

CALIFORNIA'S PUBLIC AND COMMUNITY TRANSPORTATION  
CONFERENCE & EXPO



# IMAGINEERING TRANSIT

SUSTAINABLE, COLLABORATIVE, CONNECTED



DISNEYLAND HOTEL • OCTOBER 15-18, 2013



CALIFORNIA ASSOCIATION FOR COORDINATED TRANSPORTATION  
CALIFORNIA TRANSIT ASSOCIATION

# SCHEDULE AT-A-GLANCE

## TUESDAY, OCTOBER 15

8:00 am – 2:00 pm	Jim Ditch Golf Tournament and Awards Lunch*
8:00 am – 4:00 pm	Registration Open
9:00 am – 12:00 pm	Art of Negotiating the Deal, Part I
11:00 am – 12:15 pm	California Transit Association Legislative Committee Meeting
12:30 pm – 2:30 pm	Art of Negotiating the Deal, Part II
2:00 pm – 4:00 pm	Behind-the-Scenes Tour: Disneyland® Roundhouse Facility
2:00 pm – 6:00 pm	California Transit Association Executive Committee Meeting
5:00 pm – 7:30 pm	CalACT Board Meeting

## WEDNESDAY, OCTOBER 16

8:00 am – 10:00 am	California Transit Association Maintenance Committee Meeting
8:00 am – 5:30 pm	Registration Open
8:30 am – 10:00 am	California Transit Association's Small Operator Awards Breakfast
10:00 am – 10:30 am	Meet & Greet / Refreshment Break
10:30 am – 12:30 pm	Opening General Session
12:30 pm – 2:15 pm	Bus Show & Lunch Downtown Disney® District Valet Lot
2:30 pm – 4:00 pm	Concurrent Sessions I
4:00 pm – 4:15 pm	Refreshment Break
4:15 pm – 5:45 pm	Transit Town Hall
6:00 pm – 7:30 pm	Welcome Reception & Expo Disneyland® Hotel Exhibit Hall

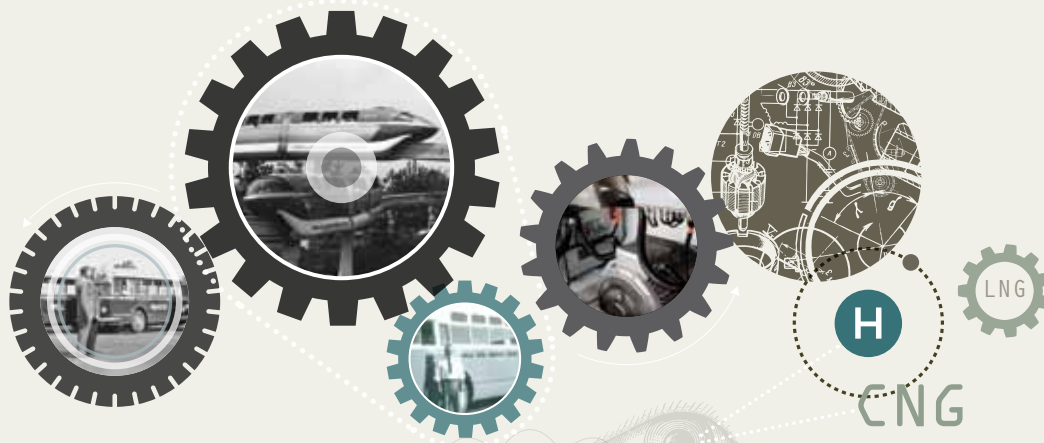
## THURSDAY, OCTOBER 17

7:15 am – 6:00 pm	Registration Open
7:30 am – 8:30 am	General Breakfast New & Prospective Member Breakfasts
8:30 am – 6:00 pm	The Art of Effective Board Leadership – Special Track
8:45 am – 10:15 am	Concurrent Sessions II
9:00 am – 11:00 am	Behind-the-Scenes Tour: Disneyland Roundhouse Facility (encore)
10:15 am – 10:30 am	Refreshment Break
10:30 am – 12:00 pm	Concurrent Sessions III
10:30 am – 1:30 pm	Bus Show Downtown Disney District Valet Lot
12:00 pm – 1:30 pm	Lunch & Expo Disneyland Hotel Exhibit Hall
1:45 pm – 3:15 pm	General Session
3:30 pm – 6:00 pm	Expo, Refreshment Break & Prize Drawings Disneyland Hotel Exhibit Hall
6:30 pm – 8:30 pm	Dinner at Studio 17 Disney's California Adventure® Park
9:00 pm – 11:00 pm	Private Cars Land Dessert Reception Disney's California Adventure Park

