



CALACT

2023

**AUTUMN
CONFERENCE**

OCT 31 - NOV 3

Conference Host

SunLine Transit Agency

Conference Hotel

The Conference Hotel is the Renaissance Esmeralda Resort and Spa located at 44400 Indian Wells Lane, Indian Wells, CA 92210. The telephone number is 760-773-4444.

Private Transportation

Uber, Lyft and taxis operate out of the Palm Springs airport. You can take public transportation on SunLine Transit and plan your trip on Google trip planner.

Parking

For the purposes of this event, the Renaissance Esmeralda has a reduced self-parking rate of \$12 per day and \$30 per day for valet parking for CALACT conference attendees.

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Special Events

Evening Event	Transdev
Opening Session & Keynote	Model 1
Bus Show Reception	Davey Coach Bus Sales
Golf Balls	Decals by Design
Golf Lunch	Freedman Seating
Golf Drinks	United Safety & Survivability Corp
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Conference Items

Lanyards	MTM
Name Badges	Gillig
EXPO Prizes	New Flyer

Conference Notepads
Conference Bags

Keolis, North America
TripSpark Technologies

Conference Breakfast, Lunches & Breaks

Wednesday Breakfast
Wednesday Break
Wednesday Lunch
Thursday Breakfast
Thursday Bus Show Lunch

RATP Dev
RO Bus Sales
RIDE (BYD)
National Express
A-Z Bus Sales

Conference Professional Development Sessions

Caltrans
CARB
Federal Transit Administration
RLS & Associates
KJ Backpack
University of the Pacific
Accessible Avenue
Community Transportation Association of America
Texas A&M Transportation Institute
Raul V. Bravo & Associates, Inc.
SunLine Transit

Registration Desk Hours:

Tuesday, October 31

12:00 PM-5:00 PM

Wednesday, November 1st

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

Thursday, November 2nd

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

Friday, November 3rd

8:45 AM-10:00 AM

CALACT Conference Agenda

Monday, October 30th

12:00 PM *Golf Outing at Indian Wells Players Course*

Tuesday, October 31, 2023

9:30 AM *Pre-Conference Session I: ZEB Intensive Session at the new SunLine's West Coast Center for Excellence Training Facility*

*SunLine Westcoast Ctr
for Excellence*

Basics of Electric Charging and Charger Infrastructure Maintenance

Facilities-based training for vehicle chargers and upkeep including basic operation, maintenance, and warranty explanations. Tips for how to choose between contracted maintenance and repairs or internal repairs. Tips to discern whether issues are facility, charger, or utility sourced.

Speakers: Dustin Strandberg, Victor Valley Transit Authority; Frank Dopp, Fleet Maintenance Specialists; Ray Allen, SunLine Transit; Amanda Le, CALSTART

Moderator: Frank Dopp, Fleet Maintenance Specialists

10:30 AM

Hydrogen Infrastructure Basics

With Hydrogen Fuel Cell Buses becoming a hotter topic amongst many agencies, it is vital to understand how the infrastructure works, what the components are, and how they function. In this session speakers will present on the basics of hydrogen fueling infrastructure, including reviewing components, basic logic, and connecting the dots.

Speakers: Sunil Chettiar, Orange County Transportation Authority; Ashish Bhakta, Trillium Energy; Dustin Strandberg, Victor Valley Transit Authority; Rudy LeFlore, SunLine Transit.

Moderator: Frank Dopp, Fleet Maintenance Specialists

*SunLine
Westcoast Ctr*

SunLine Tour on H2Infrastructure

This hands-on session includes touring SunLine's H2 facility, seeing their fleet, and discussing maintenance practices with SunLine staff.

Tour Leader: Ray Allen, SunLine Transit

Lunch: Monitoring & Charge Management/Lessons Learned

This session will be an open discussion with speakers and attendees to discuss how agencies manage their zero emission chargers and monitor productivity.

Speakers: Dustin Strandberg, Victor Valley Transit Authority, Rajit Gadh, MOEV-Invited; Eric Smith, Kaizen Energy; Frank Schneider, Chargepoint

Moderator: Yachun Chow, CARB

How to write a HV Safety Program

Interactive program to discuss writing a complete High Voltage Safety Program that discusses how to discover the risks to employees, riders and equipment. Learn the details of SOP's, training, responsibilities and the OSHA requirements.

Speakers: Frank Dobb, Fleet Maintenance Specialists

Moderator: Dustin Strandberg, Victor Valley Transit Authority

3:00 PM

Sunline Westcoast Ctr

ZEB Post Delivery Inspections/Factory Inspections

Introductory best practices on the key areas of review when inspecting a (ZEB) Zero Emission Bus and how your inspections will differ from your normal diesel/ Compressed Natural Gas (CNG) buses.

