ATTEND

Come to Monterey

Located on California’s scenic central coast, the city of Monterey and surrounding area have attracted artists since the late 19th century, and many celebrated painters and writers have lived and worked there. Like them, come and be inspired by joining the California Transit Association and Host Agency Monterey-Salinas Transit (MST) for Our People Move California during the 54th Annual Fall Conference & Expo.

What to Expect

For the 54th Annual Fall Conference & Expo we are focusing on the people of transit with the theme: Our People Move California. Transit’s path forward requires that we grow the public in public transit. Customer-focused improvements and enhanced rider experience are crucial with today’s numerous mobility options. Transit agency personnel are also crucial, not just for their day-to-day output, but for their contributions to an agency’s brand, culture, and innovation.

Come spend three days in Monterey for a dynamic fall conference. Don’t miss any of the conversations, sessions, and networking opportunities.

EVENT LOCATION AND ACCOMMODATIONS

Monterey Conference Center
1 Portola Plaza, Monterey, CA 93940
montereyconferencecenter.com
(831) 646-3770

Portola Hotel & Spa at Monterey Bay
2 Portola Plaza, Monterey, CA 93940
portolahotel.com
(888) 222-5851

Rooms at the Portola Hotel & Spa at Monterey Bay are sold out. Conference attendees that require accommodations will find a number of nearby hotels. Our conference hotel contact has recommended two in close proximity:

Casa Munras Garden Hotel & Spa
hotelcasamunras.com
(800) 222-2446

Hotel Abrego
hotelandbrego.com
(800) 982-1986
KEYNOTE PRESENTATIONS

Wednesday, November 13
10:00 am – 10:45 am

Tony Brigmon
Opening keynote Tony Brigmon is the former “Ambassador of Fun” at Southwest Airlines, responsible for delivering customer care and employee development programs. At Southwest, “fun” was the power of positivity that helped catapult a small carrier into a force that changed the airline industry.

Friday, November 15
8:30 am – 9:45 am

Christopher Gardner
Christopher Gardner is a renowned entrepreneur whose inspiring book became the basis for the 2008 movie The Pursuit of Happyness. As closing keynote, Gardner presents Spiritual Genetics that will leave attendees feeling empowered, uplifted, and ready to make positive changes to their lives.

GENERAL SESSION

Thursday, November 14
9:15 am – 10:30 am

Terry White
Across the country, public transit ridership has been declining. But that isn’t the story in Seattle. Terry White, Deputy General Manager at King County Metro Transit, will share how the agency’s community efforts have contributed to its success and discuss how to tackle declining transit ridership, especially in an era of emerging mobility services.

SMALL OPERATORS PROGRAM AND AWARDS BREAKFAST

Designed for small operators. Open to all.
Separate registration required.

Thursday, November 14
7:45 am – 9:00 am

Ray Tellis
This event features a special presentation by Federal Transit Administration Region 9 Administrator Ray Tellis and the annual presentation of the Small Operators Awards.

EVENING RECEPTION

Thursday, November 14
5:00 pm – 7:30 pm

Bring your boots and jeans. Networking at The Barns at Cooper Molera will offer attendees a perfect blend of rustic elegance and history. Originally dating back to the early 1800s, our reception site is right in the heart of downtown Monterey and within walking distance of the hotel. There will be locally crafted beverages available, and lively entertainment.

MST TRANSIT TOURS

Wednesday, November 13
3:30 pm – 5:30 pm

JAZZ Bus Rapid Transit and New Operations and Maintenance Facility Project Tour
Take a tour of the first ever Bus Rapid Transit project in Monterey County along the JAZZ line. Inspired by the world famous Monterey Jazz Festival, the tour will also showcase the City of Monterey’s newly constructed North Fremont Bike and Pedestrian Access and Safety Improvements Project, which transformed a typical commercial streetscape into a truly multi-modal corridor, providing smart traffic signals designed to minimize delays through the corridor. The finale includes a tour of MST’s new state-of-the-art operations and maintenance facility. This $22 million project is an inspiration for how to maximize a constrained space for a 21st century transit operation.

