The 2018 Legislative Session has started in Tallahassee, and there are some hot topics that have surfaced already: nursing home generators, outlawing sanctuary cities, allowing bullied children to attend private schools at taxpayer’s expense, and prohibiting red light cameras. One issue that has a good chance at passing this year surprisingly involves transportation: making texting while driving a primary offense. In Florida, texting while driving is currently a secondary offense and several bills have been filed that would allow law enforcement to stop cars and cite people who are texting while driving. Lisa Bacot has attended several committee meetings where this issue has been discussed and the rooms have been packed with supporters.

Some legislative items that FPTA will be working on include passing autonomous vehicle language that encourages uniformity in regulations and policies, and supports reasonable retention of information and data. Supporting efforts to return the Transportation Disadvantaged Trust Fund allocations to the formula outlined in 41-2, Florida Administrative Code and monitoring all recommendations resulting from the Transportation Disadvantaged Task Force.

Although session will keep us all busy, another hot topic that we at FPTA are dealing with is release of the new Heavy Duty RFP. At the October meeting, the

(continued on page 2)
board voted that the Jacksonville Transportation Authority (JTA) oversee the new procurement and contracting process. The Maintenance Consortium and JTA staff are meeting now to discuss the specifications that will become part of the RFP. We expect a release to the industry for review in March and then the final RFP is expected to be released in April.

Although a new legislative session and new Heavy Duty RFP means inevitable changes for our state, one thing you may have noticed that hasn’t changed at FPTA: I am still listed as Chair. We had quite a few transit system changes that happened after our board meeting in West Palm Beach. Steve Sherrer was promoted within RATP Dev, and will no longer be acting as a General Manager, so, he informed FPTA that he needed to step down as Chair. In addition, Katharine Eagan, who was voted up to Vice Chair in October, received a job offer as the CEO of the Port Authority for Allegheny County. She is starting her new job this month. We wish both of these movers and shakers the best of luck!

To help keep things moving forward, I’ve offered to remain as Chair for one year. In addition, it was recommended by the Executive Committee that Edward Johnson, CEO of LYNX, move into the Vice Chair position, with Murriah Dekle remaining as Treasurer.

Thank you to each of you for your dedication to FPTA and I look forward to another successful year!
Award Winners

2017 Innovation and Creativity Award
Pinellas Suncoast Transit Authority

2017 Outstanding System of the Year
GoLine/Indian River Transit

2017 FPTA Hall of Fame
Joel Volinski

2017 Operator of the Year
Melinda Demers
LYNX

2017 2nd Place Operator
Charles Bell
Miami-Dade Transit

2017 3rd Place Operator
Oscar Matute
Hillsborough Area Regional Transit (HART)

2017 Technician of the Year
Ruben Martinez
Miami-Dade Transit

2017 2nd Place - Technician of the Year
Richard Ballard
Jacksonville Transportation Authority.

2017 3rd Place - Technician of the Year
Tyler Johnson
Pinellas Suncoast Transit Authority

2017 Bus Safety Excellence
Gold Safety Award (Tier 1)
Pinellas Suncoast Transit Authority

2017 Bus Safety Excellence
Gold Safety Award (Tiers 2, 3 and 4)
Sarasota County Area Transit
EXPERIENCE. FINANCIAL STABILITY. INTEGRITY.

Leading the Industry in:

RELIABILITY
DURABILITY
PERFORMANCE
VALUE
CUSTOMER SATISFACTION

Thank You for Supporting American Jobs!

Butch Sibley | Regional Sales Manager | bsibley@gillig.com | 510.589.9430

Built in America by American Workers
Palm Tran is helping brighten the holidays for children in the Glades. During November, Palm Tran collected toys at several locations throughout the county in donation barrels – enough to Stuff-the-Bus! The stuffed bus dropped off all the donations at the 48th Annual Tri-Cities Barbecue held at the Lomax-Harrelle Pavilion at Lake Okeechobee in Belle Glade on December 1st. Palm Tran Executive Director Clinton Forbes delivered several hundred toys for kids of all ages, and the majority of the toys will be distributed by county and other municipal agencies that have contact with children in Belle Glade, Pahokee and South Bay. However, several kids attending the event also received toys and were greeted by Forbes. In addition to a $100 cash donation, significant toy donations were made by Palm Tran employees, seniors at the Mid-County Senior Center and employees and patrons of Palm Beach County Libraries.

