American Public Transportation Association

2016 Fare Collection & Revenue Management Summit and TransITech Conference

Fare Collection & Revenue Management Summit and TransITech Conference
APRIL 11–13
TOWN AND COUNTRY HOTEL | SAN DIEGO, CA

The 2016 Fare Collection & Revenue Management Summit and TransITech Conference are scheduled for **April 11-13, 2016,** at the Town and Country Hotel, 500 Hotel Circle N, San Diego, CA.

Committee meetings will take place on Sunday, April 10, 2016.

Message From the Host

Welcome letter from San Diego Metropolitan Transit System

Commemorative Compass Card

About These Events

The **2016 Fare Collection & Revenue Management Summit** includes elements of the includes elements of the former Fare Collection Workshop. The inclusion of includes elements of the former Fare Collection Workshop. The inclusion of Revenue management issues provide a broader perspective on financial considerations and fare collection operations. Transit agencies of all sizes and fare collection methods attend to discuss current fare collection projects and issues, share experiences and best practices with their peers, and review situations of concern to multiple agencies.

Who should attend: Public and private sector professionals engaged in the various aspects of fare collection and revenue management including transit agency officials who review, plan, procure, implement, operate, secure and audit fare systems and the consultants, equipment and service providers who support these systems

The **2016 TransITech Conference** will feature timely, wide-ranging discussions on Cybersecurity Issues. Experts from the Office of Cybersecurity and Communications of the Department of Homeland Security will speak in the General Session about various cyber threats and best practice in defending. Additional session topics will range from electronic payment systems to transit ITS applications, advanced railway technology and various other aspects on transit technology and work.

An Exhibit Showcase will feature demonstrations of emerging transit oriented technology applications and today's fare collection products and services.

Who should attend: public transportation information technology professionals, chief information officers, operations managers and staff, software developers, all of those who benefit from modern public transportation information technologies.

APTA Contacts

Meeting Registration

Kwakuita Spence
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kspence@apta.com

Conference Hotel/Logistics

Marcus Eng
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Program Information-Fare Collection & Revenue Management Summit

KellyAnne Gallagher
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Program Information-TransITech Conference

Lou Sanders
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Sponsorship Opportunities

Heather Rachels
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Registration

Not sure if you are registered for this conference? Log in to MyAPTA, then go to My Transactions and Events to see a list of all the events you have registered for.

Registration Types

Member Registration
- **$550 per person** - on or before March 7, 2016
- **$600 per person** - after March 7, 2016

Non-member Registration
- **$1100 per person**

Non-members may register for a special fee. The special fee is the standard registration fee plus $500 (Applied to dues if you join within three months). Call APTA's Membership Department at 202-496-4800 for details.

Spouse/Guest Fees
- **$125 per person**

This rate is not applicable to fellow employees or industry professionals.

Showcase-Only Registration
- **$75 per person** (reception included)

Anyone can register to attend only the product showcase which will be held on Tuesday, April 12, from 3:00 p.m. – 7:00 p.m. (including reception). **No conference sessions are included in the showcase-only price.**

The showcase is included in registration for the Revenue Management & Fare Collection Summit and TransITech Conference, so if you are attending the full conference, you do not need to register separately for the showcase.

For companies who are exhibiting in the product showcase, one complimentary exhibitor registration is included with the purchase of a booth. Any additional exhibitor personnel must register at an additional $75 per booth personnel.

Important Dates

- Early Fee Deadline – March 7, 2016
- Refund Deadline – March 21, 2016
- Pre-registration Deadline – April 4, 2016
- On-site Registration – April 10 -13, 2016

Cancellation Policy

Registration fees will be refunded if a request is received in writing no later than **March 21, 2016.** A 20% cancellation fee will be withheld. There will be no refunds after the March 21st deadline.

In the event of a serious illness or emergency, you may qualify to have the registration fee, minus a 20% processing fee, applied to a future conference (must be used within one year) if a request is received in writing no later than **April 10th.** There will be no credits after the April 10th deadline.

You may transfer your registration fee at any time without penalty to another person in your organization attending the 2016 Fare Collection & Revenue Summit and TransITech Conference.

Questions?

