



California Transit Association's 49th Annual Fall Conference & Expo
Monterey Marriott & Monterey Conference Center
November 12-14, 2014

2014 Conference Registration

CHANGING TIDES

TRANSIT TODAY. TRANSIT TOMORROW.



Keynote and General Sessions

Generations and Transportation

Wednesday, November 12: 10:45 am – 12:00 pm



The opening keynote is by Kim Lear, a speaker, writer, strategist, researcher and true generational expert. Kim believes to truly understand all transit users and influencers, transportation professionals must think beyond income level, education, buying preferences, and spending habits. The best relationship builders need a clear understanding of who the targeted generations are, how they differ, and how their unique needs play out in the marketplace. This presentation helps audiences understand which communication approaches and techniques appeals to which generation. She demystifies generational marketing and offers hands-on advice for transportation professionals who want to think in new ways to successfully reach diverse demographics.

Global Trends in Transit

Thursday, November 13: 9:30 am – 10:45 am



This keynote session offers insights into new generations, emerging technology and social change, and their impacts on transit in California and around the world. Come hear Australian-based social researcher Mark McCrindle's perspective on global trends in transit and his analysis of California demographics and industry data against international benchmarks. He will present case studies of how transit operators around the world are responding to the emerging generational, technological, and demographic shifts to give insights into possible local responses.

Closing General Session Featuring Scott Bernstein

Friday, November 14: 10:45 am – 12:30 pm

In this general session we conclude the conference with final recognitions and offer a thought-provoking session with Scott Bernstein, president of the Center for Neighborhood Technology (CNT), which promotes sustainable communities by helping local leaders to better use their hidden assets, including public transit. With the belief that a diverse, walkable community depends on a transportation infrastructure that provides a variety of ways to get around, serving pedestrians and transit-riders, as well as drivers, Scott will share recent research and actions to understand the relationship between housing and transportation affordability, efforts to revitalize and develop healthy communities, and steps to achieve public involvement in shaping policy.

Activities

Jim Ditch Golf Tournament and Awards Lunch

Tuesday, November 11: 8:00 am – 2:00 pm

This annual golf outing, in its 5th year, benefits the James A. Ditch Education Fund to promote and support careers in public transportation. Early registration ends September 19. Don't delay, as this event sells out each year. To register and learn more visit jimditchfoundation.org/register/

Monterey-Salinas Transit Tours

Wednesday, November 12: 3:30 pm – 5:00 pm*

Mobility Management

Tour the Monterey Mobility Management Center and receive an update on Monterey-Salinas Transit's (MST's) community partnerships that provide a wide variety of specialized mobility services.

Zero Emissions Trolley

See the latest advancement in inductive charging and wireless power transfer technology with a tour of MST's electric trolley bus partnership with WAVE Technologies. Take a tour on the electric trolley and meet with MST's vehicle maintenance and construction management team members to discuss the challenges involved in implementing this exciting new technology.

JAZZ Bus Rapid Transit

Take a tour of the MST JAZZ, the only active Bus Rapid Transit line between Los Angeles County and the San Francisco Bay Area. JAZZ incorporates the latest technologies in bus stop design, traffic signal prioritization and coordination, and traveler information systems with an interactive linear museum of the Monterey Jazz Festival, the world's longest running live jazz festival. This is a truly unique project.

**These tours take place concurrently.*

Events

Exposition and Outdoor Bus Show

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

Wednesday, November 12

Meet the Exhibitors: 9:30 am – 10:30 am

Booth Expo and Lunch: 12:00 pm – 2:00 pm

Expo Reception and Prize Drawings: 5:30 pm – 7:30 pm

Thursday, November 13

Bus Show & Lunch: 12:30 pm – 2:15 pm

Bus Show & Prize Drawings: 3:45 pm – 5:00 pm

Small Operators Awards Breakfast

Thursday, November 13: 8:00 am – 9:15 am

All transit operators are invited to participate in this program. This year, Bruce Roberts, Caltrans Department of Rail and Mass Transportation's Acting Office Chief, will update the audience on changes at the Department, upcoming initiatives, and what we have to look forward to with regards to the federal programs that Caltrans administers post MAP-21.

At the end of the session, help us celebrate as Joe Meer, General Manager of Morongo Basin Transit Authority and Small Operators Committee Chair, presents the Transit Professional and Transit Agency of the Year Awards, as well as new awards for Transit Innovation and Distinguished Service.

