

2022

*Calact*

AUTUMN  
CONFERENCE  
& EXPO

NOV. 01- 04  
SANTA ROSA - CA



**Conference Host**  
Sonoma County Transit

**Conference Hotel**  
The Conference Hotel is the Hyatt Regency Sonoma Wine Country located at 170 Railroad Drive, Santa Rosa, CA 95401. The telephone number is 707-284-1234.

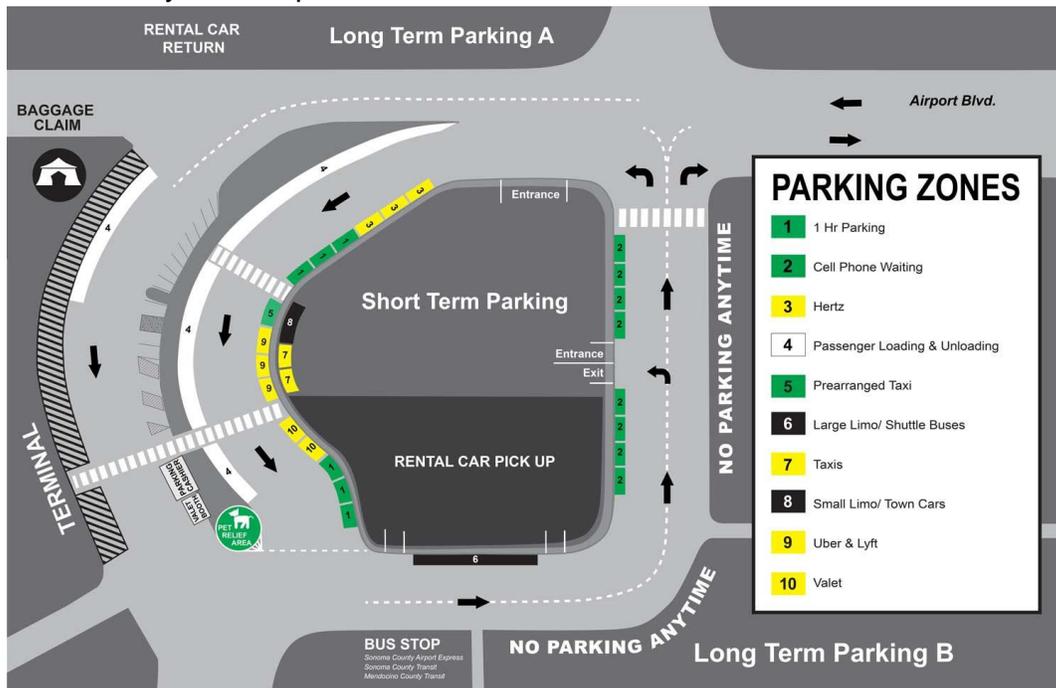
**Transportation**

**Public Transportation**

From Charles M. Schulz Sonoma County Airport (STS) walk to the Airport bus stop and embark on Route 62 towards Downtown Santa Rosa. Depart at the Santa Rosa Transit Mall. From there, use your Maps App to walk to your destination using 3<sup>rd</sup> Street to 170 Railroad Drive, Santa Rosa, which is approximately half a mile from the transit center.

**Private Transportation**

Uber and Lyft both operate out of STS. Taxi service is also available at the Airport.



**Parking**

For the purposes of this event, the Hyatt Regency Sonoma Wine Country has waived daily parking fees.

## Thank You to Our Sponsors

CALACT expresses its appreciation to the Sponsors who generously support the 2022 Autumn Conference & Expo

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Transdev

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### Special Events

Evening Event	Transdev
Opening Session & Keynote	Creative Bus Sales
Golf Lunch	Decals by Design
Golf Drinks	United Safety & Survivability Corp
Hospitality Suite	Capitol GCS

### Conference Items

Hotel Key Card	First Transit
Lanyards	BYD Motors
Name Badges	Connexionz

### Conference Breakfast, Lunches & Breaks

Thursday Bus Show Lunch	A-Z Bus Sales & Lightning eMotors
Thursday Break	RO Bus Sales
Welcome Reception	WAVE

