Thank You to Our Sponsors

CalACT expresses its appreciation to the Sponsors who generously support the 2009 25th Anniversary Spring Conference & EXPO.

CONFERENCE GIVE AWAY
HBSS

CONFERENCE PROGRAM & SIGN DESIGN
Moore & Associates

LANYARDS
Sure-Lok

SPECIAL EVENTS

LUAU DINNER
First Transit

EXPO RECEPTION
Veolia Transportation

EXPO PASSPORT PRIZE
StrataGen Systems

EXPO GRAND PRIZE
Mobilitat Software

Q’STRAINT ANNUAL NATIONAL TRAINING SCHOLARSHIP
Q’Straint

PROFESSIONAL DEVELOPMENT SESSIONS
Caltrans
Community Transportation Association of America
Federal Transit Administration
North Dakota State University
- Small Urban & Rural Transit Center
University of Pacific
- Paratransit & Transit Certificate Program

TUESDAY BREAKFAST
RouteMatch

TUESDAY LUNCH
Creative Bus Sales

TUESDAY BREAK
Halsey King & Associates

EXPO COCKTAILS
Altro TransFlor
A-Z Bus Sales
Braun Corporation
Bus West
HBSS
NonProfits United
Transportation Concepts
TransTrack Systems
Veolia Transportation

WEDNESDAY BREAKFAST
Non-Profits United

WEDNESDAY AWARDS LUNCH
MV Transportation

WEDNESDAY BREAK
TransTrack Systems

THURSDAY BREAKFAST
Q’Straint
Monday, March 16, 2009

11:30 a.m. - 12:55 p.m.
(Location) Ventana Room
RTAP Advisory Committee Meeting

1:00 p.m. - 3:45 p.m.
(Location) Ventana Room
CalACT Board Meeting

2:00 p.m. - 5:00 p.m.
(Location) La Jolla Room
Registration

4:00 p.m. – 5:30 p.m.
(Location) Ventana Room
Professional Development Committee

7:00 p.m. – 9:00 p.m.
(Location) Pacific Beach Recreation Center
Basketball

Tuesday, March 17, 2009

8:00 a.m. – 5:00 p.m.
(Location) La Jolla Room
Registration

8:00 a.m. — 8:45 a.m.
(Location) Bay ED
Continental Breakfast
Sponsored by RouteMatch

8:30 a.m. — 9:00 a.m.
(Location) Bay ED
Welcome and Opening Remarks
Remarks:
George Sparks, CalACT Chair
San Diego Association of Governments
San Diego Metropolitan Transit System

Speaker:
Sharon Scherzinger, Chief
Division of Mass Transportation

9:40 a.m. — 10:20 a.m.
Keynote Opening

Mr. Marsico will share his perspective on the current status of community and public transportation in the United States. He will also share his ideas on how to weather the storm of the current economic crisis while preparing for the next twenty years.

Keynote Speaker:
Dale Marsico, Executive Director
Community Transportation Association of America (CTAA)

BASKETBALL
Join your colleagues for a friendly game of basketball on Monday evening, March 16 from 7:00 p.m. to 9:00 p.m. The game will be held at Pacific Beach Recreation Center, 1405 Diamond Street, San Diego.

If you would like a ride to the Recreation Center please meet in the Bahia lobby at 6:30 p.m.

KEYNOTE OPENING
March 17, 2009

Dale Marsico,
CTAA Executive Director

Dale J. Marsico became Executive Director of the Community Transportation Association of America in November of 1996. During his time with the Association, he has worked to broaden support for community and public transportation by reaching out to those who already understand the need for a strong national commitment to mobility and those who need a new understanding and appreciation of the potential transit provides for all Americans.

Prior to coming to the Community Transportation Association, Dale worked in Texas and helped found the Brazos Transit System, where he played an early and active role in several innovative programs like the development of Town Center in the Woodlands. Additionally he worked on the establishment of innovative partnerships to extend health care and transportation in rural communities.
Tuesday, March 17, 2009

### Breakout Sessions

**10:30 a.m. – 12:00 p.m.**

*(Location) Shell*

**Show Me the Money-Fundraising & Match**

This session will provide new information on fundraising and match opportunities for finding grants that will match your agencies objectives and services.

