

# Ohio **NEEDS** **TRANSIT**

OPTA ANNUAL CONFERENCE

2017



April 17-19, 2017  
Columbus Convention Center

**opta**

Ohio Public Transit Association

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# OPTA ANNUAL CONFERENCE

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THE MIDWEST'S LARGEST TRANSIT CONFERENCE

### OHIO PUBLIC TRANSIT ASSOCIATION

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##### **Division of Planning**

Jennifer Townly

#### **Administrator**

##### **ODOT Office of Transit**

Chuck Dyer

#### *Special Thanks*

##### **OPTA Conference Committee**

### OPTA CONFERENCE



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ence" or using this link:

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# OPTA *agenda*

**MONDAY, APRIL 17**



**REGISTRATION HOURS**  
7:00am - 6:00 pm

**12:00-1:30 LUNCH**

**A110-A115**

## **Welcome Message**

President, Kirk Conrad,  
CEO, Executive Director, SARTA

## **Diversity & Inclusion,**

"Privilege Walk"

Speaker, Tammy Brown, SARTA

**1:45 - 3:00 SESSIONS**

**HALL A**

**MAINTENANCE**



## **BraunAbility Commercial DPA Lift Training**

Join Braun Ability for a hands-on seminar with a TESCO vehicle to learn mechanical lift operations.

**JAKE DESPOT**  
Product Support  
The Braun Corporation

**Moderator:**  
**Jarrold Hampshire**

**A115**

**SAFETY & SECURITY**



## **Active Shooter Scenario**

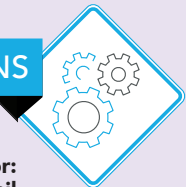
A dynamic discussion on the essentials of an emergency plan focusing on active threats in your transit System.

**DEPUTY DAVID FATHEREE**  
Summit County Sheriff

**SHAWN METCALF**  
Security Supervisor,  
Akron METRO

**Moderator:**  
**Mike Weil**

**OPERATIONS**



**TRANSIT 101**

**A120**

**ROBERT RUZINSKY**  
Chief Capital Officer  
Greater Dayton RTA

**Moderator:**  
**Matt Dutkevicz**

## **Transit Finance and Grants Decoded**

Basics of current FTA grant programs, regulation, funding mechanisms and years of funding-related "do's" and "don'ts" tailored for transit board members, new transit employees and vendors.



# OPTAagenda

**A121**

**MARKETING**



## **SOCIAL MEDIA MARKETING** Moderator: Julia Schick

### **Build a Social Media Tool Kit**

Take home new tools that will make your social media posts look like the pros.

**JESSIKA PHILLIPS**

Founder of NOW Marketing Group

### **Social Media for Executives & Brands**

Motivate your staff as brand ambassadors. How to write content that is easily shared by your employees.

**ELIZABETH CONNER**

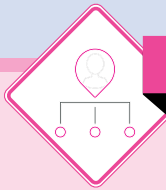
President of EWC Communications

### **Using Analytics to Manage Content**

& Community Connections Understanding your community is essential to making the most of your online presence.

**KYLE CROCKER,**

The Karcher Group



**HUMAN RESOURCES**

**A122**

### **Is Your Public Records Policy Up-to-Date?**

Best policies and practices to keep your public image clean and shiny!

**BRANDON L. ABSHIER**

Partner, Isaac Wiles

**MARK LANDES**

Partner, Isaac Wiles

**Moderator: Kelly Jurisch**



**PLANNING**

**A123**

**IT**

**RICK SPANGLER**

Chief Technology Officer  
Avail Technologies, Inc.

**Moderator: Charlie Nelson**

### **Utilizing AVL Data in a Meaningful Way**

This session will help you to understand how to extract, organize and analyze AVL data for better service planning and for better operational management.



**A125**

**ODOT/OPTA**



**Private ODOT & OPTA Meeting**  
**By Invitation Only Please**

# OPTA *agenda*

**MONDAY, APRIL 17**



**REGISTRATION HOURS**  
7:00am - 6:00 pm

## **3:15-4:15 COMMITTEE MEETINGS**

**Safety & Security**

**A115**

**Operations**

**A120**

**Marketing**

**A121**

**Human Resources**

**A122**

**IT**

**A123**

## **5:00-8:00 SOCIAL & DINNER**

**477 N Park St**

### **Networking Social at Brothers Restaurant**

Join our entire group for a fun night of country music featuring The Lee Gant Band. Located 3 blocks away. One drink ticket and light dinner provided. Cash Bar. ADA Transportation Circulator is available.

