

CALIFORNIA'S PUBLIC & COMMUNITY TRANSPORTATION CONFERENCE & EXPO



BUILDING
PARTNERSHIPS
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PROGRAM GUIDE

CONTENTS	20	Welcome to Monterey!
	21	General Information
	22	Sponsors
	23	Agenda at a Glance
	24	Exhibitors
	25	EXPO Map
	26	Meeting Room Map
	27	Concurrent Sessions at a Glance
	28	Pre-Conference
	29	Agenda Detail
	39	Get Ready! 2009 Conference
	40	Thank You Planning Committee

Welcome to Monterey

The **California Transit Association, California Association for Coordinated Transportation** (CalACT) Board of Directors, Conference Committee and staff would like to personally welcome you to and thank you for attending the first joint conference of CalACT and the California Transit Association.

We want to extend our sincere appreciation and gratitude to **Monterey-Salinas Transit** and our joint conference committee members for their assistance in hosting and planning *California's Public and Community Conference & EXPO*. On behalf of both Associations and the attendees we wish to thank all our sponsors and vendors for their generous contribution to the conference, without their support this conference would not be possible.

We specifically designed *California's Public and Community Transportation Conference and EXPO* educational and training sessions for the variety of transportation providers who are in attendance. Whether rural, small, large, or urban agencies, this conference offers something for everyone. As you interact with other participants, sponsors and vendors at this conference, we know that you will come away with a much better appreciation of the newest and most innovative ideas for transportation issues.

We are certain that you will also enjoy the many activities planned for you this week, the Frank Lichtanski Scholarship golf tournament, or the dinner at the beautiful Monterey Bay Aquarium, as well as hearing from our highly dedicated guest speaker, Robert F. Kennedy, Jr., a tireless advocate of transit and environmental legislation.

It is our expectation that you will enjoy your experiences at *California's Public and Community Conference & EXPO* this week, making new friends as well as reconnecting with others. We hope you take new ideas and lessons learned from the conference with you to incorporate them into your agencies.

Again, thank you for visiting Monterey to join CalACT and the California Transit Association at the very first joint Association event, *California's Public and Community Conference & EXPO!*



Jacklyn Montgomery
CalACT Executive Director



Joshua W. Shaw
Executive Director, California Transit Association



General Information

IMPORTANT NUMBERS

Portola Hotel & Spa (831) 649-4511
Monterey Marriott (831) 649-4234

REGISTRATION DESK

Visit our Conference Registration Desk in the De Anza Foyer, Portola Hotel & Spa Monday, November 3 through Friday, November 7.

Registration Desk Hours

Monday, November 3	3:00pm – 5:00pm
Tuesday, November 4	7:00am – 6:00pm
Wednesday, November 5	7:00am – 5:30pm
Thursday, November 6	7:00am – 6:00pm
Friday, November 7	8:00am – Noon

AT REGISTRATION

*Conference bags compliments of **First Transit***
*Conference name badges compliments of **TransTrack Systems, Inc.***
*Conference lanyards compliments of **Motor Coach Industries, Inc.***

INFORMATION DESK

Have questions about Monterey, restaurant information, transportation, or local attractions? An information desk is located near the Conference Registration Desk.

CREDENTIALS

Please wear conference name badges. Proper credentials are required for all conference events, meal functions and tours. Please assist us in accurately accounting for attendance by wearing a badge at all times

DRESS CODE

Business or business casual is recommended for all functions.

CELL PHONES AND PAGERS

Out of courtesy to other delegates, please turn off cell phones and pagers during sessions.

LOCAL AND AIRPORT TRANSPORTATION

For Monterey-Salinas Transit information, please visit the Information Desk located in the De Anza Foyer at the Portola Hotel & Spa during conference hours; or visit www.mst.org or call (888) MST-BUS1 or (831) 899-2555 for transit schedules.

For airport transportation: Taxi fare to and from the Monterey Peninsula Airport averages \$10 each way. The hotel does not provide shuttle service. Monterey Air-Bus offers shuttle service between the Monterey Peninsula, Salinas, Morgan Hill as well as San Jose and San Francisco International Airports starting at 4am. Hotel service is available. Call (831) 373-7777 or visit www.montereyairbus.com.

Transit passes compliments of **Monterey-Salinas Transit**.

Sponsors

SIGNATURE LEVEL

GOLD



SILVER



BRONZE

Clean Energy Fuels Corp.

Creative Bus Sales, Inc.

PRINCIPAL LEVEL

KEYNOTE SPEAKER



CONFERENCE BAGS



HOSPITALITY SUITE



NAME BADGES



LANYARDS



SESSION SPONSOR



EVENT LEVEL

Monterey Bay Aquarium Dinner

Cummins, Inc.
Cummins Cal-Pacific, LLC
Cummins West, Inc.
Cummins Westport
MV Transportation

Buses and Barbecue

Foton America Bus Co., Inc.

Small Operator Awards Luncheon

Gannett Fleming, Inc.

Morning Break

Southern California Gas

EXPO Hall

Gillig Corporation

Afternoon Break

GIRO, Inc.

EXPO Passport

Q'Straint

Agenda at a Glance

Monday, November 3 *Pre-Conference*

8:30 am	–	3:00 pm	Golf Tournament – <i>Rancho Cañada Golf Club</i>
3:00 pm	–	5:00 pm	Conference Registration Open

Tuesday, November 4

7:00 am	–	6:00 pm	Registration Open
8:00 am	–	3:00 pm	Exhibitor Set Up – <i>Monterey Conference Center</i>
9:00 am	–	10:30 am	California Transit Association and CalACT Joint Legislative Committee Meeting
10:30am	–	11:30 am	CalACT Revenue Enhancement Committee
11:00 am	–	1:00 pm	Small Operator Awards Luncheon
1:00 pm	–	2:45 pm	Maintenance Committee Meeting*
1:00 pm	–	2:45 pm	Legislative Committee Meeting*
1:30 pm	–	4:00 pm	CalACT Board Meeting
3:00 pm	–	4:45 pm	Executive Committee Meeting*
4:00 pm	–	5:00 pm	CalACT Rural Transit Assistance Program Committee Meeting
5:00 pm	–	7:00 pm	Welcome Reception and EXPO – <i>Monterey Conference Center</i>

**California Transit Association*

Wednesday, November 5

7:00 am	–	5:30 pm	Registration Open
7:30 am	–	8:30 am	Continental Breakfast
8:15 am	–	9:30 am	Welcome! Opening General Session
9:30 am	–	9:45 am	Morning Break
9:45 am	–	11:15 am	Plenary Session: Funding Transit's Future
11:15 am	–	11:30 am	Morning Break
11:30 am	–	3:30 pm	Buses and Barbecue – <i>Custom House Plaza</i>
12:30 pm	–	3:30 pm	2008 EXPO – <i>Monterey Conference Center</i>
3:45 pm	–	5:00 pm	Concurrent Sessions
5:00 pm	–	6:00 pm	Concurrent Sessions
7:00 pm	–	10:00 pm	Monterey Bay Aquarium Dinner

Thursday, November 6

7:00 am	–	6:00 pm	Registration Open
7:30 am	–	8:00 am	Continental Breakfast
8:30 am	–	10:00 am	Concurrent Sessions
10:00 am	–	Noon	Tech Tour of Marina Transit Exchange
10:15 am	–	10:30 am	Morning Break
10:15 am	–	11:45 am	Concurrent Sessions
Noon	–	1:30 pm	Luncheon Program
1:30 pm	–	3:00 pm	Concurrent Sessions
3:00 pm	–	3:30 pm	Afternoon Break
3:30 pm	–	5:00 pm	Keynote Address: Robert F. Kennedy Jr.