**Speaker:**
Gary Hegland, Associate Research Fellow, North Dakota State University Upper Great Plains Transportation Institute, SURTC

**Moderator:**
Dan Palumbo, South County Senior Services

**10:30 a.m. – 12:00 p.m.**

*(Location) Ventana*

**Fuel Cost Saving Measures**

Learn about many different ways to lower your fuel costs by creating new Partnerships, using technology or purchasing fuel through bulk contracts.

**Speakers:**
Dale Marsico, Community Transportation Association of America; Marc Ellison, Intermotive; Craig Bilderback, Veolia Transportation; John Lewis, Oldcastle Precast/ConVault; Arun Prem, Access Services, Derek Turbide, Clean Energy

**Moderator:**
Mark Wall, Lake County Transit

**10:30 a.m. – 12:00 p.m.**

*(Location) Del Mar*

**Non-Traditional Approaches to Transportation**

This session will showcase an array of initiatives providers are using to manage costs and improve service. Speakers will discuss partnerships and contracts they have with Adult Day Health Centers, Universities and other community organizations.

**Speakers:**
Janet Davis, Veoila Transportation; Phil McGuire, Paratransit, Inc.; Dana Wiemiller, Orange County Transportation Authority; Larry Pardi, Arcata & Mad River Transit

**Moderator:**
George Sparks, Pomona Valley Transportation Authority

**10:30 a.m. – 12:00 p.m.**

*(Location) Marina*

**ADA Cost Saving Measures**

During the current economy, saving money on ADA services is a necessity to keep services in the community. Speakers will share several methods they have used to cut ADA service costs in their agency.

**Speakers:**
Craig Puckett, American Logistics; Patrick Sampson, Orange County Transportation Authority; Richard Weiner, Nelson/Nygaard

**Moderator:**
Stuart Crust, American Logistics

**12:05 p.m. – 1:20 p.m.**

*(Location) Bay ED*

**Anniversary Lunch Celebration**

Sponsored by: Creative Bus Sales

Reflecting on the Past, Preparing for the Future

Enjoy lunch while reflecting on CalACT’s past and hearing from guest speakers about the future of CalACT and transportation in California.

**Speakers:**
Mystery Guests

**Moderators:**
Dennis Guinaw, CalACT Lifetime Member & Mark Wall, Lake Transit
Tuesday, March 17, 2009  

Breakout Sessions

1:30 p.m. – 3:00 p.m.
(Location) Shell
Continuing Session.
Speaker:
Moderator:

Show Me the Money-Fundraising & Match

Gary Hegland, Associate Research Fellow, North Dakota State University
Dan Palumbo, South County Senior Services

1:30 p.m. – 3:00 p.m.
(Location) Del Mar
This session will help you determine if your agency is ready for web-based technology and how to implement Google transit and other mobility management technology.

Using the Web to Enhance Customer Service

Speakers:
Aaron Antrim, Trillium Solutions; Karen Burkhardt, Mobilitat; Sue Crowe, Shasta County RTPA; Kimberly Gayle, Caltrans; Linda Rhine, Nelson Nygaard

Moderator:

1:30 p.m. – 3:00 p.m.
(Location) Ventana
Learn techniques, tools and employment regulations that will assist you in finding the right employee for your organization.

Hiring Good Employees

Speaker:
Thomas Brierton, University of the Pacific

Moderator:
Peter Johnson, University of the Pacific

1:30 p.m. – 5:00 p.m.
(Location) Marina
Hear about the new FTA assessment process and planning template to help prepare your agency for security threats and emergencies.

