

*Celebrating Excellence in the
Public Transportation Industry*

2011 APTA Awards



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

OCTOBER 4, 2011
NEW ORLEANS, LOUISIANA

2011 American Public Transportation Association Awards

The prestigious APTA Awards are given to those individuals and organizations that have made outstanding contributions to the public transportation industry. Winning an APTA Award is a high honor. It means that you are “the best of the best” and a distinguished national leader. It means that you are an impressive role model of excellence.

The APTA Awards ceremony is always a joyous time to celebrate the outstanding work of individuals and organizations in our industry that are advancing public transportation with great success. Every winner is deserving of our applause and our hearty congratulations.

On behalf of the 2011 APTA Awards Committee and the more than 1,500 APTA members, I congratulate this year’s APTA Award recipients.

Finally, as the former chair of the 2011 APTA Awards Committee, I want to thank the committee members for their dedication and hard work.

Michael P. Melaniphy

President and CEO-Elect
American Public Transportation Association
Washington, DC



Thanks to GFI Genfare for sponsoring the 2011 APTA Awards Book.



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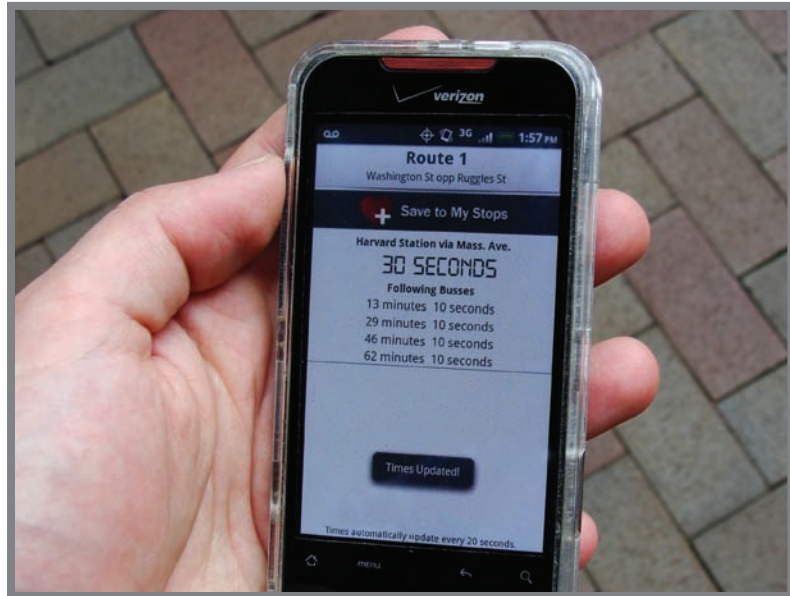


Innovation

For demonstrating innovative concepts in the provision of public transportation services.

“Through our Open Data Initiative, we have taken the guesswork out of the daily commute for thousands of people who rely on MBTA service across Massachusetts. Our Open Data Initiative shows what is possible when the public sector engages citizens around improved transparency and customer service.”

– **Governor Deval Patrick
Massachusetts**



MASSACHUSETTS BAY TRANSPORTATION AUTHORITY

“Over just a few months, the MBTA has enhanced transparency and revolutionized the way we provide customers with real-time information through our Open Data Initiative. By working closely with third parties, the T has spurred tremendous information and created countless choices that answer the age-old question: ‘Where’s the T?’”

– **Richard A. Davey, Secretary & Chief Executive Officer
Massachusetts Department of Transportation**

MASSACHUSETTS BAY TRANSPORTATION AUTHORITY

Boston, MA

For as long as there have been transit systems, riders have asked the questions: “Where’s the train?” or “Where’s the bus?”

Traditionally, public transit agencies answer this question by making significant investments in infrastructure to communicate with customers. Most often, this investment comes in the form of a countdown sign on a train or bus platform. In recent years, agencies have also built websites, applications, text message services, and Interactive Voice Response phone systems to relay this information to customers.

While these systems provide a tremendous benefit to transit riders, the multi-million-dollar cost of these projects can be a tough sell as agencies are constantly pushed to cut costs and do more with less. Furthermore, transit agencies aren’t always best positioned to be “retailers” of this information as they are primarily in the transportation business, not the communications, web, or mobile business.

Like many transit agencies, the MBTA has a wealth of data on transit operations in its rail and bus control centers. The MBTA’s Operations Control Centers show the location of subway trains based on track circuit occupancy, bus locations based on GPS through its CAD/AVL system, and commuter rail through a similar GPS tracking system. With this extensive amount of real-time data on the transit system, the MBTA asked what was the simplest, easiest, and most innovative way to put this information into riders’ hands.

In November 2009, instead of trying to build its own smartphone apps, the MBTA decided to give its data to third parties whose expertise is in building these tools. Third parties, such as small software developers and large media companies, already have the resources and skills to build excellent applications. In other types of real-time information such as weather and traffic, customers are already accustomed to obtaining information from third parties.

With this realization, the MBTA decided to open its real-time schedules and alert information to third parties. Within an hour, the first real-time bus app was released. Over the following months, more than 30 apps have been launched at no cost to the MBTA. Third parties continue to make regular updates and improvements to these terrific customer services apps, helping to ensure T riders have access to up-to-date information.

The Open Data Initiative has revolutionized the way the MBTA provides customers with information and spurred tremendous innovation for riders. Instead of having a single, one-size-fits-all solution, customers have many choices and frequent updates and improvements. Because third parties are developing smartphone apps, the MBTA is free to focus its energy on improving on or releasing new data. By working collaboratively with third parties, the MBTA has successfully lowered costs and improved service—a true model for public transit.



Outstanding Public Transportation System

For public transportation systems that have demonstrated achievement in efficiency and effectiveness.

CATEGORY: Providing 4 million or fewer annual passenger trips.

“It’s my honor to congratulate TCAT for receiving this national recognition. TCAT’s effective policies in safety, workforce training, and customer service have earned them this great distinction. The hard-working men and women of TCAT are well deserving of this great honor.”

— **U.S. Sen. Charles E. Schumer (D-NY)**



TOMPKINS CONSOLIDATED AREA TRANSIT, INC.

“I am constantly amazed at the level of professionalism and talent demonstrated at TCAT. This incredible honor bestowed upon us by the American Public Transportation Association validates what we do day in and day out at TCAT, and gives us even more incentive to continuously work at giving the Tompkins County region the best public transit service possible.”

