

# CONFERENCE AGENDAS

Preliminary and Subject to Change

## IN-PERSON AGENDA

### TUESDAY, NOVEMBER 2

- 7:30 am - 5:30 pm Registration Desk Open  
9:30 am - 10:45 am Welcome & Opening Keynote Presentation  
11:00 am - 12:15 pm **Concurrent Sessions I**
- Free Fares: 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\*

## VIRTUAL AGENDA

In this virtual option, the California Transit Association's 56<sup>th</sup> Annual Fall Conference virtual attendees can [livestream](#) all GENERAL SESSION & KEYNOTES plus view 10 Educational Sessions [on-demand](#).

### TUESDAY, NOVEMBER 2

- 9:30 am - 10:45 am Welcome & Opening Keynote Presentation

### WEDNESDAY, NOVEMBER 3

- 7:45 am - 9:00 am Small Operators Program & Awards Breakfast  
9:15 am - 10:30 am Keynote Presentation

### THURSDAY, NOVEMBER 4

- 8:30 am - 9:45 am Keynote Presentation  
9:45 am - 10:00 am Closing Remarks & Grand Prize Drawing

- 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 - 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 Communities in Crisis: the Unhoused and Emergency Response

### 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

### AFTER WEDNESDAY, NOVEMBER 15

Special access pass to the following EDUCATIONAL SESSIONS on-demand:

#### TRACK

#### SESSIONS

Policy, Innovation, and Customer Experience

- Free Fares: Just How Free Are They?
- Reimagining Transit from the Rider Perspective: Faster and Better Transit

Maintenance

- New ZEB Start-Ups
- Adopting New Technologies

Management & Leadership

- Rebuilding Trust to Bring Back Riders
- Innovations in Equitable Service: Beyond the Pandemic

Marketing & Communications

- Digital Storytelling in 30-Seconds
- Analytics: The Unsung but Essential Component of Ad Campaigns

Operations

- Building Back Better
- Inclusive Transit: Advancing Equity Through Improved Access and Opportunity

\*Requires separate registration to attend.