From left to right are barbecue attendees: Hunter Coleman, Ja’mira Farrington, Mariah Similien, Makhia Similien. Palm Tran Executive Director Clinton Forbes is in the center.
LYNX Gets Techy in 2017

The Central Florida Regional Transportation Authority (LYNX) focused on technology in 2017 to enhance its customer experience. Free Wi-Fi aboard LYNX buses was the first technology enhancement, followed by four mobile applications: LYNX Bus Tracker, real-time information; NeighborLink, a trip booking app; LYNX See & Say, incident reporting; and LYNX PawPass, mobile pay. The agency is also developing a mobile app to allow AccessLYNX customers to see the estimated time of arrival for their scheduled trip. Additionally, LYNX was named an honoree of the Orlando Business Journal’s Innovations in Technology Award which honors firms who leverage technology in innovative ways.

Key West Transit Shifts into High Gear

Amidst the 2017 Labor Day Celebrations, Floridians were preparing and closely watching Hurricane Irma as it moved closer to Florida. Projected to be one of the first areas where the hurricane would make landfall, the Florida Keys activated its countywide emergency management procedures. As a part of the emergency plan, Key West Transit suspended its normal operations and transitioned into a fare-free evacuation service for the residents and visitors who required transportation to mainland Florida hurricane shelters. Three buses were used as circulators to pick up passengers in the Key West area. The passengers were taken to the Key West Transit Facility where they were manifested and loaded onto awaiting buses bound for Miami. After two days, the evacuation was complete. The majority of the bus fleet remained in Miami while two buses were sheltered in the maintenance bay of the transit facility. Immediately after the hurricane, Key West Transit transitioned into other missions including mainland shelter transportation, FDOT road crews transport, and U.S. Navy relief worker shuttles. The transit facility also served as the initial logistics receiving point for emergency food and water for the City of Key West. Once basic infrastructure, life safety, and initial road clearing was complete, Key West Transit returned home bringing back the evacuees. “I am extremely proud of the hard work of the entire transit team…,” said Rod Delostrinos, Director of Transportation for the City of Key West. “…these were extremely trying times and despite the toll the hurricane exacted on each of us, we performed tremendously well. I would like to thank all the support from our sister properties throughout Florida, as well from FDOT and others. The Florida transit community is truly a family.”
Naughty or Nice

Santa stopped by the LYNX Central Station terminal on Dec. 15 to take photos with all of the “nice” Central Florida boys and girls. Lennox, the agency’s mascot also joined in on the fun. Santa and Lennox challenged customers to a friendly game of “Lennox Says” with winners receiving a 30-day bus pass. Customers who downloaded and registered an account on the new LYNX PawPass mobile pay app during the week of Dec. 11 were entered into a pass giveaway*. This was a fun way for the agency to say thank you to all of the 27 million passengers for being loyal throughout the year.

*At the time of this writing more than 600 new customers (22 percent increase) opened an account.
The Department of Transportation and Public Works places its first new Metrorail train in more than 30 years into service

For the first time since the Metrorail system opened its doors to passengers back in 1984, the Department of Transportation and Public Works (DTPW) placed its first new train into service today – ushering in a new era of modern, high-tech trains manufactured by Hitachi Rail Italy that will improve both service reliability and overall riding experience.

"Today is a great day in Miami-Dade County’s history of providing public transportation. For the first time in more than 30 years of Metrorail service, we placed on our tracks the first new high-performance, modern vehicles for our 25-mile Metrorail system. This, along with other enhancements, is one of the many ways that Miami-Dade government is improving transportation in our community," said Miami-Dade County Mayor Carlos A. Gimenez.

"We proudly celebrate with our customer, Miami-Dade County, the inauguration of the County’s new Metrorail trains. Today, we are delivering state-of-the-art train technology and reliability to Miami-Dade County, which will help them to also deliver on their promise to the community," said Maurizio Manfellotto, CEO of Hitachi Rail Italy. "This project marks our return to the American market, where Hitachi is now significantly present."