Speakers: Brent Sumrall & Frank Dopp, Fleet Management Specialists; Natalie Chi, SAMTRANS

Moderator: Dan Mundy, CALACT

12:30 PM

(Renaissance Hotel)

Registration

1:30 PM

*(Renaissance Malta
A & B)*

National Transit Database Training

This session will provide an overview of the regulations, reporting rules and requirements for data entry into the National Transit Database (NTD). It will also include an update on changes to NTD reporting including safety and security program updates.

Speakers: Chelsea Champlin, Federal Transit Administration; Courtney Springer, Boyd Canton Group

Moderator: Sharon Beasley, Caltrans

6:00 PM

Room 7057

Hospitality Suite -Sponsored by Capitol GCS Consulting

Please join the Capitol GCS team for cocktails and desserts to celebrate Halloween. Bring your costume for some ghoulish fun.

Wednesday, November 1, 2023

7:30 AM

Foyer

Registration Opens

7:30 AM

Crystal Foyer

Breakfast: *Sponsored by RATP Dev*

8:00 AM

Crystal Ballroom

Welcome Session

Speakers: Lisa Middleton, Council member, City of Palm Springs & Chair of the Board, SunLine Transit & Mona Babauta, CEO/General Manager, SunLine Transit

8:30 AM

Crystal Ballroom

Keynote Address: *Sponsored by Model 1*

Keynote Speaker: Jessica Buchanan

Jessica Buchanan is a teacher, public speaker, humanitarian, best-selling author, and hostage survivor. In October of 2011, while working as the Education Advisor for her non-governmental organization, she was abducted at gunpoint and held for ransom by a group of Somali pirates for 93 days. January 25, 2022, marks the 10-year anniversary of Jessica's rescue. Join the Senior Enlisted Advisor to the Chair (SEAC) and Jessica as they discuss the events of that day and the role that SEAC played in the operation.

9:30 AM

Esmeralda 1

How Did You Get Here? *Studying travel mode choice by paratransit riders in Southern California*

Transportation planning often looks at people using a single transportation mode to meet their travel demand needs. For example, it is often assumed that a person eligible for paratransit services will rely on the local paratransit or dial-a-ride services to meet transportation needs. A customer survey conducted earlier this year (2023) by Access Services, Los Angeles, revealed that although many paratransit-eligible riders use the paratransit systems, many also use a variety of other transportation modes. These riders take services including bus and rail fixed route transit services, like Uber and Lyft, and private (personal) car trips. This session will explore the results of this customer survey, and steps agencies can take to encourage paratransit customers to use other services, from travel training and way finding to working with local dial-a-ride service providers.

Speakers: Eric Haack; Access Services; Arianna Maldonado, Omnitrans; Ron Brooks, Accessible Avenue

Moderator: Gracie Davis, Orange County Transportation Authority

9:30 AM

Emeralda II

From Good to Great: *Enhancing Leadership through Communication Excellence*

Effective communication is paramount for managers and leaders. At its core, leadership is about influencing others toward a common goal or vision. Without the ability to clearly articulate objectives, values, and expectations, the vision can become muddled, leading to misunderstandings and misaligned efforts. Furthermore, effective communication cultivates trust and fosters an

environment where team members feel valued and understood. Leaders with strong communication skills can mediate conflicts, facilitate collaboration, and adapt their messaging to cater to diverse audiences. Effective leadership communication is not just about speaking; it is about being understood and facilitating understanding, both of which are fundamental to achieving organizational success.

Specific topics to be discussed include:

- The real purpose and value of excellent communication
- What it means to be an “effective communicator.”
- Ten Tools to help you be a better communicator.

Speakers: Peter Johnson, University of the Pacific, Director of the Westgate Center for Leadership and Management Development

Moderator: Kevin Kane, Victor Valley Transit

9:30 AM
Esmeralda IV

Compliance Updates: A Focus on Policies and Procedures

FTA recipients are required to have several written policies and procedures in place to be in compliance with a number of regulatory requirements. This workshop provides a snapshot of those requirements and a summary of the necessary requirements and common omissions or missteps that frequently result in compliance findings.

Speaker: Robbie Sarles, RLS & Associates; Darin Allan, Federal Transit Administration; Amitra Mamdouh, Federal Transit Administration; Ryan Kelly, B2Gnow; Mary Nyugen, Federal Transit Administration

Moderator: Brian Travis, Caltrans

9:30 AM
Valencia I & II

Strategies for increasing ridership in a post-pandemic world

This session includes agencies who are seeing ridership increases post-pandemic and discuss the different efforts made to achieve those gains. The discussion will include what may be behind the increase such as marketing, service changes, recruitment and retention staff strategies, demographic changes or returning riders. This will be an interactive discussion so be prepared to share your ideas.

