



**IISTPS**

**Norman Y. Mineta  
International Institute for  
Surface Transportation  
Policy Studies**

Created by Congress in 1991

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# The World in Motion

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*Profile of  
Vickie Shaffer  
IISTPS Board  
of Trustees*

*and  
General Manager,  
The Transit Authority*



Vickie Shaffer is the General Manager (GM) of The Transit Authority (TTA) in Huntington, West Virginia. As Manager since 1980, Ms. Shaffer's leadership and guidance have significantly influenced the modern history of a mass transit system that dates back to the streetcars of the 19<sup>th</sup> century.

Ms. Shaffer's career in mass transit began in 1977 as an administrative assistant to the second GM of The Transit Authority. Prior to assuming the helm at TTA, Ms. Shaffer was the transit planner for two years with a local metropolitan planning organization.

After earning a BA degree, SUMMA CUM LAUDE, at Marshall University in Huntington, Ms. Shaffer remained at "The Home of the Thundering Herd," to complete her master's degree in Political Science. The focus of her studies was the *Public Choice* theory of service provision in the American federal government system – a natural precursor to mass transit management.

Ms. Shaffer's approach to the successful delivery of transit service focuses on marketing. She has built her career and the reputation of The Transit Authority on a marketing program that targets the range of customers from those who ride the buses to those who benefit each time a passenger alights from the door of a TTA bus or Dial-a-Ride van.

Ms. Shaffer is widely recognized for her expertise and success in lobbying for the interests of smaller transit systems in the nation. Over the years, she has represented smaller mass transit as a board member of the American Public Transit Association (APTA), a State Delegate for the Community Transportation Association of America (CTAA), President of the West Virginia Public Transit Association, a member of the West Virginia Governor's Public Transit Advisory Council, and as a member and officer of the Transportation Development Corporation.

At home, Ms. Shaffer's advocacy for the transportation services provided by TTA is enhanced by her involvement in a wide variety of civic boards and commissions. She is particularly proud of her service this year as President of the Huntington Rotary Club.

With funds earmarked in TEA 21, Ms. Shaffer looks forward to the construction of a \$27 million intermodal complex on two square blocks of undeveloped land in the Huntington central business district.

## INSIDE

- *Research Update*
- *TransWeb Update*
- *Education Update*
- *Directions*

# Research Update

By Jeanne Dittman, Acting Research Director

Our Spring 1999 Call for Papers brought us 28 research proposals! After a rigorous selection process using pre-established criteria, the selection team chose 12 of the proposals to fund as Mineta Transportation Institute research projects. We are working with the proposal authors to finalize project scopes, teams, and budgets. In addition to being approved by the Institute's Research Associate Policy Oversight Committee, and IISTPS' Board of Trustees, all projects were reviewed by representatives of Caltrans' New Technology and Research, and the U.S. Department of Transportation Research and Special Programs Administration (RSPA). Descriptions of the projects will soon be found at the Mineta Transportation Institute web site on the Research Project Descriptions page. Our Fall Request for Proposals will be posted on the web later this summer.

Research Associates and Project Team Leaders George Gray, Peter Haas, and Dan Evans, are wrapping-up three distinct Institute research projects. Gray's *Impacts of the North American Free-Trade Agreement on Transportation in the Border Areas of the U.S. with Emphasis on the California Border with Mexico* is expected to be in print in July. Haas' *Development of Surface Transportation Community Coalitions (The Role of Consensus in Shaping Intermodal Investment Decisions)*, and Evans' *Analysis of Policy Issues Relating to Public Investment in Private Freight Infrastructure* are expected to be available in September.

## Education Update

By Rob Vitale, Education Director

**CLASS NEWS:** The Spring '99 B session is nearing its close. We were proud to have offered the following courses:

**MTM 217: Leadership and Management of Transportation Organizations.** One of the six core classes in the MSTM curriculum, MTM 217 was taught by Dr. Barbara Brown, faculty member with San José State University.

**MTM 290: Strategic Management in Transportation.** MTM 290 is the culminating "Capstone" course for our graduating students. Taught by Rod Diridon, Sr., the course involves a comprehensive project bringing together all facets of the MSTM degree. The final papers will be peer-reviewed and published by the Mineta Transportation Institute.

Registration for fall classes is in progress. We will be offering the following courses:

**MTM 201: Fundamentals of Transportation Management.** One of the six core classes, MTM 201 will be taught by Dr. Peter Haas, Professor of Public Administration and a Mineta Transportation Institute Research Associate.

**Bus 286: Project Management.** This class is an elective not only in San José State's accredited MBA program, but in the MSTM as well. This is our first joint offering with the MBA program.