— **Joe Turcotte, General Manager
Tompkins Consolidated Area Transit, Inc.**

TOMPKINS CONSOLIDATED AREA TRANSIT, INC.

Ithaca, NY

Based in the scenic Finger Lakes region in upstate New York, Tompkins Consolidated Area Transit, Inc. (TCAT) is known for being a “small-town bus system with big-city service.”

TCAT was borne of three systems operated by the City of Ithaca, Tompkins County, and Cornell University. All three systems recognized the inherent inefficiencies of operating separately and, in the early 1990s, began an arduous consolidation process. In 2005, TCAT became a private not-for-profit corporation.

Today, the 124-employee organization serves a semi-rural, albeit cosmopolitan community of 100,000, which clearly embraces public transit. From 2008 to 2010, TCAT’s annual ridership jumped 7.8 percent from 3.31 million to 3.58 million. TCAT operates 34 routes, 22 hours a day and 360 days a year. TCAT’s 55-bus fleet includes eight hybrids kept in the best condition possible through an aggressive preventive maintenance program.

The past few years have been particularly ambitious for a small and lean organization with a \$12 million annual budget. The Center City Project started with the 2007 rehabilitation of the Seneca Street bus shelter. That project also included the 2009 opening of TCAT’s flagship Green Street Station, a downtown cafe style hub.

Another major endeavor was the Transportation Development Plan, effective January, 2010. With expert consultation and an intense public process that netted 600 suggestions, the final plan resulted in a more efficient system with

convenient interlined rides and an inaugural reservation-only demand-and-response route.

RideLogic, a next-generation fare collection system, also effective January, 2010, was created by a local company to replace TCAT’s use of outdated paper passes.

TCAT’s paratransit contractor, Gadabout Transportation Services Inc., substantially curbs the high cost of paratransit with 25 volunteer and 10 paid drivers. A vanpooling option is offered through TCAT’s contract with Michigan-based VPSI Inc.

TCAT encourages passenger feedback via its website’s e-submission forms, social media, and front desk calls. Staff responds quickly, typically within the hour, to all comments.

TCAT emphasizes community outreach via monthly meetings with advisory committees made up of both TCAT and Gadabout riders. They serve as extra sets of “eyes and ears” to help improve service. TCAT’s Board of Directors, comprising of individuals recommended by the city, county, and Cornell University, also brings valuable expertise to the table.

Finally, safety, workforce training, and cooperation among management and TCAT’s 82 bus operators and 19-member maintenance crew, represented by the United Auto Workers, are all paramount to TCAT.

And it shows. “TCAT maintains a place on the cutting edge of public transit by focusing on customer needs while delivering safe and efficient mobility,” said U.S. Rep. Maurice D. Hinchey (22nd District).



Outstanding Public Transportation System

For public transportation systems that have demonstrated achievement in efficiency and effectiveness.

CATEGORY: Providing more than 4 million but fewer than 20 million annual passenger trips.

“Sun Metro is a great success story of the federal Recovery Act legislation that helped bring critical assets such as the Glory Road and Bert Williams Transfer Centers and 200 new bus shelters ahead of schedule. The APTA award is a tremendous accomplishment for the community, and I hope more El Pasoans take advantage of Sun Metro’s services.”

– **U.S. Rep. Silvestre Reyes**
Texas (16th District)



SUN METRO

“This recognition is an awesome tribute to the tireless effort of our employees who have continuously worked to improve and make Sun Metro all that it can be. We want to thank our passengers for their unending support, and also thank our Mass Transit Department Board and City Manager who propelled us to become one of the best transit agencies in North America.”

– **Jay Banasiak, Director**
Sun Metro

SUN METRO

El Paso, TX

For more than 20 years, Sun Metro has strived to provide quality transportation for the growing border community of El Paso—linking counties, businesses, families, and friends from two countries and two U.S. states (Texas and New Mexico) with fixed route and paratransit services.

Covering an area of approximately 250 square miles and home to an estimated 649,121 people, the City of El Paso has seen an increase in population of about 15 percent over the last 10 years, and as the city continues to grow, so does the demand for Sun Metro. To help address this, the Mass Transit Department Board challenged the system to make El Paso the least car-dependent city in the Southwest.

To that end, Sun Metro has revitalized and strengthened its operation to make public transit in El Paso a more accessible, attractive, and viable travel option for all, thereby leading to economic development and improving the quality of life of the community.

Sun Metro has seen drastic improvements over the last three years, including a 21 percent increase in ridership at a time when an economic downturn caused national ridership figures to drop. With 167 vehicles serving 58 fixed routes, Sun Metro makes about 15 million bus passenger trips each year, while the paratransit service consists of 65 LIFT vehicles that provide about 200,000 trips for passengers with disabilities.

Also in the last three years, Sun Metro saw the completion of four new transfer centers, a partnership with Google Transit, the installation of nearly 200 new shelters, the arrival of eight

new vehicles, and the beginning steps toward developing a Rapid Transit System (RTS) for El Paso, commonly known as Bus Rapid Transit.

In 2009, Sun Metro implemented a precursor to the RTS—Routes 101 and 103—connecting three hospitals, three college campuses, and various agencies. The success of the routes reinforced Sun Metro's plan to develop an RTS system along four of El Paso's primary corridors—Alameda Avenue, Mesa Street, Montana Avenue, and Dyer Street.

Resources also have been directed into essential operational components such as safety, customer service, and environmental sustainability.

In 2009 and 2010, Sun Metro earned two safety awards for the lowest collision rate per 100,000 miles. In addition to keeping its clients safe, Sun Metro worked to improve the customer experience by building new facilities with amenities such as free Wi-Fi, real-time display monitors, and heated and air-conditioned waiting areas. Furthermore, the newest facilities, which were funded in part by the American Recovery and Reinvestment Act of 2009, were built with energy savings, water efficiency, and CO₂ emissions reduction in mind. Beyond green buildings, Sun Metro's entire fleet is powered by clean natural gas and is equipped with bike racks, each of which can carry up to two bicycles.

Sun Metro has invigorated its system with new opportunities and exciting efforts that are helping to further strengthen the community's local public transit as a first-rate operation—a key component of a lively, economically prosperous, and culture-rich border metropolis.



Outstanding Public Transportation System

For public transportation systems that have demonstrated achievement in efficiency and effectiveness.

CATEGORY: Providing 20 million or more annual passenger trips.

