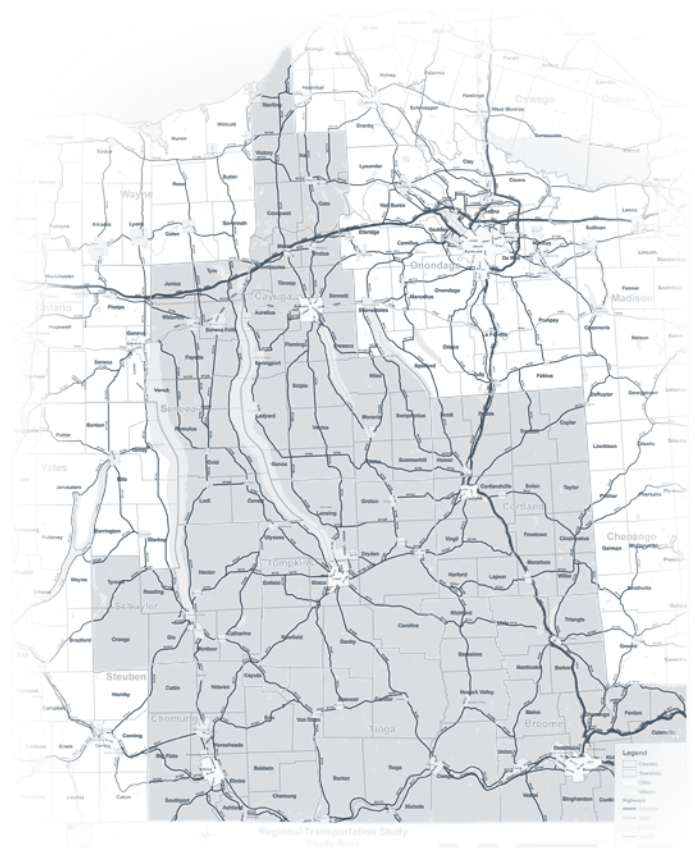


CONSULTANT SERVICES

# Regional Transportation Study

TOMPKINS, TIOGA, CORTLAND, CHEMUNG, CAYUGA, SENECA, SCHUYLER COUNTIES



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## Tompkins County Regional Transportation Study

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August 11, 2011

Tompkins County  
Fernando de Aragon  
Finance –Purchasing Offices  
125 East Court Street  
Old Jail Building  
2<sup>nd</sup> Floor  
Ithaca NY 14850

**SUBJECT: Regional Transportation Study**

Dear Mr. de Aragon,

Wendel is pleased to submit the following proposal in response to your solicitation for a Regional Transportation Study. We truly believe this is an important project, from both timing and subject matter perspectives. We know from our background research and your recent presentations at the national Mobility Management Conference that the Ithaca-Tompkins County Transportation Council and the other members of the Regional Transportation Planning Council have already taken many positive and innovative steps in developing community mobility services. We are strong believers in the one system – family of services approach to transportation and have assembled an excellent team of pro-active participants to work with you and the RTS Client Committee to provide implementable solutions for the regional plan.

Leading the Wendel team will be Marlene Connor as Project Manager. Marlene is the Director of Public Transportation Planning at Wendel and has significant planning and policy experience to add to the project and has also managed numerous project teams in a variety of studies around the country. For example, she recently served as the Project Manager for the development of a Transit Mobility Vision Plan for the Savannah/Chatham County area that included representation from operators in Savannah, South Carolina, rural areas along the coast, as well as representatives from six other counties. She will be assisted by Jim McLaughlin, Fred Frank, and Jake Needle of Wendel staff, who have a variety of skills and experience to add value to the project as more fully described in their resumes and our work scope.

Our approach in developing our team was to seek out proven senior level personnel in coordinating the variety of services, disciplines and jurisdictions that will provide input into the study. Thus, we are enthused to include as Wendel team members Jack Reilly, who has years of experience in transit planning, internationally, nationally and especially in New York State, as well as numerous connections to institutions of higher learning, and also Dick Doyle, Astrid Glynn and Rod DiAdamo of the Bronner Group. All three have significant policy backgrounds within the industry, with Dick as former FTA Regional Administrator having led the United We Ride coordination efforts nationally. Bronner also has recently been working on TMA issues in Connecticut and has a history of developing innovative financial strategies with multiple partners. Completing our team will be Arch Street Communications, who will provide the framework for the critical outreach and public participation components of the study. Both Bronner and Arch Street are certified as DBEs in New York.



We, at Wendel, are committed to improving and expanding the role of public transit and improving and sustaining the communities that it serves. We know and understand that public transportation is not a standalone commodity, but rather one partner in a broader collaborative. By working with you to carefully craft the regional plan for community mobility services we can maximize the potential of the family of services to move people and sustain the communities within the seven-county area.

Sincerely,  
Wendel

A handwritten signature in blue ink, appearing to read "Donald E. Gray".

Donald E. Gray, AIA, LEED AP  
Vice President, Public Transportation



# Project Approach & Schedule

### UNDERSTANDING

When Wendel staff first learned about the upcoming Regional Transportation Study from a presentation at the 2011 Mobility Management Conference we were immediately interested for a number of reasons. First, from listening to the array of existing available services, from the more traditional TCAT transit to more non-traditional ideas, such as Zimride, it was clear that the region already had a number of innovative community mobility services programs in place. We know from our work in other parts of the country that are still struggling to initiate a coordinated service, that there also must be a core of committed and energetic persons behind these innovative programs. We truly enjoy working with committed and energetic persons.

Second, it is our deep belief that now is the time for public transportation to demonstrate that through concepts such as Mobility Management and Sustainable Communities we can expand partnerships that build and connect communities and improve mobility for customers and quality of life for all residents. This project has the potential to elevate some of the evolving policy concepts to a new level and to do so in a way that maximizes innovation. We have seen in recent events nationally that the ideas of significantly more resources for more projects are not only unlikely, but transportation, similar to many programs, may be faced with funding reductions. Therefore, the use of lower cost alternatives, such as volunteer services, carpools, vanpools and other coordinated programs will become even more important as a part of the total transportation system.

Finally, Wendel staff has promoted the concepts of “family of services” and “one system” for years and we were energized at the prospects of working with others that share similar beliefs. Marlene Connor, our project manager and director of Public Transportation Planning for Wendel, has led, through her work as Chair of the American Public Transportation Association’s Intergovernmental Issues Subcommittee, efforts to streamline JARC, New Freedom and 5310 funds into one program and expand the concept of the Local Coordination Plan to more programs to bring in more partners, such as public works agencies. She also has coordinated a number of Mobility Management sessions at APTA conferences ensuring that presenters included a wide range of perspectives, including those from General Managers. Further, she has been the point person for APTA working with representatives from FTA, HUD and the EPA on preliminary work regarding development of performance measures to assess “livability”.

Jim McLaughlin has chaired APTA’s Access Committee and represented the association at many meetings and discussions regarding ADA paratransit and other paratransit related issues. In addition, while at the MTA in Los Angeles he was a member of the LA County Interoperations Group, communicating the role of public transportation and working with members from County agencies such as Public Social Services, Health, Children and Families, Mental Health, Aging, etc. Jim also was a member of an FTA panel that developed the United We Ride policy and planning concepts. Thus, our Wendel lead staff is extremely well versed in both the history of many programs and concepts and in all of the recent developments in the areas of Mobility Management and Sustainability. More importantly, with respect to our value to projects such as this, is that our staff commits the time and energy to be leaders in the industry working to develop improvements in programs and processes to improve those mobility options that will be part of this seven-county project.

In our initial review of the Request for Proposals, which was reinforced through some of the discussions during the pre-proposal teleconference, we were convinced that an inter-active team working with the diverse groups that are a part of the study would provide the best ideas and products for implementation. Those diverse groups were those that you identified, including county governments, higher education, transit, human services and planning. Since there were a number of perspectives to be considered in the study, our goal was to add team members that had a combination of skill sets that could overlap and ensure more potential for an integrated approach to planning. The first person we thought of was Jack Reilly, who we knew had an excellent reputation in transit planning through his work with the Capital District Transportation Authority in Albany as well as numerous Transportation Research Program related activities. In addition, we knew that Jack was now a professor at Rensselaer Polytechnic Institute, and thus he would be a good connection with institutions of higher education. We were also pleased to learn that Jack has a good knowledge of the area and a number of the agencies in the study.

Through several sources in the industry, we learned that our next team member, Dick Doyle, in addition to his work on the Community Transportation Association of America Board was also engaged in consulting work for the Bronner Group. Marlene has known Dick for years going back to her days as Administrator of the Pioneer Valley Transit Agency in Springfield MA when Dick was the Regional Administrator for the FTA. Also, since Dick had a lead role for the FTA in United We Ride and other coordination efforts, such as Mobility Management, he, Jim and Doug Birnie often discussed how best to move these concepts forward into the mainstream of public transportation. In addition to his understanding of all aspects of the FTA, Dick most recently has been working on developing a Transportation Management Association in Connecticut, thus he can add that experience to the “family of services” ideas. Other Bronner Group staff, Astrid Glynn and Rob DiAdamo, have significant public policy and planning experience which will assist guidance in areas such as innovative partnering and implementation strategies.

For our final external team member, we recognized the benefit of adding an entity to coordinate the communications and meeting processes through a consistent public outreach and awareness process and also sought someone that could add some strategic communications input. Arch Street Communications was recommended as just that type of firm, having done complex public meeting processes such as the Tappan Zee Bridge Bridge/I-287 Environmental Review, and also created the innovative “Looks Blue, Runs Green” marketing program for CDTA in Albany.

Supporting the lead Wendel staff and our external team members will be Ellen Parker, Fred Frank and Jake Needle from the Wendel Companies. Ellen is a community planner with over 25 years of experience working on a variety projects with a specialization in economic development and comprehensive planning issues. She understands communities and local governments and has authored municipal plans, land use studies, as well as working on detailed zoning amendments and other code revisions. As President of the New York Upstate Chapter of the American Planning Association she has networked with many counties and communities throughout the state and understands the planning perspective of public transportation. In addition, she has led and participated in a variety of public outreach activities and will broaden our ability to communicate and work with the variety of RTS partners.

In addition to municipal planning, Fred Frank also has experience working with public transportation projects including assignments with MPO documents such as long range plans, transportation improvement programs and the unified planning process. Most recently he conducted an evaluation of transit route modifications resulting from a Wendel transit facility project. His combination of skills will add value to several components of the RTS, especially public transit.

Since the ability to incorporate GIS skills into the demographic and planning components is a key part of the study, having an experience lead in those areas is important. Jake Needle has that experience having worked with many levels of government to present information and create innovative techniques in complex areas such as energy management, water/wastewater, urban forestry, architecture and civil engineering. He is well-known for abilities to create robust databases and custom applications for efficient and effective presentation and programs. Jake also has worked with public transportation in creating a spatial and temporal analysis of scheduling and ridership for the Los Angeles MTA. In that assignment he interacted with many other databases and programs and presented findings and also provided staff training on use of the resulting application.

### BACKGROUND AND AREA CONTEXT

Wendel applauds the Regional Transportation Planning Council for taking a proactive approach to transportation needs in your seven-county region. We know how difficult it is to deal with mobility issues in rural New York. Residents often must travel significant distances for jobs, medical appointments, education and other services, and frequently the only viable option is to drive. In the absence of a household vehicle, residents have few choices. In households with only one vehicle, other family members face mobility challenges, and significant hardships occur if the family car breaks down. It is difficult to program effective transportation alternatives given a low-density population base and a wide variety of dispersed destinations. Often, transportation needs include destinations outside the designated service area: cities like Corning, Binghamton, Syracuse and even Rochester are major destinations for residents in your area. Major employers, including your colleges and universities and hospitals are drawing employees from a broad geographic range, including Pennsylvania. Operationally, transportation services are provided on a county basis, but resident and visitor travel patterns ignore county boundaries.

We understand the challenges associated with providing affordable service in a geographically large rural area. Your population is not necessarily grouped in convenient patterns for transit or other shared transportation options. Your study area literally runs from Lake Ontario to the Pennsylvania border. There are many major centers in the Study Area, such as Auburn, Elmira and Ithaca, as well as smaller but locally important centers such as Watkins Glen, Seneca Falls and Owego. These areas require internal transportation options, but there is also demand for travel among these destinations. The geography of the Finger Lakes further complicates travel patterns, requiring north-south travel routes in some areas.

The region's transportation needs are complex. Your colleges represent significant transportation needs, especially for nine months of the year when classes are in session, but professors, staff and students have different needs and schedules that do not necessarily overlap. Even within the education sector, transportation needs vary. Cornell, with a large resident student base in a city setting has different needs from Cayuga County Community College, with two campuses where most students are commuters. With the exception of Tioga, each county has a hospital that is a major employer and a major destination for out-patients, staff and visitors. The region is also known for a strong tourism industry, which presents unique opportunities for better alternatives to the car, such as improved bike trails, that can address both transportation and tourism goals.

Like most rural communities, your transportation services are provided by a complex, ad hoc network of stakeholders, including counties, human service agencies, higher education institutions, major employers, social services and non-profit agencies. You have several transit providers across the region, each serving their specific geography. As a further complication, the Study Area spans three of the State's new Regional Economic Development Councils, which will be the clearinghouses for future potential funding opportunities such multi-modal funds and community renewal funds. Agencies may be precluded by their service requirements or their funding sources from offering more comprehensive service or coordinating with other providers. Duplicative services may be provided through unrelated entities. There are opportunities to provide better coordination and linkages between transit service areas. Coordinating and rationalizing these services can be difficult, and a necessary first step is to begin the conversations. Also, more creative solutions are necessary, since comprehensive transit is likely not a viable alternative for some areas of the Study Area. We notice that you have initiated several creative solutions, such as better bicycle and pedestrian options, car-sharing and ride-sharing programs. These programs may be transferable to elsewhere in the Study Area, including non-university settings. A close look at all options is necessary to determine what is feasible in which locations. If successful, new models and better coordination can diversify transportation options, resulting in improved mobility and more effective service for the region.

### APPROACH

In general, the Wendel team concurs with the phases identified in the RFP, since these are similar to processes we have effectively used in local coordination, senior transportation and other regional studies. For example, Wendel staff recently completed input into a Transit Mobility Vision Plan for Savannah-Chatham County in Georgia. That planning process started with a series of stakeholder interviews with representatives from surrounding counties and local jurisdictions, all of the service providers within the region, many of the ancillary agencies as well as the private sector and the schools and universities. Those interviews assisted in the formation of a working group, similar to the Client Committee referenced in your RFP. What we found to be successful in that study was an iterative approach that initially allowed airing of all ideas and concepts, which were then reigned in based on financial and demand based constraints and then considered as part of a broad corridor based plan for mobility. The results of that process were project-specific ideas that had a phased implementation plan as well as a governance concept that offered the potential for longer term strategies for shared development of resources. Thus, although we are comfortable with three phases, we would see the potential for some slight variations in how the study progresses based on input and interaction with the Client Committee.

The RFP contained a number of sub-components and requests for analysis regarding many of those sub-components. In order to be able to effectively address those within the constraints of the available funding and the October 1, 2012 completion date we are proposing what we might call a “smart data” concept, which has two components. The first is that we will maximize the use of existing data for all aspects of the study taking advantage of the prior planning and other studies and analyses in the area, based on input from all members of the Client Committee. The second component is that we propose to augment that data with a series of qualitative processes, such as the use of “survey monkey” or other interactive tools targeted towards specific markets of interest. We have found these to be quite useful when working with employers and colleges, for example. Again, we would look to the Client Committee and other stakeholders to assist by soliciting input from their constituencies, through the use of their meeting processes, etc.

Perhaps the “cornerstone” to our approach to the study is our belief and emphasis on a thorough series of initial meetings as part of a “project kickoff” site visit by the key members of the Wendel team. Our experience has been that establishing clear and consistent lines of communication based on the interaction of our respective team members is of paramount importance in setting a successful path for the study work. This site visit would be of sufficient duration to allow our team to meet with the key staff and members of the RTS Client Committee and other key partners as well as to familiarize our team with the area and the services associated with the study. As a result of this process we have often adjusted or refined some portions of the work scope, especially those that relate to the outreach and awareness elements.

In addition, these meetings would give us the opportunity to understand how all the sub-tasks can flow together into an overall regional program. For example, the amount of time assigned to various sub-tasks could be influenced by the anticipated results of the work efforts. That is, if the goal is to create a regional system, should all the components of that system be evaluated based on the same factors, or should some elements be more highly prioritized? We will work with our key staff and RTS Client Committee in determining appropriate project goals, priorities, and measures of success.

In the following section we have highlighted the important elements of the various phases of the study with specific emphasis on skills, experience and ideas of the collaborative Wendel team being mindful of the three elements you have stressed for regional mobility management:

- Increase the efficiency and effectiveness of existing mobility services across all modes of transportation
- Develop and market real mobility choices to the public
- Enable coordination among counties to provide the best possible cost effective transportation programs for the Study Area

### PHASE 1: FAMILIARIZATION WITH STUDY AREA – STAKEHOLDERS AND TRANSPORTATION SERVICES, PROGRAMS AND RESOURCES

As indicated above, the initial site visit is the most important initial undertaking in the study. Marlene Connor, as our project manager will be responsible for both internal communications among the Wendel team and external communications with you and your project management person or staff. Since there are a number of different viewpoints and perspectives from study stakeholders, such as connections with the outlying counties and agencies as well as those more centrally focused on Tompkins County, we would appreciate any insight or advice on how best to include all of the study partners. In Savannah we found that several counties were not interested in active project participation, while others, especially those that operated some form of service, were active participants in all phases of the project.

In a similar vein, with all of the potential study participants we will likely want to select the most critical for personal interviews and supplement those with telephone interviews. Also, we want to discuss whether group interviews could be possible for some participants. Our strategy is to provide the potential for input from a broad spectrum of stakeholders, but to do so in a manner that is mindful of time and resources. These interviews will also give us a list of those we can keep informed throughout the study process, including follow-up communications to key members.

Two groups that we would particularly anticipate meeting with would be the service providers and the representatives from the colleges and universities, since the operators are most directly affected by the study recommendations and the institutions of higher education logically have a number of varied interests in the study. In addition, this site visit would help us understand the interaction and participation of the other counties in the study, with respect to expectations, available information, and services offered and needed, etc.

We would anticipate that the Wendel team members that would participate in this site visit would include Marlene Connor and Jim McLaughlin from Wendel, Dick Doyle from Bronner, Cyd Averill from Arch Street and Jack Reilly.

***Deliverable:*** A technical memo documenting work done and contacts made, identifying updates to study objectives or other processes, such as finalization of the stakeholder/public outreach program, and highlighting any initial issues for additional action or activities.

### PHASE 2: ANALYSIS OF TRANSPORTATION SYSTEM COMPONENTS

- [A.1 Collect and Analyze Study Area Demographics](#)
- [A.2 Collect and Analyze Existing Transportation Service Data](#)  
(for public, private and human services transportation).
- [A.3 Public Transit Baseline Information](#)

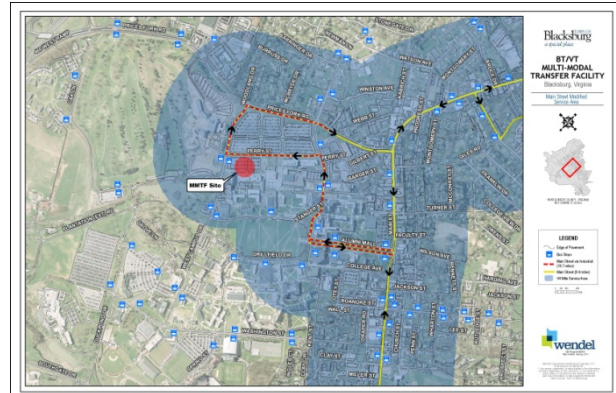
These three subtasks all work together to develop an overall picture of the existing services and the current and future demographics of the region. The demographic portion of the assignment will be led by Jake Needle of Wendel staff. His GIS Design and Application development team applies technical creativity to provide asset management solutions for your unique system. Typically they work with our clients and current systems, to design, develop and integrate custom databases, forms, management tools and map viewers for desktop, mobile and web-based platforms creating a comprehensive GIS analytical tool. His experience in database design, application development, data collection and web integration has made our GIS Design and Application team a valued partner in implementing solutions for a variety of markets including government agencies, transportation authorities, engineering and community planning boards. Examples of our GIS services include:

- GIS Cloud Computing Solutions
- Comprehensive Geographic Data Management and Database Design
- Custom Application Development
- GIS Needs Assessment and Implementation Planning



- Internet-Based GIS Solutions including ArcGIS Server WMA, Flex and Silverlight Web Map Site Creation and Hosting
- Mobile GIS and Field Verification Planning
- Asset management Strategies for Municipal, Land Use Planning, Water, Wastewater and Storm Sewer Infrastructure and Facility Applications

Wendel provided similar service to **Blacksburg Transit, Planning and Operational Analysis; Feasibility Study & Needs Assessment**. Wendel's initial task included a review, evaluation and update of the project prospectus and an evaluation of the route recommendations prepared for the proposed facility. Operational analysis was crucial to understanding the needs that related to the proposed facility. Additional program needs and facility objectives were defined, and a conceptual space program was developed. Following the site survey, test fits for the selected location were developed to create a conceptual design.



As indicated in the RFP there are a number of existing studies that we will use to inform us regarding the significant issues that should be identified as part of the study. Given the broad expanse of the study area and the differences in suburban and rural conditions, our experience would be that there is no single demographic factor that will dominate the study. However, we have often found that refining demographic information based on discussions regarding gap analysis or alternative service considerations can be beneficial. For example, in a study in northern New Jersey closure of hospitals in less densely populated areas was increasing the trip distances for appointments and treatments. By researching the trend for increased senior populations in rural areas we were able to provide some additional information regarding the magnitude of this issue relative to other issues and alternatives.

Sub-phases A.2 and A.3 are similar in that they both include the gathering of all information regarding existing services, including an array of operators and providers, those that purchase transportation services and those, such as demand management and mobility management, which are included in other studies and listings, like Way2Go, 211/511 and employer programs. The coordination of the public transit component as well as the interaction with colleges and universities will be led by Jack Reilly, while Dick Doyle will coordinate the input from other service providers, especially those in outlying counties, and work with Jim McLaughlin on receiving input from human service agencies and other demand management and mobility management programs.

The following includes our initial understanding and observations regarding public transit in the RTS area. There are a number of services each of which is targeted to a specific market segment. These include small urban operations in several communities, rural demand-responsive services, suburban commuter services and intercity commercial services. As in other areas of the country, there appears to be limited coordination of the elements normally associated with an integrated transit system such as schedules, passenger information and fare integration.

### Local Services

- **TCAT – Tomkins Consolidated Area Transit** – This is a private non-profit corporation formed by the City of Ithaca, Tompkins County and Cornell University. It provides local service within the City of Ithaca and some inner surrounding suburbs. Service levels (spans and frequencies) are very high for a community of this size owing to the large number of Cornell students traveling between residences and the university campus.
- TCAT was recently recognized as being the best public transit system in its size by the American Public Transportation Association. Until recently, TCAT operated commuter service to Schuyler County under a

subsidy agreement with the County. This was discontinued in early 2011 since Schuyler County chose not to continue the arrangement citing budget pressures.

