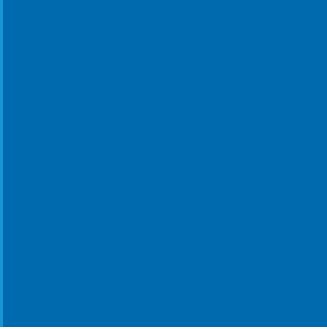




California Transit  
Association



# INFLUENCE THE CONVERSATION



2015 Spring Legislative Conference

May 20, 2015

Sacramento Convention Center

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# Greetings and Welcome to Sacramento!

FROM  
THE  
CHAIR

**T**his year marks the California Transit Association's 50th anniversary as a leading voice in support of public transit in California. The Association is excited to celebrate 50 years of unparalleled advocacy, significant victories, and ongoing efforts to inform and educate transit stakeholders and our members on the important issues that affect those who provide and those who depend on public transit. Public transit has evolved over the last 50 years and so have we. We have all worked hard not just to keep the buses and trains running, but also to keep pace with and plan for the changing needs of our communities.

The status quo – or “good enough” – has never been good enough for us. We have worked consistently to increase mobility options, reduce traffic congestion, improve the environment, and drive economic development in our communities. We are committed to providing an easily accessible public transit network that Californians need, want, and deserve.

Given the current political landscape and the continued, serious funding uncertainties we face, the challenge to *Influence the Conversation* could not be a more appropriate title for our 2015 Spring Legislative Conference. This event is the ideal opportunity for transit stakeholders to learn more about what's on the horizon in terms of potential funding sources, such as Cap and Trade, and to hear directly from leading decision-makers in Sacramento about their vision for the future of transit as an integral part of California's transportation infrastructure, and how we can achieve that future.

This is also an opportunity to hear about the Association's latest progress on responding to potential obstacles and challenges, such as unworkable bus weight limits, outdated TDA requirements, the need for long-term, reliable funding, and the availability of federal grant money that continues to be tied up in the pension reform controversy.

Throughout our jam-packed program, we'll get expert insight from key elected officials, public policy experts, and other leading decision-makers. In addition to these traditional program elements, this year's conference will feature interactive opportunities enabling attendees to help formulate strategies utilizing new tools and tactics – including the formation of a new pro-transit coalition of riders and other stakeholders to expand the funding and policy conversation at the local, state and federal levels.

We'll get expert insight from key elected officials, public policy experts, and other leading decision-makers

We know you'll find this year's Spring Legislative Conference informative and helpful in learning ways we can all *Influence the Conversation* about public transit at the local, state, and federal level with our passengers, the public, and the decision-makers in Sacramento and Washington, D.C.

Sincerely,



Donna DeMartino  
General Manager / CEO, San Joaquin Regional Transit District » Chair, California Transit Association



# Conference Program

## Tuesday, May 19 » Sacramento Convention Center

5:00 – 7:00 p.m.

**Legislative Reception**

Mayahuel Restaurant

## Wednesday, May 20 » Sacramento Convention Center

8:00 – 9:00 a.m.

**Registration and Breakfast**

Room 202

9:00 – 9:15 a.m.

**Welcome and Opening Remarks**

Room 202

*Association Chair Donna DeMartino, General Manager / CEO, San Joaquin Regional Transit District*

9:15 – 9:30 a.m.

**Start the Conversation: Transit in California**

Room 202

The leader of California’s Senate addresses the importance of public transportation in supporting stronger communities and a more vibrant state.

*Senate President Pro Tempore Kevin de León (D-Los Angeles)*

9:30 – 10:30 a.m.

**Advance the State Conversation**

Room 202

Increased transportation funding was a highlight of Governor Brown’s “State of the State” address and sent the Legislature down a path of finding a workable solution to maintaining our transportation network. This panel focuses on transit’s role in addressing our state’s mobility and environmental goals and how best to position transit in a funding discussion primarily focused on highways and local streets & roads.

*Moderator: Will Kempton, Executive Director, California Transportation Commission*

*Panelists: Senator Jim Beall (D-San Jose), Chair, Senate Transportation & Housing Committee*

*Assembly Member Jim Frazier (D-Antioch), Chair, Assembly Transportation Committee*

*Assembly Member Richard Bloom (D-Santa Monica), Chair, Assembly Budget Subcommittee on Transportation; Member, Assembly Committee on Transportation*

*Jim Earp, Executive Director, California Alliance for Jobs*

10:30 a.m. – 12:00 p.m.