“Santa Monica’s Big Blue Bus is exemplary in its service to its ridership and the community at large. This award is well deserved and will hopefully showcase successful strategies for transit operators around the country to enhance service, reliability, and performance.”

– **U.S. Rep. Henry A. Waxman**
California (30th District)



SANTA MONICA'S BIG BLUE BUS

“All of the Big Blue Bus’ progressive programs were made possible because of the knowledge, professionalism, and dedication of our Big Blue Bus team. Through their commitment to the Big Blue Bus values of innovation, integrity, community service, continuous improvement, and teamwork, I have witnessed the transformation of our operations to a state-of-the-art sustainable public transit system.”

– **Stephanie Negriff, Director of Transit Services**
Santa Monica’s Big Blue Bus

SANTA MONICA'S BIG BLUE BUS

Santa Monica, CA

Despite the challenges facing every U.S. transit system in the current economic environment, the Big Blue Bus successfully increased ridership and implemented new service strategies and innovative, sustainable transit solutions for its community over the past year.

These accomplishments were even more notable because, less than 18 months ago, the system faced a structural deficit that threatened to cause the Big Blue Bus to operate at a loss for the first time in its history. With creative thinking, a philosophy of continuous improvement, and some long hours, the Big Blue Bus staff were able to bridge the operating funds gap while continuing to build an infrastructure for improved service in the future.

The Big Blue Bus completed a state-of-the-art maintenance facility that has greatly enhanced operations and provided additional space to maintain an expanded fleet in the future. This new facility won the 2010 Project of the Year award from the Southern California chapter of the American Public Works Association. The Big Blue Bus also added its first 16 articulated buses to its fleet to provide greater comfort and space for riders, and created improved efficiencies and expansion of its Bus Rapid Transit service.

The Big Blue Bus has always maintained a strong customer service focus, working to improve the rider experience at every level. Recently the Big Blue Bus introduced several customer-focused programs including an online store, a new fare structure featuring several pass types that provide more value, and the integration of the Big Blue Bus routes and schedules into Google Transit.

The groundwork has been laid for even greater customer features designed to make riding easier, such as a new website, an automated voice response system that will provide real-time arrival information, and a complete redesign of the bus stops throughout the system. This bus stop redevelopment program, which has already won accolades from the American Institute of Architects, will create a safe and welcoming waiting environment that will include lighting, real-time information, and new maps to promote public transit and other alternate modes of transportation.

Perhaps the Big Blue Bus' most important accomplishment this year has been the improvements made towards accident prevention and safety. Through a rigorous focus on training and oversight, the Big Blue Bus has significantly reduced the number of preventable accidents.

A revised accident policy was implemented that assigns points for preventable accidents and holds drivers responsible when certain thresholds are reached. The program features mandated refresher training and an appeals process ensuring equity and fairness.

As a result of these trainings, the Big Blue Bus has seen a 40.7 percent reduction in injuries per 100,000 passengers in FY 2010.

The Big Blue Bus is dedicated to delivering on high expectations, and will continue to seek out new opportunities to excel in even more meaningful ways to make taking transit the preferred way to go.



Special Recognition for Extraordinary Recovery

This first-time award honors the Regional Transit Authority for its tremendous comeback after Hurricane Katrina.

“Public transportation is critical to the revitalization of New Orleans. It supports economic growth, helps to support redevelopment of neighborhoods, and improves the quality of life for our residents. We take pride in the strong recovery of our transit system post-Katrina.”

– **Mayor Mitchell J. Landrieu**
New Orleans, LA



REGIONAL TRANSIT AUTHORITY

“We are honored to receive this award. It is a tribute to the hard work and commitment of our employees and RTA Board who recovered and flourished despite extreme adversity. Receiving this award is a testament to the resiliency of the agency and the citizens we serve.”

– **Justin T. Augustine, III, General Manager**
Regional Transit Authority

REGIONAL TRANSIT AUTHORITY

New Orleans, LA

Six years have passed, but images of the devastation left by Hurricane Katrina are firmly etched in people's memories.

The Regional Transit Authority (RTA) lost most of its bus fleet, and its streetcars, facilities, offices, and technology systems were heavily damaged. It faced a myriad of operational, financial, and administrative problems—challenges no other transit system in the country had encountered.

Despite severely depleted resources and the departure of many employees from the city, RTA leaders and employees worked tirelessly to implement partial bus service within 60 days of the hurricane, and partial streetcar service six months later. Even though most employees lost virtually everything they owned, there were countless acts of employee heroism in service to the RTA. Subsequently, RTA fully restored the beloved streetcars and tracks and made many other important improvements. To further accelerate the agency's recovery, in 2008 the RTA Board of Commissioners contracted with a private sector company, Veolia Transportation, to operate the agency, bringing managerial expertise, technology, processes, and help in securing new funds for the system.

The transformation of the RTA and its contribution to the economic renewal of New Orleans are remarkable. The RTA now has completely new fleets for both bus and paratransit. Bus routes were revised to match resettlement patterns. Passenger information was greatly improved and a new state-of-the-art RTA website to improve customer service was created. A major focus on safety training and accountability achieved a dramatic 53 percent decrease in accidents from 2008 to 2010.

This focus on efficiency and performance in vehicle maintenance improved miles between failures by over 300 percent. Customer satisfaction went up dramatically, while complaints went down by 66 percent. Sustainability is now a top priority with hybrid buses, biodiesel, stringent environmental compliance, and reductions in fuel usage.

A \$45 million TIGER Grant was secured, along with a successful \$75 million bond issue for streetcar expansion. The Loyola Avenue & French Quarter expansions are underway and Loyola has already attracted \$1.1 billion in transit-oriented development.

Notably, quality has greatly increased, while costs have not. The RTA is very proud that, due to its sound financial management and system-wide focus on efficiency, operating costs have been held flat for three years despite a 44 percent increase in passenger miles and 22 percent increases in ridership in 2009 and 2010.

As Barbara Major, chairwoman of the RTA board, noted: "New Orleans is back and RTA's improvements have contributed significantly to the city's renewal. We will continue to improve service, mobility, and access to jobs."

U.S. Rep. Cedric Richmond, from the 2nd District of Louisiana, said: "RTA's achievements in providing quality public transportation to folks here in New Orleans are finally being recognized! As I fight in Congress for the resources we need to fully recover and revitalize our city, I am proud to cite RTA as an example of our progress. Our success proves that, even in the most unfortunate circumstances, we can rise above adversity to achieve."