Friday, November 7

8:00 am	–	Noon	Registration Open
8:00 am	–	8:30 am	Breakfast Buffet
8:30 am	–	9:30 am	Plenary Session: Monterey at Its Best!
9:30am	–	9:45am	Morning Break
9:45 am	–	11:00 am	Concurrent Sessions
11:00 am	–	11:15 am	Morning Break
11:15 am	–	12:30 pm	Concurrent Sessions
12:40 pm	–	1:15 pm	CalACT General Membership Meeting
1:15 pm			Conference Concludes

Exhibitors

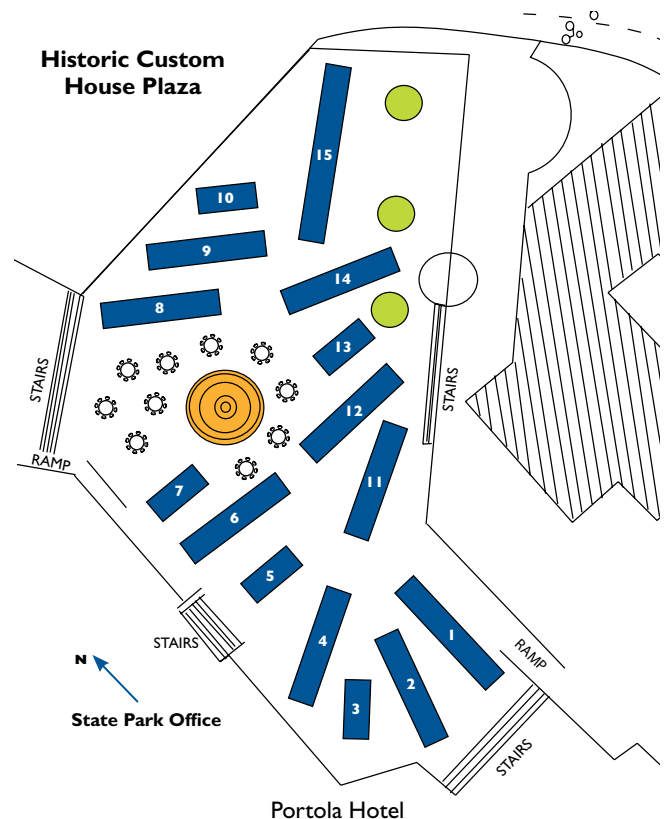
	BOOTH
ABC Companies	208
ACS Transportation Management Solutions	303
Adaride.com	209
Advanced Traffic Products	104
Allison Transmission	306
Altro Transflor	210
American Bus Repair; LLC	200
American Moving Parts	415
American Seating Company	403
Ametek Technical & Industrial Products	305
AssetWorks, A Trapeze Group Company (Gold)	311
Avail Technologies, Inc.	114
Axis Communications	203
A-Z Bus Sales, Inc.	214
Braun Corporation, The	108
C.E. Niehoff & Company	402
California Transit Association and CalACT	309
California Department of Transportation	607
Carrier Transport Air Conditioning	502
Clark Pacific	207
Clean Energy Fuels Corp. (Bronze)	406
CMI Enterprises	116
Complete Coach Works (Hospitality Suite)	408
Creative Bus Sales, Inc. (Bronze)	414
Cummins Inc., Cummins Cal-Pacific, LLC, Cummins West, Inc., Cummins Westport (Monterey Bay Aquarium Dinner)	307
Daimler Buses North America	605
Diamond Manufacturing, Inc.	304
Digital Recorders Inc.	603
Electronic Data Magnetics, Inc. (EDM)	521
EMTRAC Sytems	511
Fare Logistics	506
First Transit (Conference Bag)	211
Foton America Bus Co., Inc. (Buses & Barbecue)	110/112
Freedman Seating Company	118
Giesecke & Devrient	514
Gillig Corporation (EXPO Hall)	417
GIRO, Inc. (Afternoon Break)	219
H.G. Makelm Co.	504
HEPO Filtes, Inc.	215
Holdsworth Fabric LTD	102
InterMotive Vehicle Controls	205
ISE Corporation	613
Keenan & Associates (Gold)	312
Kidde Aerospace and Defense	404
Mass Transit	106
Mentor Engineering	206
Metro Magazine	202
MGM Brakes	516
Mitsuike Corporation	314
Motor Coach Industries (Lanyards)	221
New Flyer (Silver)	510
North American Bus Industries, Inc.	212
Nova Bus	518
On-Site Analysis, Inc.	421
On-Time Consulting Services, Inc.	515
Paratransit, Inc.	216
Parvus Corporation	302
Proterra	611
Q'Straint (EXPO Passport Prizes)	315
Routematch Software	407
RSM Services	419
Safety Vision	120
SC Regional Transit Training Consortium	601
Seon Mobile Surveillance	100
Sportworks NVV, Inc.	313

	BOOTH
Synchromatics	204
Tectrans, Inc.	617
Telma, Inc.	217
Thermo King Corporation	416
Trans/Air Manufacturing Corporation	503
TransSched Systems, Ltd.	512
Transit Marketing Group	508
TransTrack Systems Inc. (Name Badges)	316
Valley Power Systems, Inc. (Gold)	409
Ricon Corporation / Vapor Bus International	308
Verint Video Solutions	509
Veolia Transportation (Keynote Speaker)	310
Vigil Systems	615
Western Highway Products	405
Wireless Mobile	609
ZF Industries	505

Vehicle Exhibitors

A-Z Bus Sales, Inc.	v. 13
BusWest	v. 10
Complete Coach Works (Hospitality Suite)	v. 14
Creative Bus Sales, Inc. (Bronze)	v. 1-5
Daimler Buses North America	v. 12
Foton America Bus Co., Inc. (Buses & Barbeque)	v. 8
Gillig Corporation (EXPO Hall)	v. 9
MGM Brakes	v. 7
Motor Coach Industries (Lanyard)	v. 11
New Flyer Industries (Silver)	v. 6
North American Bus Industries, Inc.	v. 15

VEHICLE EXHIBITOR MAP



EXPO 2008 Map

To Portola Hotel & Spa and De Anza Ballroom



Meeting Room Map



- Portolla Hotel & Spa Meeting Space
- Monterey Conference Center Meeting Space
- Conference Registration**
De Anza Foyer, Portolla Hotel & Spa