Speakers: Robin VanValkenburg, Nevada County Transit; Kelly Halcon, Monterey Salinas Transit; Aaron Antrim, Optibus

Moderator: Omar McPherson, San Luis Obispo Transit Authority

9:30 AM
Valencia IV & V

KPI's: How to use KPI's to Manage your Shop

Using key performance indicators to run your shop. How they can help you identify improvements in your fleet and shops. How do these metrics help me manage my fleet? What are the good indicators and bad ones?

Speakers: Frank Dopp, Fleet Maintenance Specialists; Dave Larsen, Transdev

Moderator: Simon Herrera, Stanislaus Regional Transit Authority

9:30 AM
Malta A & B

What's New in Transit Regulations/Legal Cases

Between annual changes to the FTA Master Agreement and certifications, a flurry of proposed and final regulations, circulars, and guidance, and changes flowing from litigation, transit agencies are under constant pressure to stay current. This session will address some of those changes we have seen (or missed!) over the last year, implementing those changes, and planning for the inevitable flurry of future changes.

Speaker: James LaRusch, Raul V. Bravo & Associates, Inc.

Moderator: Rashida Kamara, Contra Costa Transportation Authority

11:00 AM

Break-Sponsored by *RO Bus Sales*

11:10 AM
Esmeralda I

Modern Transit Websites and Seamless Traveler Information

Sonoma County Transit, Santa Rosa CityBus, and Petaluma Transit are building more seamless and customer-oriented websites for transit riders in Sonoma County. The agencies have long collaborated on discounted transfer fares, coordinated transfer stops, General Transit Feed Spec data for trip planners, and other benefits for passengers. Now, these transit agencies are taking the next step in coordinating their online information. Transit websites serve many functions” the first is making transit information easy to find, understand, and use for everyone” including for users with disabilities such as a sight impairment. Transit websites also highlight the transit brand and programs and provide essential administrative information. This panel explores the joint project of three agencies to serve these website functions and deliver a better coordinated travel experience, as well as make the websites easy to manage with shared tools and interoperable data.

Speakers: Aaron Antrim, Optibus; Jamie Wright, Placer County Transit; Julie Tohlen, Truckee Transportation Network; Robin VanValkenburg, Nevada County Connects; Brendan Nee, BlinkTag

Moderator: Robert Lucio, Gold Coast Transit

11:10 AM
Valencia V & VI

Implementing Hydrogen Infrastructure Projects

You have submitted your Innovate Clean Transit (ICT) Rollout plan, you have done your research, and you found that Hydrogen Fuel Cell Technology is the way to go for your agency, but how do you get started? This session will review the important steps, best practices, and tips in writing your scope of work, planning, designing, and constructing your hydrogen fueling infrastructure.

Speakers: Rudy LeFlore, The LeFlore Group; Ashish Bhakta, Trillium Energy; Sunil Chettiar, Orange County Transportation Authority; Rolando Cordero, Foothill Transit
Moderator: Frank Dopp, Fleet Maintenance Specialists & Dustin Strandberg, Victor Valley Transit Authority

11:10 AM
Esmeralda III

Findings from TCRP Synthesis SB-36 (Synthesis 168): The Impacts on Continuous Dynamic Optimization of ADA Paratransit Services

This session will cover the findings from the recently published TCRP Synthesis 168 on The Impacts of Continuous Dynamic Optimization on ADA Paratransit, authored by Will Rodman and Kelly Blume of the Texas A&M Transportation Institute. Continuous dynamic optimization (or CDO) is an automated process by which a paratransit (and DRT) scheduling/dispatching technology continuously or frequently considers additional trips just booked, changes to the booked trips, cancellations, and day-of-service events in solving problems or taking advantage of opportunities. The findings indicate that CDO had has a transformative impact on traditional paratransit dispatching and scheduling functions by continuously scheduling unassigned trips, optimizing the schedules, and solving upcoming problems ahead of time while continuously looking for new opportunities to improve productivity and/or on-time performance.