Local Distinguished Service

For significant contributions at the local level to public transportation through policy, legislative initiative, and leadership.

“Cam was the quintessential transit professional and passionate about serving the people and city he loved so well. He is missed.”

– **Tom Nolan**
Chairman, SFMTA Board
of Directors



CAMERON (CAM) BEACH

“Cam’s family would like to express its deepest gratitude to APTA’s members. Cam’s love for public transportation could be seen through his contributions to APTA and we are deeply honored to accept this award on his behalf.”

– **Family of Cameron Beach**

CAMERON (CAM) BEACH

44 years of service to the transportation industry

(1949–2011)

Few individuals have graced the public transit industry like Cameron Beach, who is being recognized posthumously with the 2011 American Public Transportation Association Distinguished Service Award.

Cam, as he was known to all, was a highly respected transit professional on local, state, national, and international levels who possessed an exceptional mix of operations, governance, consulting, and non-profit expertise and experience over a career that spanned decades.

Cam was a consummate transit professional who, during his four decades in transportation, worked for local, suburban, and intercity bus services; a Class One railroad; a private bus charter and leasing firm; and an airline.

In 2006, after 44 years of service to the industry, he retired as the chief operating officer of the Sacramento Regional Transit District. Considered the father of Sacramento's highly successful light rail system, he oversaw the design and construction of the original 18.5-mile train line, which began operating in 1987, and later took on responsibility for all transit operations.

For the past four years, Cam served with distinction as a member of the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors. In this policy-making role, he contributed a lifetime of passion and professional experience and served as a coach and mentor for staff. A daily Muni rider, he always listened to, advised, and supported the SFMTA's front-line employees.

Cam was particularly dedicated to the preservation of San Francisco's famed historic streetcars. Among his many other achievements, he championed construction of the Geneva Historic Car Barn, a protective canopy for Muni's streetcar fleet. In recognition of his dedication to "all things public transit," the SFMTA board recently renamed the Geneva Yard as the Cameron Beach Yard.

As a measure of his dedication to preservation, last winter Cam drove from San Francisco through a snowstorm in the Midwest to deliver parts for a celebrated railcar restoration performed by the Illinois Railroad Museum. Of course, the parts could have been shipped, but for Cam they were too valuable to risk being lost in transit. So he loaded the parts in his car and drove halfway across the country.

Cam's committee and board memberships included serving as chair of California Operation Lifesaver, chair of the APTA Light Rail Committee, and vice chair of the Committee on Public Safety. He was also a member of APTA's Alternate Fuels Committee, Heritage Streetcar Subcommittee, and Light Rail Transit Technical Forum.

As a devoted transit preservationist, Cam served for many years on the board and multiple terms as board chair of the Bay Area Electric Railroad Association. He was also passionate about his longtime involvement with the Pacific Bus Museum and served on the board of Market Street Railway, Muni's non-profit preservation partner.

Clearly, Cam Beach's dedication to our industry distinguishes him as a most deserving recipient of this honor.



Outstanding Public Transportation Board Member

An individual serving on the governing board of a public transportation system who has made outstanding contributions to the public transportation industry.

“As chairman of the Regional Transportation Authority, Crystal Lyons has helped deliver transportation services that are critical to tourism and the local economy while simultaneously serving as an advocate for those who need transportation options the most, including students, the economically disadvantaged, the elderly, and the disabled.”

— **Connie Scott**
Texas State Representative and
Former CCRTA Board Member



CRYSTAL FORTUNE LYONS

“I am honored to be recognized for work I am passionate about. Through participation in APTA, I have had the opportunity to meet some incredible people, all working together to deliver quality public transportation. Many thanks to CCRTA staff and my fellow board members for their commitment to enhancing economic development, mobility, and independence for our region.”

CRYSTAL FORTUNE LYONS

Corpus Christi Regional Transportation Authority
Corpus Christi, TX

Crystal Fortune Lyons joined the Corpus Christi Regional Transportation Board in 2004, when the City of Corpus Christi appointed her to serve as the city's appointee "designated to represent the interests of the transportation disadvantaged." She immediately took a leadership role within the board by being appointed chair of the Operations Committee in 2005. Then in 2007 she was elected board chair and has won subsequent re-elections.

Since Crystal's appointment to the board, she has committed an extraordinary amount of volunteer time to two major areas. She has created positive change for the environmental and transportation needs of public transit riders, and also met the educational needs of local and regional community leaders and national transit professionals related to implementing and understanding the Americans with Disabilities Act (ADA) requirements. After joining the board, she brought a broader awareness to staff of the needs of the transportation disadvantaged.

With an innovative and critical eye, Crystal facilitated regional support for a re-launch of waterborne transportation service to the Coastal Bend community. A year's worth of preparation was involved to ensure that a proactive plan of action was in place before launching the accessible waterborne transportation service. The Harbor Ferry, as it is locally known, gained support through her leadership and has been extremely successful in its first months of service, providing more than 10,000 passenger trips.

Under Crystal's leadership, another successful venture for the RTA has been the Bike and Ride program initiated in September 2007. Crystal promoted installation of bike racks

system-wide and this resulted in increased ridership from choice riders.

Looking to the future of the RTA, Crystal's foresight steered the Corpus Christi RTA Board of Directors to an exciting future that includes an alternative fueled fleet, implementation of a long-range system plan, development of a modernized and multi-use Customer Service Center, and the full utilization of GenFare technology on board RTA fixed route vehicles. Crystal has embedded sustainability into the RTA culture, from recycle bins to alternative fuel and livable communities.

Crystal continues her dedication in the community and transit industry by serving as vice chairman of the Corpus Christi Metropolitan Planning Organization (MPO) and, on a regional level, through the South West Transit Association (SWTA). In 2011, she received the 2011 SWTA Executive Director's award for outstanding service to the organization and to the executive director. She also serves on the APTA Board of Directors and is vice chair of the APTA Transit Board Members Committee.

"Crystal Lyons has been a believer that mobility provides an individual with independence and independence provides for individual dignity. She has been a believer in overall community mobility and supports the development of a comprehensive transportation network. She is truly an outstanding advocate and supporter of the transportation industry," said Tom Niskala, transportation planning director for the Corpus Christi MPO.



Outstanding Public Transportation Business Member

An APTA public transportation business member who has made outstanding contributions to the public transportation industry.

“Sharon Greene brings people together. She has made invaluable contributions to numerous and critical APTA projects and plans, recently including the success of the new governance initiative and as a key member of the APTA Presidential Search Task Force. Sharon is a gifted financial consultant who possesses extraordinary intelligence, insight and business acumen. Quite simply, she’s a rock star.”