Security and Emergency Preparedness

Speakers:
Ream Lazaro, Revacast Corporation; Jeff Webster, Fresno County Rural Transit

Moderator:
Peter Johnson, University of the Pacific

FEATURED SPEAKER

Ream Lazaro
FTA & CTAA Trainer

Mr. Lazaro has worked in bus and rail public transit for thirty years. Ream is presently a Senior Consultant with Boyd, Caton & Grant Transportation Group, Inc (BCG). In that capacity he is actively involved with the development and delivery of the re-energized and re-engineered FTA Transit Bus Safety and Security Program. He spent twelve years managing safety, security, skills training and leadership development in bus and rail public transit operations located in Washington D.C., New Jersey and Utah. He is an instructor that delivers security awareness training courses for the National Transit Institute and for the Community Transportation Association of America.
Tuesday, March 17, 2009  Breakout Sessions

3:00 p.m. – 3:20 p.m.  
*Afternoon Break*  
(Location) Del Mar Patio  
Sponsored by Halsey King

3:20 p.m. – 4:55 p.m.  
*Partnerships That Work*  
(Location) Shell  
Partnerships can help your agency leverage services, enhance current transportation services and find new funding for your agency. Hear about successful partnerships from three different agencies.

**Speakers:** Terry Bassett, Yolo County Transportation District; Cindy Dahlgren, Central Contra Costa Transportation Authority; Kevin Kane, Victor Valley Transit Authority  
**Moderator:** Chip Hazen, Los Angeles County Metropolitan Transit Agency

3:20 p.m. - 4:55 p.m.  
*Caltrans Federal Grant Programs*  
(Location) Del Mar  
Hear about the federal 5310, 5311, 5316 and 5317 federal grant programs and application process.

**Speakers:** Cindy Chivareni, Caltrans; Kimberly Gayle, Caltrans; James Ogbonna, Caltrans  
**Moderator:** Kimberly Gayle, Caltrans

3:20 p.m.- 4:55 p.m.  
*Firing Employees-The Legal Basics*  
(Location) Ventana  
Learn how to effectively discipline and fire employees within the legal limits.

**Speaker:** Thomas Brierton, University of the Pacific  
**Moderator:** Peter Johnson, University of the Pacific

5:00 p.m. – 6:00 p.m.  
*Caltrans Procurement and DBE Requirements*  
(Location) Del Mar  
Hear about the new procurement and DBE requirements for Caltrans federal and state grants.

**Speakers:** Kimberly Gayle, Caltrans; Chuck Gunter, Caltrans; Robert Jackson, Caltrans  
**Moderator:** James Ogbonna, Caltrans

5:00 p.m. – 6:00 p.m.  
*Regional Center Partnerships Roundtable*  
(Location) Ventana  
Hear about successful partnerships with Regional Centers and discuss how you can build relationships with Centers in your region.

**Speakers:** Kevin Kane, Victor Valley Transit Authority; Frances Jacobs, Eastern Los Angeles Regional Center; Dana Weimiller, Orange County Transportation Authority  
**Moderator:** George Sparks, Pomona Valley Transportation Authority

6:15 p.m. – 7:30 p.m.  
*EXPO Reception*  
(Location) Pavilion  
Sponsored by Veolia Transportation


Get your ticket stamped by the Sponsor and receive a free cocktail.
Wednesday, March 18, 2009

Breakout Sessions

8:00 a.m. – 5:00 p.m.  Registration
(Location) La Jolla Room

7:45 a.m. — 8:30 a.m.  Continental Breakfast
Sponsored by Non-Profits
United Vehicle Insurance Pool
(Location) Mission ABC

8:30 a.m. — 10:00 a.m.  Maintaining Service in a Tough Economy
(Location) Del Mar
Learn how transit managers have cut costs and some services in order to maintain core transportation services in your region.

Speakers:  Charlie Anderson, Western Contra Costa Transit Authority; Beth McCormick, Orange County Transit Authority; Sandra Showalter, Veolia Transportation; Mark Wall, Lake Transit

Moderator: Stefan Marks, Veolia Transportation

8:30 a.m. — 10:00 a.m.  Stimulus Bill Review & Implementation
(Location) Shell
The American Recovery and Reinvestment Act (ARRA) was passed and signed by President Obama in February 2009. FTA and Caltrans will explain how the stimulus funds will be disseminated in California.