Meeting Registration
Contact APTA's Contact APTA's Kwakuita Spence at (202) 496-4845 or kspence@apta.com

Program Information for Program Information for Fare Collection & Revenue Management

Contact APTA's Beverly Hill at (202) 496-4315 or bhill@apta.com

Program Information for TransITech

Contact APTA's Lou Sanders at (202) 496-4886 or lsanders@apta.com, or APTA's DeeNaye Williams at (202) 496-4899 or dwilliams@apta.com

FCTT16 - Reg Form.pdf

Registration

Pay by Credit Card

Online Registration Form

Group Registration Form

Pay by Check

Registration Form - Word

Registration Form - PDF

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Program

Please note that this schedule is preliminary and subject to change.

Last updated: March 1, 2016

SUNDAY, APRIL 10

12 - 5 p.m.

Registration
Lanyards sponsored by Cubic Transportation Systems, Inc.

CUBIC

1 - 2:30 p.m.

Research & Technology Committee Meeting

2 - 3:30 p.m.

Revenue Management Forum

3 - 4:30 p.m.

APTA Standards Work Group on Open Standards for Security in Fare Collection

3 - 4:30 p.m.

Information Technology Committee Meeting

4 - 5 p.m.

Fare Collection Systems Committee (FCSC) Programs Subcommittee

5 - 6 p.m.

Emerging Technology Committee Meeting

5 - 6 p.m.

FCSC Committee Meeting

MONDAY, APRIL 11

7 a.m. - 5 p.m.

Registration

7:30 - 8:30 a.m.

Continental Breakfast

8 - 8:30 a.m.

Welcome

8:30 - 10 a.m.

General Session - DHS Cyber Security & Mobile Apps
Moderator:
TBD

Presenters:
TBD

10:15 - 11:45 a.m.

All about Mobile Payment solutions..... technology, implementation and security (TT)
Moderator:
TBD

Panelists:

Cash & Cashless Here to Stay
Tara Farnsworth, Director of Marketing & Customer Service, SPX Genfare, Elk Grove Village, IL

Check In-Be Out the Next Big Thing in Wireless-Supported Transit Payment
Arash Kahvazadeh, Product Manager, Cubic Transportation Systems, Inc., San Diego, CA

A Case Study on a Comprehensive but Speedy Mobile Ticketing Implementation
Kenyatta Lee, Senior Manager, Technology and Innovation, Jacksonville Transportation Authority, Jacksonville, FL

Security in a Mobile World: Ticketing & Payments
Gregory Valyer, Chief Business Development Officer, Bytemark, Inc., New York, NY

10:15 - 11:45 a.m.

Fare System Implementation (FC)
Moderator:
TBD

Presenters:
Top Ten Considerations for Planning Your Next Generation Fare System
Michael J. Wilson, Managing Director, North America Public Transportation Lead, Accenture, Toronto, ON

Understanding Transit Fare Collection & Revenue Management in 2016
Walt C. Bonneau Jr., M.E., Principal Consultant, Infineon Technologies North America Corp., Milpitas, CA

Phase Deployment of the SEPTA Key Fare System
Debra Gardner Lozada, Southeastern Pennsylvania Transportation Authority, Philadelphia, PA

12 - 1 p.m.

Lunch

1:15 - 2:45 p.m.

First and Last mile ... what do customers want? (TT)

Moderator:
TBD

Eliminating the First Mile / Last Mile Problem
Alex Gibson, Product Manager, TransLoc Inc., Durham, NC

Is Uber a threat to Public Transit?
Ilya Rekhter, Sales Engineer, DoubleMap, Inc., Indianapolis, IN

Do Apps Like Uber Pose a Threat to Public Transit?
Nick Ross, Trapeze Group, Cedar Rapids, IA

The Psychology of Wayfinding - Cognitive Overload in the Digital Age
Rick Wood, President and Chief Executive Officer, CHK AMERICA, Santa Barbara, CA

Get to Know Your Customers
Adina Daar, Associate Director, Sachs Insights, New York, NY

Sonya Bentovich, Senior Associate, Sachs Insights, New York, NY

1:15 - 2:45 p.m.

Mobile Cash Payments (FC)

With the growing interest and acceptance of electronic payment options by todays connected transit riders, this session will provide the most recent information from both researchers and industry leaders on mobile deployments and the supporting technology including how NFC will fit into this landscape.

Moderator:
TBD

Presenters:
An Assessment of Mobile Fare Payment Technology Deployments in the United States
Sean J. Barbeau, Ph.D., Principal Mobile Software Architect for R&D, Center for Urban Transportation Research/College of Engineering, University of Sour Florida, Tampa, FL

Mobility Marketplace
Edward Baldzicki, Vice President, Xerox State & Local Solutions, Inc., Germantown, MD

Modernizing Fare Payment Methods in Transit
Nat Parker, CEO, GlobeSherpa, Inc., Portland, OR

The Future of Secure Payments - NFC Technology vs. Magnetic Stripe
Victoria Fulton, Marketing Programs Manager, Trapeze Group, Mississauga, ON

3 - 4:30 p.m.