## FRIDAY, OCTOBER 18

8:30 am – 12:00 pm	Registration Open
8:45 am – 10:00 am	Association Membership Breakfast Meetings
9:00 am – 12:00 pm	Human Resources Hot Topics
10:00 am – 12:00 pm	OCTA Technical Tour
10:15 am – 11:45 am	Concurrent Sessions IV
12:00 pm	Conference Adjourns

\*Not a conference-organized event



Transit today goes beyond just a ride. Public transit initiatives have a role in many of the larger issues of the day, including smart urban planning, healthcare, supporting aging populations, sustainability, and more. How do we best weave into the fabric of these and other initiatives? Today's transit ecosystem is made up of a mix of public, private and people partnerships that reach far beyond agency walls.

Come to Anaheim for four days of connecting and collaborating with your transit colleagues from all around the state, as the California Transit Association and the California Association for Coordinated Transportation join forces to bring you the premier learning and networking event of 2013:

# IMAGINEERING TRANSIT

SUSTAINABLE, COLLABORATIVE, CONNECTED



## AGENCY HOSTS

This year's fall conference is co-hosted by local agencies Anaheim Transportation Network (ATN) and Orange County Transportation Authority (OCTA).

## EVENT LOCATION AND ACCOMODATIONS



*Imagineering Transit: Sustainable, Collaborative, Connected* will be held entirely at the newly renovated Disneyland® Hotel in Anaheim. The Expo will be held in the Disneyland Hotel Exhibit Hall, and the Bus Show and Lunch will be held outside in the Downtown Disney District Valet Lot.

The special room rate for the conference is \$185 and can ONLY be obtained online. Once you have registered for the conference and paid your conference fees, you will receive information on how to take advantage of the special conference room rate. This rate will be available through **Friday, September 20**. An overflow block of rooms is available at Disney's Grand Californian Hotel® & Spa, at the special rate of \$215.

Disneyland Hotel  
 1150 Magic Way Anaheim, CA 92802 (714) 778-6600  
<http://disneyland.disney.go.com/disneyland-hotel/>

## WHO SHOULD ATTEND?

The conference is designed for transit organizations of all sizes and for transit industry professionals at all levels including transit CEOs, general managers, board members, maintenance professionals, financial and operations managers, information technology administrators, marketing managers, human resources managers, legislative affairs managers, transit business members, and transit activists.

# SPECIAL EVENTS & ACTIVITIES

## GENERAL SESSIONS

Are You an Imagineer?

Wednesday, October 16: 11:00 am – 12:30 pm



In this thought-provoking keynote presentation, **Doug Lipp**, an internationally-recognized expert on customer service, leadership, managing change and global competitiveness, spotlights several world-class organizations that have eliminated barriers to improvement and enthusiastically embraced change to drive sustainability.

Transit Town Hall

Wednesday, October 16: 4:15 pm – 5:45 pm

This gathering features **Michael Melaniphy**, American Public Transportation Association, and **Dale J. Marsico**, Community Transportation Association of America. Don't miss out on what promises to be a lively discussion. Come hear the latest news on Moving Ahead for Progress in the 21st Century (MAP-21) and other hot topics.

The Language of Transit:

How Words Create Our Reality and Can Change It

Thursday, October 17: 1:45 pm – 3:15 pm

Words are more devious than most of us know. They don't just mean what we intend; they also send signals behind our backs. Word choices can lock us into habits of thought and limit our ability to discuss the real choices and possibilities. **Jarrett Walker**, a transit planner, author and former literature scholar, will explore how the words transit agencies choose can imprison or liberate our thinking and our politics.

## ACTIVITIES

Jim Ditch Golf Tournament and Awards Lunch

Tuesday, October 15: 8:00 am – 2:00 pm

This annual golf outing, in its 4th year, benefits the James A. Ditch Education Fund and will be held at the Black Gold Golf club in Yorba Linda. To register and learn more visit: <http://jimditchfoundation.org/>

Behind-the-Scenes Tour:

Disneyland Roundhouse Facility

Tuesday, October 15: 2:00 pm – 4:00 pm

Thursday, October 17: 9:00 am – 11:00 am

Come see where the Disneyland Monorail and Railroad trains park at night and receive maintenance, repair, refurbishment or rebuilding. The immense facility also houses the needed electricity and control system for the Disneyland Monorail System.