### Conference Professional Development Sessions

Caltrans  
Nelson/Nygaard  
RLS & Associates  
KJ Backpack  
University of the Pacific  
Truckers Against Trafficking  
Accessible Avenue  
CTAA

**Registration Desk Hours:**

Tuesday, November 1st

12:00 PM-5:00 PM

Wednesday, November 2nd

7:30 AM-12:00 PM; 1:00 PM-5:00 PM

Thursday, November 3rd

7:30 AM-12:30 PM; 2:30 PM-5:00 PM

Friday, November 4th

8:00 AM-10:00 AM

**CALACT Conference Agenda**

**Monday, October 31<sup>st</sup>, 2022**

**12:00 p.m. CALACT Board Meeting – Off-site**

**Tuesday, November 1st, 2022**

**9:00 a.m.**

**ZEB Lessons Learned So Far**

We have come a long way and we still have a way to go! Hear from experienced agencies who have "electrified" and want to share their journey with you on the good, the bad and the ugly, to help you navigate the challenges of zero-emission vehicles. This session is a must for those who are thinking about or planning to go ZEB in the future.

**9:00 a.m.**

**FTA 101**

Are you having trouble learning all the Federal Transit Administration regulations for your transit operations? If so, this session will provide a high-level overview of all the federal regulations that you must understand and comply with if you receive any federal funds to provide transit services. Some of the regulations covered will be charter regulations, procurement, civil rights, safety plans and more.

**1:00 P.M.**

**Recruiting & Retaining A Sustainable Driver Workforce**

Drivers are the front-line representatives for your agency, so what can transit leaders do to address the current driver shortage? Organizational awareness, executive support, and effective employee relations are critical factors impacting your service and are key in any effort to address driver shortages.

There's a direct correlation between the effort and attention that's put into all aspects of employee retention and the need for driver recruitment. Throughout this interactive half-day session, you'll learn about all aspects of driver recruitment and retention with the focus on building a sustainable driver workforce that engages the

best people with the right attitude, which ultimately leads to job satisfaction and reduces employee turnover. You will gain the necessary tools to develop a working plan that outlines tasks and action items focused on developing and maintaining a successful driver recruitment and retention program.

**12:00 p.m.**

**Golf Tournament at Foxtail Golf Course**

Don't miss out on the CALACT 2022 Fall Conference Golf outing at Foxtail Golf Club on Tuesday, November 1, 2022. The event includes a boxed lunch sponsored by Decals By Design and beverages sponsored by USSC. The first tee time is 12:00 PM with available times until 1:30 PM. Register for the event through the conference registration page link and for any questions about the event, please contact Dan (dan@calact.org) or Joe (joe@mbtabus.com).

**3:00 p.m.**

**RTAP Advisory Committee Meeting**

**3:00 p.m.**

**Registration Opens**

**6:00 p.m.**

**Welcome Reception, sponsored by WAVE ITP**

Join CALACT and WAVE ITP to kick off the conference with libations, light fare, and a welcome to remember in Sonoma's Wine County.

**Wednesday, November 2nd, 2022**

**7:30 a.m.**

**Registration Open**

**7:30 a.m.**

**Continental Breakfast**

**8:30 a.m.**

**Welcome Session  
Speakers:**

**8:45 a.m.**

**Keynote Speaker: TBD**

**10:00 a.m.**

**Break**

**10:00 a.m.**

**Plenary: Human Trafficking & Public Transit**

Human Trafficking is modern-day slavery. An estimated 40 million women, men, girls and boys worldwide are exploited for commercial sex or forced labor. Traffickers take advantage of transit for their illicit activities, using transit centers or bus stops as locations to recruit or move their victims. Victims also rely on transit as a means of escape. Public transit employees may be coming into contact with victims of human trafficking during the course of their everyday jobs so it's essential that they know what to look for and how to report it effectively. Likewise, victims interact with public transit, buses, trains, bus/transit shelters, and stations, which are important places to post information about human trafficking so victims can learn about the resources out there to support them. This session will provide basic information about human trafficking and its intersections with transit. Attendees will hear directly from a survivor of human trafficking about her experience being trafficked – including how public transit was used during her exploitation and exit – and learn how to take a victim-centered approach in their interactions with potential victims. This session will

conclude by offering free industry-specific materials for transit supervisors to take back with them to launch or augment an anti-trafficking campaign at their agency.

