STAFF REPORT

TO: AC Transit Board of Directors
FROM: David J. Armijo, General Manager
SUBJECT: Travel Authorization for 2015 Transit CEO’s Seminar

ACTION ITEM

RECOMMENDED ACTION(S):

Consider authorizing the General Manager to attend the American Public Transportation Association 2015 Transit CEO’s Seminar in Phoenix, Arizona on February 6-9, 2015.

EXECUTIVE SUMMARY:

Pursuant to Board Policy 180A, this report requests approval of out-of-state travel for the General Manager to attend APTA’s 2015 Transit CEO’s Seminar.

BUDGETARY/FISCAL IMPACT:

The approximate estimated cost of this trip is presented in the table below.

<table>
<thead>
<tr>
<th>Expense Item</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Airfare</td>
<td>$300.00</td>
</tr>
<tr>
<td>Lodging (3 nights at 189.00 per night)</td>
<td>$567.00</td>
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<tr>
<td>Per Diem (1 days at $71.00 per day)</td>
<td>$71.00</td>
</tr>
<tr>
<td>Ground Transportation (2 days at $15 per day)</td>
<td>$30.00</td>
</tr>
<tr>
<td>Registration Fee</td>
<td>$745.00</td>
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<tr>
<td><strong>Total Estimated Cost:</strong></td>
<td><strong>$1,713.00</strong></td>
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BACKGROUND/RATIONALE:

In accordance with Board Policy 180A, all out-of-state travel for Directors and Officers to attend a conference or a meeting related to District business and at District expense, shall be approved by action of the Board of Directors prior to incurring expenses. This travel authorization has been prepared in accordance with Board Policy 180A.

The February 2015 Transit CEO’s Seminar meeting will be held on Saturday, February 7, 2015 through Tuesday, February 10, 2015 at the Renaissance Phoenix Downtown in Phoenix, Arizona. Discussions will highlight leadership topics relative to agency visions, financing ideas, resources to improve operations, and emerging technologies.
ADVANTAGES/DISADVANTAGES:

APTA’s CEO’s Transit Seminar serves as a forum for Executives Chief Officers to improve knowledge, professional and technical skills. The CEO’s Transit Seminar provides networking opportunities for public transportation officials and professionals at Executive levels. The impact on the District for sending Executives to the 2015 APTA CEO’s Transit Seminar would be entirely positive and beneficial.

ALTERNATIVES ANALYSIS:

The only alternative available is to deny the request, however this prevents gaining the educational and professional opportunities provided at the seminar.

PRIOR RELEVANT BOARD ACTIONS/POLICIES:

Board Policy 180a—Travel Meeting and Miscellaneous Expense Reimbursements for Directors and Board Officers.

ATTACHMENTS:

1. 2015 Transit CEO’s Seminar Preliminary Program Agenda

Department Head Approval:  David J. Armijo, General Manager
Prepared by:  Maryam Paracha, Executive Coordinator
American Public Transportation Association

Program

Chief executives and their deputies (of many job titles, whose careers aim towards becoming CEOs) of APTA-member public transportation agencies are invited to APTA's Transit CEOs Seminar February 7-10, 2015 at Renaissance Phoenix Downtown Hotel, 50 E. Adams Street, Phoenix, AZ. Best to register now. The educational content, schedule of meetings, a reception, luncheons, and sessions as of November 6, 2014 are below. Please check back for updates.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30 - 4 p.m.</td>
<td>Registration</td>
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<tr>
<td>1 - 1:30 p.m.</td>
<td><strong>Bus &amp; Paratransit CEOs Committee Meeting</strong></td>
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<td>Chair Brad Miller, Chief Executive Officer, Pinellas Suncoast Transit Authority, St. Petersburg, FL</td>
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<tr>
<td>1:30 - 4:30 p.m.</td>
<td><strong>Joint Meeting of CEOs' Committees</strong></td>
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<td>Come hear from APTA and committee leadership and discuss ...</td>
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<tr>
<td></td>
<td>regulatory activities</td>
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<tr>
<td></td>
<td>legislative news and background</td>
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<td></td>
<td>APTA's 2015-2019 Strategic Plan</td>
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<td></td>
<td>Infrastructure advocacy</td>
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<tr>
<td>4:30 - 5 p.m.</td>
<td><strong>Rail Transit CEOs Subcommittee Meeting</strong></td>
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<td>Chair Paul Jablonski, Chief Executive Officer, San Diego Metropolitan Transit System, San Diego, CA</td>
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<tr>
<td>5 - 6 p.m.</td>
<td><strong>Welcoming Reception</strong></td>
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<td>Renew friendships and network with colleagues at this high-energy gathering that is sure to set the tone for further professional development and relationships with other industry leaders.</td>
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**Saturday, February 7, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7 a.m. - 12 p.m.</td>
<td>Registration</td>
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<tr>
<td>8 - 9:15 a.m.</td>
<td><strong>APTA President &amp; CEO's Breakfast for Newer Chief Executives</strong></td>
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<td>In the past year, if you began your position as a first-time chief executive in public transportation, you are invited to attend this breakfast session about your new responsibilities and learn more about APTA resources that will help you to advance your initiatives and lead your organization to become even more dynamic.</td>
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<tr>
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<td>Host:</td>
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<td>Michael P. Melaniphy, President &amp; CEO, APTA</td>
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<td></td>
<td>Facilitator:</td>
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<td>To be announced</td>
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<tr>
<td>9 - 9:30 a.m.</td>
<td><strong>Continental Breakfast</strong></td>
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http://www.apta.com/mc/transitceos/program/Pages/default.aspx?PF=1