Speakers:  Leslie Rogers, Federal Transit Administration; Sharon Scherzinger, Caltrans

Moderator: Kimberly Gayle, Caltrans

8:30 a.m. — 10:00 a.m.  Creating a Volunteer Transportation Program
(Location) Ventana
This session will cover all the basics for starting a volunteer transportation program in your agency. Speakers will tell you about several successful volunteer programs.

Speakers:  Dennis Studebaker, NonProfits United; Don Martin, NonProfits United; Marilyn Greenblatt, Rides and Smiles

Moderator: Don Martin, NonProfits United

10:15 a.m. – 12:00 a.m.  Special Keynote Address
(Location) Bay ED
Mr. Gaebler will share his views on how to survive the current financial crisis and adversity facing transportation and government today. Most importantly, he will tell us how to build enthusiasm and generate public support for a change in government that will sustain transportation in California.

Speaker:  Ted Gaebler, City Manager of Rancho Cordova and Author of the book, "Reinventing Government"

12:00 p.m. – 1:25 p.m.  CalACT Awards Lunch
Sponsored by MV Transportation
(Location) Mission ABC
Recognition of outstanding CalACT members providing excellent transportation services in California.

Master of Ceremonies:  Mark Wall, Lake Transit
George Sparks, Pomona Valley Transportation Authority

SPECIAL KEYNOTE

Ted Gaebler
City of Rancho Cordova

Ted Gaebler has served as Rancho Cordova City Manager since October 1, 2003. He has spent more than 25 years as an appointed government official in California, Oregon, Ohio, Maryland and Pennsylvania. He is a former City Manager of the California cities, East Palo Alto, San Rafael and Visalia, and a former County Executive Officer of Nevada County, California. Mr. Gaebler has been an advocate for pragmatic internally driven change in governments, including decentralizing authority, cutting management layers, and building public-private partnerships—all toward the goal of creating governments citizens are proud to be a part of. He is also the co-author of the book “Reinventing Government” which became an international bestseller about transforming governments from outdated, bureaucratic organizations, to flexible, customer-focused organizations.
Wednesday, March 18, 2009

Breakout Sessions

1:30 p.m. — 3:00 p.m.  Mobility Management Centers
(Location) Del Mar
Speakers from mobility management programs in the United States will share information on their mobility management centers.

   Speakers:
   - Kim Adair, Padukah Transit;
   - Phil Anderson, LIFT;
   - Max Calder, FACT;
   - Tom Hicks, Monterey Salinas Transit;
   - Himanshu Bhatnagar, HBSS

   Moderator:
   - Arun Prem, Access Services

1:30 p.m. – 3:00 p.m.  Recruiting Interns/New Employees
(Location) Ventana
Learn about successful internship and recruitment programs from industry professionals.

   Speakers:
   - Donna DeMartino, San Joaquin Regional Transit District;
   - Chris Hatfield, Caltrans;
   - Anne Louise Rice, SamTrans;
   - Jason Scheidel, AECOM

   Moderator:
   - Anne Louise Rice, SamTrans

1:30 p.m. – 3:00 p.m.  Partnering with Greyhound
(Location) Shell
Learn how to create linkages and interlining agreements with Greyhound to enhance Intercity services in California.

   Speakers:
   - Fred Lenhart, Caltrans;
   - Tim Lukes, Greyhound;
   - Randy Isaacs, Greyhound

   Moderator:
   - Larry Pardi, Arcata & Mad River Transit

3:00 p.m. – 3:15 p.m.  Afternoon Break
(Location) Pavilion

3:00 p.m. – 6:00 p.m.  EXPO
(Location) Pavilion
Visit the vendors at the trade show to learn about their products and complete your EXPO passport. All attendees completing their passport will receive clues to finding the pot of gold and win prizes.