**11:45 a.m. Break**

**12:00 p.m. Networking Luncheon**

**1:00 p.m. How New Technology Can Ease Pressure on Transit and Paratransit Staff: Introducing Mobile Apps, Online Services, and New Technology**

Different transit and paratransit systems are considering launching (or have already launched) mobile applications, online services, or other new technologies that are designed to make the systems easier for riders to use and at the same time take some pressure off transit staff (such as call center or reservationist personnel).

In this session, agencies will present the impact that has been realized following the introduction of new technologies. Topics to be discussed include:

Access Services, Los Angeles, will discuss the launch of its first mobile phone application and online trip reservation service, and how the introduction of these services resulted in not only a customer service improvement but also a reduction in the volume of calls being received by Access' call center staff.

County Connection will discuss the launch of their mobile trip notification and "where is my ride" feature. They will discuss how Call notification, reduced the number of calls to the call center, enabling minimal staff, especially during COVID. They will discuss ways in which a vulnerable population has been cared for through this app and how long calls to the call center have been avoided. Technology has also reduced calls to the driver, promoting safety and allowing the dispatcher to work on other efficient means to keep service moving. Lastly, technology has allowed agencies to minimize staff thus providing attention to train existing staff and offer comparable wages.

Marin Transit will discuss several technological innovations developed and launched to improve the customer experience for their Marin Access suite of programs and services including a centralized eligibility database, a web-based booking, and fare payment platform, and the use of different platforms to deliver on-demand microtransit services. Lessons learned and impacted for both the rider and agency will be shared.

**1:00 p.m. Leading in a Post-Pandemic World**

Changes in organizations are inevitable. However, the impact that technology resulting from the Pandemic has had on interacting with each other over the past two years has led to creating new ways of building, communicating, and leading teams.

As organizations struggle to hire quality employees, more and more workers want flexibility in where and how they do their jobs, while managers need to make sure goals are being met. For transit organizations to be successful in the future, they will need to learn some of the great lessons experienced over the past two years and strategically apply better leadership and technology tools to help them manage their

teams in this new age of work.

Join Peter Johnson as he discusses how to be an effective leader in the post Pandemic world. Specific topics include:

- Understanding what employees need from their leaders and how to harness that to create stronger teams
- Setting performance metrics that allow managers and employees to understand how well employees are meeting their goals
- Keeping your team on track with effective and engaging virtual meetings

**1:00 p.m.**

### **Saving the Best Seat on the Bus: Hiring the Right Operator and Staff During a Shortage**

Please join us for a Roundtable discussion with industry leaders as we discuss overcoming challenges of finding the best bus operators and staff that aren't part of your team to just have a job, but ones that believe in your agency's mission and goals.

Topics for discussion include the right hiring practices when you are desperate to keep buses on the streets, successful marketing campaigns for hiring events, and keeping employees engaged to stay with your agency long term.

**1:00 p.m.**

### **ZEB Bus Safety**

In the electric world, everything is changing, especially safety and repair of electric buses. The requirements of electric buses are very different than anything else we've done before! Come learn what you need to know in this introduction to electric bus safety led by the leaders in the industry!

**2:30 p.m.**

### **Break**

**2:45 p.m.**

### **Paratransit and NEMT: Can commingling really work?**

Commingling is a deceptively simple concept with often outsized promises: do you run an ADA paratransit service in conjunction with a non-ADA demand-response service — anything from traditional dial-a-ride to app-based microtransit — and share resources to improve quality of service and reduce costs? Commingling neither reflects a single operational strategy, nor functions as a cure-all for inefficient paratransit service. So, the question remains: Can it actually work, or are agencies everywhere grappling to get to a utopia that simply doesn't exist?

In this panel, you'll hear from both naysayers and believers as we unpack where and how commingling can work, and the doubts many transit pros have about its long-term viability. Join speakers from transit agencies that commingle non-emergency medical trips, bill Medicaid for trips and the issues around comingled trips.

