

California Transit Initiatives Training Workshop

Sheraton Grand Sacramento

March 9, 2010

9:00 -9:15am **Welcome & Introductions**

Speaker:

- Jason Jordan, Executive Director, Center for Transportation Excellence
- Josh Shaw, Executive Director, California Transit Association

9:15am - 10:15am **Winning Campaigns & Effective Coalitions**

Get an overview of the key trends from last few years of elections and learn from the experiences of others through useful case studies of a number of successful campaigns from throughout the state of California.

Moderator: Cliff Henke, Senior Analyst, BRT & Streetcars, Parsons Brinckerhoff & CFTE Advisory Board, Arcadia, CA

Speakers:

- Jim Gleich, Deputy General Manager, Alameda-Contra Costa Transit District
- DJ Smith, Smith, Watts & Company, LLC, Sacramento, CA
- Lillian Hames, General Manager, Sonoma-Marín Area Rail Transit (SMART), San Rafael, CA

10:15am – 10:30am **Break**

10:30am – 11:45pm **Marketing & Media Strategies that Work**

This session will show you the ads, communication tools, and media strategies behind some of the most effective transportation campaigns and transit systems. This session features leading experts discussing the economic, political, demographic and social trends their impact on your public relations and media efforts.

Moderator: Brian Rasmussen, Business Development Director, R & R Partners

Speakers:

- Dan Kully, Managing Partner, Laguens Kully Klose, Seattle, WA and Washington, DC
- Barry Barnes, Partner, TBWB Strategies, San Francisco, CA
- Dave Metz, Partner, Fairbank, Maslin, Maullin, Metz & Associates (FM3) , Oakland, CA

11:45pm – 1:00pm Luncheon Keynote

Moderator: Jeff Wagner, Communications Director, California Transit Association

Speaker: Stuart Cohen, Executive Director, TransForm

1:00pm – 2:00pm Building the Transit Vote Coalition

Any successful campaign has a strong grassroots component. Veterans of ballot campaigns will detail how to build a broad coalition representing diverse interests. The expert panelists will offer insights and examples from successful campaigns and coalitions from all over California.

Moderator: Jason Jordan, Executive Director, Center for Transportation Excellence

Speakers:

- Marnie O'Brien Primmer, Executive Director, Mobility 21, Los Angeles, CA
- Amy O’Gorman, Regional Public Affairs Director, League of California Cities, Sacramento, CA
- Anne Louise Rice, Operations Deputy Director and Sustainability Program Manager, San Mateo County Transit District

2:00pm- 4:00pm California Statewide Measure

A coalition of organizations, including the California Transit Association, is sponsoring a statewide initiative for the November, 2010 ballot that would protect funding for a wide variety of local services – including public transit. Learn details on what the measure would do for transit, and how you can fill a vital role in assuring its passage.

Moderator: Joshua Shaw, Executive Director, California Transit Association

Speakers:

- Brandon Castillo, Partner, Bicker, Castillo & Fairbanks
- Leo Wallach, Vice President, Winner & Mandabach Campaigns