

## MSTPA Conference Schedule

### Monday, March 12

7:30 am – Golf at Vanderbilt Legends Club – Sponsored by



9:00 am – 5:00 pm – Registration

9:00 am – 4:00 pm – Exhibitor Set-up

1:00 pm – 4:30 pm Operation Tours

- Tour of Music City Center
- Tour of Nashville International Airport or
- Tour of Vanderbilt University or
- Bicycle Tour of Nashville (Bikes Provided) (Limited Space)

5:30 pm -7:00 pm

Welcome Reception with the Exhibitors – Sponsored by



7:00 pm - 8:00 pm

Welcome Dinner - Sponsored by



8:00 pm - 9:00 pm

Key Note Address - Sponsored by



CREATIVE Parking Concepts

### Strategic Program Development, Integrated Access Management & the Evolution of the Parking Professional

#### Overview

This is a call to us as parking professionals to expand our vision of what we do and the need for us to think more strategically. There are many advantages of broadening our perspective and to expanding our roles into the realm of “access management” through the creative integration of parking and transportation elements. By expanding our vision and scope, we are introduced to other exciting disciplines that will make our jobs more interesting, more varied, more relevant and more valuable. Some of these related disciplines include economic development, urban or campus planning and marketing and brand development to name just a few.

**Presenter**

**L. Dennis Burns, CAPP, Practice Builder & Regional Vice President, Kimley-Horn and Associates**



Mr. Burns is a Senior Practice Builder and Regional Vice President for Kimley-Horn and Associates, Inc. and has over 29 years of parking operations, management and consulting experience.

In the past several years, Mr. Burns has lead national and international research and analysis efforts in the areas of parking system strategic planning, “smart parking” system development, innovative parking district development models, parking and transportation program integration and urban space management concepts. In 2010, Mr. Burns was honored as the International Parking Institute’s “Parking Professional of the Year”. In the same year, Mr. Burns was also invited

by the White House to be a speaker at the first “Green Gov Symposium” held on the campus of the George Washington University in Washington, DC. The topic of his presentation was “Beyond the Commute”.

**9:00 pm - 10:00 pm**

**Cocktails at the Pinnacle – Sponsored by**



**Tuesday, March 13**

**8:00 am – 9:20 am**

**Breakfast with the Exhibitors – Sponsored by**



**9:30 am - 10:20 am**

**Economic Development: The New Chattanooga: A 40-Year Perspective**

**Overview**

In October 1969 on an evening news broadcast, Walter Cronkite announced to his national audience that Chattanooga, Tennessee had been named the “Dirtiest City in America”. Over 40 years later, the city’s bustling downtown and sparkling waterfront receive kudos for their clean environment and quality of life. How did citizens and public and private leaders plan, fund and implement an impressive string of improvements to effectively change the course of this mid-sized southern city? How did Chattanooga become one of the most livable and vibrant cities in the country? What lessons might be transferable to other communities? This session will take you on a short journey through the planning and subsequent developments that spawned this unique urban renaissance.

**Presenter**

**Jim Bowen, Director of Special Projects, Chattanooga Area Regional Transportation Authority**



Jim Bowen is currently the Director of Special Projects for the Chattanooga Area Regional Transportation Authority working particularly on downtown issues (including planned improvements for on-street parking) and the free downtown electric shuttle program. A knowledgeable community development professional, Jim has been at the forefront in numerous projects in Chattanooga, Tennessee for 40 years since joining City government in 1971. Over the past 40 years Jim has been involved in projects such as the restoration of the Tivoli Theatre, development of the Tennessee Aquarium, Ross’s Landing Plaza, Visitor’s Center, RiverSet Apartments, Walnut Street (pedestrian) Bridge, Fishing Park, Coolidge Park and 13 miles of new riverwalk. Jim served as Vice President of RiverCity from 1988 to 2008. Mr.

Bowen received his B.S. from Middle Tennessee State University and attended law school at the University of Tennessee.