ITS and Vehicle based real-time solutions (TT)

Moderator:

Tangee Mobley, Director of Operations, LYNX Central Florida Regional Transportation Authority, Orlando, FL

Monitoring On-bus Hardware Using Open Source Tools
David Laidig, Systems Engineering Manager, MTA New York City Transit, New York, NY

New CAD Tools for Optimizing Operations
Ed Brandis, Account Manager, Clever Devices Ltd., Woodbury, NY

The NYCT "Bus Trek" Application – Real Time and Post Hoc Service Management
Bruce Neiger, Systems Engineering Manager, MTA New York City Transit, New York, NY

Implementing a Real-Time Transit Mobile Customer Information System
Gary Nyberg, Manager, Technology Systems, Bus Operations

International ITS Standards Overview
Timothy Weisenberger, Electronic Payments Program Manager, Metro Transit Minneapolis, MN

3 - 4:30 p.m.

Project Round Tables (FC)

Moderator:
TBD

Distribution of Card based Contactless Smartcard Fare Media through Retail Networks
Craig Roberts, Director, Tolling and Transit, InComm, Taylorsville, UT

CDOT/First Transit
Jennifer Kreiger

4:45 - 6 p.m.

User Groups (FC/TT)

This forum is designed to connect vendor-specific users and facilitate a network of *transit agency* colleagues to collaborate, share solutions, and discover best practices.

This is a *transit-agency-employees-ONLY* forum. By *invitation-only*, group coordinators may request that vendors come in to respond to technical issues and questions.

Moderator:
TBD

Scheidt & Bachmann

Cubic Transportation Systems Ltd.

SPX GENFARE

TUESDAY, APRIL 12

7 a.m. - 4:30 p.m.

Registration

7:30 - 8 a.m.

Continental Breakfast

8 - 9:45 a.m.

General Session - Mobile Interoperability & the Impact of Disruptive Technology
General Session Sponsored by GlobeSherpa, Inc.

10 - 11:30 a.m.

Connected Vehicle Technologies and Open Data Usage...What You Need to Know? (TT)

Moderator:
TBD

Connected Vehicle R&D Projects Underway at the University of Michigan Mobility Transformation Center
Trish Plonski, Senior Vice President, Business Development, Xerox State & Local Solutions, Inc., Germantown, MD

How Open Data Powers Better Transit Planning
Courtney Sung, Remix, San Francisco, CA

Public Transit Focus of the US DOT Connected Vehicle Research Program
Timothy Weisenberger, Electronic Payments Program Manager, Volpe National Transportation Systems Center, Cambridge, MA

Connecting Transit to the Connected Vehicle through Payment Technology
Larry Yermack, Strategic Advisor, Cubic Transportation Systems, Inc.,
San Diego, CA

Managing Security Risk for Critical Infrastructure
Jay Williams, ICS/SCADA Cybersecurity Business Development Director, Parsons Corporation, Centerville, VA

10 - 11:30 a.m.

Integrated Mobility (FC)

Moderator:
TBD

Presenters:
Automated Fare Collection for Paratransit: Industry Breakthroughs to Close the Gap for Underserved
Daisy Wall, Vice President, Payment Technologies, RouteMatch Software, Inc., Atlanta, GA

Account-based Systems are the Basis for Expanding the Ecosystem of Services for Riders
Doug Thomas, General Manager, Vix Technology (USA) Inc., Seattle, WA

Enabling Seamless Mobility through Integrated Payment
Regina Clewlow, Director, Transportation Research & Policy, RideScout, Austin, TX

Multimodal Payments: are you in?
Michael Dinning, Director, Multimodal Programs and Partnerships, Volpe Transportation Systems Center, Cambridge, MA

The Ventra Mobile App: Chicago's Story for Regional Payment, Customer Experience, Reduced Costs
Michael Gwinn, Director, Revenue and Fare Systems, Chicago Transit Authority, Chicago, IL

11:30 a.m. - 1 p.m.

Lunch / CEO Panel Discussion

Moderator:
Paul Jablonski, CEO, San Diego Metropolitan Transit, System, San Diego, CA

1:15 - 2:45 p.m.