Concurrent Sessions at a Glance

	OPERATIONS	MAINTENANCE	RURAL / COMMUNITY TRANSPORTATION	MARKETING	FISCAL/PLANNING / POLICY	MANAGEMENT LEADERSHIP
WEDNESDAY, NOVEMBER 5 3:45pm – 5:00pm	State and Federal Regulations <i>De Anza Ballroom II</i>	Information Technology and Its Impact on Maintenance <i>De Anza Ballroom I</i>	Building a Bus <i>Colton I</i>	Making Transit Sexy: Hot Partnerships <i>Ferrante II & III</i>	Innovative Strategies for Rising Fuel Prices <i>Colton II & III</i>	Good Governance <i>Ferrante I</i>
5:00pm – 6:00pm	Securing Your Valuable Assets <i>Ferrante II & III</i>				Barriers to Implementing Transit <i>Ferrante I</i>	TransitVision 2050 <i>De Anza Ballroom I</i>
THURSDAY, NOVEMBER 6 8:30am – 10:00am	Using Taxicabs in Delivery of Paratransit Services <i>Bonsai I</i>	Regulations/Standards in the Maintenance World <i>Redwood</i> Challenges of Today's Fuel: A Roundtable Discussion <i>Ironwood</i>	Service Design to Meet Customer Needs in Our Changing Environment <i>Bonsai II</i>	The Media and You <i>Ferrante</i>	Best Practices in Risk Management <i>Bonsai III</i> Making Connections with Google Transit <i>Cottonwood</i>	
10:15am – 11:45am	Fare Collection Systems for Transit <i>Bonsai I</i>	Zero Emission Technology. Make Changes Today for a Better Tomorrow! <i>Redwood</i>	FTA Capital Grant Applications for Small Operators <i>Bonsai II</i>	The Media and You Part Two <i>Ferrante</i>	Bus Rapid Transit: The California Experience <i>Bonsai III</i> Dollars for Transit! <i>Ironwood</i>	Transit Funding and Policy: Latest Capital Updates <i>Cottonwood</i>
1:30pm – 3:00pm	Wheelchair Securement: Issues, Standards, and Practices <i>Bonsai I</i>	What Does It Mean to "Be Green"? <i>Redwood</i>	Finding Your Way: Successful Customer Information Programs <i>Bonsai II</i>	New Media to Reach New Markets <i>Ferrante</i>	AB32: Reducing Greenhouse Gas Emissions <i>Bonsai III</i>	Effective Contracting From the Public and Private Perspective <i>Cottonwood</i>
FRIDAY, NOVEMBER 7 9:45am – 11:00am	BRT Experience Outside of California <i>Bonsai I</i>	The Changing Face of Maintenance Training <i>Bonsai II</i>	Building a Better Bus Stop <i>Bonsai III</i>	Niche Marketing to Attract New Riders <i>Cottonwood</i>		Public/Private Partnerships: Are they Working? <i>Ironwood</i>
11:15am – 12:30pm	BRT Experience Outside of California, Part Two <i>Bonsai I</i>		Creating Effective Mobility Management Services Offsite	Green Transit Solutions <i>Cottonwood</i>	Developing a Standard Facility Design <i>Bonsai III</i>	Maintaining Alliances in Difficult Times <i>Bonsai II</i> Improving Innovation in California's Transportation Agencies <i>Ironwood</i>

Pre-Conference Agenda

Monday, November 3

8:30am – 1:30pm Frank J. Lichtanski Scholarship Golf Tournament

1:30pm – 3:00pm Lunch and Awards

LOCATION Rancho Cañada Golf Club

3:00pm – 5:00pm Conference Registration Open

LOCATION De Anza Foyer



ABOUT FRANK J. LICHTANSKI

Frank J. Lichtanski, long time General Manager/CEO of Monterey-Salinas Transit passed away June 9, 2005 leaving a 31-year legacy of providing outstanding transit service to the people of Monterey County. In memory of Frank's dedication to the public transit industry, his support of small- and medium-sized transit agencies and commitment to educating future leaders in transit leadership, a scholarship fund was established in his memory.

Sponsors

Silver

Voith Turbo Inc.

Bronze

Creative Bus Sales, Inc.
Clean Energy Fuels Corp.
Hatch Mott McDonald

Continental Breakfast

Gannett Fleming

Awards/Prizes

Cummins West, Inc.
Complete Coach Works

Golf Balls

MV Transportation

Golf Tees

ERG Transit System

Closest-to-the Pin

Continental

Longest Drive

JEA & Associates

Hole Sponsors

Amalgamated Transit Union
AssettWorks, A Trapeze Company Group
BAF Technologies
Jordan & Associates
Neville McGilchrist, Municipal Services Group, Inc.
Tolar Manufacturing
Transit Marketing Group, Inc.



Agenda Detail

Tuesday, November 4

- 7:00am – 6:00pm **Registration Open**
LOCATION *De Anza Foyer*
- 8:00am – 3:00pm **Exhibitor Set-Up**
LOCATION *Serra Grand Ballroom, Monterey Conference Center*
- 9:00am – 10:30am **California Transit Association and CalACT Joint Legislative Committee Meeting**
LOCATION *De Anza Ballroom I*
- 10:30am – 11:30pm **CalACT Revenue Enhancement Committee**
LOCATION *Ferrante, Monterey Conference Center*
- 11:00am – 1:00pm **California Transit Association Small Operator Awards Luncheon**
LOCATION *De Anza Ballroom II*
Sponsored by: Gannett Fleming

While this event is for the largest group of CalACT and California Transit Association members – small operators – it also provides information to assist all General Managers operating a transit system. FTA Administrator **Leslie Rogers** will provide information on new federal regulations and the reauthorization of SAFETEA LU. **Kimberly Gayle**, Office Chief, California Department of Transportation, Department of Mass Transportation, State and Federal Grants Programs will discuss the funding cycle, program guidelines and applications for 5310, 5311, JARC and New Freedom programs. The luncheon will conclude with **Austin O'Dell**, Small Operators Committee Chair and Transit Services Manager of Santa Maria Area Transit, presenting the Small Operator Awards.

- 1:00pm – 2:45pm **California Transit Association Maintenance Committee Meeting**
LOCATION *Colton II & III, Monterey Conference Center*
- 1:00pm – 2:45pm **California Transit Association Legislative Committee Meeting**
LOCATION *De Anza Ballroom I*
- 1:30pm – 4:00pm **CalACT Board Meeting**
LOCATION *Ferrante, Monterey Conference Center*
- 3:00pm – 4:45pm **California Transit Association Executive Committee Meeting**
LOCATION *De Anza Ballroom II*
- 4:00pm – 5:00pm **CalACT Rural Transit Assistance Program Committee Meeting**
LOCATION *Ferrante, Monterey Conference Center*
- 5:00pm – 7:00pm **WELCOME RECEPTION AND EXPO**
LOCATION *Serra Grand Ballroom, Monterey Conference Center*

Come relax at the EXPO and meet with colleagues and exhibitors in a fun and casual setting.

Wednesday, November 5

- 7:00am – 5:30pm **Registration Open**
LOCATION *De Anza Foyer*
- 7:30am – 8:30am **Continental Breakfast**
LOCATION *De Anza Foyer*
- 8:15am – 9:30am **WELCOME! OPENING GENERAL SESSION**
LOCATION *De Anza Ballroom I & II*

In this special opening session you will hear remarks from **Carl Sedoryk**, Chief Executive Officer of Monterey-Salinas Transit; **Fernando Armenta** Board Chair of Monterey-Salinas Transit and Monterey County Supervisor; **Chuck Della Sala** Mayor, City of Monterey; **Anna Caballero**, California State Assemblymember 28th District and Former Mayor, City of Salinas; **George Sparks**, California Association for Coordinated Transportation Board Chair and Administrator of Pomona Valley Transit Authority; **Michael Burns**, California Transit Association Chair, General Manager, Santa Clara Valley Transportation Authority; **Jacklyn Montgomery**, Executive Director, California Association for Coordinated Transportation and **Joshua W. Shaw**, Executive Director, California Transit Association.

