CELEBRATING THE PAST, FORGING THE FUTURE

REGISTER TODAY

California Transit Association’s 50th Annual Fall Conference & Expo
Pasadena Convention Center  November 18-20, 2015
PRELIMINARY AGENDA

TUESDAY, NOVEMBER 17
3:30 pm – 4:30 pm  Registration Desk Open
4:00 pm – 8:00 pm  Executive Committee Meeting

WEDNESDAY, NOVEMBER 18
7:45 am – 5:30 pm  Registration Desk Open
8:00 am – 10:00 am  Maintenance Committee Meeting
8:30 am – 10:00 am  Operations Committee Meeting
10:30 am – 12:00 pm  Welcome & Opening General Session
Forging Transit’s Future: Defining the Vision
12:00 pm – 1:30 pm  50th Anniversary Lunch & Games
1:45 pm – 3:15 pm  Concurrent Sessions I
3:30 pm – 5:30 pm  Tech Tours
5:30 pm – 7:00 pm  Welcome Reception & Expo

THURSDAY, NOVEMBER 19
7:30 am – 5:00 pm  Registration Desk Open
7:45 am – 9:00 am  Small Operators Award Breakfast
8:00 am – 9:00 am  Breakfast & Expo
9:15 am – 10:30 am  Keynote Session
Featuring Tony Seba
10:45 am – 12:15 pm  Concurrent Sessions II
12:15 pm – 2:45 pm  Expo, Lunch & Prize Drawings
3:00 pm – 4:30 pm  Concurrent Sessions III
5:00 pm – 7:30 pm  Reception at the Rose Bowl

FRIDAY, NOVEMBER 20
8:00 am – 12:00 pm  Registration Desk Open
8:00 am – 9:00 am  Breakfast Buffet
9:00 am – 10:30 am  Concurrent Sessions IV
10:45 am – 12:15 pm  Closing General Session
Featuring Gabe Klein
12:15 pm  Conference Adjourns
CELEBRATING THE PAST, FORGING THE FUTURE

The world of public transit is evolving. Innovations inspired by advances in technology are making public transit systems smarter and better connected for operator and rider, and work more sustainably and cost-effectively. Ridership continues to climb and non-traditional mobility-as-a-service offerings are gaining critical mass. This is a pivotal time in our history. The offerings from fixed-route, bus rapid transit, paratransit, light rail, trolley, and commuter rail have never been as extensive and interconnected.

Don’t miss this opportunity to join in the dialog around public transit today and share ways to take advantage of the innovations, and pilot programs being implemented by transit agencies around the state.

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.

2015 AGENCY HOSTS
This year we have two agency hosts supporting the conference: Foothill Transit and the City of Pasadena.

Foothill Transit provides community-oriented, environmentally friendly bus service throughout Southern California’s San Gabriel and Pomona Valleys, including express bus routes to Pasadena and Downtown Los Angeles. The City of Pasadena offers its own local services, Pasadena Dial-A-Ride and the Pasadena Area Rapid Transit System (ARTS).
SPECIAL EVENTS & ACTIVITIES

KEYNOTE AND GENERAL SESSIONS

Forging Transit’s Future: Defining the Vision
Wednesday, November 18 | 10:30am – 12:00pm
Opening General Session facilitator, Greg Lindsay, a journalist, futurist, and established authority on globalization and innovation leads a provocative panel discussion during Forgiving Transit’s Future to explore the profound effect on public transit’s future of emerging social, political, technological, and cultural trends. Panelists from the private sector, academia, and our most innovative public transit systems suggest how transit must evolve to enhance the communities where we live and work. Panelists include Scott Bogren, Community Transportation Association of America, Tim Papandreou, San Francisco Municipal Transportation Agency, Seleta Reynolds, Los Angeles Department of Transportation, and Susan Shaheen, UC Berkeley Transportation Sustainability Research Center.

Is Our Urban Transportation Infrastructure Obsolete?
Thursday, November 19 | 9:15am – 10:30am
Keynote speaker Tony Seba is an entrepreneur, educator, author, and business architect. He offers insights on the mega-trends that are reshaping public and private transportation and how planners can stay one step ahead in rethinking and redrawing the transportation landscape in a clean, sustainable, and budget-conscious way.