- **Chemung County Transit** – this county sponsored service operates primarily in the City of Elmira and the inner suburbs. The system operates a single round trip between Elmira and Ithaca/Cornell University.
- **Cortland Transit** – This service operates within the Village of Cortland and also runs one daily commuter trip to Ithaca/Cornell University.
- **CENTRO of Cayuga** – This service is an operating subsidiary of the Central New York Regional Transportation Authority which operates local transit service within Auburn (Cayuga County) and the inner suburbs. The system also operates one daily round trip to Ithaca/Cornell University.
- **Tioga County Transit** – This system operates local service within Tioga County focusing on Owego. There are two commuter routes operating into Ithaca/Cornell University.
- **Seneca Transit System** – This is an operating subsidiary of the Rochester-Genesee Regional Transportation Authority. It operates demand responsive bus service in this rural county.

### Inter-city carriers:

- **Coach USA** – This national firm has an extensive network in upstate New York with several trips per day operating between New York, Binghamton and Ithaca.
- **New York Trailways/Greyhound** – These two firms operate a network of services in the study area including services between Binghamton, Ithaca, Geneva and Rochester and a route connecting Elmira, Ithaca, Cortland and Syracuse.

Some preliminary observations are, first, the fact that Cornell University, one of the major employers in the region has limited commuter parking and heavy incentives for transit and ridesharing, creates a commuter market to its campus much larger than what would occur without these incentives. It appears that nearly all cities and large villages in the service area are well connected to Ithaca. In addition, the existence of a vanpool program in Ithaca creates a natural marketplace. The vanpool program is particularly well suited to long distance commuters from low density areas.

Second, it also appears there are potential opportunities for (a) “last mile service” and (b) service co-ordination. Last mile service refers to the connection between individual residences and line haul transit services in rural areas. While in some areas taxis may exist, current travel for this segment involves relying on neighbors, private non-profit and religious organizations. Due to low productivity of such services, methods to provide reliable, predictable service, even on a part-time basis would be a good strategy.

Service co-ordination typically includes three factors. These are information coordination, route and schedule coordination and fare co-ordination. The Wendel team will review a number of low-cost methods of improving the customer experience in making trips which require interchange among carriers, initially as part of the data collection and as part of other subsequent study tasks.

We also believe that for a small urbanized area, Ithaca is a nearly ideal transit environment. The community is recognized for its interest in environmental issues and quality of life, thus understands and recognizes the role transit plays in maintaining and enhancing that quality. The major employer in the community, Cornell University, as discussed above, not only discourages students, faculty and staff from parking personal vehicles on campus, but also provides a range of incentives including direct support for the Tompkins Consolidated Area Transit, and also a subsidizes transit pass program for its students and staff. By any measure, transit utilization in the community is very high. In fact, only five urbanized areas in the country with a population under 200,000 have a greater number of transit riders per capita. While this high usage is due mainly to short trips by students who daily navigate the challenging topography of the City, it does mean that high quality transit service is a very important component of life quality in the community.

Although Tompkins County is only one of the seven study counties, information we have gathered and received from our team members indicates that similar to the role Savannah and Chatham County played in the Transit Mobility Vision Plan Wendel staff developed for that regions, Ithaca and Tompkins County will be a major attractor for this study.



Returning to our plan for these sub-tasks, In our experience the most efficient and effective process for these data and information collection activities would be as follows:

- We would collaborate on a data submittal list through the Client Committee to be sent to all of the RTS participating agencies
- After receiving the data, the Wendel team would then develop a format to array the data and identify similarities and differences
- The results of that work would then be reviewed by the Client Committee to discuss next steps with respect to these two subtasks
- The Wendel team would then complete this work, including the appropriate use of tables, graphs, etc. as described in the RFP

These sub-tasks will also give other Wendel staff, such as Ellen Parker and Fred Frank the chance to meet with the counties and local communities to better understand their perspectives in the study and their issues that should be considered. Fred will also work with Jack Reilly in the public transit portion of this work, which will be valuable in subsequent tasks regarding understanding gaps and developing strategies.

***Deliverable:*** A technical memo containing an overview of the demographics and existing service information highlighting issues of interest and significance with the complete set of data and information collected as an appendix.

### **B. NEEDS ASSESSMENT FOR INTER-COUNTY TRAVEL DEMAND**

- [B.1 Travel Demand](#)
- [B.2 Community Mobility Services](#)
- [B.3 Public Transit](#)

These three sub-tasks focus on inter-county services and thus include input from a variety of county and local entities and also many other RTS partners. As mentioned previously one of the balance issues for the Wendel team and the Client Committee will be how to effectively communicate with all affected parties and also ensure receipt of their input and participation. In a prior Local Coordination Plan assignment in Jefferson County, Ohio, Wendel staff developed a short postcard survey asking for the three top issues to be addressed through coordination. The response rate to that short survey was excellent and the input received provided significant value in understanding some spatial and temporal based issues. The most important part of that process was to receive buy-in from those communities and unincorporated areas.

As requested in the RFP, we have worked with Arch Street Communications to develop a proposed stakeholder/public participation process which we have attached at the conclusion of the description of the study phases. However, we would note that process would be a major component of these sub-tasks. Also, we would maximize the use of prior studies and reports in addition to the available data and information as discussed above in order to develop demand trends for the study.

From a “one system” or “family of services” perspective we would also recognize the importance of the streets and roads network in considering mobility options for the region, especially when comparing mode usage for Tompkins County compared with the other counties in the RTS. For example, information from the 2010 census journey to work indicates that in Tompkins County the public transit mode split is 5%, with another 12% in carpools and approximately 17% that walk or bike, plus, more than 5% that work at home - leaving a drive alone split of 60%. Similar numbers for the surrounding county indicate that 2% use transit, 10% carpool, 4% walk or bike and 3% work at home, thus approximately 80% of the work trips are drive alone.

There are several points of importance to build upon for the study work from this information. The first is that unless economic, environmental or energy issues significantly change, the majority of inter-county work trips will be drive alone. Thus, the Regional Transportation Study must recognize and respect that fact. However, the study should also consider that virtually every trip, even a work trip, has portions of it that are not “drive alone”. That would most likely include a walk component, but it should also be realized

that some during the day circulation trip activities usually occur, thus there are opportunities to look to capture some trip options with other than a drive alone result. For non-work trips the potential for drive alone alternatives increase, especially for those often described in federal studies as the “transportation disadvantaged”, youth, seniors, persons with disabilities and those with low incomes. In fact, it appeared that many of the projects and programs identified in the Tompkins County Local Coordination Plan process were targeted to services such as Gadabout and Way2Go that offer mobility options to all or some of those target markets.

Our view is that if the “family of services” is effectively and efficiently developed to consider complete trip options, especially those that are considered “last mile” trips, and then fully communicated throughout the region, the potential to shift more trips to non-drive alone increases. The potential to use some of these trip options such as walking and biking are enhanced by access path improvements typically programmed through capital improvements approved by public works agencies. Adding these improvements to the system benefits overall mobility in several ways. First, better access paths within communities also means improved access to public transportation, especially for seniors and persons with disabilities. That provides more potential for projects such as travel training to encourage more use of the system, including more potential for the fixed route system to serve others. In addition, it adds public works personnel to the list of partners that understand the value of community mobility services.

However, in order to be able to address the development of more options for the “family of services” the Wendel team will need to better understand the demand. In other regional studies, we have often found that there are several major employers that influence the work trip market. In some instances these have included military installations, universities or medical centers. In one study for Roaring Fork Transit in Aspen CO, late night commute service was offered to employees that worked in town but could not afford housing in the area, thus the service extended over 50 miles.

From a customer trip standpoint we have seen that consolidation of medical services and facilities has resulted in longer distance trips from the outlying areas to the larger cities. These trips are often relatively easy to group. However, in another coordination study in western North Carolina we found that each of the six counties as well as the Veterans Administration was scheduling trips in excess of 60 miles to the VA without coordinating or consolidating vehicles.

We have also seen from a review of the websites in the region that Zimride, similar to services it offers in other locales, has the potential to connect to longer distance trips with places like Chicago and New York listed travel destinations. The Wendel team has worked with and communicated with a wide variety of volunteer-based and shared resource-based programs. Their success seems somewhat related to a combination of sustained interest and resources by the sponsoring agency and participants plus the overall framework. Thus shared rides might not work in concept for a statewide program, but might be effective in smaller communities.

Another part of this sub-task, in addition to the more specific trip making examples above, is the full range of general community mobility services, including input from multiple jurisdictions and agencies. In order to facilitate an understanding of those services, the Wendel team will develop a menu of those services, with examples that will indicate how they are currently used. The final component of these inter-county needs assessments is public transit and the potential demand for those services.

In our view, presenting the full spectrum of those potential services to all of the jurisdictions and participating agencies will be a good opportunity to receive input regarding both demand and gaps, or unmet needs. As indicated in the stakeholder/public participation process we propose a number of techniques that would work together to provide input from all RTS participants, including those that would assist in receiving input regarding demand and gaps. The first would be to develop a stakeholder database consisting of all those receiving communications, indicating those that have provided responses. These stakeholders would receive email notifications and electronic newsletters. These two techniques would be good opportunities to seek stakeholder input regarding demand and gaps. In addition, we could target

groups for online surveys. These surveys could also be posted on our proposed RTS webpage which would be found on the ITCTC site (or linked to others).

Similar to the prior data collection efforts, our methodology would be to receive input using the proposed email, newsletter and survey process, then discuss the results with the Client Committee and consider the need to augment the information received through more targeted activities.

*Deliverable:* A technical memo containing the methodology and results regarding intercounty travel demand.

### **C. GAP ANALYSIS**

- [C.1 Overall Gap Analysis](#)
- [C.2 Public Transit Gap Analysis](#)

In order to accomplish the goal to identify current and future gaps in community mobility services, the Wendel team will assess the data and information developed and received through the prior tasks. We would apply our experience and expertise both with respect to the overall gap and the transit gap analysis. The senior members of the team, Marlene Connor, Jim McLaughlin, Dick Doyle and Jack Reilly have all worked in a variety of locales and assessed and developed recommendations regarding policies, plans, operations and budgeting, thus we are confident in our abilities to consider the information received regarding gaps. This review would lead to the next task of recommended strategies. This analysis will be augmented by additional work by our GIS design and application team and will include an evaluation of priority origins and destinations.

Our gap analysis will be done with the recognition that gaps can be both spatial and temporal. As an example, services could be available in a community or area only for specific time spans but be unavailable for second or third shift work situations, or for weekends. We will utilize GIS mapping techniques to present that information, as it has been our experience that visual references to gaps can be effective both to stakeholder groups as well as the public.

Similar to other portions of the study, our team will review all existing and prior studies and reports to assist in the gap analysis. For example, we have briefly reviewed the Local Coordination Plan update for Tompkins County and it appears that the combination of mobility management, operating assistance and ADA related projects have the ability to effectively supplement existing services and programs based on priorities. This type of approach to local planning, which considers all needs and then programs those based on priorities is one of the best examples of how to make the Local Coordination Plan and effective document. We have reviewed work in other locales where sponsoring agencies have used techniques such as dividing the amount of JARC funds available by the number of agencies and allocating that amount to an agency for a project. Then when this process failed, the sponsoring agency complained that the process did not work.

Thus, we are looking forward to coordinating with those that have developed what appears to be a proactive process in the regional mobility study.

Our preliminary results will be shared with the Client Committee prior to the development of the deliverable.

*Deliverable:* Technical memo describing the process and results of the gap analysis.

### **D. RECOMMENDED STRATEGIES**

- [D.1 Identify and Recommend Enhancements to Regional Mobility Services](#)
- [D.2 Public Transit](#)

We believe the Wendel team has the combined abilities to offer the appropriate mix of recommended strategies that will be innovative, implementable and sustainable. At this juncture in the study we will have communicated and interacted with the affected partners and jurisdictions and will have developed our

ideas regarding which of the potential array of community mobility services can best meet your criteria and formulate a strategic plan of programmatic and policy solutions.

Without pre-supposing a process or outcome, we have found during research regarding suburban transportation for the Transit Cooperative Research Program that agencies that have clearly defined goals and objectives are more likely to develop performance measures and evaluations that support those goals. Thus, it is easier for members to evaluate options and alternatives based on defined priorities. That type of broad prioritization may be beneficial and applicable for recommendations covering a diverse seven-county area. We will work with the project staff and the RTS Client Committee in the development and refinement of goals and priorities which we will use to prepare an implementation strategy. Our plan will include capital and operating costs for each of the elements and recommend a management and operations strategy for those elements which present new opportunities for implementation.

In other regional studies we have often found that a phased implementation plan, including any easy to implement “low hanging fruit” is well-received by all parties. We have found that if some early implementable activities can be identified, then there can be momentum built for additional, more comprehensive activities.

It has also been our experience that the use of various IT and technology applications can be beneficial in joining together programs, projects and information as an early and effective implementation element. In many instances the expanded use of information technology can be employed to improve communication and information that benefit potential users as well as partnering agencies

Our recommendations will include a balance of modes and programs and will build upon many of the innovative solutions you have already initiated. For example, we would want to better understand how the ITN Everywhere demonstration is working with Gadabout and consider broader application. We would also want to consider our experience working with USDOT on the Mobility Services for All Americans call center where Marlene Connor served as the APTA representative on the project development committee. We will be interested to see if some of the discussions at the upcoming Upstate Transportation Forum might generate additional project or program ideas.

The RTS plan will also likely include the influences that are developing based on national policies and conditions. As discussed previously, there has been significant emphasis on livability and sustainability and it appears logical that this concept will continue, especially as a means for the three agencies of HUD, DOT and EPA to streamline processes and focus on programs. Also, the concept of “Complete Streets” has been accepted as a strategy that has been supported by many community and environmental organizations. Further, as indicated in several planning documents senior population is anticipated to double in the region over the next twenty years, plus improvements in health care will result in people living longer. Arguably both these trends will increase the demand for new and expanded community mobility services.

**Deliverable:** The Wendel team will work with the Client Committee to develop this technical memo in a manner that can communicate the array of services and programs with a consensus-based approach for implementation. The memo will also include our evaluation of greenhouse gas emission impacts and as well as cost/benefit analyses. Wendel has a well-known energy practice and has worked on several projects and grant applications that have required greenhouse gas emission calculations. We would anticipate that this document would be structured for understanding by the public, elected officials and other parties as well as the RTS team.

### **PHASE 3: PREPARATION OF FINAL REPORTS AND PRESENTATION TO STAKEHOLDERS**

Outreach to present the findings of the RTS will be coordinated with the Client Committee.

**Deliverables:** Final report (hardcopy and digital format), plus PowerPoint presentation(s), maps and other presentation materials.

### **STAKEHOLDER/PUBLIC PARTICIPATION PROCESS TASK**

A comprehensive Stakeholder/Public Participation process is essential to engage the communities, transit providers, current and prospective riders and interested stakeholders in the Regional Transportation Study for Tompkins, Tioga, Cortland, Chemung, Cayuga, Seneca and Schuyler Counties. This effort will help ensure that study outcomes reflect community preferences and values and are consistent with the objectives for developing effective community mobility services for the Study Area.

These efforts will be led by our public participation team member, Arch Street Communications, (certified as a W/DBE in New York). ASC and other Wendel team members will work collaboratively with the Client Committee to facilitate a proactive public involvement process that provides comprehensive project education and timely public notice to the community, stakeholders and interested parties.

The team will finalize a Stakeholder/Public Participation Plan for the study. The plan will include periodic meetings (in-person or by phone) with agencies, service providers, stakeholders and the public to keep them informed of progress on the study and solicit their input at key milestones. The plan will also identify opportunities for stakeholder input into the mobility planning process.

The Plan will specify strategies for soliciting feedback and insight as well as building local consensus on service planning. The public involvement process for this study will be designed to meet the following objectives:

- Create stakeholder and community awareness of the study.
- Make certain that local stakeholders and citizens have early access and input into the decision-making process.
- Understand stakeholder and community issues, values and concerns related to the study objectives.
- Provide that under-served populations have an opportunity to participate in shaping mobility decisions.
- Promote mutual understanding between the project team and local stakeholders and build consensus for project advancement and implementation.

While the overall Stakeholder/Public plan provides the initial framework for the public involvement activities to be undertaken, the format, timing, locations, and logistics of each activity will be determined and coordinated as the project evolves.

### **AGENCY & STAKEHOLDER COORDINATION**

The Wendel team will also work collaboratively with the RTS Client Committee to solicit input into the process at key junctures, including interaction with jurisdictions, agencies, employers, education institutions and others.

The team will incorporate meeting schedules and an approach to Client Committee communication that engages members and encourages participation, and to implement a meeting process that meshes with all aspects of the project. Meeting materials will be designed to convey study process and progress, and meeting notes will accurately record the discussions and decisions determined.

### **COMMUNITY INVOLVEMENT**

The project team will manage the community involvement process in consultation with the Client Committee. Preliminarily we are planning for public information sessions to be held to provide input regarding needs and gaps and after the draft recommendations have been developed. We would anticipate that these would be held, at a centrally located and accessible venue. However, we would also plan to ensure that input regarding the meeting subject matter could be received through other lines of communication. The Wendel team will be responsible for managing the outreach process, advertising, and developing materials for the sessions.

The project team will work in collaboration with the RTS Client Committee to identify potential participants in the public outreach process. This list will consist of stakeholders with an active interest in community mobility services in the study area, such as:

- Local transportation officials (Municipal/Town Planning departments, Public works)
- Elected officials or representatives from study area counties and municipalities Transit users, including commuters and casual users

- Community residents
- Educational institutions (Cornell, SUNY-Cortland, Ithaca, Elmira, Wells and Community colleges)
- Major employers/destinations
- Community groups
- Business associations (Chambers of Commerce, Economic Development Corporations)
- Social Service agencies
- Representatives of the Disabled
- Bicycle/Pedestrian groups

Immediately following the study kickoff meeting, the consultant team will prepare a final Stakeholder/Public Involvement Plan to ensure the outreach activities are aligned with the work plan, providing opportunities for stakeholder input at key milestones, and enabling modeling outputs and technical assumptions to validate stakeholder preferences.

Outreach tactics which may be included in the public involvement effort include:

- Create **stakeholder database**. Refine list of stakeholders and RTS Client Committee members. The Wendel team will specifically target the outreach to groups representing elderly, disabled, limited English proficiency and disadvantaged populations—all transit constituencies that will be a resource for planning and developing the study.
- Create **branded email notifications** to inform and solicit input from agencies, stakeholders and the public in the study.
- Distribute an **electronic newsletter** (2) at key project milestones to engage and inform the public.
- **Online surveys** may be employed to assess stakeholder opinion. For example, rider and non-rider surveys could be used to compile a profile of current and prospective users, riding habits and preferences.
- **Roundtable meetings** may be used to gain study input and direction from stakeholders groups through facilitated discussions about key topics. These may be conducted in each county to discern local needs and preferences.
- Conduct **two public information meetings** publicized through an electronic invite to the stakeholder list, media outreach and other communication mechanisms to generate widespread attendance. At these meetings, the project team will solicit input from participants by facilitating a discussion of transportation needs, the project purpose and need, and improvement concepts. The results of the meetings will be summarized for use as the project moves forward.
- **Webpage**. Communicate project progress cost effectively and in a timely way by posting information to the RTS webpage on the ITCTC site. This enables stakeholders and interested parties to stay informed about meetings and key topics, provide input through comment forms and participate in online surveys. This page will also provide a library of reports, presentations and meeting notices.

As a result of the overall stakeholder/public process the Wendel team will incorporate the plan, the stakeholder list in spreadsheet form, meeting notices and flyers, newsletters and surveys as well as materials input into the webpage as part of the deliverables indicated above in the project approach



## Tompkins County Regional Transportatin Study

Project Schedule		2011				2012								
		Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sep
<b>Phase 1</b>	<b>Familiarization with Study Area</b>	★												
<b>Phase 2</b>	<b>Analysis of Transportation System Components</b>													
	<b>A: Transportation System Data Collection</b>													
	A.1 Collect and Analyze Study Area Demographics													
	A.2 Collect and Analyze Existing Transportation Service Data													
	A.3 Public Transit Baseline Information													
	<b>B: Needs Assessment for Inter-County Travel Demand</b>													
	B.1 Travel Demand													
	B.2 Community Mobility Services													
	B.3 Public Transit													
	<b>C: Gap Analysis</b>													
	C.1 Overall Gap Analysis													
	C.2 Public Transit Gap Analysis													
	<b>D: Recommended Strategies</b>													
	D.1 Identify and Recommend Enhancements to Regional Mobility Services													
	D.2 Public Transit													
<b>Phase 3</b>	<b>Preparation of Final Reports and Presentation to Stakeholders</b>													

Kick-Off Meeting  
Site Visit



### Experience with Similar Projects and References



Recently Marlene Connor and Jim McLaughlin joined the Wendel team as staff dedicated to transit planning, expanding Wendel's Public Transportation capabilities in transportation management and planning

During their prior work with other firms, both participated in hundreds of comprehensive transit projects and will provide their expertise to Wendel's public transportation clients including:



- **Monterey Salinas Transit BRT Evaluation and Implementation (2007-2011)** – The assignment began by performing the initial planning analysis for an on-street Bus Rapid Transit project using the FTA Very Small Starts planning process and guidelines. That analysis included routing, station location, Transit Signal Priority including use of queue jumps, and input regarding branding, sponsorship, etc. Following completion of that study, we developed the grant application, which was approved by the FTA. We were then selected to act as Program Manager, in essence serving as adjunct MST staff, to oversee the development of the design plans, adhere to the FTA reporting process and chair the Technical Advisory Panel, consisting of representatives from all affected jurisdictions.



*Reference: Carl Sedoryk, CEO/GM, Monterey Salinas Transit, One Ryan Ranch Road, Monterey, CA 93940, 831.899.2558, [csedoryk@mst.org](mailto:csedoryk@mst.org)*

- **Augusta Georgia Transit Development Plan (2008-2010)** – This system is representative of many in the southeast where lack of dedicated funding has resulted in shrinking the routes to a point where only the most transit dependent persons would use the services. We first conducted a thorough review of the existing system, then recommended options and alternatives for new services that might attract discretionary riders. This process included recommending cancellation of non-productive segments and lines, separating “commuting based” services from more “corridor services” and combining route segments in the former while offering more direct service to downtown including a “mini-Hub” with connecting service to the outlying areas. Through capital and operating planning we were able to recommend initial modifications that would not require additional resources.



*Reference: Juriah Lewis, Transit Planner, Augusta Public Transit, 1535 Fenwick Street, Augusta, GA 30904, 706.821.1736*

- **Savannah Georgia Transit Mobility Vision Plan (2009-2011)** – This study for the MPO initially was conceived as a long term plan for Chatham Area Transit, extending services outward to the greater Savannah region. However, as part of stakeholder interviews and input from the advisory committee, the study broadened to include representatives from South Carolina and several surrounding counties in Georgia. The study recommendations included framing key corridors and potential incremental capital and operation additions, starting with the use of Intelligent Transportation System components, such as linking web sites, combining client lists and creating service links, considering a regional call center and developing a common fare medium that could be used by all operators and also connect with the City of Savannah parking network. The plan will be incorporated into broader livability studies for the region.