**2:45 p.m.**

### **Quality and Quantity: Standardizing Statewide Mobility Data with California's GTFS Guidelines**

Within Caltrans, the California Integrated Travel Program (Cal-ITP) is on a quest to improve the quality of public transit data statewide. Since 2020, Cal-ITP has carried out a program to set expectations for data quality, assess compliance with these

expectations and provide assistance to improve data quality.

Caltrans' GTFS Guidelines sets expectations for levels of data quality that Caltrans expects all transit agencies in California to aspire to meet. The GTFS Guidelines are a comprehensive set of expectations of how transit agencies should be publishing their GTFS Schedule and GTFS Realtime data.

In order to assess compliance with the GTFS Guidelines, Cal-ITP catalogs all GTFS data sources from all California transit agencies. Cal-ITP then downloads all GTFS Schedule feeds on a nightly basis and all GTFS real-time feeds every 20 seconds. We use publicly available validation tools and do additional analysis to assess compliance with the GTFS Guidelines. We strive to fully analyze all transit agencies once each year.

To help transit agencies improve their data quality, Cal-ITP is available to provide technical assistance to small agencies that may not have the tools that larger agencies have. Cal-ITP also has been pursuing the production of a low-cost GTFS Real-time hardware and software solution called GRaaS.

This presentation will cover the process of creating the expectations, challenges around assessing compliance with the expectations, and the assistance we have provided.

**2:45 a.m.**

### **Mentoring & Coaching: Lessons Learned from a Lifetime in Transit**

Between the "Great Resignation" and the "Bathtub Effect" (high levels of entry-level and near retirement staff with a dearth of mid-level talent) currently facing the transit sector, it has never been more important to both engage and train tomorrow's leaders. This session examines real-world success and failures in mentoring and coaching within the transit industry. This program will present the lessons learned by three career transit industry veterans, each with more than 35 years' experience. From their earliest days in entry-level positions through the highest positions within the industry, these individuals will share the do's and don'ts of enabling promising employees to further their careers.

Each of the speakers will give a 10-to-15-minute presentation on their experience with coaching / mentoring during their extensive careers. Among the potential talking points are:

1. Critical junctures in their career where a mentor was a key to their decision to stay in transit.
2. An example of a coaching / mentoring approach that yielded outsized benefits. Possible examples include:
  - a. The importance of empowerment at an early stage to engage young employees
  - b. Cross-functional training (Spend a Day and Walk in My Shoes)
  - c. Mentoring via professional organizations such as Latino's in Transit
3. A case where either the lack of coaching / mentoring or poor application of these tools resulted in clear detrimental impacts to the organization they were managing.

After they complete their individual presentations, the panel will engage with the

audience during a Q&A period for the remainder of the session.

**2:45 p.m.**

**Surviving the Supply Chain**

With the unprecedented shortage of parts and new bus lead times increasing, keeping old buses in service is key when getting what you need to make service has changed drastically. Top professionals in this industry will speak about solutions. Parts, buses and money to pay for them, will be the conversation as we find what we need to make service every day!

**3:00 p.m.**

**Exhibitor Move-in**

**4:00 p.m.**

**Exhibitor Meeting**

Exhibitors can meet with CALACT staff on the Expo floor to discuss the Expo, games, and raffles, as well as pick up show materials, with dedicated time to question-and-answer.

**4:00 p.m.**

**Break**

**4:15 p.m.**

**Effective Advisory Committees**

A good community transit advisory board can be an essential resource for creating equity-focused quality improvement efforts to provide user friendly transit services. This session will review the key components for creating a successful advisory board. Speakers will review the recruitment of advisory board members in the community, groups that should be represented on the board, roles, and responsibilities of the advisory board member and goals and outcomes for the committee.

**4:15 p.m.**

**Overwhelmed, Exhausted, Burned-Out...Ready to Quit?**

This session will cover the impact of burnout, fatigue, ongoing stress, and intellectual exhaustion that we as individuals and organizations are struggling with on a daily basis. Participants will be given the opportunity to share their personal experiences with burnout, discuss self-care practices, and share information on new interventions that can promote wellness for themselves and their organizations.

**4:15 p.m.**

**Youth In Transit**

How do we engage youth in transit? As we transform our workforce to the generation of new leaders in the public transit industry, we talk to two people who got their start in public transit management at a young age with a passion to work in the public transit industry as well as how to implement a workforce training program for youth in high school and college and to engage them into the workforce.