Speaker: Will Rodman, Texas A&M, Transportation Institute

Moderator: Eric Haack, Access Services, Los Angeles

11:10 AM
Esmeralda II

Keys to Team Development - Lessons Learned from a Lifetime in Transit

Senior transit executives share their lessons learned in building a great team and the resulting benefits. Attracting and retaining talent has never been harder. This is especially true in the public transit sector. Given this reality, how can you build a great team in the near term that also sets up your agency for long term success? This session examines real world factors in building and maintaining a strong management team. This program will present the lessons learned by (up to) five career transit industry veterans, each with more than 35 years of experience. Speakers will share their lessons learned in building a team that both flourished in the near term but just as importantly, allowed the agency to thrive after they left. Panelists will engage with the audience during a Q & A at the end of the session. Speakers: Leslie Rogers, Capitol GCS; Mike Scanlon, Capitol GCS; Milo Victoria, Capitol GCS; Rick Ramacier, Capitol GCS; Tom Talarico, Capitol GCS. Moderator: Amy Hance, City of Clovis

11:10 AM
Valencia I & II

How to write Successful FTA Competitive Grant Proposals

Federal Transit Administration staff will walk through the steps to write a successful competitive grant proposal, with emphasis on the Section 5339(b) Bus & Bus Facilities competitive program and Section 5339(c) Low or No Emission Vehicles competitive program. FTA has invited their HQ/Office of Program Management to speak in this session and share current trends with the program and what not to do.

Speakers: Charlene Lee Lorenzo, Federal Transit Administration; Mary Nguyen, Federal Transit Administration; Mervin Acebo, Federal Transit Administration; Rusty Whisman, Federal Transit Administration

Moderator: Michael Lang, Caltrans

12:30 PM
Crystal Ballroom

**Lunch: Sponsored by RIDE (BYD)
CALSTART/Caltrans Program Update**

This session will give a comprehensive review of the California Air Resources Board's voucher program, the Hybrid and Zero-Emission Truck and Bus Voucher Incentive Program (HVIP), and FY22-23 policy changes as they relate to the Public Transit Bus Set-Aside. With over \$110 million available for transit-specific voucher requests, new flexibilities have been introduced to HVIP to improve the program's usefulness to agencies transitioning to zero-emission buses. These flexibilities include submission of a voucher request without a signed contract, extended redemption timeline and coordination with the Federal Transit Administration to claim HVIP as a source of match funding on grants such as the Low- and No-Emission Vehicle Program. Infrastructure funding through the California Energy Commission's Energy Infrastructure Incentives for Zero-Emission Commercial Vehicles (EnergIIZE) project may also be paired with HVIP vouchers. Standard HVIP currently has over \$300 million available for voucher requests, which will provide continued funding for transit agencies if set-aside funds are fully requested.

Caltrans will provide an update on the reorganization of Caltrans division and goals for the mass transportation group.

Speakers: Hannah Hamilton & Amanda Le, CALSTART; Erik Reitz, Caltrans
Moderator: Valerie Gibson, City of Pasadena Transit

1:30 PM
Esmeralda 1

Designing a Compliant and Enforceable Service Animal Policy and Procedures

All agencies, organizations and businesses are prohibited from denying access to people with disabilities traveling with service animals. However, the ADA rules that apply to transit agencies and their providers differ from the rules that apply to other entities covered by the ADA. This creates confusion for agencies, providers, and customers. This workshop will begin with a summary of the ADA's service animal requirements and how to design a legally compliant service animal policy. The speaker will review procedures that will educate employees and the public on their rights and responsibilities, the two questions agencies can ask to verify the authenticity of a service animal, and legal provisions designed to protect the rights of service animal handlers. Participants will leave with a policy and procedures framework that they can customize to meet the needs of their own agency or organization.

Speakers: Ron Brooks, Accessible Avenue
Moderator: Valarie Smith, Caltrans

1:30 PM
Esmeralda III

Do Your Board Members Have a Clue? --Helping Your Board Be Successful.

We cannot assume that our board members know what we do, the services we provide, who we serve, or their role in achieving the agency's mission. Too often, board members are appointed to positions with little background or understanding about the agency or their role. This session is designed to help you and help them understand your agency, the services you provide, who you serve and their role.

This session will discuss the on-boarding process, the content and presentation of board packets, roles, and responsibilities and how to hold a successful Board Retreat.

Speakers: Robbie Sarles, RLS & Associates and Kristen Joyner, KJ Backpack
Moderator: Angela Swanson, Stanislaus Regional Transit Agency

1:30 PM
Valencia I & II

Cost Conscious Marketing to Attract Riders

This informative two-part session will focus on ridership-oriented marketing strategies that will not break your budget. Starting with a review of ridership-marketing basics, we will break down strategies by must-have and nice-to-have, as well as by small, medium, and larger budgets. We will illustrate our points with lots of examples of post-COVID efforts to entice riders to return to transit.

Speakers: Selena Barlow & Elea Carey, Transit Marketing
Moderator: Chris Ackerman, Victor Valley Transit Authority

1:30 PM
Valencia V & VI

Off-Grid Charging Dos and Don'ts

Off-grid charging ensures transit operations are undisturbed by scheduled or unscheduled power outage, increases resilience, and provides long-term fuel cost certainty. This panel includes speakers from the California Public Utilities Commission, operators, and consultants to talk about off-grid charging from regulatory, construction, and timeline management perspectives.