Mobility Services Center Tour in Salinas
Come experience the innovative, thoughtfully designed, effective, hands-on travel training center that provides a one-stop facility to host all of MST’s mobility programs and services. The Mobility Services Center boasts ingenious designs that include an indoor training room protected from the elements and a simulated street environment including realistic bus displays with working wheelchair lifts, fare boxes, and signage. The facility allows individuals to learn how to safely and independently travel using the MST bus system.

REGISTER

To register for the conference, go to: caltransit.org/caltransit54
Please join us in thanking these early sponsors for their enthusiastic support.

YEAR-ROUND SPONSORS

DIAMOND

PRESENTING

TITANIUM

PLATINUM

GOLD

EXPO WELCOME RECEPTION

HOSPITALITY SUITE

TOTE BAG

CHARGING STATION

INNOVATION THEATER

BADGE HOLDER

NETWORKING BREAK

GENERAL

Employment Training Panel
GHI Energy, LLC
Lift-U
MV Transportation
Rosco, Inc
Tuesday, November 12
8:00 am – 2:00 pm  10th Annual Jim Ditch Golf Classic and Awards Lunch
Bayonet and Blackhorse Golf Course, Seaside, CA
To register go to: www.jimditchclassic.com

Wednesday, November 13
7:30 am – 5:30 pm  Registration Desk Open
8:00 am – 9:15 am  Networking Breakfast and Expo
9:30 am – 10:00 am  Welcome and Opening General Session
10:00 am – 10:45 am  Keynote Presentation
   Tony Brigmon
11:00 am – 12:30 pm  Concurrent Sessions I
   • Pulling Out All the Stops
   • Building ZEB Infrastructure for Battery Electric Fleets
   • Say “Know” to Brain Drain and Yes to Succession Planning
   • Effective Communication Tools and Techniques
   • California Microtransit Projects
12:30 pm – 1:30 pm  Lunch and Expo
1:45 pm – 3:15 pm  Concurrent Sessions II
   • New Paradigms in Fare Policy and Payment
   • Building ZEB Infrastructure for Hydrogen Fuel Cell Fleets
   • Tackling the Ridership Challenge Through Bold and Innovative Leadership
   • Customer Service Via Social Media
   • ZEB Effects on Operations
3:30 pm  Dessert and Expo
3:30 pm – 5:30 pm  Monterey-Salinas Transit Tours
3:30 pm – 5:30 pm  Innovation Theater at the Expo
5:30 pm – 6:45 pm  Welcome Reception and Expo

Thursday, November 14
7:30 am – 5:00 pm  Registration Desk Open
7:45 am – 9:00 am  Small Operators Program and Awards Breakfast
   Separate registration required.
8:00 am – 9:00 am  Networking Breakfast and Bus Show
9:15 am – 10:30 am  Keynote Presentation
   Terry White
10:45 am – 12:15 pm  Concurrent Sessions III
   • Visioning for Votes
   • Real-Life Experiences with Battery Electric Buses
   • Critical Leadership Skills Transit Managers and Supervisors Need Today
   • Customer Retention Strategies and Tactics
   • Homelessness Impacts on Public Transit: A Roundtable Discussion
12:15 pm – 2:45 pm  Lunch, Bus Show, and Prize Drawings
3:00 pm – 4:30 pm  Concurrent Sessions IV
   • Storytelling with Data
   • Real-Life Experiences with Hydrogen Fuel Cell Buses
   • AVs...The Next Labor Disrupter
   • The Internal Customer Experience
   • Getting Real About Recruiting Bus Operators
5:00 pm – 7:30 pm  Evening Reception

Friday, November 15
8:00 am – 10:00 am  Registration Desk Open
8:00 am – 8:30 am  Breakfast
8:30 am – 9:45 am  Keynote Presentation
   Christopher Gardner
9:45 am – 10:00 am  Final Remarks and Grand Prize Drawing
10:00 am  Conference Adjourns
**EXPO HALL**

