

OHIO **NEEDS** TRANSIT



PANEL & TOPIC DISCUSSIONS 2021

Thursday, September 16, 2021 | 8:15 – 9:15 am

Dayton, Ohio: Birthplace of North American MaaS | MaaS Track

Presenters: Brandon Policicchio, Chief Customer & Business Development Officer
Greater Dayton Regional Transit Authority

Sophie LeBlanc, Business Development, Transit

Description:

Only 3 years ago, the Greater Dayton Regional Transit Authority (RTA) set out to put a Mobility-as-a-Service (MaaS) vision in place. Building iteratively, it has since procured a new fare payment system, put together the legislation for new bike-share and scooter-share systems, is running a subsidized first-mile/last-mile Ride hail system, and launched a multimodal trip planning and booking platform.

While the launch of RTA's new fare payment system this year is a major move towards going cashless, RTA continues to keep equity issues top of mind, including support for cash-reliant customers, help for frequent riders who cannot afford a monthly pass upfront, and support for smartphone customers without a data plan.

All digital fares, whether by app or card, allow for equitable access to the benefits of a MaaS system across modes. As a result, RTA has reduced cash boarding from 43% to 28% in just a few months, and 35% of all boarding is facilitated through the Transit mobile app.

The next three years will be focused on deploying RTA's MaaS vision, integrating deeper payment capabilities to offer RTA riders customized multimodal offerings to help them get where they need to go, and improving operational efficiencies overall for RTA and mobility in Gem City.

Thursday, September 16, 2021 | 8:15 – 9:15 am

The Four Congruent Skills of Intuitive Leaders | Human Resources & Leadership Track

Presenter: Celia King, Lead Consultant, Arrant McSwain Leadership Development

Description:

Leaders in public transit have a lot to manage - budgets, funding, public opinion, employee relationships, political dynamics, and the day-to-day realities of safely transporting people to work, doctor's appointments and other critical locations for riders.

How can you manage all of these priorities placed in front of you? This session will teach four Intuitive skills of congruent Leaders. Congruence is when your actions are consistent with your inner state and core values. It is the confidence to walk in the room and know exactly what to do.

Thursday, September 16, 2021 | 8:15 – 9:15 am

**Mobility Management for Transit Agencies:
How to Drive Ridership Together | Mobility Management Track**

Presenter: Shawn Cowan, Mobility Manager, Butler County Regional Transit Authority

Description:

Join this session to hear from Ohio's Mobility Managers about how your transit agency can engage directly with mobility management efforts to improve ridership.

Thursday, September 16, 2021 | 8:15 – 9:15 am

30 Legal Questions Answered in 60 Minutes | Legal Track

Presenter: Mark Landes, Managing Partner, Isaac Wiles Attorneys at Law

Description:

Ever wonder how your corporate attorney would do on the "Gong Show"? Attend this fun and interactive session where we pose your legal questions to our attorneys and see how quickly and concisely they can answer before they run out of time!

Thursday, September 16, 2021 | 8:15 – 9:15 am

Service Expansion during a Pandemic | Growing Ridership Track

Presenters: Jarrett Valdez, Southwest Ohio Regional Transit Authority
Nick Keeling, Southwest Ohio Regional Transit Authority
Mandy McAlister, Southwest Ohio Regional Transit Authority

Description:

This presentation will cover SORTA's Reinventing Metro Year 1 highlights, as well as planning for Year 2.

Thursday, September 16, 2021 | 8:15 – 9:15 am

Transit's Role in Vaccination: Promotion & Marketing | Marketing Track

Presenters: Julia Schick, Director of Communications, Laketran
Kristie Cox, Marketing Manager, Greater Cleveland Regional Authority

Description:

With the COVID-19 pandemic rocking our communities, transit needed to adjust how we offered our existing services and consider new services to help our communities through the burdens of the pandemic.

Beyond transporting people, transit agencies have fed our communities, provided mobile internet access, and given people access to vaccinations, COVID-19 testing, and medical care.

How agencies responded during these times has led to a multitude of lessons and opportunities, along with challenges that were overcome.

Join us in a discussion about what we have learned from transit's role in COVID-19 response, the vaccination effort and how to leverage the impact your agency made in your community.