OCTA Central Communications/Emergency

Operations Center and Transit Police Services Tour

Friday, October 18: 10:00 am – 12:00 pm

Join fall conference agency co-host Orange County Transportation Authority (OCTA) to see its final phases of a major upgrade to existing radio communications systems, including infrastructure and on-board equipment. The tour also includes an overview of the contracted Transit Police Services provided by Orange County Sheriff's Department with a discussion of various elements of the program, as well as graffiti abatement and a canine demonstration.

## SPECIAL LEARNING PROGRAMS

For more information on these sessions, please see page 11.

The Art of Negotiating the Deal, Part I and II

Tuesday, October 15: 9:00 am – 12:00 pm and 12:30 pm – 2:30 pm

This special pre-conference workshop is designed for attendees that want to improve negotiation skills and learn from top labor attorneys.

The Art of Effective Board Leadership

Thursday, October 17: 8:30 am – 6:00 pm

This unique day, designed for board members and executive staff, will focus on the basic legal requirements associated with serving on a policy board, as well as ways of minimizing any legal jeopardy from board service. It will also focus on clarifying the different roles and responsibilities of board members and staff, and practical tips for team building.

Human Resources Hot Topics

Friday, October 18: 9:00 am – 12:00 pm

This half-day session, dedicated to HR and risk management professionals, reveals common legal pitfalls and challenges, and how to address them.

## EVENTS

California Transit Association's

Small Operator Awards Breakfast

Wednesday, October 16: 8:30 am – 10:00 am

While designed for small operators, this event is open to all conference attendees. Start the conference day with a special breakfast and program followed by the presentation of the California Transit Association's Transit Leadership and Transit Excellence Awards. This session is available to anyone and requires a separate registration fee.

Bus Show

Wednesday, October 16: 12:30 pm – 2:15 pm

Thursday, October 17: 10:30 am – 1:30 pm

Expo

Wednesday, October 16: 6:00 pm – 7:30 pm

Thursday, October 17: 12:00 pm – 1:30 pm and 3:30 pm – 6:00 pm

Take advantage of the multiple opportunities to meet, greet, and enjoy meals, all while viewing what's new in products and services for the transit industry.

Evening Events at Disney's California Adventure Park

Thursday, October 17

Dinner at Stage 17: 6:30 pm – 8:30 pm

Private Cars Land Dessert Reception: 9:00 pm – 11:00 pm

On Thursday evening conference attendees will enjoy two events held at Disney's California Adventure Park. Dinner guests will delight in the unique setting of Stage 17, a private sound stage and movie set. Following dinner, the fun kicks into overdrive as Disney cast members escort us to Cars Land for after-hours access. Here attendees can experience the thrills of the famed Radiator Springs Racers attraction and special dessert selections. Children are welcome for the dessert portion of the evening. Entrance to dinner and dessert require additional fees.

# CONFERENCE PATRONS

Please join us in thanking these early sponsors and exhibitors for their enthusiastic support.

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### SPONSORSHIP AND EXHIBITOR OPPORTUNITIES AVAILABLE

It is easy to sponsor and/or exhibit at the conference! Just complete the forms available at [caltransit.org](http://caltransit.org). For sponsorship questions, please contact Jacklyn Montgomery, CalACT, at (916) 920-8018 or e-mail [jacklyn@calact.org](mailto:jacklyn@calact.org). For exhibit questions, please contact Amy J. Lai, California Transit Association, at (916) 446-4656, ext.1017 or email [amy@caltransit.org](mailto:amy@caltransit.org).

