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Missouri Public Transit Association
**2020 VIRTUAL STATE
CONFERENCE**



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Welcome to the 2020 Virtual Missouri Public Transit Association Conference

Thank you for attending the 2020 Virtual Missouri Public Transit Conference. I am pleased that you are joining the Missouri Public Transit Association (MPTA) in shaping policy, developing networks, and collaborating to share knowledge and create new ideas for transit in Missouri especially in light of the challenging times we are experiencing with COVID-19. The Missouri Public Transit Association (MPTA) was established in 1980 to provide a unified voice for public and specialized transportation providers in Missouri and to work toward elevating the status of public transit as a priority. This conference is one example of our work to ensure transit has a voice in Missouri and to recognize the essential nature of transit now more than ever.

Missouri public transit provides more than 60 million rides across the state each year. It is the sole means by which many Missourians can get to work, school and doctor appointments as well as gain access to goods, services and entertainment. That said, the benefits extend far beyond getting people to and from destinations. Transit also creates jobs, stimulates local economies, attracts investment, reduces the number of single-occupancy cars on the roads, and contributes to the financial well-being of the state. Our recent 2019 Economic Impact Study of Public Transit in Missouri shows transit delivering more than \$3 billion in economic returns while supporting 29,000 jobs across the state. So whether an individual uses transit or not, Missouri needs transit.

We welcome your active participation in not only the conference, but also in future MPTA activities. While a virtual conference was not our initial plan, I hope you find your time worthwhile and look for ways to get involved as we continue our work to fund, expand and move transit for Missouri.

Also, hope to see you in person in St. Louis for the 2021 conference set for September 7-9, 2021.

Mark Mehmert, President, Missouri Public Transit Association
Transit Director, City of Jefferson Transit



Missouri Public Transit Association's 2020 Virtual State Conference

Wednesday, Sept. 9, 2020

8 a.m. - 8:55 a.m. | General Session

Welcome Remarks by Mark Mehmert, MPTA President, and Mokhtee Ahmad, FTA Region VII Regional Administrator

Address by Patrick McKenna, MoDOT Director, titled "State of the State on Missouri Transit Funding"

Address by Scott Bogren, Executive Director of CTAA, titled "Where are We Today on Capitol Hill"

TransLoc Video Presentation

Patrick K. McKenna became Director of the Missouri Department of Transportation in December of 2015. As director of MoDOT, Mr. McKenna oversees all operations of the department. Prior to coming to Missouri, he served as the deputy commissioner of the New Hampshire Department of Transportation. Mr. McKenna also spent 13 years in Washington, D.C. working in the United States Senate, serving as chief financial officer among other positions. Mr. McKenna was elected to a one-year term as president of the American Association of State Highway and Transportation Officials (AASHTO) in October of 2019. The previous year, he served as vice president of the association and chair of the Strategic Management Committee and Transportation Policy Forum during the development of AASHTO's surface transportation reauthorization policy. He is also a member of AASHTO's executive committee.

CTAA Executive Director Scott Bogren has been working with, writing about and covering the community and public transportation industry for nearly three decades. His experience with CTAA includes being Editor-in-Chief of Community Transportation Magazine; crafting the Association's various legislative, policy and regulatory positions on Capitol Hill; and shaping CTAA's communications, training and leadership activities. Transit funding sources have remained unchanged for the last 24 years, while costs for transportation projects have gone up. Find out more as Bogren addresses the transit funding landscape of 2020.

8:55 a.m. - 9 a.m. | Break

9 a.m. - 10a.m. | To Charge or Not to Charge, the Transit Fare Question of 2020

A panel discussion featuring Dorothy Yeager, Executive Director of OATS; Taulby Roach, CEO & President of Bi-State Development; and Robbie Makinen, CEO of KCATA

Zero Fare Transit has dominated industry headlines across the nation. Over the last year, agencies have had serious conversation and controversy nationally about the pros and cons of charging fares or going fare-free. What are the real economic and human factors that impact an agency's or city's decision on fare policy? Political environments, local tax revenues, ridership and fare recovery are just a few.

There is no black or white answer to this question, just many shades of grey depending on the agency. From one side of Missouri to the other, this panel discussion provides an opportunity to hear from the three largest providers in the state on their fare policies and the factors playing into their decisions.

10 a.m. - 10:15 a.m. | Break

10:15 a.m. - 11:30 a.m. | Dealing with a Pandemic: Transit's Response

A panel discussion featuring Taulby Roach, CEO & President of Bi-State Development; Jameson Auten, Deputy CEO/COO of KCATA; and Scott Bogren, Executive Director of CTAA

Transit agencies across the country have been stepping up to ensure vital service, while taking safety precautions for operators and riders alike during the COVID-19 outbreak. This panel discussion provides the opportunity to hear from both the urban and rural provider perspectives on protocols and measures instituted to deal with the pandemic, including new opportunities and challenges moving forward.