Note: This event requires a separate registration fee to attend.

Special Event at the Monterey Bay Aquarium

Thursday, November 13: 6:00 pm – 8:00 pm

Enjoy networking time with your colleagues and friends at the Monterey Bay Aquarium, perched on the edge of Monterey's world-famous coastline. You will have a private viewing of the Aquarium's largest exhibit featuring a 90-foot window with highlights such as sharks speeding past, sardines swirling in



huge, glittering schools, and sea turtles swimming about lazily. We will also have access to the mesmerizing, translucent jelly fish display. Transportation will be provided.

Attend The Premier California-Focused Transit Event

Suddenly, public transit is a critical issue. People in record numbers are jumping onboard and demanding more public transit services. In addition, communities are seeing public transit as an essential component to other initiatives. Are California transit agencies ready for the growth, the needs of our diverse riderships, and the changes that come with it?

In these times of rapid change and high expectations, and the speed at which we need to respond, we must evolve quickly. What is the status of transit today and where will we be tomorrow? How do we best use our resources to get there? Don't just survive the changes that are taking place in transit today, thrive and...

Be Inspired.

Be Educated.

Be Connected.

Come to Monterey this fall and explore *Changing Tides. Transit Today. Transit Tomorrow.*

Who Should Attend?

The conference is designed for transit organizations of all sizes and for transit industry professionals at all levels, including 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.



Agency Host

This year's fall conference agency host is Monterey-Salinas Transit (MST). MST provides bus service to the greater Monterey and Salinas areas as far south as Paso Robles and Big Sur, and as far north as Santa Cruz and San Jose.



Register Today! For more details, visit caltransit.org/events/2014-fall-conference-and-expo/

CONFERENCE PATRONS

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

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WAVE

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES AVAILABLE

It is easy to sponsor and/or exhibit at the conference! Just complete the forms available at caltransit.org.
For sponsorship questions, please contact Amy J. Lai, CMP, at amy@caltransit.org or call (916) 446-4656 x 1017.
For exhibit questions, please contact Teresa Evans at teresa@caltransit.org or call (916) 446-4656 x 1004.

Tracks and Sessions At-a-Glance



DAY, TIME

BREAKOUT ONE
FISCAL, PLANNING,
POLICY & COMPLIANCE

BREAKOUT TWO
MAINTENANCE

BREAKOUT THREE
MANAGEMENT &
LEADERSHIP

BREAKOUT FOUR
MARKETING

BREAKOUT FIVE
OPERATIONS

WEDNESDAY,
NOV. 12

2:00 pm –
3:30 pm

Cap-and-Trade:
The Implementation
Begins

CARB
Advanced Clean
Transit Initiative

Leadership
Through Community
Engagement

Apps & Data
to Open
Transit's Doors

Is BRT the
Right Solution
for Your
Transit Agency?

THURSDAY,
NOV. 13

11:00 am –
12:30 pm

What's New in
Negotiating
Labor Agreements

Transit Asset
Management
Do You Have Your
Systems in Place?

Transit Tomorrow,
Leadership
Roundtable

Ridership Building
and Passenger
Satisfaction
Approaches

Demystifying the
Contractor
Selection Process

2:30 pm –
3:45 pm

Steering the Course
with Private Transit
and Employer Shuttles

SCRTTC:
Innovations in
Distance-Based
Training

Leading Teams in
Changing Times:
Recruiting, Retaining,
& Motivating
Diverse Generations

Measurable
Marketing Campaigns:
From Set-Up to
Results

What's Next in
the Fare Collection
World?

FRIDAY,
NOV. 14

9:00 am –
10:30 am

Building a
New Constituency
for Transit

Emerging Technologies:
How Smart Is
Your Fleet?

Best Practices in
Workforce
Development

After Facebook &
Twitter: What's Next
in Social Media for
Community Outreach

Dealing with Unruly
Passengers &
Ensuring Operator
Safety

Educational Sessions

FISCAL, PLANNING, POLICY & COMPLIANCE

WEDNESDAY, NOVEMBER 12

2:00 pm – 3:30 pm

Cap-and-Trade: The Implementation Begins

Establishing dependable, predictable funding streams tops the list of any transit agency, and that's why the new Cap-and-Trade legislation has garnered so much attention. California's 2014-15 budget includes \$372 million, which is directly allocated or available to regional and local transit projects and services. Three pots of money contain transit funding sources, including the Transit and Intercity Rail Capital Program (10 percent of future Cap-and-Trade funds), the Low Carbon Transit Operations Program (5 percent) and Affordable Housing and Sustainable Communities Program (10 percent). Now that the money's identified, the implementation begins with several agencies involved in the process. This session will focus on the preliminary results of the required public input process and identify the key players in the decision-making for fund allocation.