### **SPONSORS**

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# OPTA *social media*

## OPTA ANNUAL CONFERENCE



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- Access the event schedule and customize your agenda with personal appointments
- See all the speakers, read their bios, and view their presentations
- Get important updates regarding the conference - including schedule changes and bussing information for offsite events.
- See who's attending and share contact information by networking with other attendees
- Get local emergency information, location maps, and general conference information



Also find us on Twitter **#OPTAConference17**

Ohio **NEEDS**  
**TRANSIT**  
[www.OhioNeedsTransit.org](http://www.OhioNeedsTransit.org)



# OPTA *agenda*

**TUESDAY, APRIL 18**



**REGISTRATION HOURS**  
7:00am - 6:00 pm

**7:45 - 9:00 BREAKFAST BUFFET**

**A110-A115**

**9:00 - 10:15 SESSIONS**



**Moderator:**  
**David Dickerson**

## **MAINTENANCE**

**A124 &125**

### **Cummins Technical Review & Update**

We will review basic aftertreatment regeneration, Insite tips and tricks, base engine maintenance.

**JACK SZALKA**  
*Manager, Cummins*

### **Fuel Cell Buses; A Solution to Meet Zero Emission Regulations**

With a decade of experience and millions of kilometers in service, zero emission fuel cell electrical buses have proven their reliability and competitive operating costs.

**NICOLAS POCARD**  
*Director of Marketing,  
Ballard Power Systems*

**A120**

## **TRANSIT 101**



### **Doing Business with Transit**

Federal Transits have millions of dollars to be spent each year through the FTA. Join us to learn how to compete for these contracts

**JULEDA STOLTZ**  
*Southwest Regional Outreach  
Manager, ODOT*

**THEODORE PICKETT**  
*Procurement Team  
Leader, GCRTA*

**BLAIR TASEFF**  
*New Bus Sales, TESCO*

**Moderator: Darryl Haley**



**IT**

**B142 &143**

### **Put Up a CryptoWall**

Ransomware is spreading at an alarming pace. Stopping it and recovering from it is becoming a major issue for security practitioners. Look at trends, prevention and recovery strategies.

**ERICH KRON**  
*CISSP-ISSAP, Security  
Awareness Advocate*

**Moderator:**  
**Joe Yensel**



# OPTAagenda

**B140 & 141**

**MARKETING**



**MARKETING 360** Moderator: Katherine Manning

## Creating a Clear Consistent Marketing Campaign

Identify the core principles of good design with insight from a transit designer's perspective.

**JULIE CROMWELL BETTS**

*President, Cromwell & Company*

## Content: Creation, Production and Placement

How to work with designers and content creators and place media that gets results.

**NICK PECKO**

*VP of Media, Burges & Burges*



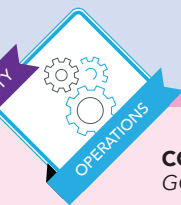
**HUMAN RESOURCES**



**PLANNING**



**SAFETY & SECURITY**



**OPERATIONS**

**A121 & 122**

## Heroin Epidemic: Safety, Security, & Employment

The Heroin Epidemic and its effects on Transit. Including Human Resources, Security, Law Enforcement, and Training for all staff.

**Moderator: Glenn L. Taylor Sr.**

**COMMANDER GETTING**

*GCRTA Transit Police*

**DAVID SMITH**

*Assoc., Mazanec, Raskin & Ryder Co., L.P.A.*

**SHAWN METCALF**

*Security Supervisor, Akron METRO*

**A123**

**FINANCE**



**PLANNING**



## Transit Asset Management Plan

Designed to assist small transit providers and their state Departments of Transportation (DOTs) in developing their TAM Plans

**Moderator: Brian Kummerer**

**DR. MARGARET-AVIS AKOFIO-SOWAH**

*WSP, Parsons Brinckerhoff, Associate Consultant*

**10:15 - 10:30 BREAK**

**A-POD Hallway**

# OPTA *agenda*

**TUESDAY, APRIL 18**



**REGISTRATION HOURS**  
7:00am - 6:00 pm

**10:30 - 11:45 SESSIONS**



## MAINTENANCE

**A124 & 125**

### **Bringing value to fleets with product enhancements and expanded feature offerings**

This class will detail updates to the Allison Transmission Bus Series products and service tool as well as describe new feature offerings related to the B3400 xFE transmission, FuelSense2.0, and Connected Services.