— **Michael J. Scanlon**
2010-2011 APTA Chair



SHARON GREENE

“*T*here is no greater honor than to be selected by our industry leaders to receive this award. It has been a lifelong honor to work with people I respect on projects that will improve mobility and quality of life, enhance our communities, and leave a legacy for future generations. An award for this? It’s sweet icing on the cake.”

SHARON GREENE

President, Sharon Greene + Associates
Laguna Beach, CA

Sharon Greene has been instrumental in the planning and implementation of major public transit, highway, and goods movement projects across the country since establishing Sharon Greene + Associates in 1980. As an expert in financial analysis and evaluation of major transportation system capital investments, she has developed and implemented financial models and funding and financing programs that have been key to assisting transit agencies in obtaining new sources of transit funding. Her firm has been at the forefront of the emerging focus on innovative project delivery, defining new approaches to sharing risk, and creating partnerships between public agencies and the private sector to meet the needs of our communities and the public.

While responding to the demands required of her firm, Sharon has also devoted her energies to contribute to the transportation industry by active participation in public transportation-related organizations and activities. Shortly after forming her firm, Sharon joined APTA and became active in its affairs including participation in the Business Member Board of Governors (BMBG), where she rose to become its chair. Her vision and leadership skills benefited both APTA and BMBG as she passed through the BMBG leadership chairs, both chairing and working with other chairs to initiate and expand new programs in BMBG's Government Affairs, Outreach, Business Development, Small Business, Programs, and Procurement committees.

Sharon's knowledge, expertise, and skills have been recognized by APTA's leadership and led her to be selected for key special assignments, including membership on the APTA Presidential Search Task Force, charged with selecting APTA's new president. Sharon served as co-chair of

the APTA Governance and Committee Structure Task Force, which led to the reshaping of APTA's Executive Committee and Board of Directors, providing new opportunities for members within APTA's leadership. She also served on the *Transit Vision 2050* Task Force, Buy America Task Force, Public-Private Partnership Task Force, Authorization Task Force, and the (PT)² Task Force.

Sharon currently serves on the APTA Executive Committee. Reflecting the wide range of transit issues she is interested in, Sharon has been an active member of six other APTA committees and five BMBG committees. In addition to the BMBG, she also chaired APTA's Metropolitan Financial Planning Subcommittee and BMBG Government Affairs Subcommittee.

Outside of APTA, Sharon has been active on the Transportation Research Board (TRB) and Women's Transportation Seminar (WTS). Recognizing the breadth of her knowledge of the industry and her appreciation for the importance of research on transit issues, Sharon was selected to chair the Transit Cooperative Research Program and the board of the Transit Development Corporation. She also serves on TRB committees including the Revenue and Finance Committee and the Intercity and High Speed Rail Committee. Active in WTS locally and nationally, Sharon was selected by WTS National to be on its 2011 Executive Women's Roundtable and as one of the top 25 women in transportation in southern California.

Sharon Greene's dedication to public transportation and to the American Public Transportation Association make her eminently qualified for APTA's Outstanding Public Transportation Business Member Award.



Outstanding Public Transportation Manager

An APTA public transportation manager who has made outstanding contributions to the public transportation industry.

“I commend Stephanie for 25 years of dedicated service to the Santa Monica community. Stephanie has led on many important community initiatives: from creating a 100 percent alternatively fueled fleet to leading our city employees’ annual food drive to working with local and state associations to secure funding for better transit services. Her commitment to service is reflected throughout the Big Blue Bus family and led to a national honor from the American Public Transportation Association.”

— **Mayor Richard Bloom**
Santa Monica, CA



STEPHANIE NEGRIFF

“**R**eceiving this recognition from colleagues across the country is an honor I look forward to sharing with my staff, since they make my vision a reality every day. I take great pride in APTA’s endorsement that I have led them in developing some of the most sustainable, safe, and popular transit services in the nation today.”

STEPHANIE NEGRIFF

Santa Monica's Big Blue Bus
Santa Monica, CA

Public transit would not be what it is today in the beachside city of Santa Monica without the considerable influence of Stephanie Negriff. For the past quarter of a century, Stephanie has had an extraordinary impact on public transit at both the regional and national levels.

As the director of transit services for Santa Monica's Big Blue Bus, Stephanie oversaw transit service delivery to more than 22 million customers a year and a system that spans 52 square miles across the most densely populated area of Los Angeles County. In the past decade under her leadership, the Big Blue Bus has become a leader in environmental sustainability, systems innovation, and alternative fuel technology.

During her tenure, the Big Blue Bus flourished. She has directed a period of rapid growth that has seen significant expansions of both the fleet and transit facilities. She also oversaw the development of transit services that reach new and diverse markets, greater community involvement through public outreach programs, and the further adoption of green technologies and operations policies. This has been accomplished to such a degree that the Big Blue Bus has become a model of excellence.

Stephanie's management style has been described as decisive, empowering, and respectful. The Big Blue Bus employees say they value her longstanding open door policy, her ability to stay on top of every project, and her

confidence in them, which gives them the freedom and authority to do their jobs. Employees say they are proud to wear the Big Blue Bus uniform because of what it stands for, and for the camaraderie they feel every day coming to work.

Known as a forward-thinking, customer-focused, and motivating leader, Stephanie is also appreciated in the community for the work she does on non-transit-related projects such as the city of Santa Monica's human rights commission. She has been known to ask at the Big Blue Bus staff meetings: "What else can we be doing to help the community?" Her sustaining support of local schools, nonprofits, and environmental organizations is deeply felt in all corners of Santa Monica and surrounding communities.

Stephanie's commitment to improving public transit extends beyond the local community she is serving to the national industry as well. She has been an experienced member of many APTA committees over the years, including the Bus and Paratransit Chief Executive Officers' Committee, the Legislative Committee, and the Mid-Sized Operators Committee, and has participated on special projects including APTA's Mentor Program and co-chaired the Authorization Task Force.

What has she learned from her decades of service with transit leaders all over the country? "There is no one way to run a transit system. Every transit system has the opportunity and potential to be great. You just have to have the right people and the right resources and the right connection with your community," she said.