- 9:30am – 9:45am **Morning Break** *Sponsored by: Southern California Gas*
LOCATION *De Anza Foyer*

Thank You.

SPONSORS AND EXHIBITORS

The California Transit Association and the California Association for Coordinated Transportation extends its deep appreciation to the more than 100 Sponsors and Exhibitors for your participation and support of California's Public and Community Transportation Conference and EXPO 2008. It is the generous support and assistance of these companies that make the education and networking events of the conference possible.

MONTEREY-SALINAS TRANSIT

We extend our sincere thanks to the wonderful staff at Monterey-Salinas Transit (MST) who assisted in the planning and completion of both the conference and Frank J. Lichtanski Scholarship Golf Tournament. We could not have done it without them. Please join us in thanking MST staff for their hard work and for being a terrific conference host.

2008 EXPO



Wednesday, November 5

12:30pm – 3:30pm

Visit with exhibitors to learn about the latest in equipment, software and buses plus have fun playing the EXPO Passport game!

Sponsored by:



9:45am – 11:15am **Funding Transit's Future – Reauthorization and Beyond**

LOCATION De Anza Ballroom I & II

This session offers the opportunity to learn more about current and future transit funding. The session will explore ways to restructure existing federal and state funding, and offer an update on the reauthorization effort, and the current status of deliberations.

MODERATOR *Michael Wiley, Sacramento Regional Transit District*

PANELISTS *Steve Heminger, Bay Area Metropolitan Transportation Commission
Fred Keeley, Treasurer Santa Cruz County, California Forward Member
Stephanie Negriff, Santa Monica's Big Blue Bus
Les White, Santa Cruz Metropolitan Transit District*

11:15am – 11:30am **Break**

LOCATION De Anza Foyer

11:30am – 3:30pm **BUSES AND BARBECUE** *Sponsored by: Foton America Bus Co., Inc*

LOCATION Custom House Plaza

Enjoy scenic Monterey Marina and an outdoor barbecue lunch, while viewing the Buses in the Historic Custom House Plaza.

12:30pm – 3:30pm **2008 EXPO**

LOCATION Serra Grand Ballroom, Monterey Conference Center

3:45pm – 5:00pm **CONCURRENT SESSIONS**

● **State and Federal Regulations**

LOCATION De Anza Ballroom II

Are you wondering how the new Charter Bus regulations and state programs will affect your services? If so, you need to attend this session and hear about rest/meal breaks, duty logs, premium service delivery, board trips and other transportation.

MODERATOR *Kimberly Gayle, California Department of Transportation*

PANELISTS *Kurt Evans, Santa Clara Valley Transportation Authority
Tracey Frost, California Department of Transportation
Mark Lonergan, Sacramento Regional Transit District
Carl Sedoryk, Monterey-Salinas Transit*

■ **Information Technology and Its Impact on Maintenance**

LOCATION De Anza Ballroom I

Today's transit bus can include multiplex, electronic components, wireless technology and multiple integrated electronic systems. How is your fleet maintenance plan affected and how are your technicians coping? Embracing new technology is often very hard but the value could be considerable. You make the choice. Come hear about programs that could help make the choice simpler to meet the IT challenge head on.

MODERATOR *Lupe Rios, California Department of Transportation*

PANELISTS *Y. Ping Chu, I/O Controls Corporation
Rolando Cruz, Long Beach Transit
Steve Mullaly, Mendocino Transit Authority
Greg Schaffer, InterMotive Vehicle Controls*

◆ **Building a Bus**

LOCATION Colton I

Have you ever wanted a low floor bus for rugged terrain or other features not included on your current buses? This session is your opportunity to discuss bus designs and provide your feedback to bus manufacturers. You just may help design the bus of the future.

MODERATOR *Larry Shankland, Merced County Transit*

PANELISTS *Clay Hartman, A-Z Bus
Brent Phillips, BusWest
Ron Senter, Motor Coach Industries
Don White, Creative Bus Sales
Dan Williams, Creative Bus Sales*

★ | **Making Transit Sexy: Hot Partnerships**

LOCATION Ferrante II & III

This session will discuss successful partnerships between transit agencies and for-profit businesses and other methods that are making transit exciting to new riders.

MODERATOR *Michael Wiley, Sacramento Regional Transit District*

PANELISTS *Doug Bartlett, San Francisco Bay Area Rapid Transit District
Dan Dawson, Santa Monica's Big Blue Bus
Hunter Harvath, Monterey-Salinas Transit*

▲ | **Innovative Strategies for Rising Fuel Prices**

LOCATION Colton II & III

Managing costs for rising fuel prices is an on-going issue for transit agencies. Come learn about the latest research on this topic and how various agencies have successfully employed strategies to address this vexing problem.

MODERATOR *Anne Louise Rice, San Mateo County Transit District*

PANELISTS *Dr. Peter Haas, Mineta Transportation Institute
Donna Kelsay, San Joaquin Regional Transit District
Drew Phillips, Southern California Regional Rail Authority
Moses Stites, California Department of Transportation & Community Transportation Association of America
Jeff Webster, Fresno County Rural Transit Agency*

X | **Good Governance**

LOCATION Ferrante I

As transit's ever-increasing role in the social and economic viability of a community captures the national attention, the policy challenges of transit governing boards become more visible. This session will introduce a national training effort, developed by the Eno Transportation Foundation, NTI at Rutgers University and APTA, to enhance the global perspective of board members as they guide policy and wrestle with the economic realities facing this great industry.

MODERATOR *Z. Wayne Johnson, Golden Gate Bridge, Highway and Transportation District*

SPEAKER *Dr. Barbara Gannon, Eno Transportation Foundation*

5:00pm – 6:00pm **CONCURRENT SESSIONS**

● | **Securing Your Valuable Assets**

LOCATION Ferrante II & III

Learn about state of the art equipment that will assist you in keeping your equipment and staff safe from theft, vandalism and other crimes.

MODERATOR *Robert Jackson, California Department of Transportation*

PANELISTS *Dave Holland, Mentor Engineering
Don Nelson, Seon Design*

▲ | **Barriers to Implementing Transit** *Sponsored by: California Department of Transportation, Division of Mass Transportation*

LOCATION Ferrante I

The Office of State Transit Programs in California Department of Transportation, Division of Mass Transportation want to help you make the most of the opportunities available while, at the same time, creating other opportunities. Please join in a transit roundtable discussion to identify the barriers to increasing transit ridership – whether financial, regulatory, policy or process – and to brainstorm solutions. Please attend this session to discuss your concerns and suggestions for improvements.