*Reference: Tom Thomson, Executive Director, Chatham County-Savannah Metropolitan Planning Commission, 110 East State Street, Savannah, GA 31412, 912.651.1446, [thomsont@thempc.org](mailto:thomsont@thempc.org)*

- **Cobb County Georgia Senior Mobility Study (2005-2006)** – This study explored opportunities to improve public transportation coordination in Cobb County starting with better aligning programs within the Transportation and Senior Services departments of the county and included reaching out to a number of stakeholders to solicit input on service gaps and unmet needs. The final report recommended a phased implementation to coordinate fixed route and ADA paratransit services with senior services as well as developing other alternatives such as taxi programs and volunteer drivers. Administratively, the County created a Coordinated Mobility Committee and hired a Mobility Manager to facilitate the coordination activities.



*Reference: Laraine Vance, Director of Transportation Planning, Cobb County Department of Transportation, 1890 County Services Parkway, Marietta, GA 30008, 770.528.1650, [laraine.vance@cobbcounty.org](mailto:laraine.vance@cobbcounty.org)*

- **City of Raleigh ADA Paratransit Alternatives and Transit Amenities Guidelines (2008–2011)** – The assignment for the City resulted in two separate, but related studies. The first evaluated the existing ADA paratransit services, suggesting options and alternatives that would improve efficiencies and decrease costs. The basic recommendation was to offer a variety of service options that could be priced appropriately and could better group trips to primary medical and learning centers. One of those alternatives was to increase the use of fixed route services, which led to the second study that developed a set of guidelines for bus stop, shelter, amenities and access paths that could then be coordinated with other City planning efforts including their complete streets program.



*Reference: David Eatman, Transit Administrator, City of Raleigh, Department of Public Works, 222 West Hargett Street, Raleigh, NC 27601, 919.9964040, [david.eatman@raleighnc.gov](mailto:david.eatman@raleighnc.gov)*

- **University of California Santa Cruz (2008–2009)** – Led several studies for UCSC that focused on techniques to effectively place more riders, both students and staff, on public transportation, thus reducing congestion and improving air quality. The latest of those studies examined the potential to develop a BRT route from the downtown transit center to the University including the use of many BRT attributes such as signal preference or priority, high-capacity vehicles, dedicated lanes, feeder/distribution system, etc. The goal of the study was to provide information that could be used by Santa Cruz METRO in the development of a grant proposal for FTA funding of BRT in the County.



*Reference: Teresa Buika, Campus Transportation Planner, UCSC, 1101 Pacific Street, Santa Cruz, CA 95060, 831.469.1941, [tabuika@ucsc.edu](mailto:tabuika@ucsc.edu)*

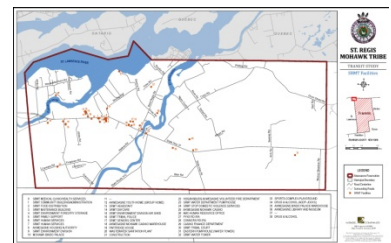
In addition to the relevant transportation planning work done by Marlene and Jim as described earlier, the following relevant work demonstrate Wendel transportation and planning experience in large, collaborative multi-disciplinary projects that included transportation components and networks.

**Ithaca Intermodal Facility:** To select a site, provide preliminary design and cost estimating for a downtown intermodal facility. The project consisted of analyzing the preliminary Space Program and three possible sites for the construction of a multi-modal transportation center for the Tompkins County Area Transit (TCAT). The sites included a stand alone facility, one connected to a new County library and one incorporating the adaptive re-use of an existing parking ramp.

Comprehensive Alternative Evaluation Matrix

Alternative	Description	Site Performance	Costs			Overall Score
			Initial	Annual	Life Cycle	
1. Stand Alone Facility	1.1	1.0	1.0	1.0	1.0	1.0
2. Connected to New County Library	2.1	1.5	1.5	1.5	1.5	1.5
3. Adaptive Re-use of Existing Parking Ramp	3.1	2.0	2.0	2.0	2.0	2.0
4. Stand Alone Facility	4.1	1.0	1.0	1.0	1.0	1.0
5. Connected to New County Library	5.1	1.5	1.5	1.5	1.5	1.5
6. Adaptive Re-use of Existing Parking Ramp	6.1	2.0	2.0	2.0	2.0	2.0
7. Stand Alone Facility	7.1	1.0	1.0	1.0	1.0	1.0
8. Connected to New County Library	8.1	1.5	1.5	1.5	1.5	1.5
9. Adaptive Re-use of Existing Parking Ramp	9.1	2.0	2.0	2.0	2.0	2.0
10. Stand Alone Facility	10.1	1.0	1.0	1.0	1.0	1.0
11. Connected to New County Library	11.1	1.5	1.5	1.5	1.5	1.5
12. Adaptive Re-use of Existing Parking Ramp	12.1	2.0	2.0	2.0	2.0	2.0
TOTAL SITE PERFORMANCE		17.48	17.48	17.48	17.48	17.48
Rankings		1	2	3	4	5

**Akwesasne / St. Regis Mohawk Tribe:** Transit Feasibility Study. Wendel is analyzing existing transportation services and needs through data assessment, interviews with potential users, a spatial analysis of potential destinations and public input. In addition, an origin/destination survey will be conducted to obtain information on potential users, current transportation patterns, desired destination nodes, travel times and frequency. The final report will measure the feasibility of transit service to shopping centers, services, hospitals and other destinations throughout the region for Akwesasne residents and develop recommendations for future transit service options.



**Bailey Crossroads:** Wendel was part of a team that worked with Fairfax County, Virginia to develop a redevelopment plan for an underutilized suburban retail area known as Bailey's Crossroads with the intent of making the area more transit-oriented. Wendel was responsible for preparing an inventory of existing transit conditions and developing concepts for transit oriented development as part of the overall redevelopment plan for Bailey's Crossroads. The concepts were responsive to a proposed streetcar line running between the site and the Pentagon that included a proposed storage and maintenance facility to be integrated within the site that allows for potential future expansion of the streetcar line beyond Bailey's Crossroads and called for clustering higher density, mixed-use development near streetcar stations.



**Blacksburg / Virginia Tech Multi-Modal Transit Facility:** Planning and Operational Analysis; Feasibility Study & Needs Assessment. Wendel's initial task included a review, evaluation and update of the project prospectus and an evaluation of the route recommendations prepared for the proposed facility. Operational analysis was crucial to understanding the needs that related to the proposed facility. Additional program needs and facility, which sits on the Virginia Tech campus objectives were defined, and a conceptual space program was developed. Following the site survey, test fits for the selected location were developed to create a conceptual design.



**Kalamazoo Transportation Center:** Wendel was a consultant on the team that designed this award winning intermodal center. Of particular significant was Wendel's effort to lead the public involvement process for this project, which included informing and building consensus among 30 community groups.



**Mystic Mobility Hubs:** Wendel was a consultant on the team that was charged with making recommendations for transforming the existing transportation network and transit system in and around Mystic to provide a seamless, efficient transportation system that would be a pleasure to use and enhance the Mystic experience for the hundreds of thousands of visitors that visit Mystic each year. Through collaborative work sessions with the owner, transit system, public advisory groups, tourism agencies and the design team, it was realized the best solution to the challenge was to design a series of prototypical mobility hubs, instead of one large intermodal center. Two different sizes of mobility hubs were designed to be located in appropriate locations throughout the region, all with a consistent “Mystic” theme that not only provided for their transportation needs, but also provided an interpretive center to inform and convey the Mystic experience.



**The San Diego (BRT) Congestion Mitigation Study:** Wendel’s work on this project included analyzing alternatives for a large scale, regional bus transportation network and the proposed routes and corridors with the existing highway, roads, bridges and civil infrastructure to find the most cost effective way to provide service to the greatest number of riders.



**Metro West Transit Oriented Development (TOD):** Wendel was one of five different consultant teams retained by Pulte Homes to design this large scale TOD. Wendel’s responsibility was to design the dedicated roadway that included WMATA’s 11 bus bay transfer area, as well as the transfer area itself including the canopy systems, for riders transferring to or from the last stop on the Metro rail system. Wendel participated regularly in coordination meetings conducted by Pulte Homes that included coordination with the other 4 consultant teams and WMATA, as well Pulte’s cadre of consultants that included land use lawyers, real estate and financial advisors, traffic consultants and private investors. Wendel also is performing the Fairfax County permitting process for our portion of the development.

**The Niagara River Greenway Plan:** Wendel was the lead consultant for a multidiscipline team responsible for this project, which establishes a framework for the redevelopment of the Niagara River corridor. The project area encompasses six towns, four cities, three villages, two counties and an Indian Reservation, representing a wide variety of significant resources, including Niagara Falls. A major challenge of the planning effort was to build consensus among the wide variety of project stakeholders, including the 13 municipalities, various interest groups, the business community, federal and state agencies, local non-for-profits and private citizens. The Plan carefully balanced environmental, social and economic issues in establishing a connected series of public access, transportation, parks, trails and conservation areas along the River.



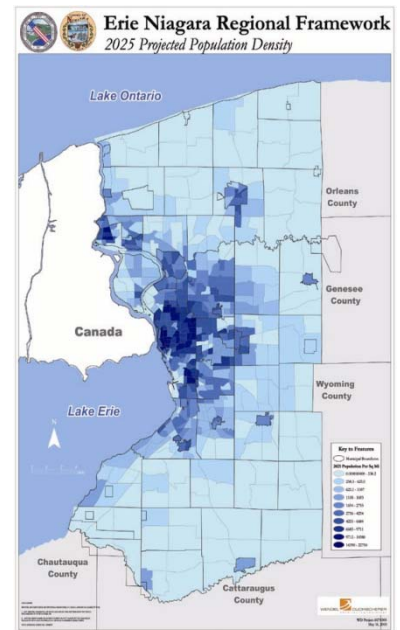
**Erie-Niagara Framework for Regional Growth:** The Erie-Niagara Framework for Regional Growth was a bi-county regional land use planning effort. Its intent was to establish consensus on a future vision for Erie and Niagara Counties, and examine the potential opportunities and problems associated with this vision. In the process, it promoted cooperation across the region in regard to growth and development issues.

The project team generated alternative scenarios for growth and development in the two counties, along with an analysis of their relative impacts. The Team also researched other regions of the country for their successes with Regional Planning. A “tool-kit” of strategies were developed to help local officials better manage growth and development in the region, with a better appreciation of issues and concerns that cross jurisdictional boundaries.

Wendel was a sub consultant to Hellmuth, Obata & Kassabaum, Inc., (HOK) for this project. One of our primary roles was to provide local expertise and knowledge. Wendel is responsible for local data collection, GIS analysis and mapping, coordination with local entities and research into local practices, policies and planning efforts. We also provided our extensive experience and understanding of land use actions as they relate to cities, towns and villages, and assisted in the development of recommendations..

**Erie County Parks Master Plan:** Erie County’s last parks master planning effort was completed 25 years ago. Since that time, shifts in population and demographics have resulted in new patterns of demand for recreational resources. This update to the Erie County Parks Master Plan, which Wendel is preparing in collaboration with PTG, will focus new attention on these beautiful natural and recreational resources, and ensure that they will meet the needs of the county’s residents for the next 25 years.

Wendel is responsible for preparing electronic base maps of park facilities; conducting field investigations of parks conditions, including site amenities, buildings, infrastructure, landscaping, site access, etc., and updating the base maps to reflect this information; and creating a database of the parks system, which includes a linkage with GIS mapping and photographs, allowing the County to query data, evaluate conditions and track improvements to better manage park facilities. Wendel is also developing a plan for recreational trails, which includes a GIS base map of existing and proposed trails, field surveys to explore potential routing options, participation in public meetings, and preparation of a preferred routing plan and opinion of probable costs for all proposed segments to the trails network. Collaboration park planning and design initiatives are also part of this planning effort.



# Experience with Similar Projects

## Section 2

### **Regional Comprehensive Plan (Aurora, Elma, Holland, Wales & East Aurora):**

Wendel assisted the Towns of Aurora, Elma, Holland and Wales and the Village of East Aurora with the preparation of a Regional Comprehensive Plan. These communities collaborated to establish a vision for managing future growth and development throughout the region. Wendel worked with an Advisory Committee of representatives from each of the five communities.

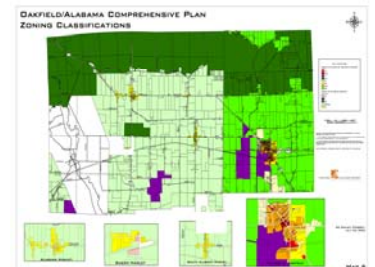
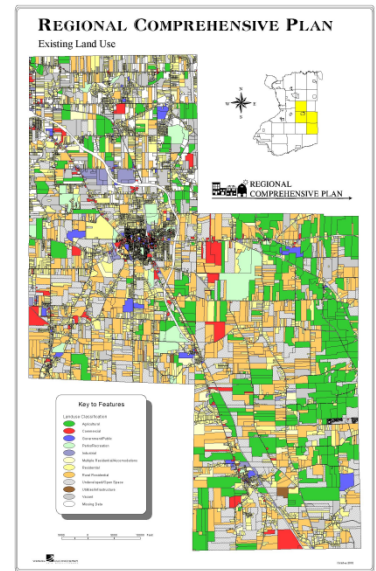
Wendel's efforts on this project included undertaking a wide range of public meetings and specialized meetings with community interest groups. Two public survey questionnaires to gather public input and support for the Plan were also conducted.

Utilizing Geographic Information Systems (GIS) technology provided an inventory and analysis of land use, demographics, economic conditions, utilities and infrastructure, and environmental conditions. Much of this information was transferred onto an array of maps. Goals and objectives were also developed as the framework for the Regional Comprehensive Plan.

The information gathered through the public participation process and through the inventory and analysis, was translated into a series of recommendations and an implementation strategy for the region as a whole and for each community. Wendel is also assisting these communities with the process of adopting the Regional Comprehensive Plan.

**Oakfield/Alabama Comprehensive Plan:** The goal of the project was to prepare a comprehensive plan for the communities of the Towns of Oakfield and Alabama, and the Village of Oakfield. The plan studied issues relevant to each community and the region as a whole. Of particular interest to the municipalities is to have a plan in place which will enable them to manage new hook-ups to the Genesee County Water System., and at the same time protect and enhance their agricultural industry. The plan was design to help guide the communities into the 21st century.

Using Geographic Information Systems (GIS) technology, Wendel collected and analyzed demographic and other related data to help understand the existing trends and patterns of the communities. Public information and brainstorming meetings were held to gain public input on issues and concerns of local importance, with particular focus on agriculture and hamlet revitalization. Wendel worked with a local Advisory Committee to develop goals and objectives, as well as a vision for the community. The final document included recommendations and an implementation strategy to help achieve these goals. Wendel assisted the communities through the formal adoption procedure, including SEQR.





#### **Sustainability & Livability at Wendel**

We believe sustainability is a journey that leads to the creation of strong, viable communities. As a multi-discipline firm, our collaborative approach to Sustainability & Livability is founded on the belief that if we support local businesses, build opportunities for economic growth and regional competitiveness, and promote economic equality then we improve the quality of life for present and future generations.

We have extensive experience designing projects that incorporate Sustainability & Livability principles into the specific needs and character of each community. By implementing smart transportation solutions, our project teams create destinations that help revitalize the surrounding communities. We utilize a holistic design approach to address the essential needs of each community and develop solutions that embody the spirit of the region, encourage pedestrian and bicycle use, and become a source of local pride.

Encouraging interaction between people and the environment is a goal at Wendel and we work closely with communities, municipalities, state and federal agencies to promote conservation, protection of our natural resources, and reduction of greenhouse gas emissions. **A recent collaborative effort with the Town of Ithaca is an example of how we work.** In response to a DOE funding opportunity for an electric vehicle study, we created a partnership with the Town of Ithaca, as this was a great location for implementing the program. A think tank developed with participation from Wendel, the Town of Ithaca, the City of Ithaca, and Cornell. The objective was to develop a plan for regional electric vehicle charging station infrastructure. The comprehensive plan would include analysis of the local policies, procedures, and incentives that were integral to success. Although timing constraints proved to be prohibitive to completing the study, an open dialogue had been started. There was great excitement and a new found momentum to create a regional master plan to address the City and Towns' goals of reducing dependence on fossil fuels and greenhouse gas emissions.

Wendel understands Sustainability and Livability is a response to a changing economic landscape impacted by urban population decline, suburban sprawl, and transitioning development patterns. With our in house design, transportation, civil and landscape engineering, and planning expertise, we provide the experience essential to creating successful projects that enhance the viability and vitality of communities.

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Bronner Group





### **Bronner Center for Transportation Management – Business Profile:**

The infrastructure landscape across America has evolved dramatically during the 20<sup>th</sup> century and promises to evolve even more over the next 25 years. People are traveling differently and the centuries-old systems designed to accommodate their movement are poorly maintained and outdated. While federal resources have been debated and allocated to improve some components of U.S. infrastructure, the challenge remains substantial: redesign and revitalize infrastructure and public transportation during one of the worst economic environments in the nation's history.

Bronner, one of the nation's most qualified and respected professional services firms focusing exclusively on the public sector since 1987, has assembled a transformative team of transportation visionaries to help agencies and stakeholders address this challenge. With experience leading federal transit agencies, state departments of transportation and public transit authorities, the **Bronner CENTER FOR PUBLIC TRANSPORTATION MANAGEMENT** is a wholly unique assembly of subject matter expertise. We know public transportation and are committed to enhancing it through better, more strategic management of the business of government.

Specifically, our team includes individuals with over sixty years of experience in navigating the federal and state processes in order to advance projects from concepts to completion and operation. As senior level public sector leaders at the federal and state level, our team has been instrumental in moving forward each element of a proposed transportation plan, including improvement projects, expansion projects, rolling stock acquisitions, new stations, layover facilities and intermodal centers. We stand ready to assist our partners and clients in moving transportation projects from planning through implementation.

The team has expertise in project development, implementation and management for federally funded transportation projects, with particular skills in developing, negotiating and finalizing agreements with public, private and non-profit stakeholders; enhancing public involvement processes; developing consensus on challenging projects; interfacing with the general public and public officials; and drafting proposals and reports that can enhance understanding of a project's key concepts. Additional areas of strength include federal grant management relative to public transportation projects - ensuring that a project does not get tangled in "red tape", but instead is able to move forward – and project financing strategies.

***120 North LaSalle Street, Suite 1300, Chicago, Illinois 60602***

***(312) 759-5101 • [www.BRONNERgroup.com](http://www.BRONNERgroup.com)***

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**Representative Current Projects:**

- *Cape Cod Seasonal Rail Project:* Leading team tasked with developing plan (ridership, financing, infrastructure improvements) to reintroduce seasonal rail from Boston and New York to Hyannis to promote a reduction in car-created congestion on Cape Cod; thereby promoting economic development, tourism and “sustainable” transportation options
- *West Haven/Orange (CT) Transportation Management Association (TMA):* Assisting in developing a new TMA to support significant business development (e.g., Yale’s new West Campus, United Illuminating’s consolidation of 1,000 employees to a new/central site and development of the new West Haven train station) in the Orange/West Haven region of Connecticut.
- *MBTA- Discretionary Grants:* Assisting the MBTA in planning and writing grants for a variety of new federal discretionary programs (e.g., energy efficiency –TIGGER; bus and bus facility funding; livability programs).
- *Barr Foundation:* Preparation of a white paper that illuminates the sources and uses of transportation funding in Massachusetts, including some of the structural changes brought by recent reform and the funding challenges that remain.

**References:**

1. Mary Beth Mello, Regional Administrator, Federal Transit Administration – Region I, 617.494.2055
2. Michael Sanders, Transit and Rideshare Administrator, Connecticut Department of Transportation, 860.594.2829
3. Stan Gee, Executive Deputy Commissioner, New York State Department of Transportation, 518.485.5364
4. Jonathan Davis, Deputy General Manager/CFO, Massachusetts Bay Transportation Authority, 617.222.3106
5. David White, President, Coordinated Transportation Solutions, 203.736.8810

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STATE OF NEW YORK  
DEPARTMENT OF TRANSPORTATION  
ALBANY, N.Y. 12232  
[www.nysdot.gov](http://www.nysdot.gov)

STAN GEE  
ACTING COMMISSIONER

DAVID A. PATERSON  
GOVERNOR

November 23, 2009

Ms. Gila J. Bronner  
**Bronner Group, LLC**  
120 North Lasalle Street, Suite 1300  
Chicago, IL 60602

**Re: DBE CERTIFICATION NOTICE**

Dear Ms. Bronner:

The New York State Department of Transportation (NYSDOT), a Certifying Partner in the New York State Unified Certification Program (NYSUCP), is pleased to advise you that your firm meets the eligibility criteria established by the U.S. Department of Transportation Disadvantaged Business Enterprise regulations codified at 49 CFR, Part 26, and has been **CERTIFIED** as a Disadvantaged Business Enterprise (DBE). Your firm is certified as a DBE with the NYSUCP providing the services listed below:

- 090C IT Management Services (Project Management, Analysis, and Planning)
- 090F Contract Auditing
- 090H Professional and Management Training
- 090J Business and Financial Advising

Your business is eligible to participate as a DBE on NYSDOT federally assisted projects in the service area listed above. Additionally, as a DBE in the NYSUCP, your business is also eligible to participate on the Metropolitan Transportation Authority (MTA), Port Authority of New York and New Jersey (PANYNJ), and Niagara Frontier Transportation Authority (NFTA) federally assisted projects in the identified service areas.

Your firm's certification status with the NYSUCP is effective for three years from the date of this letter, provided there are no changes in the ownership, control and/or operations of the firm or eligibility requirements during the approval period. However, you are required to submit annually, on the anniversary date of this notice, a sworn notarized affidavit affirming whether there have been any changes in your firm's economic disadvantaged status, ownership, or control. Additionally, please be advised that you are required to notify the NYSDOT, within 30 days of any changes in your business services and capabilities.

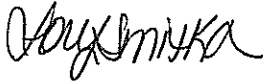
Your firm will be included in the NYSUCP Directory at <http://biznet.nysucp.net> which will indicate the type of work that your firm has been certified to perform.

Please note that any of the Certifying Partners of the NYSUCP reserves the right to review your firm's certification eligibility prior to your firm's participation on a federally assisted project for their agency or at any time that it is determined that such reevaluation is warranted.

We are pleased to have you as a participant in the NYSUCP and wish you much success.

Should you have any questions, please contact me at [lsmitka@dot.state.ny.us](mailto:lsmitka@dot.state.ny.us), or call me at (518)457-7292.

Sincerely,

A handwritten signature in black ink, appearing to read "Lory Smitka", written in a cursive style.

Lory Smitka  
Compliance Specialist 1  
DBE Unit  
Contract Audit Bureau

---

## Arch Street Communications



## **FIRM IDENTIFICATION**

Arch Street Communications (ASC), a New York State corporation, is a premier communications consultancy, delivering a combination of public outreach, media, and public relations expertise in support of the effort to communicate for the public interest. The firm has been profitable since inception, and enjoys frequent contract renewals, as well as new business assignments from both current and new clients. ASC is certified as a Woman-owned Business Enterprise (WBE) and a Disadvantaged Business Enterprise (DBE) and is on a General Services Administration schedule for federal contracts in public and media relations.