Security and Cybersecurity ... setting the culture in pace with innovations (TT)

Moderator:
TBD

Presenters:
Maximizing Safety Protocols with Video Surveillance
Tom Gardner, Director of Sales, Apollo Video Technology, Bothell, WA

In Preparation for Cyber Security
Donald Luey, IT Director, Foothill Transit, West Covina, CA

Hunt: Going Beyond Policy and Updates
Carl Morgan, Board Trustee, VIA Metropolitan Transit, San Antonio, TX

Promoting Sharing of ITS Reports: Progress in Developing Standards for Data Interfaces and Reports
Leigh Weber, President, Cybersecurity Analysis, Ltd., Blue Bell, PA

1:15 - 2:45 p.m.

Maintaining Legacy Systems (FC)

Moderator:
TBD

Presenters:
The Challenges of Maintaining Legacy Systems and Improvements Available
John H. Jahshan, Director of Engineering, PSI Repair Services, Inc., Livonia, MI

Transitional Maintenance of Legacy Systems
Patrick Marron, Senior Systems Consultant, LTK Engineering Services,
Newark, NJ

Challenges of Maintaining Current Fare Collection Systems in a Legacy Mainframe Program
Sam Sulaiman, Director of Maintenance New Payments Technology, Southeastern Pennsylvania Transportation Authority, Philadelphia, PA

3- 4:30 p.m.

Cyber Security Roundtable Discussion (TT)

Moderator:
Leigh Weber, CISSP, President, Cybersecurity Analysis, Ltd., Blue Bell, PA

Presenters:
Todd Struthers, IT Manager, Des Moines Area Regional Transit Authority, Des Moines, IA

Pete Anderson, CIO, Greater Cleveland Regional Transit Authority, Cleveland, OH

Robert Galvin, CIO, Port of New York & New Jersey, New York, NY

Sheri Le, Manager of Cybersecurity, Regional Transportation District, Denver, CO

Ravindra Misra, Chief Information Officer, San Francisco Bay Area Rapid Transit District, Oakland, CA

Ernesto Garcia, Network Administrator, San Diego Metropolitan Transit System,
San Diego, CA

3 - 7 p.m.

Product Showcase Open

3 - 4:30 p.m.

Revenue Management Reporting (FC)

Moderator:
TBD

Presenters:

Fare Evasion Court
Karen Gorman, Inspector General/Chief Hearing Officer, Chief Ethics Officer, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

Profitable Management and Revenue Policy in Tokyo Region
Yasutake Kojima, Director, East Japan Railway Company, New York, NY

A Fork in the Road for LTE
Tracy Davis, Product Manager, Digi International, Minnetonka, MN

Overwhelming Challenges of Revenue Management and Reporting
Leslie Hickman, Deputy Chief Officer, Southeastern Pennsylvania Transportation Authority, Philadelphia, PA

6 -7 p.m.

Reception

Sponsored by Genfare and APTA

GENFARE ⌐

WEDNESDAY, APRIL 13

7 a.m. - 12 p.m.

Registration

7:30 - 8 a.m.

Continental Breakfast

8 - 9:30 a.m.

Agile Development in Transit Industry Roundtable (TT)

Moderator:
Nathan Berry, Regional Vice President, Passport, Inc., Charlotte, NC

Panelist:
Tom O'Neil, CIO Alameda Contra-Costa Transit District, Oakland, CA

Ashley Rice, Project Manager, Denver Regional Transit District, Denver, CO

Tim McHugh, CTO, Tri-County Metropolitan Transportation District of Oregon, Portland, OR

8 - 9:30 a.m.

Customer Service (FC)

Moderator:
TBD

Panelist:
The Significant Roll of Fare Collection Strategy
Anjana S. Mohan, Deputy Project Manager, Fare Collection Project, Bi-State Development Metro, St. Louis, MO

Transit Benefits Debit Card Compliance Engine
David Judd, Vice President Business Development, Edenred, USA, Newton, MA

Creme de la Creme: LA Metro's Quick Recipe for a New Customer Relationship Management (CRM) System
Robin Ohara, Director, TAP Customer Experience, Metro's Regional TAP Program, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

New Trend in Fare Structure - Reduced Fare Products for Low Income Riders
Rick Halvorsen, Senior Revenue Systems Consultant, LTK Engineering Services, Seattle, WA

"Seizing the Opportunity to Build Rider Loyalty Through Automated Fare Collection"
Pepper Harward, Vice President, Transit Solutions, Atlanta, GA

9:45 - 11:15 a.m.