MODERATOR *Dan Mundy, California Department of Transportation*

PANELISTS *Tracey Frost, California Department of Transportation
Susan Harrington, California Department of Transportation
Wendy Johnsen, California Department of Transportation
Scott Sauer, California Department of Transportation*

Speaker Profile



DR. BARBARA GANNON
Eno Transportation Foundation

As the Executive Director of the Eno Foundation's Center for Transportation Leadership, Dr. Gannon designs and delivers training and education programs for the transportation sector. The Center's focus is on leadership education across the career span of transportation professionals – from emerging professionals to mid-career, executives and governing board members. Dr. Gannon has designed and delivered education and training programs in the transportation, healthcare, and technology industries for over 20 years. Her experiences as an operating transit manager, a clinical psychologist and with a background in business, provide a unique perspective when consulting to top management teams.

Wednesday, November 5 (continued)

Monterey Bay Aquarium Dinner



Wednesday, November 5
7:00pm – 10:00pm

Dine with your colleagues and friends at the Monterey Bay Aquarium perched on the edge of Monterey's world-famous coastline. With entertainment including dancing and a fun "Scavenger Hunt" game complete with prizes, this will be an evening to remember.

MST Trolley service will be located outside the Portola Hotel & Spa to shuttle between the hotel and aquarium from 6:00pm to 11:00pm.

Sponsored by:



X | TransitVision 2050

LOCATION De Anza Ballroom I

TransitVision 2050 has been a priority initiative of the American Public Transportation Association over the past year. The product of this collaborative effort has been a vision of public transportation's future intended to inspire and unify APTA and the public transportation industry and to provide a guiding light as the coming decades bring new challenges and opportunities. You are invited to learn more about this bold, compelling, national vision and to discuss strategies as to how it can be realized.

MODERATOR *Anne Louise Rice, San Mateo County Transit District*

SPEAKER *Art Guzetti, American Public Transportation Association*

7:00pm – 10:00pm **MONTEREY BAY AQUARIUM DINNER**

Thursday, November 6

7:00am – 6:00pm Registration Open

LOCATION De Anza Foyer

7:30am – 8:00am Continental Breakfast

LOCATION De Anza Foyer

8:30am – 10:00am **CONCURRENT SESSIONS**

● | Using Taxicabs in Delivery of Paratransit Services

LOCATION Bonsai I

Taxis have been used to provide paratransit services for many years. Many communities still use taxis for subsidized user-side programs and shared ride taxi systems. With the focus of paratransit providers on ADA paratransit in recent years, however, the role of taxis in paratransit has evolved. Providers are using taxis to augment ADA paratransit service, as well as to operate premium same-day services. This workshop will explore several service delivery models and draw on the experiences of programs where taxis are used effectively. Presenters will include representatives from taxi operators, as well as public providers. Among the topics covered will be the impact of new technologies on the delivery of cab service, providing for accessibility and quality assurance.

MODERATOR *Erin Rogers, Orange County Transportation Authority*

PANELISTS
Rob Andresen, First Transit
Craig Puckett, American Logistics
George Sparks, Pomona Valley Transportation Authority
Annette Williams, San Francisco Municipal Transportation Agency

■ | Regulations/Standards in the Maintenance World

LOCATION Redwood

Buy the bus, operate the bus and maintain the bus. We are all either the victims or beneficiaries of standards and regulations. Knowledge is power so empower yourself by understanding those standards and regulations and use them to enhance the quality of your fleet.

MODERATOR *Connie Raya, Orange County Transportation Authority*

PANELISTS
Kathleen Mead, California Air Resources Board
Luræ Stuart, American Public Transportation Association

Speaker Profile



NORM HARTMAN
TMT WorldWide

Norm Hartman is a consultant who prepares people to take advantage of media and public appearance opportunities. His clients – top executives, elected officials, authors, organizational spokespersons and others – have appeared on 60 Minutes, Dateline, Nightline, 20/20, The Today Show, Good Morning America, CNN, CNBC and hundreds of other network television and news broadcasts.

Hartman was a broadcast journalist for fifteen years, including four years as senior news editor at KRON-TV in San Francisco and as News Director at KOVR-TV in Sacramento.

He is the author of “The Media & You – A Basic Survival Guide” and has written several newspaper and magazine articles on media relations.

Challenges of Today's Fuel: A Roundtable Discussion

LOCATION Ironwood

Your fleet requirements have changed, the regulations have changed, but we still have to do more with less, as many buses now run with crush loads, and the cost is impacting our budgets. Your participation in this session will expose you to a number of emergency plans, fleet strategies and some of the best practices used to conserve fuel and fuel dollars. This session also features representatives who are industry experts on current fuel manufacturing, distribution and efficiencies per scale.

MODERATOR David Olmeda, San Mateo County Transit District

PANELISTS Steve Anthony, Sempra Energy
Jim Larson, Pacific Gas and Electric Company
John Somers, Clean Energy Fuels Corp.
John Van Bogart, Clean Fuel, USA

Service Design to Meet Customers' Needs in Our Changing Environment

LOCATION Bonsai II

Is your current service busting at the seams with so many new riders? Perhaps you should be looking at a new service design that can meet the needs of commuters, businesses, social service agencies, low-income riders and disabled riders.

MODERATOR Karen King, Golden Empire Transit District

PANELISTS Mona Babauta, City of Santa Rosa
Ron Hughes, Kings Area Regional Transportation
Joe Rye, WHEELS – Livermore/Amador Valley Transit Authority
John Shapiro, Northeastern State University

The Media and You – Sponsored by: California Department of Transportation, Division of Mass Transportation, Office of Professional Development

LOCATION Ferrante

This extensive media coaching course will focus on how to get your message across, crisis communication, and working with the media. This class has something for everyone from the seasoned media professional to those new to the industry.

MODERATOR Lonora Graves, California Department of Transportation

SPEAKER Norm Hartman, TMT WorldWide

Best Practices in Risk Management

LOCATION Bonsai III

Risk management solutions can help transit organizations improve driver performance and overall fleet safety, reduce costs and improve service. Discover methods for reducing risk in your agency and improve your safety rating.

MODERATOR Z. Wayne Johnson, Golden Gate Bridge, Highway and Transportation District

PANELISTS Walt Diangson, Pacific Shore Insurance, Inc.
Lee Sorenson, Bickmore Risk Services & Consulting

Making Connections with Google Transit

LOCATION Cottonwood

Google Transit, a transit trip planner integrated with Google Maps, Earth and Google Maps for Mobile, acts as an ambassador to millions of people who are unaware of how they can use transit. Discussion topics for this session will include using Google Transit to reach new riders, making trip planning features available in multiple languages, and connecting services across different transit agencies. Panelists will include representatives from Google, a participating transit agency, California Department of Transportation, and the consulting community, who will discuss Google Transit, its opportunities, steps to technical implementation and sustainability.

MODERATOR Gregg Albright, California Department of Transportation

PANELISTS Aaron Antrim, Trillium Solutions
Michael Wiley, Sacramento Regional Transit District
Jessica Wei, Google

Thursday, November 6 (continued)

Special Offsite Event



TECH TOUR OF MARINA TRANSIT EXCHANGE

Thursday, November 6
10:00am – Noon

Visit the newly constructed Marina Transit Exchange – the future site of a planned transit-oriented development! This beautiful new facility located in Marina, California features Intelligent Transit System amenities like real-time passenger information and free wireless Internet access. Learn how this facility was built on an accelerated time-line, using STIP funding. In addition, you will hear a presentation on how MST is using the latest in ITS technologies to serve its customers and to improve operational efficiency and effectiveness.