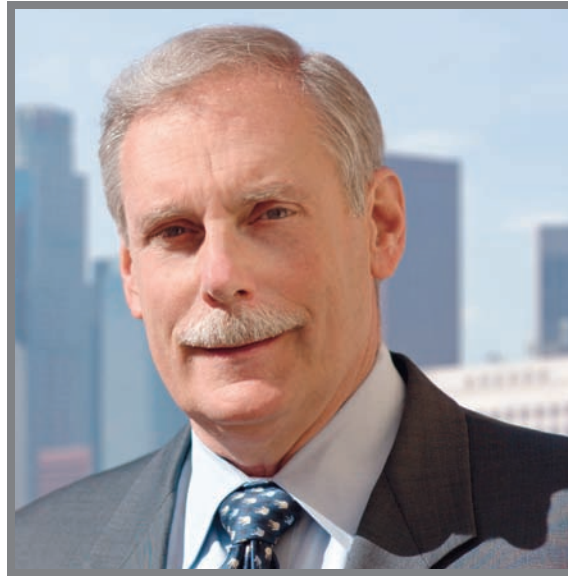


Hall of Fame

This special honor is reserved for individuals who have long and distinguished careers in the industry; who have made extraordinary contributions to public transportation; and who have actively participated in APTA activities.

“Roger’s tenure at Metro was outstanding. Under his leadership, public confidence in Metro soared to the point that 68 percent of the voters approved a half-cent sales tax for transit and highways in the midst of the 2008 economic collapse. He most certainly deserves to be inducted into the APTA Hall of Fame.”

— **Zev Yaroslavsky**
Los Angeles County Supervisor



ROGER SNOBLE

“*B*eing named to the American Public Transportation Association’s Hall of Fame is one the most cherished honors of my life. This award is only possible for me because of all of the thousands of dedicated transportation professionals, transit policy board members, and elected officials that worked with me to provide our customers with the safest and best transportation systems possible.”

ROGER SNOBLE

Career sets the standard for the development and management of large transit systems

Transportation leader Roger Snoble's career in creating better public transportation systems spans four-and-a-half decades.

From his beginning days as a planner for the Akron Metro Transit District in 1965 to an unprecedented eight-year term as chief executive officer of one of the largest transportation agencies in the nation, Roger Snoble is distinguished as a leading expert and practitioner in the transportation sector.

Roger became the CEO of the Los Angeles County Metropolitan Transportation Authority (Metro) Oct. 1, 2001. Under his leadership, the agency garnered top national awards for excellence.

During his eight years as CEO at Metro, he was responsible not only for bus and rail operations that transported more than 1.5 million boarding passengers on an average weekday, but also for the construction of new transportation projects and county-wide programming of local, state, and federal transportation funds.

As the architect of Measure R, a new half-cent sales tax that is providing an estimated \$40 billion to fund a comprehensive package of new rail, bus, street, and highway improvements in Los Angeles County over the next 30 years, he played a key role in securing passage of the voter-approved referendum in 2008.

As CEO, Roger opened the 13-mile Metro Gold Line to Pasadena in 2003 and guided the six-mile eastside extension of the Metro Gold Line light rail project from its inception. He also oversaw development of the highly successful Metro

Orange Line busway and the expansion of the Metro Rapid BRT system. In 2006, APTA named Metro "America's Best" in the Outstanding Public Transportation System Achievement Award category.

Under Roger's leadership, the agency expanded its green power initiative to include solar-powered bus divisions and the nation's largest clean-air bus fleet. Attracting \$6 billion in investments to rail station sites, he established a model program in transit-oriented development that expands alongside growth in transit.

Before coming to Los Angeles in 2001, Roger served for seven years as president/executive director of Dallas Area Rapid Transit (DART), receiving APTA's Transit Manager of the Year honor in 1997. His customer-first approach led to the doubling of DART ridership—to nearly 100 million annual passenger trips—in just five years, making DART a national success story.

He also worked for 20 years with the San Diego Transit Corporation, rising through the ranks to become its president and general manager.

Carving a path of mobility across the nation, Roger has applied steadfast principles to achieve crucial goals—intelligently, strategically, and successfully.

Today, Roger remains a perpetual force in the transportation industry, leaving us determined to follow his lead in establishing and reaching each new goal—from innovative funding strategies to transportation projects designed to keep pace with regional growth.

APTA 2011 Awards Committee

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Chair

President and CEO-Elect
American Public Transportation Association
Washington, DC

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President
Karen Antion Consulting LLC
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Richard Cain

Administrator
Central Oklahoma
Transportation & Parking Authority
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General Manager/Secretary-Treasurer
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The Catoe Group
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Milton, MA

Carolyn Flowers

Chief Executive Officer
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Elk Grove Village, IL

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Vice President, Transit and
Transportation Planning
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Zenith Solutions
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Chief Operating Officer
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Muncie Public Transportation Corporation
Muncie, IN

Hugh A. Mose

General Manager
Centre Area Transportation Authority
State College, PA

Rosa Navejar

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Fort Worth Transportation Authority
Fort Worth, TX

Howard Silver

Chair
Golden Empire Transit District
Bakersfield, CA

Richard J. Simonetta

Vice President, National Director of
High Speed Rail & Special Projects
URS Corporation
Columbus, OH

Michael Townes

Senior Vice President/
National Transit Services Leader
Wilbur Smith Associates
Shelburne, VT

APTA Award Winners 1983–2010

MEMBERS OF THE APTA HALL OF FAME

Joe Alexander
John Baine
Leonard W. Bardsley
Wilbur P. Barnes
George E. Benson
Keith Bernard
Lloyd G. Berney
Peter Bigwood
Alan L. Bingham
Robert M. (Bob) Brown
Robert C. Buchanan
Fred B. Burke
S.A. (Syl) Caria
James A. Caywood
Hector Chaput
Henry C. Church
Edgar A. Claffey
George J. Clark
Carmack Cochran
Robert M. Coultas
Leo J. Cusick
Lawrence D. Dahms
John A. Dash
Jan den Oudsten
Robert G. Decker
Shirley A. DeLibero
Henry R. DeTournay
James W. Donaghy
Georges G. Donato
Walter S. Douglas
Wilfred E.P. Duncan
John A. Dyer