**9:30 am -10:20 am**

**Customer Service with a Leadership Approach**

**Overview**

The topic will cover the basic skills of customer service, but will add a component of how effective leadership can enhance the delivery and results of a customer service oriented enterprise. The presentation will cover a “how to” evaluation process and a recommended action plan to achieve the highest levels of customer service from the “top down” of the enterprise.

**Presenter**

**Roamy Valera, Vice President – SP Plus Municipal Services**



Mr. Valera has a background in the parking industry that extends over 22 years, including 11 years as a public administrator. As Vice President of SP Plus Municipal Services, Mr. Valera is charged with all of Standard Parking’s Municipal efforts and client relations on a national level. Prior to joining Standard Parking, Mr. Valera served as a Vice President of Timothy Haahs and Associates, where he supervised the firm’s Florida operations, including project and financial management and business development. Mr. Valera also served as the Miami Parking Authority’s Deputy Executive Director. He supervised all on street and off-street operations and planning and development directives. He served as Vice-President and Regional Manager for Standard Parking

Corporation, in the State of Florida, overseeing over 80 locations and 300 employees. Mr. Valera also spent a period of two years working as the Associate Director of Professional Development for the International Parking Institute. Mr. Valera is a Certified Administrator of Public Parking, sponsored by the University of Virginia in Charlottesville and the International Parking Institute. Mr. Valera is a graduate of Barry University, Bachelor of Public Administration.

**9:30 am - 11:30 am & 1:45 pm - 3:45 pm**

**Get Emotional! Giving Your Customers Service They Can Feel**

**Overview**

When it comes to customer service, the focus is placed upon demonstrating professional behaviors. Therefore, you focus your time and efforts to identify what professional behavior looks like in order to emulate it in an attempt to provide quality customer service. Today, professionalism alone is not enough. In this session, Dr. Tracy Lendi will discuss tactical methods to infuse your customer service practices with concepts of emotional intelligence so you not only demonstrate professional behavior but can give your clientele customer service they can feel.

**Presenter**

**Dr. Tracy Lendl, Director of Training and Development, Standard Parking, Inc**



Photograph by Amy Aello - Hair/Makeup by Elizabeth Lyle

Tracy L. Lendi has been with Standard Parking since 2006 and serves as the Director of Training and Development. She holds a PhD from Capella University in the field Adult Education with a focus on Instructional Design for Online Learning. Dr. Lendi’s dissertation entitled, “*Engaging Online Learners by Integrating Emotional Intelligence into Online Course Design*” focused on extracting various components of emotional intelligence and identifying techniques to integrate the components into online course design. Dr. Lendi’s Master’s degree was received in 1993 from Roosevelt University in the field of Training and Development and her Bachelor’s degree in Corporate and Professional Communications was earned from Aurora University in 1988. In 2008 Dr. Lendi was the recipient of *Training* magazine’s Young Trainer of the

Year Award.

**10:30 am - 11:20 am**

## **An alternative approach to delivering multi-modal parking structures**

### **Overview**

The presentation will cover the trends in delivering parking structures using a third party or public/private approach. More and more public parking structures and multi-modal facilities are being delivered using non-traditional methods of financing. The new financial models may use taxable, non-taxable or a combination of the two for financing parking projects and multi-modal facilities. The volatility of the bond market and the stress on government budgets have forced institutions into looking for viable alternative ways for delivering their projects. Parking structures and multi-modal facilities are ideal candidates for using these new approaches.

### **Presenter**

**Mike Martindill, Vice President and Managing Principal, Timothy Haahs & Associates, Atlanta**



Mike joined Timothy Haahs & Associates in 2006 and started the Atlanta office where he serves as Vice President and Managing Principal. He is responsible for managing all of the business and marketing affairs for the office. Since opening in 2006, the Atlanta office of TimHaahs has been involved in over 150 parking-related projects. Mike moved to Atlanta in 1996 from Indianapolis, Indiana. He has been involved in the parking planning and parking design industry for over 30 years. In total, Mike has been involved in the planning and design of parking structures and mixed-use projects containing structured parking on over 500 projects during his career. Mike Martindill graduated from Purdue University with a BS in Building Construction Management in 1980.