Mobile Apps Roundtable

Moderator:
Pepper Harward, Vice President, Transit Solutions, RouteMatch Software Inc., Atlanta, GA

Panelist:
Blanch Sherman, Director of Finance, LYNX Central Florida Regional Transportation Authority, Orlando, FL

Boris Matakovic, Chief Engineer Officer, Northern Indiana Commuter Transportation District, Chesterton, IN

Jane Schroter, Director, Transit Systems and Project Management Office, Capital Metropolitan Transportation Authority, Austin, TX

Roger R. Thorn, Director of Information Technology, Sacramento Regional Transit District, Sacramento, CA

9:45 - 11:15 a.m.

System Design Procurement (FC)

Moderator:
TBD

Presenters:
Migration of an Existing Card Based Ticketing System to Account Based Ticketing
Eric Reese, Regional Manager, Scheidt & Bachmann USA Inc., Burlington, MA

Collaboration + Cooperation = Connectivity: Equation for Integration of 26 Fare Systems in LA County
Robin Ohara, Director, TAP Customer Experience, Metro's Regional TAP Program, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

David Sutton, Communications Manager, Los Angeles County Metropolitan Transportation Authority,
Los Angeles, CA

Automated Fare Collection for Small to Midsize Operators
Larry Breen, Vice President Payment Technologies, RouteMatch Software Inc., Atlanta, GA

11:30 a.m. - 12:30 p.m.

Lunch on your own

1 - 4 p.m.

Systems and Technical Tours

American Public Transportation Association

Hotel & Travel

The official APTA hotel for this conference is:

Town & Country Hotel and Convention Center
500 Hotel Circle North
San Diego, CA 92108

The APTA group rate at the Town & Country is $176, single and double occupancy, per night. The room rate does not include a hotel service fee of $5, per room, per night or local tax which is 12.8% per room, per night.

To Make Your Reservation at the Town & Country, please complete the online reservation form below.

- Town & Country Online Reservations

Important Information

Please read this information before completing your Room Reservation Request.

$204.17 per night 5 nights

1. Your reservation must be received by the hotel **before** Friday, March 18, 2016. O released, and reservations will be accepted on a space and rate available basis. F room block can sell out before the cut off date.
2. Reservations must be secured through a deposit of the first night's room and tax charge.
3. Please confirm your departure date with the hotel when you check in to avoid any possible early departure fees.
4. If you cancel, you must notify the hotel 48 hours before your arrival to get a refund of your first night deposit. Make sure you receive a cancellation number for your records.
5. Be sure to keep a copy for your records.

About the Hotel

Welcome to Town and Country Resort & Convention Center, located in the heart of San Diego's Mission Valley, approximately 15 minutes from Downtown San Diego, where nostalgic charm mixes with modern amenities to create one-of-a-kind experiences.

- More information about the Town & Country

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| **Apr 9, 2016** | From | **George Bush Intercontinental (IAH)** |
| | To | **San Diego Intl. (SAN)** |

UNITED ✈

| 11:40am | ➔ | 1:09pm | 3h 29m, Nonstop |
| IAH | | SAN | |

Show flight and baggage fee details ⌄

| **Apr 14, 2016** | From | **San Diego Intl. (SAN)** |
| | To | **George Bush Intercontinental (IAH)** |

UNITED ✈

Cheapest

| 11:42am | ➔ | 4:52pm | 3h 10m, Nonstop |
| SAN | | IAH | |

Show flight and baggage fee details ⌄

Change flights

Trip Summary

1 Ticket: Roundtrip

Traveler 1: Adult ⍟		$292.20
Flight		$245.58
Taxes & Fees		$46.62
Booking Fee		$0.00

Trip Total: $292.²⁰

Rates are quoted in US dollars

✔ Travelocity Price Guarantee ⍾

ⓘ Important Flight Information

We want you to know the airline you're travelling with has the following restrictions regarding your flight.

- Tickets are **non-refundable** and **non transferable.** A fee of $200.00 per ticket is charged for itinerary changes. Name changes are not allowed.
- Estimated fees for baggage⍾ and other optional services.

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Off-terminal, courtesy transportation provided	Add to trip

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1 car Ford Focus	Book with flight + $198
Off-terminal, courtesy transportation provided	Add to trip

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1 car Hybrid Sedan| Toyota Corolla	Book with flight + $213
Off-terminal, courtesy transportation provided	Add to trip

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