Funded by approximately $313.8 Million in surtax funds from People’s Transportation Plan, this is the first four-car train of 136 cars that will make up the new Metrorail fleet, which will greatly improve the quality of service of the Metrorail system. The replacement of the Metrorail fleet is being expedited and Hitachi Rail has increased the number of crews performing testing.

Each new rail car features:
- Automated announcements with upgraded sound
- Digital signs displaying the name of the next station
- Four digital monitors for extensive media content
- High capacity, high-speed Wi-Fi (252 passengers can surf the web while on board)
- Interior bicycle racks
- Security cameras
- Energy efficient LED lighting

"Hitachi Rail designed our new Metrorail trains exclusively for Miami-Dade County. This means that there are no other rail trains like ours in the world," said DTPW Director Alice N. Bravo, P.E. "Thanks to Hitachi Rail, the Citizens’ Independent Transportation Trust, and DTPW staff, we were able to place the first Metrorail train into service just 20 months after assembly began. Moving forward, as new Metrorail trains are phased in, riders will begin to see improvements in service and enjoy a more comfortable ride."

By July 2018, DTPW anticipates to have half of the cars needed to operate at peak levels replaced. By the end of 2019, DTPW will have all the new rail cars needed for peak-revenue service.

Citrus Connection upgrading the way passengers pay fares

The way passengers pay their fares on Citrus Connection buses was made easier with the implementation of a new SMARTCARD system rolled out the week of Oct. 23.

Instead of paper passes, riders of Citrus Connection routes can tap and go with the new SMARTCARD. The magnetic strip paper passes are a thing of the past and the electronic chip in the new SMARTCARD will be able to make the card reloadable with cash value.

Riders can purchase a SMARTCARD for $2 from their bus driver or at a kiosk at the Lakeland Transit Terminal, the pass sales office at the Winter Haven Transit Terminal, the Regional Mobility Call Center, 1290 Golfview Blvd., Bartow and the Citrus Connection Customer Service window at 1212 George Jenkins Blvd., Lakeland.

Once the card is purchased, passengers can pay their $3 Day Pass fare and ride for 24 hours just by tapping their card at the card reader on each bus. There is no requirement to purchase a SMARTCARD, but each time a passenger boards a bus, the fare will be $1.50 with no free transfers.

Additional cash value can be added to the SMARTCARD at our locations and riders can register their cards as well to protect themselves if the card is lost or stolen. As reward for registering the card, Citrus Connection will add a $3 Day Pass value to the SMARTCARD to offset the $2 card fee.
St. Lucie County, located on Florida’s Treasure Coast, is growing rapidly. The City of Port St. Lucie, once a sleepy bedroom rural-suburban community has surpassed Ft. Lauderdale in population, and we expect much more growth on the horizon. The County’s rapid transformation creates challenges and opportunities, many of which directly relate to mobility and transportation services. These same challenges and opportunities are frequently found in other high growth suburban regions throughout Florida. Based on a recent United Way study and demographic data, almost 50% of St. Lucie’s households are potentially Transportation Disadvantaged. Already 27% of household income is required to pay for every day transportation and mobility. Newly introduced ride-hail services, including Uber and Lyft, are not an affordable alternative to many of our residents.

St. Lucie County, and its city partners (Port St. Lucie, Ft. Pierce and St. Lucie Village), actively supports its public transit system. A Municipal Service Taxing Unit is in place to supplement federal and state transit grants. The County Commission has consistently and regularly authorized extending service hours, increasing the number of fixed routes, established a popular off-hours demand program for the Transportation Disadvantaged and even temporarily eliminated the transit system’s fare box for at least two-years, all in an effort to improve the public’s access to employment, healthcare, education and basic necessities.

Even with the efforts to increase transit ridership and improve public mobility services outlined above, many employers still report transit accessibility difficulties for many of their employees; suburban style land development densities and a large geographic service area reduce the cost effectiveness and feasibility of delivering additional fixed route service into areas that could be characterized as transit deserts; and expensive traditional paratransit only serves a limited portion of the county’s population, namely persons 65-years and older and the disabled.