11/18/2014
Presiding Officer of the Day:

Phillip Washington, Chair, APTA, and General Manager, Regional Transportation District, Denver, CO

Opening General Session
Where Public Transportation Goes, Community Grows

As the 2015 Transit CEOs Seminar officially begins, join your colleagues for an overview of events and sessions that will be offered and receive a red carpet welcome from the host agency, Valley Metro.

Presenters:

Phillip Washington, Chair, APTA, and General Manager, Regional Transportation District, Denver, CO
Stephen Banta, Chief Executive Officer, Valley Metro, Phoenix, AZ
Michael P. Melaniphy, President & CEO, APTA

Networking break

Working with Your Board of Directors
Partnerships with parameters: guidance and new strategies

From developing your high quality relationship with the board chair to staff support, this animated discussion will involve everyone. The first topic is one agency's new code of ethics and conduct for its board - how it was created, what's in it, and what's in it for your organization. A CEO will tell the story of reworking with her board their involvement and commitment with a better understanding of their governing roles. This session highlights the experiences of small, mid-size, and large systems.

APTA's July 2014 e-publication, Transit Board Members Handbook, is at www.apta.com under Resource Library. Best and quickest to use the search box.

Moderator:

To be announced

Speakers:

Louwana Oliva, General Manager, Centre Area Transportation Authority, State College, PA
E. Susan Meyer, Chief Executive Officer, Spokane Transit Authority, Spokane, WA
Other speakers to be announced

Lunch by System Size

Take your buffet lunch into a breakout room and join the group discussions organized by the size of your transit agency. The small and mid-size system groups will be committee meetings. The large system group plans to use this time as an information exchange and update one another on their challenges and successes.

Small Operations Committee Meeting, 100 or fewer buses

Chair Ronald Kilcoyne, General Manager, Lane Transit District, Springfield, OR

Mid-Sized Operations Committee Meeting, 101 to 500 buses

Chair Curtis Stitt, President and CEO, Central Ohio Transit Authority, Columbus, OH
Large (500+ buses), rail, and multimodal systems
Facilitator to be announced

1:45 - 3:15 p.m.

Chair and President’s Roundtable
Association initiatives and members’ hottest topics

Leaders of the luncheon meetings will introduce the ideas generating the highest interest. All are invited for a conversation with APTA's Chair and its President and CEO about the lunchtime topics plus the association’s initiatives such as legislative strategies and regulatory issues, Leadership APTA, Early Career and Mid-Level Manager Programs, the day of infrastructure advocacy planned for April, our new grassroots campaign, examples of how transit agencies are using the materials available at APTA for the benefits and advocacy program, "Where Public Transportation Goes, Community Grows," and making the five pillars of the 2015-2019 Strategic Plan the basis for committee work and APTA's initiatives now and through the next five years: 1-safety and security first, 2-resource advocacy for funding and financing, 3-workforce development, 4-evolving lifestyles, and 5-technological innovation.

Facilitators and Presenters:
Phillip Washington, Chair, APTA, and General Manager, Regional Transportation District, Denver, CO
Michael P. Melaniphy, President & CEO, APTA
Carolyn Flowers, Vice Chair, Leadership APTA Committee, Member, APTA Board of Directors; and Chief Executive Officer, Charlotte Area Transit System, Charlotte, NC
Robert Healy, Vice President, Government Affairs, APTA
James LaRusch, Chief Counsel and Vice President, Corporate Affairs, APTA

3:15 - 3:30 p.m.

Networking break

3:30 - 5 p.m.

Centered, Customer-Centric Leadership
Insights from listening, staying in touch with customers and staff

Evolving and changing oneself, one's team, and one's organization can open doors. Come hear stories and experience a new framework that will help you to help your team build new leadership skills, create positive impact for the organization, and fulfillment for themselves.

Monday, February 9, 2015

Deputy CEOs Track
APTA President & CEO’s Breakfast for Deputy Chief Executives
Engage in a conversation over breakfast with APTA's President & CEO about your career path, work experience and professional development you feel you need, what more our association can do, and how to bring your leadership skills to the national level through APTA. Open up about your most challenging issues.

Host:
Michael P. Melaniphy, president & chief executive officer, APTA

Facilitator:
To be announced

9:15 - 10:30 a.m.