11:30 a.m. - 11:45 a.m. | Break

11:45 a.m. - 12:45 p.m. | Transit & Leadership Building: De-Stressing the Workplace

A presentation lead by Meg Krejci, Executive Director of Masterpeace Studios

Mindfulness is an invaluable tool to manage our responses to situations and avoid becoming overwhelmed. This workshop is designed to help professionals understand what mindfulness is all about in today's world, introduce mindfulness as a tool for reducing stress, and, to build skills for guiding others through the many daily stress challenges. The workshop includes lecture, as well as experiential practices. Krejci comes from a background in Accounting, Manage Information Systems, and International Business. As a result of life challenges and related stress, she sought out training in mindfulness through Jon Kabat-Zinn's Mindfulness-Based Stress Reduction program at the Center for Mindfulness – UMass Medical School. Inspired by her experience, Krejci founded and directs Masterpeace Studios; a nonprofit organization servicing the St. Louis and Midwest region teaching skills of mindfulness for health and well-being.

12:45 p.m. - 1 p.m. | Break

1 p.m. - 2 p.m. | Transit's on Track to Impact Climate Change

A panel discussion featuring John Hickey, Missouri State Coordinator at Clean Energy for Biden; Dr. Christine Ekenga, Assistant Professor of Washington University; and Dr. Ray Slavin, Clinic Coordinator for St. Louis Asthma Clinic

Mobility is essential to the growth of our communities but moving people from place to place can exact a steep price. Transit is on track to make an impact on climate change with the move to electric vehicles. While these changes take time, the panel will discuss the public health benefit of making that transition. This panel discussion provides the opportunity to learn more about how the future deployment of an electric fleet in St. Louis, Kansas City, Columbia, and Springfield will impact the respective communities and the state as a whole for decades to come.

2 p.m. - 2:15 p.m. | Break

2:15 p.m. - 3:15 p.m. | Partnerships for Placemaking: Maplewood MetroBus Transformation Project

A panel discussion featuring Sheila Holm, Community Outreach Director of AARP in St. Louis; Laura Miller, Community Development Director for the City of Maplewood; and Kim Cella, Executive Director of Citizens for Modern Transit

Citizens for Modern Transit (CMT) and AARP in St. Louis recently unveiled a new MetroBus Stop in partnership with the City of Maplewood, Citizens National Bank and KABOOM!, a national non-profit that partners with communities to expand play opportunities for kids in the St. Louis region. The project, known as the "Transit Stop Transformation Project," is now complete and open to the public. Residents can take advantage of the newly renovated space – located adjacent to the Citizens National Bank parklet – and see firsthand how it encourages active play, cultivates community and increases transit use. Find out what the keys to success were in bringing this vision to reality.

3:15 p.m. - 3:30 p.m. | Break

3:30 p.m. - 4:45 p.m. | MPTA Vendor Showcase

A workshop providing a quick, “speed-dating like” opportunity to hear from vendors in the transit industry about products and services designed to meet the changing mobility needs in Missouri

Missouri transit providers are faced with numerous challenges each year, but 2020 has proven to be exceptional. This workshop provides an overview of available product and service offerings designed to meet changing mobility needs from leading businesses and organizations, including TransLoc, Commute with Enterprise, EcoLane USA, Inc., REI, PC Trans and Proterra.

FORDMOBILITY



Thursday, Sept. 10, 2020

8 a.m. - 8:30 a.m. | General Session

Welcome Remarks by Mark Mehmert, MPTA President, and Kimberly Cella, MPTA Executive Director
MPTA Award Presentation
MPTA Board Member Elections
MPTA Annual Meeting

8:30 a.m. - 9:30 a.m. | A Community Addresses Transit Safety and Security

A panel discussion featuring Marcie Meystrik, Corridor Planning Coordinator at EWG; Lurae Stuart, Manager of the Transit System Safety and Security Group for WSP World; Jim Wild, Executive Director of the East-West Gateway Council of Governments; and Kevin Scott, General Manager of Field Security for Metro Transit.

In response to growing concerns regarding crime, and the perception of it, on the MetroLink system, and transit systems across the country, St. Louis’ regional elected officials, business leaders, transit advocacy groups, and transit users called for a change. East-West Gateway Council of Governments (EWG), the metropolitan planning organization, took on the challenge of conducting a third-party assessment of security policies and practices on the transit system. This two-phase effort began in early 2018 and wrapped up in early 2020. This discussion will highlight key learnings and areas of opportunity for the region.

