

# TRANSIT CALIFORNIA

Issue No. 71 | March 2017

**In This Issue**

Committed to Sustainability

Flexible Options

On Board With

**Cover Story**

## Moving Billboards

Advertising experts say that bus and train wraps are on the edge of a new boom. See what innovations and challenges transit providers experience in taking advantage of this revenue source.

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**Featured Story**



### Committed to Sustainability

Foothill Transit becomes the nation's first bus-only transit agency to attain Platinum Level status in the American Public Transportation Association's Sustainability Commitment Program.

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### One System, Three Solutions Electric Choices For Transit

**Series-E**  
Hybrid Electric

**Series-ER**  
Extended-Range Hybrid

**Series-EV**  
Fully Electric



CS-16-087

**BAE SYSTEMS**  
INSPIRED WORK

**Featured Story**



### Flexible Options

AC Transit launches its Flex Service pilot program, a reservation-based system developed as a transit alternative providing connectivity to service areas with lower ridership demand.

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California Transit Association

**2017** Spring Legislative Conference  
Sacramento, CA

Reception: May 16, 2017  
5:00 p.m. – 7:00 p.m.  
Esquire Grill

Conference: May 17, 2017  
9:00 a.m. – 2:30 p.m.  
Tsakopoulos Library Galleria

**On Board With...**



### Mike Hernandez

Approaching his retirement, Monterey-Salinas Transit's Assistant General Manager/Chief Operating Officer reflects on his 40-year career at MST that all began as a coach operator.

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**Member News Library**



**L.A. Metro** launches "Operation: Better Ride" to help improve the ridership experience, **APTA** touts job creation as a product of transit investment, and **North County Transit District** needs to clear some room in its trophy case.

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Keep California Moving

**Support the Association and Reach its Members**



From print to online advertising, the California Transit Association provides numerous opportunities to reach key decision-makers. For more information, contact Alex Hammond, Publication Director at Naylor: (352) 333-6034 or [ahammond@naylor.com](mailto:ahammond@naylor.com).