Albert Engelken
William F. Farrell
E. Roy Fitzgerald
H. Welton Flynn
Bernard J. Ford
Warren H. Frank
Louis J. Gambaccini
Joseph V. Garvey
Stanley H. Gates, Jr.
David Q. Gaul
Miriam Gholikely
Dominic J. Giacoma
Peter J. Giacoma
George Gibbs
John Joseph Gilhooley
Jack R. Gilstrap
Jackson Graham
Kenneth M. Gregor
David L. Gunn
David G. Hammond
Gerald T. Haugh
Jesse L. Haugh
Louis L. (Larry) Heil
George W. Heinle
F. Norman Hill
Harold R. Hirsch
John F. Hoban
William B. Hurd
John F. (Jack) Hutchison
Donald C. Hyde
Houston P. Ishmael
P.S. (Red) Jenison

Frederick J. Johnson
Robert B. Johnston
Charles Edward Keiser
Joseph C. Kelly
Alan F. Kiepper
Robert S. Korach
George Krambles
Lucien L'Allier
James L. Lammie
Frank J. Lichtanski
Anthony R. (Tony) Lucchesi
William R. (Bill) Lucius
William A. Luke
James A. Machesney
Reba Malone
Henry M. Mayer
Robert G. MacLennan
Walter J. McCarter
Alton McDonald
Peter J. Meinardi
James R. Mills
Albert Paul Moniz
Robert Wayne Nelson
Thomas G. Neusom
W.H. Paterson
Milton Pikarsky
Robert Pollock
Thomas O. Prior
Walter S. Rainsville, Jr.
James Reading
Dan Reichard, Jr.
David Ringo

William J. Ronan
Leonard Ronis
Daniel T. Scannell
Herbert J. Scheuer
Victor Sharman
Bernard Shatzkin
Carlton Sickles
John Duncan Simpson
Robert Sloan
Virendra K. (Vic) Sood
Frank Julian Sprague
Alan Sterland
Edward R. Stokel
B.R. Stokes
Harley L. Swift
Erland A. Tillman
Carmen E. Turner
Kenneth S. Voigt
H. Donald White
Harvel W. Williams

LIFETIME ACHIEVEMENT

1997	Rosa Parks
2000	Mortimer Downey
2006	Norman Y. Mineta

OUTSTANDING PUBLIC TRANSPORTATION MANAGER

(FORMERLY THE JESSE L. HAUGH AWARD)

1983	Warren H. Frank
1984	Louis B. Olsen
1985	Alan F. Kiepper
1986	Harold C. Jenkins
1987	William W. Millar
1988	David L. Gunn
1989	Carmen E. Turner
1990	James E. Cowen
1991	William L. Volk
1992	Chester E. Colby
1993	Kenneth M. Gregor
1994	Allan Leach
1995	Gerald T. Haugh
1996	Shirley A. DeLibero
1997	Richard J. Simonetta
1998	Roger P. Snoble
1999	Paul A. Toliver
2000	Richard F. Davis
2001	John P. Bartosiewicz
2002	Lawrence G. Reuter
2003	Sandra L. Draggoo
2004	Thomas P. Kujawa
2005	Ronald J. Tober
2006	Clarence (Cal) W. Marsella
2007	J. Barry Barker
2008	Joe Calabrese
2009	John B. Catoe, Jr.
2010	Hugh A. Mose

SPECIAL AWARD FOR EXTRAORDINARY LEADERSHIP

2006	Dwight D. Brashear
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OUTSTANDING PUBLIC TRANSPORTATION BUSINESS MEMBER

1989	James A. Machesney
1990	Claude G. Robinson
1991	Mark J. Obert
1992	Richard J. Bouchard, Jr.
1993	David L. Turney
1994	Robert Graham
1995	Dan M. Reichard, Jr.
1996	B.J. (Bill) Chaddock
1997	Bernard J. Ford, Sr.
1998	Brian Macleod
1999	Alan C. Wulkan
2000	Del D. Komejan
2001	Stephanie L. Pinson
2002	Frank Di Giacomo
2003	Gary E. Griggs William H. McCloud
2004	Robert Brownstein
2005	William (Bill) Lochte
2007	Kim R. Green
2008	Jerome (Jerry) C. Premo
2009	Delon Hampton
2010	James G. Srygley

OUTSTANDING BUSINESS EXECUTIVE OF THE YEAR

2004	G. Richard Wagoner, Jr.
2006	Carl Guardino
2007	William E. Valentine
2009	Tim Solso

OUTSTANDING PUBLIC TRANSPORTATION BOARD MEMBER

2001	George H. Ivey, Jr. Jesse Oliver
2002	H. Welton Flynn
2003	James S. Barbour
2004	Mary K. Blue Leon L. Williams
2005	Huelon Harrison
2006	George F. Dixon, III
2007	F. Charles Emery
2008	Al French
2009	Gregory J. Nickels David M. Stackrow
2010	Flora M. Castillo

OUTSTANDING PUBLIC TRANSPORTATION SYSTEMS

1983	Winston-Salem Transit Authority Central New York Regional Transportation Authority Municipality of Metropolitan Seattle New Jersey Transit Corporation
1984	Regional Transportation Commission/CITIFARE Pierce Transit Metropolitan Transit Authority of Harris County
1985	Blacksburg Transit Ann Arbor Transportation Authority Southwest Ohio Regional Transit Authority/ Queen City Metro Toronto Transit Commission
1986	Champaign-Urbana Mass Transit District Capital Metropolitan Transportation Authority Utah Transit Authority Ottawa-Carleton Regional Transit Commission

1987	Alexandria Transit Company Santa Monica Municipal Bus Lines Milwaukee County Transit System Washington Metropolitan Area Transit Authority
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1988	Beaver County Transit Authority Sun Tran San Mateo County Transit District Tri-County Metropolitan Transportation District of Oregon
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1989	Chatham Area Transit Authority Fresno Area Express/FAX Long Beach Public Transit Corporation
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1990	St. Cloud Metropolitan Transit Commission Duluth Transit Authority VIA Metropolitan Transit Greater Cleveland Regional Transit Authority
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1991	Athens Transit System Capital Area Transportation Authority San Diego Trolley, Inc. Westchester County Department of Transportation/ The Bee-line System Municipality of Metropolitan Seattle
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1992	City Transit Company, Inc. Santa Monica Municipal Bus Lines Sacramento Regional Transit District Metro-North Commuter Railroad Regional Transportation District
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1993	East Volusia Transportation Authority Peninsula Transportation District Commission Foothill Transit New Jersey Transit Corporation
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1994 Laredo Municipal Transit System
Champaign-Urbana Mass Transit District
Oahu Transit Services
Bi-State Development Agency