**10:30 am - 11:20 am**

## **Implementing Bikeway Facilities in Urban Environments**

### **Overview**

This presentation will focus on the opportunities and challenges associated with planning, designing and constructing bicycle facilities in urban settings. As part of the presentation, Mr. Murphy will discuss case studies such as Nashville's Music City Bikeway to illustrate techniques for effectively implementing bikeways in urbanized areas.

### **Presenter**

**Bob Murphy, President, RPM Transportation Consultants, LLC**



Bob Murphy is President of RPM Transportation Consultants, LLC in Nashville, Tennessee and has 30 years experience in transportation planning and traffic engineering. Mr. Murphy specializes in multi-modal planning and design. At RPM, he is responsible for a wide range of projects including bikeway and pedestrian planning and design, transportation master plans, traffic impact studies, sustainable design, roadway and intersection design, traffic signal design, intelligent transportation systems, and parking studies and designs.

Mr. Murphy obtained a Bachelor of Science degree from the University of Tennessee in Engineering. He is a registered Professional Engineer in five states, a Professional Traffic Operations Engineer (PTOE), and a registered Land Surveyor. He has served as an instructor for the University of Tennessee Transportation Center and for Lorman Educational Services, and has been an Adjunct Professor for Vanderbilt University where he taught Traffic Engineering. He has authored several papers on transportation planning and traffic engineering subjects and is a frequent presenter at professional conferences.

**11:30 am - 1:30 pm**

**Lunch with the Exhibitors – Sponsored by**



**1:45 pm - 2:35 pm**

### **Successful Integration of Municipal and University Transit Services**

#### **Overview**

The City of Oxford MS. and the University of Mississippi (Ole Miss) have successfully designed, developed, and funded a mass transit service for both residents of Oxford and students, faculty and staff at Ole Miss. In this presentation, learn how this town and gown collaboration developed quality, award winning mass transit services from scratch. What were the challenges they overcame? What was crucial for success? What lessons did they learn along the way?

#### **Presenter**



#### **Tim Lett, Senior Vice President, McDonald Transit Associates**

Mr. Timothy A. Lett serves as Senior Vice President of McDonald Transit Associates with 37 years of professional experience in transportation. His transit experience includes serving as General Manager of numerous systems including Abilene Texas, Athens Georgia, Knoxville Tennessee, and Greenville South Carolina. Mr. Lett has served as transition/startup General Manager for the Georgia Regional Transit Authority Regional Express Bus Service in Atlanta, Burbank Bus in Burbank CA, Oxford MS Transit, Edmond, OK Transit, and most recently in Buncombe County NC. Mr. Lett has worked on a number of transit route and schedule studies as well as transit maintenance studies and audits. He was responsible for implementing the first federally funded computerized runcutting and scheduling system in the United States. While General Manager at Athens, Georgia the system received the prestigious American Public Transportation Association Outstanding Achievement Award as the best small transit system in North America. He also received the Tennessee Urban Transit Manager of the Year award while serving in Knoxville.

**1:45 pm - 2:35 pm**

### **Electric Vehicle Opportunities and Challenges for Sustainable Transportation**

#### **Presenters**

**Dave Lewis, Tennessee Valley Authority**

**Dr. Ron Bailey, UTC, Center for Energy, Transportation and the Environment**

Dr. Bailey earned Bachelor's and Master's degrees in engineering from North Carolina State University and a PhD degree from the University of Southampton, England. Prior to coming to Chattanooga, Dr. Bailey was a member of the faculty at N.C. State University for ten years. He then joined the IBM Corporation in Boca Raton, Florida in 1980, where he held a number of engineering and management positions. Dr. Bailey is a licensed professional engineer and a life fellow of the American Society of Mechanical Engineers. Dr. Bailey is the past president of the Chattanooga Engineers' Club which honored him as the Engineer of the Year for 2005. He has published more than 50 technical papers, two books and has served as the Editor-In-Chief of the World Electric Vehicle Journal.