# TRACKS AND SESSIONS AT-A-GLANCE



DAY, TIME	BREAKOUT ONE FISCAL, PLANNING & POLICY	BREAKOUT TWO MAINTENANCE	BREAKOUT THREE MANAGEMENT/ LEADERSHIP	BREAKOUT FOUR MARKETING	BREAKOUT FIVE OPERATIONS	ADDITIONAL ACTIVITIES
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**TUES.,  
OCT. 15**

The Art of Negotiating the Deal, Part I & II  
\*separate registration  
9:00 am – 12:00 pm  
12:30 pm – 2:30 pm

Disney Tour  
(max. 25 people)  
2:00 pm – 4:00 pm

**WED.,  
OCT. 16**

2:30 pm – 4:00 pm	Technology: We All Want It, But at What Cost?	The Future of Wheelchair Securement *begins at 2:00 pm	Creating New Sustainable Revenue Sources for Transit Agencies	Social Media and Online Communications – Magical Internet Connections	Keeping On Board Employees Safe from the Bogeyman *begins at 2:00 pm	Opening Session Welcome & Keynote 10:30 am – 12:30 pm  Transit Town Hall 4:15 pm – 5:45 pm
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**THURS.,  
OCT. 17**

8:45 am – 10:15 am	Performance Metrics – Beyond the Numbers	Asset Management – State of Good Repair	Attracting New Talent Into the Transit Industry	Transforming Community Outreach into a “Wow” Experience	The Ins and Outs of Implementing a New Fare Structure	The Art of Effective Board Leadership *separate registration 8:30 am – 6:00 pm  Disney Tour (max. 25 people) (encore) 9:00 am – 11:00 am
10:30 am – 12:00 pm	Complying with the Affordable Care Act: What You Need to Know	FTA Bus Safety Oversight Program and Safety Management Systems	What Is Your Ethical IQ?	Be a PIO Wizard	Autopia – Expanding ADA Service Options	General Session Keynote 1:45 pm – 3:15 pm

**FRI.,  
OCT. 18**

10:15 am – 11:45 am	Revisiting the Public Service/Private Contractor Model – What Are the Impacts and Benefits?	Fire Suppression on Transit Buses		Roundtable Exchange: Winning Marketing Campaigns	Mobility Management: Alternative Transportation Modes	OCTA Tour 10:00 am – 12:00 pm  HR Hot Topics *separate registration 9:00 am – 12:00 pm
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# EDUCATIONAL SESSIONS

## FISCAL, PLANNING & POLICY

WEDNESDAY, OCTOBER 16

2:30 pm – 4:00 pm

### Technology: We All Want It, But At What Cost?

Transit technology applications are abundant, and we all scramble for the latest bells and whistles in our work environments and personal lives. While capital pays for much of transit's technology purchase and implementation, transit agencies often find that maintenance and upkeep of the programs drive up operating costs beyond affordability. What is the true technology cost? Are we reducing head counts with automation to save money, or are we driving new and different costs even higher? Come hear the highs and lows of costing the latest technology initiatives.

MODERATOR

F Scott Jewel, *Access Services*

PANELISTS

Kenny Doerksen, *TransTrack Systems*

Rob Dukes, *GreyHawk Technologies*

Robert Thompson, *Western Contra Costa Transit Authority*

THURSDAY, OCTOBER 17

8:45 am – 10:15 am

### Performance Metrics – Beyond the Numbers

Meeting budgets and hitting targets is a part of everyday business now, and accountability for and management of resources are scrutinized through various audits and oversight agencies. With all this measuring going on, how do we determine the true value of a transit service to the community? What metrics should be examined and should we be looking beyond just the numbers?

MODERATOR

Rich Hibbs, *Golden Gate Bridge, Highway & Transportation District*

PANELISTS

Bryan Albee, *Sonoma County Transit*

Beth McCormick, *Orange County Transportation Authority*

Joseph Raquel, *Foothill Transit*

Jarrett Walker, *Author and Consultant*

10:30 am – 12:00 pm

### Complying with the Affordable Care Act: What You Need to Know

Is the next tsunami of paratransit ridership coming our way? Come find out! What is the impact of "Obamacare" on transit and paratransit? As more people become eligible for Medicare/Medicaid, does this mean paratransit costs may increase? This session will also review what transit agencies must provide to their employees.

MODERATOR

Tiffani Fink, *Paratransit, Inc.*

PANELISTS

Kathryn Brennan Heatley, *OUTREACH, Inc.*

Sharon Cooney, *San Diego Metropolitan Transit System (invited)*

Marcia Dávalos, *Small Business Majority*

FRIDAY, OCTOBER 18

10:15 am – 11:45 am

### Revisiting the Public Service/Private Contractor Model – What Are the Impacts and Benefits?

Come to this session for an update on recent privatization efforts undertaken by transit agencies throughout the state. We'll also hear how a key initiative, which attracted much attention a couple of years ago with a 100 percent public-to-private conversion, is doing today. This session will highlight case studies and lessons learned and is certain to feature lively discussion. We also will address the basics of 13c and how to manage challenges associated with employee job loss.

