



VTA Annual Conference Program/Expo Agenda
May 29-30, 2019
[Renaissance Portsmouth Norfolk Waterfront Hotel](#)

Wednesday, May 29:

- 9-5 **Conference Registration – *Portsmouth Ballroom***
- 10-12 **VTA Board of Directors Meeting— *Holley Ballroom IV***
- 11-6:30 **Exhibits Open—Exhibit Hall - *Portsmouth IV-VIII***
- 11:45 – 12:45 **Lunch with our Exhibitors – Exhibit Hall – *Portsmouth IV-VIII***
- 1 – 2:15 pm **General Session I— *Portsmouth I-III***
- Welcome and Introductions** – The Hon. Diantha McKeel, VTA President;
The Hon. John Rowe; Portsmouth Mayor
- Keynote** – Nat Ford; CEO-Jacksonville Transportation Authority-*Mobility Advances in the Transit Industry*
- William Harrell, CEO-HRT – *Inclusion of Mobility Advances in Strategic Planning*
- 2:15-2:30 **Ice Cream Break with Exhibitors – Exhibit Hall – *Portsmouth IV-VIII***
- 2:30-4 **Exhibits and Vendor Demos – *Portsmouth Foyer 8***
- 3 -4 select vendors demonstrate their new products and services
- *Measuring Innovation* – Dave Jackson, TransTrack
 - *Increasing Ridership Using Priority Corridors* –Diane Melia-Anderson, Whitman, Requardt, and Assoc.
 - *Maintenance and the Move to Vertical* – Jeana Stright and Teryn Murray; Wendel
 - *Beat The Bunch - Tools, Technology, and Analytics to Actively Manage Bus Bunching*- Mitch Skyer; Passio Technologies
- 4:15-5 **Round Table Sessions**
- *Optimizing, Evaluating, and Using Social, Digital, and Mobile Marketing for Transit and TDM* – Jim Wright & Scott Ensign, Pulsar Communications; Jeremy Holmes, RIDE Solutions – ***Admiral Boardroom***
 - *Autonomous Transit: Theory, Barriers, Proof of Concepts, and Practical Applications* – Brad Sheffield, JAUNT; Mike Raschid, Perrone Robotics – ***Commodore***

- *Virginia Statewide Integrated Mobility Project* – Alan Toppen, Kimley-Horn; Jennifer DeBruhl, DRPT – **Portsmouth I-III**

5-6:30 **Cocktail Reception and Prizes in Exhibit Hall – Games and Prizes – Portsmouth IV-VIII**

7-9 **Dinner and Evening Shindig – “Party on the Tracks”**
The Children’s Museum of Virginia; 221 High Street – (HRT Shuttle Provided)

Thursday, May 30:

7:30-8:30 am **Transit Champion Breakfast** for Gold+ Sponsors and VTA Board members – *Transit Means Business* – Jason El Koubi, Virginia Economic Development Partnership; Bryan Stephens, Hampton Roads Chamber of Commerce – **Holley Ballroom I-III**

7:45-8:30 **Continental Breakfast – for all attendees – Portsmouth Foyer I-III**

8:45-9:45 **General Session II—Portsmouth I-III**

Mobile Solutions for Virginia Transit Agencies: Challenges and Opportunities Panel – Allan Fye (NVTC), moderator; Bob Schneider (OmniRide), Alesia Cain (HRT); Rob Taggart (GRTC), Patricia Happ (NVTC)

10-10:45 **Roundtable Sessions—**

- *Coordinated Human Services Mobility Planning in Virginia* – Brad Shelton, Michael Baker International; Brittany Voll, DRPT; Katherine Newman, Bay Aging – **Portsmouth I-III**
- *Statewide Resiliency Readiness + Alternative Fuel Buses/Carbon Neutrality* – Joshua Saks, VA Deputy Secretary of Natural Resources; Michael Broe & Cody Christensen, STV - **Commodore**
- *Technologies to Optimize and Enhance Multimodal Transportation Networks; How to Collaborate With the Gig Economy* – Monica Backmon, Northern Virginia Transportation Authority; Dani Simons, Waze; Cabell Rosanelli, Lyft - **Admiral Boardroom**

10:45-11 **Coffee Break**

11-12 **General Session III — Portsmouth I-III**

Updates on Policy, Legislation, and Funding

Jennifer Mitchell, DRPT Director - *Virginia Updates*

Mark Hybner, APTA Senior Legislative Representative – *Federal Legislative Updates*

Terry Garcia Crews, FTA Region III Administrator; *Federal Regulatory Updates*

12-2 **Awards Luncheon – Promoting Transit Ridership** – Kira Siddall, Siddall Communications – **Portsmouth Ballroom VI-VIII**