9:30 a.m. - 9:45 a.m. | Break

9:45 a.m. - 10:45 a.m. | Electrifying the Fleet: Opportunities and Challenges

A discussion featuring Dale Schaefer, Director of Product Development for Metro Transit, and Matt Crawford, Transit Director at City Utilities of Springfield

Pioneering fleet managers around the world are exploring alternatives to internal-combustion engines. The benefits to bus riders and their communities of an electrified fleet are undeniable. Electric buses are much quieter than their diesel predecessors, cheaper to maintain, and they don't leave behind the black clouds that are standard on many of today's public transit routes. Challenges such as funding, infrastructure, and scheduling charging times will still need to be overcome to achieve a greener fleet. Find out more from the panel of transit providers on opportunities and challenges ahead by going electric.

10:45 a.m. - 11 a.m. | Break

11 a.m. - 12:15 p.m. | Can We Share a Ride to Fill the Service Gaps? Transit Opportunities

Commute by Enterprise Video Presentation, followed by a panel discussion featuring Lisa Womack, Director of Mobility Services for KCATA; Ken Sharkey, Managing Director of St. Clair County Transit District; Cheryl O'Connor, Commute Sales Manager for Commute with Enterprise; Robert Wilson, Director of Transportation for ATS; and Austin Jude Stanion of TransLoc

Closing the first and last mile gap for transit providers continues to be a challenge for many communities. For many reasons — organizational lines, budgets, and politics — transit providers have traditionally focused on running single-mode public transportation services. But now, transit agencies are being challenged to think outside the box to become multimodal mobility managers. This panel looks at several different services and solutions underway in Kansas City and East St. Louis to fill that gap.

12:15 p.m. - 12:30 p.m. | Break

12:30 p.m. - 1:30 p.m. | CARES Act and Long-Term Recovery from COVID-19

A presentation lead by FTA Region VII Staff

Congress passed the Coronavirus Aid, Relief, and Economic Security (CARES) Act, which included \$25 billion in transit funding for rural and urban areas across the country. Funding included in the Act is allocated to transit operators to protect public health and safety, while ensuring transportation access to jobs, medical treatment, food, and other essential services remain available during the COVID-19 response. Learn more from the FTA Region VII Staff on protocols and next steps for long term recovery.

1:30 p.m. - 1:45 p.m. | Break

1:45 p.m. - 4:45 p.m. | VOLPE: Substance Abuse Training

An intensive workshop led by VOLPE to provide the needed training for all agencies and operators.

This three hour training will provide an overview of FTA Drug and Alcohol regulations, program requirements and current issues, with regard to Part 655 and Part 40. The presenter will be available to take questions from attendees.

4:45 p.m. | Conference Adjourns

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Gold Sponsor

TransLoc - www.TransLoc.com

TransLoc delivers a one-stop-shop for transit providers seeking transit operations solutions. Today their intelligent transportation software portfolio includes flexible demand response, fixed route systems, and planning services, providing a one-stop-shop for more than 1500 agencies and transit providers worldwide. And with COVID-19 upending the transit industry, the Ford Mobility company is providing transit agencies with free transit consulting and demand response software in an effort to help them quickly deploy a responsive service that can both support evolving rider demand, and adhere to quickly-changing health guidelines. The TransLoc app also offers important features to help maintain safe social-distancing guidelines including automatic passenger counters, touch-free payment systems, and contact tracing.

Silver Sponsor

Citizens for Modern Transit - www.cmt-stl.org

Citizens for Modern Transit (CMT) was established in 1985 to help bring light rail to St. Louis. Since then, it has been working to ensure the St. Louis region has access to a safe, convenient and affordable public transportation system. We work to champion, challenge, encourage and advocate for transit. We do this by helping to secure state and federal funding for transit projects; playing an active role in addressing safety and security issues; increasing ridership and raise awareness about the benefits of public transit; spearheading feasibility studies to examine the benefits of adding new light-rail stations, and furthering sustainability efforts.

Bronze Sponsor

Commute with Enterprise - www.CommutewithEnterprise.com

As part of the Enterprise family, we're wired to put people first. For commuters and companies, that means always having your back, providing solutions whenever you need us.

We partner with public transit agencies, State Departments of Transportation, municipalities, and employers across the country to provide turnkey commuter vanpool programs. Thus, delivering a cost-effective option for extending the reach of public transportation and expanding access to jobs, while dramatically reducing congestion and emissions. Our goal is to not only save commuters time and money, but to connect and improve our communities.