Best Change Management Practices for Taking Action
Friday, November 20 | 10:45am - 12:15pm
Closing keynote speaker Gabe Klein has demonstrated in his work (from Zipcar to food trucks, to running a state and city Department of Transportation) how to innovate successfully, regardless of the sector or the budget size, to create great spaces and places. In his new book Start-Up City, Gabe gives the formula for making big change fast – that sticks – even in a future of exponential technological change. The principles Gabe shares can be applied whether you are in a small town, a mid-sized region or a large city.

ACTIVITIES

Jim Ditch Golf Tournament and Awards Lunch
Tuesday, November 17 | 8:00 am – 2:00 pm
This annual golf outing, in its sixth year, benefits the James A. Ditch Education Fund to promote and support careers in public transportation. To learn more, visit: www.scrttc.com and click on Ditch Fund.

2015 TECH TOURS

Wednesday, November 18 | 3:30 pm – 5:30 pm*
Ecoliner Electric Bus Tech Tour
Climb aboard Foothill Transit’s Ecoliners – California’s largest fast-charge, all electric, zero-emissions bus fleet – and hear about the agency’s future plans to expand their electric bus program. Enjoy the ride and chat with Foothill Transit’s vehicle technology crew and observe the in-route fast charging process.

Transformative Data Management Tour
Get a first-hand look at the City of Pasadena’s recent roll out of technology on its fixed-route service that has created a system that has fully integrated data and learn how the management of this data has enabled the transformation of its operations and strategic planning.

* These tours take place concurrently.

EVENTS

The Expo
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 18
Welcome Reception & Expo: 5:30 pm – 7:00 pm
Thursday, November 19
Breakfast & Expo: 8:00 am – 9:00 am
Expo, Lunch & Prize Drawings: 12:15 pm – 2:45 pm

Small Operators Award Breakfast
Thursday, November 19 | 7:45 am – 9:00 am
All transit operators are invited to participate in this informative program. This year, Leslie Rogers, the FTA’s soon-to-retire Region IX Administrator, and Scott Bogren, the Community Transportation Association of America’s Communications Director, will update the audience on the efforts in Congress to pass the “DRIVE” multi-year transportation reauthorization bill and other federal issues.

At the end of the session, help us celebrate as Joe Meer, the Small Operators Committee Chair, presents the Transit Professional and Transit Agency of the Year Awards, as well as the Transit Innovation and Distinguished Service Awards.

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

Reception at the Rose Bowl
Thursday, November 19 | 5:00 pm – 7:30 pm
Join us for quality networking time and celebrate the California Transit Association’s 50th Anniversary at the legendary Rose Bowl. You’ll also experience a rare opportunity to step onto the famous field, test your passing skills, and capture the moment in a special photo op. Take a behind-the-scenes tour of the locker rooms and press box, and enjoy incredible views of the San Gabriel Mountains, all while savoring innovative cuisine by Wolfgang Puck Catering.
# TRACKS AND SESSIONS AT-A-GLANCE

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<td>Cap and Trade One Year Later: Lessons Learned and What Lies Ahead</td>
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<td>Disc Brakes: They Are Here, and They Work!</td>
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<td>A+ Student Ridership Programs</td>
<td>Averting a Second Disaster: Latest Trends in Disaster Financial Oversight</td>
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EDUCATIONAL SESSIONS

$ FISCAL, PLANNING, POLICY & COMPLIANCE

WEDNESDAY, NOVEMBER 18
1:45 pm – 3:15 pm
Regulations vs. Expectations: Surviving the New Triennial Review and Rulemaking
Preparation for triennial reviews and various audits always takes precious time to achieve a successful outcome. So what happens when agency review becomes subject to standards of recommended best practices instead of regulatory guidelines? Should regulatory agencies measure performance and compliance against standards not yet vetted? Is proposed rulemaking the new norm? What voice can transit agencies have to influence this new approach? This session discusses the new trends in reviews, audits, and rulemaking.