6:15 p.m. – 10:30 p.m.  LUAU Dinner & Entertainment
(Location) Mission ABC
Join us on Wednesday evening for a Luau. Enjoy dinner, music and entertainment by Pride of Polynesia. Luau is open to everyone after 7:30 p.m. Tickets are required for dinner.

LUAU

Pride of Polynesia
Sponsored by First Transit

Enjoy dinner, music and entertainment. Dinner starts at 6:15 p.m. Entertainment starts at 7:30 p.m.
Thursday, March 19, 2009

8:30 a.m. – 11:00 a.m.  Registration
(Location) LaJolla Room

8:30 a.m. – 9:45 a.m.  Breakfast Buffet
(Location) Bay ED
Sponsored by Q’Straint

8:45 a.m. – 9:00 a.m.  Q’Straint Annual National Training Scholarship Drawing
(Location) Bay ED

9:00 a.m. – 9:45 a.m.  Legislative Policy Update
(Location) Bay ED
Hear about current state legislation that affects transportation providers in California.
Speaker: Steve Wallauch, Suter, Corbet & Wallauch

9:30 a.m. – 5:00 p.m.  Special Session
(Location) Bahia Belle One
Cost Allocation Training
Speaker: Rich Garrity, RLS & Associates

10:00 a.m. – 11:25 a.m.  Maintenance 101
(Location) Pacific
Learn new tools and skills to help you manage your maintenance programs.
Speakers: Fernando Ayala, First Transit; Craig Bilderback, Veolia Transportation; Tony Chivaria, Orange County Transportation Authority; Halsey King, Halsey King & Associates
Moderator: Tim McGowan, First Transit

10:00 a.m. – 11:25 a.m.  ADA Amendments Act and Case Law
(Location) Ventana
Hear about the recent changes in ADA law and how those changes will affect your employment practices.
Speaker: Jim Weisman, United Spinal Association
Moderator: Pat Piras, Pat Piras Consulting

10:00 a.m. – 11:25 a.m.  Caltrans State Program Updates
(Location) Shell
Caltrans staff will provide information and updates on Proposition 1B, AB32 and SB375.
Speakers: Susan Harrington, Caltrans; Wendy Johnson, Caltrans; Jila Priebe, Caltrans
Moderator: Susan Harrington, Caltrans

FEATURED SPEAKER

Jim Weisman
United Spinal Association

Mr. Weisman is the General Counsel for United Spinal Association, where he provides legal assistance to the Association. His experiences with accessible mass transit systems opened doors as a key negotiator with members of Congress in drafting and supporting the passage of the Americans with Disabilities Act (ADA). The transportation provisions of the ADA are based on the Settlement Agreements in New York and Philadelphia. In 1991, he was appointed to the U.S. Department of Transportation’s Advisory Committee to promulgate a regulation implementing the ADA. He was also appointed by Governor Cuomo to a task force whose mandate is insuring New York State’s compliance with the ADA. In July 1995, he became a founding member of the Board of Directors of the American Association of People with Disabilities and in 2003 was elected Chairman of the Board for two years. In 1994, he was presented with the Governor’s Advocacy Award by Mario Cuomo for his Americans with Disabilities Act efforts. He has also served on the Architectural and Transportation Barriers Compliance Board (Access Board).
Thursday, March 19, 2009

Breakout Sessions

11:30 a.m. – 1:00 p.m.  Technology Tools for the Maintenance Manager
(Location) Pacific
Technology can assist your maintenance staff in tracking repairs and scheduled maintenance. Speakers will present several tracking tools for fleet maintenance.

Speakers:  John Calame, MV Transportation; Dave Holland, Mentor Engineering, Rick Streiff, Access Services
Moderator:  Halsey King, Halsey King & Associates

11:30 a.m. – 1:00 p.m.  ADA Service Issues
(Location) Ventana
Discussion on current regulations proposed by DOT, DOJ and the Access Board.

Speakers:  Jim Weisman, United Spinal Association; Pat Piras, Pat Piras Consulting
Moderator:  Chip Hazen, Los Angeles County Metropolitan Transit Authority

11:30 a.m. – 1:00 p.m.  Integrating Transportation Travel
Information (511) with 211
(Location) Shell
Learn how California agencies have integrated a 211 program with trip planner software or 511.