**Concurrent Breakout Sessions**

**Session 1: Change the Federal Conversation**

Room 202

The California transit agency presence in our nation’s capital continues to grow, in number and strength. We’ve delivered a common message to Washington, DC, through two consecutive Association-hosted Federal Lobby Days, informing members of Congress and the Administration on transit issues of importance to California. Recognizing the need to do even more at the federal level, this session provides an opportunity to gather feedback from attendees on the best ways to further enhance our efforts.

Experts discuss – and interact with the audience on – such topics as:

- » Connecting with the California delegation.
- » Using social media to influence Congress.
- » Programming better with APTA.

*Moderator: Donna DeMartino, General Manager / CEO, San Joaquin Regional Transit District*

**Session 2: Understand the Local Conversation**

Room 205

They say, “All politics is local.” With that in mind, this panel explores the challenges and opportunities you’re dealing with locally, and reveals connections to state-level policy and funding developments.

Experts discuss – and interact with the audience on – such topics as:

- » Enhancing the chances of local transportation sales tax measures.



- » Maintaining and improving the local streets & roads network.
- » Managing the managed lanes discussion.

**Moderator:** *Joshua W. Shaw, Executive Director, California Transit Association*

**Panelists:** *Kiana Buss, Legislative Representative, California State Association of Counties*

*Carl Sedoryk, General Manager / CEO, Monterey-Salinas Transit*

*Daryl Halls, Executive Director, Solano Transportation Authority*

12:00 – 1:00 p.m.

## Lunch

Room 202

12:30 – 1:00 p.m.

## State Legislative and Funding Update

Room 202

Association staff provides attendees with an update on Association-sponsored legislation, other legislation impacting transit, Cap and Trade, the state budget, and other transportation priorities in the Legislature.

**Moderator:** *Michael Pimentel, Legislative & Regulatory Advocate, California Transit Association*

**Panelists:** *Joshua W. Shaw, Executive Director, California Transit Association*

*Matt Robinson, Legislative Advocate, California Transit Association*

*Andrew Antwih, Legislative Advocate, California Transit Association*

1:00 – 2:30 p.m.

## Influence the Conversation

Room 202

### Part 1: Launching a New Pro-Transit Coalition

The California Transit Association rolls out a new campaign to enlist the direct aid of transit riders and other pro-transit supporters in our state-level advocacy efforts. Our public affairs team unveils tools for our member agencies to use in local communities, targeting millennials and other choice riders most likely to participate.

**Moderator:** *Rob Finley, Deputy Executive Director, California Transit Association*

**Panelists:** *Lucy Eidam Crocker, President, Crocker & Crocker*

*Christine Braziel, Project Manager, Crocker & Crocker*

### Part 2: Capturing the Value in Social Media

Social Media has become an effective and affordable public relations tool for organizations from local governments to Fortune 500 companies. Panelists discuss the successes and pitfalls associated with past social media campaigns and the role this tool plays in their organizations' business model.

**Moderator:** *Rob Finley, Deputy Executive Director, California Transit Association*

**Panelists:** *Gabrielle Klein-Mejia, New Media and Customer Relations Coordinator, Foothill Transit*

*Laura Braden, Senior Director of Communications, Sacramento Kings*

*Emily Castor, Director of Transportation Policy, Lyft*

### Part 3: Interfacing with the Audience

What did we learn from the real-world examples that's applicable to our new transit advocacy effort? What else do members want to see from this coalition-building program? The moderators go to the audience for answers.

**Moderators:** *Joshua W. Shaw, Executive Director, California Transit Association*

*Rob Finley, Deputy Executive Director, California Transit Association*

**Panelists:** *Lucy Eidam Crocker, President, Crocker & Crocker*

*Christine Braziel, Project Manager, Crocker & Crocker*

2:30 p.m.