ASC's team consists of skilled public outreach practitioners specializing in transportation, energy and the environment. Our work with Metropolitan Planning Organizations (MPOs)—including the New York Metropolitan Transportation Council, Capital District Transportation Committee, North Jersey Transportation Planning Authority, South Western Connecticut Regional Planning Agency and the Metropolitan Washington Council of Governments, with DOTs in Connecticut, New York, New Jersey and Washington, DC, and with Federal agencies including FAA, FTA, FHWA, FMCSA and US EPA provides us with substantial insight into and a full working knowledge of the issues, requirements and regulations in any type of transportation process.

ASC is experienced in providing:

- Clear, concise easy to understand information about the transportation planning process, to promote understanding of the issues, and reasoned participation.
- Well-structured opportunities and forums for the public to share their views and to influence the outcome of the planning process.
- An emphasis on consensus building and public support for the vision and goals of the plan and of the entity charged with developing and implementing the plan.
- Media strategists adept at media relations, media training and liaison with local media in the Hudson Valley and NY Metropolitan markets

ASC has been a presenter on Public and Media Outreach for the Transportation Research Board, and its work has secured first place awards of excellence from the American Public Transit Association and the Association for Commuter Transportation, among others.

## **Public Outreach, Media Relations and Public Relations Experience**

ASC was founded in 1992, and has been in continuous operation since that time, providing public outreach, media and public relations services to government agencies.

- Federal Highway Administration
  - *It All Adds Up to Cleaner Air* National Media/Awareness Initiative
- Federal Motor Carriers Safety Administration
  - *Road Signs*, National Truck Safety Initiative
- Federal Aviation Administration
  - Safety Management System Communication Strategy
- Federal Transit Administration

- National Research Dissemination Strategy
  - US Environmental Protection Agency Office of Air Quality
    - Best Workplaces for Commuters
    - SmartWay Freight Transport Partnership National Media Outreach
  - US Environmental Protection Agency Office of Water
    - National Estuary Program National Open House, Media Outreach,
  - Metropolitan Washington Council of Governments
    - Bike to Work Day Media Outreach
    - Employer Awards Media Outreach
  - Capital District Transportation Authority
    - Transit System Rebranding and Web site
    - Know Before You Go Fare Simplification Outreach Program
    - Bus Rapid Transit Study
  - Capital District Transportation Committee
    - Annual Report and Outreach: New Visions 2030 (RTP)
  - Port Authority of NY & NJ
    - Strategic Outreach Plan: Stewart International Airport
  - Rockland County Transit
    - Transit System Marketing
  - NYS Department of Transportation/MTA Metro-North Railroad/NYSTA
    - Tappan Zee Bridge Environmental Review Public/Media Outreach
  - NYS Senate Task Force on High Speed Rail
    - North/South Corridors Study Public Outreach (Capital Region)
  - NYSDOT
    - Hudson River Crossing Study Public Outreach
    - EasyStreetNY Vanpool Project
    - Regional Commuter Choice Rebranding Project
    - I-287 Reconstruction Project Public/Media Outreach
  - NYS Thruway Authority
    - Tappan Zee Bridge/I-287 Study Early Outreach Engagement
    - Interchange 8 Reconstruction Project Public/Media Outreach
    - Tappan Zee Bridge Redecking Project Public/Media Outreach
  - New York Metropolitan Transportation Council
    - Regional Transportation Plan Public Outreach
    - Regional Commuter Choice Awards and Branding
    - Regional Transportation Web site
  - Orange County, NY
    - Newburgh Area Transportation and Land Use Study Public Outreach
    - NY Route 17 Transportation Study
  - Metropool, Inc.
    - Mobility Matters Multimedia Campaign
    - Route 7 Link Media Campaign
  - North Jersey Transportation Planning Authority
    - Regional Greenhouse Gas Study
    - Transportation Clean Air Measures Program
    - Regional Safety Priorities Update
  - Southwestern Regional Planning Association
    - Regional MPO Web site
-



## Relevant Project Experience

2011

### NYSDOT Tappan Zee Bridge/I-287 Environmental Review

#### DESCRIPTION OF PROJECT WORK

Public outreach and media relations for major study of travel corridor in southern New York, including fact sheets, Web site, exhibits, facilitation, media training. Results: ASC's strategic recommendation for establishment of topical Advisory Working Groups has become a foundation element in this complex study of two counties and the Hudson River. A significant public outreach effort drew 800 people to programs in two counties, generating significant interest in public involvement, and securing widespread media coverage.

#### CONTACT NAME

Michael Anderson

#### CONTACT TELEPHONE

877-892-3685

#### CONTACT EMAIL

n/a

#### CONTACT AGENCY

New York State Department of Transportation

#### PROJECT DATES

Completed 2007

### Orange County Planning - Newburgh Area Transportation & Land Use Study

#### DESCRIPTION OF PROJECT WORK

ASC led the public outreach for this 24-month multi-modal study of transportation systems, regional connectivity and land use in northeastern Orange County, New York. ASC developed the project Web site, which is the primary access point for information concerning the study. ASC developed a project brand, coordinated the project launch and completed the public involvement plan, which includes a series of public meetings, roundtable forums and visioning workshops designed to involve stakeholders in the study process. ASC developed print and online materials including a project fact sheet, print ads and an electronic newsletter.

#### CONTACT NAME

Graham Trelstad

#### CONTACT TELEPHONE

(914) 922-2355

#### CONTACT EMAIL

gtrelstad@akrf.com

#### CONTACT AGENCY

AKRF

#### PROJECT DATES

Completed 2011





## CDTA Public Relations and Marketing Services

### DESCRIPTION OF PROJECT WORK

Public relations and marketing for Capital Region transportation and mobility provider in Albany, NY includes strategic planning, media relations, outreach, Web site, advertising and promotion of transit services in the Capital Region. Results: Bus ridership increased 14%; tripled ridership on new line. Federal representatives secured \$3+ million to support *Bus Rapid Transit*. Received *Best in Show*, from the American Public Transportation Association (APTA).

#### CONTACT NAME

Carm Basile

#### CONTACT TELEPHONE

518-437-6840

#### CONTACT EMAIL

carmb@cdta.org

#### CONTACT AGENCY

Capital District Transportation Authority (CDTA)

#### PROJECT DATES

ongoing

## NYSDOT I-287 Reconstruction Project Outreach

### DESCRIPTION OF PROJECT WORK

As part of the public outreach effort to support the New York State Department of Transportation I-287 Reconstruction Project, Arch Street Communications developed an outreach Web site launched in 2007, in response to a vocal public complaint pertaining to the removal of landscaping along the 1.8 mile stretch of I-287, a necessary part of the process, that would be replaced once the major reconstruction had been completed. ASC worked collaboratively with NYSDOT to develop an interactive website that provides travel updates, an interactive map, and pull down menus with project progress and landscape planning at key locations.

#### CONTACT NAME

Arnie Bloch

#### CONTACT TELEPHONE

917-339-0488

#### CONTACT EMAIL

abloch@hshassoc.com

#### CONTACT AGENCY

Howard/Stein Hudson Associates

#### PROJECT DATES

ongoing



## **NYMTC Regional Commuter Choice Program**

### **DESCRIPTION OF PROJECT WORK**

ASC provides public outreach and strategic planning for this collaborative effort by the New York Metropolitan Transportation Council and downstate NY's Metropolitan Mobility Network to recognize excellence in programs that promote commuting alternatives. ASC facilitates a coalition of transportation agency leaders and regional TMAs to select and evaluate employers in New York City, Nassau, Putnam, Rockland, Suffolk and Westchester that take tangible steps to reduce ride-alone commuting through use of commuter rail, subways, buses, vanpools, carpools or incentives.

#### **CONTACT NAME**

Jan Kahn

#### **CONTACT TELEPHONE**

(212) 383-7251

#### **CONTACT EMAIL**

JKhan@dot.state.ny.us

#### **CONTACT AGENCY**

New York Metropolitan Transportation Council

#### **PROJECT DATES**

Completed 2009

## **Green House Gas Emissions Inventory and Forecast Outreach**

### **DESCRIPTION OF PROJECT WORK**

ASC led stakeholder outreach, Technical Advisory Committee outreach and interagency coordination for this regional assessment of greenhouse gas emissions in northern New Jersey that's part of a larger multi-year climate change initiative. ASC was tasked with stakeholder facilitation and meeting support. In addition, ASC worked closely with the project team to test the Web-based tool and generate appropriate charts, as well as to compile, edit and format the Final Report.

#### **CONTACT NAME**

Jeffrey Perlman, PP, AICP

#### **CONTACT TELEPHONE**

(973) 639-8445

#### **CONTACT EMAIL**

jperlman@njtpa.org

#### **CONTACT AGENCY**

North Jersey Transportation Planning Authority

#### **PROJECT DATES**

2009-2010



## **New York State Thruway Authority Strategic Communications**

### **DESCRIPTION OF PROJECT WORK**

Strategic communications plan to increase public and stakeholder awareness of mission, objectives and benefits of the Authority. Includes development of interview guide and conduct of interviews with internal stakeholders to gain understanding of messaging, communication barriers and stakeholder concerns. Drafted positioning statements and key messages to inform plan development

#### **CONTACT NAME**

Kalle Culotta, Project Manager

#### **CONTACT TELEPHONE**

(540) 421-4918

#### **CONTACT EMAIL**

kalle.culotta@macrosysrt.com

#### **CONTACT AGENCY**

Volpe National Transportation Systems Center

#### **PROJECT DATES**

ongoing

## **Federal Transit Administration (FTA), Office of Research, Demonstration and Innovation (TRI):**

### **DESCRIPTION OF PROJECT WORK**

Developed communications and information dissemination strategy and program plan. Created conversation guide and facilitated conversations with representatives of stakeholder groups to identify their awareness of FTA-TRI, use of research findings, perceptions as they relate to research and FTA-TRI, barriers to distribution of research findings and preferences for communication modes and mediums. Uncovered information related to existing communication channels for distribution of research reports.

#### **CONTACT NAME**

Mary Beth Hines, Project Manager

#### **CONTACT TELEPHONE**

(617) 494-2315

#### **CONTACT EMAIL**

Mary.Beth.Hines@dot.gov

#### **CONTACT AGENCY**

Volpe National Transportation Systems Center

#### **PROJECT DATES**

2010-2011



## **Federal Motor Carrier Safety Administration CSA 2010 National Outreach Program**

### **DESCRIPTION OF PROJECT WORK**

ASC developed a comprehensive marketing and branding strategy for FMCSA CSA 2010 national roll out. Our team provided strategic communications guidance for a new, industry-friendly Web site that is the communication centerpiece and developed the compelling "Road Signs" campaign to serve as the cornerstone of this national safety initiative for large trucks and buses. The new CSA 2010 Web site drew 18,000 unique visitors in its first weeks online, and has thus far produced in 800+ stakeholder subscriptions, six fully subscribed Webinars, two briefings on Capitol Hill, distribution of over 400,000 informational flyers and 100 events with presentations reaching more than 10,000 industry leaders. Branded material includes print ads, newsletters, fact sheets and presentation templates.

#### **CONTACT NAME**

Mary Beth Hines, Project  
Manager

#### **CONTACT TELEPHONE**

(617) 494-2315

#### **CONTACT EMAIL**

Mary.Beth.Hines@dot.gov

#### **CONTACT AGENCY**

Volpe National Transportation Systems Center

#### **PROJECT DATES**

2010-2011

## **NYSERDA Energy Efficiency Services Supplemental Marketing Plan**

### **DESCRIPTION OF PROJECT WORK**

Prime contractor, downstate Energy Efficiency Services strategic communications development in commercial sector, including development and conduct of interviews with customers, organizations and prospective partners, tracking of interview and survey responses, development of marketing strategy.

#### **CONTACT NAME**

Susan Andrews, Contract  
Administrator

#### **CONTACT TELEPHONE**

(518) 862-1090  
ext. 3234

#### **CONTACT EMAIL**

sta@nyserda.org

#### **CONTACT AGENCY**

New York State Energy Research and Development  
Authority

#### **PROJECT DATES**

2010-2011

### Key Personnel

### OVERVIEW

The key to any successful project is the experience and leadership qualities of the people who will run the project. And the first task of that management team is to assign people to the project that possess the skills and personalities to do the work. We have assembled a talented group of experienced professionals to work on the Regional Transportation Study. Each member of the team has been selected based on their history of working on similar assignments and their expertise with specific facets of this project. A brief biographical sketch of each key team member follows and resumes of the leadership team are also included.

### KEY PERSONNEL

[Donald E. Gray, AIA Principal-In-Charge.](#) With over 30 years of experience supervising facilities-based projects Don has an unsurpassed knowledge of planning, designing and constructing transportation facilities. As leader of the Public Transportation line of business for Wendel he will have corporate management responsibility for the project.

[Marlene Connor, Project Manager and director of Public Transportation Planning,](#) has led many complex and diverse projects over her years of consulting work and as former Administrator of Pioneer Valley Transit Authority understands public sector processes. Her continued leadership work as Chair of the American Public Transportation Association's Intergovernmental Issues Subcommittee, on issues such as mobility management, sustainability and livability and efforts to streamline JARC, New Freedom and 5310 funds into one program provide valued experience for this assignment.

[Jim McLaughlin, Public Transportation Specialist,](#) has chaired APTA's Access Committee and presented the association at many meetings and discussions regarding ADA paratransit and other paratransit related issues. In addition, while at the MTA in Los Angeles he was a member of the LA County Interoperations Group, communicating the role of public transportation and working with members from County agencies such as Public Social Services, Health, Children and Families, Mental Health, Aging, etc. Jim also was a member of FTA panel that developed the United We Ride policy and planning concepts. Thus, he also understands all of the components of community mobility services and will assist Marlene in project leadership and task development.

[Ellen Parker, MUP, LEED AP](#) has over 25 years of professional urban planning experience. Her experience in many levels of planning will provide us with the flexibility to use her on varied assignments including working with the outlying towns and counties, conducting stakeholder and outreach activities and connecting all parts of the study into a cohesive plan.

[Fred Frank MUP, LEED AP](#) also has experience working with public transportation projects including assignments with MPO documents such as long range plans, transportation improvement programs and the unified planning process. Most recently he conducted an evaluation of transit route modifications resulting from a Wendel transit facility project. His combination of skills will also add value to several components of the RTS, especially public transit where we anticipate he will work with Jack Reilly in evaluating existing services and recommending service enhancements and expansions.

[Jake Needle, GIS Specialist,](#) A graduate of SUNY Courtland, Jake also interned with the Courtland County Planning Department and has intimate knowledge of the area. This knowledge and experience will allow him to incorporate demographic and planning components as part of the study.

He is well-known for abilities to create robust databases and custom applications for efficient and effective presentation and programs. His background and skills will ensure development of thorough and understandable displays and arrays of data and information.

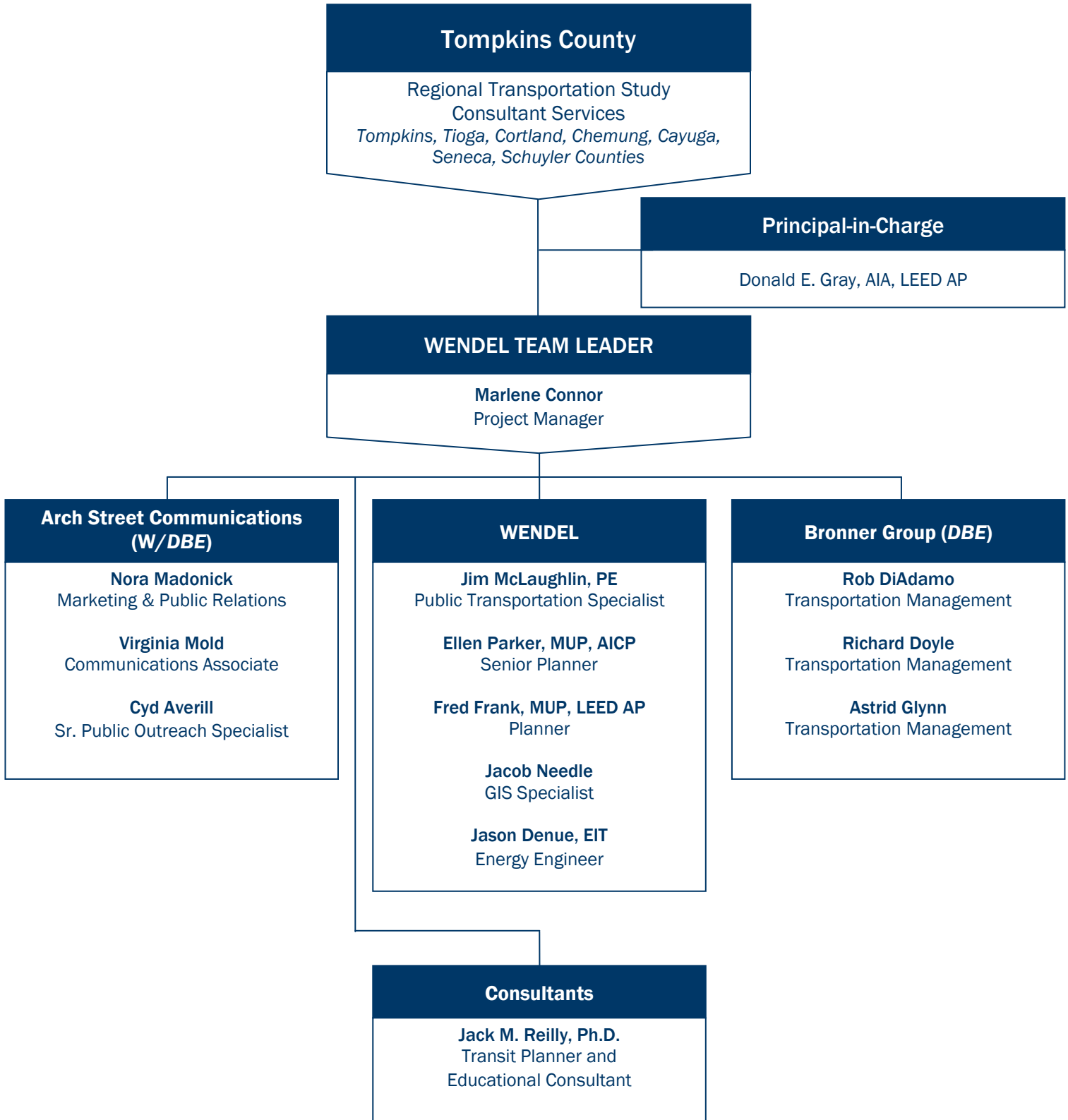
#### SUBCONSULTANTS

Bronner Group, a certified NY DBE, has expertise in project development, implementation and management for federally funded transportation projects, with particular skills in developing, negotiating and finalizing agreements with public, private and non-profit stakeholders; enhancing public involvement processes; developing consensus on challenging projects; interfacing with the general public and public officials; and drafting proposals and reports that can enhance understanding of a project's key concepts. The key participant will be Dick Doyle, who as a former FTA Regional Administrator understands all FTA programs, especially his work as national lead for the United We Ride process with the Coordinating Council on Access and Mobility. In addition, his recent work in creating a Transportation Management Association in Connecticut will assist in developing car and vanpool concepts and other transportation demand management strategies.

Arch Street Communications (ASC). A comprehensive Public Participation process is essential to engage the communities, transit providers, current and prospective riders and interested stakeholders in the Regional Transportation Study for Tompkins, Tioga, Cortland, Chemung, Cayuga, Seneca and Schuyler Counties. ASC has done a number of outreach and facilitation sessions and is also well-known for their input into the Looks Blue, Runs Green campaign in Albany.. Arch Street Communications, (certified as a W/DBE in New York) will participate in the Wendel team's collaborative work with the Client Committee to facilitate a proactive stakeholder and public involvement process that provides comprehensive project education and timely public information..

Jack Reilly, is currently a professor at Rensselaer Polytechnic Institute, who knows the academic community well and will lead or interaction with institutions of higher education. In addition, Jack has many years of experience in operations planning at Capital District Transit in Albany and participating in Transportation Research Board activities. He maintains an active international consulting practice and will be invaluable with his insights into transit and the total RTS effort.

### ORGANIZATIONAL CHART





*Don Gray is a licensed architect with over 30 years of experience in complex multi-discipline facility projects, including many intermodal transportation and vehicle maintenance projects. He is a "relationship oriented" team leader with extensive experience in projects that involve large groups of stakeholders and involved agencies, particularly in the public sector. Having been a leader on numerous award-winning projects, Don understands that project success is a balanced combination of giving attention to detail while keeping the "big picture" clearly in focus.*

### SELECT PROJECT EXPERIENCE

- **Schenectady Intermodal Station, CDTA (Capital District Transportation Authority) Schenectady NY** - Design and construction of new Intermodal station including a reconstruction of an elevated rail platform and canopy system serving Amtrak.
- **Binghamton Intermodal Transportation Terminal, Binghamton, NY** - Design and construction of a new intermodal center that will consolidate into one central location the existing local bus service, along with the existing Greyhound and Coach / USA intercity bus terminals.
- **Mystic Mobility Hubs Study, Mystic, CT** - Planning study to develop an iconic Mobility Hub design that would be suitable for and enhance the Mystic Experience for the many tourists that visit Mystic, CT each year. The study produced major and minor prototypical Hubs with technological and wayfinding components specifically dedicated to a safe, enjoyable transportation experience while also communicating the Mystic experience.
- **San Diego BRT Congestion Mitigation Study, San Diego, CA** - comprehensive county-wide plan for congestion mitigation that evolved into a regional Bus Rapid Transit (BRT) in the region
- **Corning Intermodal, Corning NY** - site selection verification, programming and conceptual design for a new 5,000 sf intermodal transfer center adjacent to a historic district in downtown Corning, NY
- **Jamestown Gateway Intermodal Station and Visitor Center, Jamestown, NY** - detailed design documents and construction phase services for the rehabilitation and restoration of the existing Jamestown rail station into a new gateway intermodal station and visitors center. constructed in 1931, the 26,000 sf former Erie railroad station is listed on the national and state historic register
- **Blacksburg Transit/ Virginia Tech Multi-Modal Transfer Facility, Blacksburg, VA** - Feasibility Study and Programmatic Needs Assessment Upgrade for a Multi-Modal Transit Facility
- **Niagara Falls Transportation Center, Niagara Falls, NY** - Design and construction of a new primary public transportation center for Niagara County, which will be the hub for the local bus service, and also be designed to accommodate potential future Greyhound and charter bus service. The facility includes a Park and Ride lot and a food concession component with both an interior and exterior seating area

### PRINCIPAL

#### LICENSE

Registered Architect, State of NY

#### EDUCATION

Hutchinson Central Technical, Building and Design Technology, Buffalo, NY

Calcomp Systems Operator Training, Parsippany, NY

Project Planning, Scheduling and Control, Advanced Management Services, Inc.