**4:15 p.m.**

**Battery Electric Infrastructure**

Are you frustrated with getting the infrastructure for BEB's into your facility? Do you want to solve a problem before you have one? Come to this session that will help you do just that! The top contacts from the largest utility companies in CA will be here to discuss how to navigate the complex world of electrification. We will also hear from the top people in the industry regarding chargers and what to do to help you navigate the charging of your buses in the facility and en route.

**5:30 pm. Fast Break Meetings**

**7:00 p.m. Expo Reception**

Mingle with friends old and new at the Autumn Conference Expo reception where attendees will be offered heavy appetizers and great beverages.

**Thursday, November 3rd, 2022**

**7:30 a.m. Registration**

**7:30 a.m. Breakfast**

**8:00 a.m. Five Communication Strategies That Will Help Your Workforce Thrive Post-Pandemic**

In the not-so-distant past, our work environments were generally cohesive and welcoming, with regular meetings and events that helped hold the team together. However, post-pandemic, a scattered and uncertain workforce is looking to find a new balance and ways to find a meaningful connection. What works now to keep employees engaged and functioning as a team? How can new employees be integrated into an already stressful environment and thrive? Data shows that one of the most significant trends is increased transparency and communication. This session will help you successfully grow and lead seasoned and new employees to thrive in this post-pandemic era.

**8:00 a.m. How to Form a CTSA**

This interactive round table session will discuss how a region can benefit from a Consolidated Transportation Services Agency (CTSA) and the process of forming a new CTSA.

CTSAs can work effectively with transit agencies as well as social services, and connect communities and services through interagency coordination. A CTSA may be able to bring added funding into a region. In some counties, CTSAs provide ADA paratransit services and help transit agencies lower their operating expenses. In a post-Covid environment, the benefits and stakes of coordinating expensive and scarce mobility resources are higher than ever.

CTSA legislation intended for counties to establish CTSAs to foster coordination and promotes shared resources among social service transportation providers. It was also designed to expand and improve the quality of transportation services to underserved low mobility populations such as seniors, veterans, and people with disabilities while achieving cost savings, lower insurance premiums, minimizing duplicative services, and promote efficient use of resources.

This session will walk attendees through the process of forming new CTSA, and share tips and experiences from existing CTSA's on how to leverage CTSAs for improved mobility.

**8:00 a.m.**

### **How to Manage Customer Relationships**

We'll cover the importance of using a Customer Relationship Management (CRM) / tool to understand and retain customers. Many agencies have data about their riders siloed in various systems and third-party tools, call center software, fare payment systems, social media, websites, subscription databases, apps, etc.

A CRM that's tailored to transit can track and combine all of that data in a single hub.

Topics covered:

1. What is a CRM system and why is it valuable?
2. How to build a "Transit CRM" from the ground up
3. Challenges adapting traditional CRMs to public transit
4. Challenges integrating third-party software with a CRM, and how to find vendors who make this easier

**8:00 a.m.**

### **Hydrogen Fuel Cell Bus Infrastructure**

Thinking about fuel cell? You're not alone; more and more transit agencies all over California and the country are making the switch to hydrogen. Come to this session to hear from the leaders in hydrogen stations and learn how this might work for your agency!

**9:15 a.m.**

### **Break**

**9:30 a.m.**

### **Community Engagement & Equitable Outreach**

Engaging your community early is important to solicit feedback on services, and support sales tax measures and funding for transit. Transit agencies need to create an equitable outreach plan that engages users in organizations that reflect the diversity in your community. Soliciting feedback from all community users can help improve transit services, increase access, and inform the community of service changes. In addition, riders and non-riders can help advocate for transit funding with elected officials in their community.

**9:30 a.m.**

### **Growing Tomorrow's Transit Workforce Through Intern Programs**

The demand for transit professionals in all segments of the industry, from maintenance staff to planners to executives, continues to grow as the Boomer generation makes its exit. Finding qualified candidates interested in growing within your agency or firm is more difficult than ever. Internship programs that offer entry-level opportunities for skilled trades and professionals are one way to create the inside track to finding that next hire. Learn what local agencies and firms are doing to beat the competition out for the employees of the future.