In recent years, transportation technology has created a paradigm shift in how transportation services are delivered. Led by the privately operated Transportation Network Companies (TNC’s), the public can now travel on-demand delivering much more convenient service not typically offered through public transit. Unfortunately, just released studies conducted by the University of California at Davis reveal that TNC’s contribute to, rather than decrease roadway congestion. Further, as TNC’s are profit motivated, their higher than transit fares pose an economic barrier to much of the suburban population.

By joining the technology of TNC app enabled real time reservation and vehicle routing technology with the delivery of same day FTA “Premium” classified service, suburban transit agencies now have the tools to effectively transform the way it delivers service broadening the population it serves; mitigating economic barriers of more expensive private TNC services; eliminating first and last mile barriers; and offers a viable alternative to private automotive trips. Transit agencies and research institutions are now contemplating technology enabled, real time, ride share public transit van service known as microtransit.

The county’s goal is to develop a real-time suburban microtransit service, working in conjunction with traditional fixed bus routes, that will efficiently deliver an affordable, comprehensive public transportation solution which serving an entire suburban population. The proposed micro transit system will provide curb-to-curb local trips and feed passengers to a fixed route bus stop or bus hub, if a trip beyond the local service boundary is required.

Publicly delivered microtransit does not come without challenges and obstacles. First, the enabling software required for microtransit is much more complex than the code used to provide TNC service. The microtransit software application requires system optimization capabilities to cost-effectively deliver “bunched” trips to realize a more cost-effective ride share platform vs. private single occupancy car service. New microtransit software also requires an artificial intelligence dimension to map frequent and common trip routes to regularly improve the efficiency and delivery of the demand response system. Second, suburban public microtransit cannot economically stand on its own. Microtransit must augment and be integrated into a traditional fixed-route and paratransit system or the cost of delivery will exceed typical transit budgets.

St. Lucie County is addressing the aforementioned microtransit challenges in several ways. In partnership with Via, one of the leading transportation technology companies, the County is developing a demonstration pilot study designed to deliver a scalable app enabled ride share service. The study area identified to serve the microtransit demonstration is the regional mixed-use New Town development, known as Tradition, located in Port St Lucie. The goal of this demonstration to produce an intuitive technology platform designed specifically for suburban microtransit service.

Lastly, as part of a major update to the St. Lucie County Transit Development Plan, the entire regional transit system will be redesigned and optimized through establishing transit zones throughout the County where each zone will be served by its own microtransit rideshare service, and trips outside the zone will be delivered to the regional fixed route bus system. This new system will allow the transit agency to eliminate costly, underutilized fixed route service with the new demand response system. Second, the convenience of same day real time service will attract ambulatory riders, who currently use the traditional paratransit system; ultimately, migrating many of their trips to the microtransit system whereby reducing the cost of the delivered trip by up to 50 percent.

St. Lucie County Transit will be excited to report the progress the new microtransit initiative is making, and share our learning experience and data with our FPTA colleagues.
TRANSPORTATION SOLUTIONS FOR A CHANGING WORLD

At TranSystems, we focus on transportation. We understand how it affects our communities and provide effective solutions that produce results. Let’s work together to make a difference.

Congratulations to the reThink Your Commute team for winning the 2017 Travel Choices Award for Innovation!

Andy Nicol | awnicol@transystems.com
Jeff Stiles | jdstiles@transystems.com
LYNX Steps Up as Hurricane Maria Hits Puerto Rico

As Puerto Rico continues to recover from Hurricane Maria, Central Florida is opening its doors. With a large support system already in place for folks from Puerto Rico, it is only natural that Central Florida is one of the top destinations for those looking to temporarily or permanently relocate.

“In times of emergency we must come together to help whomever, from wherever,” said LYNX CEO Edward L. Johnson. “A call to action was made by our region and we are there to assist evacuee families during their time of need.”

Currently Orlando International Airport has a disaster relief center setup to provide a “one-stop shop” with the necessary resources for those that have been displaced. This includes education, human service agencies, health agencies, housing and transportation.