10:00am – Noon **TECH TOUR OF MARINA TRANSIT EXCHANGE**

LOCATION Look for a MST tour guide and transportation just outside the Portola Hotel & Spa.

Learn how Marina Transit Exchange was built on an accelerated time-line, using STIP funding and how MST is using Intelligent Transit System amenities like real-time passenger information and free wireless Internet access to serve its customers and to improve operational efficiency and effectiveness.

10:00am – 10:15am **Morning Break**

LOCATION De Anza Foyer

10:15am – 11:45am **CONCURRENT SESSIONS**

● **Fare Collection Systems for Transit**

LOCATION Bonsai I

This session will discuss several types of fare collection systems ranging from high-tech to low-tech solutions for rural and urban transit providers.

MODERATOR Linda Somilleda, Foothill Transit

PANELISTS Tom Coogan, RouteMatch
Dave Holland, Mentor Engineering
David Kutrosky, Capitol Corridor Joint Powers Authority

■ **Zero Emission Technology: Make Changes Today for a Better Tomorrow!**

LOCATION Redwood

This session will provide an update on ZEB technology and review what all agencies must do to prepare for 2010. Come find out how the hydrogen test coaches are doing; hear about what our industry must do to make hydrogen work; and look at an all-electric approach to satisfy ZEB.

MODERATOR Durand Rall, Omnitrans

PANELISTS Leslie Eudy, National Renewable Energy Laboratory
Joshua Goldman, ProTerra
Fred Silver, CalStart

◆ **FTA Capital Grant Applications for Small Operators**

LOCATION Bonsai II

Learn how to prepare successful capital grant applications with tips and techniques developed by Gannett Fleming, Inc.

MODERATOR Mindy Jackson, El Dorado Transit Authority

SPEAKER Rod Dawson, Gannett Fleming, Inc.

★ **The Media and You** – Sponsored by: California Department of Transportation, Division of Mass Transportation, Office of Professional Development

LOCATION Ferrante

Part two of this extensive media coaching course continues its focus on how to get your message across, crisis communication, and working with reporters. This class has something for everyone from the seasoned media professional to those new to the industry.

MODERATOR Lonora Graves, California Department of Transportation

SPEAKER Norm Hartman, TMT Worldwide

Thursday Luncheon Fun



Thursday, November 6
Noon – 1:30pm

PAULA FAUST
LA County Metropolitan Transit
Authority (Metro)

Stand Up Comedian by night and fellow transit professional by day Paula Faust provides Bring Your Kids to Work Day – Or Just Another Day in Transit Paradise, a short comedy break for everyone to take a breather and LAUGH. Paula will share some of her insights into the world of transportation from someone who sees it from just a slightly different perspective.

▲ | **Bus Rapid Transit: The California Experience**

LOCATION Bonsai III

This panel will begin by discussing the steps California Department of Transportation is taking to assist local transit agencies looking to implement BRT on the State Highway System. Then several transit providers will discuss how they have implemented BRT into their transit system.

MODERATOR *Wendy Johnsen, California Department of Transportation*

PANELISTS *Hunter Harvath, Monterey-Salinas Transit*
Cory LaVigne, Alameda-Contra Costa Transit District
Kevin McDonald, Foothill Transit
Chris Schmidt, California Department of Transportation

▲ | **Dollars for Transit! Proposition 1B Transit Bonds**

*Sponsored by: California Department of Transportation,
Division of Mass Transportation*

LOCATION Ironwood

This session will provide an overview of the Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA) Program's current status, including an update on the Fiscal Year 2007/08 program and what was passed by the Legislature for the Fiscal Year 2008/09. We will also train you on how to complete the request forms and what needs to be included in each of the various status report forms, to ensure your project will meet the requirements of the Governor's Executive Order. Then we'll take a look at the Governor's Bond Accountability Website, which tracks and reports all projects using any Bond funds.

MODERATOR *Karen King, Golden Empire Transit District*

PANELISTS *Susan Harrington, California Department of Transportation*
Joan Musillani, California Department of Transportation

X | **Transit Funding and Policy: Latest Capitol Updates**

LOCATION Cottonwood

The latest legislative and regulatory news will be discussed with pointers on where to get more information. Learn about the latest Federal and State legislation from Association members and staff.

MODERATOR *Rick Ramacier, Central Contra Costa Transit Authority*

PANELISTS *Gus Khouri, California Transit Association*
Joshua W. Shaw, California Transit Association
Steve Wallauch, Suter, Wallauch, Corbett and Associates

Noon – 1:30pm **LUNCHEON Featuring Paula Faust**

LOCATION De Anza Ballroom I & II

1:30pm – 3:00pm **CONCURRENT SESSIONS**

● | **Wheelchair Securement: Issues, Standards, and Practices**

LOCATION Bonsai I

Learn about issues that transit accessibility consultant **Doug Cross** explored as an author of the recent Easter Seals Project Action study, *Status Report on the Use of Wheelchairs and Other Mobility Devices on Transportation*, as well as his presentation on how to develop a wheelchair securement marking and tether strap program.

MODERATOR *Beth McCormick, Orange County Transportation Authority*

SPEAKER *Doug Cross, Douglas J. Cross Transportation Consulting*

Speaker Profile



DR. SCOTT RUTHERFORD *University of Washington*

Professor Rutherford instructs classes in transportation planning and engineering at the University of Washington, College of Engineering. He received his Bachelor's and Master's degrees in Civil Engineering from Washington State University in 1966 and 1968, and a Ph.D. in Civil Engineering from Northwestern University in 1974. He is a registered professional engineer with several years of industry and consulting experience. Previously he was director of research for the Washington State DOT and director of the Washington State Transportation Center (TRAC).

■ | **What Does It Mean to "Be Green"?**

LOCATION Redwood

Come learn how to VOICE your way to becoming a greener agency. This session starts with simple steps to develop a Sustainability Plan within your agency and continues with practical applications within the Maintenance department. You will hear about vehicle evaluation criteria, getting LEED certification (new and existing buildings), performing energy use audits, and procuring "green" products.

MODERATOR *Rolando Cruz, Long Beach Transit*

PANELISTS *Julie Espy, Orange County Transportation Authority*
Jim Kumon, Miralles Associates, Inc.
Nick Guillen, Southern California Edison
Ralph Merced, Santa Monica's Big Blue Bus
C. Mikel Oglesby, SunLine Transit Agency

◆ | **Finding Your Way: Successful Customer Information Programs**

LOCATION Bonsai II

Getting customers over the "learning hump" of how to use your system is challenging. Come discover the new and successful programs other agencies have implemented to make riding transit even better.

MODERATOR *Yvonne Morrow, Western Contra Costa Transit Authority*

PANELISTS *Holly Hampton, Sussman/Prejza & Company, Inc.*
Steve Parry, CHK America, Inc.
Mary Steinert, Paratransit, Inc.

★ | **New Media to Reach New Markets**

LOCATION Ferrante

Media as a way to reach customers and potential customers is changing fast. This session will explore the phenomenon of new media showing how your agency can be on the cutting edge of this interactive and digital experience.