**9:30 a.m.**

### **Route Planning and ZEB's: How to Effectively Implement ZEB's While Minimizing Scheduling Impacts**

As more and more agencies begin to implement zero-emission buses and come to know the true limitations of the vehicles, there is the need to ensure that route planning and scheduling incorporate the performance realities of the new fleets.

In this session, we will discuss how agencies have planned service around the implementation of zero-emission buses, including potential changes in staffing requirements, route designs to include fueling layovers (for on-route fueling), and

possible needs for additional vehicles to compensate for reduced operating ranges. While we all expect much of this to be done in the lead up to putting ZEB's on-route, there are still adjustments which need to be made once the transition has occurred and getting those adjustments right is key to a great customer experience.

**9:30 a.m.**

**ZEB 101: Basics of Electricity**

Come to this session to learn all the basics of electricity including definitions, OHMS law, resistance, voltage, current...all the basics! This is a must attend class for anyone from Executive Directors to Technicians or anyone who has an electric future!

**10:45 a.m.**

**Break**

**11:00 a.m.**

**The CALACT/MBTA Purchasing Cooperative Update**

This session will provide an update to the CALACT/MBTA bus procurements and what to expect going forward. We will describe the process that was used to complete a cost analysis to verify and establish revised prices under the force majeure for provision of Contract #20- 01. This session will also outline the steps necessary for establishing fair and reasonable pricing as required by FTA prior to the award of a purchase order, as well as satisfying FTA documentation requirements.

**11:00 a.m.**

**TIRCP**

The FY22 Budget Act added additional funding for the TIRCP program – TIRCP provides funding for transformative rail and transit projects across California. Join us to hear about recent updates to program requirements, the desire for more rural applications in the Program, and tips on preparing successful applications, come one come all.

**11:00 a.m.**

**Bus of the Future Project**

The FAST Act required a review of bus operator workstation design for the purposes of protecting operators from the risk of assaults and reducing blind spots that contribute to accidents involving pedestrians. Assault on bus operators has been increasing. To address these issues in very practical ways, the Bus of the Future project is redesigning the bus operator compartment and developing innovative improvements to promote safety, efficiency, and passenger access. By offering a healthier and safer bus, transit agencies can also address the current operator recruitment and retention crisis.

This work is being funded through a FTA Bus Operator Compartment Program grant awarded to the ITLC in 2020.

**11:00 a.m.**

**ZEB Basics 102: How ZEBs Work**

Take all we learned in 101 and take it to the next level in this session where we take theory and make it move people! This session, led by the best in the business, will inform you of all the components and how they work in an electric or FCE bus. The science behind batteries, controllers, motors, and all of the major components will be explained!