PANELISTS

Mike McCoy, Strategic Growth Council (*Invited*)
Bruce Roberts, California Department of Transportation (Caltrans) (*Invited*)
Representative from the California State Transportation Agency (CalSTA)

THURSDAY, NOVEMBER 13

11:00 am – 12:30 pm

What's New in Negotiating Labor Agreements

Labor negotiation isn't about backroom agreements and secret deals anymore. Instead, negotiation is front and center, with not only traditional media coverage, but social media impacts as well. This session explores some of today's limelight labor issues, such as: pension reform; how a mid-1960s concept of protecting transit labor rights – "13(c)" – is alive and well 50 years later; the applicability of 13(c) law to employees who are not even part of a collective bargaining group; updates on impasse processes that are now part of state law; and, the private sector contractor perspective on approaching their organized labor issues vs. those managed in a public environment. Attendees will also learn tips for how to best craft your agency's message to internal and external audiences during the labor negotiation process.

MODERATOR

Carl Sedoryk, Monterey-Salinas Transit

PANELISTS

Tom Hock, Veolia Transportation
David Vinson, MV Transportation, Inc.
Wendy Williams, Omnitrans
G. Kent Woodman, Thompson Coburn, LLP

2:30 pm – 3:45 pm

Steering the Course with Private Transit and Employer Shuttles

Private sector transit initiatives appeared a few short years ago, and now the shuttle business is in full swing. Area transit agencies are establishing processes for peaceful co-existence and have adapted to sharing stops, facilities and the roadways with private providers. Further, Transportation Management Agencies have sprouted and assumed the role of mobility management to connect area employers and employees. Is there room for competition? How do we determine the most cost-effective way of moving people, reducing greenhouse gases, and deciding how vital services should be delivered? What is the real cost of these programs and impacts to communities, now that employees can live wherever they choose?

PANELISTS

Gary Bauer, Bauer's Intelligent Transportation (*Invited*)
Michael Cabanatuan, San Francisco Chronicle
Sarah Jones, San Francisco Planning Department
Kevin Mathy, Google, Inc.

FRIDAY, NOVEMBER 14

9:00 am – 10:30 am

Building a New Constituency for Transit

Raising transit visibility in our communities and making sure transit has a seat at the table during planning stages, rather than after-the-fact, is vital for transit survival. This session brings together a group of organizations/policymakers whose missions and interests lie outside the public transit community, but nonetheless have strong voices and influence on public transit growth and sustainability. How do we knit together these new constituencies to advocate for public transportation, recognizing the increasing momentum towards urban and community planning that calls for integrating transportation, land use, jobs and housing? This panel will not address the old standard, "How to advocate for transit." Rather, the speakers will explicate the ways in which transit is and should be linked to other community goals, an analysis giving rise to the possible recruitment of new champions for improving our services.

MODERATOR

Joshua W. Shaw, California Transit Association

PANELISTS

Scott Bernstein, Center for Neighborhood Technology
Joe Molinaro, National Association of REALTORS (*Invited*)
Denny Zane, Move LA

MAINTENANCE

WEDNESDAY, NOVEMBER 12

2:00 pm – 3:30 pm

CARB Advanced Clean Transit Initiative

The California Air Resources Board (CARB) is hard at work on sweeping updates to the Transit Agency Fleet Rule that may include Zero Emission Buses. Come and hear all about it in this information-packed session.

MODERATOR

Tommy Edwards, SunLine Transit Agency

SPEAKER

Steve Clermont, Center for Transportation Environment
Steve Miller, Golden Gate Bridge, Highway and Transportation District
Erik White, California Air Resources Board

THURSDAY, NOVEMBER 13

11:00 am – 12:30 pm

Transit Asset Management: Do You Have Your Systems In Place?

One of the five requirements of the National Transit Asset Management (TAM) System, as mandated in MAP-21, is that all FTA grantees must develop a TAM plan, including an asset inventory with condition assessments and an investment prioritization process. Once you have a plan, does your agency support the plan? How about your board? Is it in alignment with your regional planning organization? Come learn from leading agencies and practitioners.