Speakers: Jim Appleby, Anaheim Transportation Network; Geraldina Romo, Antelope Valley Transportation Authority; Al Cioffi, PlugPower
Moderator: Yachun Chow, California Air Resources Board, CARB

1:30 PM
Esmeralda II

FTA 101 Post Award roles and responsibilities of FTA Grantees

FTA Region 9 staff will provide an overview of what is expected after an FTA award is granted. This will include changes from IIJA such as new disposition requirements.
Speakers: Charlene Lee Lorenzo, Federal Transit Administration; Darin Allan, Federal Transit Administration

Moderator: Stefanie Acton, Caltrans

3:15 PM
Malta A & B

Diversity, Equity, Inclusion and Belonging

DEIB Team at the Orange County Transportation Authority (OCTA) is a Cross-Divisional Team that developed out of a growing awareness of social justice issues. As a key part of the CEO initiative to enhance the workforce diversity and build an inclusive work culture, the DEIB Team was tasked with identifying, developing, and proposing solutions to help address any gaps in current OCTA programs and processes and to find ways in which we can support employee voices throughout the organization. We know that diversity, equity, and inclusion (or DEI) drives engagement. Ignoring the power of DEI is bad for business because people's emotions impact their ability to perform. When people do not perform, this impacts their ability to grow within the organization. This session will share ideas to foster and improve your DEIB practices within the work environment.

Speakers: Carolyn Patterson, Orange County Transportation Authority; Julie Espy, Orange County Transportation Authority
Moderator: Gracie Davis, Orange County Transportation Authority

3:15 PM
Esmeralda I

Building Partnerships & Improving Service: “Steps to Developing a Working Partnership Between Transit Agencies and Transportation Network Companies”

Several transit agencies faced with labor and vehicle shortages have tried to develop new and innovative ways to provide reliable transportation services for its ridership. One approach recently taken by Access Services, Los Angeles, has been to develop a partnership with a Transportation Network Company. Throughout this process, the agency has collaborated with community partners to design announcements and methods where customers may opt-in to participate in this new service, all the while working with the agency contractors and potential Transportation Network Company partners. In this session, agencies will present different approaches and lessons learned from developing partnerships with private Transportation Network Companies. Panelists: Eric Haack, Access Services, Los Angeles; George Fink, South Tahoe Transit; Dimitriy Vanchugov, Uber; W.C. Pihl, Transdev

Moderator: Eric Haack, Access Services, Los Angeles

Esmeralda II **Division of Rail and Mass Transportation (DRMT) FTA Funded Rolling Stock Purchases from Basin Transit & Other Contracts**

This session will teach subrecipients of DRMT FTA Section 5310, 5311, and 5339 Programs how to prepare, submit, and request reimbursements for rolling stock purchases made from the CALACT/Basin Transit joint procurement contracts, 18-01 and 20-01. The discussion will include the steps subrecipients need to take to prepare purchasing documentation for submittal to DRMT, including what purchasing documentation is required to make a purchase from the Basin Transit contracts. Why and how CALACT issues assignment letters to purchasers. How DRMT reviews subrecipients purchasing requests, and how subrecipients comply with DBE/TVM requirements. The session will also include requirements for conducting post-delivery audits and certifications, and how DRMT processes Requests for Reimbursements (RFRs).

Speakers: Joe Meer, Basin Transit Authority; Kate Molthen, Caltrans; Frank Dopp, Fleet Maintenance Specialists; Dan Mundy, CALACT.

Moderator: Rob Mitchell, Caltrans

3:15 PM
Valencia I & II

Cost Conscious Marketing to Attract Riders- Part II

Bring your marketing challenges and join us for the “Cost-Conscious Marketing to Attract Riders” After-Party. Selena and El will offer expert consultation on what is working and not working in your ridership promotions, as well as provide the opportunity for others to "workshop" your marketing plans and ideas, sharing their own experiences. So come prepared for a fun, interactive session that will send you

home with innovative ideas and energy for your marketing program.
Speakers: Selena Barlow & Elea Carey, Transit Marketing
Moderator: Chris Ackerman, Victor Valley Transit Authority

3:15 PM Putting Narcan on Transit Buses

Esmeralda III According to the CDC, in 2022 an estimated 107,500 lives were lost in the United States to a drug overdose in. More than 81,000 of the overdose deaths involved opioids. The effects of these losses have cascaded through our communities and across generations. Overdose fatalities are preventable with timely administration of Narcan. This session will include in-depth information about the opioid crisis in Riverside County and strategies that you can use to develop a community based Narcan program for your transit agency.

