—Public–Private Partnerships

Amy Rast, Vermont Agency of Transportation, *presiding*
Sponsored by Special Topics Subcommittee

This session presents case study examples and best practices on how transit systems can forge public–private partnerships in the provision of rural and intercity bus services. Specific examples from New England and mid-America will be presented.

Vermont Employers and Transportation Change: Case Study

Ann Jones-Weinstock, NRG Systems

Public–Private Partnerships

Jennifer Green and David White, City of Burlington, Vermont

Indygo Goes for Innovation

John Miller, Miller Trailways

3:45 p.m.–5:15 p.m., *Emerald II*

**Route 4: Rural Transportation in Today's Operating Environment—Tale of Two States:
Rural Transportation in New York and Wisconsin**

David Sharfarz, IBI Group, *presiding*
Sponsored by Rural Transportation in Today's Operating Environment Subcommittee

Local transit systems and human service agencies face growing financial and political pressures to optimize resources. New federal legislation likely will include consolidation of FTA Sections 5310, 5311, 5316, and 5317 funding programs into a single category. State governments are actively promoting local coordination to varying degrees with demonstrated results. The panel will discuss how state DOTs and local agencies are implementing federal and state coordination policies at the local level.



Transferrable State–Local Coordination Strategies: Learning from New York and Wisconsin
David Sharfarz, IBI Group

Recent Coordination Achievements in Wisconsin: Case Studies
Roberta Beson-Crone, Wisconsin Department of Transportation

Statewide Coordination in New York and Wisconsin: Blueprints for Local Action
Bethany Whitaker, Nelson–Nygaard Consulting Associates

Recent Coordination Achievements in New York: Case Studies
John Reel, New York City Department of Transportation

3:45 p.m.–5:15 p.m., *Diamond II*

Route 5: Technology Solutions to Improve Service: Paperless and Proud, Program Management Strategies That Get Paper Under Control

Jill Hough, North Dakota State University, *presiding*

Sponsored by Technology Solutions to Improve Service Subcommittee

With more programs and more grantees, state managers need systems that track their responsibilities and meet reporting requirements. Technology meets process: reduce your paper as you add new programs and grants and take simple steps that integrate your information. Missouri planned and implemented a new intercity program where they are doing more and integrating their new grants into their existing programs.

Georgia is Reducing Paper and Increasing Access
Erik Steavens, S. L. King and Associates, Inc.

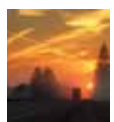
Web Steps Forward
Sarah Brodt Lenz, Minnesota Department of Transportation

PennDOT Paperless Grant Management—All in One
Robert D. Sharp, Pennsylvania Department of Transportation

5:30 p.m.–8:00 p.m., *Lake Champlain Exhibition Hall*

Exhibit and Dinner

Tuesday, October 26, 2010



Wednesday, October 27

8:00 a.m.–noon, *Promenade*

Registration

7:00 a.m.–8:30 a.m., *Promenade*

Continental Breakfast

8:30 a.m.–10:30 a.m., *Emerald I*

Town Hall Meeting

Chris Cole, Chittenden County Transportation Authority, *presiding*

Sponsored by Planning Committee

In June 2009, the U.S. DOT–HUD–EPA jointly announced an interagency partnership agreement, Partnership for Sustainable Communities, to help families in all communities—rural, suburban and urban—gain better access to affordable housing, more transportation options, and lower transportation costs, while protecting the environment in communities nationwide. This town hall session—a tradition at our conferences—will offer a presentation on this timely topic followed by a guided discussion.

Livability in Rural America

Lisa Aultman-Hall, University of Vermont, *Federal Transit Administration Mini State Program*

Making Communities Livable and Accessible

Richard Devylder, Office of the Secretary USDOT

11:00 a.m.–2:00 p.m., *Emerald I*

Federal Transit Administration's Mini State Program Update and Peer Discussion (lunch provided)

Sponsored by Planning Committee

The meeting is open to all conference participants. This lively and idea-filled meeting offers an opportunity to ask FTA officials questions about programs such as the following:

- Nonurbanized Area Formula, Intercity Bus and Tribal Programs (Section 5311),
- Elderly and Individuals with Disabilities Program (Section 5310),
- Job Access and Reverse Commute Program (Section 5316), and
- New Freedom Program (Section 5317).