MODERATOR
Carl Sedoryk, Monterey-Salinas Transit District

PANELISTS
Rick Bacigalupo, Orange County Transportation Authority
Jim LaRusch, American Public Transportation Association
Rick Ramacier, Central Contra Costa Transit Authority (County Connection)

THURSDAY, NOVEMBER 19
10:45 am – 12:15 pm
Integrating Data Into the Public Planning and Policymaking Process
Transit and transportation planners can access mounds of new data not available a decade ago, including travel behavior information from cell phones, smart cards, and electronic toll collection. This session will explore the uses and implications of “big data” for transit and governmental agencies, both for planning efforts and potentially for public policy and allocation decisions. Speakers will explore how new data sources may be combined with Geographic Information Systems (GIS) and modeling tools to simplify jurisdictional equity analyses, or Title VI compliance. What should transit professionals know about the new data tools to make effective use of them or to avoid unintended consequences from their early adoption? Come hear the possibilities of using data to find patterns, trends, and other useful information that can shape a vision or impact better, creative business solutions.

PANELISTS
Brendon Hemily, American Public Transportation Association
David Ory, Metropolitan Transportation Commission
Chris Wornum, Cambridge Systematics

3:00 pm – 4:30 pm
Cap and Trade One Year Later: Lessons Learned and What Lies Ahead
Now that the first round of Cap and Trade transit funding has been awarded, there’s talk on the horizon of ways to improve the process and manage smaller funding amounts to have more impact. This session focuses on lessons learned from various stakeholders during the first-year Cap and Trade funding cycle and also spotlights possible changes ahead. Speakers will address the application process, standards used for selection, definitions of a disadvantaged community, and methodology to reduce greenhouse gases. Come learn from the experts who influence program structure, from agencies that have benefited from the proceeds, and how to be competitive for this growing funding stream.

MODERATOR
Val Joseph Menotti, San Francisco Bay Area Rapid Transit District

PANELISTS
Frank Gallivan, ICF International
Tim Papandreou, San Francisco Municipal Transportation Agency
Mitch Weiss, California State Transportation Agency

FRIDAY, NOVEMBER 20
9:00 am – 10:30 am
Microtransit Trends: Fad or Future?
Technology has changed customer expectations and the way transportation services are delivered. This session will provide an overview of the pros and cons of new start-ups that use sophisticated technology applications and how they could likely impact public transit’s future. Are these private transportation systems competition or partners? How does the evolving regulatory landscape manage public vs. private transportation providers? Are expectations and requirements the same? Unlike transit systems initiated by the employer to attract workers, this session addresses how entrepreneurs have started their own transportation systems open to the general public. The session will also provide regulatory oversight’s perspective, as well as public transit’s initiatives to meet changing market demands.

PANELISTS
Emily Castor, Lyft
Gabe Klein, Bridj
Paul Supawanich, Remix Software
Paul Wuerstle, California Public Utilities Commission

MAINTENANCE

WEDNESDAY, NOVEMBER 18
1:45 pm – 3:15 pm
Going Electric: Is It for You?
This session offers the opportunity to hear directly from the end-users about their experiences in selecting Zero Emission solutions and the challenges faced at each agency as they selected, implemented, and maintain their solution. Come learn the pros and cons about solutions for hydrogen, all battery, and battery with on-route charging.

MODERATOR
Tommy Edwards, SunLine Transit Agency

PANELISTS
Doran Barnes, Foothill Transit
Rolando Cruz, Long Beach Transit
Salvador Llamas, Alameda-Contra Costa Transit District
CULTURAL EVENTS
Paratransit in the 21st Century

While medical advances enable Americans to live longer, some are living with disabling injuries and higher levels of obesity, which lead to chronic diseases including diabetes, respiratory, cardiovascular and cancer. Public transportation is a key to providing millions of Americans with the freedom to live independently. Whether it is getting to work, school, obtaining medical treatment, or providing social and recreation access, public transportation is a key to providing millions of Americans with the freedom to live independently. As a result, the demand for non-emergency medical transportation, transportation for the elderly, and complimentary paratransit service has grown significantly over the past 25 years; in fact, complimentary ADA paratransit service is the fastest growing mode of transportation in America. This session will explore the emerging demographics, its impacts, and the significant challenge of managing the level of demand response service, while maintaining fiscal responsibility.