Speakers: Riverside County Sheriff's Master Investigator Jim Peters, Special Investigations Bureau – Overdose Death Investigations/Narcotics Team (ODIN); Amy Hance, Deputy General Services Director, City of Clovis
Moderator: Brian Travis, Caltrans

3:15 PM H2 Infrastructure Update

Valencia V & VI This panel will share the latest information about on-site H2 station construction, project management and lessons learned.

Speakers: Al Cioffi, PlugPower; Jack Brouwer, University of California, Irvine; Gia Vacin, Go Biz; Toru Sugiura, Toyota America
Moderator: Jennifer Hamilton, California Hydrogen Business Council

5:00 PM Bus Show Reception: Sponsored by Davey Coach Bus Sales

Parking Lot & Olive Grove lawn Take time to view the buses while enjoying a cocktail and light appetizer.

7:00 PM Nightcap at the EXPO- Drinks Sponsored by Endera

Visit exhibitors in the EXPO Hall and enjoy a few libations with your peers.

Emeralda Bllrm

8:00 PM Hospitality Suite- Sponsored by Capitol GCS

Room 7057 Join the Capitol GCS team for a beverage and dessert during the evening.

Thursday, November 2, 2023

7:30 AM **Registration**

7:30 AM **Breakfast: *Sponsored by National Express***

8:00 AM **How to Build Transit Facilities**

Esmeralda III This session will give a 101-level overview of the process to plan, program, fund, and construct transit facilities. The session is geared to small and medium systems to help them know and understand what is needed to undertake a construction project. Agency speakers will share their best practices, including preparing for zero emission infrastructure and charging stations. The session will also include a discussion on leasing versus building a transit facility.

Speakers: Amy Hance, City of Clovis; Rebecca Schneck, Napa Valley Transit; Margaret Schoep, Gold Coast Transit, and Omar McPherson, San Luis Obispo Transit Authority
Moderator: Wendy King, Caltrans

8:00 AM **Microtransit and Other On-Demand General Public Services: An Update**

Malta A & B This session will focus on planning considerations and successful examples of microtransit and other (exclusive ride) on-demand services for the public that are provided or subsidized by transit agencies. Such services are currently being provided by transit agencies, their paratransit/DRT contractors, on-demand technology vendors turned contractors, TNCs and taxi companies. The workshop will include examples of successful services that reflect various levels of transit agency involvement, i.e., services where a transit agency has had direct control over service delivery, services that rely more heavily on the private providers, and combinations thereof, as well as user-side subsidy services that have been implemented in urban, suburban, small urban, and rural settings and that have been combined with ADA paratransit services. Based on the lessons learned from the case study presentations, the workshop will conclude with an interactive discussion of design considerations for different settings and other planning considerations including abiding by service equivalency requirements under the ADA.

Speakers: Will Rodman and Todd Hansen, Texas A&M Transportation Institute

Moderator: Robert Lucio, Gold Coast Transit

8:00 AM **Public Transit Driver Shortages, Returning Citizens & Job Retention**

Esmeralda I Thousands of incarcerated individuals are released from prison each year, and many are eager to get a job so they can establish a new life. Most public transit agencies are experiencing driver shortages which is often causing service reductions. Hiring Returning Citizens has the potential to solve transit's recruitment challenges, as well as support people re-entering communities following a term of incarceration. If you are looking for strategies and best practices for hiring individuals released from prison, join this session, and learn simple things any agency can do today, as well as bigger solutions happening at the state level.

Speakers: Julia Castillo, Heart of Iowa Regional Transit Agency (HIRTA); Malika McGee, San Joaquin Regional Transit District
Moderator: Jonathan Steketee, SAMTRANS

8:00 AM
Valencia II

Motivating, Keeping & Hiring Transit Professionals -Part I

Transit has been hit hard with declines in ridership, service delivery and loyal employees. But there is hope! 2023 is showing signs of higher employment rates, fewer demands for increased wages and improved employee satisfaction. Now that we are beginning to recover nationally, how do we evaluate what we keep and what we transform to take advantage of this changing market locally? What are the unique challenges for transit and your community that need to be addressed? This session will cover: New Transit Work Environment and New Employee Expectations, Understanding Your Purpose, Retaining Corporate Culture, and Keeping Employee Standards/Policies Current. What do we need to examine to stay current with our employee's needs?
Speakers: Kristen Joyner, KJ Backpack & Robbie Sarles, RLS & Associates
Moderator: Margaret Schoep, Gold Coast Transit