MODERATOR

David C. Rose, Parsons Brinckerhoff

PANELISTS

Melanie Choy, Metropolitan Transportation Commission
Rolando Cruz, Long Beach Transit
Jeffrey Hiott, American Public Transportation Association

2:30 pm – 3:45 pm

SCRTTC: Innovations in Distance-Based Training

Distance education is the process of training when a student and instructor are not in the same location. The Southern California Regional Transit Training Consortium has developed standardized training. Can we now deliver it to our technicians in different locations? Join us as we explore what we have learned and discuss the opportunities for future distance-based training across our state.

MODERATOR

Mike Bonacio, Omnitrans

SPEAKER

Mike Brock, Immersed Technologies
Brad Menil, San Joaquin Regional Transit District
David Stumpo, Southern California Regional Transit Training Consortium

FRIDAY, NOVEMBER 14

9:00 am – 10:30 am

Emerging Technologies: How Smart is Your Fleet?

Join us at this MUST SEE session! Emerging technologies are coming on strong - are you ready? How smart is your fleet? What more can your fleet do for you? Current technology can help you improve the efficiency and reliability of your fleet, which includes on-board diagnostics, vehicle locators, predictive maintenance and other tools to help drivers operate more efficiently. All this helps fuel costs, improves operating techniques, increases brake life, and enhances safety features.

MODERATOR

Jack Dooley, Omnitrans

SPEAKER

Dennis Elefante, Long Beach Transit
Mark Fisher, New Flyer Industries
Chad Huffman, Avail Technologies, Inc.
Kirk Shore, Clever Devices

MANAGEMENT & LEADERSHIP

WEDNESDAY, NOVEMBER 12

2:00 pm – 3:30 pm

Leadership Through Community Engagement

With tight budgets and an increasingly organized public, the intentional engagement of the public by government agencies has become an essential skill for community leaders in order to implement a shared vision for delivering public services, including public transit. In this session, industry experts in the fields of community outreach, public engagement, and communication will offer examples and strategies of how to successfully shape a common vision by engaging diverse members of the public, recognizing generational trends and implementing processes that ultimately lead to better public decision-making in developing transportation networks that reflect and support the diverse interests of the communities we serve.

MODERATOR

Katie Gagnon, Foothill Transit

PANELISTS

Mona Babauta, Solano County Transit
Lulu Feliciano, San Francisco Municipal Transportation Authority
Kim Lear, BridgeWorks, LLC
Pete Peterson, Pepperdine University, Davenport Institute

Educational Sessions

MANAGEMENT & LEADERSHIP (CONTINUED)

THURSDAY, NOVEMBER 13

11:00 am – 12:30 pm

Transit Tomorrow, Leadership Roundtable

As a follow up to the day's keynote address, come hear how the transit leaders of today are preparing their organizations and communities for the challenges and opportunities of tomorrow. This session features leaders from transit agencies representing communities large and small in a facilitated discussion along with social researcher and futurist Mark McCrindle. Audience participation in the discussion will be encouraged as transit professionals from around the state consider how to prepare themselves, their organizations, and their communities for the next wave in transit.

MODERATOR

Donna DeMartino, San Joaquin Regional Transit District

PANELISTS

Paul Jablonski, San Diego Metropolitan Transit System

Mark McCrindle, McCrindle Research

Joe Meer, Morongo Basin Transit Authority

Mike Wiley, Sacramento Regional Transit District

2:30 pm – 3:45 pm

Leading Teams in Changing Times: Recruiting, Retaining & Motivating Diverse Generations

In a world of flat structures and consultative practices, coaching and mentoring has replaced commanding and controlling. This session delivers the latest findings on how to effectively motivate and lead teams in these 21st Century times. Attendees will come away with an overview of the world's best HR practices for today: from attracting and engaging with the globally-minded Millennials to management practices that connect with an intergenerational workforce.

SPEAKER

Mark McCrindle, McCrindle Research

FRIDAY, NOVEMBER 14

9:00 am – 10:30 am

Best Practices in Workforce Development

How well we prepare our workforce for the challenges of tomorrow will define how well our organization's performance will be able to meet and exceed the expectations of the communities we serve. While we know there is no "silver bullet" or one best way to address our industry workforce development challenges, this session will provide some insights into current best practices. Come to this session to hear from a diverse panel of transit leaders on how they have implemented innovative approaches to employee professional and personal development for their front-line, technical and administrative team members. There will be a special focus on approaches that recognize the differences between current long-tenured employees and the up-and-coming "Millennials" that will make up our future workforce and in which the success of our transit organizations depend.