Added Johnson, “Visiting and traveling around a new area can be scary regardless of the circumstances. In this case relocating, even temporarily, under these conditions with the unknown, we are proudly supporting and trying to make traveling around Central Florida as easy for our guests as possible.”

LYNX staff has been manning the disaster relief center to answer questions, assisting with travel planning and providing free 30-Day bus passes with schedule books.

On Oct. 5, Vice President Mike Pence, Senators Bill Nelson and Marco Rubio, along with LYNX Board members Mayor Teresa Jacobs and Mayor Buddy Dyer stopped by to offer encouragement and thank the dedicated agencies for their assistance.

The agency like many other major businesses in the area are working to provide employment opportunities to those coming in from Puerto Rico.

Said Johnson, “As the regional transportation authority, our available positions are not just technical. Professional positions are always needed in accounting and planning.”

Other positions LYNX is discussing with evacuees include deputy director of facilities, manager of maintenance, safety officer, technicians and bus operators.

“LYNX has always had a reputation for our outstanding commitment to Central Florida and we want our guests to feel at home,” said Johnson.

2017 FPTA Hall of Fame
JOEL VOLINSKI

Joel received his B.A. in Urban Geography at the State University of New York in 1971 and his M.S. in Urban Planning at the Columbia University Graduate School of Architecture and Planning in New York in 1975.

He began his long career in the transit industry in 1975 as a Chief Planner at the Broward County Community Development Division. He worked his way up and became the Director of Broward County Transit from 1983 to 1993.

In 1994, Joel moved onto the Center for Urban Transportation Research, and he currently serves as the Director of the National Center for Transit Research at the University of South Florida.

Joel is retired in 2017 and will be greatly missed. Thank You, Joel, for your tremendous contributions to the transit industry in Florida and around the nation!

Ed Coven, Transit Manager of FDOT, awards Joel Volinski the 2017 FPTA Hall of Fame Award.
Byk-Rak - 1-2-3 position bike racks

INTRODUCING THE NEW ONE POSITION BIKE RACK

FLEXIBLE USER FRIENDLY

COMMERCIAL QUALITY IMPACT RESISTANT

Wheels in Motion

DESIGNED TO FIT SMALL & MEDIUM DUTY BUSES

New!

• Increase Safety
• Better Visibility for Driver
• Tighter Turning Radius
• Less Headlight Blockage
• Quicker Loading and Unloading

www.byk-rak.com • 989.729.5884
P.O. Box 40 • Owosso, MI 48867-0040
Best in Marketing

Best of the Best
Miami-Dade Transit
(Sustaining Campaigns)

Best in Marketing
Judge’s Favorite
Space Coast Area Transit
(Interior/Exterior Signage)

Best in Marketing
Member’s Choice
Sarasota County Area Transit
(Conference Call Bingo)

Print Advertising Collateral
Class 1
SFRTA/TriRail

Print Advertising Collateral
Class 2
Citrus Connection

Print Advertising Collateral
Class 3
Indian River Transit

Print Instructional Information
Class 1
Miami-Dade Transit

Print Instructional Information
Class 2
Votran

Print Instructional Information
Class 3
St. Lucie County

Electronic Media/Audio-Visual and Digital Media - Class 1
Lynx

Electronic Media/Audio-Visual and Digital Media - Class 2
Space Coast Area Transit

Electronic Media/Audio-Visual and Digital Media - Class 3
St. Lucie County

Interior/Exterior Signage - Class 1
Lynx

Interior/Exterior Signage - Class 2
Space Coast Area Transit

Interior/Exterior Signage - Class 3
St. Lucie County

Sustaining Campaigns - Class 1
Miami-Dade Transit

Mark your calendar for next year’s exciting event:

October 14-17, 2018
FPTA/CTD Annual Conference and EXPO
Hilton Daytona Beach/Ocean Center
Host Property: Votran

Best in Marketing

Talent Development
for...
- Executive Leadership
- Managers/Supervisors
- Leaders of the Future
- Individual Contributors

We design and facilitate action learning experiences and workshops ensuring your employees Learn, Understand, and Change Behaviors that lead to improved organizational performance.

www.moorecounseling.com
Proudly serving Ohio and Florida Public Transit

Matthew Selker – Director of Organizational Effectiveness 814-860-9807
Dr. Dale Hartz – Sr. Organizational Effectiveness Consultant 330-285-1519
The America Public Transportation Association (APTA) Board elected Jacksonville Transportation Authority (JTA) CEO Nathaniel P. Ford Sr. as Chair for the upcoming year at their annual business meeting in Atlanta.

