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The Negotiation Game

## Cover Story

### Target Audience

As part of its Rail Safety Month awareness campaign, Caltrain enlists the help of teen filmmakers to get the message out to their peers about staying vigilant around the tracks.

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## Featured Story



### Imagineering Revisited

Nearly 800 participants gathered in Anaheim to make California's Public and Community Transportation Conference & Expo the latest in a long line of memorable annual events.

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### Buyers' Guide

From air brakes to ZEBs, our Business Members have what you need. >

## Featured Story



### The Negotiation Game

A special conference session proved to be particularly timely as labor unrest in the Bay Area halted service for one transit provider and threatened the same for another.

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## Member News Library

**San Francisco Muni** announces that ridership increases over the past two years have exceeded the national average, **SamTrans** takes the next step toward introducing hybrid buses into its fleet, and the **Antelope Valley Transit Authority** garners national honors for its video produced to help riders plan their bus trips.

[Read what your colleagues are doing in our Member News Library >](#)

## On Board With...



### Jarrett Walker

A transit planner, author and featured speaker during the recent conference provides insight on how the words we choose shape the perception of others, and ultimately our own reality.

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