MODERATOR *Linda Gamberg, Santa Monica's Big Blue Bus*

PANELISTS *Aaron Antrim, Trillium Solutions*
Allison Janes, San Francisco Bay Area Rapid Transit District
Steve Raddick, Booz Allen Hamilton

▲ | **AB32: Reducing Greenhouse Gas Emissions**

LOCATION Bonsai III

Are you wondering how AB32 – *The California Global Warming Solutions Act of 2006* will affect your agency? Will you be ready to implement emissions reductions measures as early as 2012? Attend this session and listen to an overview of the legislation and regulations directly from CARB staff.

MODERATOR *Jim McElroy, California Transit Association*

PANELISTS *Kathleen Mead, California Air Resources Board*
Derek Turbide, Clean Energy Fuels Corp.

✕ | **Effective Contracting From the Public and Private Perspective**

LOCATION Cottonwood

What are the keys to effectively contracting for transit services? Representatives from both private providers and public agency customers will discuss what they consider to be the critical elements for successful contracting. Among the areas to be explored are: designing and navigating a fair and effective selection process; developing an effective work scope – who is responsible for what; insuring a smoother transition; developing a healthy contract relationship; and dealing with problems and changes.

MODERATOR *Teri Mantony, Golden Gate Bridge, Highway and Transportation District*

PANELISTS *Jon Monson, MV Transportation*
Erin Rogers, Orange County Transportation Authority
George Sparks, Pomona Valley Transportation Authority
Don Swain, First Transit, Inc.

3:00pm – 3:30pm **Break – Sponsored by: GIRO, Inc.**

LOCATION De Anza Foyer

3:30pm – 5:00pm **KEYNOTE ADDRESS: Robert F. Kennedy, Jr. – A Contract with Our Future**
LOCATION De Anza Ballroom I & II

FREE EVENING Enjoy a free evening to explore Monterey nightlife on your own. Visit the Information Desk to learn more about local attractions and restaurants. MST Trolley service will be offered by MV Transportation.

Friday, November 7

8:00am – Noon **Registration Open**
LOCATION De Anza Foyer

8:00am – 8:30am **Breakfast Buffet**
LOCATION De Anza Ballroom I & II

8:30am – 9:30am **MONTEREY AT ITS BEST! Innovative Partnerships That Work!**
LOCATION De Anza Ballroom I & II

Initiated in 2003 by the Monterey County Business Council and the County of Monterey, the Monterey County Competitive Clusters Project (C2) works to achieve a more competitive economy in the existing key industries and emerging industries that fit the special character of Monterey. C2 has brought hundreds of private and public sector leaders together to develop concrete action initiatives through one of the six cluster groups: Agriculture, Building & Design, Education/Research, Tourism, Wellness/Lifestyle, and Creative Technology. This session will highlight the role of Monterey-Salinas Transit in the C2 program through innovative public/private partnerships such as the Carmel Valley Grapevine Express and the Locally Sustainable Mustard Seed Biodiesel project.

MODERATOR Carl Sedoryk, Monterey-Salinas Transit
PANELISTS Mary Claypool, Monterey County Business Council
 Hunter Harvath, Monterey-Salinas Transit
 Mary Ann Leffel, Monterey-Salinas Transit

9:30am – 9:45am **Break**
LOCATION De Anza Foyer

9:45am – 11:00am **CONCURRENT SESSIONS**

- **BRT Experience Outside of California: What Applies to the Small- and Medium-Sized Transit Agency**
 Sponsored by: California Department of Transportation, Division of Mass Transportation, Office of Professional Development

LOCATION Bonsai I

Learn how to develop and implement Bus Rapid Transit routes in your system from Dr. Scott Rutherford, University of Washington and hear about successful BRT programs in the U.S.

MODERATOR Donna Pulverman, California Department of Transportation
SPEAKER Dr. Scott Rutherford, University of Washington

- **The Changing Face of Maintenance Training**

LOCATION Bonsai II

As equipment becomes more sophisticated, so too must our maintenance practices and training. The traditional person attracted to a maintenance position in the past enjoyed fixing things, but now is obliged to bring much more to the job. We must figure out ways to train people for the maintenance positions of today and tomorrow.

MODERATOR John Calame, MV Transportation
PANELISTS Nina Babiarz, Southern California Regional Transit Training Consortium
 David Stumpo, APTREX

Keynote Address



Thursday, November 6
3:30pm – 5:00pm

ROBERT F. KENNEDY, JR.
Environmental Activist and Author

A champion of green technologies and business practices, Robert F. Kennedy, Jr. presents *A Contract with Our Future* and discusses the important role that our natural surroundings play in our work, our health, and our identity as Americans. He eloquently explains how good environmental policy is good business policy, good economic policy, and ultimately a good policy for posterity.

Immediately following, Robert F. Kennedy, Jr. will be offering a book signing. As a convenience, books will be available for purchase.

Sponsored by:



Speaker Profile



DR. CYNTHIA WAGNER WEICK

University of Pacific

Dr. Cynthia Wagner Weick's expertise is in strategic planning for technology-based business and products, and in international as well as domestic market analysis and development. She currently teaches courses in Strategic Management and Policy, Management of Technology, Product Innovation and Global Business. Her research focuses on international strategies in commercial biotechnology. She also serves as Director of Pacific's Invention Evaluation Service.

◆ | Building a Better Bus Stop

LOCATION *Bonsai III*

Do you have bus stops on highways that are difficult to access? Learn the regulations, environmental requirements and access guidelines for developing new bus stops or park n rides.

MODERATOR *Gordon Robinson, Orange County Transit Authority*

PANELISTS *Scott Sauer, California Department of Transportation
Gordon Shaw, LSC Consultants
Mark Wall, Lake County Transit*

★ | Niche Marketing to Attract New Riders

LOCATION *Cottonwood*

This session will discuss studies and marketing campaigns that target multi-generational groups. Panelists will discuss their niche marketing programs that recruited new riders.

MODERATOR *Z. Wayne Johnson, Golden Gate Bridge, Highway and Transportation District*

PANELISTS *Rosemary Booth, WHEELS – Livermore/Amador Valley Transit Authority
Dan Dawson, Santa Monica's Big Blue Bus
Richard Hannasch, North San Diego County Transit District
Wendy Williams, Omnitrans*

✕ | Public/Private Partnerships: Are They Working?

LOCATION *Ironwood*

Public transit and community transportation agencies have been working hard to create relationships with private businesses to fund projects, increase ridership and to market services. Come hear the panelists discuss their success stories and some of the difficulties in creating successful partnerships.

MODERATOR *Neville McGilchrist, Municipal Services Group*

PANELISTS *Kevin Kane, Victor Valley Transit Authority
Ian McAvoy, San Mateo County Transit District
Larry Pardi, Arcata Mad River Transit
Thomas Parker, San Francisco Bay Area Rapid Transit
Kam Shadan, P.E., Gannett Fleming, Inc.*

11:00am – 11:15am Break

LOCATION *De Anza Foyer*

11:15am – 12:30pm **CONCURRENT SESSIONS**

● | BRT Experience Outside of California: What Applies to the Small- and Medium-Sized Transit Agency

Sponsored by: *California Department of Transportation, Division of Mass Transportation, Office of Professional Development*

LOCATION *Bonsai I*

In part two of this session, continue to learn how to develop and implement Bus Rapid Transit routes in your system from Dr. Scott Rutherford, University of Washington and hear about successful BRT programs in the U.S.