MODERATOR

Austin Lee, Foothill Transit

PANELISTS

Chuck Harvey, San Mateo County Transit District

Debra Johnson, Long Beach Transit

Lauren Skiver, SunLine Transit Agency

MARKETING

WEDNESDAY, NOVEMBER 12

2:00 pm – 3:30 pm

Apps & Data to Open Transit's Doors

The popularity of mobile apps cannot be overstated. It could be argued that apps are among the most sought after communication tool. Catching on the trend, transit agencies have designed apps to give their customers the fastest and most current transit information possible. In this session, attendees will learn how to create an app and hear about some of the newest apps available.

MODERATOR

Aaron Antrim, Trillium

PANELISTS

Ryan Branciforte, Transit & Trails

Steve Peterson, Routesy

Ryan Poscharsky, Google

THURSDAY, NOVEMBER 13

11:00 am – 12:30 pm

Ridership Building and Passenger Satisfaction Approaches

More and more emphasis and effort is being placed on improving the transit passenger experience, even before the customer has boarded. From the station environment and way-finding, to onboard amenities, and the ability to get real-time information to overall rider engagement, this session will look at ways agencies can better manage the customer experience.

MODERATOR

Judy Leitner, San Diego Metropolitan Transit System

PANELISTS

Anne Muzzini, Central Contra Costa Transit Authority
(County Connection)

Rob Schupp, San Diego Metropolitan Transit System

Scott Spaulding, Santa Barbara Association of Governments

2:30 pm – 3:45 pm

Measurable Marketing Campaigns: From Set-Up to Results

It can be difficult to determine the return on investment of a marketing campaign, unless steps are taken in advance of the campaign launch to measure results. Here, panelists will profile a successful marketing campaign that improved ridership for a specific target market, plus the audience will hear how the agency identified its target, set up the budget, implemented the campaign, and evaluated the results.

MODERATOR

Francis Tenggardjaja, N/S Corporation

PANELISTS

Jayne Bauer, Solano Transportation Authority

Priscilla Kalugdan, Capitol Corridor Joint Powers Authority

Gabrielle Klein-Mejia, Foothill Transit

Educational Sessions

FRIDAY, NOVEMBER 14

9:00 am – 10:30 am

After Facebook & Twitter: What's Next in Social Media for Community Outreach

Community engagement and outreach tactics have forever been changed by the adoption of social media. In this session, panelists will provide insights on new strategies for social media to reach Millennials, community and business leaders, as well as rider groups. The session will also explore the emerging trend of many communities' dependence on mobile technology and how to reach them via social media.

MODERATOR

Linda Apodaca, Foothill Transit

PANELISTS

Hunter Harvath, Monterey-Salinas Transit
Melissa Jordan, San Francisco Bay Area Rapid Transit District
Cody Kratz, Santa Clara Valley Transportation Authority
Ted Nguyen, Orange County Transportation Authority

OPERATIONS

WEDNESDAY, NOVEMBER 12

2:00 pm – 3:30 pm

Is BRT the Right Solution for Your Transit Agency?

We all know that BRT can offer an innovative, high-capacity, cost-effective transportation solution. However, on the road to implementing your BRT project you will need to acquire skills and tools necessary to help navigate through legal issues, right-of-way acquisition, public workshops, grant administration, marketing, operations, fleet acquisition, design, as well as a myriad of other multi-disciplinary matters. This session will strive to provide first-hand experience and guidance for taking a BRT project from concept to reality. Hear from transit experts that have already implemented BRT projects to learn about pitfalls and how to avoid them, and successes and how to achieve them.

MODERATOR

Hunter Harvath, Monterey-Salinas Transit

PANELISTS

Andres Ramirez, OmniTrans
Gary Spivack, Los Angeles Metro
Christy Wegener, Livermore-Amador Valley Transit Authority

THURSDAY, NOVEMBER 13

11:00 am – 12:30 pm

Demystifying the Contractor Selection Process

Quality and cost of transit operations can make or break any transit agency. In our industry, we rely on effective private-public partnerships to provide consistent, highly-utilized and efficient transit services for our constituency. Through these partnerships, we depend on private contractors to deliver cost-effective operating alternatives; however, selection of a private operator can be a daunting process. To ensure that your transit agency is equipped with making a sound business decision, it is important to understand how private contractors consider, evaluate and reply to Requests for Proposals (RFPs). This session will provide

an opportunity to hear from the industry's transportation contractors to help garner information to help you structure your next RFP – one that yields a mutually-beneficial relationship to warrant operating efficiencies to the transit agency and a worthwhile endeavor for the private sector.