8:00 AM
Esmeralda II

Sharing is Caring (and Efficient): Interagency Partnerships for Connectivity and Sustainability

As agencies embark on their journey towards zero-emissions, they come up against similar challenges planning, procuring, and operating zero-emissions fleets. Standards, especially for interoperable data, can help agencies meet zero-emissions fleet challenges. California's North State Region is implementing hydrogen and battery electric fuel technologies as part of an interagency transit network. CalITP is a national leader in integrating and leveraging open data in statewide procurement processes. The California Governor's Office of Business and Economic Development (GO-Biz) is a key player in accelerating the development and deployment of hydrogen. Learn about and engage with our panelists as they share their experiences on how standards and interoperable data could play an essential role in our zero-emissions fleet transformation.
Speakers: Jerome Qiriazzi, Humboldt Transit Authority; James Sookne, Lake Transit; Zachary Karson, Rebel Group for CalITP; Gia Viacin, GoBiz.
Moderator: Waiching Wong, Optibus

8:00 AM
Valencia I

Prioritizing Transit at the Local, Regional, and State Level

Regions across the state are increasing focus on transit priority infrastructure and connected networks to support climate and equity goals, improve public transit ridership and user experience, and manage transit operating costs, Panel members will share updates on transit priority initiatives and collaborative efforts at the local, regional, and state level to identify and leverage investment opportunities that increase transit travel time and reliability and create more user-friendly and accessible networks. Topics include transit planning, performance measures, project development, and partnerships.
Speakers: Sergio Ruiz, Caltrans; Joel Shaffer, Metropolitan Transportation Commission; Robert del Rosario, AC Transit
Moderator: Andrew Furillo, Caltrans

9:30 AM **How Software Can Assist with the Eligibility Certification**
Valencia I Several companies have taken a comprehensive process and developed a state-of-the-art technology solution that automates the eligibility certification process. This platform offers varying levels of support to assist agencies achieve impartial ADA eligibility determinations and compliance with or without the cost of an in-person assessment team. Depending on transit agency needs, the platform also offers varying levels of conditional and unconditional certification. Some of the software products offer ADA eligibility certification technology platforms to ensure fair and appropriate decisions, reduction in administrative workload and paratransit costs saving. Please join this session as we explore options for the paratransit certification eligibility process.
Speakers: Anar Salayev, MTM; Jay Washburn, San Diego MTS; Nila Zaman, Trapeze
Moderator: Gracie Davis, Orange County Transportation Authority

9:30 AM **AI's Applications for Agency Marketing and Information**
Esmeralda II Are you harnessing the power of Artificial Intelligence (AI) software to assist your agency with preparing marketing materials, presentations, and reports? New AI software such as ChatGPT is expanding the ability of agencies to maintain their marketing programs and encourage creativity. In this session, you will engage in creating real time social media posts, marketing materials and crafting the session presentation.
Speakers: Chris Ackerman, Victor Valley Transit Authority; Meagan Schmidt, MMS Grant Services; April Henderson Potter, Stanislaus Regional Transit Agency
Moderator: Angela Swanson, Stanislaus Regional Transit Agency

9:30 AM **Motivating, Keeping & Hiring Transit Professionals -Part II**
Valencia II This session will cover several topics and review the following points.

- The role of training employees, employee growth, performance, and loyalty. What truly motivates employees?
- Looking Within: Management & Leadership training recruitment strategies
- How to confront preconceived perceptions.
- Tips for reducing the length of the hiring process.

Speakers: Kristen Joyner, KJ Backpack; Robbie Sarles, RLS & Associates
Moderator: Margaret Schoep, Gold Coast Transit

9:30 AM **Embracing All Sizes: Promoting Equity Through Inclusive Design**
Valencia VI This session will encourage transit agencies to consider equity from a different lens. Public transportation infrastructure and service have not changed through the years to meet the size and spatial needs of the current population. The panel will focus on mapping the customer journey to create an equitable, comfortable, and welcoming experience for persons of all sizes.
Speakers: Alisha Garrett, Utah Transit Authority; Waiching Wong, Optibus; Brittney B. Sowell, BCreative LLC
Moderator: Kimberly Ann Turner, Kimberly Ann Turner Consulting Services

9:30 AM

The Impact of Zero Emission Buses on Operations

Esmeralda III

Operating and maintaining electric buses is more than range, charging, and capital costs. In this session you will find how all aspects of the total operation of your fleet, operations and facilities are impacted by electric buses. We will cover areas such as maintenance operations, safety training, operational adjustments, human resource considerations, and so much more. We hope to see you at this session to really help understand that this is a total change in the way transit is done.