**Moderator: Daron Brown**

#### **AVERY SHEETS**

*Allison Transmission's  
Connected Services program*

#### **JUSTIN BRAND**

*Transit Sales Manager,  
Central Region for Allison  
Transmission*

**A120**

## TRANSIT 101



#### **JOSEPH A CALABRESE**

*CEO & Gen. Manager, GCRTA*

#### **DWIGHT A. FERRELL**

*CEO & Gen. Manager, GO METRO*

#### **CURTIS STITT**

*President & CEO, COTA*

### **The Impact of Transit Investment on Economic Development**

Overview of the effect that investing in public transit infrastructure has in driving economic development. Each panelist will share an example from their system and corresponding impacts being seen in their communities.

**Moderator: Ken Reed**



## IT

**B142 & 143**

### **Sucker Punches: Social Engineering Scams and Trends**

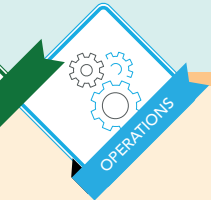
Phishing and other social engineering scams continue to proliferate and evolve with new hybrid attacks despite the best efforts of endpoint security and gateway solutions to block them.

#### **ERICH KRON**

*CISSP-ISSAP, Security  
Awareness Advocate*

**Moderator: Craig Smith**

**A123**



### **First Mile/Last Mile Active Transportation**

The panel will discuss recent efforts to highlight the connection that public transit plays in active transportation.

**Moderator: Chuck Dyer**

#### **CAITLIN HARLEY**

*Healthy Places  
Coordinator, ODOT*

#### **JULIE WALCOFF**

*Program Manager,  
ODOT*

# OPTAagenda

**B140 & 141**

**MARKETING**



## HOW TO MAKE VIDEOS & WHERE TO POST

### Connecting with Your Customers Using Video

This session will explain how to use video to connect with your customers, including YouTube, Facebook, and Facebook live.

**SUE REYNOLDS**

*Owner, Carmine Media*

### How to Create Effective Videos Where to Post & Place and Going Viral

How to work with a producer, production houses and recording studios when a commercial project or short-form video needs high production value.

**NICK PECKO**

*VP of Media, Burges & Burges*

**Moderator:**

**Kristie Petty-Cox**

### How to Produce Videos In-House

Learn what tangible and non-tangible components METRO uses and how to use them to produce videos on the "little screen" for both passengers and employees.

**CLAIRE MERRICK**

*Communications Specialist, Akron Metro*

**SAFETY & SECURITY**

**A121 & 122**

**OPERATIONS**

**MARK LANDES**

*Partner, Isaac Wiles*

**BRANDON L. ABSHIER**

*Partner, Isaac Wiles*

### 6 Legal Issues in 60 Minutes

Guns on your bus: allowed or not? Free speech for Transit: who can say what? Riders need assistance: Do you help them? Medical marijuana: do you allow? Plus: Discussion regarding your hot legal issues for today

**Moderator: Dean Soroka**

**B144 & 145**

**HUMAN RESOURCES**

**KAREN ADINOLFI**

*Partner, Roetzel & Andress*

**Moderator:**

**Christine Hoffer**

### Investigations of Allegations of Sexual Harassment: Avoiding Pitfalls and Potholes

This program will take you through the steps of an investigation after a complaint of sexual harassment is made.



**12:00 - 1:00 LUNCH**

**A110-A115**

**OPTA Awards Presentation** includes the Leonard Ronis, Legislator of the Year, Associate Member of the Year, & Operators Recognition Award. Legislative update to follow.

# OPTA *agenda*

**TUESDAY, APRIL 18**



**REGISTRATION HOURS**  
7:00am - 6:00 pm

## **1:15 - 1:30 TRADE SHOW RIBBON CUTTING**

**HALL A**

Join Ohio dignitaries and the OPTA Board at the ribbon cutting ceremony to open the vendor show.

## **1:30 - 4:00 VENDOR TRADE SHOW**

**HALL A**

Come and visit 100 vendors and 26 vehicle displays to learn about the cutting edge goods and services available to public transit in Ohio!

## **5:30 - 9:30 OSU STADIUM DINNER**

**OFF SITE**

Join our entire group for a night of college football fun. We will enjoy dinner and a stadium tour with a DJ and cash bar. Busses will begin departing at 5:30 pm and will circulate between the two venues until 9:30 pm. For those wishing to drive, instructions are in the packet.



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# Thank you, Ohio.

Ecolane is pleased to be selected as a **preferred transit software supplier** in the State of Ohio and we are excited about the opportunity to work with our new partners throughout the state.