Deputy CEOs Track
Peer Today, CEO Tomorrow
Transitioning from peer or friend to CEO or General Manager
Going from team leadership to CEO presents unique opportunities with a measure of rethinking one's relationships. Take the lead, stay grounded, seek alignment, manage expectations, and remember pacing and patience. Other advice is to clear the air, set the tone, be clear in one's communications, and listen well to build capabilities. The facilitators for today's open dialogue will relate their experiences in being promoted from within. Bring your questions. Come away with ideas to grow through this exciting experience that may be coming your way.

Facilitators:
- Emmett Heath, Interim CEO, Community Transit, Everett, WA
- Elizabeth Presutti, AICP, General Manager, Des Moines Area Regional Transit Authority, Des Moines, IA
- Karl Gnadt, Managing Director, Champaign-Urbana Mass Transit District, Urbana, IL
- Ann Freeman-Manzanares, General Manager, Intercity Transit, Olympia, WA

Networking break

CEOs Track
Continental Breakfast

Presiding Officer of the Day:
- Doran Barnes, Secretary/Treasurer, APTA, and Executive Director, Foothill Transit, West Covina, CA

9 – 10:30 a.m.

CEOs Track
CEOs XChange

Small group presentations, informal discussions on innovation

Presenters will tell their groundbreaking stories seated along with anyone who wants to join this topic-group, and facilitate small group discussions. Everyone will move to a new table for new presentations, so you'll be in two different groups during this session.

Moderator:
- Doran Barnes, Secretary/Treasurer, APTA, and Executive Director, Foothill Transit, West Covina, CA

Recruiting: Seeking-out Qualified Candidates vs. Waiting for Them to Come to Us
- Shelly Verrinder, Executive Director, Access Services, El Monte, CA
- Faye Moseley, Deputy Executive Director, Administration, Access Services, El Monte, CA

Increasing the Farebox Recovery Ratio
- David Armijo, General Manager, AC Transit, Oakland, CA
- James Pachan, Chief Operating Officer, AC Transit, Oakland, CA

TransitStat for Small and Mid-sized Systems
- Ronald Kilcoyne, General Manager, Lane Transit District, Springfield, OR

Leading Industry Levels of Efficiency with New Vehicle Maintenance Program
- Raymond Friem, Chief Operating Officer-Transit Services, Metro, St. Louis, MO

I-55 Bus on Shoulder Project
Thomas (T.J.) Ross, Executive Director, Pace Suburban Bus, Arlington Heights, IL

10:30 - 10:45 a.m.

Networking break

10:45 a.m. - 12 p.m.

General Session

Negotiating your Next Employment Contract

Attend this need-to-know session to hear about resources that are available to CEOs as they consider their priorities and research comparable remuneration and benefits. Learn how APTA's survey findings regarding compensation packages can be customized for your system size.

Luncheon Program

Hiring the Right C-Suite Team

How does a CEO hire the right people as direct reports for his or her executive team? Compare philosophies and explore a framework for your organization. Learn from one another in this open discussion.

Trends & Case Studies in Labor Relations

Discuss the reports, Transit Labor Update and Management Report of Transit Industry Issues

Attend this session for analyses by leading industry consultants on recent labor activities. The labor trends reports cited above are distributed at the APTA registration desk. Please bring your copies of two reports to this session. After Greg Dash and Tom Hock's presentation and Q&A, two transit CEOs will introduce their experiences and invite your comments.

Presenters:

Gregory S. Dash, president, John A. Dash & Associates, Havertown, PA

Thomas P. Hock, Esq., Vice President, Labor Relations, Transdev North America, Cincinnati, OH

Donna DeMartino, General Manager/Chief Executive Officer, San Joaquin Regional Transit District, Stockton, CA

Neil McFarlane, General Manager, TriMet, Portland, OR

Tuesday, February 10, 2015

8 – 8:30 a.m.

Continental Breakfast

Presiding Officer of the Day:

Jeanne Krieg, Executive Committee Member, Co-Chair Procurement Steering Committee, and Immediate Past Chair-Small Operations Committee, APTA; and Chief Executive Officer, Eastern Contra Costa Transit Authority, Antioch, CA

8:30 - 10 a.m.

Workforce Development

Dynamic educational and intern programs

Learn about one transit agency's unique educational program plus hear the experiences and benefits of intern programs in several diverse public agencies.

10 - 10:15 a.m.

Networking break

10:15 – 11:45 a.m.

Change is Inevitable ... It's Direction that Counts

Preparation, flexibility, believability, commitment
Let's look at your past successes. Why were you successful in experiencing the different stages of change? How did you help others, community stakeholders as well as staff, move through a change? This session is about leveraging your and your team's leadership strengths for extraordinary results.

**Closing Luncheon**

**Lifestyles, Community Development, and Public Transportation**

*Your key messages for each medium*

As demographic shifts indicate greater longevity on one side and more urban lifestyle choices within the younger groups, transit agencies are building their capacity to provide new mobility services and influence community development. Learn more about engaging all generations in the use and evolution of transportation.

*APTA reserves the exclusive right to revise the program at any time.*