Thursday, September 16, 2021 | 9:30 – 10:30 am

Is Micro-transit the Key to Unlocking Transit for All? | MaaS Track

Moderator: Maureen Marshall, Midwest Regional Director, CALSTART
Panelists: Elliott Doza, Service Planning Manager, Central Ohio Transit Authority
Vaughn Francis, Superintendent of Transportation, Central Ohio Transit Authority

Description:

Attend this timely roundtable to hear from micro-transit suppliers, users, tech, and stakeholders. Pitch your questions as you hear about the climate of the micro-transit industry and the experience of managing micro-transit from the traditional public transit side.

Anyone with an interest in micro-transit solutions, software, providers, and pilots should attend. Bring your questions!

Thursday, September 16, 2021 | 9:30 – 10:30 am

A Tale of Two Levies | Funding Track

Presenters: Brandy Jones, Vice President of External Affairs, Southwest Ohio Regional Transit Authority
Julia Schick, Director of Communications, Laketran
Vanessa Tey Iosue, President, Burges & Burges Strategists

Description:

Join this engaging story of how two different Ohio transit systems passed their local ballot initiatives. Leaders from Cincinnati Metro and Laketran transit systems join professionals from Burges & Burges Strategists to tell their own levy stories, share their unique perspectives, and answer your questions.

Thursday, September 16, 2021 | 9:30 – 10:30 am

Contactless Ticketing Across Ohio | MaaS Track

Presenter: Lauren Tarte, Business Development Manager, Masabi

Description:

The change in people's behavior brought about by the current requirements for social distancing has made mobile ticketing and the move towards low-touch and fully contactless journeys a must-have for transit agencies across the US, both for riders and for staff. In this presentation, we will explain how transit agencies in Ohio are embracing Fare Payments-as-a-Service to deliver mobile ticketing, Account-Based Ticketing and Mobility-as-a-Service options that make it safer for riders to both discover and ride public transit.

We will dig into the success EZfare has achieved with leading mobility apps such as Uber, Transit and Moovit in delivering a contactless mobile ticketing experience for riders across the tristate area of Kentucky, Ohio and Michigan from within these apps.

The presentation will also shed light on Masabi's work with Greater Dayton RTA and the Transit app to launch Tapp Pay, a contactless fare payment solution that allows riders to tap and ride without needing to buy a ticket or select a fare in advance of travel. Thanks to Masabi's Account Based Ticketing capabilities the new system provides a fast, easy, contactless and safe way to pay and ride transit in the face of the ongoing COVID 19 crisis and, thanks to a new fare capping technology, ensures riders will always be charged the best possible price for their journey.

Thursday, September 16, 2021 | 9:30 – 10:30 am

Impact of Legalized Marijuana | Legal Track

Presenter: Sean Oswald, Chief of Operation, Chief of Operation, Director of Drug & Alcohol Initiatives
RLS & Associates

Description:

The legalization of marijuana has resulted in additional challenges for the transit industry when it comes to the management and oversight of drug and alcohol program compliance.

This course addresses:

- The many challenges transit systems are struggling with
- Information about trends in cannabis (marijuana) use, including the ever-changing legal landscape (state vs. federal)
- Demographics and prevalence of use, trending methods of consumption, and public opinions
- Impact on the workplace.
- The speaker will also provide answers to frequently asked questions and bust a few myths.

Learning objectives:

- Understand the general trends in THC use and potency over time.
- Identify the trends in medical marijuana laws versus recreational marijuana laws
- Understand shifting trends in public opinions on marijuana legalization.
- Understand the workplace impacts related to marijuana use, impairment, and legalization.
- Gain insight into common myths related to cannabis use

Thursday, September 16, 2021 | 9:30 – 10:30 am

Navigating the *Me-Too Movement* in Transit | Diversity & Inclusion Track

Presenter: Robbi Sarles, President, RLS & Associate

Description:

In the wake of the recent sexual harassment and assault scandals, the topic of sexual harassment in the workplace has become a hot-button issue.

The session will cover:

- What is the Me-Too Movement all about?
- Why now? --- What has changed?
- How to promote awareness of different views and different perspectives.
- What impact does it have on the workplace?
- What impact does it have on service delivery?
- What policies and procedures need to be in place?