Fundamentals of Finance and Accounting, State University of New York at Buffalo, School of Management

#### AFFILIATIONS

Board Member of Buffalo/Western New York Chapter of American Institute of Architects

New York Public Transit Association (NYPTA)

NYPTA / NYSDOT Safety and Security Committee

#### PUBLICATIONS

New York Public Transit Association (NYPTA) – Spring Conference in Glens Falls, NY, 2009 "Transit Design: Inspiring the Next Generation of Transit Riders"

"A Public Transportation Odyssey: Learning About Our Customer" - 2006 APTA Bus and Paratransit Conference

*Ms. Connor is the Director of Public Transportation Planning for Wendel. She has 30 years of experience in transportation management and planning. As project manager for many comprehensive transit projects, her efforts have involved statewide, regional, and local transit system analysis; regional mobility plans; management performance reviews; national research; suburban and community public transportation plan development; and service coordination.*

*Ms. Connor was previously the Director of Public Transportation for Wilbur Smith Associates and the chief executive officer of the Pioneer Valley Transit Authority in Springfield, MA where she directed numerous changes in service delivery, consolidated the fixed route paratransit services program, and implemented a systematic financial improvement process, improving efficiency while enhanced mobility. She worked to improve the contractual relationship with the University of Massachusetts, resulting in better coordination of services as well as financial and policy benefits to PVTA.*

### SELECT PROJECT EXPERIENCE

- **Transit Mobility Vision Plan, Savannah, GA** – Served as the project manager for the Transit Mobility Vision Plan (TMVP) for the Savannah CORE MPO. The primary objective of this assignment was to develop the transit components of the CORE MPO's Total Mobility Plan, looking to enhancing public transportation options and opportunities in the rapidly developing sectors of Chatham County and establishing a vision for regional transportation in an area that includes seven neighboring counties in two states. This region is the economic heart of the Savannah-Hilton Head region, is home to multiple military bases, two active commercial seaports, several colleges and universities, and is an active tourist locations. The TMVP will be an extension of the long-range planning efforts initiated during development of the 2035 Long Range Transportation Plan and is part of a Total Mobility Plan for the region.
- **Ventura County Alternatives Study, Ventura, CA** - Served as Project Director for the development of alternative organizational structures for Ventura County which has multiple public transportation operators including a regional program, VISTA, Gold Coast JPA, and multiple municipal operations. This study is designed to assist the County in preparation for the implementation of CA 766 which provides new guidance on local funding requirements for transit operations.
- **Monterey Bay BRT Feasibility Study, MST, Monterey, CA** – Project manager for the development of a regional BRT plan for the Monterey Bay region. The project includes the development of three separate projects including a high-level regional framework, a corridor in Monterey County for MST, and a corridor project in Santa Cruz County linking UC Santa Cruz to the county. The project includes completion of these projects through the federal Small Starts and Very Small Starts processes.
- **Mankato, Transit Service and Operations Redesign, Mankato, MN** - Task leader for agency functional assessment for service redesign plan, participated in public involvement activities including rider drop ins and stakeholder interviews and participated in service development recommendations.

### EDUCATION

MBA, Finance and Organizational Development, University of Massachusetts

BA, Political Science  
Drew University

### ADDITIONAL TRAINING

National Transit Institute, Advanced Seminar on Managing the Environmental Process

### AFFILIATIONS

American Public Transportation Administration

Women's Transportation Seminar

USDOT, Mobility Services for All Americans, Strategic Advisory Committee

### AREAS OF SPECIALIZATION

Transportation management and planning for comprehensive transit projects involving statewide, regional, and local transit system analysis; regional mobility plans; management performance reviews; senior adult studies; human service coordination studies; and suburban and community public transportation service development

- **Monterey Bay BRT Development and Implementation, Cities of Monterey, Seaside, and San Jose, CA** - Project Manager for the development and implementation of the MST BRT project on Fremont/Lighthouse Avenues. Following FTA procedures for project development, study elements include oversight and review of the project design elements including TSP, station and shelter design and development, branding, and schedule and financial management. Other program elements included community coordination and development of an interlocal agreement process for all the program partners including Caltrans, the Cities of Monterey, Seaside, San Jose, and MST.
- **Streetcar Feasibility Study, Savannah CORE MPO, Savannah, GA**- Served as Project Manager for the redevelopment of a streetcar program for the City of Savannah. Study elements included a peer assessment for system attributes consistent with the City of Savannah, and a roadmap for moving forward consistent with the federal planning processes.
- **Birmingham MAX COA/TDP, Birmingham, AL**- Project manager for completing a comprehensive TDP and COA for the Birmingham-Jefferson County Transit Authority (BJCTA) in Birmingham. The study included a comprehensive performance analysis of the service and the development of plans to restructure the existing transit system into a decentralized multi-destination transit system serving multipurpose travel.
- **AA I-65 Corridor, Birmingham, AL** - Project manager for development of transit alternatives, operating plan, economic and financial analysis, and modeling aspects for the development of the full environmental assessment for the I-65 corridor.
- **Lake-Sumter Metropolitan Planning Organization Continuing Transportation Services, Lake and Sumter Counties, FL** - Responsible for quality control on this project. WSA is providing continuing transportation planning services for the Lake-Sumter MPO. Initial concepts for scope of work on this project include transit support services, graphic and mapping support, financial analysis, the Lake County Transit Development Plan (TDP), development of a Transit Vision Plan, Community Outreach, Peer Reviews, and support of the Transit Disadvantaged Program.
- **Coordinated Human Service Transportation Plan, NJ** - Project manager for a 13-county coordination plan for northern New Jersey, prepared for the North Jersey Transportation Planning Authority. The study included an extensive outreach effort that included focus groups and public meetings in the development of plan to provide an overall regional focus on mobility and public transportation needs in coordination with NJ TRANSIT and the county and locally based services. Recommendations included the development of strategies for inter-county travel and fare and service integration.
- **Bay Mission Corridor BRT Feasibility Study, UC Santa Cruz, CA** - Project director for the feasibility study reviewing potential applicability of BRT to the Bay Mission corridor in Santa Cruz, CA. The study goal was to identify whether BRT applications in the corridor would be able to enhance access to and from the UC Campus in Santa Cruz. The study included reviewing a range of BRT attributes in relation to the Bay Mission corridor and providing a high-level, cost-benefit evaluation analysis.

*Mr. McLaughlin is a Public Transportation Specialist for Wendel. As project manager for comprehensive transit projects, his engagements include a variety of planning efforts, such as management performance reviews, short and long range transit plans, regional coordination and consolidation recommendations and ADA paratransit and human service transportation coordination.*

*Prior to working for Wendel, Mr. McLaughlin worked at Wilbur Smith Associates and Urbitran Associates. Prior to his work at Urbitran, Mr. McLaughlin was the Director of Transit Planning for the Los Angeles County Metropolitan Transportation Authority, in charge of a diverse projects such as the Metro Rapid BRT program, planning for the Universal Fare System, and communication with municipal, local and private sector operators. Mr. McLaughlin also worked for the City of Los Angeles Department of Transportation as its initial Chief of Transit Programs and implemented local shuttle, commuter express and community transportation programs for the city, including preparing budgets, securing grants, working with community representatives and local officials.*

### LICENSE

Professional Engineer, CA

Civil Engineer, CA

Traffic Engineer, CA

### EDUCATION

BS, Civil Engineering

Newark College of Engineering

Newark, New Jersey

### AFFILIATIONS

American Public

Transportation Association

Community Transportation

Association of America

Transportation Research

Board

## SELECT PROJECT EXPERIENCE

- **Transit Mobility Vision Plan, Savannah, GA** – The Transit Mobility Vision Plan (TMVP) will develop the working relationships between multiple cities, counties and two states to begin to blend existing transit services into one system and to create the planning and policy mechanisms to broaden and sustain that system. The original goal, to enhance the transit planning efforts in Savannah did not really address the regional need. Hence, the project was expanded and the planning work, stakeholder and steering committee meetings, development of potential projects, identification of corridors and connectors and sustained financial planning was modified to incorporate those broader perspectives. The TMVP will be an extension of the long-range planning efforts initiated during development of the CORE MPO's 2035 Long Range Transportation Plan and is part of a Total Mobility Plan for the region.
- **Augusta, GA Transit Development Plan** – Project Manager for this review of Augusta Public Transit to develop a five year implementation plan. Similar to many smaller agencies in areas without either dedicated state or local funding, APT has reduced service down to a minimum and thus also limited ridership to the most transit dependent riders. The study identified opportunities to reconfigure services to attract new riders and plan for outward expansion into new market areas.
- **Ventura County Transportation Commission Transit Study, Ventura, CA** – Principal planner for study team developing and evaluating potential organizational design alternatives for the County based on state legislation which would dedicate additional funds for transit. Study includes working with local officials, operators and public, researching and comparing various organizational models used elsewhere in California and around the country and indicating potential next steps if consensus is developed for implementation.

- **Monterey Bay BRT, Monterey CA** – Principal planner for this study, a joint effort of Monterey Salinas Transit and Santa Cruz METRO, which included working with each agency on their specific BRT issues as well as drafting a preliminary regional approach to a network development of BRT. MST had a specific objective, to develop a Very Small Starts application for the FTA. WSA staff worked with them to develop the corridor project, to recommend the implementation of BRT attributes and to complete the application process. Their application was recently accepted by the FTA. In Santa Cruz the Board elected to pursue a longer term goal of connecting Watsonville with Santa Cruz, thus the project work was more related to communicating general BRT principles.
- **Savannah Streetcar Study, Savannah, GA** – Principal planner for this study which was requested by the CORE MPO to provide additional information to decision makers regarding the typical federal process used to evaluate potential projects. Prior streetcar studies had included a number of potential planning and financial scenarios and the City had previously implemented a demonstration project along River Street. However, these efforts had not included public participation, evaluation of alternatives or even a clear statement of purpose and need. The first steps included a review of existing and proposed streetcar projects, understanding the evolving federal New Starts process, preparing a Tiger II application for planning funds and recommending a potential path forward to be compliant with the federal planning process.
- **Birmingham, AL BRT Alternatives Analysis Project, Birmingham, AL** – The role in this project was to develop the preliminary operations plan parameters for phase 1 of the study and then refine those in phase 2 to establish the short term operations plan for this service along the I-65 corridor south of downtown. Work activities included integrating with other regional planning studies and working with project team partners in the areas of modeling, environmental review, and financial planning. The draft operations plan is currently under review prior to initiation of phase 2.
- **MST BRT Project Management** – Principal planner for project to implement the previously planned BRT system. Work includes acting as planning staff for Monterey Salinas Transit in monitoring activities of the design firm, conducting meetings of the Technical Advisory Committee, developing MOUs for station and signal work, coordinating with local jurisdictions and Caltrans and developing and ensuring adherence to schedule leading to a April 2012 implementation.
- **Raleigh, NC ADA Alternatives Analysis, Raleigh, NC** – Selected by the City of Raleigh to review its ADA complementary paratransit program as well as a companion service for residents without access to cars. The current program consists entirely of taxi services and cost increases have resulted in a request to better understand service delivery options that retain mobility options for persons with disabilities, but also result in potentially more efficient use of subsidies. WSA recommended a phased implementation program to diversify services and more strategically use IT resources.



*Ms. Parker has over 25 years of professional urban planning experience. She has expertise in a broad range of planning areas, with a specialization in economic development and comprehensive planning issues. She has been responsible for projects addressing downtown revitalization, tourism, housing, community development and strategic planning. She has also assisted a number of communities with comprehensive planning services, and has authored municipal comprehensive plans, land use studies, zoning amendments and other municipal codes. Ms. Parker's assistance to municipal clients also includes site plan review and environmental review services. Her planning skills include survey methodology, market research, fiscal impact analysis, and socioeconomic analysis. Ms. Parker's strong knowledge of available grant programs and their priorities has enabled her to write numerous successful grant applications for a variety of projects, primarily for municipal clients. Ms. Parker has a Master's degree in Urban Planning and is certified by the American Institute of Certified Planners.*

### SELECT PROJECT EXPERIENCE

- **Bailey's Crossroads, Fairfax County, VA** - assessment of light rail / transit alternatives (specifically, the Pike Transit initiative) into urban design plan for the Bailey's Crossroads area
- **St. Regis Mohawk Tribe Public Transportation Feasibility Study, Akwesasne, New York**, study to determine the feasibility of a Tribal public transportation system and development of a public transportation service plan.
- **Route 5 & 20 Economic Development Study, Town of Brant, Village of Farnham, County of Erie, Brant, NY** – conducted a thorough investigation of existing conditions, including demographics, land use, zoning, natural features, transportation, utilities and market indicators in order to assess the potential for redevelopment along these two corridors.
- **Niagara River Greenway Plan, Erie and Niagara County, NY** – waterfront planning to create a greenway along the Niagara River to preserve open space and natural resources, increase public access and recreation, improve connections to the river, interpret historic and cultural resources, and strengthen community vitality. Project involved establishing criteria for distributing Niagara River Greenway Grants.
- **BURA: Urban Renewal Plans for Jefferson-Utica, Central Park Plaza and Genesee Village Neighborhoods, Buffalo, NY** - Review of various environmental impact statements (EIS's) across Western New York and assistance with SEQR processes from coordinated review and scoping through Findings for Wheatfield, Warsaw, Niagara Falls, Allegany, Lockport, Hamburg and Tonawanda
- **Orleans County Sportfishery Economic Impact Study, Orleans County, NY** – included user survey, identification of market opportunities, assessment of economic impacts, marketing and facilities recommendations

### LICENSE

American Institute of Certified Planners

### EDUCATION

Master of Urban Planning,  
State University of New York at Buffalo

Master of Arts, History, State  
University of New York at Buffalo

Bachelor of Arts, American  
Civilization, Brown University

### ADDITIONAL TRAINING

New York Upstate Chapter of  
American Planning Association  
Award: Best Thesis, 1989

New York Upstate Chapter of  
American Planning Association  
Award: Best Group Project,  
1986

### AFFILIATIONS

American Planning  
Association, Member

American Institute of Certified  
Planners

Society for American City and  
Regional Planning History

President; New York Upstate  
Chapter of the American  
Planning Association

*Mr. Frank has over 9 years of municipal urban planning and transportation planning experience in both the public and private sectors throughout New York, Pennsylvania, and Tennessee. Mr. Frank's experience includes several years of involvement with the Metropolitan Planning Organization (MPO) process, where he was involved in the development of numerous MPO documents such as the Long Range Transportation Plan, Transportation Improvement Program, and Unified Planning Work Program. In addition, Mr. Frank has been involved with the development of numerous freight studies, community plans, and corridor studies that coordinate land use and transportation and incorporate complete streets, context sensitive design, and green street elements. Mr. Frank also has extensive experience in developing both local and multi-jurisdictional comprehensive plans and land use and zoning codes, and works extensively with municipal governing boards and planning boards to effectively plan for and manage land use and transportation planning matters, ensure compliance with the New York SEQR process, and assist with the review of site plan and rezoning applications. In addition, Mr. Frank currently serves on his local Planning Board and is certified as a LEED™ Accredited Professional by the Green Building Certification Institute.*

## SELECT PROJECT EXPERIENCE

- **Blacksburg Transit/ Virginia Tech Multi-Modal Transfer Facility, Blacksburg, VA** - Feasibility Study and Programmatic Needs Assessment Upgrade for a Multi-Modal Transit Facility
- **Corning Intermodal, Corning, NY** - Transportation planning, site selection verification, programming and conceptual design for a new 5,000 sf intermodal transfer center adjacent to a historic district in downtown Corning, NY
- **Bailey's Crossroads Redevelopment Plan, Fairfax, VA** - Develop streetcar and transportation enhancement strategies, including preliminary study of a streetcar maintenance/ storage mixed-use facility, to be included as part of an overall strategy to redevelop Bailey's Crossroads into a dense, mixed-use center
- **James Street Road Diet Project, Syracuse, NY** - Development of road diet alternatives for a 4-lane roadway to include alternative transportation options, context sensitive design, and "green street" elements
- **St. Regis Mohawk Tribe Public Transportation Feasibility Study, Akwesasne, NY** - Study to determine the feasibility of a Tribal public transportation system and development of a public transportation service plan
- **Context Sensitive Highway Design Project, Town of Amherst, NY** - Develop a process to be incorporated into the NYSDOT and Erie County transportation project development processes that requires early and continuous involvement by the public and stakeholders and the inclusion of context sensitive design elements in each road project
- **Transit North Historic Canalway Corridor, Town of Lockport, NY** - Ongoing planning efforts to coordinate land use, transportation, and economic development to transform an 8-mile long corridor into an aesthetically attractive gateway to the Erie Canal, offers alternative transportation options, and acts as a catalyst for attracting new economic development.

## EDUCATION

Master of Science in Planning (MSP), University of Tennessee

Bachelor of Arts, Urban-regional Analysis and Planning, Buffalo State College

Canisius College, Buffalo, NY

## AFFILIATIONS

LEED-AP certified by the Green Building Certification Institute

American Planning Association, Member

Upstate New York Chapter APA, Member

Village of Kenmore, New York Planning Board, Member

Village of Kenmore, New York Industrial and Commercial Development Authority (KICDA), Member

*Mr. Needle is an experienced GIS professional with proven skills in data management, data analysis, and in the use and creation of Geographic Information Systems (GIS). Mr. Needle has worked with County Governments and Local Municipalities to help staff manage and streamline processes in their daily operations. He currently manages all GIS projects for Wendel. These projects involve users from multiple departments and disciplines (planning, energy management, transportation, urban forestry, water/wastewater, landscape architecture and civil engineering). His focus is on creating robust databases and custom applications to promote efficient geospatial processing throughout the company and its diverse client base.*

### SELECT PROJECT EXPERIENCE

- **Metropolitan Transit Authority of Los Angeles, Los Angeles, CA** - The Service Performance Analysis Department is tasked with collecting performance data from different computer systems, and assembling meaningful information and performance indicators to assist management in directing bus operations. As a GIS Analyst II for Integrated Spatial Solutions Inc, led a team of programmers to design, develop, and implement a Spatial and Temporal Analysis of Transportation Statistics (STATS) GIS system to map supply (schedule) and demand (ridership) data from the Metro transportation system. This project also involved designing and implementing a training program for the MTA staff on the application's use.
- **City of Olean GIS Mapping Application and Utility Asset Management, Olean, NY**- Development of GIS mapping application to host water and sewer infrastructure information. Also includes the development of utility Asset Management Plan and system wide water and wastewater modeling.
- **Town of Cambria, GIS Implementation, Cambria, NY**-developed customized check in/out process for field GPS data collection, used VB and Arc objects to automatic check in/out processes on remote server location and then automatically Ftp the data to the client site server
- **Integrated Spatial Solutions, Inc., Whittier, CA** – GIS Analyst II – developed customized applications and macros using Arc Objects, managed spatial, relational and tabular databases on multiple platforms, edit and customize ArcIMS and metadata explorer, lead developer for major spatial analysis projects that utilize the entire suite of ESRI products
- **Richland County, Columbia, SC** – GIS Analyst – digitized various data layers for county use, created custom applications using Map Objects, managed the vector control project, collected field data using Trimble ProXR GPS unit, instructed employees on use of GIS software
- **The Research Foundation of State University of New York, Cortland, NY** – GIS Specialist – created maps using Geo-Addressing, organized data correction and sorting, performed surface density mapping, corrected Tiger files based on Digital Orthophoto images, located housing tracts using GPS

### EDUCATION

M.A., Geography –  
concentration in GIS,  
University at Buffalo

B.S., Earth Science, State  
University of New York at  
Cortland – with a major in  
geography and a minor in  
computer applications

### CERTIFICATIONS

NYS GIS Association

WNY GIS User Group

### ADDITIONAL TRAINING/ SKILLS

ArcGIS Server 9.x

ArcGIS 9.x

ArcView 3.x

ERDAS Imagine 8.6

ArcObjects

MapObjects 2.1

AutoCAD

Visual Basic 6.0

C++ Programming

ASP Web Page Design

SPSS 10.0

Java Script

HTML Web Page Design

Visual Studio 2005

### PRESENTATIONS

NEARC, Annual Conference in  
Hyannis, Massachusetts,  
2008 “ArcGIS Based Urban  
Forest Management System”

### AFFILIATIONS

NYS GIS Association

WNY GIS User Group



*Mr. Denué has been involved in the study, design, and construction of energy conservation projects at various facilities. His responsibilities have included conducting facility audits to determine existing inefficiencies, estimating construction costs, calculating applicable energy savings, evaluating energy efficient alternatives, financial impacts, and computer modeling existing and proposed building's energy usages. Mr. Denué's expertise include a strong knowledge of renewable energy technologies including photovoltaic, solar thermal, geothermal and wind turbine technologies. Mr. Denué has developed unique procedures and calculations used in the study and development of projects containing such technologies.*

#### **EDUCATION**

University at Buffalo, The State University of New York,  
Bachelors of Science,  
Mechanical Engineering

#### **ADDITIONAL TRAINING**

New York Power Authority,  
Hazardous Materials Training

Engineer in Training (EIT)

Trane Air Conditioning Clinic

#### **SELECT PROJECT EXPERIENCE**

- **Niagara County Department of Public Works, Lockport, NY** - Created a baseline energy model and alternatives for a new facility. Performed a building life cycle cost analysis to determine the most cost effective alternative
- **City of Jamestown, Jamestown, NY** - Performed measurement and verification calculations to quantify savings from energy conservation measures
- **St. Lawrence University, Canton, NY** - Performed a detailed energy audit that explored over 25 different types of improvements, ranging from central plant improvement, to ground source heat pump systems
- **New York Power Authority Energy Services Program** - Feasibility study, design efforts, and construction services for various New York public entities, such as:
  - **Cayuga Community College, Auburn, NY** - Performed building audit, design and construction of lighting system upgrades, and photovoltaic array
  - **Genesee Community College, Batavia, NY** - Performed building audit, feasibility study, and design of lighting system upgrades, boiler replacement, energy management system upgrades, motor replacements, transformer replacements, computer controls, building envelope improvements, solar thermal heating, photovoltaic modules and pool cover installation
  - **SUNY Upstate Medical, Syracuse, NY** - Performed building audit, feasibility study, and design of lighting system upgrades, energy management system upgrades, motor replacements, transformer replacements, heat recovery systems, building envelope improvements, pool cover installation, steam system improvements, and chilled water system improvement
  - **NYPA Blenheim - Gilboa Power Project, Gilboa, NY** - Performed building audit, design and construction of lighting system upgrades, HVAC system improvement, and small wind turbine, and photovoltaic array
  - **Utica DOT, Utica, NY** - Performed a building life cycle cost analysis for lighting improvements, HVAC upgrades, and building envelope improvements
  - **Rockland Psychiatric Center, Orangeburg, NY** - Created several block energy models of current buildings to determine the load for a new central utility plant

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Bronner Group

**ROBERT A. DIADAMO**

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Robert A. DiAdamo is a Senior Strategic Advisor with the Bronner Center for Transportation Management. Mr. DiAdamo has over ten years of leadership experience in senior legal, policy and management positions in state government. He is able to achieve results in complex environments and to manage large, multifaceted organizations. Strengths include developing and implementing policies to improve operational efficiencies, reduce costs and increase revenues; negotiating agreements with regulatory bodies, developers, businesses or nonprofit organizations and other third parties; and managing relationships with federal, state and municipal officials and agencies.

**Mr. DiAdamo's professional experience includes the following representative engagements:**

**Transportation Planning and Resource Group, Wellesley, MA**

- As principal and co-founder of transportation consulting firm, provides effective transportation and land use strategies for public and private sector clients that increase mobility, promote economic development and improve communities.