MODERATOR *Donna Pulverman, California Department of Transportation*

SPEAKER *Dr. Scott Rutherford, University of Washington*

Save the Date



CALIFORNIA'S PUBLIC & COMMUNITY TRANSPORTATION CONFERENCE & EXPO 2009

Please "Save the Date" and make plans to attend the next California Transit Association and CalACT jointly held fall conference & EXPO, **October 27-29, 2009**. Join us in downtown Pasadena where our hosts will be Los Angeles County Metropolitan Transit Authority and Pasadena Area Rapid Transit System.

More details will be coming soon at: www.caltransit.org and www.calact.org.

We look forward to seeing you in Pasadena!

● Creating Effective Mobility Management Services

LOCATION Offsite at MST Mobility Management Center at 150 Del Monte Avenue, Monterey (across from the Conference Center)

Mobility Management Centers and tools are used to assist riders in meeting their transportation needs. Visit Monterey-Salinas Transit's new Mobility Management Center and learn how they developed the center, obtained funding and provide services to riders.

MODERATOR *Cindy Dahlgren, Central Contra Costa Transit Authority*

PANELISTS *Dave Cyra, United We Ride Ambassador
Tom Hicks, Monterey-Salinas Transit
Jeff Loughheed, Trapeze Software Group, Inc.*

★ Green Transit Solutions

LOCATION Cottonwood

Public transit is one of the most significant solutions to global warming and climate change. Transit agencies have taken great steps to lead the way into a new cleaner world. This session will focus on some of the programs and marketing messages that are making headlines and showing the public just how green transit can be.

MODERATOR *Marcella Rensi, Santa Clara Transportation Authority*

PANELISTS *Dan Dawson, Santa Monica's Big Blue Bus
Hunter Harvath, Monterey-Salinas Transit
Linda Somilleda, Foothill Transit*

▲ Developing a Standard Facility Design

LOCATION Bonsai III

Learn about the "Walmartization" of new facilities construction. Utilizing pre-existing design plans can save hundreds of thousands of dollars. Hear how these designs are being used for new California public and community transportation facilities that can be adapted and built anywhere.

MODERATOR *Karen King, Golden Empire Transit District*

PANELISTS *Keith Campbell, Boyle Engineering Corporation
Mike Hernandez, Monterey-Salinas Transit
Donna Kelsay, San Joaquin Regional Transit District
Jim Kramer, Orange Country Transportation Authority*

✕ Maintaining Alliances in Difficult Times

LOCATION Bonsai II

Ever felt like the only cheerleader in an empty stadium? Learn why some of our traditional partners aren't rooting for transit, just when we need them the most. Listen to their ideas about increasing our visibility in the community.

MODERATOR *John Arriaga, JEA & Associates*

PANELISTS *Carl Guradino, Silicon Valley Leadership Group
Brian Kelly, California State Senate
Mark Watts, California Strategies*

✕ Improving Innovation in California's Transportation Agencies

Sponsored by: *University of Pacific*

LOCATION Ironwood

Innovation is among the most over used – yet underutilized – concepts in business today. Why is innovation so important to transportation agencies in California? And what characterizes an innovative organization? In this workshop participants will diagnose their own agency's capacity for sustainable and measurable innovation, and develop concrete ways for improving this capacity.

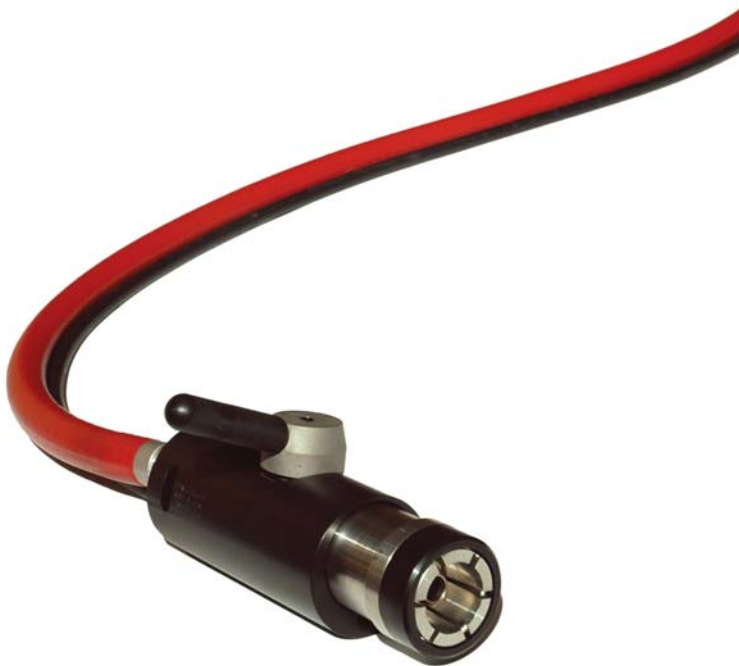
MODERATOR *Peter Johnson, University of Pacific*

SPEAKER *Dr. Cynthia Wagner Weick, University of Pacific*

12:40pm – 1:15pm **CalACT General Membership Meeting**

LOCATION De Anza Ballroom I & II

Dump the Pump, Discover the Nozzle.



It's time to explore how CNG can fit into your fleet. High diesel and gasoline prices are here to stay, but you can still balance your fuel budget with CNG fuel at around \$2 per gallon. On top of the fuel savings, CNG has lower emissions and it's made in the USA. So, what are you waiting for? See if the nozzle fits your fleet.



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Thank You Joint Conference Committee Members

California's Public & Community Transportation Conference & EXPO 2008 Building Partnerships for the Future would not have been possible without the Joint Conference Committee from both Associations. A diverse group of individuals dedicated to providing educational and networking opportunities for transportation professionals, their vision, expertise and commitment shaped the conference program. For the many valuable contributions toward the first joint conference of California Association for Coordinated Transportation and California Transit Association, we extend our warm gratitude.

- Co-Chair: **Carl Sedoryk**,
Monterey-Salinas Transit
Co-Chair: **George Sparks**,
Pomona Valley Transportation Authority
Vice-Chair: **David Smith**,
MV Transportation
Charles Anderson,
Western Contra Costa Transit Authority
Jaime Beccerra, *Foothill Transit*
Rolando Cruz, *Long Beach Transit*
Dave Cyra, *United We Ride Ambassador*
Dan Dawson, *Santa Monica's Big Blue Bus*
Marc Ellison, *InterMotive Vehicle Controls*
Shonna Halterman, *City of Clovis*
Clay Hartman, *A-Z Bus Sales, Inc.*
Hunter Harvath, *Monterey-Salinas Transit*
Chris Hatfield, *California Department of Transportation*
George Karbowski, *Foothill Transit*
Halsey King, *Halsey King and Associates*
Stefan Marks, *Veolia Transportation*
Tim McGowan, *First Transit*
Joe Meer, *Morongo Basin Transit Authority*
Dan Mundy, *California Department of Transportation*
Austin O'Dell, *Santa Maria Area Transit*
James Parker, *Norwalk Transit*
Arun Prem, *Access Services*
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Rita Torres, *Norwalk Transit*
Mark Wall, *Lake County Transit*
Robert Weber, *Monterey-Salinas Transit*