**EXHIBITORS**
A-Z Bus Sales, Inc.
ABC Companies
Alexander Dennis, Inc.
Allied Telesis, Inc.
Allison Transmission*
Altro USA, Inc.
American Cylinder Head
American Public Transportation Association
American Seating Company
AMF-Bruns of America
Angeltrax
Avail Technologies, Inc.
BAE Systems
Ballard Power Systems Inc.
BraunAbility
BusStuf, Inc.
BYD*
California Transportation Foundation
CBM US Inc.
Clean Energy
Clever Devices Ltd.
Complete Coach Works*
Connexionz Limited
Connixt
Creative Bus Sales, Inc.
CSched
Cubic Transportation Systems, Inc.*
Daktronics
Delerrok Inc.
DoubleMap, Inc.
Ecolane*
Enghouse Transportation ENGIE
Genfare
Gerflor USA
GHI Energy, LLC*
Giro Inc.
GMV Syncromatics
Hanover Displays Inc.
Kidde Technologies Inc.
Lift-U*
LiquidSpring LLC
Lucerix International
Masabi
MGM Brakes
Mobile Climate Control
Optibus
Plug Power
Proterra*
Q’Straint / Sure-Lok
Radio Engineering Industries (REI)
RATP Dev*
RouteMatch Software
S & A Systems, Inc.
Safe Fleet Bus & Rail
Safety Vision*
Siemens Corp*
Siemens Mobility Inc.
Swiftly
Thermal Protection Services
Tolar Manufacturing
Transdev*
Transit Cooperative Research Program
Transit Marketing Group, Inc.
TransLoc
TransTrack Systems, Inc.
Trapeze Group
Trillium*
Tripshot*
TripSpark Technologies
TSI
Turbo Images
USSC Group, Inc.
Valle Transportation Systems
North America, Inc.
Valle Power Systems
Vapor-Ricon
Vehicle Inspection Systems
Vehicle Technical Consultants
Viriciti
Voith Turbo, Inc.
Westmatic Corporation
WSP
ZF North America

**BUS SHOW**
BYD*
Creative Bus Sales, Inc.
Gillig*
New Flyer*
Nova Bus*
Proterra*
Vicinity
Voith Turbo, Inc.

*Sponsor

**EXPO SPECIAL EVENT**
**INNOVATION THEATER**
**WEDNESDAY, NOVEMBER 13**
**3:30 PM – 5:30 PM**

The Innovation Theater offers an intimate theater-like setting that features a series of 10-minute presentations by transit agency representatives and suppliers. These presentations will highlight how a technology or innovative product has helped transform public transit service.

**PRESENTATIONS**

**Apps**
Transit, Token Transit, and Big Blue Bus
Cubic Transportation Systems and LA Metro
Dynamic Autonomous Dispatching
Ecolane and San Joaquin Regional Transit District

**Electrification**
Siemens Industry and LA Metro
Fuel Cell for Buses
Ballard Power Systems and SunLine Transit Agency

**Microtransit**
RouteMatch and Shasta Regional Transportation Agency
DoubleMap and Anaheim Transportation Network

**Mobility Platform**
Tripshot, Inc. and SunTran

**Software Solutions**
LILEE Systems and Access Services

**Sponsored by**

[TRIPSHOT]
Fiscal, Planning, Policy & Compliance

Wednesday, November 13
11:00 AM – 12:30 PM

Pulling Out All the Stops
Transit agencies are “pulling out all the stops” to repackage and redesign services for purposes of better addressing first-last mile challenges, improving travel times, staying relevant in an ever-changing mobility space, ensuring social equity, and building ridership. Hear from fellow colleagues on service planning approaches and operational strategies for shaping increasingly effective, convenient, and attractive transit solutions for their communities.

Moderator: W.C. Pihl, Transdev
Panelists:
- Steve Boland, San Francisco Municipal Transportation Agency
- Rachel Ede, Santa Rosa CityBus
- Gary Hewitt, Orange County Transportation Authority
- Linda Morris, Alameda-Contra Costa Transit District
- Stephen Tu, Los Angeles County Metropolitan Transportation Authority

Thursday, November 14
10:45 AM – 12:15 PM

Visioning for Votes
How do you inspire your communities to support new funding measures and policies? Hear about future plans, past successes and lessons learned from industry visionaries who have worked and are working on new funding measures and policies for shaping transit systems of the future.