“Being selected by my industry peers at such a critical time in our existence is one of the greatest honors in my 36-year career,” Ford said. “It is truly a privilege to be the first JTA CEO to represent Jacksonville as Chair of APTA. This prestigious role will bring national industry attention to the JTA and the City of Jacksonville.”

APTA is the nation’s leading force in advancing public transportation. APTA members are public entities providing bus, light rail, commuter rail, subway and waterborne passenger services, as well as high-speed rail and paratransit services.


Ford’s distinguished career spans more than three decades, including a combined 16 years as CEO of the Jacksonville Transportation Authority (2012-present), the San Francisco Municipal Transportation Agency (2006-2011), and the Metropolitan Atlanta Rapid Transit Authority (2000-2006).

Ford is a champion of multimodal transportation, walkable neighborhoods, public-private partnerships, and transit-oriented development. He is an expert on industry best practices and international transportation issues of which he enhanced by participating in global trade missions.

In addition to his governance roles with APTA and the Transportation & Expressway Authority Membership of Florida, Ford holds positions on several other boards, including the Jacksonville Chamber of Commerce, United Way of Northeast Florida, JU College of Business Executive Advisory Board and Goodwill Industries of North Florida.

Other recent distinctions include:

- 2017 Conference of Minority Transportation Officials (COMTO) Founders Award
- 2016 APTA Best Mid-Size Public Transit System in North America
- 2015 Jacksonville Urban League Clanzel T. Brown Award
- 2015 White House Transportation Champions of Change
- 2015 Jacksonville Business Journal Ultimate CEO

Suwannee Valley Transit Authority Sees Record Growth
College and Express Ridership Explodes with Marketing Efforts

Representatives from Suwannee Valley Transit Authority (SVTA) announced record ridership for two of the system’s routes. SVTA’s College Route works to connect residents in the system’s tri-county area with education and training. SVTA’s Express Route, funded by a Mobility Enhancement Grant, aims to provide access to healthcare, shopping, education and employment to those who live and work within the limits of Lake City.

Last year, SVTA’s College Route averaged two rides per day, but the SVTA team believed the route had potential for success. System Administrator Larry Sessions and Driver Supervisor Jeff Jones went to work finding ways to promote the route by reaching out to the local colleges, vocational schools and high schools. Additionally, SVTA began utilizing online advertising with Facebook and Google. The combined efforts increased ridership by nearly 5,000 percent, resulting in an average of 96 riders per day in August of 2017.

Early last year, SVTA’s College Route averaged two rides per day, but the SVTA team believed the route had potential for success. System Administrator Larry Sessions and Driver Supervisor Jeff Jones went to work finding ways to promote the route by reaching out to the local colleges, vocational schools and high schools. Additionally, SVTA began utilizing online advertising with Facebook and Google. The combined efforts increased ridership by nearly 5,000 percent, resulting in an average of 96 riders per day in August of 2017.

Early last year, SVTA launched its Express Route. This route offers door-to-door service to and from anywhere in Lake City for $1 to transportation-disadvantage qualified individuals. Others can utilize the SVTA Express for $8 per trip. To market the route, SVTA again utilized online advertising, targeting those who live and work in Lake City. Since launch, the Express Route has more than doubled ridership, and the grant has been extended for another year.
BAY TOWN TROLLEY CAMPAIGN RECEIVE 5 STARS
Push for online reviews improves system’s rating

With the ubiquity of smart phones, online reputation is an ever-present concern for most businesses, and transit systems are no exception. In a routine audit of Bay Town Trolley’s digital presence, leadership discovered the system’s online reputation was not an accurate reflection of the positive sentiment many core constituents and riders have towards Bay Town Trolley. To bridge the gap between the existing online reviews and how customers actually feel, Bay Town Trolley partnered with BowStern Marketing Communications to develop a review campaign that asked riders who had a positive experience to share their thoughts online.