**MODERATOR**
David Smith, First Transit

**PANELISTS**
Tom Hicks, Monterey-Salinas Transit District
Carol Wright, Easter Seals Project Action, Washington, DC
Jeffrey C. Zarr, Trapeze Group

Making Transit Cool for Everyone

Come hear from three transit operators that are making transit a “cool ride” for choice and transit-dependent riders alike. In this session we learn about an online sweepstakes program that generated higher than anticipated participation, a new app that gives riders who only want to pay one fare at a time smartcard-like convenience, and a different approach to raising awareness of passenger etiquette that make transit trips better for everyone.

**MODERATOR**
Judy Leitner, San Diego Metropolitan Transit System

**PANELISTS**
Gabrielle Klein-Mejia, Foothill Transit
Brian Lee, City of Los Angeles Department of Transportation
Dennis Mochon, Livermore Amador Valley Transit Authority
Ana Vallianatos, Los Angeles County Metropolitan Transportation Authority

How to Build a Transit Community

Riders want to support public transit and public transit agencies want the public to support their initiatives; however, getting riders to show up in support of public transit is not always easy to do. Intentional and meaningful public engagement has become critical to the success of public transit projects but what does intentional and meaningful really look like? This session will strive to provide firsthand experience on engaging riders and getting them to actively participate in processes to support capital projects and legislative efforts. Panelists will also share experiences on engaging youth and successfully gaining their participation in advocacy campaigns to support public transit.

**MODERATOR**
Claudia Burgos, Alameda-Contra Costa Transit District

**PANELISTS**
Stephen Newhouse, Alameda-Contra Costa Transit District
Joel Ramos, TransForm
Matt Robinson, California Transit Association
Hendy Satya, Foothill Transit

Stretching Marketing Dollars

In these days of tighter and tighter funding, transit systems have modest marketing budgets that must produce high impact results with minimal investment. In this session, we present three ideas for stretching your marketing dollars including digital advertising, creative ways to use in-house staff or out sourcing to consultants, and how to successfully negotiate $30 million worth of advertising contracts by selling public transportation naming rights to generate additional revenue.

**MODERATOR**
Francis Tenggardjaja, N/S Corporation

**PANELISTS**
Karen Bakar, Capitol Corridor Joint Powers Authority
Rob Schupp, San Diego Metropolitan Transit System
Wendy Williams, Antelope Valley Transit

Setting a Place for Transit at the Local Funding Table

In an era of reduced revenues for transit from traditional state and federal funding sources, local revenue measures have become more important than ever to maintain and grow transit in the communities we serve. Yet, anti-tax sentiments are making it more difficult to achieve the two-thirds super-majority of support required to win a transit specific measure. This session will offer insights into the critical elements that are part of winning campaigns.

**MODERATOR**
Vic Kamhi, Ventura County Transportation Commission

**PANELISTS**
Jared Boigon, TBWB Strategies
Jerry Estrada, Santa Barbara Metropolitan Transit District
Beverly Greene, Alameda-Contra Costa Transit District
Carl Sedoryk, Monterey-Salinas Transit District
FRIDAY, NOVEMBER 20
9:00 am – 10:30 am
A+ Student Ridership Programs
Elementary through college age students are an untapped resource for increasing ridership and exposing the younger generation to public transportation. Come hear success stories that will give you new/innovative ideas on how to reach students in creative partnerships with local schools.
MODERATOR
Felicia Friesema, Foothill Transit
PANELISTS
Katie Gagnon, Foothill Transit
Nichele Laynes, Alameda-Contra Costa Transit District
Judy Leitner, San Diego Metropolitan Transit System

OPERATIONS
WEDNESDAY, NOVEMBER 18
1:45 pm – 3:15 pm
Intelligent Transportation Systems: How to Manage and Leverage the Data We Collect
Want to know how to leverage and manage the overwhelming volume of available data when implementing VLU, APC, CAD/AVL and new fare payment systems in fixed-route environments? Then this session is for you! Plus we will discuss automated NTD reporting, improving the scheduling/planning process, as well as dispatch/operational efficiencies.
MODERATOR
Beth McCormick, Orange County Transportation Authority
PANELISTS
Anne Muzzini, Central Contra Costa Transit Authority (County Connection)
Mary Sue O’Melia, TransTrack Systems, Inc.