## Closing Remarks and Adjournment

Room 202

**Association Chair** *Donna DeMartino, General Manager / CEO, San Joaquin Regional Transit District*



# Speaker/Panelist Biographies

## Start the Conversation: Transit in California

### Senate President pro Tempore Kevin de León »

Kevin de León, California Senate President pro Tempore, has a bold agenda for California that addresses climate change while meeting the state's transportation needs. De León has been an important voice in the transportation funding conversation since arriving at the Capitol in 2006 – from working for a fair distribution of the \$19.9 billion Proposition 1B (2006) to his landmark SB 535 (2011) that directs a portion of the state's Cap and Trade auction proceeds to help meet the mobility needs of disadvantaged communities. De León's 2015 bills include SB 767 to allow Los Angeles County transportation officials to pursue voter approval of a new county sales tax for regional transit projects. His SB 350 calls for 50 percent less petroleum use, 50 percent of electricity from renewable sources, and 50 percent increased energy efficiency in buildings, all by 2030. Beyond mobility solutions and the environment, de León has also championed sexual-abuse prevention in our schools, park funding for park-poor communities, retirement savings for low wage workers, immigrant rights, and programs to retain California's film production jobs. With a background in civic activism, de León was elected to the Assembly in 2006 and the Senate 2010. In 2014 he became the first elected Latino Pro Tem in 130 years. De León credits his immigrant mother as inspiration to help build a brighter future for generations to come, while honoring the nobility of all hard-working Californians.

## Advance the State Conversation

**Senator Jim Beall »** Jim Beall was elected to the California State Senate in 2012 to represent the 15th Senate District. Before joining the Senate, he served six years in the State Assembly. He serves as the chairman for the Senate Transportation and Housing Committee. He has long championed mass transit projects. His work includes helping to extend BART to San Jose and setting the stage for the electrification of Caltrain from San Francisco to San Jose. As a city councilman and later as Santa Clara County supervisor, he worked to get the local light rail system built and expanded. He is also the author of SB 9, the Transit and Intercity Rail Capital Program, which would ensure that rail mass transit receives its fair share of Cap and Trade revenue. In addition, he has introduced SB 16 to raise new revenue to repair California's aging roads and streets.

**Assembly Member Richard Bloom »** Richard Bloom was elected to the California State Assembly to represent Assembly District 50 in 2012 and re-elected for a second term in 2014. He currently serves as Chair of the Assembly Budget Subcommittee No. 2 on Resources, Environmental Protection, Energy and Transportation, and is a member of the Assembly Transportation Committee. Prior to joining the Assembly, he served on the Santa Monica City Council. Over 13 years he served as Mayor three times and Mayor Pro Tempore twice. In 2009, Bloom was appointed to the California Coastal Commission and as Chair of the 30-member Santa Monica Bay Restoration Commission. He was also a founding member and Chair of the Westside Cities Council of Governments. In the Assembly, Bloom's priorities include fostering economic development and job creation, improving public school funding and outcomes, providing services for seniors and the disabled, ending homelessness, and protecting California's environment.

**Jim Earp »** Jim Earp is the Executive Director of the California Alliance for Jobs and a Commissioner at the California Transportation Commission. As Executive Director of the California Alliance for Jobs, he has been a strong advocate for transportation investments, having helped craft the historic bipartisan legislation that became Propositions 1A through 1E. Combined, these measures directed \$37 billion in infrastructure bonds and dedicated \$1.5 billion a year in gasoline sales tax revenue to transportation. He subsequently chaired the Yes on 1A-1E campaign, which was successful in passing all five measures in November 2006. Prior to joining the California Alliance for Jobs, he was employed by the International Union of Operating Engineers Local 3, where he served as Political and Public Affairs Director. He was also managing editor of *Engineers News*, a trade publication.

**Assembly Member Jim Frazier »** Jim Frazier was elected to the California State Assembly in 2012 to represent the 11th Assembly District. He served as a member of the Assembly Committee on Transportation for two years prior to being appointed as Chair, and focused his legislative career on addressing priority transportation issues, including the advancement of infrastructure projects, advocating for vital infrastructure funding and raising public awareness surrounding roadway safety. He brings an extensive history of transportation experience to his new position as Chair. As Mayor of Oakley, he delivered \$83 million for Highway 4 Bypass improvements, creating 1,400 new jobs; \$50 million to fund Highway 160 improvements,



creating 700 new jobs; and \$33 million to fund the Sand Creek Interchange. He previously served as Chair to TRANSPLAN and the State Route 4 Bypass Authority, and served as a member on the Contra Costa Transportation Authority's Citizen Advisory Committee.

