

PM 4: Cracking the Code of Transit Ridership

Magic Kingdom 4

MODERATOR



Dr. James Moore

Professor of Industrial and Systems Engineering; Policy, Planning and Development; and Civil and Environmental Engineering, University of Southern California

Dr. Moore is Professor of Industrial and Systems Engineering; Public Policy and Management; and Civil Engineering. He received his BS degrees in Industrial Engineering and in Urban Planning from Northwestern University, his MS degree in Industrial Engineering from Stanford University, his Master of Urban and Regional Planning degree from Northwestern, and his Ph.D. degree in Civil Engineering from Stanford. He specializes in transportation engineering and urban transportation systems. He joined Northwestern's Civil and Environmental Engineering faculty in 1986 and transitioned to USC in 1988. He became chair of the USC Epstein Department of Industrial and Systems Engineering in 2004, serving until 2010. He is Director of the Transportation Engineering program in the USC Astani Department of Civil and Environmental Engineering and served as Vice Dean for Academic Programs in the USC Viterbi School of Engineering from 2011 until 2017. He has served as president of the Institute for Operations Research and the Management Sciences' Transportation Science and Logistics Society, and President of the Institute of Industrial and Systems Engineers. He is also active with the California Transportation Foundation, WTS-Los Angeles, the Southern California chapter of the Institute of Transportation Engineers, and related organizations whose missions include supporting students.

PANELISTS



Kurt Brotcke

Director of Strategic Planning, Orange County Transportation Authority

Kurt Brotcke has over 29 years of transportation planning and project funding experience in Orange County. He is the Orange County Transportation Authority's (OCTA's) current Director of Strategic Planning. Kurt's responsibilities include creating freeway, street, transit, bikeway and technology plans to address current and future Orange County transportation issues. Kurt's most recent efforts include leading team efforts to develop comprehensive strategies to address changing transit ridership in Orange County.

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Conan Cheung

Senior Executive Officer of Operations, Los Angeles County Metropolitan Transportation Authority

Conan Cheung served as the Senior Executive Officer – Service Planning, Scheduling & Analysis, at LA Metro. In this capacity, he is responsible for planning, implementing and evaluating service changes to Metro Bus and Rail services, including tracking ridership trends, establishing systemwide transit service policies and standards; operations planning and scheduling; operations data reporting and performance analytics, and management of the Regional Service

Councils. Conan also spent three years with the Office of Management and Budget establishing agency wide performance metrics, researching ridership trends throughout the region, and operations analysis. Prior to LA Metro, Conan was Director of Planning and Scheduling with the San Diego Metropolitan Transit System and worked for transportation planning agencies and consulting firms in the San Francisco Bay Area. Conan received his BS in Urban Planning and Public Administration from the University of Southern California, and a MA in Urban Planning from the University of California, Los Angeles.



Krista Glotzbach

Partnerships Lead, Via Transportation

Krista Glotzbach develops partnerships for Via, the leading provider of on-demand public mobility solutions, working with cities and transit authorities to re-engineer public transit. Krista has 25 years' experience building successful enterprise software companies worldwide. Prior to Via, Krista served executive roles in sales and marketing at Tamr, Vast.com, and Trilogix. Krista studied Economics and Japanese at Stanford.



Stephanie Wiggins

CEO, Metrolink and Board Member, Mobility 21

Stephanie Wiggins was named chief executive officer of Metrolink by a unanimous vote of the board of directors in December 2018. Stephanie assumed leadership in January 2019 and leads the 275-employee strong commuter railroad with a budget of \$793 million.

As CEO, Stephanie directs an agency that operates a commuter rail network on seven routes across a six-county, 538 route-mile system. Wiggins has held high-level positions at three of the five-member agencies that comprise Metrolink and is well-known as a customer-focused leader who finds solutions from a regional perspective.

Stephanie's vision for the agency is to create value and exceed expectations by prioritizing a customer-first orientation with three pillars to provide an

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outstanding customer experience: safety and security, an integrated system, and modernizing business practices.

Prior to leading Metrolink, Stephanie was Deputy CEO of the Los Angeles County Metropolitan Transportation Authority (LA Metro) where she assisted the CEO in providing leadership and formulating and achieving strategic public transportation objectives, including the passage of Measure M, a half-cent sales tax approved by 71 percent of voters in LA County. During her tenure at LA Metro, Stephanie also served as the Executive Director of Vendor/Contract Management, where she implemented procurement streamlining initiatives and greatly expanded Metro's utilization of small and historically underutilized businesses. Prior to that role, Stephanie was the Executive Officer and Project Director of the Congestion Reduction/ExpressLanes Program where she launched the first high occupancy toll lanes in LA County, the I-10 and I-110 Express Lanes, which improved travel times and travel reliability on two of the County's most congested freeway corridors.

Prior to Metro, she served as Regional Programs Director for the Riverside County Transportation Commission (RCTC) and oversaw transit, commuter rail, rideshare, goods movement and rail capital projects.

Stephanie began her career in transportation when she accepted a temporary assignment at the San Bernardino County Transportation Authority and fell in love with the mission of the agency. The six-month temporary assignment turned into more than four years. She then accepted a policy analyst position with the RCTC where she worked for an additional nine and a half years in management and senior management roles.

Feeling the need for personal and academic growth, Stephanie earned a Master of Business Administration from the USC Marshall School of Business in 2007. She received her Bachelor of Arts degree in Business Administration from Whittier College in 1992.

Stephanie is a self-proclaimed "military brat" whose father made his career in the Air Force. She credits her experience moving from base to base and country to country as a child for teaching her the importance of diversity.

Stephanie is the founding president of the Inland Empire Chapter of Women's Transportation Seminar. She is the recipient of many awards including the Conference of Minority Transportation Officials 2018 Women Who Move the Nation Award. She is a Board Member of the Los Angeles Chapter of Friends of the Children and an Advisory Board Member for the UCLA Lewis Center.