Moderator: Carl Sedoryk, Monterey-Salinas Transit
Panelists:
- Jason Baker, Silicon Valley Leadership Group
- Darrell Johnson, Orange County Transportation Authority
- Gwen Litvak, Bay Area Council
- Paul Skoutelas, American Public Transportation Association

Thursday, November 14
3:00 PM – 4:30 PM

Storytelling with Data (interactive)
Calling all transit agencies that would like to learn more about how to use data to promote, advocate for, and improve the effectiveness and efficiency of your transit system! Hear from experts around the state on best practices with respect to collecting and presenting data to community members, policy makers, internal customers, and other key stakeholders, in order to further organizational goals and values.

Moderator: TBD
Panelists:
- Cynthia Albright, Stantec
- Roland Cordero, Foothill Transit
- Gary Hewitt, Orange County Transportation Authority
- Linda Morris, Alameda-Contra Costa Transit District
- Stephen Tu, Los Angeles County Metropolitan Transportation Authority

Maintenance

Wednesday, November 13
11:00 AM – 12:30 PM

Building ZEB Infrastructure for Battery Electric Fleets
Your agency has selected battery electric to comply with California’s Innovative Clean Transit (ICT) rule. Now it is time to get started with designing, planning, and building out the infrastructure you need. How do you get started? Attend this session to learn what your peers are doing and how manufacturers are supporting their customers. You will also learn what California is doing to help with ICT compliance.

Moderator: Norman Tuitavuki, Monterey-Salinas Transit
Panelists:
- John Drayton, WSP
- Bobby Hill, BYD
- Wendell Krell, California Energy Commission
- Mark Perry, Antelope Valley Transit Authority
**MAINTENANCE (continued)**

**WEDNESDAY, NOVEMBER 13**

1:45 PM – 3:15 PM

Building ZEB Infrastructure for Hydrogen Fuel Cell Fleets

Your agency is considering adopting hydrogen fuel cell technology to comply with California’s Innovative Clean Transit regulation. What factors do you need to consider when implementing this technology? Is creating hydrogen really the right way to go? Are the upfront capital costs cheaper than electric powered bus capital costs over time? Come to this session and find the answers to these and other questions you may have.

**MODERATOR**

TBD

**PANELISTS**

Al Cioffi, Plug Power
Bill Habibe, Orange County Transportation Authority
Chris Kretz, Air Products and Chemicals, Inc.
Lauren Skiver, SunLine Transit Agency
David Warren, New Flyer

**THURSDAY, NOVEMBER 14**

10:45 AM – 12:15 PM

Real-Life Experiences with Battery Electric Buses

If you’re considering battery electric buses, do you know enough about this technology to make a decision? Hear from agencies and industry experts that can provide information and insight to help you decide which ZEB technology is the best for your agency.

**MODERATOR**

Michael Pimentel, California Transit Association

**PANELISTS**

Donna DeMartino, San Joaquin Regional Transit District
Jerry Estrada, Santa Barbara Metropolitan Transit District
Mike Finnern, Proterra
Bobby Hill, BYD
Macy Neshati, Antelope Valley Transit Authority

**MANAGEMENT & LEADERSHIP**

**WEDNESDAY, NOVEMBER 13**

11:00 AM – 12:30 PM

Say “Know” to Brain Drain and Yes to Succession Planning (interactive)

It’s the perfect storm – 63 percent of U.S. transit workers are age 45 or older and executive leadership turnover seems like a daily occurrence. At the same time, younger generations are switching jobs on average every five years and craving an environment that’s less rigid and honors their technological abilities and entrepreneurial spirit. Succession planning and creatively engaging those who both earn, and most deserve consideration for the top spots, have never been more critical. Join us as we bust the myths associated with succession planning and maintaining an environment of fairness and inclusion. Learn to attract, keep and creatively engage future leaders in the industry.

**MODERATOR**

Kevin Catlin, Insight Strategies

**PANELISTS**

Teri Fisher, Insight Strategies
Nat Rojanasathira, City of Monterey
Ashlien Savage, Foothill Transit

**THURSDAY, NOVEMBER 14**

3:00 PM – 4:30 PM

Real-Life Experiences with Hydrogen Fuel Cell

Hydrogen fuel cell buses are almost a “one for one” replacement for diesel and CNG powered buses. Are you curious to know what agencies that have adopted this technology are experiencing now? Will the high costs for these vehicles ever come down? How do you best maintain these vehicles and their fueling infrastructure? What are the fueling costs compared to electric and traditional fueling costs? Come to this session to learn what your peers are experiencing now that might help you decide which ZEB is best for your operation.