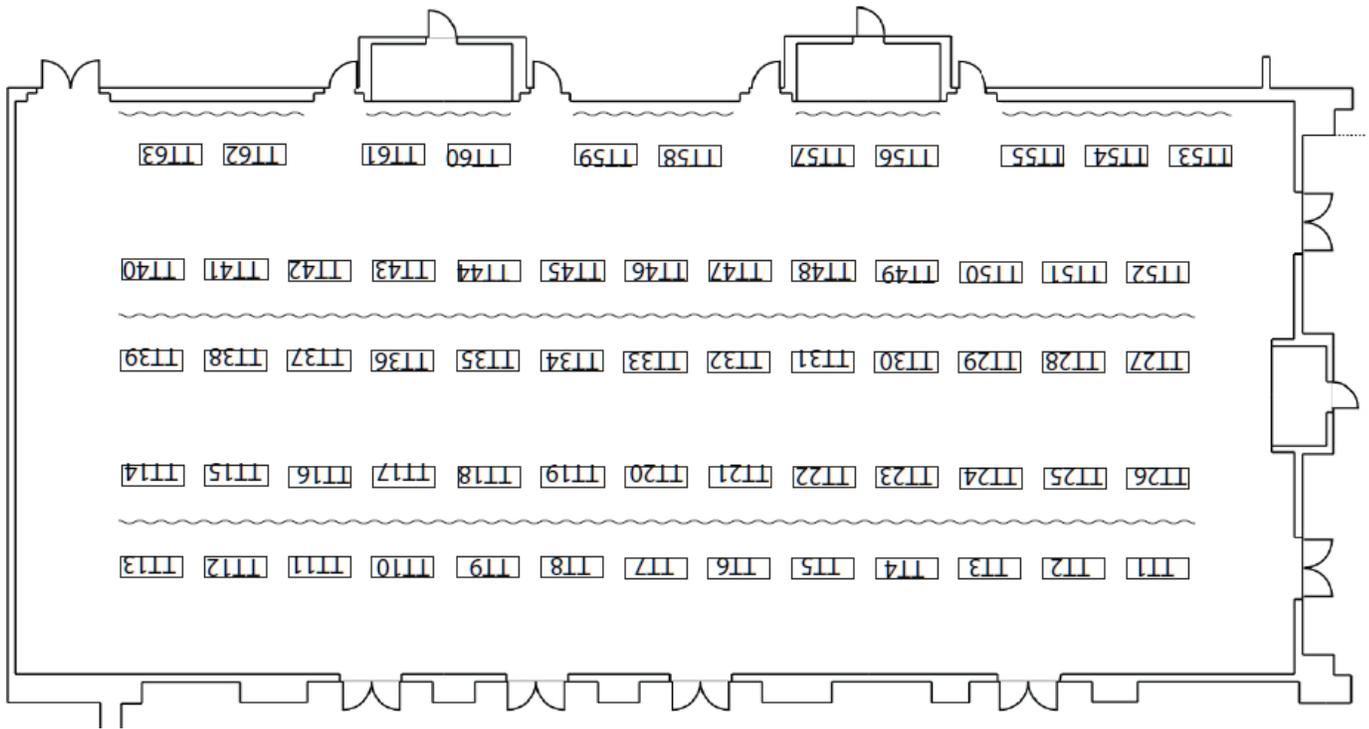
**12:30 p.m.**

**Bus Show Luncheon, Sponsored by A-Z Bus Sales & Lightning eMotors**

Visit the bus dealers and complete your bus cards for a chance at winning prizes.

- 2:30 p.m. Expo**  
See the latest products from vendors. Visit each vendor to qualify to win the grand prize! Prizes will be drawn prior to the plenary session kick-off tomorrow.
- 6:30 p.m. Evening Event**
- Friday, November 4<sup>th</sup>, 2022**
- 8:00 a.m. Registration**
- 8:00 a.m. Breakfast**
- 9:00 a.m. Membership Meeting**  
Join CALACT leaders to learn more about the current state of the Association as well as receive updates on 2022's At-Large Elections.
- 10:00 a.m. State & Federal Programs Update**  
During this closing plenary, come learn from state leaders on the latest happenings across California. Attendees will also receive federal updates from the Federal Transit Administration. Join this session to help inform you of legislative, regulatory, and compliance-related changes and updates.

# Expo Vendor List



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**Altro**  
**GreenPower**

## **Bus Show Exhibitors**

Coming Soon!

## **Thank You for your Support**

### **Conference Committee**

*The California Association for Coordinated Transportation would like to express our appreciation to our conference committee members for their willingness to serve on the Conference planning committee and their assistance in promoting education and learning opportunities for our members.*

### **Chairs: George Sparks & Valerie Gibson**

*WC Pihl  
Cristina Russell  
Gracie Davis  
Margaret Heath  
Valerie Gibson  
Eric Haack  
Amy Hance  
George Sparks  
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Charlie Anderson  
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### **2022 Sponsors, Speakers, and Exhibitors**

*The California Association for Coordinated Transportation extends our deep appreciation to our Sponsors and Exhibitors for your participation and support of CALACT's 2022 Autumn Conference and EXPO. It is the valuable support and assistance of these companies and speakers that make the education and networking events of the conference possible.*

### **2022 Host Agency**

*We extend our sincere thanks to the wonderful staff at Sonoma County Transit who assisted in the planning and completion of the CALACT Autumn Conference and EXPO. We could not have done it without them. Please join us in thanking all of them for their hard work.*

### **The Membership**

*Without your excellent input, idea sharing, expertise, and participation, our Conferences would not be the same. We sincerely appreciate your support of CALACT and attendance at this year's Autumn Conference. Thank you!*