THURSDAY, NOVEMBER 19
10:45 am – 12:15 pm
How to Improve and Enhance the Contract Process – Contractor Roundtable
“Contract – what the large print giveth, the small print taketh away.” We all rely on effective private-public partnerships to provide valuable transit services to our constituency. But even the best contracts, administered by seasoned professionals, can go south. This session provides an opportunity to talk directly with the industry’s primary transportation contractors to help garner information, ask questions and have an informal discussion about contract administration dos and don’ts.
MODERATOR
Diana Kotler, Anaheim Transportation Network
PANELISTS
Joe Escobedo, MV Transportation
Juan Antonio Lopez, First Transit
Sandy Schmidt, Keolis Transit America

3:00 pm – 4:30 pm
Understanding and Leveraging Transportation Network Companies
Partnering with Transportation Network Companies (TNCs) offer the potential for improved services at reduced costs in both paratransit and fixed-route applications. However, such partnerships pose significant challenges to the current public transit business model and the multiple layers of regulation governing it. Are TNCs agile or creative enough to meet vehicle and driver safety standards, appropriate insurance thresholds or federal accessibility requirements? How do public providers collaborate with TNCs to overcome these hurdles to ensure their services remain a vital part of their communities’ transportation needs in the future. Come hear how TNCs fit into the overall fabric of a community’s transportation network and how technology is the cornerstone of tying all the pieces together. You will also learn about the partnership one agency has forged with Uber and their future plans to expand their program, and how TNCs have impacted the landscape of transportation options for paratransit services.
MODERATOR
Bill Churchill, Central Contra Costa Transit Authority (County Connection)
PANELISTS
Marlene Connor, Marlene Connor Associates, LLC
Nevin Grinnell, Dallas Area Rapid Transit
Shelly Verrinder, Access Services

FRIDAY, NOVEMBER 20
9:00 am – 10:30 am
Averting a Second Disaster: Latest Trends in Disaster Financial Oversight Practices
Attendees will receive an overview of the current state of federal oversight of the management of disaster grants and how to prepare to prevent deobligation of federal funds during a disaster closeout. This session will provide insight as to why both cyber security and disaster grants management should be top of mind to recipients of FEMA and other federal disaster grants. Attendees will get a better understanding of the financial oversight requirements applicable to disaster and mitigation programs, including those requirements in the Stafford Act, FEMA regulations (44 CFR) and the “SuperCircular” Rule specifying administrative/cost requirements applicable to disaster recipients, the Federal Acquisition Regulations (FAR), and regulatory policies and procedures. Attendees will also hear from speakers who have responded to significant cyber attacks and assisted in the recovery of essential data, as well as managed the incident from response to recovery.
MODERATOR
Margaret Larson, Ernst & Young
PANELISTS
Mike Herman, Ernst & Young
Matt Miller, Ernst & Young
EVENT LOCATION AND ACCOMMODATIONS

With the exception of tours and the Rose Bowl reception, all 50th Annual Fall Conference & Expo events will take place at the Pasadena Convention Center, 300 E. Green Street, Pasadena, CA 91101.

Hotel Accommodations
The California Transit Association has negotiated group rates for conference registrants at your choice of two hotels:

Sheraton Pasadena Hotel
303 Cordova Street
Pasadena, CA 91101
Reservations: Book online
www.starwoodmeeting.com/events/start.action?id=1307104810&key=60F10
or call (800) 457-7940
Hotel Main: (626) 449-4000
$179 single/double, $189 triple/quad, $259 suites

The Westin Pasadena
191 North Los Robles Avenue
Pasadena, CA 91101
Reservations: Book online
www.starwoodmeeting.com/events/start.action?id=1506108775&key=854346B
or call (866) 837-4181
Hotel Main: (626) 792-2727
$179 single/double, $189 triple, $199 quad

Reserve your guest room by Monday, October 26 to receive the group rates. Group rates at both hotels will be available three days pre- and post-conference.