**Will Kempton** » Will Kempton is a 40-year veteran of the transportation industry, and currently serves as the Executive Director of the California Transportation Commission. Throughout his varied career, which began at Caltrans in 1973, he has moved between public and private posts. In 1985, he became Executive Director of the Santa Clara County Traffic Authority, managing its billion-dollar highway construction program, the first of its kind in the state. In 1992, he became a partner in Smith, Kempton & Watts, a Sacramento advocacy firm where he consulted on programs and policies to enhance effectiveness of public and private resources. In 2002, he became Assistant City Manager of the City of Folsom, and was recruited to head Caltrans in 2004. He served as Director of Caltrans from 2004 to 2009, and most recently spent nearly four years as Chief Executive Officer of the Orange County Transportation Authority.

### Concurrent Breakout Session – Change the Federal Conversation

**Donna DeMartino** » Donna DeMartino is the General Manager / CEO of San Joaquin Regional Transit District (RTD) and the Chair of the California Transit Association's Executive Committee. Prior to joining San Joaquin RTD, she spent over 14 years at Sacramento Regional Transit, where she was a member of the light rail start-up team and also worked in rail operations, contracts administration, engineering and construction, and facilities and capital program management. She is a Fellow of the Eno Transportation Foundation, and the immediate past chair of APTA's CEO Committee. In addition, she sits on the National Transit Institute Board, and teaches transportation-related classes for San Jose State University, University of the Pacific, and other academic institutions.

### Concurrent Breakout Session – Understand the Local Conversation

**Kiana Buss** » Kiana Buss is a Legislative Representative with the California State Association of Counties. Her policy areas include housing, land use, transportation, climate change, and tribal gaming. She also staffs the County Engineer's Association of California and works closely with all

58 county public works departments on state and federal legislative, administrative, and budget proposals. Kiana has experience working with Congress, both in Washington D.C. and in California district offices, the State Legislature, and California's counties. Kiana completed her Master of Public Policy and Administration at CSU, Sacramento and earned an undergraduate degree in Political Science and International Relations from CSU, Chico.

**Daryl Halls** » Daryl Halls is Executive Director of the Solano Transportation Authority (STA). In this role, he represents STA on the Board of Directors and on the executive committee for the Solano Economic Development Corporation. Moreover, he serves as one of three staff coordinators for Solano's City County Coordinating Council, and is the moderator for the Bay Area Congestion Management Agencies' Directors Group. Prior to coming to Solano County, Daryl served as Manager of Legislation Policy and Development for the Orange County Division of the League of California Cities. He served in this capacity for six years, the last three of those years he also served as Staff Coordinator for the Orange County Council of Governments. He has also worked for the City of Garden Grove as Administrative Analyst in the city's Administrative Services Department and in the city's Housing and Neighborhood Development Department. He worked for the City Manager's department and City Council on legislative and countywide issues, budget, special events, and on various projects.

**Carl Sedoryk** » Carl Sedoryk is General Manager / CEO of the Monterey-Salinas Transit, and has worked within the public transit industry since 1988. Carl started with Monterey-Salinas Transit in June 2000 as Assistant General Manager and was promoted to CEO in September 2005. Under the guidance of the Board of Directors, he is responsible for planning and developing agency policies and objectives; directs the agency towards current and long range goals; and assures compliance with federal, state, and municipal laws. Carl represents the agency at national, state, and local meetings / conferences to promote and explain agency objectives, and consults with other government agencies, business community, and private organizations to resolve problems. Carl is an active participant in the California Transit Association and the American Public Transit Association.



# Speaker/Panelist Biographies (continued)

## Influence the Conversation

**Laura Braden** » Senior Director of Communications for the Sacramento Kings, Laura Braden manages public relations and strategic communications for business operations, including the Sacramento Entertainment and Sports Center. Previously, Laura owned Braden Strategies, LLC - a public relations, social media and public affairs firm. Prior, she served as vice president for Mercury Public Affairs, and served as communications advisor for Building America's Future. From 2006-2008 she served as deputy communications director for Governor Arnold Schwarzenegger, where she executed earned media and surrogate programs on climate change, infrastructure and economic policies. From 2003-2006, Laura was a senior account manager for the Washington, DC-based public affairs firm, DCI Group. She served as press secretary for Progress for America during the successful nominations of John Roberts and Samuel Alito to the Supreme Court of the United States and as advance/press secretary for a delegation of experts/journalists to United Nations' global warming conferences. She is co-founder of GirlsOnTheGrid.com, is a proud board member of the Food Literacy Center and active in the Sacramento Public Relations Association, Sacramento Press Club, Metro EDGE and Capitol Network.