MODERATOR

Diana Kotler, Anaheim Transportation Network

PANELISTS

Joe Escobedo, MV Transportation, Inc.
Eric Estell, First Transit
Sandy Schmidt, Keolis

2:30 pm – 3:45 pm

What's Next in the Fare Collection World?

We have all heard sessions that talk about Open vs. Closed fare collection systems. We have witnessed the unveiling of fare collection systems from New York to Boston to Chicago to L.A.... but what is on the horizon? How will smart phone technology, iCloud, QR & Bar Codes and RFIDs influence our short- and long-term fare collection decisions? Come and explore fare collection applications being developed and slated for implementation using smart phone open payment solutions. With a relatively small initial investment, even the smallest of transit agencies may be able to enter the world of a Smart Fare System.

MODERATOR

Anne Muzzini, Central Contra Costa Transit Authority
(County Connection)

PANELISTS

Carol Kuester, Metropolitan Transportation Commission
Mark Mahon, SPX Genfare
Erin Rogers, Orange County Transportation Authority (*Invited*)
Ryan Thompson, CoCo

FRIDAY, NOVEMBER 14

9:00 am – 10:30 am

Dealing with Unruly Passengers & Ensuring Operator Safety

In all parts of our state and indeed across our nation, passengers on public transportation are becoming more aggressive, increasingly abusive and dangerous to other transit riders, as well as our operators. Dealing with this issue is not necessarily straightforward considering the use of public transportation is thought to be a civil right. How do we balance the right to public transportation with the rights of our operators and safe transportation for our communities? This session will examine this balance; the legal options in preventing or limiting access to public transit for chronic abusers, as well as methodologies for ensuring the safety of our operators.

MODERATOR

Bill Churchill, Central Contra Costa Transit Authority
(County Connection)

PANELISTS

Kelly Halcon, Monterey-Salinas Transit
Chester Patton, San Mateo County Transit District
Julie Sherman, Hanson Bridgett LLP
Dawn Sweet, Federal Transit Administration, Office of Civil Rights

Small Operator Awards

OFFICIAL NOMINATION FORM

SUBMISSION DEADLINE: SEPTEMBER 26, 2014

TRANSIT PROFESSIONAL OF THE YEAR AWARD

Nominate an outstanding individual who has provided strong leadership and vision to a Small Operator or made a notable contribution that benefits public transit in general.

Transit Professional of the Year Nominee:

TRANSIT AGENCY OF THE YEAR AWARD

This award honors a California Transit Association Small Operator that has demonstrated excellence in the performance of their system that includes, but is not limited to: ridership, customer service, service expansion, or financial management.

Transit Agency of the Year Nominee:

TRANSIT INNOVATION AWARD

Nominate a new outstanding innovation, program, or service that has demonstrated innovative concepts, effective problem-solving techniques or promotes a positive image of transit in the community that benefits Small Operators in particular or public transit in general.

Transit Innovation Award Nominee:

DISTINGUISHED SERVICE AWARD

This award recognizes an individual who has had a long and distinguished career in our industry and made outstanding contributions to public transit.

Distinguished Service Award Nominee:

STATEMENT(S) IN SUPPORT OF NOMINATION(S):

Feel free to submit additional pages of supporting statements or documentation, as necessary.

Submitted by _____ Date _____

Organization _____ Phone _____

Email _____

Mail, fax, or email this form by **September 26, 2014** to:

Small Operator Awards c/o California Transit Association
1415 L Street, Suite 1000 Sacramento, CA 95814
Phone (916) 446-4656 Fax (916) 446-4318 info@caltransit.org



CONFERENCE FEES

Attendees may register for the full conference, or for a single day. The best conference value is the full pass, which allows entry into all open activities and events, special sessions, meals and receptions.

Register by **October 22** and save \$50!

| | MEMBERS | NON-MEMBERS |
|---------------------------------|---------|-------------|
| Full Conference | \$350 | \$450 |
| Small Operator Awards Breakfast | \$40 | \$50 |
| Single Day | \$200 | \$300 |
| Late fee after October 22 | \$50 | \$50 |

For registration and attendee questions, please contact Teresa Evans, Association Services Assistant, by email at teresa@caltransit.org or by phone at (916) 446-4656 x 1004.