Conference Planning Committee

Jill Hough, Upper Great Plains Transportation Institute, North Dakota State University,
Chair

Cathy Brown, St. Johns County Council on Aging, Inc.

Jon Burkhardt, Westat

Fred Fravel, KFH Group, Inc.

Cindy Frene, National Rural Transit Assistance Program

Richard Garrity, RLS and Associates, Inc.

Kimberly A. Gayle, California Department of Transportation

B. Leone Gibson, Utah Department of Transportation

Karen Glitman, Transportation Research Center, University of Vermont

Robert R. (Randy) Isaacs, Isaacs and Associates

Jacklyn Montgomery, CalACT

Robin Phillips, American Bus Association

Patrisha Piras, Pat Piras Consulting

Will Rodman, Nelson–Nygaard Consulting Associates

Peter Schauer, Peter Schauer Associates

Pam Ward, Ottumwa Transit

Patricia Weaver, Kansas University Transportation Center

Bethany Whitaker, Nelson–Nygaard Consulting Associates

Lorna Wilson, Federal Transit Administration

October 24–27, 2010



Vermont Host Committee

Karen Glitman, Transportation Research Center, University of Vermont, *Chair*
Christopher Andreasson, Advanced Transit
Chris Cole, Chittenden County Transportation Authority
Peter Gregory, Two Rivers-Ottawaquechee Regional Commission
Peter Keating, Chittenden County Metropolitan Planning Organization
Matt Mann, Windham Regional Council
Jim Moulton, Addison County Transit Resources
Amy Rast, Vermont Agency of Transportation
Fred Schmidt, Transportation Research Center, University of Vermont
Bethany Whitaker, Nelson–Nygaard Consulting Associates

October 24–27, 2010



Transportation Research Board 90th Annual Meeting

Washington, D.C. • January 23–27, 2011

Transportation, Livability, and Economic Development in a Changing World

The global economic downturn and continuing fiscal uncertainties are changing the context in which transportation programs are planned and implemented. National attention recently has focused on the concept of livable communities and how to promote them. Spotlight sessions at TRB's 90th Annual Meeting will examine the synergies among transportation programs, livability, and economic development—and how the interactions could contribute to a more sustainable future.

Plan now to

- Network with more than 10,000 transportation professionals;
- Take advantage of 3,000-plus presentations in approximately 600 sessions and specialty workshops;
- Learn from nearly 150 exhibitors showcasing a variety of transportation-related products and services;
- Explore livability and economic development issues from the perspectives of all transportation modes and a range of stakeholders and subject-matter experts;
- Examine how recent developments and changing contexts may affect transportation policy making, planning, design, construction, operations, and maintenance; and
- Discover what federal, state, regional, and local transportation agencies are doing—and can do—to address these issues.

NEW—All TRB Annual Meeting registrants will receive complimentary access to presentations and to more than 40 recorded e-sessions.

Register before November 30, 2010, to take advantage of lower fees. For information, visit www.TRB.org/AnnualMeeting.

TRANSPORTATION RESEARCH BOARD

OF THE NATIONAL ACADEMIES

The **Transportation Research Board** is one of six major divisions of the National Research Council, which serves as an independent adviser to the federal government and others on scientific and technical questions of national importance. The National Research Council is jointly administered by the National Academy of Sciences, the National Academy of Engineering, and the Institute of Medicine. The mission of the Transportation Research Board is to provide leadership in transportation innovation and progress through research and information exchange, conducted within a setting that is objective, interdisciplinary, and multimodal. The Board's varied activities annually engage about 7,000 engineers, scientists, and other transportation researchers and practitioners from the public and private sectors and academia, all of whom contribute their expertise in the public interest. The program is supported by state transportation departments, federal agencies including the component administrations of the U.S. Department of Transportation, and other organizations and individuals interested in the development of transportation.

www.TRB.org