**Christine Braziel** » Christine Braziel is a public affairs manager at Crocker & Crocker, a Sacramento-based public relations and communications firm. In this role, she specializes in connecting clients with local and regional audiences. She implements a variety of strategies including managing website content, organizing grassroots community outreach, and coalition building to achieve the highest level of community, media and public awareness for client priorities. Christine helps her clients foster strategic partnerships with business, community, and policy-based organizations to further spread their messages. She is on the Leadership Committee of Metro EDGE and sits on the board of directors of the Sacramento Public Relations Association.

**Emily Castor** » Emily Castor serves as Director of Transportation Policy for Lyft. A member of the original Lyft team, she created Lyft's community engagement strategy from scratch. She founded Lyft's social media and customer support functions, and managed the company's active online driver forums. In her current role, she works with transportation planners, environmental advocates, and transit agencies to advance ridesharing as a sustainable last-mile transportation option. In addition to these duties, she currently serves as the Chair of the Sharing Economy Advisory Network for the National League of Cities. Emily

started her career as a transportation policy aide for a U.S. Congresswoman and as a financial advisor for municipal infrastructure projects. She holds an MPA from the University of Pennsylvania and has been recognized by SAP as a "Top 40 Influencer on the Networked Economy."

**Lucy Eidam Crocker** » Lucy Eidam Crocker is the President for Crocker & Crocker. She is Northern California's leading social marketing, public outreach, and public affairs strategist. For almost three decades, she has managed transportation, flood control, water supply, economic development, and public works projects on behalf of her clients. Lucy is always on the forefront of issues that impact key elected officials, stakeholders, community members, and business owners. She set up shop in 1995, growing LucyCo Communications into a highly successful public relations and public affairs firm. In 2011, she added Scot Crocker as a partner, and the pair formed Crocker & Crocker.

**Gabrielle Klein-Meija** » Gabrielle Meija is the Digital Media Coordinator for Foothill Transit, a community-oriented, environmentally friendly fixed-route bus service that serves cities in eastern Los Angeles County. In this role, she coordinates the agency's digital communication, managing the newly redesigned website, authoring the agency's blog, coordinating customer communications online, and maintaining all social media accounts. Digital media at Foothill Transit is used to enhance the customer relationship, strengthen campaigns and events, and heighten awareness of the agency in the communities that it serves. Gabrielle's singular focus is on using digital media to humanize the agency and connect with customers one-on-one. She has managed online communities for organizations and agencies since 2010. Prior to working with digital media, she was a K through 12 Spanish teacher.

## SAVE THE DATE

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# Advance the State Conversation



Over the last several years, the California Transit Association has worked with the Legislature and the Administration to increase the amount of state funding flowing to transit agencies throughout California. As part of the FY 2014-15 Budget Act, transit agencies received new revenues from the Cap and Trade program, securing 5 percent of these funds on a formula basis and 10 percent through a competitive grant program managed by the California State Transportation Agency. Additionally, transit agencies receive state funding from a portion of the sales tax on diesel fuel, as well as the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act (Proposition 1B) and the Safe, Reliable High-Speed Passenger Train Bond Act (Proposition 1A).

Taken together, approximately \$1.1 billion in state funding is estimated to be expended for transit programs throughout the state by the end of this fiscal year. According to the Governor's proposed 2015-16 budget, this amount is reduced by almost half, to an estimated \$625 million, largely due to the decline in available Proposition 1B and 1A bond funds. Moving forward, if state funding resources remain the same, transit agencies will be solely reliant on the sales tax on diesel fuel and the Cap and Trade program, predicted to generate anywhere from \$600 million to \$850 million annually.

Similar to our local streets & roads and state highways, transit systems face a significant funding shortfall. When considering both system preservation and expansion, the need is approximately \$70 billion over 10 years. In order to keep our systems in a "state of good repair," the shortfall is slightly less — an estimated \$39 billion over the same timeframe.

This year, the California Legislature — on the heels of a call to action from Governor Brown — is considering a package of new funding mechanisms designed to address the shortfall on our local streets & roads and state highways. The Administration, through the California Transportation Infrastructure Priorities Working Group, has identified two potential solutions for addressing a portion of this need — a road user charge (mileage-based fee) and managed lanes (high-occupancy toll facilities)

— and has tasked the Legislature with finding a bipartisan solution for additional sources of revenue.

