

EMBRACING CHANGE

NEW ERA. NEW VISION.

PRESENTED BY *November 2-4, 2021*
SAFE Credit Union
Convention Center
Sacramento



DAY, TIME	BREAKOUT ONE POLICY, INNOVATION & CUSTOMER EXPERIENCE	BREAKOUT TWO MAINTENANCE	BREAKOUT THREE MANAGEMENT & LEADERSHIP	BREAKOUT FOUR MARKETING & COMMUNICATIONS	BREAKOUT FIVE OPERATIONS
TUESDAY NOV. 2 11:00 am - 12:15 pm	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
TUESDAY NOV. 2 2:15 pm - 3:30 pm	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
WEDNESDAY NOV. 3 10:45 am - 12:15 pm	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
WEDNESDAY NOV. 3 3:00 pm - 4:30 pm	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 Emergency Response, Helping the Unhoused, and Beyond