1995 Durham Area Transit Authority
OMNITRANS
Foothill Transit
British Columbia Transit

1996 Boise Urban Stages
LYNX-Central Florida Regional Transportation Authority
Utah Transit Authority
Dallas Area Rapid Transit
New Jersey Transit Corporation
Southeastern Pennsylvania Transportation Authority

1997 Sarasota County Area Transit
Santa Monica Municipal Bus Lines
Citizens Area Transit
New Jersey Transit Corporation
Metra
Bi-State Development Agency
Washington Metropolitan Area Transit Authority
City of Charleston

1998 CityLink–Abilene Transit System
Metropolitan Transit Development Board Contract Services
LYNX–Central Florida Regional Transportation Authority
MTA Metro–North Railroad
Port Authority Trans–Hudson Corporation
Broward County Division of Mass Transit

1999 Montebello Bus Lines
OMNITRANS
Milwaukee County Transit System
MTA Metro–North Railroad
Bi-State Development Agency

2000 LAKETRAN
Access Services
Santa Monica’s Big Blue Bus
Oahu Transit Services, Inc.

2001 Redding Area Bus Authority
CityBus of Greater Lafayette
Centre Area Transportation Authority
MTA New York City Transit

2002 River Valley Metro
Santa Clarita Transit
Utah Transit Authority
Port Authority Trans–Hudson Corporation

2003 ART–Arlington Transit
Space Coast Area Transit
Delaware Transit Corporation
Regional Transportation District

2004 SouthWest Metro Transit
Knoxville Area Transit
Interurban Transit Partnership
San Francisco Bay Area Rapid Transit District

2005 Laketrans
Muncie Indiana Transit System
Sun Tran
Orange County Transportation Authority

2006 Beaver County Transit Authority
Stark Area Regional Transit Authority
Central New York Regional Transportation Authority
Los Angeles County Metropolitan Transportation Authority

2007	City of Elk Grove, Transit Services St. Cloud Metropolitan Transit Commission Capital Area Transportation Authority Greater Cleveland Regional Transit Authority
2008	Muncie Indiana Transit System GRTC Transit System Regional Transportation District
2009	Greater Lynchburg Transit Authority Intercity Transit San Diego Metropolitan Transit System
2010	Bloomington Public Transportation Corporation Hillsborough Area Regional Transit Authority Société de transport de Montréal

PUBLIC TRANSPORTATION SYSTEM INNOVATION

1983	Metropolitan Atlanta Rapid Transit Authority
1984	Toronto Transit Commission
1985	Municipality of Metropolitan Seattle
1986	Washington Metropolitan Area Transit Authority
1987	Bi-State Development Agency
1988	Chittenden County Transportation Authority
1989	Los Angeles County Transportation Commission
1990	Southern California Rapid Transit District
1991	VIA Metropolitan Transit
1992	New York City Transit Authority
1993	Los Angeles County Metropolitan Transportation Authority
1994	Bi-State Development Agency
1995	Metropolitan Transit Authority of Harris County
1996	MTA New York City Transit
1997	New Jersey Transit Corporation
1998	Ann Arbor Transportation Authority
2000	New Jersey Transit Corporation
2001	Bi-State Development Agency
2002	Chicago Transit Authority Illinois Department of Transportation
2003	Metropolitan Transportation Commission

2004	Tri-County Metropolitan Transportation District of Oregon Washington Metropolitan Area Transit Authority
2005	Massachusetts Bay Transportation Authority
2006	York Region Rapid Transit Corporation
2007	Greater Bridgeport Transit Authority Utah Transit Authority
2008	Southwest Ohio Regional Transit Authority
2009	Utah Transit Authority

DISTINGUISHED SERVICE

1983	Dan Rostenkowski
1984	Alfonse M. D'Amato
1985	Ernest N. (Dutch) Morial
1986	Mark Andrews
1987	Glenn M. Anderson (NATIONAL) Thomas H. Kean (STATE)
1988	Bud Shuster (NATIONAL) Gerald Lee Baliles (STATE)
1989	William Lehman (NATIONAL) Isadore E. Lourie (STATE) James R. Mills (LOCAL)
1990	Robert R. Kiley (NATIONAL) Anthony W. Hall (STATE) George M. Smerk (LOCAL)
1991	Robert Roe (NATIONAL) Gerald H. Johnston (STATE/PROVINCE) Joseph Alexander (LOCAL)
1992	Brian W. Clymer (NATIONAL) William Donald Schaefer (STATE) Robert E. Ellis (LOCAL)
1993	Norman Y. Mineta (NATIONAL)
1994	Frank R. Lautenberg (NATIONAL) James J. Kerasiotes (STATE) Jacob V. Stuart (LOCAL)
1995	Mark Hatfield (NATIONAL) Henry L. Peyrebrune (STATE/PROVINCE) John Dockendorf (STATE) Rod Diridon (LOCAL)

1996	Frank Wolf (NATIONAL) Earl Blumenauer (LOCAL) Frankee Hellinger (LOCAL)	2002	Robert F. Bennett (NATIONAL) Robert A. Borski (NATIONAL) Jeff Morales (STATE)
1997	Bud Shuster (NATIONAL) Tom Green (LOCAL) Dr. Carlos I. Pesquera (TERRITORY)	2003	Richard C. Shelby (NATIONAL) Don Young (NATIONAL) Robert J. Grow (LOCAL)
1998	Alfonse M. D'Amato (NATIONAL) Daniel T. Scannell (STATE) Richard S. Kelly (LOCAL)	2004	Earl Blumenauer (NATIONAL) Doug Stoner (LOCAL) Bob Huff (LOCAL)
1999	Paul S. Sarbanes (NATIONAL) Roy E. Barnes (STATE) Glenda E. Hood (LOCAL)	2005	Gerald E. (Gerry) Connolly (LOCAL)
2000	James L. Oberstar (NATIONAL) Anne P. Canby (STATE)	2006	Lane Beattie (LOCAL)
2001	Thomas Petri (NATIONAL) Parris N. Glendening (STATE) Lee P. Brown (LOCAL)	2007	Julie Hamos (LOCAL)
		2008	Mufi F. Hannemann (LOCAL)
		2010	

APTA'S CORE VALUES

Leadership

Integrity

Excellence

Diversity

Inclusiveness

Fairness and Equity

Teamwork

Professionalism

Accountability

APTA'S VISION

Be the leading force in advancing public transportation.

APTA'S MISSION

To strengthen and improve public transportation, APTA serves and leads its diverse membership through advocacy, innovation, and information sharing.



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

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