MODERATOR

Kevin Kane, *Victor Valley Transit Authority*

PANELISTS

Donna DeMartino, *San Joaquin Regional Transit District*

Shonna Halterman, *City of Clovis*

Erin Rogers, *Orange County Transportation Authority*

## MAINTENANCE

WEDNESDAY, OCTOBER 16

2:00 pm – 4:00 pm

### The Future of Wheelchair Securement

Join this session for an opportunity to explore the growing litigation, challenges, and costs of wheelchair securement and the issues that transit properties face each day. The goals of the presentation are to increase your organization's awareness of the ADA transit wheelchair securement guidelines, the evolution of wheelchair securement, and how the challenges of wheelchair securements are being successfully addressed by agencies from coast to coast. Transportation leaders will gain a better understanding of the internal issues normally encountered when deploying wheelchair securement solutions and learn how to avoid the common pitfalls in the specification, approval and acquisition processes.

MODERATOR

Rick Streiff, *Access Services*

SPEAKER

Mike Laidlaw, *Q'Straint*

THURSDAY, OCTOBER 17

8:45 am – 10:15 am

### Asset Management – State of Good Repair

What tools and processes are being used to assess, track and manage your assets? What are the challenges and successes of maintaining an asset management system? Attendees will hear about best practices to help agencies comply with the federal regulatory requirements of asset management.

MODERATOR

Brent S. Sumrall, *Vehicle Technical Consultants, Inc.*

PANELISTS

Tagan Blake, *Parsons Brinckerhoff*

David Rose, *Parsons Brinckerhoff*

# EDUCATIONAL SESSIONS

## MAINTENANCE (CONTINUED)

THURSDAY, OCTOBER 17

10:30 am – 12:00 pm

### FTA Bus Safety Oversight Program and Safety Management Systems

Gain insight into the background activities of the Federal Transit Administration Bus Safety Oversight (BSO) Program. Learn about bus safety issues and concerns that the BSO Program has identified through its outreach efforts over the past several years, and receive guidance on voluntary actions bus transit agencies can take to address these safety infrastructure challenges. This session will also present information on the basic components of a Safety Management System (SMS) as it may apply to and be implemented by all bus transit agencies, regardless of size and operating characteristics.

#### MODERATOR

Tim McGowan, *First Transit, Inc.*

#### SPEAKER

Ream Lazaro, *Lazaro & Noel, LLC*

FRIDAY, OCTOBER 18

10:15 am – 11:45 am

### Fire Suppression on Transit Buses

The session will provide an overview of the existing features available to transit operators to minimize the risk of potential bus fires. The topics covered will include alarm levels, control features, enhanced detecting and others. In addition, we will study Orange County Transportation Authority's recently installed new fire suppression systems placed in all its buses with instant trigger features. Learn about the research and reasons why OCTA purchased the systems.

#### MODERATOR

Brian Travis, *California Department of Transportation*

#### SPEAKER

Bill Habibe, *Orange County Transportation Authority*

## MANAGEMENT & LEADERSHIP

WEDNESDAY, OCTOBER 16

2:30 pm – 4:00 pm

### Creating New Sustainable Revenue Sources for Transit Agencies

Is "Son of Prop 1B" coming? What are some "homegrown" options for generating stable funding sources? What does the research from other states show as viable taxing sources? Come and learn about innovative ways to bring funding to your transit agency.

#### MODERATOR

Carl Sedoryk, *Monterey-Salinas Transit*

#### PANELISTS

Will Kempton, *Transportation California*

THURSDAY, OCTOBER 17

8:45 am – 10:15 am

### Attracting New Talent Into the Transit Industry

Pssst...are you interested in recruiting outside the transit industry? In this session we reveal success stories of hiring outside talent into our industry. Private sector, small rural, and large urban perspectives will be shared.

#### MODERATOR

Joe Meer, *Morongo Basin Transit Authority*

#### PANELISTS

Chris Hatfield, *California Department of Transportation*

Kristen Joyner, *South West Transit Association*

Beth Kranda, *San Bernardino Valley Transportation Services*

Lisa D. King, *MV Transportation, Inc.*

10:30 am – 12:00 pm

### What is Your Ethical IQ?

This session is designed for managers and executive level leadership to examine ways to evaluate ethics in the workplace. In this workshop, attendees will learn how to identify personal values and beliefs, and see how they translate into ethical behaviors and norms that management can demonstrate for staff to model. It will also offer some guidelines for tough situations and case studies for participants to work together in small groups.