FORDMOBILITY

  



COMMUTE
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Conference Champions

Cape Girardeau County Transit Authority - www.cgcta.com

The Cape Girardeau County Transit Authority was established to provide, safe, reliable, efficient and cost-effective transit services to all residents and visitors of Cape Girardeau County, MO. Our services are designed to assist the general public in meeting their physical, social and psychological needs and to promote their health, security, happiness and usefulness in longer living. Cape Girardeau County Transit Authority is committed to providing quality transportation services in Cape Girardeau County and Southeast MO.

OATS, Inc. - www.oatstransit.org

OATS Transit is a private not-for-profit provider serving 87 out of 114 Missouri counties. Founded in 1971, OATS Transit is one of the largest and longest-running system of its kind in the nation. With a fleet of over 600 vehicles and more than 500 drivers, OATS Transit provides nearly 1.5 million trips each year. Headquartered in Columbia MO with 8 regional offices and 4 satellite offices across the state, OATS Transit provides demand-response and deviated fixed-route service to seniors, people with disabilities and the rural general public.

SMTS, Inc. - www.ridesmts.org

SMTS is a non-governmental, non-profit general public passenger transportation service. SMTS offers door-to-door transportation to everyone in 21 Missouri counties. SMTS, Inc. is one of Missouri's largest non-profit transportation providers. SMTS provides a wide variety of "door-to-door" passenger transportation services to all age groups. The mission of Southeast Missouri Transportation Service is to improve the quality of life of people through assisting their access to goods and services of society. Access/transportation will be of assistance in the prevention of institutionalization, improved opportunity to employment and training facilities participation, equal utilization of medical and other services.

Southern Bus & Mobility - www.southernbusandmobility.com

Southern Bus & Mobility is a distributor for new and pre-owned commercial buses and vans and wheelchair accessible vans (rear and side entry). We are also a Full service facility which includes routine maintenance, installation of A/C systems, installation of mobility equipment, and a full body shop. Southern Bus & Mobility also offers Leasing, Financing, and Rentals.

Vendors

Ecolane USA, Inc. - www.ecolane.com

Ecolane is created for transit people by transit people, in order to suit the unique needs of our customers. Serving as a catalyst at the intersection between demand-response and on-demand transportation, Ecolane software works by automatically adapting to changes in schedules and conditions as they are happening in real-time on the day of service. For more than 18 years, Ecolane has proudly served our partners and their communities while simultaneously expanding reach. With more than 200 partners across the globe, Ecolane has proven to be the provider of choice for the future of the transit industry. For more information on how Ecolane can help your paratransit or on-demand transportation agency grow in ridership and increase operational efficiency.

PC Trans - www.pctrans.com

PCTrans provide an easy to use, cost-effective, customer-driven scheduling and dispatch solutions. Our focus is small and medium sized agencies, servicing up to 75 demand-service / dial-a-ride vehicles. PCTrans can help you improve your services through more effective use of your existing people and vehicles. Struggling to manage a Volunteer Driver Program, Check out our Mobility Management software!

Proterra - www.proterra.com

Proterra is a leader in the design and manufacture of zero-emission electric transit vehicles and EV technology solutions for commercial applications. Proterra provides a suite of products, services and financing options for a seamless transition to clean, quiet, battery-electric fleets. Designed for durability, safety and energy efficiency and validated by rigorous U.S. independent testing, Proterra products are proudly designed, engineered and manufactured in America, with offices in Silicon Valley, South Carolina, and Los Angeles. Follow us on Twitter @Proterra_Inc.

REI - www.radioeng.com

U.S.-based REI® designs, engineers, manufactures and services innovative, customizable solutions and electronics for the transportation industry.

Our product line includes integrated hardware and software solutions for mobile video surveillance, wireless fleet management, cloud computing, camera observation, ADAS/collision avoidance, GPS mapping, vehicle tracking and audio/video passenger entertainment. Among the 2,000+ products on our roster: 180° AHD interior surveillance cameras, exterior surveillance cameras, interior IP cameras, a 3D 360° camera observation system, ARMOR™ Software Suite for wireless/automated fleet management, a Mobileye® collision avoidance system, and digital media players with priority/safety messaging and GPS capabilities.

Nova Bus - www.novabus.com

Nova Bus is a leading provider of sustainable transportation solutions in North America. Its portfolio includes electric buses, hybrid electric buses, high-capacity vehicles and integrated intelligent transport systems. As part of its Electro Mobility strategy, Nova Bus is moving forward with the electrification of key vehicle components to reduce fuel consumption and emissions. Nova Bus is part of the Volvo Group.