**MODERATOR**

TBD

**PANELISTS**

John Drayton, WSP
Tommy Edwards, SunLine Transit Agency
Cliff Thorne, Orange County Transportation Authority
David Warren, New Flyer
William Zobel, Trillium

**WEDNESDAY, NOVEMBER 13**

1:45 PM – 3:15 PM

Tackling the Ridership Challenge Through Bold and Innovative Leadership

We are all talking about how ridership is still on the decline nationwide – but what could leadership be doing to reverse the trend? Join this session to hear from industry leaders on innovative and bold ideas that are helping agencies to change the trend and incorporate emerging transportation alternatives. What are some industry best practices to retain existing riders and capture new ridership? What are agencies around the state doing to tackle the challenge of falling ridership? How are you working with your local, state, and federal leaders to influence policies that align with growing ridership and sustainability goals? How can leaders develop partnerships within the private transportation and tourism industries to capture new riders? Come to this session ready to gain insight on taking new and creative steps to push your agency to reach its ridership goals.
**Monday, November 13**

**MARKETING & COMMUNICATIONS**

**Wednesday, November 13**

**11:00 AM – 12:30 PM**

**Effective Communication Tools and Techniques**

Having good communication skills isn’t just about being able to write and speak, it is an integral part of everything we do. This session will focus on tools and techniques for improving communication with external and internal customers using different methods, such as non-violent communication and Dale Carnegie.

**MODERATOR**

Michael Gold, Long Beach Transit

**PANELISTS**

Doran Barnes, Foothill Transit

Hillary Blackerby, Santa Barbara Metropolitan Transit District

Steve Sisneros, Omnitrans

**Wednesday, November 13**

**1:45 PM – 3:15 PM**

**Customer Service Via Social Media (interactive)**

Call volumes are flat while social interactions are increasing. How do we integrate these interactions into our customer service cycle? What are best practices for interacting with customers online?

**MODERATOR**

Thomas Smith, Clever Devices

**PANELISTS**

Beverly Greene, Alameda-Contra Costa Transit District

Nella McOsker, Strategies 360

Gabrielle Mejia, Foothill Transit

**Thursday, November 14**

**10:45 AM – 12:15 PM**

**Customer Retention Strategies and Tactics**

We’ve been focused on gaining new riders, but there’s a new school of thought that we should actually be working harder to retain and serve the riders we already have. How do we retool? What are best practices and new strategies?

**MODERATOR**

Nicole Ramos, Omnitrans

**PANELISTS**

Hendy Satya, Foothill Transit

Dr. Brian Taylor, UCLA

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**Moderator**

Kelly Halcon, Monterey-Salinas Transit

**Panelists**

Steve Boland, San Francisco Municipal Transportation Agency

Conan Cheung, Los Angeles County Metropolitan Transportation Authority

Lisa Rheinheimer, Monterey-Salinas Transit

Lilly Shoup, Lyft

**Thursday, November 14**

**10:45 AM – 12:15 PM**

**Critical Leadership Skills Transit Managers and Supervisors Need Today (interactive)**

Leadership is “the process of unleashing the energy of others toward worthy goals.” Transit supervisors and managers must learn to be leaders in an environment that is becoming more volatile, uncertain, complex, ambiguous, and paradoxical (VUCAP). In this interactive session, we discuss the latest research on the top ten leadership skills every supervisor and manager needs to become effective leaders in today’s VUCAP climate. Data from 1,019 transit leaders, with their practical transportation experience, provides insight on how to: fully engage staff, boost retention, motivate diverse teams and ensure fair feedback. Participants will also learn how to lead across generations and how to ask the four simple questions for excellent decision-making.