In February, Assembly Speaker Toni Atkins (D-San Diego) released a high-level plan for generating an estimated \$2 billion per year in transportation funding from three sources: 1) the redirection of truck weight fees; 2) the early repayment of outstanding transportation account loans; and 3) an increased vehicle registration fee of \$30. Speaker Atkins proposes using these new revenues to address local streets & roads and highway needs. As of this writing, the Assembly has not formalized its funding plan, but we expect details to emerge in the coming weeks.

On April 15, Senator Jim Beall (D-San Jose) introduced Senate Bill 16, a comprehensive funding package that, through a mix of revenue sources, would ultimately dedicate approximately \$3-\$3.5 billion annually to transportation. Specifically, Senator Beall's proposal would do the following:

- » Increase the excise tax on gasoline by 10 cents in year one;
- » Increase the excise tax on diesel fuel by 12 cents in year one;
- » Increase the Vehicle License Fee by 35 percent over five years;
- » Increase vehicle registration fee by \$35;
- » Add a new vehicle registration fee of \$100 for zero-emission vehicles;
- » Repay transportation loans.

Senator Beall proposes to distribute the new revenues generated by his proposal to cities and counties for local streets & roads maintenance, as well as to the state for highway maintenance.

Currently, as proposed, both Speaker Atkins' and Senator Beall's transportation funding plans do not provide new mass transportation funding, despite these systems' critical deferred maintenance needs. **Advance the State Conversation** will discuss the evolution of the transportation funding proposals, what the near future may hold, and provide insight into how the Association and its member transportation agencies might position themselves in the discussion to ensure that more funding is available for mass transportation.



# Session 1: Change the Federal Conversation

**B**uilding on the momentum generated from the Association’s annual Federal Lobby Day visit to Washington D.C., the goal of **Session 1: Change the Federal Conversation** is to seek input from conference participants in order to assist the Association in developing an effective year-round strategy for communicating the importance of mass transportation in California to federal decision-makers.

For the last two years, members of the Association and staff have traveled to Washington D.C. to urge Congress and the President to enact an authorization bill that acknowledges and supports the vital role of public transportation in California’s communities, as well as helping the state meet its environmental goals. In addition to planning for next year’s Federal Lobby Day, the Association must engage in advocacy efforts with Congress, the Federal Administration, and the American Public Transportation Association (APTA) year-round.

This ongoing communication will ensure that the significance of mass transportation helps guide policy-makers as they work to fund the next transportation reauthorization bill, which has historically sent billions in funding to California.

Participants will break in to small subgroups to develop the beginnings of what will ultimately become part of the Association’s strategic plan for increasing our federal presence.

In this session, participants will break into small subgroups to develop the beginnings of what will ultimately become part of the Association’s strategic plan for increasing our federal presence, as well as establishing ongoing communication tools. Each subgroup will focus on one of five key topics:

1. Interacting with Congress
2. Utilizing our Federal Association – APTA
3. Planning the Next Federal Lobby Day
4. Engaging the State Legislature on Federal Issues
5. Supporting our Federal Efforts with Social Media

To conclude this session, the subgroups will report out to the larger group and the ideas and strategies developed will be part of the Association’s overall advocacy efforts in Washington D.C. The Association, which is currently developing our next Strategic Plan, will also use the work product developed during this session to supplement the Plan.



## Session 2: Understand the Local Conversation

**T**hey say, “All politics is local.” With that in mind, this panel explores the challenges and opportunities you’re dealing with locally, and reveals connections to state-level policy and funding developments. Experts discuss — and interact with the audience on — such topics as:

- » **Enhancing the chances of local transportation sales tax measures.** How can we learn from recent successes, even in non-urban areas? What do the “aspiring counties” need from the state? Where are the urban counties headed (most of which already have local measures)?
- » **Maintaining and improving the local streets & roads network.** What are the identified funding gaps facing cities and counties trying to do their job keeping the streets & roads up to date? How are our transportation planning and programming agencies working with cities and counties to identify and fund local network needs? What’s the role of public transportation — and public transit buses — in these discussions? What are the prospects for new state resources?
- » **Managing the managed lanes discussion.** Given the reduction in state transportation funding resources, what do local agencies want from the state network? How do municipalities collaborate with the planning and programming agencies to identify priority lane networks? Is there a “there there” for suburban or even rural counties? What should state decision makers know about the needs of locals for public transit funding sources derived from managed lanes or tolling facilities?

Given the reduction in state transportation funding resources, what do local agencies want from the state network?