**2:45 pm - 3:35 pm**

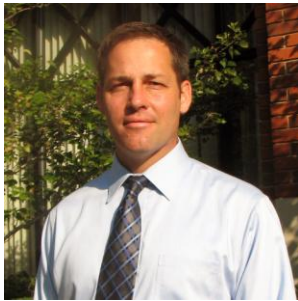
## **Town & Gown Relationships - Making it work**

### **Overview**

Panel Discussion - In many instances, universities are nestled within cities. The large influx of students on an annual basis often has a tremendous impact on population size, traffic congestion, and, sometimes, conflict between the university and city. At the same time, universities are often one of the largest employers in the city, and economic activity associated with the university contributes greatly to the local economy. Maintaining good “Town and Gown” relations allows the both university and the city to prosper. Learn what it takes to maintain positive town and gown relations from two seasoned veterans!

### **Presenters**

#### **Lance Broeking, Director of Parking and Transportation Services, University of Kentucky**



Lance Broeking, Director of Parking and Transportation Services at the University of Kentucky, currently sits on the Town and Gown Commission and on the Lexington and Fayette County Parking Authority Advisory Committee. He has also served on the University Neighborhood Advisory Council. Prior to being named Director, Broeking served UK in a dual capacity as services facilitator and campus services administrator. He previously served PTS as associate director for transportation services. Broeking holds a bachelor's degree in civil engineering from the United States Military Academy at West Point and a master of business administration from the University of Kentucky. Broeking spent eight years on active duty in the United States Army.

#### **Mark Hairr, Director of Parking and Transit Services University of Tennessee, Knoxville**



Mark E. Hairr is Director of Parking and Transit Services for the University of Tennessee at Knoxville. Mr. Hairr has more than 20 years of transportation experience covering a broad range of areas including policy, planning, operations and research. Mr. Hairr holds a Master of Science Degree in Planning from the University of Tennessee and a Bachelor of Arts Degree in Sociology from the University of North Carolina at Charlotte.

**2:45 pm - 3:35 pm**

## **Transportation - Enabling Growth and Empowering Decision Makers**

### **Overview**

Often transportation systems are viewed as no more than a necessary part of municipal or institutional planning. However, if approached properly your transportation system can literally be the vehicle that allows planners and decision makers to free themselves from the old constraints of limited on-street parking or costly parking structures. A robust, flexible, community focused transportation system will allow decision makers the freedom to explore projects in the right locations by providing convenient, comfortable and cost effective access options. First Transit will explore how your transportation system can become a true part of the community, not just an entity moving through the community.

## Presenter

### Scott Conroy, Director of Operations, First Transit, Inc.



Scott Conroy is the Director of Operations for First Transit's East Region Shuttle Division with responsibility for Transit Operations at 16 Airport and University locations. Scott joined First Transit following the acquisition of Cognisa Transportation in January of 2007. With over 20 years of experience in contract management for public and private institutions, Scott has developed a team which brings together talented transit specialists to meet the unique needs of academic institutions. Scott is a New Jersey native and graduated from William Paterson University with a Bachelor of Arts Degree in Political Science. He has served as an Officer in the US Army leading a Basic Infantry Training Company.

3:35 pm - 5:30 pm

Break with the Exhibitors – Sponsored by



## Wednesday, March 14

8:30 am – 9:30 am

Breakfast with the Exhibitors – Sponsored by



9:30 am - 10:20 am

### The Evolution of Disability Transit: Partnering to Solve Transit Issues

#### Overview

This session will focus on the challenges faced in disability transit and how those challenges were addressed in the city of Nashville. Although a lawsuit provided the impetus for change, the relationships between and among people with disabilities, disability organizations, and local government and transit personnel have made the service system changes possible in a manner that has worked for all. This has resulted in significant enhancements to the overall system. In addition, resources (both materials and people) which are available in Alabama, Kentucky and Tennessee to assist parking and transit professionals address accessibility issues will be shared.