Speakers:  Tom Hicks, Monterey Salinas Transit
Moderator:  Kimberly Gayle, Monterey Salinas Transit

CalACT 25 Year Members

CalACT would like to express its appreciation to our members for their years of support and membership, it is greatly appreciated.

Agencies
City of Visalia
Community Transportation Agency, Inc.
Eastern Contra Costa Transportation Authority
Eastern Sierra Transit Authority
Fresno County Economic Opportunities Commission
Fresno County Rural Transit Agency
Mendocino Transportation Authority
Metropolitan Transportation Commission
Orange County Transportation Authority
Paratransit, Inc.
Paratransit Services
United Christian Centers
Western Contra Costa Transit Authority
Yuba- Sutter Transit

Individuals
Charlie Anderson
Bill Brashears
Cindy Dahlgren
Linda Deavens
Bill Durant
June Gilmore
Chris Hatfield
Clay Kempf
Jon Monson
Pat Piras
George Sparks
Mary Steinert
Mark Wall
Jeff Webster
## EXPO Vendor List

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<th>Booth No.</th>
<th>Vendor</th>
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<td>Paratransit, Inc.</td>
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<td>Apollo Video Technology</td>
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<td>Radio Engineering Industries</td>
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<td>A-Z Bus Sales</td>
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<td>Creative Bus Sales</td>
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The layout of the EXPO vendor list is as follows:

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  41           42           43
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Exit: 43
## CalACT Conference Schedule at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
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<tbody>
<tr>
<td><strong>TUESDAY</strong></td>
<td><strong>8:30 A.M.</strong></td>
<td>Opening Session</td>
<td>Dale Marsico</td>
<td>Bay ED Room</td>
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<td><strong>10:30 A.M.</strong></td>
<td>Show Me the Money</td>
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<td><strong>10:30 A.M.</strong></td>
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<td>Security &amp; Emergency Preparedness</td>
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<td><strong>5:00 P.M.</strong></td>
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<tr>
<td><strong>WEDNESDAY</strong></td>
<td><strong>8:30 A.M.</strong></td>
<td>Stimulus Bill Review</td>
<td>Shell Room</td>
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<td></td>
<td>Volunteer Transportation</td>
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<td></td>
<td>Maintaining Service in a Tough Economy</td>
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<tr>
<td><strong>10:30 A.M.</strong></td>
<td>Ted Gaebler</td>
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<tr>
<td><strong>NOON</strong></td>
<td>CalACT Awards Lunch</td>
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<tr>
<td><strong>WEDNESDAY</strong></td>
<td><strong>1:30 P.M.</strong></td>
<td>Partnering with Greyhound</td>
<td>Shell Room</td>
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<td></td>
<td>Recruiting Interns/New Employees</td>
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<td>Mobility Mgmt Centers</td>
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<tr>
<td><strong>WEDNESDAY</strong></td>
<td><strong>3:00 P.M.</strong></td>
<td>EXPO Trade Show</td>
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<td>Pavillion</td>
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<tr>
<td><strong>THURSDAY</strong></td>
<td><strong>8:30 A.M.</strong></td>
<td>Breakfast</td>
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<td>Transit Policy Update</td>
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<td><strong>10:00 A.M.</strong></td>
<td>Caltrans: State Programs</td>
<td>Shell Room</td>
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<td></td>
<td>ADA Amendments &amp; Case Law</td>
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<td><strong>10:00 A.M.</strong></td>
<td>Cost Allocation</td>
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<td><strong>11:30 A.M.</strong></td>
<td>Integrating 511 with 211</td>
<td>Shell Room</td>
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<td></td>
<td>ADA Service Issues</td>
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<td><strong>11:30 A.M.</strong></td>
<td>Cost Allocation</td>
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**Conference Key**

- Partnerships/Technology
- Management
- Operations
- Special Sessions