**Moderator**

Lisa Rheinheimer, Monterey-Salinas Transit

**Panelists**

Kelly Halcon, Monterey-Salinas Transit

David Jensen, Author, Executive’s Paradox

**Thursday, November 14**

**3:00 PM – 4:30 PM**

**AVs...The Next Labor Disruptor (interactive)**

Transit agencies are poised to reap many benefits by implementing autonomous vehicle technology, but numerous barriers to implementation exist. Chief among the numerous barriers are those related to labor relations. Labor concerns are not limited to full automation. Rather, partial automation – which is ready for immediate implementation – likewise presents labor concerns that need to be rationalized. During this interactive session, our panel will explore the impacts of autonomous vehicle technology on the transit industry and potential solutions to navigate these challenges. Participants will also learn how to prepare for the introduction of automation and what steps should be taken now to future-proof their properties.

**Moderator**

Sasha Pejcic, Stantec

**Panelists**

Kelley Coyner, Stantec

Josipa Petrunic, CUTRIC
MARKETING & COMMUNICATIONS

(continued)

THURSDAY, NOVEMBER 14
3:00 PM – 4:30 PM

The Internal Customer Experience
Workers who are focused on serving one another create a company culture that’s enjoyable and productive. What can we do to strengthen engagement and morale among employees? What special considerations are involved when it comes to contractors? How can you foster a culture that focuses on internal customers? Come to this session to find out.

MODERATOR
Andrea West, Orange County Transportation Authority

PANELISTS
Kelly Halcon, Monterey-Salinas Transit
Janice Kuhn, Omnitrans
Kevin Parks McDonald, Foothill Transit
Brittney B. Sowell, SunLine Transit Agency

OPERATIONS

WEDNESDAY, NOVEMBER 13
11:00 AM – 12:30 PM

California Microtransit Projects
Microtransit is considered an innovative mobility option and microtransit pilot programs are being launched from coast to coast. We’ll explore if this service lives up to the hype and why it is not a “one-size-fits-all” solution. Our panel of microtransit expert innovators will discuss how the benefits justify the expense, and different options for providing microtransit on-demand service. Join us and learn about the different service models, successes and challenges from innovative transit agencies from the Golden State.

MODERATOR
Alva Carrasco, WSP USA Inc.

PANELISTS
Rashidi Barnes, First Transit Group
Johnny Dunning, Orange County Transportation Authority
Joshua Fogelson, LADOT
Toan Tran, San Joaquin Regional Transit District
Christy Wegener, SamTrans

WEDNESDAY, NOVEMBER 13
1:45 PM – 3:15 PM

ZEB Effects on Operations
As California transit agencies move toward full ZEB deployment, they will face operational considerations in addition to the anticipated infrastructure and maintenance impacts. This session will be a conversation with early adopters of ZEB technology that focuses on those operational aspects of delivering service with ZEBs.

MODERATOR
Julie Espy, Orange County Transportation Authority

PANELISTS
Rashidi Barnes, First Transit Group
Johnny Dunning, Orange County Transportation Authority
Joshua Fogelson, LADOT
Toan Tran, San Joaquin Regional Transit District
Christy Wegener, SamTrans

THURSDAY, NOVEMBER 14
3:00 PM – 4:30 PM

Getting Real About Recruiting Bus Operators

Currently there is an epidemic of bus driver shortages within the public transportation industry. This chronic shortage is affecting the efficiency and quality of service provided by U.S. transit agencies. Facing lower unemployment rates, a robust economy, and competition from TNCs, schools, and other major employers, we have many hurdles to overcome.

This world-café style interactive session will feature industry stories and facilitated collaborative dialogue, idea synthesis, shared best practices, and recommendations.

FACILITATOR
Julie Espy, Orange County Transportation Authority
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REGISTER TODAY AND SAVE $50!
Last day to save is October 18. Don’t wait! Register now. caltransit.org/caltransit54

REGISTER FEES

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ADDITIONAL FEES
Small Operators Program and Awards Breakfast:
$40 Member, $50 Non-Member

TAKE ADVANTAGE OF ONE-STOP ACCESS.
Conference registration includes access to all educational sessions, networking, meals, and receptions.

WHO SHOULD ATTEND?
The conference is designed for transit organizations of all sizes and for industry professionals of all levels, including general managers, maintenance professionals, financial and operations managers, information technology administrators, marketing managers, planners, human resources managers, legislative affairs managers, business members, and activists.

Register today by visiting: caltransit.org/caltransit54