**MINETA TRANSPORTATION INSTITUTE SCHOLARSHIPS:** The Mineta Transportation Institute is proud to announce the recipients of the Spring 1999 scholarships. For the first time, the Institute was able to offer nine \$1,000 scholarships to deserving students. Congratulations to the following:

**Mark Helmbrecht**, City of Alameda, Alameda

**Mark Jensen**, Science Applications Int'l Corp., San Diego

**Robert Kagiya**, City of Mountain View, Mountain View

**T. Michael Lechner**, T.M.L. Associates, San José

**Carter Mau**, San Mateo Transit, San Carlos

**Michael Tree**, Sierra Management, Porterville

**Kimberly Weinstein**, Caltrans, San Diego

**Greg Wong**, Caltrans, Sacramento

A very special thank you goes to all of the donors to the Mineta Transportation Institute who made these scholarships possible through their generosity.

(continued on next page...)

*Education Update continued...*

**SCHOLARSHIPS AWARDED:** A vivid example of our program's worth is the national recognition our students continue to receive. Congratulations to:

**T. Michael Lechner**, who was recently awarded one of the noted 1999 George Krambles Transit Scholarships. Michael is the second MSTM student to receive this scholarship, following **Carter Mau** who was a recipient of the 1998 award.

**Kimberly Weinstein**, who flew to Chicago to accept the 1999 Helene Overly National Women's Transportation Seminar Scholarship. This is Kim's second scholarship from the Women's Transportation Seminar, having won the 1999 Paulette Duve Memorial Scholarship from the San Diego chapter this past January.

**NTMGSA:** As classes come to a close, the National Transportation Management Graduate Student Association is putting the finishing touches on their second Newsletter. Be on the lookout for this publication!

**ANNUAL SCHOLARSHIP BANQUET:** The 8<sup>th</sup> Annual Mineta Transportation Institute Board of Trustees Scholarship Banquet will honor students receiving Certificates, and (for the first time!!!) Master of Science degrees in Transportation Management. We plan to award five students MSTM degrees and four students with Certificates in Transportation Management. Please plan on attending this historic occasion to see our first graduating class. For banquet information, please call (408) 924-7560.

**WEBSITE:** As always, Education Program information is available through the Mineta Institute's Website. To keep up-to-date with our fall registration, classes, syllabi, NTMGSA newsletters, scholarship information, and scheduled presentations, visit our website at <http://transweb.sjsu.edu>.

## TRANSWEB UPDATE

By Jeanne Dittman, Web Administrator

*TransWeb*<sup>TM</sup>, the online transportation information hub, is located at <http://transweb.sjsu.edu>. Recently added links include the Directory of State Highway and Transportation Department Libraries and the University Transportation Center's Research Results Collection. The San José State University Transportation Education Program is gearing up for the Fall 1999 semester. Transportation professionals and others interested in the graduate courses can access enrollment information online through *TransWeb*.

The Mineta Transportation Institute's Home page is located at <http://transweb.sjsu.edu/mtihome.htm>. We have recently turned our Project page into the Research Project Descriptions page. The pages profile our past, present, and future research including the newly printed publication, *Maintenance and Continued Development of the IISTPS Transportation Information System, TransWeb*<sup>TM</sup>.

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### IISTPS' 8<sup>th</sup> Annual Board of Trustees Meeting and Banquet

- Confirmed guest speakers:
  - ✓ Hon. James Oberstar, Ranking Member, U.S. Congress
  - ✓ Hon. Norman Y. Mineta, Chair Emeritus, IISTPS
  - ✓ José Medina, Director, Caltrans
  - ✓ Mort Downey, Undersecretary, U.S. DOT (*tentative*)
- Date of special event: Saturday, August 28, 1999
- Invitations will arrive soon
- Please plan to join us

Finally, after two submittals and a cordial visit by the RSPA staff to help fine-tune our Strategic Plan, both our **Federal TEA 21 and State Caltrans increased FY 1998-99 funding began in April**. Guided by then-Research Director Bill Derrick and currently by Acting Research Director Jeanne Dittman, the new project review process, begun in February, yielded 12 new research projects totaling just under \$700,000. The FY 1999-2000 budget and projects will be approved in September with approximately \$400,000 available for new research.

The national search for a new Research Director has narrowed to three applicants who will be interviewed for final selection during the last week in June. Our Education Program, led by Professor Vitale and Education Program Assistant Heather Miksch, and Information Transfer programs are fully-funded and operational. And a new project-based, QuickBooks accounting system has been implemented by Administrative Director Teresa Battisti. Indeed, this has been a very busy six months for the Institute.

Our Trustees, the University, and Institute staff look forward to hosting the Board of Trustees' Annual Meeting and Scholarship Banquet on Saturday, August 28, in San Jose. **Already confirmed as speakers are House Transportation and Infrastructure Committee Ranking Member Jim Oberstar; US DOT Undersecretary Mort Downey (tentative); new Caltrans Director José Medina; Chair Emeritus Norm Mineta; and several federal, state, and local elected officials**. We expect a formidable dinner gathering, so your reservations (408-924-7560) should be made soon. We look forward to sharing the Institute's remarkable success with each of you and appreciate your continued support.

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## **The World in Motion**

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