

# Transit - Strong 24/7



## 2010 Ohio Public Transit Conference

May 19-20, 2010

Crown Plaza Columbus North Hotel, Columbus, OH



CENTRAL OHIO TRANSIT AUTHORITY



## Spotlight Your Products and Services

Set-up: 4:00 p.m. — 6:00 p.m.  
Wednesday, May 19, 2010

Table-top displays only. If you are interested in showcasing your products and services, six foot skirted tables will be available at a cost of \$75.00 each. Your display can be viewed during the entire conference. This is a perfect way to network with transit professionals.

### Bus Parking

Complimentary bus parking is available outside the Crowne Plaza ballroom doors in the back of the hotel.



Register early to assure the best location for your table-top and a place for your name in the official program.



# REGISTRATION INSTRUCTIONS

- Use separate form for each registration. Photocopy of original is acceptable.
- Send completed form(s) to OPTA, 2208 Arlington Avenue #3, Columbus, OH 43221. For questions, please call Judith Will Fleming at OPTA, 614-481-9500, or send e-mail to optabus@aol.com.
- Your name badge and conference materials will be available at the registration table upon your arrival.
- Include registration fee in the form of a check or money order payable to OPTA. (Sorry, no credit cards.)
- Any individual requiring special arrangements, as stated by the Americans with Disabilities Act, please notify OPTA at least 72 hours prior to the conference. The Crowne Plaza Hotel is fully ADA compliant.

**CANCELLATIONS:** Cancellations received by May 17, 2010, will be honored with a full refund. Sorry, no refunds can be given after May 18, 2010.

## HOTEL RESERVATIONS:

OPTA/ODOT Headquarters Hotel  
Crowne Plaza Columbus North  
6500 Doubletree Avenue  
Columbus, Ohio 43229  
614-885-1885

**RATE:** \$98.00 (16.75%) Please make your room reservation by Wednesday, April 28, 2010, to receive the conference rate. Reservations can be made on-line [www.ohiopublictransit.org](http://www.ohiopublictransit.org) or by calling hotel direct. Group code "TRS"

**PARKING:** Complimentary on-site parking. This hotel does not provide shuttle service.

## DIRECTIONS:

### From Port Columbus International Airport :

Take 270 North to Cleveland Avenue. Turn left at Schrock Road, two miles west to Doubletree.

### Southbound :

I-71 South to Route 161, right to light. Right on Busch Blvd. Right on Kingsmill.

### Northbound :

I-71 North to Route 161, left to second light. Right on Busch Blvd.  
Right on Kingsmill.

### Eastbound :

I-70 East to I-71 North to Route 161. Left to second light.  
Right on Busch Blvd. Right on Kingsmill.

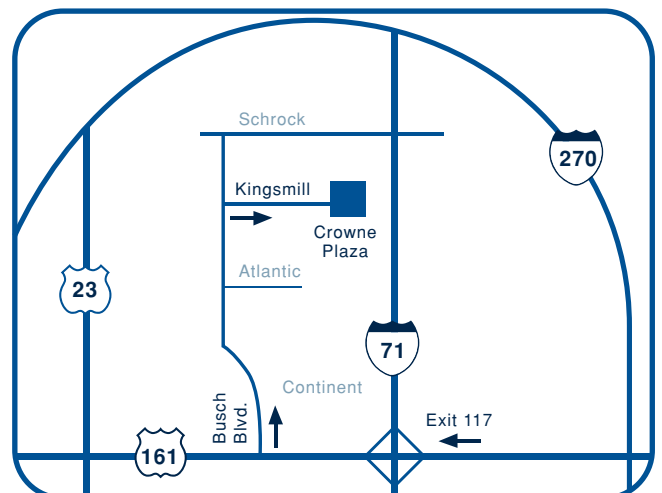
### Westbound :

I-70 to I-71 North to Route 161. Left to second light.  
Right on Busch Blvd. Right on Kingsmill.

## TAX EXEMPT STATUS

In order to qualify for tax exempt status, the State of Ohio requires that your payment be made in one of the following three ways:

- A. Government credit card (no personal credit cards)
- B. Company checks from the tax exempt organization
- C. Payment made through direct billing the tax exempt organization



# Transit - Strong 24/7



Wednesday, May 19, 2010

9:00 am	OPTA REGISTRATION
9:30 am – 12:00 pm	ODOT sponsored Rural Round Table (lunch on own) The ODOT Office of Transit will take this opportunity to update rural transit systems on the status, requirements, and changes to the Section 5311 Program.
2:00 pm – 5:00 pm	ODOT sponsored Small Operators/Small Rural Round Table Discussion Small urban transit providers will join ODOT and the Section 5311 transit systems to discuss issues pertinent to Ohio's public transit systems.
6:30 pm	OPTA OPTIMIST AWARDS DINNER - IT STARTED WITH A BRIGHT IDEA! Mistress of Ceremonies, Eve Mueller, ONN News Surprise Entertainment! Enjoy a delightful evening honoring the best systems in transit marketing along with our "Transit Person of the Year" recognition.