Thursday, September 16, 2021 | 9:30 – 10:30 am

Partnering for a New Strategy – Part 1 | Human Resources & Leadership Track

Presenters: Wendy Talley, Director, Training & Employee Development Greater Cleveland Regional Transit Authority
Maria Shurik, Manager, Employee Development, Greater Cleveland Regional Transit Authority

Description:

This working session will engage the whole group in dialog -- to share best practices, brainstorm new ideas, and develop creative strategies to solve people problems our agencies are facing. Discussion topics include operator shortages and retention problems, employee engagement challenges, technology gaps, and ongoing needs to upskill a multi-generational workforce. To ignite conversation, Greater Cleveland RTA will describe how their new Mission "Connecting the Community," is improving the culture, increasing employee engagement, and demonstrating GCRTA's value to the community. Highlights include ways GCRTA is actively engaging employees in delivering GCRTA's mission, record numbers of employees engaging in personal and professional development, GCRTA's renewed focus on Workforce and Agency Partnerships, and how GCRTA is actively promoting the ways GCRTA is connecting the community.

Thursday, September 16, 2021 | 10:45 – 11:45 am

Gold Star Grantees: How to Apportion & Manage Federal Funding Effectively and Efficiently at State, Regional, and Local Levels | Funding Track

Presenters: Chuck Dyer, Director, Ohio Department of Transportation, Office of Transit
Bob Ruzinsky, Chief Executive Officer, Greater Dayton Regional Transit Association

Description:

Listen to Ohio's experts in federal grants and hear about the view of the financial landscape from inside ODOT. This session will explore what is happening with federal funding splits at the state and local levels, best practices for programming your funds, and some eerie predictions about what may come-to-pass if UZA's and transit systems are not diligent and deliberate about doling out those desirable dollars!

Thursday, September 16, 2021 | 10:45 – 11:45 am

A New Dawn of Transit in Greater Cincinnati | Growing Ridership Track

Presenters: Khaled Shammout, Southwest Ohio Regional Transit Authority
Kara Doersam, Southwest Ohio Regional Transit Authority
Madison Jeffries, Southwest Ohio Regional Transit Authority

Description:

This presentation will cover a new era for transit in Greater Cincinnati: Fare simplification, transit infrastructure fund, Regional Paratransit and more.

Thursday, September 16, 2021 | 10:45 – 11:45 am

Women in Transit Panel Discussion | Diversity & Inclusion

Moderator: Celia King, Lead Consultant, Arrants McSwain

Panelists: Claudia Amrhein, General Manager & Chief Executive Officer
Portage Area Regional Transportation Authority

India Birdsong, Chief Executive Officer & General Manager
Greater Cleveland Regional Transit Authority

Dawn Distler, Chief Executive Officer
METRO Regional Transit Authority

Description:

Across the country, women are rising into the historically male dominated C-Suite roles bringing unique qualities and abilities to their organizations. This is most evident in Ohio's public transportation industry, where women are leading many of the major transit authorities.

This panel of women CEOs/executives will discuss their love for their chosen profession, and their plan to ensure inclusion within their teams while providing innovative services for their communities

Thursday, September 16, 2021 | 10:45 – 11:45 am

Partnering for a New Strategy – Part 2 | Human Resources & Leadership Track

Presenters: Wendy Talley, Director, Training & Employee Development
Greater Cleveland Regional Transit Authority

Maria Shurik, Manager, Employee Development, Greater Cleveland Regional Transit Authority

Description:

This working session will engage the whole group in dialog -- to share best practices, brainstorm new ideas, and develop creative strategies to solve people problems our agencies are facing. Discussion topics include operator shortages and retention problems, employee engagement challenges, technology gaps, and ongoing needs to upskill a multi-generational workforce.

To ignite conversation, Greater Cleveland RTA will describe how their new Mission "Connecting the Community," is improving the culture, increasing employee engagement, and demonstrating GCRTA's value to the community.

Highlights include ways GCRTA is actively engaging employees in delivering GCRTA's mission, record numbers of employees engaging in personal and professional development, GCRTA's renewed focus on Workforce and Agency Partnerships, and how GCRTA is actively promoting the ways GCRTA is connecting the community.

Thursday, September 16, 2021 | 10:45 – 11:45 am

Digital Transformation in Public Transit | MaaS Track

Presenters: Kevin Foreman, General Manager, North America, Optibus, Inc.
Judy Rodriguez, Director of Operations, Western Reserve Regional Transit Authority

Description:

It is tough to transition from a bus company to a technology leader. To do that it helps to find the common ground between transportation expertise and technology know how.