Speakers: Dustin Strandberg, Victor Valley Transit Authority; Frank Dopp, Fleet Maintenance Specialists; Jacob King, Mendocino Transit Authority

Moderator: Robin Van Valkenburgh, Nevada County Connects

10:45 AM

Coordinating Transportation Across Minnesota's Regions and Launching Medicaid Waiver- Funded Transit Services: Best Practices for California?

Crystal Blirm

Minnesota's Mobility Management partnerships that have built collective "buy-in" have yielded critical benefits to the state's rural and urban regions and positively benefited the lives of customers and the communities they call home. This panel offers an opportunity to learn lessons and experiences about person centered mobility management, creating access for those with complex situations and needs.

Other speakers will review changes with Medicaid/Medical transportation California and a representative from San Diego will discuss how they are able to receive funding from MediCal to provide non-emergency medical transportation.

Speakers: Michelle Lichtig, Minnesota Department of Transportation; Sheila Holbrook-White, Metropolitan Council of the Twin Cities, Robbie Sarles, RLS & Associates; Jay Washburn, San Diego, MTS; Marlene Conner, Marlene Connor Associates. LLC.

Moderator: Rick Ramacier, GCAP Consulting

12:30 PM

Bus Show Luncheon: *Sponsored by A-Z Bus Sales*

Olive Grove

front parking

Lot

Enjoy lunch on the beautiful Olive Grove lawn while viewing vehicles on the CALACT/Basin Transit Cooperative bid.

2:30 PM

EXPO

Esmeralda

Spend the afternoon discussing software, transit products and more while enjoying a refreshing beverage and delicious dessert with the exhibitors. The EXPO prizes sponsored by New Flyer will be announced at 5:15 PM and attendees must be present to win.

Prizes Sponsored by New Flyer Bus

3:15 PM

BREAK in the EXPO Hall

Esmeralda

6:00 PM

Evening Event: Hot Time in the Old West: *Sponsored by Transdev*

Enjoy dinner, music by Those Guys and learn about the heritage of the Coachella Valley at the Coachella Valley History Museum. Please bring your western attire to wear during the evening event. Prizes will be awarded for the best cowboy/cowgirl outfits. Buses will

begin leaving at 5:45 PM with the last bus leaving at 6:20 PM. Buses will begin returning from 9 PM to 10:30 PM.

Friday, November 3, 2023

8:45 AM **Registration**

8:45 AM **Breakfast**

Crystal Foyer

9:00 AM **Membership Meeting**

Crystal Ballroom

Our annual membership meeting will cover the latest Association news including an important update on the CALACT/Basin Transit Cooperative procurement activities and current bids.

Speakers: Alex Clifford, San Joaquin RTD; Joe Meer, Basin Transit; Amy Hance & Valerie Gibson

9:30 AM **Federal Programs Update**

Crystal Ballroom

Hear about the latest information and changes to Federal Transit Administration (FTA) programs that are important to transit agencies. This update will also include an update on federal legislation, including future funding for transit agencies.

Speakers: Charlene Lee Lorenzo, Federal Transit Administration; Scott Bogren, Community Transportation Association of America (CTAA)

Moderator: Alex Clifford, San Joaquin RTD

10:15 AM **State Programs Update**

Crystal Ballroom

CalSTA staff will provide information on TIRCP and ZETCP, application deadlines and field questions from the audience.

Speakers: Chad Edison, California State Transportation Agency

Moderator: Rick Ramacier, GCAP Consulting

10:45 AM **California Air Resources Board (CARB) Comprehensive Review Phase II**

Crystal Ballroom

The Comprehensive Review is intended to help the State improve policies to advance heavy-duty zero-emission technologies and inform funding strategies related to zero-emission vehicles, buses, and infrastructure, while ensuring transit service or fares are not adversely impacted by the transition. For Phase II, it will also include small transit agencies and all types of buses. CARB and the National Renewable Energy Lab will present the methodology and solicit input from attendees in the audience. Do not miss this session to provide valuable input into the implementation of the Innovative Clean Transit regulation for small transit agencies.

Speakers: Yachun Chow, CARB; Timothy Lipman, UC Berkeley; Kenneth Kelly, National Renewable Energy Laboratory; Matthew Jeffers, National Renewable Energy Laboratory

Moderator: Rick Ramacier, GCAP Consulting

11:00 AM CTAA Finance Committee Meeting
Malta I

11:45 AM Conference Concludes

12:15 PM CTAA Board & CALACT Board Lunch
Valencia I & II

1:00 PM CTAA Board Meeting
Malta A & B

5:30 PM CTAA Reception
Place Landing

9:00 AM CTAA Board Meeting
Malta A & B

5:30 PM CTAA Board Dinner- Indian Wells Golf Course