**Massachusetts Bay Transportation Authority, Boston, MA**

- Served as Deputy General Manager and Chief of Staff for the fifth largest transit authority in the United States with an operating budget of over \$1.4B, a capital spending plan of over \$500M per year, 6,300 employees, and over 1.1M riders per day.
- Directed senior staff departments, including: Operations, Design and Construction, Transit Police, General Counsel's Office, Safety, Real Estate, Planning and Development, System-wide Accessibility, Public Affairs, Communications and System-wide Modernization.
- Served as General Manager when the General Manager was not available.
- Developed, managed and implemented policy initiatives on behalf of the General Manager, including coordinating cross-departmental initiatives and projects.
- Responsible for presentations, correspondence, public communications, including marketing materials and legal documents for General Manager.
- Represented the authority in meetings with elected officials, government agencies, businesses, not-for-profit organizations, and real estate developers.
- Negotiated landmark settlement valued at over \$300 Million with the Boston Center for Independent Living to provide accessible public transportation services and oversaw initial implementation, including development of Office of System-wide Accessibility;
- Managed the MBTA in the wake of the Central Artery/Tunnel collapse; and
- Developed MBTA Board of Directors approved Hiring Action Plan to increase diversity in the workforce.

**Commonwealth of Massachusetts Executive Office of Transportation, Boston, MA**

- Served as Chief of Staff for the Secretary of Transportation
- Responsible for managing senior staff activities on behalf of the Secretary, including direct oversight of the Legal, Legislative Affairs and Communications Departments, preparing monthly benchmark reports for the Governor's office, reviewing and approving agency personnel actions and representing the Secretary in meetings with public officials and public meetings.

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- As Assistant Secretary/General Counsel, duties included representing the Secretary at meetings at the State House and with business leaders, formulating policy positions for the Secretary and coordinating policy positions among the Massachusetts Highway Department, the MBTA and the Massachusetts Aeronautics Commission.
- Negotiated Beacon Yards/Allston Landing real estate transactions between Harvard University and the Massachusetts Turnpike Authority and the Commonwealth of Massachusetts in conjunction with the MBTA.
- Achieved passage of legislation mandating significant reform in the Massachusetts transportation agencies: "An Act Modernizing The Transportation System Of The Commonwealth" (Chapter 291 of the Acts of 2004).
- As Deputy General Counsel and General Counsel, managed legal issues for the Executive Office, including overseeing litigation and regulatory issues, conducting real property transactions, reviewing legislation, representing the Executive Office in dealings with private parties and state agencies, and advising the Secretary of Transportation and Construction and other members of the staff as to general legal matters.
- Negotiated Administrative Consent Order with the Department of Environmental Protection relative to the "Transit Commitments" required as a result of the Central Artery/Tunnel Project
- Point person in the Executive Office for the implementation of the Massachusetts Highway Department roadway improvements relative to the New England Patriots Football stadium in Foxboro
- Point person in the Executive Office on the Executive Office of Public Safety: Security Task Force formed after 9/11

#### **CHOATE, HALL & STEWART, Boston, MA**

- As Associate, served as member of both Litigation and Real Estate/Land Use Departments: participated in jury trials in Federal District Court and Massachusetts Superior Court
- Drafted litigation documents
- Conducted and defended depositions
- Worked extensively with Department of Environmental Protection, local conservation commissions and the Massachusetts Historical Commission

#### **EDUCATION**

Mr. DiAdamo received his JD, Magna Cum Laude, from Boston University School of Law, Boston, MA and his BA from University of Virginia, Charlottesville, Virginia.

#### **PROFESSIONAL MEMBERSHIP AND ACTIVITIES**

*Admitted to the Bar:* Massachusetts; Federal District Court, Massachusetts

*Lecturer-in-Law:* Boston University School of Law, Fall 2010 Local Government Law

*Co-Chair:* Diversity Committee, Park School, Brookline, MA

*Member:* Boston Bar Association

*Mentor:* Boston University School of Law

*Mentor:* Rappaport Center for Law and Public Service

*Judge, Moot Court:* Boston University School of Law

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## **ASTRID C. GLYNN**

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Ms. Glynn is Senior Strategic Advisor for the BRONNER Center for Transportation Management. She has 10 years of transportation-related private law practice experience and more than 20 years of broad public sector transportation experience. Ms. Glynn is an innovative public sector leader with proven skills in the transportation sector, including policy development, planning, funding, program management, and organizational change. Throughout her career, Ms. Glynn has gained extensive experience with all forms of transportation and wide range of public sector investment strategies.

### **Examples of Ms. Glynn's areas of expertise include:**

- Policy Development
- Organizational Assessment and Change Management
- Planning and Project Funding
- Organizational Change
- Business Process Improvement
- Project Management

### **Ms. Glynn's professional experience includes the following:**

#### **New York State Department of Transportation (NYSDOT)**

- As Commissioner of NYSDOT, Ms. Glynn was responsible for and included:
  - Annual budget of over \$6 billion
  - The state highway system
  - Policy direction and state support for aviation, intercity rail, public transit, and ports
  - Agreement to reduce greenhouse gas emissions
  - Certification for sustainable road and bridge designs, construction projects, and maintenance practices
  - Rail Plan to provide for improvements to both freight and passenger systems and establishing the basis for pursuit of federal rail funds.
  - Established traveler information system and Smart Growth technical assistance program to reshape high-profile traditional highway projects
  - Facilitated \$16 billion multi-agency plan for bridge replacement and add transit capacity to a fast growing Hudson Valley corridor
  - Instituted condition-based five-year capital plan with annual budget and stable construction program notwithstanding escalating financial constraints
  - Increased accountability within NYSDOT -

#### **State of Massachusetts**

- Integrated transportation policy and planning with environmental and housing programs; developed urban, suburban, and rural Smart Growth initiatives for the Office for Commonwealth Development
- Created first long range statewide multimodal transportation plan; established new priorities; objective criteria for state transportation investments; managed statewide road and bridge program; created and managed new programs for freight rail, intermodal transit, and ferries; oversaw regional and statewide planning; and, revision of MBTA capital plan for the Office of Transportation (EOT)

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### **Transportation-Related Legal Practice**

- In both Pennsylvania and Massachusetts, Ms. Glynn represented transportation-related clients in litigation, contract negotiations, and public forums.

### **Education**

Ms. Glynn received her Bachelor of Arts in History from Bennington College, Bennington, Vermont, her Doctor of Law from Albany Law School of Union University, Albany, New York, and attended John F. Kennedy School of Government, Harvard University, Short Program for Senior Massachusetts Public Executives.

### **Bar Admissions**

Admitted to the bar in both state and federal courts in Massachusetts and Pennsylvania.

### **Professional Affiliations**

Women's Transportation Seminar, Boston Chapter Advisory Committee member  
Urban Land Institute, Infrastructure Committee member  
Transportation Research Board, member  
Boston Athenaeum, member

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## ***Richard H. Doyle***

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Mr. Richard H. Doyle is a Senior Strategic Advisor with the Bronner Center for Transportation Management. Mr. Doyle has over 40 years of extensive experience managing government transportation programs for the federal government.

### **Mr. Doyle's professional experience includes:**

Richard Doyle served as Regional Administrator for the Federal Transit Administration (FTA) in Region I from 1981-2010. He was responsible for the administration of FTA's capital, operating and planning programs in the six-state New England region and providing technical assistance to grantees and State, local and private sector officials on a wide range of matters affecting urban and rural transportation. In 1999, he became a member of the Senior Executive Service.

Mr. Doyle joined the USDOT in 1970 as a Transportation Intern and in 1971 began his career with the FTA. He then held a series of positions with FTA's Grant Development Office in Washington, DC prior to his transfer to Boston, MA.

Throughout his career, Mr. Doyle has worked with state and local officials, transit authorities and congressional representatives on the development and implementation of New Starts, rail modernization and bus and bus facility projects throughout the United States. He has wide industry contacts.

In addition to his Regional Administrator duties, Mr. Doyle served as the Secretary of Transportation's Regional Emergency Transportation Coordinator (RETCO) for Regions 1 & 2, with responsibility for coordinating the DOT response with FEMA and state officials following a disaster or national emergency. In 2005, following Hurricane Katrina, he was appointed FTA's Gulf Team Leader and led the Federal response at the Joint Field Office (JFO) in Baton Rouge to restore transit services in Louisiana, Mississippi and Alabama.

### **Education**

Richard Doyle is a graduate of Boston University and received his Master's degree from the Fletcher School of Law and Diplomacy at Tufts University.

### **Honors**

Mr. Doyle has received numerous performance and honor awards including the Secretary's Gold Medal Award, the Secretary's Meritorious Achievement Award and the Administrator's Superior Achievement Award. In 2000, he received the George Rucker Memorial Award for Legislative Achievement from the Community Transportation Association of America. In 2003, President George W. Bush conferred on Mr. Doyle the rank of Meritorious Executive in the Senior Executive Service

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## Arch Street Communications



ARCH STREET COMMUNICATIONS

## Nora Madonick

Principal, Arch Street Communications

### Education

MA, Corporate and Political Communication, Fairfield University  
Graduate studies, S.I. Newhouse School of Public Communications  
BA, English Literature/Women's Studies, Cum Laude, SUNY

### Years of Experience

25

### Key Qualifications

*Nora Madonick, Principal, is lead communications strategist who has developed successful marketing and public relations campaigns for federal and state agencies, including the FHWA, US EPA, FTA and FMCSA. She currently oversees the development of a research-based strategic marketing plan for NYSEDA, and is leading development and deployment of a Strategic Communications Plan for the dissemination of research and information for the Federal Transit Administration. Nora is the lead strategist advising Federal Motor Carriers Safety Administration in the nationwide launch of a commercial vehicle safety administration, and guides strategic development of a national communications outreach for the Federal Transit Administration.*

### Selected Relevant Project Experience

#### **New York Energy Research & Development Authority:**

Supervisor of downstate New York marketing services contract for public benefit corporation focused on reducing energy consumption, promoting the use of renewable energy sources and protecting the environment in New York State.

#### **Federal Motor Carriers Safety Administration:**

Communications strategist directing national outreach for new commercial vehicle safety initiative to reduce crashes and save lives. Includes overall strategy, messaging, development of Road Signs campaign. Support materials including fact sheets, tool kit, website and newsletters, media training and government relations.

**Cricket Valley Energy Center:** Development of comprehensive communications strategy for Advanced Power NA entry into New York State marketplace with natural gas-fired power generation facility, including

strategic public outreach, State Environmental Quality Review process facilitation, messaging and collateral materials.

**Federal Highway Administration:** Management of 100 community partners across the country for *It All Adds Up to Cleaner Air* national air quality improvement initiative. National marketing effort includes newsletters, comprehensive website renovation, Spanish-language television and radio PSA production and facilitation of National Air Quality Conference workshop.

**Capital District Transportation Authority:** Strategist for regional transit provider in Albany, New York, providing messaging, marketing, public relations and media outreach to improve use of transit services including bus, vanpool, bus rapid transit and train station facilities.

**New York & New Jersey Port Authority:** Public outreach and communications strategist for Stewart International Airport marketing plan research and development project to engage regional stakeholders, identify market segments in the travel basin and recommend tactics to promote new Port Authority acquisition.

**New York State Department of Transportation:** Strategic engagement consultant for public outreach and media relations for Tappan Zee Bridge/I-287 Environmental Review, a major corridor study in lower Hudson Valley, New York, focused on Westchester and Rockland Counties.

**New York State Department of Transportation:** Developed communication strategy for Westchester/Rockland vanpool demonstration project, including coordination of press conference attended by five County Executives and coordinated with the Westchester County Executive offices, along with coordinated outreach program including direct mail, mobile billboards, radio, website and targeted e-mail outreach to Westchester County government employees.

**New York State Thruway Authority:** Development, implementation and supervision of public outreach strategy for major Interchange 8 Reconstruction Project in Tarrytown, New York, including public liaison training and supervision, media relations, governmental relations, work with Westchester County business community and emergency services during three-year construction project.



ARCH STREET COMMUNICATIONS

## Virginia Mold

Communications Associate,  
Arch Street Communications

### Education

BA, Sociology, Bucknell University,

BA, Japanese Studies, Bucknell University

### Years of Experience

15

### Key Qualifications

*Ginger Mold brings client-focused and detail-oriented skills to her role supporting complex public outreach projects through a range of public involvement activities that includes stakeholder communication, workshop planning, newsletters, minutes taking and stakeholder database management. Ginger is a key member of the outreach team for the Newburgh Area Transportation and Land Use Study for the Orange County Planning Department, and delivered Technical and Stakeholder Advisory Committee support for the NJTPA Greenhouse Gas Inventory and Forecast, and the NJTPA Regional Safety Priorities Study. She conducts sponsor solicitation and outreach for Metropolitan Washington Council of Government's Bike to Work Day event. Additionally, Ginger is Editor of national media networking weekly, CONTACTS Media News.*

### Selected Relevant Project Experience

#### Orange County Planning (MPO), NY:

Stakeholder outreach and facilitation support for major regional study in Orange County, NY. The Newburgh Area Transportation and Land Use Study includes six regional study areas comprising small communities and various stakeholder groups, ranging from urban to rural, and including non-English speaking populations. Develop and maintain project stakeholder database and manage stakeholder communication products, including electronic newsletters, e-blasts and comments logs.

#### New York Metropolitan Transportation Council (MPO):

Public Outreach staff support for public meetings on the Regional Transportation Plan, which identifies regional transportation needs over the next twenty years. Plan and support public involvement meetings in NYMTC region, including Westchester County, Long Island, Putnam County, Rockland County and the 5 boroughs.

#### Regional Safety Priorities Study:

Outreach and facilitation support for this examination of regional safety issues for North Jersey Transportation Authority (NJTPA); responsible for support of Technical Advisory Committee, writing and distributing meeting minutes.

#### Bergen County Department of Planning and Economic Development/Hudson County Division of Planning:

Outreach and facilitation support for the River Road/Hudson Waterfront Circulation Study, a study focusing on mobility and access issues in the Hudson River waterfront communities of Bergen and Hudson Counties. The study examined deficiencies within the project area to develop short and long term improvements. Manage stakeholder relations and workshop planning, including e-invitations, attendance, material development and distribution, along with minutes and summaries.

#### North Jersey Transportation Planning Authority (MPO):

Public outreach for regional greenhouse gas (GHG) study, part of a larger multi-year climate change initiative at NJTPA. Facilitate outreach to the Technical Advisory Committee and the Climate Change Working Group, an interagency stakeholder group of representatives from state agencies, county governments, organizations and neighboring MPOs.

#### North Jersey Transportation Planning Authority (MPO):

Outreach and facilitation support for the Regional Safety Priorities Study, an examination of regional safety issues for NJTPA; responsible for support of Technical Advisory Committee, writing and distributing meeting minutes.

#### New Jersey/Deer Crash Coalition:

Staff support for statewide examination of deer crash safety in NJ; responsible for writing/distributing minutes.

#### Metropolitan Washington Council of Governments:

Sponsor solicitation and outreach, generating more than \$50,000 annually for major regional *Bike to Work Day* event, including development of targeted prospect list, and management of outreach campaign to secure sponsorships and involve regional corporate community.



ARCH STREET COMMUNICATIONS

## Cyd Averill

Senior Public Outreach Specialist,  
Arch Street Communications

### Education

BA, English Literature, Northwestern University

### Years of Experience

20

### Key Qualifications

*Cyd Averill manages ASC's public outreach services, delivering defensible public involvement plans and effective strategies; she manages public outreach implementation teams, to ensure a high quality effort to inform, involve and engage the public in studies across the tri-state region. Her focus on transit, transportation and environmental issues makes her essential on strategic teams for governmental agencies including work in the New York City, downstate New York, New York's Capital Region and New Jersey.*

### Selected Relevant Project Experience

#### **New York Energy Research & Development Authority:**

Lead writer for comprehensive research-based supplemental marketing program for Energy Efficiency Services for the non-residential downstate market.

**Orange County Planning (MPO):** Public outreach and media relations task lead for six regional study areas comprising small communities, diverse stakeholder groups and urban to rural markets for Newburgh Area Transportation & Lane Use Study, a major regional study in Orange County, NY. Cyd is also project manager for the region's Transit Planning public relations effort and will be leading the repositioning of bus transit services in the county.

**Capital District Transportation Authority:** Lead writer for all public relations and marketing, including public outreach programs and materials for Bus Rapid Transit and Hybrid service introductions, Web site redesign, Saratoga new transit service launch, annual reports and legislative briefings. She facilitated employee workshops as part of visioning process for upstate transit authority.

#### **New York State Department of Transportation:**

Development of public outreach website and interactive communications tools for I-287 Reconstruction Project, a controversial highway improvement project in Westchester County, New York.

**NY Route 17 Transportation Corridor Study:** Cyd is the public outreach task lead for this Corridor Study sponsored by the New York State Department of Transportation and involving both Orange and Sullivan Counties, to examine capacity improvements. ASC will facilitate the bi-county Transportation Partnering Committee and stakeholder communication.

**North Jersey Transportation Planning Authority:** Public outreach task leader for regional greenhouse gas inventory, part of a larger multi-year climate change initiative for this New Jersey Metropolitan Planning Organization. Cyd facilitates the Technical Advisory Committee and Climate Working Group, an interagency stakeholder group.

#### **US Environmental Protection Agency, SmartWay**

**Transport:** Lead writer and publicist on a national trade media outreach effort for SmartWay Transport Partnership, a US EPA voluntary program targeting emissions reductions and fuel efficiency in the freight industry. Cyd worked with SmartWay Partners, such as Sharp Electronics, Braun's Express and Green Mountain Coffee, to develop compelling features used in print and on the Web to promote the program to shippers/carriers nationwide.

#### **Capital District Transportation Committee (MPO):**

Outreach project manager for this MPO serving the Capital Region in Albany, NY. She completed *Choosing Our Future, New Visions 2030 Update*, promoting the region's "New Visions" long-range plan for smart growth and transportation planning.

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John Reilly



### EXPERIENCE

#### RENSSELAER POLYTECHNIC INSTITUTE, TROY, NEW YORK

##### PROFESSOR OF PRACTICE (2009- PRESENT)

University professor responsible for a range of undergraduate and graduate engineering courses including Transportation Engineering, Passenger Transportation Systems, Intelligent Transportation Systems, Engineering Economics and Senior Civil Engineering Design. Also responsible for student advising for transportation engineering students.

##### INDEPENDENT CONSULTANT (2006-PRESENT)

- Project manager, Improving Bus Transit On-Time Performance through the Use of AVL Data, Transportation Research Board. Project involves development of a number of tools to integrate scheduling and automatic vehicle locating data to improve transit on-time performance. Project results to be tested in Hastus and Trapeze scheduling software environment.
- Independent consultant in a number of areas associated with quantitative analysis of transportation systems, transit service analyses in Bridgeport CT and Albany, NY, Management consulting in Allentown PA.
- World Bank consultant in the field of intelligent transportation systems and transit capacity for a number of Bank sponsored projects in India and China. Work also involved recommendations for integrating scheduling and operating data. Recently completed a manual on transit capacity for developing cities. 2008-present
- Consultant to bus operators in China in intelligent transportation systems including Jinan and Chongqing.
- New York State Senate High Speed Rail Task Force – 2006-2009. Advisor for State High Speed Rail Plan. Directed consulting studies for passenger forecasts for alternatives.

#### TRANSPORTATION MANAGEMENT AND DESIGN, INC., SAN DIEGO, CA (SENIOR MANAGER)

- Project manager for transit management consulting firm specializing in the use of advanced statistical and analytical techniques for designing and scheduling passenger transportation systems. Specific projects include management of a comprehensive operations analysis for The Charlotte Area Transit System and the Ann Arbor Transportation Authority as well as a review of service performance for the Regional Transit District in Denver Colorado using their Trapeze scheduling data. Also managed projects for the Pennsylvania Department of Transportation, the Metropolitan Transit System (San Diego) and SunLine (Palm Springs, CA)

#### CAPITAL DISTRICT TRANSPORTATION AUTHORITY, ALBANY, NY

- Deputy Director of regional transportation agency operating fixed route and paratransit fleet, regional Medicaid brokerage two railroad passenger terminals. Primary areas of responsibility include: capital project planning and development, grant and contract administration, service and corporate planning, information technology including implementation of Trapeze and Hastus scheduling systems. Managed transition of private bus carrier to contract operation for CDTA.

### EDUCATION

B.S. (civil engineering – transportation concentration) 1973, Rensselaer Polytechnic Institute, Troy, NY

M.Eng. (transportation engineering) 1973, Rensselaer Polytechnic Institute, Troy, NY

Ph.D. (urban and environmental studies, concentrations in transportation, economics, statistics) 1983, Rensselaer Polytechnic Institute, Troy, NY

### HONORS AND AWARDS

German Marshall Fund of the United States, Environmental Fellow, 1998. One month self-directed tour of transportation facilities and services in 6 European countries. (One of 4 fellowships awarded annually)

Eno Foundation for Transportation – International Transit Studies Program, 1996 selected for a two week group tour of transportation facilities and services in 4 European Countries

### PUBLICATIONS

#### BOOK CHAPTERS

With Pitu Mirchandani, Spatial Distribution Design for Fire Fighting Units, in Ghosh, A. and Rushton, G., Spatial Analysis and Location-Allocation Models, Van Nostrand Reinhold, New York, 1986.

Evaluating the Privatization of a Small Airport, in Hakim, S., and Seidenstadt, P., Privatizing Transportation Systems, Greenwood Publishing Group, New York, 1996.

#### ARTICLES

Transit Costs During Peak and Off-Peak Hours, in Transportation Research Record, No. 625, 1977.

Efficiency of Transit Subsidies to the Elderly, in Transportation Research

- Managed the development of the Rensselaer Rail Station, to 10th busiest Amtrak station in the United States. Responsibility included program planning, supervision of design and construction, tenant leasing and facility operations.
- Information technology projects
  - Project manager – Mobile Data Communications System - included installation of automatic vehicle location system, automatic stop announcement, automatic passenger counting system and traffic signal priority system. This is one of the largest fully integrated transit ITS systems in the United States.
  - Electronic registering fareboxes – Managed specification, procurement, installation, acceptance testing of advanced farebox and revenue reconciliation system

### OTHER CONSULTING EXPERIENCE

- Jamaica Ministry of Transport and Communications – Development of a Transit Policy for Kingston, Jamaica, 1989, work sponsored by the World Bank.
- National Academy of Sciences, Transportation Research Board, Integrating Transit Operations into Traffic Simulation Models, 1998-1999.
- Transportation Research Board, principal investigator, Use of AVL Data in Improving Transit On-time Performance, 2010.

### PROFESSIONAL ACTIVITIES

- Former Chair, Committee on Transit Capacity and Quality of Service, Transportation Research Board, 1998-2002. (Charter member and chairman of editorial board for transit counterpart to the Highway Capacity Manual. This document is now the standard for transit service quality and capacity assessment in the United States)
- Panel Chair, Implementation Guidance for Bus Rapid Transit Systems, Transportation Research Board, chair of research study on applications of Bus Rapid Transit sponsored by the Federal Transit Administration. (1999-present). Study resulted in three documents on practical guidance on BRT for transit professionals, documentation of case studies and assessment of effectiveness of various BRT measures.
- Member, Selection Committee, Transit IDEA Program (Ideas Deserving Exploratory Analysis) 1992-2004. (grant program sponsored by Federal Transit Administration to identify promising technologies for transit applications)
- Chair, Committee on Synthesis of Current Transit Practices, chaired editorial board for a series of reports documenting the state of the practice in a number of transit management and analysis areas. 1989-1998.
- Advisory Panel Member, International Comparison of National Policies and Expectations Affecting Public Transit, research study sponsored by the Federal Transit Administration, conducted by the Transportation Research Board 1998-2001.