One of the system’s greatest assets is the drivers. The men and women who run Bay Town Trolley’s routes get to know their riders and frequently go above and beyond to help those who board the bus. Understanding this kind of service is at the root of the community’s love for Bay Town Trolley, the team chose to recruit drivers to help with the effort. They were mobilized with print pieces directing passengers to a page on the Bay Town Trolley website that provided direct links to Google and Facebook review platforms. This landing page made it easy for riders to quickly share their reviews and their positive experiences on board buses across the system.

In addition to print pieces handed out by drivers, Bay Town Trolley also employed online ads on Facebook. These ads targeted fans of the Bay Town Trolley Facebook page and encouraged them to “Tell us why you love riding Bay Town Trolley.” These ads linked to the same landing page, again ensuring an easy process for potential reviewers.

The two-month campaign garnered more than 20 positive reviews and resulted in the system earning an average rating of 4.1 stars on Facebook and 4.5 stars on Google.

New Technology for Manatee County Area Transit (MCAT)

Earlier this year, the MCAT Team developed a comprehensive technology procurement with a very innovative approach. Rather than focus on a cumbersome set of extremely detailed, highly technical specifications, Ryan Suarez, Transit Planning Manager and Trieu Nguyen, Business Services Manager crafted an outcome-based procurement specification. The outcome-based procurement approach is focused on defining the desired technology services; and provides an opportunity for vendors to compete per their specific array of available technologies, or their suite of technology services. The Request for Proposals (RFP) requires prior, comparable transit technology implementation, so that each vendor’s references and industry expertise is validated as part of the procurement process.

Using industry-specific research, Ryan and Trieu developed a detailed Independent Cost Estimate for the entire set of transit technology program upgrades. This cost information will guide vendor pricing negotiations, the project phasing plan, and the updating of the transit asset management plan.

The technology scoping includes: Computer-Aided Dispatch/Automated Vehicle Locator (AVL) System, predictive software for real-time bus arrival information, linking together all onboard operating systems for a single-point logon, onboard education video streaming and public service announcements, Dynamic Message Signage at Transit Stations and Transfer Points, and a host of dashboard reports generated from onboard operating systems.

Longer-term, the use of open architecture and the requirement to interface with all operating and software systems, allows MCAT to successfully launch future technology upgrades and integrate various mobility services on a single platform.

In preparation for this new onboard technology, the MCAT team replaced and upgraded onboard mobile gateways for the entire fleet. A second component just getting underway is the inclusion of a Virtual Private Network (VPN) “concentrator” which will significantly improve the reliability of cellular services that support onboard technologies.

The full array of MCAT transit technology upgrades get underway early in 2018 – way to go MCAT!

Advertising Rates and Information

Our next newsletter will be out in April 2018. The newsletter is printed in full color, and past copies may be seen on our website at FloridaTransit.org.

To ensure inclusion we must have final copy no later than March 14th.

Rates are as follows:

- Business Card - $ 75
- ¼ Page - (4” x 5.5”) - $150
- ½ Page - (8” x 5.5”) - $275
- ½ Page (Back Fold) - $325
- Full Page - (8” x 10.25”) - $400

You will be invoiced upon publication. You may E-Mail your ad to lisabacot@floridatransit.org to reserve your spot. Copies of our Newsletters, Calendar of Events, etc. can be found on our website at FLORIDATRANSIT.ORG
Best In Class Transit Bus Cooling System

22,000 Systems in Operation!

MINI-HYBRID® Thermal System

- Extremely Long Life
- Improves Fuel Economy by Up to 10%
- Long Life Heavy Duty Bar and Plate Heat Exchangers
- Robust Metal Fans Made in USA
- OEM or Retrofit
- Improved Emissions
- Lower Maintenance Costs
- Elimination of Hydraulic Leaks
- Eliminates Engine Overheating

Power 450

- Long Life
- Low Noise
- High Efficiency
- 450 Amps @ 24 Volts
- A DN & CE Replacement

Retrofits and Parts Available Through ESS

text to read:

Florida Public Transportation Association
P. O. Box 10168
Tallahassee, FL 32302