

# EMBRACING CHANGE

NEW ERA. NEW VISION.

November 2-4, 2021

SAFE Credit Union Convention Center | Sacramento

PRESENTED BY



PROTERRA



## AGENDA AT-A-GLANCE\*

### MONDAY, NOVEMBER 1

1:00 pm - 5:00 pm Exhibitor Move-In  
By Appointment Only Bus Move-In

### TUESDAY, NOVEMBER 2

7:30 am - 5:30 pm Registration Desk Open  
8:00 am - 10:00 am Exhibitor Move-In  
9:30 am - 10:45 am Welcome & Opening Keynote Presentation  
10:30 am Exhibitors Show Ready  
11:00 am - 12:15 pm **Concurrent Sessions I**

- FreeFares: Just How Free Are They?
- New ZEB Start-Ups
- Working Remotely: Is It Working?
- Keeping the Personal Touch in Contactless Business
- Building Back Better

12:30 pm - 2:00 pm Lunch & Expo  
2:15 pm - 3:30 pm **Concurrent Sessions II**

- Cyber Security Transit Readiness and Innovations
- Adopting New Technologies
- Rebuilding Trust to Bring Back Riders
- Digital Storytelling in 30-Seconds
- Keeping Our Best and Brightest Motivated

3:30 pm - 5:30 pm Sacramento Regional Transit District Tours  
3:30 pm Expo Open  
5:00 pm - 6:30 pm Welcome Reception & Expo

### WEDNESDAY, NOVEMBER 3

7:30 am - 5:00 pm Registration Desk Open  
7:45 am - 9:00 am Small Operators Program & Awards Breakfast\*\*  
8:00 am - 9:00 am Breakfast & Expo  
9:15 am - 10:30 am Keynote Presentation  
10:45 am - 12:15 pm **Concurrent Sessions III**

- Reimagining Transit from the Rider Perspective: Faster and Better Transit
- Expanding Zero Emissions Beyond the Fleet
- Post COVID Success: From Plan to Performance
- Analytics: The Unsung but Essential Component of Ad Campaigns
- Inclusive Transit: Advancing Equity Through Improved Access and Opportunity

12:15 pm - 2:45 pm Lunch, Expo & Prize Drawings  
3:00 pm - 5:30 pm Expo Exhibitor Teardown  
3:00 pm - 4:30 pm **Concurrent Sessions IV**

- What's New in Federal and State Legislation?
- The Next-Gen Mechanic
- Innovations in Equitable Service: Beyond the Pandemic
- Marketing and Customer Experience Roundtables
- Reimagining Transit's Role in Emergency Response, Helping the Unhoused, and Beyond

### THURSDAY, NOVEMBER 4

7:30 am - 10:00 am Registration Desk Open  
8:00 am - 8:30 am Breakfast  
8:30 am - 9:45 am Keynote Presentation  
9:45 am - 10:00 am Closing Remarks & Grand Prize Drawing  
10:00 am Conference Adjourns

\* Preliminary agenda and subject to change.

\*\* Requires separate registration to attend.