More than a buzzword, digital transformation is crucial to your company becoming a data-driven, technology-first organization that uses cutting-edge technology as a tool and a driver of improved quality and efficiency.

This presentation will discuss what steps transportation companies should take to become technology leaders and why it is so important.

Thursday, September 16, 2021 | 10:45 – 11:45 am

Video Production: How to leverage skillsets and budgets to make top-notch videos | Marketing Track

Presenters: Jessica Olson, Communications Manager, Greater Dayton Regional Transit Authority
Rick Davis, DH Productions

Friday, September 17, 2021 | 11:00 am – 12 Noon

Social Media: Why it is Quickly Becoming Your #1 Advertising Tool | Marketing Track

Presenters: Kerry Jonke, Laketran
Claire Merrick, Akron Metro Regional Transit Authority

Friday, September 17, 2021 | 11:00 am – 12 Noon

Getting to Know COMTO | Diversity & Inclusion Track

Presenter: Quincy Howard, President, Conference of Minority Transportation Officials, Columbus Chapter

Description:

The Conference of Minority Transportation Officials (COMTO) is celebrating its 50th year as the nation's premier multimodal advocacy organization for minority professionals and businesses in the transportation industry.

Standing on the shoulders of our founders and the contributions of an international membership comprised of devoted transportation professionals, COMTO serves as the leading voice for minorities in the transportation industry.

Come learn how your company can get involved and benefit from being involved in this international organization.

Friday, September 17, 2021 | 11:00 am – 12 Noon

The Plan-Pay-Ride Revolution: Towards Rider-Focused Mobility | MaaS Track

Presenters: Uli Gal-Oz, General Manager, North America & Vice President of Business Development, Moovit
Jeff Zarr, Director, Sales & Engineering, Moovit

Description:

Building a better rider experience will be key to bringing ridership back to their pre-COVID levels, and for many agencies, a key component of improving the customer experience is by integrating fare payments into a multimodal trip-planning app.

By enabling your customers to plan their full journey and pay for it in a single app, customers enjoy the convenience of booking and paying for ride-hailing services at the low cost of public transportation. In addition, agencies are turning to new mobility services, such as micro-transit, that create an even better rider experience with a highly connected network.

Friday, September 17, 2021 | 11:00 am – 12 Noon

Hydrogen Fuel Cell Bus Adoption in Ohio | Vehicle Maintenance Track

Presenters: Andrew Thomas, Energy Policy Center, Maxine Levin College of Urban Affairs
Cleveland State University

Mark Henning, Research Associate, Midwest Hydrogen Center of Excellence
Cleveland State University

Kirt Conrad, Chief Executive Officer, Stark Area Regional Transit Authority

Description:

This session explores:

- Projected hydrogen generation, infrastructure and markets in Ohio;
- hydrogen bus procurement strategies;
- hydrogen refueling solutions;
- carbon capture and sequestration;
- perspectives from transit agencies that operate hydrogen bus fleets.

Friday, September 17, 2021 | 11:00 am – 12 Noon

On-Demand Microtransit, Paratransit and Bus in Central Ohio | MaaS Track

Presenter: Elliott Doza, Service Planning Manager, Central Ohio Transit Authority

Since 2019, the Central Ohio Transit Authority has launched three COTA//Plus micro-transit zones, a partnership with UZURV to provide paratransit services on-demand and a bus on-demand zone in response to reduced service during COVID-19.

Join a cross-agency panel of COTA team members to discuss how and why these services launched, operating details, the rider experience, outreach strategies and funding. The format will include a short introductory presentation followed by a panel Q & A and discussion with attendees, who are encouraged to share their experiences with on-demand services.

Friday, September 17, 2021 | 11:00 am – 12 Noon

OTPP Grant Guidance and Application Showcase | Funding Track

Presenter: Juana Hostin, Urban Transit Planner

Join this conversational session with ODOT decision-makers to learn more about how Ohio Transit Partnership Program (OTPP or OTP2) grant applications are scored and awarded. Get an overview of the latest scoring process and peek “under the hood” of some perfect scoring projects from the most recent round of awards.

This session is for anyone that is involved in the OTPP grant-making process from ops, finance, admin and boards. New grants personnel and staff new to transit or Ohio are encouraged to attend. Experienced grant writers also welcome to hone their skills or share their knowledge!