**Hello, Ohio.**  
Check out the resources below and then schedule a demo with Ecolane.

Ecolane has been selected as a **preferred transit software provider** in the state of Ohio. We are excited at the opportunity to serve transit agencies statewide and to help them select the best solution, we've compiled a number of resources, FAQs, and case studies. **Select the resources below to learn more.**

**BY 10 FOLD**

How Should You Choose Your Software Provider? | What Mistakes Should You Avoid When Implementing New Software? | Have Rural Transit Agencies Seen Success With Our Software?

Which Ohio Agencies Are Already Using Our Software? | Other Frequently Asked Questions About Choosing New Software Solutions | Other Helpful Resources for Ohio Transit Agencies

**Why Should You Schedule a Free Transit Software Demo with Ecolane?**

As customer demands and budgets shift in the industry, transit agencies must take the necessary steps towards building more efficient and effective operations.

**Contact Us for a No-Obligation Demo**

First Name:  Last Name:   
 Email Address:  Phone Number:   
 Which Ohio Agency Are You?  What is your preferred method of contact?

**Did You Know?**

Ohio transit agencies are looking for solutions to help them manage their operations more effectively. This means finding the right software solution. Ecolane's software is designed to help transit agencies manage their operations more effectively. This means finding the right software solution. Ecolane's software is designed to help transit agencies manage their operations more effectively.

**During your live demo, a transit software specialist will...**

- Explore your agency's specific goals and requirements so the demo experience and the software can be customized.
- Demonstrate how a modern transit software platform can improve customer service, operational safety and resource management.
- Teach you how to create optimized, real-time, logic-based schedules as well as blazing fast, custom reports.
- Reveal how you will see your agency's productivity increased.
- Answer questions you may have about the platform.

One of the most critical pieces of the Ecolane DIT software is the increase in efficiency delivered by the system. We can count on that every single day of the week.

- Bob Johnson, Transit Manager

Need help? Visit us online to schedule a personalized software demo and download custom content and white papers, specifically developed for Ohio transit agencies:

- \* Avoiding software implementation mistakes
- \* Selecting the right software provider
- \* What success metrics should look like
- \* And much more...

[www.ecolane.com/ohio](http://www.ecolane.com/ohio)

**Ecolane**

# OPTA *agenda*

**WEDNESDAY, APRIL 19**



**REGISTRATION HOURS**

**7:00am - 6:00 pm**

**7:45 - 9:00 BREAKFAST BUFFET**

**A110-A115**

**9:00 FTA/ODOT PRESENTATIONS**

**A110-A115**



**CHUCK DYER, ODOT | MARISOL SIMON, FTA**

FTA Region V Administrator Marisol Simone, and ODOT Office of Transit Administrator Chuck Dyer will provide updates on Public Transit in Ohio from the Federal and State perspectives

**10:30 - 11:45 SESSIONS**

**A124 & 125**

**MAINTENANCE**



**KARL WAGNER**

*The Greater Cleveland RTA*

**TOM BELCHER**

*Operations Development in  
Vehicle Maintenance*

**Moderator: Kevin Stanley**

## **Vehicle Technology & Advanced Diagnostics**

This presentation covers what is the current state of most of the software we use in day to day diagnostics. It also looks at concerns in the industry as into access for hot spots and the need for dedicated wi-fi in the shops.

# OPTAagenda

## 10:30 - 11:45 SESSIONS



### A120-123

**Responding to a Serious Accident** Epidemic, Explosion, Accident? Are you prepared to respond? Cover the Operational, Legal and Communications aspects of the most serious events you may face.  
**Moderator: Barbara Rhoades**

**BRAD WRIGHT**  
*Esq. Managing Partner,  
Roetzel and Andress*

**KATHERINE MANNING**  
*Director of Planning &  
Communications, PARTA*

**KEN REED**  
*Loss Control Services  
Manager, Ohio  
Transit Risk Pool*

### A110 PLANNING



**DANIELLE GRAY**  
*Mobility Coordinator,  
ODOT*

**KIMBERLY DONICA**  
*Ohio Department of  
Medicaid*

**MACIE MOORE**  
*Coordinator, ODOT*

**HHS & Local Development**  
This session will provide information on efforts to build the policy framework for today and future.  
**Moderator: Chuck Dyer**

### FINANCE



## 12:00 - 1:30 BOARD MTG LUNCH

### A120-A123

## 12:00 - 1:30 DRUG & ALCOHOL REFRESHER

### A124-A125

*This course will provide a condensed refresher/overview of the FTA Drug and Alcohol testing program.*

This course covers such topics as drug and alcohol policy requirements, common trends in non-compliance, drug and alcohol testing categories and procedures, employer/supervisor training, and record keeping.

**SARAH TRAFTON, ODOT**

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Marblehead, Ohio

# OHIO TRANSIT RISK POOL

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