EXHIBITORS

Our thanks to these Expo event patrons for their early conference support.

ABC Companies
Advanced Battery Systems, Inc
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Alto Transflor
American Seating Company
AngelTrax Mobile Video Surveillance
Apollo Video Technology
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BYD Motors, Inc.
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Cummins, Inc.
Daktronics Inc.
DILAX Systems Inc.
Ecolane USA, Inc.
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FAAC Incorporated
Firetrace International
Fortress Systems International, Inc.
Gerflor USA
GHI Energy, LLC
Gillig LLC
GIRO Inc.
INIT Innovations in Transportation, Inc.
Kelderman Air Suspension Systems
Keolis Transit America
Kidde Technologies
Lazzerini Corporation
Lift-U
Mark Thomas & Company
Medical Transportation Management
MGM Brakes
Mobile Climate Control
Motor Coach Industries, Inc.
New Flyer
Nova Bus | Prevost
Parsons Brinckerhoff
Proterra, Inc.
Q’Straint / Sure-Lok
Radio Engineering Industries
RouteMatch Software
S & A Systems, Inc.
Seon Systems Sales, Inc.
Siemens
Spheros North America, Inc.
Sportworks Northwest, Inc.
Syncromatics
Tolar Manufacturing Company
Transdev North America
Transit Marketing Group, Inc.
Translite Enterprises, Inc.
TransTrack Systems, Inc.
Trapeze Group
TSO Mobile
Valley Power Systems, Inc.
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WAVE
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Southern California Gas Company
BRONZE

PRINCIPAL SPONSORSHIP

Proterra, Inc.
THURSDAY KEYNOTE & BREAKOUT SESSION

Complete Coach Works
HOSPITALITY SUITE

Q’Straint/Sure-Lok
HOTEL KEY CARD

Lyft
FRIDAY PLENARY SESSION

A-Z Bus Sales, Inc.
CHARGING STATION

N/S Wash Systems
CONFERENCE JOURNAL

Keolis Transit America
LANYARD

TransTrack Systems, Inc.
NAME BADGE

Trapeze Group
BREAKOUT SESSION

EVENT SPONSORSHIP

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EVERNING RECEPTION

First Transit
50TH ANNIVERSARY LUNCH

Motor Coach Industries, Inc.
EXPO LUNCH

Gannett Fleming, Inc.
SMALL OPERATOR AWARDS BREAKFAST

GHI Energy, LLC
BREAKFAST

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 questions, please contact Amy J. Lai, CMP, at amy@caltransit.org or call (916) 446-4656 x 1017.
WHY ATTEND?

• Learn real-world solutions to real-world challenges at interactive sessions. Many agencies face similar business issues, but don’t know where to turn to find the best solutions. Come share ideas, brainstorm, and get immediate feedback on what others are doing in their organizations.

• Sharpen your vision. Top thought leaders in public transit and transit trends share their insights, experience, and vision for transit’s future.

• Discover the newest products and services. For its size, this is one of the richest expos featuring the latest in transit technology, products, and services.

• Think creatively. Allow time for creativity by getting away from your daily routine and working “on” your business instead of “for” your business, allowing you to take home new approaches and resources.

• Get inspired. Hear success stories and tales of caution, shared by speakers and others you meet throughout the jam-packed agenda over two and a half days.

SAVE $50!

Early registration ends Friday, October 9! Register today: https://caltransit.org/events/fall-conference-and-expo/

REGISTRATION FEES

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QUESTIONS?

For registration questions, please contact Erica Sanders, Association Services Assistant, at esanders@caltransit.org or call (916) 446-4656 x 1004.

For sponsorship, exhibit and general questions, please contact Amy J. Lai, CMP, at amy@caltransit.org or call (916) 446-4656 x 1017.

Join the Conversation

#caltransit50