## Presenters

### Donna DeStefano, Assistant Director of the Tennessee Disability Coalition



The Tennessee Disability Coalition has been the Tennessee State Affiliate for the Southeast ADA Center since 1992, and Donna has served as Network Administrator since 2000. She has been lead presenter in ADA trainings and serves as an in-state resource to individuals with disabilities, state and local governments, and businesses within Tennessee. Donna has a Master's in Special Education with emphasis in visual impairments from Peabody College/Vanderbilt University. Donna has been a teacher of children, youth and adults with multiple disabilities at the Boston Center for Blind Children and Perkins School for the Blind. She has worked with young children with hearing, multiple disabilities, and their families as a Parent Advisor with the Tennessee Infant Parent Services; worked on/coordinated federal demonstration and outreach projects at Peabody College and Vanderbilt University. Donna was the Education and Training Director for Community Rehabilitation Agencies of Tennessee (CMRA), and the Community Plan Coordinator with the Tennessee Division of Mental Retardation Services.

**Tom Hopton, Executive Director of the Center for Independent Living of Middle Tennessee**

Mr. Hampton has 30+ years experience with programs providing a variety of services to persons with



disabilities. He holds a B.S. in Industrial Psychology and has been employed with the Center for Independent Living as Executive Director since October 1999. He is also a member of The Mayor's Advisory Committee for Persons with Disabilities, The Accessible Transportation Alliance, National Council for Independent Living, and a Board Member of the Tennessee Disability Coalition.

**9:30 am - 10:20 am**

**Capital Asset Management Plan (CAMP)**

**Overview**

Capital Asset Management Plan (CAMP) can be used to protect, maintain and extend the useful service life of the parking structures. The presentation will focus on different stages of CAMP and will outline the scope of each stage. Project-based case study will be shared to explain this management tool. The financial, operational and planning advantages of CAMP will also be presented. Characteristics of an effective CAMP for parking assets will be shared and the questions from audience will be discussed.

**Presenter**



**Sunil Puri, Associate, Walter P Moore,** Sunil Puri is an Associate in the Structural Diagnostics Division of Walter P Moore. He has over 10 years of experience related to assessment and evaluation of structures, troubleshooting construction problems, nondestructive testing and development of repair/rehabilitation programs for parking assets. Mr. Puri is a registered professional engineer in multiple states and is actively involved in International Concrete Repair Institute and American Concrete Institute.

**10:30 am – 12:00 pm**

**University Shop Talk**

**Moderator**



**Lance Hale, Manager of Traffic and Parking, Vanderbilt University,**

Lance Hale, Manager of Traffic and Parking at Vanderbilt University, joined the parking office in 2004 as Business Officer and assumed his current position of Manager in 2006. Prior to his work in parking, he held accounting and management roles in governmental positions as well as at Vanderbilt and the University of Mississippi. Lance received his Business Management degree from the University of Mississippi in 1970 and completed graduate coursework at Delta State University. He is a member of the International Parking Institute and the National Parking Association as well as the Mid-South Transportation and Parking Association, where he is currently serving on the Board of Directors.

**10:30 am – 12:00 pm**  
**Municipal Shop Talk**  
**Moderator**

**Brent Matthews, Director of Parking, Chattanooga Area Regional Area Transportation Authority**



Brent Matthews is the Director of Parking for the Chattanooga Area Regional Area Transportation Authority, (CARTA). He assumed his role at CARTA in January 2011. Brent is responsible for all on-street parking in Chattanooga and also three garages and seven surface lots. Brent has ten years parking experience with a large parking operator. Brent is a member of the International Parking Institute and is currently working on his CAPP certification. Brent is on the board of directors for

the Downtown Chamber Council and also serves on the City Transportation Board. Brent is a member of the 2011 -2012 Leadership of Chattanooga class. In his spare time, he enjoys coaching basketball and soccer.