#### MODERATOR

Doran Barnes, *Foothill Transit*

#### PANELISTS

Tom Brierton, *University of the Pacific*

Peter Johnson, *Eberhardt School of Business, University of the Pacific*

## MARKETING

WEDNESDAY, OCTOBER 16

2:30 pm – 4:00 pm

### Social Media and Online Communications – Magical Internet Connections

Learn how transit agencies are going beyond the basics and making the most of social media and other online tools. Learn how to increase engagement with photos, videos, stories, contest, surveys and more. Plus get the customer's perspective from a social media power user.

#### MODERATOR

Ted Nguyen, *Orange County Transportation Authority*

#### PANELISTS

Juno Carlson, *Omnitrans*

Melissa Jordan, *San Francisco Bay Area Rapid Transit*

Cuong Phu Trinh, *California State Polytechnic University, Pomona*



# EDUCATIONAL SESSIONS

## THURSDAY, OCTOBER 17

8:45 am – 10:15 am

### Transforming Community Outreach into a “Wow” Experience

Tired of big scissors and shovels? Take your celebrations to a new level with fresh ideas. Explore best practices in special events, construction/safety outreach and successful Limited English Proficiency (LEP) strategies.

#### MODERATOR

Nicole Ramos, Omnitrans

#### PANELISTS

Linda Apodaca, Foothill Transit

Jill Gibson, North County Transit District

Kellee Hopper, Golden Gate Bridge, Highway & Transportation District

10:30 am – 12:00 pm

### Be a PIO Wizard

Get tips on dealing with the media, especially in this 24/7 news cycle and social media age. Learn how to keep control of the story and come out still standing. Discover effective ways to manage the flow of information, while responding to critical service interruptions and crisis situations using social media such as Twitter.

#### MODERATOR

Yvonne Morrow, Western Contra Costa Transit Authority

#### PANELISTS

Jayne Ackemann, San Mateo County Transit District

Deborah Castillo, North County Transit District

Mary Currie, Golden Gate Bridge, Highway & Transportation District

Frances Schnall, North County Transit District

Alicia Trost, San Francisco Bay Area Rapid Transit District

## FRIDAY, OCTOBER 18

10:15 am – 11:45 am

### Roundtable Exchange: Winning Marketing Campaigns

Marketers share their successful marketing campaigns on a variety of topics including targeting seniors, students, commuters, launching new lines, serving special events, and implementing new fare media.

#### MODERATOR

Judy Leitner, San Diego Metropolitan Transit System

#### PANELISTS

Brian Hart, Amtrak

Rob Schupp, San Diego Metropolitan Transit System

Linda D. Young, Western Contra Costa Transit Authority

## OPERATIONS

### WEDNESDAY, OCTOBER 16

2:00 pm – 4:00 pm

### Keeping On Board Employees Safe from the Bogeyman

We live in a reality where people can get on our buses or visit our offices and cause any number of safety issues for our employees and passengers. Through real life examples, videos, and demonstrations, three Clovis Police officers will explain how to prevent and handle situations, including the threat of an active shooter. They will also discuss how the police will respond so that drivers and staff are prepared for follow-up action. Perfect for front line

staff, as well as those who supervise them, you will leave more aware of the dangers for both small and large operators. *Warning: Some of the video images may be graphic or disturbing.*

#### MODERATOR

Shonna Halterman, City of Clovis

#### SPEAKERS

Corporal Dustin Dodd, Clovis Police Department

Corporal Drake Hodge, Clovis Police Department

Corporal John Willow, Clovis Police Department

## THURSDAY, OCTOBER 17

8:45 – 10:15 am

### The Ins and Outs of Implementing a New Fare Structure

Analyzing and comparing new fare structures for your transit agency and the community can feel like taking a spin on Mr. Toad's Wild Ride. This session will review how you can analyze, provide cost comparisons and receive community comments on current and future fares.