Thursday, May 20, 2010

7:30 am - 8:30 am	OPTA Board Meeting
7:30 am - 8:30 am	Good Morning Buffet Breakfast for Attendees
8:30 am – 9:45 am	THREE SESSIONS TO CHOOSE FROM
	Session: Ohio Futures Plan
	Speakers: To Be Announced
1	The Ohio Department of Transportation's Futures Plan is a strategic transportation plan that improves public safety, sparks and sustains economic growth and integrates multi-modal transportation opportunities in the state. The Transportation Futures Plan specifically addresses elements recommended by Ohio's 21st Century Transportation Task Force Action Plan.
	Session: Types of Funding - ODOT Sponsored Session
	Panel: To Be Announced
	Various types of funding available to public transportation systems will be addressed. The requirements, availability, and limitations will be discussed. The procedures and process for obtaining the funding will be highlighted.
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3

**Session:** High Tech & High Touch

**Panel:** Representatives from Portage Area RTA  
Representative from United We Ride

Technology has always been the last frontier for public transit, mostly due to implementation costs. Hear how the Portage Area RTA has tapped into grant funding to help bridge their technology gap and find out how you can use technology to work smarter, not harder.

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9:45 am– 10:00 am PEER-TO-PEER NETWORKING BREAK

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10:00 am – 11:15 am THREE SESSIONS TO CHOOSE FROM

1

**Session:** Fueling The Future

**Panel:** Dean Harris, Director of Finance, Akron Metro  
Steve Atkinson, Marketing Director, TARTA  
Jeff LeMunyon, Principal, Linwood Capital

Next to personnel, fuel is transit's number one expense. Add in the desire to reduce our carbon footprint, and the whole picture changes. Attend this panel to find out what other transit systems in Ohio are doing with their fuel operations to save "green" when they go green. Topics covered will be compressed natural gas, hydrogen/biodiesel and fuel hedging.

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2

**Session:** Can You Hear Me Now?

**Panel:** Andy Ervin, CTSR  
Kenneth F. Reed, ARM-P, AIC, Loss Control  
Services Manager, Ohio Transit Risk Pool

A discussion of personal mobile communication devices and their impact on transit safety and operations.

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3

**Session:** Coordination - ODOT Sponsored Session

**Panel:** To Be Announced

The importance of coordination will be evaluated. An overview of the requirements to update the Locally Developed Coordinated Public Transit-Human Services Transportation Plan will be presented. Effective coordination programs will be reviewed.

11:30 am – 1:30 pm **WELCOME LUNCHEON & TOUR**

**Location:** COTA's Fields Avenue Campus

Attendees will board buses to visit COTA's Fields Avenue Campus. Buffet luncheon will be served at COTA's Essex And Remote Facility. OPTA President and COTA CEO, Bill Lhota, will provide welcome and remarks along with ODOT updates. Afterwards, attendees will visit COTA's Fields Avenue Fixed Route Operations for a tour.

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2:00 pm – 4:30 pm **FOUR AFTERNOON SESSIONS TO CHOOSE FROM**

**Session:** Tressel Leadership

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**Speakers:** Carol Schubert,  
Richard Martinski, MSA, ODOT Office of Training, LTAP

This workshop, based on the leadership principals of Jim Tressel, head coach of The Ohio State University football team, is designed to help participants understand the fundamentals of teamwork.

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**OPTA Human Resources Committee Meeting**

2

**Session:** OPTA Human Resources Committee presents Greater Cleveland RTA Internal Process for the development of a Future Leaders Program.

**Presenters:** George F. Fields, SPHR, Manager, Employment & Compensation GCRTA  
Michael Lively, Kari Solomon, Lauren Rudman, Anthony Henderson

GCRTA will tell its story of how taking a structured approach to recruitment, selection, training, and making a commitment to developing future leaders resulted in the development of a model program for transportation. The successes of this program will be described, and four of our recent graduates will discuss their individual journeys of learning in the Management Development Program.

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3

**OPTA Security Committee Meeting**  
Topic to be announced.

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4

**OPTA Paratransit Peers Committee Meeting**  
Topic to be announced.

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Thank you for attending. We wish you a safe journey home!



# REGISTRATION FORM

## Transit-Strong 24/7

2010 Ohio Public Transit Conference  
May 19-20, 2010 | Crowne Plaza North, Columbus, OH

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

### PLEASE INDICATE WHICH EVENTS YOU WILL ATTEND:

- Wednesday Awards Dinner
- Thursday Breakfast
- Thursday Lunch

### ATTENDEE REGISTRATION FEES:

Conference . . . . . \$175 . . . . . \$ \_\_\_\_\_  
Wednesday Awards Dinner . . . . . \$50 . . . . . \$ \_\_\_\_\_  
Thursday ONLY . . . . . \$125 . . . . . \$ \_\_\_\_\_

### Trade Show Registration Fees:

\$250.00. . . . . \$ \_\_\_\_\_

Note: Display cost of 6' skirted table to showcase your materials during the conference and attend all conference meals and educational sessions.

Would you like to sponsor an event? . . . . . \_\_\_\_\_

TOTAL . . . . . \$ \_\_\_\_\_



### REGISTRATION FEES INCLUDE:

- All Education Sessions
- Registration Materials
- Refreshments and Meals During the Conference

### PLEASE MAKE CHECK PAYABLE TO OPTA (Sorry, no credit cards!)

Mail or Fax to: OPTA/Judith Will Fleming  
2208 Arlington Ave. #3  
Columbus, OH 43221  
Fax 614-481-9504

**Questions? Call 614-481-9500  
email: optabus@gmail.com**

### FOR OPTA USE ONLY

Confirmed by \_\_\_\_\_ Amt. \_\_\_\_\_

Rec'vd. \_\_\_\_\_

Check No. \_\_\_\_\_ Date \_\_\_\_\_