



North State Transit Symposium Agenda

Wednesday, July 10, 2024 Attracting Ridership

Hotel Pick Up	8:15 AM		Shuttle Bus leaves hotels for UVCC
Doors Open	8:30 AM	9:15 AM	Registration and Breakfast
Open Welcome	9:30 AM	10:00 AM	Welcome & Keynote Speakers
Session 1	10:00 AM	10:45 AM	How to Bring Back Ridership in a Post Covid World
Break	10:45 AM	11:00 AM	Break
Session 2	11:00 AM	11:45 AM	Round Table Ridership Discussion
Presentations	11:45 AM	12:15 PM	Vendor Presentations-Altro/Model 1/A-Z Bus
Lunch	12:15 PM	1:30 PM	Catered Lunch by UVCC/ Vendor Exhibits
Presentations	1:30 PM	2:00 PM	Ballard/ Capital GCS/VIA
Session 3	2:00 PM	2:45 PM	Marketing to Restore Ridership
Break	2:45 PM	3:00 PM	Break
Session 4	3:00 PM	4:00 PM	Managing in an Innovative World
Bus Departs	4:15 PM	4:30 PM	Bus departs UVCC to hotels then to NFV
Evening Event	6:00 PM	8:30 PM	Nelson Family Vineyards-Western Night Out
Bus Pick Up	8:30 PM	9:00 PM	1st pick up from NFV to Hotels

Thursday, July 11, 2024 Recruit & Retain Qualified Employees

Hotel Pick Up	TBD	TBD	If Needed--Pre-Arrange with MTA on July 10th
Doors Open	7:30 AM	8:30 AM	Breakfast
Session 5	8:30 AM	9:30 AM	How to Retain Employees
Session 6	9:30 AM	10:30 AM	Humboldt, Rebel business case of FCEB deployment
Break	10:30 AM	10:45 AM	Break
Session 7	10:45 AM	11:30 AM	Round Table Discussion Various Topics impacting Transit
Exhibits	11:30 AM	12:45 PM	Vendor Exhibits/Lunch
Lunch	11:30 AM	12:45 PM	Catered Lunch by Taqueria Michoacan
Session 8	12:45 PM	1:45 PM	FTA update, Cal Trans, Carb updates
Session 9	1:45 PM	2:30 PM	Continuation of Round Table Various Topics impacting Transit
Session	2:30 PM	2:45 PM	Prize Drawings
Conclusion	3:00 PM		Rides provided if Needed—Please Pre-Arrange with MTA on July 10th

Symposium Location: Ukiah Valley Conference Center 200 S. School Street, Ukiah, CA 95482