#### MODERATOR

Jila Priebe, California Department of Transportation

#### PANELISTS

Cliff Chambers, San Francisco Municipal Transportation Agency

Mark Wall, Lake County Transit

10:30 am – 12:00 pm

### Autopia – Expanding ADA Service Options

Auto-centric programs like taxi and volunteer transportation programs are an effective way to increase your services and decrease costs to ADA eligible riders. This program will cover the guidelines, best practices and potential cost savings for building successful auto service delivery programs.

#### MODERATOR

Tom Hicks, Monterey-Salinas Transit

#### PANELISTS

Richard Smith, Independent Living Partnership

Marc Soto, Veolia Transportation, Inc.

George L. Sparks, Pomona Valley Transportation Authority

Annette Williams, San Francisco Municipal Transportation Agency

## FRIDAY, OCTOBER 18

10:15 am – 11:45 am

### Mobility Management: Alternative Transportation Modes

While Transportation Demand Management (TDM) programs are known to enhance local and regional mobility, it is imperative to gain understanding of the overall benefits from numerous multi-disciplinary perspectives. Whether addressing healthy living options or environmental benefits, public transit organizations' ability to garner support at a local and employer level will assure long-term success. This session will explore aspects of mobility management and motivational factors from various perspectives necessary to foster positive and mutually beneficial outcomes.

#### MODERATOR

Diana Kotler, Anaheim Transportation Network

#### PANELISTS

LuAnna Huber, Walt Disney Company

Stella Lin, Orange County Transportation Authority

Paul Steinberg, Avego Corporation

# 2013 SMALL OPERATOR AWARDS OFFICIAL NOMINATION FORM

The California Transit Association's 2013 Small Operator Awards will be presented during the California's Public and Community Transportation Conference & Expo. Please use this form to submit nominations for individuals/agencies to be considered for these prestigious awards. Nominees must be members of the California Transit Association. Nomination forms are due by **September 18, 2013**.

## TRANSIT LEADERSHIP AWARD

An outstanding individual who has provided strong leadership and vision to a Small Operator.

Individual Nominee \_\_\_\_\_

## TRANSIT EXCELLENCE AWARD

An outstanding Small Operator innovation, program or service which demonstrates innovative concepts, effective problem-solving techniques or promotes a positive image of transit in the community.

Transit Agency Nominee \_\_\_\_\_

Description of Accomplishments (include below or as an attachment):

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California Transit Association 1415 L Street, Suite 1000, Sacramento, CA 95814  
Phone: (916) 446-4656 Fax: (916) 446-4318 Email: [teresa@caltransit.org](mailto:teresa@caltransit.org)

# ADDITIONAL CONFERENCE PROGRAMS

This year, California's Public and Community Transportation Conference & Expo is pleased to offer additional opportunities for learning. These special programs require separate registration and fee. Please refer to page 12 for fees.

## TUESDAY, OCTOBER 15

9:00 am – 12:00 pm

### THE ART OF NEGOTIATING THE DEAL, PART I

Sponsored by California Department of Transportation

Using the Harvard Program on Negotiation training model, this interactive three-hour workshop is taught by Negotiation International Founder Terence K. Hird. His website, [www.negotiation-international.com](http://www.negotiation-international.com), features a popular and well-followed blog on negotiation. Terry teaches in academic programs for UC Berkeley Extension, where he was selected Honored Instructor in 2004. He is a professor at HULT International Business School and an adjunct instructor at Dominican University in San Rafael. His popular courses include business negotiation, entrepreneurial venture creation, and international business strategy. In this session he will reveal how to play the right negotiation game, traps to avoid (or perhaps set), how to use tactics and how to diffuse them, as well as how to say "no!" and still maintain the relationship. Hird will also devote time to managing anger (yours and theirs) so as to achieve your goals.

#### SPEAKER

Terence K. Hird, *Negotiation International*

## TUESDAY, OCTOBER 15

12:30 pm – 2:30 pm

### THE ART OF NEGOTIATING THE DEAL, PART II

This continuing session features an opportunity to engage with top labor attorneys about negotiating with unions. This session features Thomas P. Hock, who is considered one of the public transit industry's foremost labor attorneys, having been involved in labor relations for 40 years, and Patrick Domholdt, who currently covers a multi-state area representing companies in all aspects of labor law including negotiations, arbitrations, and NLRB proceedings.

#### MODERATOR

Anne Louise Rice, *Southern California Regional Rail Authority*

#### PANELISTS

Patrick Domholdt, *FirstGroup America, Inc.*

Thomas P. Hock, *Veolia Transportation Services, Inc.*

## THURSDAY, OCTOBER 17

### THE ART OF EFFECTIVE BOARD LEADERSHIP

Calling all board members, general managers and executive team members! This full day is designed especially for board members and executive staff.

