

The New York Public Transit  
**LEADERSHIP INSTITUTE**

*Today's executive must be global...  
tomorrow's must be ready!*



A PROGRAM OFFERED BY

*nypta*

NEW YORK  
PUBLIC TRANSIT  
ASSOCIATION, INC.

The Public Transit Leadership Institute (PTLI) is a year long series of events, webinars and hands-on activities for mid-to-senior level managers aspiring to serve in an executive leadership role. The curriculum, under the instruction and mentoring of experienced NYPTA and transit industry executives, will provide enhanced opportunities for professional development and career advancement in the transit industry.

# Inside the Leadership Institute

---

The Public Transit Leadership Institute will give participants a first-hand look at, and in many instances hands-on experience in, the role of a transit agency executive. Each participant will be assigned a Dean to instruct, explain and mentor them through the activities designed to help prepare him/her to manage and lead a transit organization. The activities will include tours of transit operations large and small, round-table discussions, webinars, advocacy events, observation of boards of directors meetings, small independent assignments and more.

The Institute begins each year at the New York State Public Transit Fall Conference. Enrollees attend an orientation session, meet the Institute's mentors, participate in round table discussions, engage in networking exercises and take a field trip to visit and tour the New York State Department of Transportation.

---

## CURRICULUM

- » Leadership
  - » Strategic Management
  - » Operations & Management
  - » Advocacy
  - » Procurement/Contractor Relationships
  - » Finance & Budgeting
  - » Crisis Management
  - » Board & Labor Relations
  - » Public Speaking & Media Relations
  - » Hiring/Employee Motivation
- 

## ELIGIBILITY

The New York Public Transit Leadership Institute is open to mid-to-senior level transit professionals with two to three years' preferred experience in transit management. *Candidates must be nominated for acceptance by a senior or executive level manager at their current place of employment, to whom they have reported. Self nominations are accepted along with a letter of recommendation.*

The class will be limited to 10 people. The program seeks to have a diverse cross-section of participants. Candidates whose applications are unsuccessful may reapply.

## APPLICATION PROCESS

Please fill out the enclosed application form and submit it with all required supporting documents, including the letter of nomination and a fifty dollar application fee. To apply online, go to [www.nytransit.org](http://www.nytransit.org) and be sure to attach the supporting documents and remit the application fee. Nominations must be received by June 30th. Selected applicants will be notified no later than July 15th.

## ENROLLMENT

Selected applicants must enroll by remitting full tuition payment by August 15th. Checks are payable to NYPTA/PTLI, and mailed to the New York Public Transit Association, 136 Everett Rd. Albany, NY 12205. To enroll online, go to [www.nytransit.org](http://www.nytransit.org). Questions? Please call 518.434.9060.

## TUITION

Tuition for the Leadership Institute is \$1,495 for members and \$1,995 for non-members. Tuition includes each of the ten monthly activities, the orientation, and all program materials. Cancellations made prior to ten business days before the start of the program (day one of the New York State Public Transit Fall Conference) will be refunded. A cancellation received within ten business days of the start of the program, or after the program has begun, is not eligible for refund. **RTAP systems** are encouraged to contact NYSDOT to confirm eligibility for RTAP reimbursement.

## COMMITMENT

Acceptance into the Leadership Institute requires a commitment to attend the activities, perform required assignments, and actively participate in the designated opportunities. Participants who miss more than two sessions may apply to make it up in the following class year. Completion of the entire program is required for graduation.

## GRADUATION

Graduates will be recognized during the Public Transit Fall Conference for their completion of the Leadership Institute course of study. They will be presented a Certificate of Excellence noting their commitment to the transit industry and their professional development. All graduates will be listed on the New York Public Transit Leadership Institute website. Graduates will also be asked to evaluate the program and provide input into the future of the Institute and its programs.

## Program Deans

---

Leadership Institute Deans are presidents/CEO's, executive staff, senior management, and directors of local, state, and national transit organizations, who are distinguished professionals with notable achievements and successes in the transit industry. The Deans serve as discussion leaders and mentors who will also be in contact with you throughout the year to help facilitate your program, and answer questions. The 2014-2015 Leadership Institute Deans include:

### **Carm Basile**

*Chief Executive Officer  
Capital District Transportation Authority*

### **Bill Carpenter**

*Chief Executive Officer  
Rochester Genesee Regional Transportation Authority*

### **Ronald Epstein**

*Chief Financial Officer  
NYS Department of Transportation*

### **Tom George**

*Director, Public Transit  
Niagara Frontier Transportation Authority*

### **Frank Kobliski**

*Executive Director  
Central New York Regional Transportation Authority*

### **Scott Sopczyk**

*Transportation Director  
Greater Glens Falls Transit*

### **Hilary Ring**

*Deputy Senior Director, MTA Business Service Center  
Metropolitan Transportation Agency*



# Program Schedule *(subject to change)*

---

## SEPTEMBER 17-18, 2014

### LEADERSHIP, FINANCE, AND STATE AND FEDERAL AGENCY RELATIONS (ONSITE – SARATOGA)

Leadership Institute participants begin the program with a full three days at the New York Public Transit Fall Conference. Participants are engaged in a leadership track designed just for them. The program includes a brief orientation and reception, along with the following sessions:

- » **Leadership Transit Style:** A roundtable discussion on the roles and responsibilities of today's transit executives.
- » **Transit and Finance:** Fewer resources and higher expectations of service are a reality for today's transit leader. Balancing the needs of your community with limited resources takes planning, decision-making and consensus building.
- » **The Federal Transit Administration, Region II** provides grant support and guidance on environmental, planning and other critical elements for metropolitan planning organizations, public transit operators, and local and state governments in the states of New York and New Jersey. Meet the people at the highest levels of the organization, and understand their expectations of you.
- » **NYS DOT:** Enjoy an afternoon at the NYS Department of Transportation. Meet the key players, ask questions, and understand how DOT works and the importance of establishing relationships.
- » **Procurement and Contractor Relationships:** Hear both sides of the story when it comes to contractor relationships as transit managers and business partners gather for a candid discussion on how to purchase products and services, and maintain relationships with contractors that are productive, cost effective and yield positive results.

## OCTOBER 2014

### HIRING AND EMPLOYEE MOTIVATION (Webinar)

Two webinars are scheduled for October that address employee relations. The first webinar will train on effective hiring practices. The second addresses how to engage and motivate employees to achieve peak performance.

## NOVEMBER 2014

### CRISIS MANAGEMENT

Your agency and community will look to you during a time of crisis. Join this webinar to discuss the process and procedures for creating, amending and executing a crisis management plan.

## FEBRUARY 2015

### STRATEGIC MANAGEMENT (Webinar)

Engaging your board, managers and other key staff in setting a sound strategic direction for your transit agency is essential to meeting both short and long-term goals.

### ADVOCACY (Onsite – Albany)

Transit industry leaders from around the state participate in "Transit Awareness Day" to secure funding and educate lawmakers about the importance of public transit to the economy and our communities. This two-day program will provide a hands-on look at how the transit industry interacts with the legislative process.

*continues...*

- » **Day One:** Tour the NYS Capitol and Legislative Office Building, attend an interactive session with NYPTA's policy analyst, lobbyists and Legislative Committee chairman on transit and politics, and enjoy dinner with Institute Deans to discuss the importance of advocacy on behalf of your transit agency.
- » **Day Two:** This day is advocacy in action, with a first-hand look at transit-legislator relationships and how to make the case for public transportation.

## **MARCH 2015**

### **BUDGETING (Webinar)**

In addition to advocating for transit funding on the state and federal level, transit managers have the greater responsibility of managing the funds the agency receives. Transit agency budgets must be developed, adopted and then implemented with the input and involvement of a number of key players agency-wide. This March webinar will address how to develop and maintain a sound transit agency budget amid a far-reaching spectrum of community needs.

## **APRIL 2015**

### **BOARD AND LABOR RELATIONS (Onsite – Albany)**

Participants travel to Albany for a one-day program on two important topics: board and labor relations. The first half of the program will address labor relations and contract negotiations. After a brief lunch, participants will then engage in an interactive session on building strong board relationships, running effective board meetings and navigating controversial board issues.

## **MAY 2015**

### **TRANSIT AS A CUSTOMER-ORIENTED BUSINESS (Webinar)**

This webinar will address valuing the customer and the importance of public outreach in achieving optimal customer service.

## **JULY 2015**

### **TOUR AND SYSTEM PERFORMANCE MEASUREMENT (Onsite)**

Transit executives must continually monitor how their customers' changing needs are being met within their transit systems. Peak efficiencies are not self-sustaining. In this track, participants will tour a public transit system and learn the methods for measuring, assessing, interpreting and reacting to the performance level of a transit system.

## **AUGUST 2015**

### **TOUR AND OPERATIONS & MAINTENANCE (Onsite)**

The leadership program's cornerstone event is in New York City and includes a tour of the Metropolitan Transportation Authority (MTA). In addition to the tour, the program will focus on the role the executive plays in the logistics of bringing transit services to the customer, from planning, schedules and routes to vehicle safety and regularly scheduled maintenance.

## **SEPTEMBER, 2015**

### **PUBLIC SPEAKING, MEDIA RELATIONS AND GRADUATION (Fall Conference)**

Transit executives are regularly called upon to speak for their agencies: to their boards, lawmakers, stakeholders, and the public. The final track of the Leadership Institute will be a seminar on crafting and delivering your message, engaging your audience in a public setting, and effective use of the media, both when you initiate the contact, and when they do.

The program concludes with graduation, at which graduates will be recognized for their commitment to the transit industry.

## Candidate Information

---

FULL NAME

---

TITLE

---

YEARS IN CURRENT POSITION

---

ORGANIZATION

---

ADDRESS

---

CITY/STATE/ZIP

---

PHONE

---

FAX

---

EMAIL ADDRESS

## Sponsor Information

---

NOMINATED BY

---

TITLE

---

ORGANIZATION

---

ADDRESS

---

CITY/STATE/ZIP

---

PHONE

## Required Submission Materials

- » Application form
- » Current resume
- » A letter of nomination from the person who is supporting your participation in PTLI detailing his/her experience in working with you in a supervisory position, the specific qualities and traits that you have exhibited that would translate to your success as a transit executive, and any other reasons why he/she believes you would benefit from the Public Transit Leadership Institute.
- » Processing Fee: \$50

Briefly state what you hope to gain from PTLI (50-100 words)

---

---

---

---

---

---

---

---