Record, No. 688, 1978.

With D'Ignazio, J.,  
Microcomputer Applications in  
Transit Agencies,  
Transportation Research  
Record, No. 932, 1983.

With Mirchandani, P., Spatial  
Nodes in Discrete Location  
Problems, Annals of  
Operations Research, Vol. 6,  
1986.

Development and Application  
of a Fire Station Placement  
Model, Fire Technology, Vol.  
21, No. 3, August, 1985.

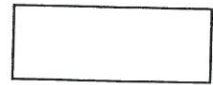
Local Bus Transit Service  
Design and Quality in Western  
Europe, in Making Transit  
Work – Insight from Western  
Europe, Canada and the  
United States, Transportation  
Research Board, Washington,  
DC, 2001.

### Required Forms



# TOMPKINS COUNTY CERTIFICATE OF INSURANCE

BIDS CANNOT BE ACCEPTED NOR CAN WORK COMMENCE UNTIL THIS CERTIFICATE IS  
RECEIVED AND ACCEPTED BY COUNTY ADMINISTRATION



INSURED NAME ADDRESS CITY, ST ZIP	A	INSURANCE CARRIER:	A.M. BEST RATING:
PRODUCER NAME ADDRESS CITY, ST ZIP PHONE:	C		
	D		

**See Attached**

This certifies that the policies listed below have been issued and are in force at this time.

CO LTR	TYPE OF INSURANCE	POLICY NUMBER	EFFECTIVE DATE	EXPIRATION DATE	LIMITS (IN \$1,000)	
	<b>GENERAL LIABILITY</b> <input type="checkbox"/> OCCURRENCE FORM  <input type="checkbox"/> OTHER	(Certified Copy of policy must be submitted if other)			EACH OCCURRENCE GENERAL AGGREGATE PRODUCTS-COMP/OP AGG. PERSONAL & ADV INJURY FIRE DAMAGE (ANY 1 FIRE)	\$ \$ \$ \$ \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS				COMBINED SINGLE LIMIT BODILY INJURY (per person) BODILY INJURY (per accident) PROPERTY DAMAGE	\$ \$ \$ \$
	<b>EXCESS LIABILITY</b> <input type="checkbox"/> UMBRELLA FORM  <input type="checkbox"/> OTHER THAN UMBRELLA				EACH OCCURRENCE	\$
	<b>WORKERS' COMPENSATION AND EMPLOYERS' LIABILITY</b>				COVERAGE A COVERAGE B EACH ACCIDENT DISEASE-POLICY LIMIT DISEASE - EACH EMPLOYEE	STATUTORY ///////// \$ \$ \$
	<b>NYS DISABILITY</b>					
	<b>PROFESSIONAL LIABILITY OR ERRORS/OMISSIONS</b>					STATUTORY \$
	<b>OWNERS CONTRACTORS PROTECTIVE LIABILITY</b>					
	<b>OTHER</b>					

Insurance Carriers providing liability coverages acknowledge that the above referenced contract constitutes an "Insured Contract" as defined in their policy. As required by said contract, the County of Tompkins and its officers, employees, agents and elected officials are included as Additional Insureds under each respective policy. Insurance Carriers warrant that no policy will be non-renewed, canceled, or materially changed without thirty (30) days advance notice to County Administration.

## Certificate Holder:

**TOMPKINS COUNTY ADMINISTRATION  
125 EAST COURT STREET  
ITHACA, N.Y. 14850**

Phone (607) 274-5548 Fax (607) 274-5558  
jkippola@tompkins-co.org

## AUTHORIZED REPRESENTATIVE

Signature

Name

Title

Date



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

7/6/2011

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> The Evans Agency 135 Main Street  Lockport NY 14094		<b>CONTACT NAME:</b> Marie Borel <b>PHONE (A/C, No, Ext):</b> (716) 780-8105 <b>FAX (A/C, No):</b> (716) 433-4508 <b>E-MAIL ADDRESS:</b> mborel@evansagencyins.com <b>PRODUCER CUSTOMER ID #:</b> 00032257															
<b>INSURED</b> Wendel Duchscherer Architects & Engineers PC 140 John James Audubon Pkwy Suite 201 Amherst NY 14228		<table border="1"><thead><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr></thead><tbody><tr><td>INSURER A: Excelsior Insurance</td><td>11045</td></tr><tr><td>INSURER B: Netherlands Insurance</td><td>24171</td></tr><tr><td>INSURER C:</td><td></td></tr><tr><td>INSURER D:</td><td></td></tr><tr><td>INSURER E:</td><td></td></tr><tr><td>INSURER F:</td><td></td></tr></tbody></table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Excelsior Insurance	11045	INSURER B: Netherlands Insurance	24171	INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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INSURER D:																	
INSURER E:																	
INSURER F:																	

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<b>GENERAL LIABILITY</b> <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
A	<b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			BA9734368	4/13/2011	4/13/2012	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ PIP-Basic \$ Uninsured Motorist \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE  DEDUCTIBLE RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$ \$
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below	N/A		WC9734957	4/13/2011	4/13/2012	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

Wendel Duchscherer Architects & Engineers PC  
140 John James Audubon  
Suite 201  
Amherst, NY 14228

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Robert Miller Jr/MB





# CERTIFICATE OF LIABILITY INSURANCE

OP ID: MM

DATE (MM/DD/YYYY)

07/25/11

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Poole Professional - NY 1160F Pittsford-Victor Rd. Pittsford, NY 14534 Mary-Beth Rumble		<b>585-385-0428</b> <b>585-662-5755</b>	<b>CONTACT NAME:</b> <b>PHONE</b> (A/C, No, Ext): <b>E-MAIL ADDRESS:</b> <b>PRODUCER CUSTOMER ID #:</b> <b>WENDE-1</b>	<b>FAX</b> (A/C, No):
<b>INSURED</b>	<b>Wendel Duchscherer Architects &amp; Engineers, P.C.</b> 140 John James Audubon Parkway Amherst, NY 14228		<b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> Travelers Indemnity Co. <b>NAIC #</b> 25658 <b>INSURER B:</b> <b>INSURER C:</b> <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>	

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

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INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> GENERAL LIABILITY			6809321L321	04/13/11	04/13/12	EACH OCCURRENCE	\$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY		DAMAGE TO RENTED PREMISES (Ea occurrence)				\$ 1,000,000	
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		MED EXP (Any one person)				\$ 10,000	
	<input checked="" type="checkbox"/> Primary		PERSONAL & ADV INJURY				\$ 1,000,000	
	<input checked="" type="checkbox"/> Contractual Liab						GENERAL AGGREGATE	\$ 2,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						PRODUCTS - COMP/OP AGG	\$ 2,000,000
	<input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PROJECT <input type="checkbox"/> LOC						Emp. Ben.	\$ 1,000,000
	<input type="checkbox"/> AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	\$
	<input type="checkbox"/> ANY AUTO		BODILY INJURY (Per person)				\$	
	<input type="checkbox"/> ALL OWNED AUTOS		BODILY INJURY (Per accident)				\$	
	<input type="checkbox"/> SCHEDULED AUTOS		PROPERTY DAMAGE (Per accident)				\$	
	<input type="checkbox"/> HIRED AUTOS						\$	
	<input type="checkbox"/> NON-OWNED AUTOS						\$	
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR			UP8818Y486	04/13/11	04/13/12	EACH OCCURRENCE	\$ 5,000,000
	<input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE		AGGREGATE				\$ 5,000,000	
	<input type="checkbox"/> DEDUCTIBLE						\$	
	<input checked="" type="checkbox"/> RETENTION \$ 10,000						\$	
	<input type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						WC STATUTORY LIMITS	OTHER
	<input type="checkbox"/> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/> Y/N					E.L. EACH ACCIDENT	\$
	<input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	\$
							E.L. DISEASE - POLICY LIMIT	\$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

PROPO-1

For Proposal Use

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE





# CERTIFICATE OF LIABILITY INSURANCE

OP ID MM

DATE (MM/DD/YYYY)

12/30/10

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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<b>PRODUCER</b>  Poole Professional - NY 1160F Pittsford-Victor Rd. Pittsford NY 14534 Phone: 585-385-0428 Fax: 585-662-5755	<b>CONTACT NAME:</b> <b>PHONE (A/C, No, Ext):</b> <b>FAX (A/C, No):</b> <b>E-MAIL ADDRESS:</b> <b>PRODUCER CUSTOMER ID #:</b> WENDE-1
<b>INSURED</b>  Wendel Duchscherer Arch & Engr 140 John James Audubon Parkway Amherst NY 14228	<b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> XL Specialty Insurance Company <b>INSURER B:</b> <b>INSURER C:</b> <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b> <b>NAIC #</b> 37885

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADD'L INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<b>GENERAL LIABILITY</b> <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE  DEDUCTIBLE RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N <input type="checkbox"/> N/A If yes, describe under DESCRIPTION OF OPERATIONS below						WC STATUTORY LIMITS <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	Prof. Liability A/E E&O			DPR9690662	12/31/10	12/31/11	PER CLAIM \$3,000,000 AGGREGATE \$5,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)  
For professional liability coverage, the aggregate limit is the total insurance available for all covered claims presented within the policy period. The limit will be reduced by payments of indemnity and expenses.

**CERTIFICATE HOLDER****CANCELLATION**

PROPO-1

For Proposal Use Only

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

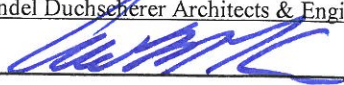
AUTHORIZED REPRESENTATIVE

## ANTI-DISCRIMINATION CLAUSE

During the performance of this contract, (the contractor) hereby agrees as follows:

- (a) The contractor will not discriminate against any employee or applicant for employment because of race, creed, color or national origin, and will take affirmative action to insure that they are afforded equal employment opportunities without discrimination because of race, color, creed, ethnicity, Vietnam-era veteran status, disabled veteran, marital status, disability, national origin, or status as an ex-offender. Such action shall be taken with reference, but not be limited, to: recruitment, employment, job assignment, promotion, upgrading, demotion, transfer, layoff or termination, rates of pay or other forms of compensation, and selection for training or retraining, including apprenticeship and on-the-job training.
- (b) The contractor will send to each labor union or representative of workers with which he has or is bound by a collective bargaining or other agreement or understanding, a notice, to be provided by the State Commissioner for Human Rights, advising such labor union or representative of the contractor's agreement under clauses (a) through (f) hereinafter called "non-discrimination clauses". If the contractor was directed to do so by the contracting agency as part of the bid or negotiation of this contract, the contractor shall request such labor union or representative to furnish him with as written statement that such labor union or representative either will affirmatively cooperate, within the limits of its legal and contractual authority, in the implementation of the policy and provisions of these non-discrimination clauses or that it consents and agrees that recruitment, employment and the terms and conditions of employment under this contract shall be in accordance with the purposes and provisions of these non-discrimination clauses. If such labor union or representative fails or refuses to comply with such a request that it furnish such a statement, the contractor shall promptly notify the State Commission for Human Rights of such failure or refusal.
- (c) The contractor will post and keep posted in conspicuous places, available to employees and applicants for employment, notices to be provided by the State Commission for Human Rights setting forth the substance of the provisions of clauses (a) and (b) and such provisions of the State's and local Tompkins County Laws against discrimination as the State Commission for Human Rights shall determine.
- (d) The contractor will state, in all solicitations or advertisements for employees placed by or on behalf of the contractor, that all qualified applicants will be afforded equal employment opportunities without discrimination because of race, creed, color or national origin.
- (e) The contractor will comply with the provisions of Sections 291-299 of the Executive Law and the Civil Rights Law, will furnish all information and reports deemed necessary by the State Commission for Human Rights under these non-discrimination clauses and such sections of the Executive Law, and will permit access to his books, records and accounts by the State Commission for Human Rights, the Attorney General and the Industrial Commissioner for purposes of investigation to ascertain compliance with these non-discrimination clauses and such sections of the Executive Law and Civil Rights Law.
- (f) This contract may be forthwith cancelled, terminated or suspended, in whole or in part, by the contracting agency upon the basis of a finding made by the State Commission for Human Rights that the Contractor may be declared ineligible for future contracts made by or on behalf of the State or a public authority or agency of the State, until he satisfies the State Commission for Human Rights that he has established and is carrying out a program in conformity with the provisions of these non-discrimination clauses. Such finding shall be made by the State Commission for Human Rights after conciliation efforts by the Commission have failed to achieve compliance with these non-discrimination clauses and after a verified complaint has been filed with the Commission, notice thereof has been given to the Contractor and opportunity has been afforded him to be heard publicly before three members of the Commission. Such sanctions may be imposed and remedies invoked independently of or in addition to sanctions and remedies otherwise provided by law. The Contractor will include the provisions of clauses (a) through (f) in every subcontract or purchase order in such a manner that such provisions be performed within the State of New York. The Contractor will take such action in enforcing such provisions of such subcontract or purchase order as the contracting agency may direct, including sanctions or remedies for non-compliance. If the Contractor becomes involved in or is threatened with litigation with a subcontractor or vendor as a result of such direction by the contracting agency, the Contractor shall promptly so notify the Attorney General, requesting him to intervene and protect the interests of the State of New York.

GENERAL CONDITIONS ACCEPTED BY:

Firm: Wendel Duchschärer Architects & Engineers, PC  
By:   
Date: August 9, 2011  
Title: Anthony W. McKenna, PE, President



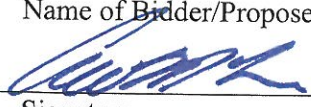
COUNTY OF TOMPKINS  
GENERAL CONDITIONS  
NON-COLLUSION CERTIFICATE

NON-COLLUSIVE CERTIFICATION:

- (a) By submission of this bid/proposal, each bidder/proposer and each person signing on behalf of any bidder/proposer certifies, and in the case of a joint bid/proposal each party thereto certifies as to its own organization, under penalty of perjury, that to the best of his/her/their knowledge and belief:
1. The prices in this bid/proposal have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder/proposer or with any competitor;
  2. Unless otherwise required by law, the prices that have been quoted in this package have not been knowingly disclosed by the bidder/proposer prior to opening, directly or indirectly, to any other bidder/proposer or to any competitor; and
  3. No attempt has been made or will be made by the bidder/proposer to induce any other person, partnership, or corporation to submit or not to submit a bid/proposal for the purpose of restricting competition.

\_\_\_\_\_  
Wendel Duchscherer Architects & Engineers, PC

\_\_\_\_\_  
Name of Bidder/Proposer

\_\_\_\_\_  
  
Signature

\_\_\_\_\_  
President

\_\_\_\_\_  
Title of Signer

\_\_\_\_\_  
August 9, 2011

\_\_\_\_\_  
Date

NOTE:

A bid/proposal shall not be considered for award nor shall any award be made where (a) 1, 2 and 3 above have not been complied with; provided, however, that if in any case the bidder/proposer cannot make the foregoing certification, the bidder/proposer shall so state and shall furnish with the bid/proposal a signed statement that sets forth in detail the reason(s) therefore. Where (a) 1, 2, and 3 above have not been complied with, the bid/proposal shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid/proposal is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.

The fact that a bidder/proposer (a) has published price lists, rates or tariffs covering items being procured, (b) has informed prospective customers of proposed or pending publication of new or revised price lists for such items, or (c) has sold the same items to other customers at the same prices being bid/proposed, does not constitute, without more, a disclosure within the meaning of subparagraph (a) 1.

## **Federal Clauses**

### **Lobbying**

Byrd Anti-Lobbying Amendment, 31 U.S.C. 1352, as amended by the Lobbying Disclosure Act of 1995, P.L. 104-65 [to be codified at 2 U.S.C. § 1601, et seq.]

Contractors who apply or bid for an award of \$100,000 or more shall file the certification required by 49 CFR part 20, "New Restrictions on Lobbying." Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier shall also disclose the name of any registrant under the Lobbying Disclosure Act of 1995 who has made lobbying contacts on its behalf with non-Federal funds with respect to that Federal contract, grant or award covered by 31 U.S.C. 1352. Such disclosures are forwarded from tier to tier up to the recipient.

### **Access to Records and Reports**

The following access to records requirements apply to this Contract:

1. Contractor shall provide the purchaser, the FTA, the US Comptroller General or their authorized representatives access to any books, documents, papers and contractor records which are pertinent to this contract for the purposes of making audits, examinations, excerpts and transcriptions. Contractor shall also, pursuant to 49 CFR 633.17, provide authorized FTA representatives, including any PMO contractor, access to contractor's records and construction sites pertaining to a capital project, defined at 49 USC 5302(a)1, which is receiving FTA assistance through the programs described at 49 USC 5307, 5309 or 5311.
2. Contractor shall permit any of the foregoing parties to reproduce by any means whatsoever or to copy excerpts and transcriptions as reasonably needed.
3. Contractor shall maintain all books, records, accounts and reports required under this contract for a period of not less than three (3) years after the date of termination or expiration of this contract, except in the event of litigation or settlement of claims arising from the performance of this contract. In which case contractor agrees to maintain same until the municipal corporation, FTA Administrator, US Comptroller General, or any of their authorized representatives, have disposed of all such litigation, appeals, claims or exceptions related thereto. Re: 49 CFR 18.39(i)(11).

### **Federal Changes**

All Contracts except micro-purchases (\$3,000 or less, except for construction contracts over \$2,000) Contractor shall comply with all applicable FTA regulations, policies, procedures and directives, including without limitation those listed directly or by reference in the Master Agreement between the purchaser and FTA, as they may be amended or promulgated from time to time during the term of the contract. Contractor's failure to comply shall constitute a material breach of the contract.

### **Clean Air**

Contractor shall comply with all applicable standards, orders or regulations pursuant to the Clean Air Act, 42 USC 7401 et seq. Contractor shall report each violation to the municipal corporation and understands and agrees that the municipal corporation will, in turn, report each violation as required to FTA and the appropriate EPA Regional Office. Contractor shall include these requirements in each subcontract exceeding \$100,000 financed in whole or in part with FTA assistance.



**No Government Obligation to Third Parties**

1) The municipal corporation and contractor acknowledge and agree that, notwithstanding any concurrence by the US Government in or approval of the solicitation or award of the underlying contract, absent the express written consent by the US Government, the US Government is not a party to this contract and shall not be subject to any obligations or liabilities to the municipal corporation, the contractor or any other party (whether or not a party to that contract) pertaining to any matter resulting from the underlying contract.

2) Contractor agrees to include the above clause in each subcontract financed in whole or in part with FTA assistance. It is further agreed that the clause shall not be modified, except to identify the subcontractor who will be subject to its provisions.

**Program Fraud and False or Fraudulent Statements or Related Acts**

1) Contractor acknowledges that the provisions of the Program Fraud Civil Remedies Act of 1986, as amended, 31 USC 3801 et seq. and USDOT regulations, "Program Fraud Civil Remedies," 49 CFR 31, apply to its actions pertaining to this project. Upon execution of the underlying contract, contractor certifies or affirms the truthfulness and accuracy of any statement it has made, it makes, it may make, or causes to be made, pertaining to the underlying contract or FTA assisted project for which this contract work is being performed. In addition to other penalties that may be applicable, contractor further acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submittal, or certification, the US Government reserves the right to impose the penalties of the Program Fraud Civil Remedies Act (1986) on contractor to the extent the US Government deems appropriate.

2) If contractor makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submittal, or certification to the US Government under a contract connected with a project that is financed in whole or in part with FTA assistance under the authority of 49 USC 5307, the Government reserves the right to impose the penalties of 18 USC 1001 and 49 USC 5307(n)(1) on contractor, to the extent the US Government deems appropriate.

3) Contractor shall include the above two clauses in each subcontract financed in whole or in part with FTA assistance. The clauses shall not be modified, except to identify the subcontractor who will be subject to the provisions.

**Termination for Convenience or Default**

The municipal corporation may terminate this contract in whole or in part, for the municipal corporation's convenience or because of contractor's failure to fulfill contract obligations. The municipal corporation shall terminate by delivering to contractor a notice of termination specifying the nature, extent and effective date of termination. Upon receipt of the notice, contractor shall (1) immediately discontinue all services affected (unless the notice directs otherwise), and (2) deliver to the municipal corporation all data, drawings, specifications, reports, estimates, summaries and other information and materials accumulated in performing this contract, whether completed or in process. If termination is for the municipal corporation's convenience, it shall make an equitable adjustment in the contract price but shall allow no anticipated profit on unperformed services. If termination is for contractor's failure to fulfill contract obligations, the municipal corporation may complete the work by contract or otherwise and contractor shall be liable for any additional cost incurred by the municipal corporation.

If, after termination for failure to fulfill contract obligations, it is determined that contractor was not in default, the rights and obligations of the parties shall be the same as if termination had been issued for the municipal corporation's convenience.

### **Government Wide Debarment and Suspension Contracts over \$25,000**

This contract is a covered transaction for purposes of 49 CFR Part 29. As such, the contractor is required to verify that none of the contractors, its principals, as defined at 49 CFR 29.995, or affiliates, as defined at 49 CFR 29.905, are excluded or disqualified as defined at 49 CFR 29.940 and 29.945. The contractor is required to comply with 49 CFR 29, Subpart C and must include the requirement to comply with 49 CFR 29, Subpart C in any lower tier covered transaction it enters into. By signing and submitting its bid or proposal, the Proposer or proposer certifies as follows:

- The certification in this clause is a material representation of fact relied upon by the municipal corporation. If it is later determined that the Proposer or proposer knowingly rendered an erroneous certification. In addition to remedies available to the municipal corporation, the Federal Government may pursue available remedies, including but not limited to suspension and/or debarment.
- The Proposer or proposer agrees to comply with the requirements of 49 CFR 29, Subpart C while this offer is valid and throughout the period of any contract that may arise from this offer.
- The Proposer or proposer further agrees to include a provision requiring such compliance in its lower tier covered transactions.

### **Civil Rights Requirements**

All contracts except micro-purchases (\$3,000 or less, except for construction contracts over \$2,000)

The following requirements apply to the underlying contract: (1) Nondiscrimination - In accordance with Title VI of the Civil Rights Act, as amended, 42 USC 2000d, Sec. 303 of the Age Discrimination Act (1975), as amended, 42 USC 6102, Sec. 202 of the Americans with Disabilities Act (1990), 42 USC 12132, and 49 USC 5332, contractor shall not discriminate against any employee or applicant for employment because of race, color, creed, national origin, sex, age or disability. Contractor shall also comply with applicable Federal implementing regulations and other requirements FTA may issue.