8:30 am – 10:15 am

#### Building and Supporting a Better Board to Serve Customers, Employees and Your Community

Learn how to go from "storming" to "performing" by understanding the elements of effective board relations, principles of board leadership (chair's role, committees, etc.), and the secrets of developing positive board and staff relationships.

#### MODERATOR

Carl Sedoryk, *Monterey-Salinas Transit*

#### SPEAKER

Steve Alexander, *The Steve Alexander Group*

10:30 am – 12:00 pm

### What is Your Ethical IQ?

This session will examine ways to evaluate ethics in the workplace. In this workshop, attendees learn how to identify personal values and beliefs and see how they translate into ethical behaviors and norms that management can demonstrate for staff to model. We'll also offer some guidelines for tough situations and case studies for participants to work together in small groups.

#### MODERATOR

Doran Barnes, *Foothill Transit*

#### PANELISTS

Tom Brierton, *University of the Pacific*

Peter Johnson, *Eberhardt School of Business, University of the Pacific*

12:00 pm – 1:30 pm

### Lunch at the Expo

1:45 pm – 3:15 pm

### The Language of Transit: How Words Create Our Reality, and Can Change It

Transit Planner and Author Jarrett Walker presents an exploration on how word choices can lock us into habits of thought and limit our ability to discuss the real choices and possibilities.

3:30 pm – 5:00 pm

### Legal Requirements for Serving on a Transit Board

Want to deepen your knowledge of legal requisites for serving on a transit board? This session will focus on the basic legal requirements associated with serving on a policy board, as well as ways of minimizing any legal jeopardy from board service.

#### MODERATOR

Carl Sedoryk, *Monterey-Salinas Transit*

#### SPEAKER

Patrick Muñoz, *Rutan & Tucker, LLP*

5:00 pm – 6:00 pm

### Expo and Prize Drawings

6:30 – 11:00 pm

### Evening Events – Disney's California Adventure Park

Join the fun and mingle with conference attendees for dinner in the unique setting offered by Stage 17. Then enjoy dessert and private access to Cars Land. Requires separate fees for dinner or dessert only.

## FRIDAY, OCTOBER 18

9:00 am – 12:00 pm

### HUMAN RESOURCES HOT TOPICS

Come learn how to avoid some common legal pitfalls associated with managing human relations issues in transit agencies. *Human Resources: Hot Topics* is designed for HR directors and risk managers and will include how to mitigate legal issues in HR and risk management matters, such as hiring, loss control, FOIA requests, and risk premiums. Session panelists will also offer best practice suggestions and tips.

#### MODERATOR

LaVerne David, *Long Beach Transit (invited)*

#### PANELISTS

Tom Brierton, *University of the Pacific*

Kelly Halcon, *Monterey-Salinas Transit*

Jerry Laval, *Occlink*

Cori Sarno, *Angelo, Kilday & Kilduff LLP*



## CALIFORNIA'S PUBLIC AND COMMUNITY TRANSPORTATION CONFERENCE & EXPO

### REGISTRATION FEES

#### THROUGH SEPTEMBER 25

	CalTransit/CalACT	
	Member	Non-Member
Full Conference	\$350	\$450
Single Day, October 15	\$25	\$35
Single Day, October 16 or 17	\$200	\$300
Single Day, October 18	\$125	\$225

#### AFTER SEPTEMBER 25

	CalTransit/CalACT	
	Member	Non-Member
Full Conference	\$400	\$500
Single Day, October 15	\$35	\$45
Single Day, October 16 or 17	\$250	\$350
Single Day, October 18	\$175	\$275

#### SPECIAL PROGRAMS

The Art of Negotiating the Deal, Part I	\$50
The Art of Negotiating the Deal, Part II	\$25
The Art of Effective Board Leadership	\$200
Human Resources Hot Topics	\$125
Dinner at Disney's California Adventure Park	\$50
Dessert at Disney's California Adventure Park	\$20

## EARLY REGISTRATION ENDS SEPTEMBER 25!

Save \$50 by registering now.

Go to [caltransit.org/events/2013-fall-conference-and-expo/](http://caltransit.org/events/2013-fall-conference-and-expo/).