ONLINE REGISTRATION

To register for the conference, go to caltransit.org/events/2014-fall-conference-and-expo/

EVENT LOCATION AND ACCOMMODATIONS

Our 2014 location is Monterey, famous for its Aquarium, 17-Mile Drive, Fisherman's Wharf, and beautiful seascapes.

The California Transit Association's 49th Annual Fall Conference & Expo, *Changing Tides. Transit Today. Transit Tomorrow.* will be held at the Monterey Marriott hotel located in the heart of historic downtown Monterey and connected to the Monterey Conference Center by footbridge. All of the conference concurrent sessions will be held at the hotel. The Monterey Conference Center is the site for keynote sessions and the Expo. The outdoor Bus Show will be held at the Custom House Plaza.

If you require an overnight stay, be sure to mention the California Transit Association to the Monterey Marriott Hotel to take advantage of our special negotiated rate of \$169.00 single or double occupancy. Registered conference participants should make reservations by Monday, **October 20**, before the rate increases.

GETTING THERE

Monterey is about 115 miles from San Francisco International Airport. Private shuttle by Monterey Airbus is available for \$45 one-way with a trip of approximately 2 hours and 15 minutes. Monterey Airbus departs San Francisco International Airport every 90 minutes.

Monterey is about 75 miles from San Jose International Airport. Private shuttle by Monterey Airbus is available for \$35 one-way with a trip of approximately 1 hour and 30 minutes with departures every 90 minutes.

For more about Monterey Airbus visit montereyairbus.com

Monterey Regional Airport is about 5 miles from the Monterey Marriott Hotel. There are no hotel shuttles available. Taxi cab rides cost about \$15 or take MST public transit line 13 departing at 9:00 am, 11:00 am, 1:00 pm, 3:00 pm and 5:15 pm for a 20-minute ride. Plan your trip by visiting mst.org



Monterey Marriott Hotel
350 Calle Principal, Monterey, CA 93940
(831) 649-4234

Reservations

Visit resweb.passkey.com/go/catransitassociation2014 or call (877) 901-6632.

Schedule At-a-Glance

WEDNESDAY, NOVEMBER 12

| | |
|---------------------|--|
| 7:30 am – 5:30 pm | Registration Open |
| 8:00 am – 10:00 am | Maintenance Committee Breakfast & Meeting |
| 8:30 am – 10:00 am | Operations Committee Meeting |
| 9:30 am – 10:30 am | Meet the Exhibitors & Refreshment Break |
| 10:30 am – 12:00 pm | Welcome & Opening General Session |
| 12:00 pm – 2:00 pm | Booth Expo & Lunch |
| 2:00 pm – 3:30 pm | Concurrent Sessions I |
| 3:30 pm – 3:45 pm | Refreshment Break |
| 3:30 pm – 5:00 pm | Monterey-Salinas Transit Tech Tours |
| 4:30 pm – 5:30 pm | New & Prospective Member Reception |
| 5:30 pm – 7:30 pm | Expo Reception & Prize Drawings |

THURSDAY, NOVEMBER 13

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|---------------------|---|
| 8:00 am – 5:00 pm | Registration Open |
| 8:00 am – 9:00 am | General Breakfast |
| 8:00 am – 9:15 am | Small Operators Awards Breakfast |
| 9:30 am – 10:45 am | General Session |
| 10:45 am – 11:00 am | Refreshment Break |
| 11:00 am – 12:30 pm | Concurrent Sessions II |
| 12:30 pm – 2:15 pm | Bus Show & Lunch |
| 2:30 pm – 3:45 pm | Concurrent Sessions III |
| 3:45 pm – 5:00 pm | Bus Show, Refreshment Break & Prize Drawings |
| 6:00 pm – 8:00 pm | Evening Reception |

FRIDAY, NOVEMBER 14

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|---------------------|-------------------------|
| 8:00 am – 12:00 pm | Registration Open |
| 8:00 am – 9:00 am | General Breakfast |
| 9:00 am – 10:30 am | Concurrent Sessions IV |
| 10:30 am – 10:45 am | Refreshment Break |
| 10:45 am – 12:30 pm | Closing General Session |
| 12:30 pm | Conference Adjourns |