(2) Equal Employment Opportunity - The following equal employment opportunity requirements apply to the underlying contract:

(a) Race, Color, Creed, National Origin, Sex -In accordance with Title VII of the Civil Rights Act, as amended, 42 USC 2000e, and 49 USC 5332, contractor shall comply with all applicable equal employment opportunity requirements of US DOL, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, US DOL," 41 CFR 60 et seq., (implementing Executive Order No. 11246, "Equal Employment Opportunity," as amended by Executive Order No. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," 42 USC 2000e), and any applicable Federal statutes, executive orders, regulations, and policies that may in the future affect construction activities undertaken in the course of the project. Contractor shall take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, creed, national origin, sex or age. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. In addition, contractor shall comply with any implementing requirements FTA may issue.

(b) Age - In accordance with Sec. 4 of the Age Discrimination in Employment Act (1967), as amended, 29 USC 623 and 49 USC 5332, contractor shall refrain from discrimination against present and prospective employees for reason of age. Contractor shall also comply with any implementing requirements FTA may issue.

(c) Disabilities - In accordance with Sec. 102 of the Americans with Disabilities Act (ADA), as amended, 42 USC 12112, contractor shall comply with the requirements of US Equal Employment Opportunity Commission (EEOC), Regulations to Implement Equal Employment Provisions of the Americans with Disabilities Act, 29



CFR 1630, pertaining to employment of persons with disabilities. Contractor shall also comply with any implementing requirements FTA may issue.

(3) Contractor shall include these requirements in each subcontract financed in whole or in part with FTA assistance, modified only if necessary to identify the affected parties.

#### **Breaches and Dispute Resolution All contracts over \$100,000**

Disputes arising in the performance of this contract which are not resolved by agreement of the parties shall be decided in writing by the municipal corporation's authorized representative. This decision shall be final and conclusive unless within ten (10) days from the date of receipt of its copy, contractor mails or otherwise furnishes a written appeal to the municipal corporation's CEO. In connection with such appeal, contractor shall be afforded an opportunity to be heard and to offer evidence in support of its position. The decision of the municipal corporation's CEO shall be binding upon contractor and contractor shall abide by the decision.

Performance During Dispute - Unless otherwise directed by the municipal corporation, contractor shall continue performance under this contract while matters in dispute are being resolved.

Claims for Damages - Should either party to the contract suffer injury or damage to person or property because of any act or omission of the party or of any of his employees, agents or others for whose acts he is *legally* liable, a claim for damages therefore shall be made in writing to such other party within ten days after the first observance of such injury or damage.

Remedies - Unless this contract provides otherwise, all claims, counterclaims, disputes and other matters in question between the municipal corporation and contractor arising out of or relating to this agreement or its breach will be decided by arbitration if the parties mutually agree, or in a court of competent jurisdiction within the residing State.

Rights and Remedies - Duties and obligations imposed by the contract documents and the rights and remedies available thereunder shall be in addition to and not a limitation of any duties, obligations, rights and remedies otherwise imposed or available by law. No action or failure to act by the municipal corporation or contractor shall constitute a waiver of any right or duty afforded any of them under the contract, nor shall any such action or failure to act constitute an approval of or acquiescence in any breach thereunder, except as may be specifically agreed in writing.

#### **Patent and Rights Data**

Research projects in which FTA finances the purpose of the grant is to finance the development of a product or information. These patent and data rights requirements do not apply to capital projects or operating projects, even though a small portion of the sales price may cover the cost of product development or writing the user's manual or to micro-purchases (\$3,000 or less, except for construction contracts over \$2,000).

Contracts Involving Experimental, Developmental or Research Work.

A. Rights in Data - The following requirements apply to each contract involving experimental, developmental or research work: (1) The term "subject data" used in this clause means recorded information, whether or not copyrighted, that is delivered or specified to be delivered under the contract. The term includes graphic or pictorial delineation in media such as drawings or photographs; text in specifications or related performance or design-type documents; machine forms such as punched cards, magnetic tape or computer memory printouts; and information retained in computer memory. Examples include, but are not limited to: computer software,



engineering drawings and associated lists, specifications, standards, process sheets, manuals, technical reports, catalog item identifications and related information. The term "subject data" does not include financial reports, cost analyses and similar information incidental to contract administration.

(2) The following restrictions apply to all subject data first produced in the performance of the contract to which this Attachment has been added:

(a) Except for its own internal use, the Purchaser or Contractor may not publish or reproduce subject data in whole or in part, or in any manner or form, nor may the Purchaser or Contractor authorize others to do so, without the written consent of the Federal Government, until such time as the Federal Government may have either released or approved the release of such data to the public; this restriction on publication, however, does not apply to any contract with an academic institution.

(b) In accordance with 49 C.F.R. § 18.34 and 49 C.F.R. § 19.36, the Federal Government reserves a royalty-free, non-exclusive and irrevocable license to reproduce, publish or otherwise use, and to authorize others to use, for "Federal Government purposes," any subject data or copyright described in subsections (2)(b)1 and (2)(b)2 of this clause below. As used in the previous sentence, "for Federal Government purposes," means use only for the direct purposes of the Federal Government. Without the copyright owner's consent, the Federal Government may not extend its Federal license to any other party. 1. Any subject data developed under that contract, whether or not a copyright has been obtained; and 2. Any rights of copyright purchased by the Purchaser or Contractor using Federal assistance in whole or in part provided by FTA.

(c) When FTA awards Federal assistance for experimental, developmental or research work, it is FTA's general intention to increase transportation knowledge available to the public, rather than to restrict the benefits resulting from the work to participants in that work. Therefore, unless FTA determines otherwise, the Purchaser and the Contractor performing experimental, developmental or research work required by the underlying contract to which this Attachment is added agrees to permit FTA to make available to the public, either FTA's license in the copyright to any subject data developed in the course of that contract, or a copy of the subject data first produced under the contract for which a copyright has not been obtained. If the experimental, developmental or research work, which is the subject of the underlying contract, is not completed for any reason whatsoever, all data developed under that contract shall become subject data as defined in subsection (a) of this clause and shall be delivered as the Federal Government may direct. This subsection (c), however, does not apply to adaptations of automatic data processing equipment or programs for the Purchaser or Contractor's use whose costs are financed in whole or in part with Federal assistance provided by FTA for transportation capital projects.

(d) Unless prohibited by state law, upon request by the Federal Government, the Purchaser and the Contractor agree to indemnify, save and hold harmless the Federal Government, its officers, agents and employees acting within the scope of their official duties against any liability, including costs and expenses, resulting from any willful or intentional violation by the Purchaser or Contractor of proprietary rights, copyrights or right of privacy, arising out of the publication, translation, reproduction, delivery, use or disposition of any data furnished under that contract. Neither the Purchaser nor the Contractor shall be required to indemnify the Federal Government for any such liability arising out of the wrongful act of any employee, official, or agents of the Federal Government.

(e) Nothing contained in this clause on rights in data shall imply a license to the Federal Government under any patent or be construed as affecting the scope of any license or other right otherwise granted to the Federal Government under any patent.

(f) Data developed by the Purchaser or Contractor and financed entirely without using Federal assistance provided by the Federal Government that has been incorporated into work required by the underlying contract to which this Attachment has been added is exempt from the requirements of subsections (b), (c) and (d) of this clause, provided that the Purchaser or Contractor identifies that data in writing at the time of delivery of the contract work.

(g) Unless FTA determines otherwise, the Contractor agrees to include these requirements in each subcontract for experimental, developmental or research work financed in whole or in part with Federal assistance provided by FTA. (3) Unless the Federal Government later makes a contrary determination in writing, irrespective of the Contractor's status (i.e., a large business, small business, state government or state instrumentality, local government, nonprofit organization, institution of higher education, individual, etc.), the Purchaser and the Contractor agree to take the necessary actions to provide, through FTA, those rights in that invention due the Federal Government as described in U.S. Department of Commerce regulations, "Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements," 37 C.F.R. Part 401. (4) The Contractor also agrees to include these requirements in each subcontract for experimental, developmental or research work financed in whole or in part with Federal assistance provided by FTA.

**B. Patent Rights** - The following requirements apply to each contract involving experimental, developmental or research work:

(1) General - If any invention, improvement, or discovery is conceived or first actually reduced to practice in the course of or under the contract to which this Attachment has been added, and that invention, improvement or discovery is patentable under the laws of the United States of America or any foreign country, the Purchaser and Contractor agree to take actions necessary to provide immediate notice and a detailed report to the party at a higher tier until FTA is ultimately notified.

(2) Unless the Federal Government later makes a contrary determination in writing, irrespective of the Contractor's status (a large business, small business, state government or state instrumentality, 10~1 government, nonprofit organization, institution of higher education, individual), the Purchaser and the Contractor agree to take the necessary actions to provide, through FTA, those rights in that invention due the Federal Government as described in U.S. Department of Commerce regulations, "Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements," 37 C.F.R. Part 401.

(3) The Contractor also agrees to include the requirements of this clause in each subcontract for experimental, developmental or research work financed in whole or in part with Federal assistance provided by FTA.

### **Disadvantaged Business Enterprise**

Contracts over \$3,000 awarded on the basis of a bid or proposal offering to use DBEs

a. This contract is subject to the requirements of Title 49, Code of Federal Regulations, Part 26, Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs. The national goal for participation of Disadvantaged Business Enterprises (DBE) is 10%. The municipal

corporation's overall goal for DBE participation is listed elsewhere. If a separate contract goal for DBE participation has been established for this procurement, it is listed elsewhere.

b. The contractor shall not discriminate on the basis of race, color, national origin or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of this contract. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the municipal corporation deems appropriate. Each subcontract the contractor signs with a subcontractor must include the assurance in this paragraph (see 49 CFR 26.13(b)).

c. If a separate contract goal has been established, Proposers/offerors are required to document sufficient DBE participation to meet these goals or, alternatively, document adequate good faith efforts to do so, as provided for in 49 CFR 26.53.

d. If no separate contract goal has been established, the successful Proposer/offeror will be required to report its DBE participation obtained through race-neutral means throughout the period of performance.

e. The contractor is required to pay its subcontractors performing work related to this contract for satisfactory performance of that work no later than 30 days after the contractor's receipt of payment for that work from the municipal corporation. In addition, the contractor may not hold retainage from its subcontractors or must return any retainage payments to those subcontractors within 30 days after the subcontractor's work related to this contract is satisfactorily completed or must return any retainage payments to those subcontractors within 30 days after incremental acceptance of the subcontractor's work by the municipal corporation and contractor's receipt of the partial retainage payment related to the subcontractor's work.

f. The contractor must promptly notify the municipal corporation whenever a DBE subcontractor performing work related to this contract is terminated or fails to complete its work, and must make good faith efforts to engage another DBE subcontractor to perform at least the same amount of work. The contractor may not terminate any DBE subcontractor and perform that work through its own forces or those of an affiliate without prior written consent of the municipal corporation.

#### **Incorporation of Federal Transit Administration (FTA) Terms**

All contracts except micro-purchases (\$3,000 or less, except for construction contracts over \$2,000)

The preceding provisions include, in part, certain Standard Terms & Conditions required by USDOT, whether or not expressly stated in the preceding contract provisions. All USDOT -required contractual provisions, as stated in FTA Circular 4220.1 F. are hereby incorporated by reference. Anything to the contrary herein notwithstanding, all FTA mandated terms shall be deemed to control in the event of a conflict with other provisions contained in this Agreement. The contractor shall not perform any act, fail to perform any act, or refuse to comply with any request that would cause the municipal corporation to be in violation of FTA terms and conditions.

#### **Full and Open Competition**

In accordance with 49 U.S.C. § 5325(h) all procurement transactions shall be conducted in a manner that provides full and open competition.



### **Prohibition Against Exclusionary or Discriminatory Specifications**

Apart from inconsistent requirements imposed by Federal statute or regulations, the contractor shall comply with the requirements of 49 USC 5323(h)(2) by refraining from using any FTA assistance to support procurements using exclusionary or discriminatory specifications.

### **Conformance with ITS National Architecture**

Contractor shall conform, to the extent applicable, to the National Intelligent Transportation Standards architecture as required by SAFETEA-LU Section 5307(c), 23 U.S.C. Section 512 note and follow the provisions of FTA Notice, "FTA National Architecture Policy on Transit Projects," 66 Fed. Reg. 1455 et seq., January 8, 2001, and any other implementing directives FTA may issue at a later date, except to the extent FTA determines otherwise in writing.

### **Access Requirements for Persons with Disabilities**

Contractor shall comply with 49 USC 5301(d), stating Federal policy that the elderly and persons with disabilities have the same rights as other persons to use mass transportation services and facilities and that special efforts shall be made in planning and designing those services and facilities to implement that policy. Contractor shall also comply with all applicable requirements of Sec. 504 of the Rehabilitation Act (1973), as amended, 29 USC 794, which prohibits discrimination on the basis of handicaps, and the Americans with Disabilities Act of 1990 (ADA), as amended, 42 USC 12101 et seq., which requires that accessible facilities and services be made available to persons with disabilities, including any subsequent amendments thereto.

### **Notification of Federal Participation**

To the extent required by law, in the announcement of any third party contract award for goods and services (including construction services) having an aggregate value of \$500,000 or more, contractor shall specify the amount of Federal assistance to be used in financing that acquisition of goods and services and to express that amount of Federal assistance as a percentage of the total cost of the third party contract.

### **Interest of Members or Delegates to Congress**

No members of, or delegates to, the US Congress shall be admitted to any share or part of this contract nor to any benefit arising therefrom.

### **Ineligible Contractors and Subcontractors**

Any name appearing upon the Comptroller General's list of ineligible contractors for federally-assisted contracts shall be ineligible to act as a subcontractor for contractor pursuant to this contract. If contractor is on the Comptroller General's list of ineligible contractors for federally financed or assisted construction, the municipal corporation shall cancel, terminate or suspend this contract.

### **Other Contract Requirements**

To the extent not inconsistent with foregoing Federal requirements, this contract shall also include those standard clauses attached hereto, and shall comply with the municipal corporation's Procurement Guidelines, available upon request from the municipal corporation.

### **Compliance with Federal Regulations**

Any contract entered pursuant to this solicitation shall contain the following provisions: All USDOT -required contractual provisions, as set forth in FTA Circular 4220.1 F, are incorporated by reference. Anything to the contrary herein notwithstanding, FTA mandated terms shall control in the event of a conflict with other provisions contained in this Agreement. Contractor shall not perform any act, fail to perform any act, or refuse to comply with any grantee request that would cause the municipal corporation to be in violation of FTA terms and conditions. Contractor shall comply with all applicable FTA regulations, policies, procedures and directives, including, without limitation, those listed directly or incorporated by reference in the Master Agreement between

the municipal corporation and FTA, as may be amended or promulgated from time to time during the term of this contract. Contractor's failure to so comply shall constitute a material breach of this contract.

#### **Access to Services for Persons with Limited English Proficiency**

To the extent applicable and except to the extent that FTA determines otherwise in writing, the Recipient agrees to comply with the policies of Executive Order No. 13166, "Improving Access to Services for Persons with Limited English Proficiency," 42 U.S.C. § 2000d 1 note, and with the provisions of U.S. DOT Notice, "DOT Guidance to Recipients on Special Language Services to Limited English Proficient (LEP) Beneficiaries," 70 Fed. Reg. 74087, December 14, 2005.

#### **Environmental Justice**

The Recipient agrees to comply with the policies of Executive Order No. 12898, "Federal Actions to Address Environmental Justice in Minority Populations and Low Income Populations," 42 U.S.C. § 4321 note, except to the extent that the Federal Government determines otherwise in writing.

#### **Environmental Protections**

Compliance is required with any applicable Federal laws imposing environmental and resource conservation requirements for the project. Some, but not all, of the major Federal laws that may affect the project include: the National Environmental Policy Act of 1969; the Clean Air Act; the Resource Conservation and Recovery Act; the comprehensive Environmental response, Compensation and Liability Act; as well as environmental provisions with Title 23 U.S.C., and 49 U.C. chapter 53. The U.S. EPA, FHWA and other federal agencies may issue other federal regulations and directives that may affect the project. Compliance is required with any applicable Federal laws and regulations in effect now or that become effective in the future.

#### **Geographic Information and Related Spatial Data**

Any project activities involving spatial data or geographic information systems activities financed with Federal assistance are required to be consistent with the National Spatial Data Infrastructure promulgated by the Federal Geographic Data Committee, except to the extent that FTA determines otherwise in writing.

**Federal Transit Administration**  
**Certifications And Assurances**

Name of Proposer: Wendel Duchscherer Architects & Engineers, PC

Name of Authorized Person: Anthony W. McKenna, PE,

Title of Authorized Person: President

By endorsing this signature page, Anthony W. McKenna (authorized person) declares that he or she is duly authorized to make the certifications and assurances on behalf of the Proposer and bind the Proposer to comply with them. Thus, when its authorized person signs this document, the Proposer agrees to comply with all Federal statutes, regulations, and executive orders required for Third Party Contracts.

The Proposer affirms the truthfulness and accuracy of the certifications and assurances it has made in this statement herein and acknowledges that the provisions of the Program Fraud Civil Remedies Act of 1986, 31 U.S.C. 3801, et seq. apply to any certification, assurance or submission made to Tompkins County and the FTA.

In signing this document, I declare under penalties of perjury that the foregoing certifications and assurances and other statements made by me on behalf of the Proposer are true and correct.

Date: 8/9/11

Signature - Authorized Person



Anthony W. McKenna, P.E., President

State of New York

COUNTY of Erie

On this 9 day of August, 2011, before me came Anthony McKenna

President, known to me to be the person who executed the foregoing certification. In witness whereof, I hereto set my hand and seal.

Angela Lipinski

Notary Public

My Commission Expires: 5.15.14

(Seal)

ANGELA LIPINSKI  
Notary Public, State of New York  
Qualified in Erie County  
My Commission Expires May 15, 2014

ACKNOWLEDGEMENT OF PROPOSER, IF A CORPORATION

STATE OF New York

COUNTY OF Erie

On this 9 day of August, 2011, before me personally came and appeared Anthony W. McKenna, PE, to me known, who, being by me duly sworn, did depose and say that he/she resides at 5525 Lockwood Height Po Box 33, Olcott NY 14126, that he/she is the President of Wendel Duchscherer Architects & Engineers the corporation described in and which executed the foregoing instrument; that he/she knows the seal of said corporation, that one of the seals affixed to said instrument is such seal; that it was so affixed to said instrument by order of the Directors of said corporation; and that he/she signed his/her name thereto by like order.

(Seal) **ANGELA LIPINSKI**  
Notary Public, State of New York  
Qualified in Erie County  
My Commission Expires May 15, 2014

*Angela Lipinski*

ACKNOWLEDGEMENT OF PROPOSER, IF A PARTNERSHIP

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

On this \_\_\_\_\_ day of \_\_\_\_\_, 2011, before me personally came and appeared \_\_\_\_\_, to me known, and known by me to be one of the members of the firm of \_\_\_\_\_, described in and who executed the foregoing instrument and he/she acknowledged to me that he/she executed the same as and for the act and deed of said firm.

(Seal) \_\_\_\_\_

ACKNOWLEDGEMENT OF PROPOSER, IF AN INDIVIDUAL

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

On this \_\_\_\_\_ day of \_\_\_\_\_, 2011, before me personally came and appeared \_\_\_\_\_, to me known, and known by me to be the person described in and who executed the foregoing instrument and he/she acknowledged to me that he/she executed same.

(Seal) \_\_\_\_\_



Federal Transit Administration

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER  
RESPONSIBILITY MATTERS**

The Lower Tier Participant (Applicant for a third party subcontract or sub-grant under an FTA Project),

Wendel Duchscherer Architects & Engineers, certifies, by submission of this bid, that neither it nor its  
Name of Proposer

principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

Where the Lower Tier Participant (Applicant for a third party subcontract or sub-grant under an FTA project), is unable to certify to any of the statements in this certification, such Participant shall attach an explanation to this bid.

THE LOWER TIER PARTICIPANT (APPLICANT FOR A THIRD PARTY SUBCONTRACT OR SUB-GRANT UNDER AN FTA PROJECT) Wendel Duchscherer Architects & Engineers,  
Name of Proposer

CERTIFIES OR AFFIRMS THE TRUTHFULNESS AND ACCURACY OF THE CONTENTS OF THE STATEMENTS SUBMITTED ON OR WITH THIS CERTIFICATION AND UNDERSTANDS THAT THE PROVISIONS OF 31 U.S.C. SECTION 3801 ET. SEQ. ARE APPLICABLE THERETO.



Authorized Official

**Anthony W. McKenna, P.E., President**

Title of Authorized Official



Attorney's Signature

Phillip M Fries

8/9/11  
Date

CERTIFICATION OF RESTRICTIONS ON LOBBYING

I, Anthony W. McKenna, PE (name and title of Proposer official),

hereby certify on behalf of Wendel Duchscherer Architects & Engineers, PC that:

1. No Federal appropriated funds have been paid or will be paid by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal Contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub awards at all tiers (including subcontracts, sub grants, and contracts under grants, loans, and cooperative agreements) and that all sub recipients shall certify and disclose accordingly.

This certification is a material representative of fact upon which reliance is in place when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Executed this 9 day of August, 2011.

By



(Signature of authorized official)

President

(Title of authorized official)

**PROPOSAL SIGN-OFF SHEET**  
**Meeting FHWA/FTA Financial Planning Requirements Consultant Services**

Please check off and sign for items below and submit this required sheet with your proposal packet; the proposal may be rejected if the required documents are not included with the proposal.

	DONE	INITIALS
1. Proposal completed with all items specified in the "Contents of Proposal" section	✓	LRS
2. Non-Collusive completed and included	✓	LRS
3. Anti-Discrimination completed and included	✓	LRS
4. FTA Certifications and Assurances completed & included	✓	LRS
5. FTA Certification regarding Debarment, Suspension, and Other Responsibility Matters completed & included	✓	LRS
6. FTA Certification of Restrictions on Lobbying completed & included	✓	LRS
7. Addenda (if issued) received		
List Addendum # and dates      #1      7/13/11	✓	LRS
8. One original, five hardcopies, five copies in CD submitted (Original to be clearly identified as "original").	✓	LRS

Please note that by signing below the contractor is certifying that all information provided herein is true and correct to the best of their knowledge.

Anthony W. McKenna, PE, President  
Name/Title of Authorized Person Submitting Proposal

Wendel Duchscherer Architects & Engineers, PC  
Firm or Corporation

August 9, 2011      16-1055004  
Date      Federal ID #

716-688-0766      716-625-6825  
Telephone      Fax

  
\_\_\_\_\_  
Signature of Authorized Person Submitting Proposal



## DECLINATION OF RESPONSE

If you are not responding to this solicitation, please indicate your reasons by checking any appropriate items below and returning this form to the above address. Your cooperation will be greatly appreciated.

We are not responding for this reason:

- ☐ Items or materials not manufactured by us or not available to our company.
- ☐ Our items or materials do not meet these specifications.
- ☐ Specifications not clearly understood or applicable (too vague, too rigid, etc.)
- ☐ Quantities too small.
- ☐ Insufficient time allowed for preparation of submittal.
- ☐ Incorrect address used. Our correct mailing address is:

**N/A**

☐ Other reason: \_\_\_\_\_  
\_\_\_\_\_

Please respond:

- ☐ We are unable to respond at this time but would like to continue to receive specifications.
- ☐ We are unable to respond and do not wish to receive notification of specification availability.

Bid/RFP Title: Meeting FHWA/FTA Financial Planning Requirements Consultant Services

Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Budget / Cost