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# California Transit Association 2015 Legislative Priorities



As part of the California Transit Association's 2015 State Legislative Program, the Association introduced legislation related to bus axle weights, the decriminalization of violations by minors & priority seating enforcement, and the maintenance of the operations exemption under the Transportation Development Act. This legislation is currently moving through the legislative process.

**AB 1250 (Bloom) – Bus Axle Weights »** Current law generally prohibits publicly owned or operated transit agencies from procuring a transit bus with a gross weight on any single axle in excess of 20,500 pounds. This law – the goals of which are to reduce damage to roadways – conflicts with other laws intended to further societal goals, like improving air quality in enhancing mobility for qualified persons under the federal Americans with Disabilities Act, which often result the gross weight on any single axle exceeding 20,500 pounds. In 2012 and 2014, the Association successfully sponsored legislation that provided transit agencies with temporary reprieve from this decades-old bus axle weight limits; the temporary provisions of these measures are now set to expire at the end of 2015, reinstating the 20,500 pounds per axle limit. As currently drafted, this bill would clarify that transit buses procured pursuant to the 2014 exemption are, and will continue to be, exempt from the 20,500 pounds per axle limit, when it comes back into place on January 1, 2016. This bill would ensure that transit buses procured in 2015 can be legally operated in 2016 and beyond. The Association believes this bill could be the vehicle for a long-term solution to the bus axle weight limits issue.

**SB 413 (Wieckowski) – Transit Violations »** This bill would amend the Public Utilities Code and the Penal Code to allow transit agencies to use an administrative process to cite and process minors in violation of specified prohibited acts (e.g. fare evasion, smoking where prohibited, unauthorized sale of goods) occurring on transit properties. In doing so, minors would be subject to an administrative process for resolving violations in the same manner as adults, removing them from the criminal process. Additionally, this bill would clarify what constitutes a noise violation on a transit property.

**SB 508 (Beall) – TDA Requirements »** Current law requires transit agencies to meet specified farebox recovery and operating cost criteria in order to receive funds for operations from the Transportation Development Act (called Local Transportation Fund dollars or LTF) and/or the State Transit Assistance (STA) program. These requirements were put into place to further the goal of efficiency and productivity in transit operations; however, aspects of these requirements have proven to be unworkable in today's marketplace due, in part, to external factors that drive costs, but which fall outside of a transit agency's control. The inability to rein in these external cost drivers, combined with the "pass/fail" nature of these requirements, results in transit operators forfeiting access to 100% of their LTF and STA allocation for operations. This bill would address the challenges posed by current law by creating more flexible farebox recovery and operating cost criteria; new exemptions for health and pension costs, and standard facilities financing costs; and, eliminating the "pass/fail" nature of the STA program eligibility criteria in favor of a sliding scale or proportional approach to penalizing operators.

Here are some upcoming dates in the first half of the 2015-16 Legislative Session to keep in mind:

June 5	House of Origin Deadline
June 15	Budget Bill Must Be Passed
July 1	First Day of the 2015-16 Fiscal Year
July 17	Summer Recess Begins
August 17	Legislature Reconvenes for Summer Recess
September 11	Interim Study Recess Begins
October 11	Last Day for Governor to Sign or Veto Bills

# Influence the Conversation

**T**his three-part presentation is designed to showcase innovative social media techniques being used by leading organizations to influence the marketplace. In transit's case, we explore how such efforts could support pro-transit advocacy — in the marketplace called politics.

## Part 1: Launching a New Pro-Transit Coalition

The California Transit Association rolls out a new campaign to enlist the direct aid of transit riders and other pro-transit supporters in our state-level advocacy efforts. Our public affairs team unveils tools for our member agencies to use in local communities, targeting millennials and other choice riders most likely to participate.

## Part 2: Capturing the Value in Social Media

Social media has become an effective and affordable public relations tool for organizations from local governments to Fortune 500 companies. Panelists discuss the successes and pitfalls associated with past social media campaigns and the role this tool plays in their organizations' business model.

## Part 3: Interfacing with the Audience

What lessons did we learn from these real-world examples - anything applicable to our new transit advocacy effort? What else do members want to see from this coalition-building program? The moderators will look to the audience for answers.



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# California Transit Association Leadership

## Executive Committee

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**Michael Wiley »** Vice Chair  
*Sacramento Regional Transit District*  
**Charles Anderson**  
*Western Contra Costa Transit Authority*  
**Mona Babauta**  
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